

# Lesson Plan for B.Tech (Electrical) 7<sup>th</sup> Semester, 2016

## Subject: Industrial Economics & Management

**Aim of Lesson Plan:** To ensure that the students prepare the lessons in advance as per the lesson plan. This would give a better understanding of the subject, encourage more interactive classes and ensure the timely completion of syllabus.

Lecture 1	<b>Industrial Economics</b>  Industrialization and its importance, Organization and its various types.
Lecture 2	<b>Industrial Economics</b>  Concept of Economics and its constituents (Micro and Macro Economics)
Lecture 3	<b>Consumption and Market Structure</b>  Demand: Law of demand and Elasticity of Demand, Consumer's Surplus, Utility and its measurement
Lecture 4	<b>Consumption and Market Structure</b>  Market and Types of Market Structure- Perfect, Monopoly, Monopolistic and Oligopoly
Lecture 5	<b>Consumption and Market Structure</b>  Demand Forecasting Techniques
Lecture 6	<b>Consumption and Market Structure</b>  Industrial Units: Factors influencing location of Industrial Units, Scale of Production- Large Vs Small Industrial Units
Lecture 7	<b>Introduction to Management</b>  Management and nature of Management, Process of management and its functions: Planning, Organizing, Actuating and Controlling
Lecture 8	<b>Introduction to Management</b>  Functional areas of management, skills and role of Management
Lecture 9	<b>Planning</b>

Lecture 10

Nature and purpose of planning, types of plans, steps in planning process

**Planning**

Objectives: nature and importance of objectives, Types of objectives, primary, secondary, individual and personal objectives. Guidelines for setting objectives

Lecture 11

**Planning**

Decision Making: Importance and limitations of rational decision making, types of decisions- programmed and non programmed decision making, Process of decision making

Lecture 12

**Organizing**

Nature and purpose of organizing: steps in organizing/ process of organizing

Lesson 13

**Organizing**

Formal and informal organizations; span of control & factors determining effective span

Lecture 14

**Organizing**

Decentralization of Authority: Nature of decentralization, degree of decentralization, decentralization as philosophy and policy

Lecture 15

**Organizing**

Delegation of authority: Meaning of authority/delegation, steps in the process of delegation

Lecture 16

**Organizing**

Factors determining the degree of delegation, art of delegation

Lecture 17

**Organizing**

Line/staff organization: Line organization, staff organization, line and staff organization, functional and committee organization, the nature of line and staff relationship

Lecture 18

**Actuating**

Lecture 19

Nature and purpose of Actuating, steps in actuating process

**Actuating**

Essentials of Human Resource Management: Importance and functions of Human resource management

Lecture 20

**Actuating**

Importance of Human resource planning, Recruitment, selection, training and development

Lecture 21

**Actuating**

Performance appraisal, compensation packages, promotions, transfers demotion and separation

Lecture 22

**Actuating**

Leadership: Meaning and importance, Leadership qualities

Lecture 23

**Actuating**

Motivation: The need – want - satisfaction chain

Lecture 24

**Controlling**

Nature and purpose of controlling, steps in controlling

Lecture 25

**Controlling**

Process of controlling, types of controls, recruitments of effective controls

**References**

1. Fundamentals of Business Organization and Management – Y.K. Bhushan
2. Principles of Management - A.K. Chatterjee
3. Principles of Management – George Terry and Stephen G. Franklin
4. Industrial Organisation and Management – V.D. Sinha and Gadgill
5. Management – Stoner, Freeman and Gilbert
6. Elementary Economics Theory – KK Dewett and JD Verma
7. An Introduction to Economics – M.L Sethi
8. Managerial Economics- Ivan Png
9. Engineering Economics- R. Panneerselvam.