

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 student will try to learn:</p> <p>I. The nature, importance and functions of management along with management theories of an organization.</p> <p>II. The different organizational structures for effective and efficient management of human resource to achieve defined organizational goal.</p> <p>III. The Basics of Human resource management and marketing functions in an organization.</p> <p>IV. The fundamentals and application of human psychology in various fields such as information technology, mass media and economic development.</p> <p>COURSE OUTCOMES:</p> <p>CO 1: Understand various management styles for better functioning of organization.</p> <p>CO 2: Apply different scientific management techniques for smooth running of an organization</p> <p>CO 3: Explain how organizational structure contributes for the achievement of each organization's mission.</p> <p>CO 4: Demonstrate the organizational behavior for integrating in understanding the motivation behind behavior of people in the organization.</p> <p>CO 5: Outline the evolution of human resource management for its current application in various organizations.</p> <p>CO 6: Model suitable jobs for providing certain amount of challenge and job satisfaction</p> <p>CO 7: Develop suitable test procedures to test special abilities and personality traits of the different candidates for recruiting into an organization.</p> <p>CO 8: Demonstrate past and current trends in the field of psychology for better understanding of human behavior.</p> <p>CO 9: Make use of principles of psychology in information technology, mass media, disadvantaged groups for the economic development and betterment of society.</p>								
UNIT-I	INTRODUCTION TO MANAGEMENT						Classes: 09	
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.								
UNIT -II	ORGANIZATIONAL STRUCTURES						Classes: 09	
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.								

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. 		
E-Text Books:		
<ol style="list-style-type: none"> 1. https://kupdf.net/download/management-science-aryasripdf_59fd3d9de2b6f5536e693e59_pdf 2. https://www.pdfdrive.com/atkinson-hilgards-introduction-to-psychology-e165980354.html 		