

Industrial Management

Management Principle (Global Principles)

* Book → Management

till slide 35 → Book

Others → slide

Page → (4 - 16) 27, 28, 29

Slide 39 → 10 points of

Total Quality Management:

Chapter - 2 (25, 26, 27)

Book → Quality Management.

Characteristics of TQM.

Tools of TQM → slide.

Control Chart →

p, c, Q, \bar{X} -R Chart

Book → Chapter - 10

page (160 - 177)

page (181 - 188)

Book → Kotler

Chapter - 1.2

New Marketing Realities → X

25, 16, 17, 18 → slide → No need.

Four Pieces of the Marketing Mix → V.V.I

Holistic Marketing → V.V.I

Chapter - 2

Three Vis approach (V.V.G)

Slide → 5, 8, 9, 10, 11, 12, 13, 16.

(no need) 17, 18, 19, 20, 21

Strategic Planning Gap (V.V.I)

The Business

SWOT Analysis

MOA

Opportunity matrix

Threat

Porter's Generic Strategies (V.V.G)

Marketing Alliances.

Management Information System:

Data Vs Information (V.V.S), Definition

Why Organization Need Information System

Slide → 11, 12, 13, 14, 15, 16, 17 (V.V.S)

DSS → (V.V.V.I) *

Part - A

Management Principle, TQM, Kotler
(Chapter - 1)

Part - B - Others

ME - 4117 (slide) (V.V.T)
(AU)