

INDUSTRIAL MANAGEMENT AND PSYCHOLOGY

VIII Semester: CE								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
AHS016	Skills	L	T	P	C	CIA	SEE	Total
		3	-	-	3	30	70	100
Contact Classes: 45		Tutorial Classes: 15		Practical Classes: Nil			Total Classes: 60	
<p>COURSE OBJECTIVES: The course should enable the students to:</p> <ol style="list-style-type: none"> I. Discuss the different Taylor's, Fayol's, Maslow's theories of management. II. Understanding the line and staff, matrix, functional, virtual, cellular organizational structures of management. III. Identify the functions of Human resources management and marketing strategies based on product life cycle. IV. Outline the evolution and fields of social, educational, experimental clinical and personality psychology. <p>COURSE OUTCOMES (COs):</p> <p>CO 1: Describe the nature and importance of management, functions of management, theories of management-taylor's.</p> <p>CO 2: Designing organizational structures: Departmentation and decentralization, types of organization structures.</p> <p>CO 3: Explain Human Resources Management (HRM): evolution of HRM, basic functions of hr manager: manpower planning, recruitment.</p> <p>CO 4: Discuss the concept of Definition, goals, fields and applications, development of psychology from middle 19th century, psychology in ancient India.</p> <p>CO 5: Use Applications of psychology to disadvantaged groups, problems of social integration.</p> <p>COURSE LEARNING OUTCOMES (CLOs):</p> <ol style="list-style-type: none"> 1. Describe the functions of management, theories of management-taylor's. 2. Summarize the concept of conditional probability and estimate the probability of event using Baye's theorem. 3. Analyze the concepts of discrete and continuous random variables, probability distributions, expectation and variance. 4. Use the concept of random variables in real-world problem like graph theory; machine learning, Natural language processing. 5. Departmentation and decentralization, types of organization structures 6. Understand line organization, line and staff 7. Determine Use cellular organization, team structure, boundary less organization 8. Illustrate inverted pyramid structure, lean and flat organization structure. 9. HRM, basic functions of hr manager: manpower planning, recruitment.. 10. Understand the concept of selection, training and development 11. Administration, job evaluation and merit rating 12. Development of psychology from middle 19th century, psychology in ancient India 13. Experimental psychology: Contributions of Weber, Fechner. 								

<p>14. Contributions of Weber, Fechner, Wundt and Eddinghaus, William James and Galton</p> <p>15. Use Applications of psychology to disadvantaged groups.</p> <p>16. Understand the information technology and mass media, economic development</p> <p>17. Understand the characteristics fields of psychology: social psychology</p>		
UNIT-I	INTRODUCTION TO MANAGEMENT	Classes: 09
<p>Nature and importance of management, functions of management, theories of management-Taylor's scientific management theory, Fayol's principles of management, Maslow's theory of human needs, Douglas McGregor's theory x and theory y, two factor theory, leadership styles, social responsibilities of management.</p>		
UNIT -II	ORGANIZATIONAL STRUCTURES	Classes: 09
<p>Designing organizational structures: Departmentation and decentralization, types of organization structures, line organization, line and staff organization, functional organization, committee organization, matrix organization, virtual organization, cellular organization, team structure, boundary less organization, inverted pyramid structure, lean and flat organization structure and their merits, demerits and suitability.</p>		
UNIT-III	HUMAN RESOURCE MANAGEMENT AND MARKETING MANAGEMENT	Classes: 09
<p>Human Resources Management (HRM): evolution of HRM, basic functions of hr manager: manpower planning, recruitment, selection, training and development, placement, wage and salary administration, promotion, transfer, separation, performance appraisal, grievance handling and welfare administration, job evaluation and merit rating</p> <p>Marketing: functions of marketing, marketing mix, marketing strategies based on product life cycle., channels of distribution.</p>		
UNIT-IV	FUNDAMENTALS OF PSYCHOLOGY	Classes: 09
<p>Definition, goals, fields and applications, development of psychology from middle 19th century, psychology in ancient India, the founding of experimental psychology: Contributions of Weber, Fechner, Wundt and Eddinghaus, William James and Galton, development of psychology in India.</p>		
UNIT-V	APPLICATIONS AND FIELDS OF PSYCHOLOGY	Classes: 09
<p>Applications of psychology to disadvantaged groups, problems of social integration, information technology and mass media, economic development. fields of psychology: social psychology, educational psychology, experimental psychology, clinical psychology, personality psychology.</p>		
Text Books:		
<ol style="list-style-type: none"> 1. A.R. Aryasri, Management Science, Tata MC Graw Hill, 2009. 2. Atkinson et al.), Hilgard's Introduction to Psychology, Harcourt Brace, 13th Edition, 1985. 3. Bell, P.A., Greene, T.C., Fisher, J.D., and Baum A. "Environmental Psychology" Belmont, CA: Thomson Wadsworth. Ricker Library, 5th Edition, 2001. 		
Reference Books:		
<ol style="list-style-type: none"> 1. Sahakian, William, S. Ed., —History of Psychology, F.E. Peacock Publishers, Inc. Itasca, U.S.A., 1981. 2. Charles G. Morris, Albert Anthony Maisto, Ann Levine, —Psychology: An Introduction, Prentice Hall 2002. 		