

06-04-16

2(B)

* What is industry? What is value addition? What is management?

Management is combination of some activities like planning, organizing, leading, motivation, staffing, controlling.

Value addition: Industry কর্তৃত কিছু add করা

Basic purpose of Management :-

(i) efficient (enough knowledge, enough capacity)

(ii) effective (কাজের পর কাজকর্তা এয়েগ)

capa good but you do not get job

efficient

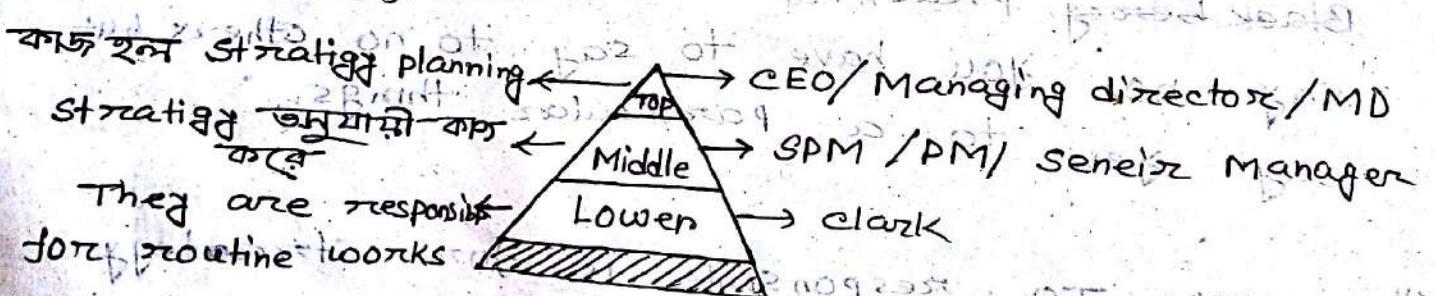
effective

Demand \rightarrow 600 unit production \rightarrow 800 unit

Here you are efficient but not effective

Demand \rightarrow 600 unit production \rightarrow 400 unit

Not efficient but effective



TOP Level:-

Strategy means to say no. because resources are limited.

- Gradually price war (strategy)
- Based on strategy

Mangement: कोटे product China द्यके किसारे आजकल
देश निष्ठा आजवर Ma को management.

07-05-16

6 (B) day

प्रियांका

- (i) top management
- (ii) middle "
- (iii) lower level "

(i) responsible for making strategy, what will happen in future (looking for future),

Strategy → Nokia प्रियांका राज Microsoft (यह)
what is fault with Nokia?

84% are Android

Majority are dominated with Android
10% are iOS operating system, they do not launch Android, they fail to provide any practical sense, strategy means to say no, you have to say to no others but say yes to a particular things.

(ii) responsible for strategy

अनुपामी काढ करा।

Toyota & BMW strategy is not same.
कर्म धर्म अन product कैसी करा
(i) अनुपामी करा (एक एक strategy)
(ii) Branding करा एक strategy

3 के strategy:- (i) differentiation

(ii) cost leadership

(iii) Focus

TOP management, mid management के यादी वर्ते focus

इन strategy अन्ते focus करते कार्य करते हैं

(iii) Lower management are responsible for implement the top level and middle level works.

→ getting direction from mid level

→ they are responsible for routine works.

Functional Areas of Management :-

(i) Financial management,

(ii) Human resource ,

(iii) Marketing

(iv) Logistic

(v) Administrative

(i) works →

कोर्न industry एवं setup करते आपनास resource कोर्न जाहिराति विनियोग करते हैं।

Bank - ए जोका बाधा → एटे wise decision है।

एवं main कार्य है आपनास resource आपनास कोर्न

जाहिराति विनियोग करते।

जोका जाहिरा द्यते profit लाए करे, re-invest द्यता

better step → करे जाहिरा द्यते profit द्यते

जोका अलग लाए करे जाहिरा द्यते

→ they are responsible (P, P. P, IRR, NPV, PCI
(Pay back period),

P.b.P → Pay back period

N.P.V. → Net present value

I.R.R. → Internal rate of return

P.C.I → per capital income

ROI → Return on investment

(ii) Human resource →

Job, fees, training, যোগ্যতা, কৃতি, CVA

Problem দুঃখ হৃদয়ে → Human resource

Human resource, বলা হয় কারণ :-

(i) productive

(ii) you have knowledge, skill, ability

আমি একজন প্রবর্তন করার প্রক্ষিপ্ত বলা হয়
Human resource management.

