ACADEMIC CURRICULA

Humanities and Social Sciences

including Management Courses

Regulations - 2018

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

(Deemed to be University u/s 3 of UGC Act, 1956)

Kattankulathur, Kancheepuram, Tamil Nadu, India

Course Code	18PDH102T	Course Name	MANAGEMENT PRINCIPLES FOR ENGINEERS	Course Category	H	Humanities and Social Sciences including Management	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil			
Course Offering Department		Career Development Centre		Data Book / Codes/Standards	Nil			

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)															
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1 :	Acquire knowledge about the fundamental concepts of organization and management																		
CLR-2 :	Make decision strategies, planning process, tools and techniques																		
CLR-3 :	Inculcate the traits needed to be an effective leader and familiarize with the organizational structures and design																		
CLR-4 :	Gain valuable insights into strategic process, formulation and implementation	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Engineering Knowledge	Problem Analysis	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethics	Individual & Team Work	Communication	Project Mgt. & Finance	Life Long Learning	PSO - 1	PSO - 2	PSO – 3
CLR-5 :	Utilize the intricacies involved in cultural and ethical issues of people																		
CLR-6 :	Utilize the dimensions of the planning-organizing-leading-controlling (P-O-L-C) framework																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1 :	Observe and evaluate the various influencing factors on the current practice of organization and management	3	80	75	-	H	-	-	-	L	-	H	H	M	-	M	-	-	-
CLO-2 :	Use the techniques and tools of planning and make prudent decisions	2	80	75	-	M	-	-	-	H	-	H	H	M	-	H	-	-	-
CLO-3 :	Identify how organizations adapt to uncertain environment, identify techniques managers use to influence and control the internal environment	2	80	75	-	L	-	-	-	M	-	H	H	H	-	M	-	-	-
CLO-4 :	Apply and execute management goals	2	80	75	-	L	-	-	-	M	-	H	M	H	-	M	-	-	-
CLO-5 :	Manage people and deal with cultural and ethical issues	3	80	75	-	H	-	-	-	H	-	H	H	H	-	H	-	-	-
CLO-6 :	Utilize the basic fundamentals of managing organizations and utilize optimal resources	3	80	75	-	H	-	-	-	M	-	M	M	H	-	M	-	-	-

Duration (hour)		6	6	6	6	6
S-1	SLO-1	Organization	Information technology and the new workplace	Organisational control	Strategic management	People Management
	SLO-2	The Individual and the Organization	Precautious Measures	Control in the Business Setting	Role of Strategy in Management	Importance of people
S-2	SLO-1	Management	Information and decision making	Motivation	Evaluating the Business Environment	Attracting a Quality Workforce
	SLO-2	Primary Functions of Management	Styles of Decision Making	Importance of Employee Motivation	Common Frameworks for Situational Analysis	Recruiting process
S-3	SLO-1	Role of management in organisation	The decision-making process	Leadership	Goals and Process	Employee Diversity
	SLO-2	Advantages of Managing People Well	Barriers to Individual Decision Making	Effective Leader	strategic competitiveness	Conflict Management
S-4	SLO-1	Types of Managers	Planning	Organising	Different Strategies	Organisational Culture
	SLO-2	Role of managers	Planning and Mission	Purpose of Organization	Stages and Types of Strategy	Influences on Organizational Culture
S-5	SLO-1	management Thought	The planning process	organisational design	Strategy formulation	Initiating and Fostering Cultural Change

	SLO-2	*Management Roles*	*The Planning Cycle*	*Common Organizational Structures*	*Bridging the Gaps*	*Putting It Together: Culture and Diversity*
S-6	SLO-1	*Environmental Factors*	*tools, techniques and processes*	*Factors Impacting Organizational Design*	*Strategy implementation*	*Ethics*
	SLO-2	*Internal and External Factors*	*Putting It Together: Planning and Mission*	*Contingencies*	*Overcoming Hindrances*	*Cultural Issues*

Learning Resources	1. *Schermerhorn, J.R., Introduction to Management, 13th ed., Wiley; 2017* 2. *Harold Koontz, Heinz Weihrich, Essentials of management: An International & Leadership Perspective, 10th ed., Tata McGraw -Hill Education, 2015*	3. *Stephen Robbins, Mary Coulter, Fundamentals of Management , 9th ed., Pearson Education, 2016* 4. *Samuel C. Certo, Tervis Certo, Modern management: concepts and skills, 12th ed., Pearson, 2012* 5. *Charles W. L. Hill, Steven Mcshane, Principles of Management McGraw Hill Education, 2017*

Learning Assessment

	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (15%)		CLA – 3 (15%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%	-	30%	-	30%	-	30%	-	30%	-
	Understand										
Level 2	Apply	40%	-	40%	-	40%	-	40%	-	40%	-
	Analyze										
Level 3	Evaluate	20%	-	30%	-	30%	-	30%	-	30%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

 # CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Mr. Pratap Iyer, Study Abroad Mentors, Mumbai, pratap.iyer30@gmail.com	1. Dr. A.K. Sheik Manzoor, Anna University, sheikmanzoor@annauniv.edu	1. Mr. Mohamed Ibrahim. A. U., SRMIST
2. Mr. Ajay Zenner, Career Launcher, ajay.z@careerlauncher.com	2. Dr. Devamainthan, University of Madras	2. Mr. Muthu Manivannan, SRMIST

Course Code	18PDH103T	Course Name	SOCIAL ENGINEERING	Course Category	H	Humanities and Social Sciences including Management	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department		Career Development Centre		Data Book / Codes/Standards	Nil

Course Learning Rationale (CLR):	The purpose of learning this course is to:		Learning			Program Learning Outcomes (PLO)														
		1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-1 :	create personal awareness and responsibility																		
CLR-2 :	learn about environment and approach towards social issues																		
CLR-3 :	train students on social competencies to become self reliant, resourceful and industrious																		
CLR-4 :	understand social entrepreneurship	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Engineering Knowledge	Problem Analysis	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethics	Individual & Team Work	Communication	Project Mgt. & Finance	Life Long Learning	PSO - 1	PSO - 2	PSO – 3
CLR-5 :	develop a mindset to contribute to the society																		
CLR-6 :	apply knowledge, passion and skills in the pursuit of humanitarian goals																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1 :	identify and addresses needs of social responsibilities	2	80	75	-	-	-	-	-	M	M	H	H	H	-	-	-	-	-
CLO-2 :	resolve social problems	3	80	75	-	-	-	-	-	H	L	M	H	M	-	-	-	-	-
CLO-3 :	understand social responsibility competencies and CSR activities	2	80	75	-	-	-	-	-	M	L	L	H	H	-	-	-	-	-
CLO-4 :	build a business plan to meet social needs	3	80	75	-	-	-	-	-	M	L	H	H	M	-	-	-	-	-
CLO-5 :	gain real time experience through student social responsibility project and presentation	3	80	75	-	-	-	-	-	H	M	H	H	M	-	-	-	-	-
CLO-6 :	possess an in-depth knowledge of social engineering and effect a social change in the society	3	80	75	-	-	-	-	-	H	M	M	M	M	-	-	-	-	-

Duration (hour)		6	6	6	6	6
S-1	SLO-1	Introduction	Environment and society	Social responsibility competencies	Social entrepreneurship	Student Social responsibility
	SLO-2	Importance of Social Engineering	Contribution towards environment	Social responsibility competencies	Social entrepreneurship	Student Social responsibility
S-2	SLO-1	Personal awareness	Social issues	Social responsibility competencies- Profiles	Social Entrepreneur	Project Presentation
	SLO-2	Types of responsibilities	Social issues	Social responsibility competencies- Facets	Types of Social Entrepreneurs	Project Presentation
S-3	SLO-1	Social Change	Group discussion on social Issues	Contributing to community	Success stories of social entrepreneur	Project Presentation
	SLO-2	Social Change	Group discussion on social Issues	Contributing to community	Impact of social entrepreneurs in society	Project Presentation
S-4	SLO-1	Vision towards society	Group discussion on social Issues	Value diversity and Building relationships	Business Plan	Project Presentation
	SLO-2	Mission towards society	Group discussion on social Issues	Value diversity and Building relationships	Business Plan	Project Presentation
S-5	SLO-1	Individual social responsibility(ISR)	Social Marketing	Corporate social responsibility	Business Plan	Report Analysis
	SLO-2	Individual social responsibility(ISR)	Social Marketing	Types of CSR	Business Plan	Report Analysis

S-6	SLO-1	*Case study*	*Non profitable organizations*	*Government Policies on CSR*	*Business Plan*	*Report Analysis*
	SLO-2	*Case study*	*Types of NGO*	*Government Policies on CSR*	*Business Plan*	*Report Analysis*

Learning Resources	1. *Joel Makeower, Beyond The Bottom Line: Putting Social Responsibility to work for your Business and the World,Oct,1995* 2. *Simen Sinek, Start with Why, How great leaders Inspire Everyone to Take Action, Penguin UK, 2011* 3. *Adam Grant, Give and Take: Why Helping others drives our success, Orion Publishing Group, 2014* 4. *David Bornstien, How to change the world, Oxford University Press, 2007*	5. *Nicholls,Alex,ed., Social Entrepreneurship – New Models of Sustainable Social Change, Oxford University Press, 2008* 6. *Ronald R. Sims, Ethics and Corporate Social Responsibility: Why Giants fall, 2003* 7. *Robert A. Rohm, Positive Personality Profiles, Personality Insights, Inc, 2006*

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	Analyze										
Level 3	Evaluate	20%	-	30%	-	30%	-	30%	-	30%	-
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1. Mr. Vijay Nair – Director, Education Matters, vijayn@edmat.org	1. Dr. A.K. Sheik Manzoor, Anna University, sheikmanzoor@annauniv.edu	Mrs. Kavitha Srisaran, SRMIST
2. Mr. Ajay Zenner, Career Launcher, ajay.z@careerlauncher.com	2. Dr Vanitha. J., Loyola College, vanithaj@loyolacollege.edu	Mr. Priyanand P., SRMIST