

SEM: VI	PRINCIPLES OF MANAGEMENT AND PROFESSIONAL ETHICS	L	T	P	C
BRANCH: EIE		3			3
CODE:		Category: HSMC			

PRE-REQUISITE**NIL****COURSE OBJECTIVES****(45hrs)**

1. Knowledge on the principles of management is essential for all kinds of people in all kinds of organizations.
2. Have a clear understanding of the managerial functions like planning, organizing, staffing, leading and controlling.
3. To understand global business and diversity.
4. Students will also gain some basic knowledge on international aspect of management.
5. To understand the concepts of computer ethics in work environment.

UNIT 1. INTRODUCTION TO MANAGEMENT**(9hrs)**

Definition of Management, process of Management- Planning, Organizing, leading, Controlling Classical Approach-Contribution. And Limitation, Management Science Approach, Skills, Roles and Performance: Types of managers Managerial Skills,- Technical Skill, Analytical Skill Decision Making skill, Human Relation skill, Communication skill. Managerial Roles –Interpersonal Role, Informational Role, Decisional Role.

UNIT 2. PLANNING FUNCTION**(9hrs)**

Elements of Planning-Objectives, Action, Resource, Implementation. Managerial Decision Making: Types of Decision, Process of Decision Making, Decision Making-Certainty Condition, Uncertainty Condition, Selecting Alternative. Managing Information System; Need for Decision Support System, MIS and DSS Strategic Planning – Organizational Strategy, Business Portfolio Matrix.

UNIT 3. ORGANIZING FUNCTION**(9hrs)**

Organizational Structure- Job Design, Departmentation, Span of Control, Delegation of Authority, Decentralized authority, Chain of Command and Authority, Line and Staff concept Matrix organizational Design

UNIT 4. ENGINEERING ETHICS**(9hrs)**

Senses of ‘engineering ethics’ – variety of moral issues – types of inquiry – moral dilemmas – moral autonomy – Kohlberg’s theory – Gilligan’s theory – consensus and controversy – professions and professionalism – professional ideas and virtues – theories about right action – self-interest – customs and religion – uses of ethical theories

UNIT 5. ENGINEERS RESPONSIBILITY FOR SAFETY**(9hrs)**

Safety and risk – Assessment of safety and risk – Risk benefit analysis – Reducing risk – The Three Mile Island and Chernobyl case studies.

COURSE OUTCOMES

The students will be able to:

- CO1.** Helps to examine situations and to internalize the need for applying ethics principles, values to tackle with various situations.
- CO2.** Develop a responsible attitude towards the use of computer as well as the technology.
- CO3.** Able to envision the societal impact on the products/projects they develop in their career.
- CO4.** Understanding the code of ethics and standards of computer professionals.
- CO5.** Analyze the professional responsibility and empowering access to information in the work place.

TEXT BOOKS:

- [1] Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India, 8th edition.
- [2] Charles W L Hill, Steven L McShane, 'Principles of Management', McGraw Hill Education, Special Indian Edition, 2007.
- [3] Harold Koontz and Heinz Weihrich, Essentials of Management, Tata McGraw Hill, 1998.
 - a. Robert Kreitner and Mamata Mohapatra, Management, Biztantra, 2008.
- [4] Mike Martin & Roland Schinzinger "Ethics in engineering" Mc Graw Hill 2009.
- [5] Govindarajan M, Natarajan. S.Senthilkumar V.S, "Engineering Ethics", Prentice Hall of India, 2004.

REFERENCES:

- [1] Sthephen A. Robbins and David A. Decenzo and Mary Coulter, Fundamentals of Management, 7th Edition, Pearson Education, 2011.
- [2] Tripathy PC and Reddy PN, Principles of Management, Tata McGrawHill, 1999.
- [3] Charles D.Fleddermamm, "Engineering Ethics", Pearson Hall(2004).
- [4] Charles E.Haris, Michael S.Protchard & Michael J.Rabins, "Engineering Ethics-concepts and cases",Wadsworth Thompson Learning.
- [5] John R.Boartright, "Ethics and conduct of Business", Pearson Education(2003)
- [6] Edmund G. See Bauer & Robert L. Bany, "Fundamental of Ethics for Scientists and Engineering", Oxford University

Mapping of COs with POs												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	✓	✓		✓				✓	✓	✓	
CO2	✓	✓		✓			✓		✓	✓	✓	
CO3		✓	✓	✓	✓				✓			
CO4	✓				✓	✓	✓	✓	✓			
CO5		✓	✓	✓	✓				✓			

T3MC6 - Indian Ethos for Effective Human Resource Management

(60 Periods)

Objectives

1. Recognize ethical issues when making business decisions.
2. Gain an enhanced understanding of legal rules and ethical constraints.
3. Improve analytical problem solving and ethical decision making skills.

Unit I

(10 Periods)

Components of Indian Ethos significance of Indian Ethos - Relevance of Indian Ethos to Modern Management

Unit II

(10 Periods)

Introduction to the Advent of Veda - Significance of its progress - Upanishads - Brahma Sutras
Concept of God

Unit III

(8 Periods)

Consciousness Genesis - Evolution – Progress – Involution - Realization as revealed by Masters

Unit IV

(12 Periods)

Human Being & Levels of Consciousness - Positive and Negative - Traits and Correlation to Modern Management Theories

Universal Masters and their Wisdom - Experiential revelations by Universal Masters and their relevance to Human Resource Management - Significance of Advaita Philosophy

Future Organizations – Higher Consciousness Organizations for Effective HRD -Significance of Yoga-Silence-Prayer-Meditation- Naamsmaran- Study- Satsang

1. Sherlekar - Ethics in Management- Himalaya Publishing, New Delhi
2. Patyrick J. A. & Quinn J. F. - Management Ethics - Response Publishing, New Delhi.
3. Manisha Paliwal,- Business Ethics - New Age International Press. New Delhi.

