

EES-801: Industrial Management

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UNIT-I

Management and its functions: Purpose and Objectives of Planning; Organizing: Nature and Purpose of Organizing; Authority and Responsibility; Staffing, Supply of Human Resources; Performance Appraisal: Controlling; System and Process of Controlling; Control Techniques. Social and Ethical Issues in Management: Ethics in Management, Social Factors; Unfair and Restrictive Trade Practices. Strategic and Technology Management: Need, Nature, Scope and Strategy SWOT analysis.

UNIT-II

Quality definition, dimensions and basic concepts, Cost of Quality, Quality control through control charts. Sampling plans. Statistical Quality Control, Total Quality Management and ISO Certification

UNIT-III

Project Management, Different phases of Project Management, CPM and PERT. Marketing Environment, Consumer Markets and Buyer Behavior; Marketing Mix, Advertising and Sales Promotion; Channels of Distribution.

UNIT-IV

Inventory and Inventory Control, EOQ model. Basics of Supply Chain Management and value chain, Maintenance Management, Production planning and control, Planning and Design of Production and Operations Systems; Facilities Planning, Location, Layout and Movement of materials.

UNIT-V

Financial Management and Accounting Concepts, Basics of Financial Statements Analysis; Financial Ratios; Capital Budgeting; Break-even Analysis.

Additional Topics:

Just in Time(JIT) Manufacturing
Lean Manufacturing

TEXT/REFERENCE BOOKS

1. Kotler Philip, "Marketing Management", Prentice Hall of India.
2. Robbins Stephen, P. "Organizational Behaviour Concepts, Controversies and Application", Prentice Hall, Englewood Cliffs, New Jersey.
3. Khan, M.Y. and Jain, P.K. "Financial Management", Tata McGraw Hill
4. Montgomery. Statistical Quality Control

Websites:

www.ocw.mit.edu
www.edx.org
www.nptel.ac.in