

MANAGEMENT SCIENCE

IV Year II Semester

OPEN ELECTIVE- IV

Course Code: A5HS15

COURSE OBJECTIVES:

- 1 Familiarize & obtain Knowledge with the process of management and to provide basic insights into management practices.
- 2 Understand the structure & Designing of an Organization.
- 3 Knowledge on the aspects of Production.
- 4 Analyze the market and the strategies involved in Marketing.
- 5 Knowledge on concepts related to Human Resources.
- 6 Understand the techniques used in Project Management.
- 7 Familiarize with strategies used for analysis of an Organization.
- 8 Understand the Contemporary Management Issues.
- 9 Familiarize with the management skills which can be applied in the Organizational context to achieve Organizational goals.

COURSE OUTCOMES:

- 1 Knowledge on management theories and practices.
- 2 Understanding designing organizational structure.
- 3 Understanding on the methods & charts used in operations management.
- 4 Ability to understand the market and its environment.
- 5 Understand the processes, functions etc in Human Resources Management.
- 6 Ability to solve problems in managing the Project.
- 7 Knowledge on Strategic alternatives.
- 8 Familiar with the practices implemented in management.
- 9 Understand the social responsibilities of Management.
- 10 Understand the basic concepts of Management.

UNIT - I

INTRODUCTION TO MANAGEMENT AND ORGANIZATION: Concepts of Management and organization- nature, importance and Functions of Management, Systems Approach to Management-Taylor's Scientific Management Theory- Fayal's Principles of Management- Maslow's theory of Hierarchy of Human Needs- Douglas McGregor's Theory X and Theory Y - Hertzberg Two Factor Theory of Motivation -

Leadership Styles, Social responsibilities of Management, Designing Organizational Structures: Basic concepts related to Organization - Departmentation and Decentralization, Types and Evaluation of mechanistic and organic structures of organization and suitability.

UNIT - II

OPERATIONS AND MARKETING MANAGEMENT: Principles and Types of Plant Layout-Methods of Production(Job, batch and Mass Production), Work Study - Basic procedure involved in Method Study and Work Measurement - Business Process Reengineering(BPR) - Statistical Quality Control: control charts for Variables and Attributes (simple Problems) and Acceptance Sampling, TQM, Six Sigma, Deming's contribution to quality, Objectives of Inventory control, EOQ, ABC Analysis, Purchase Procedure, Stores Management and Store Records - JIT System, Supply Chain Management, Functions of Marketing, Marketing Mix, and Marketing Strategies based on Product Life Cycle, Channels of distribution.

UNIT - III

HUMAN RESOURCES MANAGEMENT(HRM): Concepts of HRM, HRD and Personnel Management and Industrial Relations (PMIR), HRM vs PMIR, Basic functions of HR Manager: Manpower planning, Recruitment, Selection, Training and Development, Placement, Wage and Salary Administration, Promotion, Transfer, Separation, Performance Appraisal, Grievance Handling and Welfare Administration, Job Evaluation and Merit Rating - Capability Maturity Model (CMM) Levels - Performance Management System.

UNIT - IV

PROJECT MANAGEMENT (PERT/ CPM): Network Analysis, Programme Evaluation and Review Technique (PERT), Critical Path Method (CPM), Identifying critical path, Probability of Completing the project within given time, Project Cost Analysis, Project Crashing (simple problems).

UNIT - V

STRATEGIC MANAGEMENT AND CONTEMPORARY STRATEGIC ISSUES: Mission, Goals, Objectives, Policy, Strategy, Programmes, Elements of Corporate Planning Process, Environmental Scanning, Value Chain Analysis, SWOT Analysis, Steps in Strategy Formulation and Implementation, Generic Strategy alternatives. Bench Marking and Balanced Score Card as Contemporary Business Strategies.

TEXT BOOKS:

1. A.R.Aryasri : Management Science, TMH, (Latest edition)
2. Stoner, Freeman, Gilbert, Management, 6th Ed, Pearson Education, New Delhi, 2004.