কোন industry আমারের দ্বিধাত্ব করতে হবে

প্রথমেই Human resource management.

Human resource management করা অবশ্যে

Judge করিব।

22-05-16
7(B) Day

The environment and the culture of the organization

Environment :- means surroundings

Google :-

Apple

Organization :-

Business :- in a broad sense, Three parts:

what are the external (i) General environment
(ii) Task

(iii) Internal environment

General environment

The part of General env.

(i) economic dimension

(ii) socio cultural

(iii) Political legal

(iv) International

(v) Technological

part of Task environment:-

(i) competitors

(ii) customers

(iii) suppliers

(iv) strategy partner

(v) Regulators

part of Internal environment:-

(i) Owners

(ii) Board of directors

(iii) Employees

(iv) physical environment

(v) culture

General environment:- Samsung, Google, Apple (example)

example (i) Those things which are related

to economic. (বাংলাদেশ) Apple বিনিয়োগ করতে

চাহনা করা এখন Per capita কর্মসূচি

Another factor is first focus করতে যে কোন organization

economic dimensions

Part of GDP, Aggregate demand, Aggregate

Supply, NDP, per capita income.

- (ii) Macdonalds, KFC, Fast food is popular when KFC in USA, Hamburger is popular it is not popular in India. It is socio-cultural dimensions.

Aromatic soap अमरा किरण वार्स 100% नायल
कृत प्रयोग के लिए अधिक वापर इसका
द्वारा (ii) वापर के लिए (iii)
अमरा P तेजी, values, spiritual विचार
depend अमरा किरण
festive के industry के बारे में जागरूक
रूपवानः दैवाश्रयी, दैव एवं वार्षिक जागरूक

- (iii) means political crisis or instability
it is not able to maintain political stability
in such a situation business will suffer.
Tata Nano : Tata Nano is a car which is manufactured by Tata Motors.
It is a very cheap car and it is a very good business idea.
The Tata Nano is a very good car and it is a very good business idea.

(iv) लाला द्य के study करने, बलाल university
एवं रक्षे प्रभाव रहा।

(v) we live in a village. Because of technology
smart phone घटन भवत् market - n ग्राम
मा कंपनी के produce रखते हैं,
घटन नहीं फोटोग्राफी रखते हैं।
अमेल किंवद्ध Android लोगों के, के बिना nokia
में based है, इसे उसे फोटोग्राफी पढ़ते हैं।
जैसा

Task

i) grameenphone का company competitor का
Robi, distance का competition का
grameenphone का dis. ROBI का अब वह 52%
मध्यम competition का बहुत बड़ा रहा
बहुत बड़ा रहा तथा रखते हैं, जो आप competitor
हो।
Now, Robi and airtel are merged.

ii) कंपनी established रखते हैं
निखल रखते हैं एवं GTM's product का customers
कामना एवं customers का जो GTM's product
आवश्यक है।

iii) strategy partners कंपनी established
रखते हैं एवं एवं strategy का रखते हैं।

(iii) यार्ग आपनार्ग product, Raw materials supply बाबू।

Supplier को control बाबू देणे
तीव्र Supplier एवं उत्तराखण्ड
भवित्वा यार्ग एवं उत्तराखण्ड component
इस नहीं (v)

Griffin → chapter → 3

11-07-16
~~30-06-16~~
8th(D)day

plan is very important

A simple plan can change entire things

2002 व 2003 आने पर बिनियोग वाघर्ता 7 TK

Aktel 8im भवित्वा plan change कराए लाभ

1 कोटि customer एवं बाजार में 2 कोटि
कर अवधि Aktel 300 TK 6 लाख, 600 TK 12 लाख

⇒ plan is a pain.

