

MEHRAN UNIVERSITY OF ENGINEERING & TECHNOLOGY, JAMSHORO  
DEPARTMENT OF INDUSTRIAL ENGINEERING AND MANAGEMENT

Title of Subject	:	Basic Business Management (INM121)	02 (02+00)
Discipline	:	Industrial Engineering and Management	
Semester	:	(2 <sup>nd</sup> Semester 1 <sup>st</sup> Year)	
Effective	:	20-Batch and onwards	
Assessment	:	20% Sessional, 20% Mid Semester, 60% Final Semester Examination.	
Credit Hours	:	Th=02&Pr =00	
Marks	:	Th: 50&Pr: 00	
Minimum Contact Hours	:	Th: 30 &Pr: 00	

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**Course Learning Outcomes:**

After completion of this course each student would be able to;

CLO	Description	Taxonomy	PLO
1	Understand different theories, techniques and strategies in the industrial environment	C1	11
2	Discuss and communicate the techniques of management control	C2	10

**Course Contents:**

- **Concept of Business and Enterprise:**  
Introduction, objectives of business, the growth of industry, functions of enterprise.
- **Business Environment and Business Ethics:**  
Introduction, Environmental factors influencing business, external environment, General environment, Task environment, Industrial ethics and Managerial ethics in organization.
- **Organizational Structure**  
**Principles of Organization, Organizational Theories, Departmentalism, types of Organization, Organizational Chart**
- **Business Organization and Promotion:**  
Introduction, ownership organization and business combinations, organizational structure, types and principles of business organization, organization development and improvement.
- **Introduction to Management and its functions**  
Planning, types of Plan, policy, objectives, goals and mission, strategy concept, corporate planning, organizing, staffing, directing, communication, leadership, supervision, controlling, Responsibility centers, techniques of management control.
- **Scientific Management**  
Introduction, Basic elements of scientific management, Characteristics of Scientific Management, aims and scope of scientific management, Advantages of Scientific Management.
- **Plant Location, Layout and Physical Facilities:**  
Introduction, concept and factors governing plant location, principles of plant layout, types of plant layout, considerations in designing a building (future expansion, lighting, heating, air-conditioning etc.

**Recommended Books:**

- The Text book of Industrial Engineering and Management by Pravin Kumar, Pearson, Chennai, latest Edition.
- Production Management, By:Dr. L. N. Agarwal and Dr. K. C. Jan, Khana publishers, Delhi- latest Edition.
- Business Management, By:Jahn A. Shubin, Earnes and Beble, London. latest Edition
- Ten Minute Guide to Motivate People, By: Cook, Progressive Internationals Agency, New York, latest Edition.
- Ten Minute Guide to Job Interview, By: Morgan, Progressive Internationals Agency, New York, latest Edition.

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Approval:	Board of Studies:	Res. No. 40.02	Dated: 27.08.2019
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