

Course Number and Name												
BCE704 - MANAGEMENT CONCEPTS FOR CIVIL ENGINEERS												
Credits and Contact Hours												
3 & 45												
Course Coordinator's Name												
Mr. K.Venkatraman												
Text Books and References												
TEXT BOOKS:												
<ul style="list-style-type: none"> Konni, Donnel C.O. and weighrich H., Management, Eight edition. McGraw Hill International Book Company. Philip Kotler, Marketing management, Prentice – Hall of India, Edition . 												
REFERENCES:												
<ul style="list-style-type: none"> Momoria, personal management, himalaya publishing co., 1992. Sharma j.l. construction management and accounts, sathya prakashan, New Delhi, 1994. Srinath, ls., an introduction to project management, tata mcgraw hill publications, 												
Course Description												
<ul style="list-style-type: none"> To practice as professionals, engineers must be able to act responsibly and ethically, understand their limits use, communicate effectively, ci be able to pursue graduate level education 												
Prerequisites						Co-requisites						
Nil						NIL						
required, elective, or selected elective (as per Table 5-1)												
Course Outcomes (COs)												
CO1	To study the basic concept in business operation											
CO2	To study on marketing management concepts											
CO3	To Know the concept about Equipment management											
CO4	To learn about Human resource managemnet											
CO5	To study about computer softwares											
Student Outcomes (SOs) from Criterion 3 covered by this Course												
	COs/SOs	a	b	c	d	e	f	g	h	i	j	k
	CO1	S	M	S	M	M	S	L	M		L	L
	CO2	S	S	S	M	L	M	M	M	M	M	M

	CO3	S	L	S		L		M	M			
	CO4	M	L	S	S	M	M	S			L	M
	CO5	M		S	M	M	M	S	L			

List of Topics Covered

UNIT I BASIC CONCEPTS 9

Types of business operations, Sole proprietorship partnership, Company, public and private sector enterprises / Joint ventures, collaborations. Functions of Management / Principles of management, inventory control, Management tools , L.P.E.R.T., CPM, etc.

UNIT II INTRODUCTION TO MARKETING AND FINANCIAL MANAGEMENT9

Marketing – Marketing Segmentation, Positioning, Marketing Research, Marketing planning, Scope of financial management – Cost accounting Vs Financial accounting. Appraisal of projects, investment decisions, concept of pay back.

UNIT III MATERIALS AND EQUIPMENT MANAGEMENT 9

Planning – Identification, Procurement, Schedule and Cost control – Systems approach- resource management - ABC analysis, VED analysis, FSN analysis, vendor rating evaluation, buying versus leasing of equipment.

UNIT IV HUMAN RESORUCE MANAGEMENT 9

Scope of objectives of HRM – Man power policy and planning – Recruitment and selection. Training performance appiaisal. - Wage policy and compensation systems. Company union relationship and collective bargaining - Accidents absenteeism and turn over – Grievances / conflicts – Identification and resolution.

UNIT V INTRODUCTION TO COMPUTER APPLICATION IN CONSTRUCTION MANAGEMENT 9

Planning, Scheduling and Resource analysis. Recording and operations project accounting, costing and finance - usage of project management software.