

## MB790

### Course Objective

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The subject matter of the course facilitates the students to understand about the functional areas of management.

### Management Concepts and Practices (3 – 0 -0) 3

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Introduction to management, evolution of scientific management, modern management. Principles. Elements of management;. Planning, organizing, staffing, directing, coordinating, reporting, budgeting.

Core concepts of marketing. need, want, demand, product, value, satisfaction, marketing mix- product, price, place, promotion.

Financial management, objectives, scope, techniques of investment analysis, pay back period, accounting rate of return, working capital, cost of capital. Sources of financing.

Technology management. Product design . Types of production system. Plant location-factors to be considered. Plant layout. Types of layout. Inventory management.

Significance of HRM. HR planning job evaluation. Recruitment and selection. Placement and induction. Training. Performance appraisal. Compensation. Industrial relations.

### Course Outcome

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Student will acquire the knowledge to differentiate Marketing and selling.

Student will to improve their personal management skills.

### References:

L.M.Prasad, Principles and Practice of Management, S.Chand & Sons.

P.Kotler, Marketing Management (12/e), Pearson, 2005

P.Chandra, Financial Management Theory and Practice (3/e), TMH, 2004

K.Ashwathappa, Human Resources and Personnel Management (3/e),TMH, 2005

E.S.Buffa & R.K.Sarin, Modern Production/Operation Management (8/e), Wiley, 1994.

## EC402

### Satellite Communication (3 – 0 - 0) 3

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Elements of orbital mechanics. Equations of motion. Tracking and orbit determination. Orbital correction/control. Satellite launch systems. Multistage rocket launchers and their performance.

Elements of communication satellite design. Spacecraft subsystems. Reliability considerations. Spacecraft integration.

Multiple access techniques. FDMA, TDMA, CDMA. Random access techniques. Satellite onboard processing.

Satellite link design: Performance requirements and standards. Design of satellite links – DOMSAT, INSAT, INTELSAT and INMARSAT. Satellite - based personal communication.

Earth station design. Configuration. Antenna and tracking systems. Satellite broadcasting.

## References:

D.Roddy, Satellite Communication (3/e), Mc Graw- Hill, 2001

T.Pratt & C.W.Bostain, Satellite Communication, Wiley 2000.

B.N.Agrawal, Design of Geosynchronous Spacecraft, Prentice- Hall, 1986.