



CVM
UNIVERSITY
Aegis: Charutar Vidya Mandal (Estd.1945)

FACULTY OF ENGINEERING & TECHNOLOGY

Effective from Academic Batch: 2022-23

Programme: Master of Technology (Food Technology)

Semester: 3

Course Code: 202300311

Course Title: Business Management

Course Group: Open Elective Course

Course Objectives: The aim of this course is to make students aware of about different business management functions

Teaching & Examination Scheme:

Contact hours per week			Course Credits	Examination Marks (Maximum / Passing)				
Lecture	Tutorial	Practical		Theory		J/V/P*		Total
				Internal	External	Internal	External	
3	2	0	4	50/20	50/20	25/10	25/10	150/60

* J: Jury; V: Viva; P: Practical

Detailed Syllabus:

Sr.	Contents	Hours
1	Introduction: Basic concept of business, different types of business organizations, Basic concept of management, Basic functions of management- planning , organizing, leading and controlling, Different management theories - Scientific Management Theory, Classical Organization Theory, Behavioural approach, Management Science Approach, Introduction to modern management theories: Systems approach, Contingency theory, Management by Objectives(MBO), Role of manager and levels of management.	08



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2	<p>Introduction to Human Resource Management: Meaning, Objectives, Scope and Functions of HRM, Role and qualities of HR executives, changing environment of HRM in India, Creating an HR based Competitive Advantage; Recruitment: Definition, Process and Sources of Recruitment, Factors governing the Recruitment Policy; Selection: Selection Process - Application Forms, Selection Tests, Interviews, Evaluation Role of Line & HR manager in Selection, Placement and Induction.</p>	06
3	<p>Materials Management: Introduction, Importance and objectives, Purchasing and Stores: policies and procedures, Vendor development, selection, analysis and rating.</p>	06
4	<p>Quality Management: Quality definitions and Dimensions of Quality, Quality control and assurance, 7 QC tools, Quality Circle, Basic concept of TQM, Cost of Quality, Introduction to ISO:9000, Total Quality Management (Basic Philosophy, Approach, Implementation Requirements & Barriers)</p>	08
5	<p>Introduction to Marketing: Concept, Nature, Scope and Importance of Marketing; Needs, Wants & Demands, Segmentation, Targeting and positioning for competitive advantage, Value and Satisfaction, Product Life Cycle concept Evolution of Marketing Concepts: Production Concept, Product Concept, Selling Concept, Marketing Concept, Societal Concept and Holistic Marketing Concept Key Differences between Selling Concept, Marketing Concept and Societal Concept. Difference between marketing and sales.</p>	07
6	<p>Operations Management: Basic Concepts of Operations Management, Types of manufacturing systems and their characteristics, Operations management in service sectors Introduction to contemporary techniques – Lean, Six Sigma, Business Process Reengineering, Agile and World Class Manufacturing (Basic Concept, Methodology, Characteristics, Applications).</p>	07
7	<p>Introduction to Strategic Management: Basic Concept of Strategic Management, Vision, Mission, Objectives, Business Policy, Corporate Strategy, Impact of globalization, internet and E-Commerce, Basic Model of Strategic Management, Strategic Decision Making, Role of Strategic Management in Global Competitiveness.</p>	03
Total		45

Suggested Specification table with Marks (Theory) (Revised Bloom's Taxonomy):

Distribution of Theory Marks						R: Remembering; U: Understanding; A: Application, N: Analyze; E: Evaluate; C: Create
R	U	A	N	E	C	
10	20	20	10	10	00	

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



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Reference Books:

1	Operations Management by Roberta S. Russell, Bernard W. Taylor III (4 th ed.) Pearson PH
2	Operations Management for Competitive Advantage by Chase-Jacobs-Aquilano (10 th ed.) Tata Macgraw Hill
3	Modern Production and Operations Management by Elwood S. Buffa and Rakesh K. Sarin, Wiley.
4	Total Quality Management, Dale H. Besterfield, Carol Besterfield, 5 th ed. Pearson, 2018
5	Marketing Management, Philip Kotler & Kevin Lane Keller, Pearson Education
6	Human Resource Management, K. Ashwathapa, Himalaya Publication
7	Concepts in Strategic Management and Business Policy, Wheelen Thomas, Hunger J. David and Rangaragjan Krish, Pearson Education
8	Management by Stoner, J., PEARSON EDUCATION
9	Fundamentals of Management: Essential Concepts and Applications, Pearson Education, Robbins S.P. and Decenzo David A.

Pedagogy:

- Direct classroom teaching
- Audio Visual presentations/demonstrations
- Assignments/Quiz
- Continuous assessment
- Interactive methods

Course Outcomes (CO):

Sr.	Course Outcome Statements	%weightage
CO-1	Appreciate different management functions	20
CO-2	Understand the concept of human resource management	20
CO-3	Understand the concept of operations and quality management	25
CO-4	Understand the basic concepts of materials and marketing management	20
CO- 5	Know about strategic management	15



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List of Practical's / Tutorials: Case studies and research papers analysis on the topics from syllabus.

Curriculum Revision:	
Version:	2.0
Drafted on (Month-Year):	June -2022
Last Reviewed on (Month-Year):	-
Next Review on (Month-Year):	June-2025