

Management Science

Unit - I :-

Introduction to Management: 1. concept - Nature & Imp of Management
2. Functions - Evaluation of scientific Management.
3. Modern - Management - Motivation.
4. Theories - Leadership
5. Styles - Decision Making
6. Process - Designing Organization
7. Organization Structure - principles
8. Types of organization.

Unit - II :-

Operations Management: - 1. Plant location & Layout.
2. Methods of production
3. Work - study - Statistical Quality control through Control charts.
4. Objectives of Inventory Management
5. Need for Inventory control - EOQ & ABC Analysis.
(Simple problems).

Marketing Management: - 1) Meaning

2. Nature

3. Functions of Marketing

4. Market Mix.

5. channels of distribution advertisement & sales promotion -
marketing strategies - product life cycle.

Unit - III :- Human Resource Management (HRM) : (HRD)

1. Significant & Basic functions of HRM - Human Resource Planning
2. Job evaluation
3. Recruitment & Selection
4. Placement & Induction - wage & Salary administration
5. Employee Training & development - Methods - Performance
6. Appraisal - Employee
7. Grievances - techniques of handling Grievances

Unit - IV :- Strategic Management : 1) vision

2. Mission.

3. Goals & Strategy - corporate planning
4. Process - Environment
5. Scanning - SWOT
6. Analysis - diff steps in Strategy Formulation.
7. Implementation & Evaluation

Project Management : 1) n/w Analysis - PERT

2) CPM

3) Identifying Critical Path - Probability - Project cost Analysis.

4) Project crashing (simple phms)

Unit-V :- Contemporary Management Practices :

1. Basic concepts of MIS - Materials Requirements Planning (MRP)
2. Just-In-Time (JIT) s/m
3. Total Quality Management (TQM) - Six Sigma & Capability Maturity Models [CMM] evies.
4. Supply chain Management
5. Enterprise Resource Planning (ERP)
6. Performance Management.
7. Business Process Outsourcing (BPO)
8. Business Process Re-engineering & Bench Marking
9. Balance ~~Score~~ card.

Course Outcomes :-