



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Engineering

Subject Code: 3153510

Semester – V

Subject Name: Professional Skill

Development

Type of Course: Humanities & Social Science

Prerequisite: Nil

Rationale: Professional Skill Development course deals with making the students aware about different management concepts used in the industry. It helps them to see how different individuals come together and form the teams which help in organizations to achieve their goals. The subject makes them aware about how entrepreneurs are working and what makes them successful and different challenges that are met on day to day basis. The subject also showcases the importance of ethics in the corporate world.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
			ESE (E)	PA (M)	ESE (V)	PA (I)		
3	0	0	3	70	30	0	0	100

Content:

Sr. No	Content	Total Hrs
1	<p>Introduction to Management: Definitions, Nature, scope, Management & administration, skill, types and roles of managers Management Principles; Scientific principles, Administrative principles</p> <p>Introduction to Marketing management: Definition, Marketing Mix, concepts of marketing, demand forecasting and methods, market segmentation</p>	10
2	<p>Individual Behavior: Attitudes: Characteristics, Components, Formation, Measurement, barriers to change attitude. Developing Positive attitude Motivation: Importance, Types, Theories of Motivation, Effects on work behavior, Maslow's hierarchy of needs Personality and value: Types, Factors influencing personality, Theories Emotions: Emotional Labor, Emotional Intelligence, Theories. Impression management, Individual decision making techniques</p> <p>Group Behaviour: Organization structure, Formation, Groups in organizations, Influence, Group dynamics, Group decision making techniques, Team building, Importance of Team work, Communication, Control, Johari Window</p>	12
3	<p>Leadership and Power: Meaning, Importance, Leadership styles, Behavioural Theories, Fiedler model, LMX theory and Path Goal theory, Leaders vs Managers, Sources of power, Power centres, Power and Politics., Time Management</p>	05



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4	<p>Entrepreneurship: Concept, knowledge and skills requirement; characteristic of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach</p> <p>Business Ethics Meaning, importance.</p>	09
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Suggested Specification table with Marks (Theory):

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
20	20	10	10	5	5

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table

Reference Books:

1. Management: Stephan P. Robbins, Mary Coulter and Neharika Vohra, Pearson Education
2. Principles of Management: Charles W L Hill and Steven L Mcshane, McGraw Hill
3. Management- A Global and Entrepreneurial Perspective: Heinz Wehrich, Mark V Cannice, Harold Koontz, Tata McGraw Hill Education
4. Basics of Management and Communication Skills: Dr. P. C. Shejwalkar, Dr. Anjali Ghanekar, Prof Deepak Shivpathaki, Everest Publishing House
5. Entrepreneurship: Madhurima Lall, and Shikha Sahai, , Excel Book

Course Outcome:

After completing the course, students will be able to:

Sr. No.	CO statement	Marks % weightage
CO-1	Describe different management theories, the basic roles, skills, functions of management and basics of marketing.	20
CO-2	Explain the individual behavior like attitude, personality, motivation, emotions and group behavior	20
CO-3	Relate to different leadership styles and differentiate between leaders and managers	15
CO-4	Analyze the concept of power and politics and how it can be used for improving the organization	15



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CO-5	Summarize the basics of entrepreneurship and the different challenges faced	20
CO-6	Validate the different principles of management by means of different case studies	10