1. A History of the Society for Business Ethics (2005)
2. Business Ethics Quarterly
3. The Ruffin Series of the Society for Business Ethics
4. Philosophy Documentation Center

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Course Code :	KNOWLEDGE MANAGEMENT	L	T	P	C
BCSF1880EE		3	0	0	3

OBJECTIVES

1. To familiarize the concepts of Knowledge Management.
2. To understand the challenges of Knowledge Based Organizations and the HR mechanisms to manage them effectively.
3. To identify the importance of the values of autonomy and accountability in Knowledge based organizations

COURSE OUTCOMES

1. Analyze personal and organizational situations in terms of theories of knowledge;
2. Analyze the knowledge needs of an organizational situation
3. Select and apply appropriate systems components and design a knowledge management system
4. Critique different forms of knowledge in light of current research.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S										
CO2		M	S									
CO3			S		M						M	
CO4				S	M			S				

S-STRONG, M- MEDIUM, L- LOW

UNIT - I

Introduction to Knowledge Management - Knowledge Society - Types of Knowledge - An Introduction to life in organizations - Concept and Characteristics of KBOs - Dimensions of HRM in KBOs - New Role and Challenges for HRM in the KBOs.

UNIT - II

Managing Knowledge for organizational effectiveness - Process and Methods- Concept of Intellectual Capital and Learning Orientation in the Organizations - Knowledge and Role related issues - Performance Appraisal in a KBO - Intellectual Property Rights (IPR).

UNIT - III

Managing Knowledge and Personnel & Organizational Health - Rewarding Knowledge - Management of Retention.

UNIT - IV

ICTs in KBOs - HRIS for KBOs - Concept, Mechanisms, and Software Orientation - Performance Management – Mechanisms.

UNIT-V

Technologies to Manage Knowledge – Artificial Intelligence – Digital Libraries – Repositories – Knowledge Discovery – Creating Systems that Utilize Knowledge – Knowledge Process Outsourcing - Innovation Clusters.

TEXT BOOK AND REFERENCES

1. Frances Horibe, Managing Knowledge Workers, John Wiley & Sons
2. Ganesh Natarajan and Sandhya Shekhar, Knowledge Management - Enabling Business Growth, Tata McGrawHill, New Delhi
3. Fernandez & Leidner, Knowledge Management, PHI Learning, New Delhi, 2008
4. Mruthyunjaya, Knowledge Management, PHI Learning, New Delhi, 2011

PREPARED BY

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Course Code :	INTELLECTUAL PROPERTY RIGHTS	L	T	P	C
BCSF188OEK		3	0	0	3

PRE-REQUISITE

This course introduces the student to the basics of Intellectual Property Rights, Copy Right Laws Trade Marks and Issues related to Patents. The overall idea of the course is to help and encourage the student for startups and innovations.

COURSE OBJECTIVES

1. The main objective of the IPR is to make the students aware of their rights for the protection of their invention done in their project work.
2. To get registration in our country and foreign countries of their invention, designs and thesis or theory written by the students during their project work and for this they must have knowledge of patents, copy right, trademarks, designs and information Technology Act.
3. Further teacher will have to demonstrate with products and ask the student to identify the different types of IPR's.

COURSE OUTCOMES

The students once they complete their academic projects,

1. Different types of Intellectual property rights and Information technology act.
2. They gets awareness of acquiring the patent and copyright for their innovative works.
3. They also get the knowledge of plagiarism in their innovations which can be questioned legally.

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M		L		L					S	M	
CO2							L			S		S
CO3			M	L						S		M

S- STRONG; M-MEDIUM; L-LOW

UNIT - I

INTRODUCTION: Meaning of property, Origin, Nature, Meaning of Intellectual Property Rights, Provision of IPR under TRIPS and WTO. Kinds of Intellectual property rights— Copy Right, Patent, Trade Mark, Trade Secret and trade dress, Design, Layout Design, Geographical Indication, Plant Varieties and Traditional Knowledge.

UNIT - II

PATENT RIGHTS AND COPY RIGHTS: Origin, Meaning of Patent, Types, Inventions which are not patentable, Registration Procedure, Rights and Duties of Patentee, Assignment and license, Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties.

COPY RIGHT: Origin, Definition & Types of Copy Right, Registration procedure, Assignment & license, Terms of Copy Right, Infringement, Remedies, Copy rights with special reference to software.

UNIT - III

TRADE MARKS: Origin, Meaning & Nature of Trade Marks, Types, Registration of Trade Marks, Infringement & Remedies, Offences relating to Trade Marks, Passing Off, Penalties.

UNIT - IV

DESIGN: Meaning, Definition, Object, Registration of Design, Cancellation of Registration, International convention of design- types and functions. Semiconductor Integrated circuits and layout design Act-2000.

UNIT V

BASIC TENENTS OF INFORMATION TECHNOLOGY ACT-2000: Cyber crimes, digital signature and E-Commerce.

TEXT BOOKS

1. Intellectual Property Rights and the Law (9th Edition) - Dr. G.B. Reddy, Gogia Law Agency, 2012
2. Law relating to Intellectual Property (5th Edition) - Dr. B.L.Wadehra, Universal Law Publishing Co.
3. Intellectual Property Law (3rd Edition) - P. Narayanan, Eastern Law House.
4. Law of Intellectual Property (6th Edition) - Dr.S.R. Myneni, Asian Law House.

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