Knowledge
Capacity
Talent
Intelligence
Plan
वाघर्ता

अधिकार भवित्वा एवं धुला
planning एवं लाभ
कि परिवर्तन वाघर्ता परिवर्तन
पासरेन ना

वाघर्ता वाघर्ता is talented, but वाघर्ता वाघर्ता

कि Talented हिल, वाघर्ता वाघर्ता वाघर्ता Talent,
वाघर्ता वाघर्ता एवं एकाए विषय, वाघर्ता change कर
याए ना, DNA profile वाघर्ता वाघर्ता मध्यम एवं वाघर्ता

Knowledge एवं जागरण change वाघर्ता वाघर्ता

आज वाघर्ता, Talent नाहे वाघर्ता Knowledge एवं
Capacity develop वाघर्ता वाघर्ता

you have many alternative, you pick something from that. That is decision.

3 things :-

- (i) Goals → your goal एवं निश्चय करने का plan ढूँढ़ि
 - (ii) Plans
 - (iii) Decision making

(i) आरोग्य Goal :-

- ## (a) strategic goals

(b) Technical

(C) operational

(2) --- is something that you have been looking for a long time.

the goal is actually for long time period

(b) you have a big plan. ତଥାନ ଏକାନ୍ତରେ

Step Target 2025 अप्रैल Uniliver 95%
KPIs 2025 21. Today

customer পিলুগ করতে গোড়া নেওয়া

Step Target 53 technical step - 1
and Step Target 53 technical step - 2

Technical goals: ~~mitigation~~ prioritization

Quality आणि Product साऱ्ह दाख रेग्युलर, अडी

quality degradation by heat

Scanned by CamScanner

Quality means performance, durability, cost, work

(c) Day-to-day routine works is operational goals.

⇒ When you make plans, 20% ~~for~~ mistake रक्षा, 70% mistake रक्षा

Plan अपने काम के लिए difficulties, तो face

जीवन के लिए difficulties, तो face

strategic goals converted into strategic plan
Technica

base on Operational

oper.

base on Tech

23-07-16
being 10th (B) day

Managing strategy and strategic planning

Big industry deal the strategy:

what is strategy: ~~Accord~~ strategy means

to say no. when you have to say good
by everything. you have to choice one
sacrificing everything.

Samsung

you choose CSE and sacrifice everything
another dept.

Real Resources are limit so we you say no everything.

~~Strategic Planning~~: you want to launch a new product in a certain time when the competitor are inactive. it is example of strategy planning.

~~Diff~~ between planning and strategy planning?

Strategy you will find:-

inner integral factors
(i) Distinctive competencies
(ii) scope
(iii) Resource deployment

strategy include these 3

(i) →

Samsung → the amulate display → they are good at that side.

The company is good at producing LCD Sony → sound related things

You can not base on everything
Distinctive competencies → Toyota are very good car manufacturers or not,

(ii) →

तरीके बनाएं, कैसे यह explore करें

ला पाएं,

scope तक mastafiz Bigbast - करें

ला ।

उत्तर (ii)

Samsung ने कैसे अपने product
गोड़े, customer को दिखाया कि
कौन से लाभ,

you need to find out scope

(iii) →

means we have financial resources

physical

resources etc.

ग्राहन करने के resources के लिए

विकास (iii)

Information is one kind resources

Information is one kind resources

strategy → (i) Business level strategy

(ii) Corporate →

(i) when you fix strategies within
a similar kind industry, ~~excess~~
~~strategies~~ ~~excess~~ GPO के लिए

start strategy to attain same similiar level
start company to carry on

(ii)

~~join star~~
GP of own competitor Robi
Unilever, SRS - GP
Share market 2nd place
different company similar on different
basis

(i) → ~~Ex~~ or Business level strategy (Example)

(a) (i) Differentiation

(b) (ii) Overall cost leadership

(c) (iii) Focus

(d) (iv) Prospector

(e) (v) Defender

(f) (vi) Analyzer

(g) (vii) Reactor

(a) that means varieties, example: FB,

Rolax, BMW, LG etc base 2nd

Toyota's diff is seat cover man made
BMW " " " camel leather type

BMW

Nikon → Diff. } यह लिखा है कि निकोल
Canon → " } variation है फॉकस
BMW → " }

(b) Ø cycle of stock observer यह देखा

दृष्टि दृष्टि ।

Hundai, Toyota → cost leadership

(c) proton → focus

भारतीय वर्षे प्रति वर्ष फॉकस

भारतीय सम्पर्क वर्षे फॉकस
product के गवर्नर रेजियनल place
के बारे में बात है। गवर्नर फॉकस वर्षे

उपरी भारत ।

(d) prospector → Ø sem अपर्याप्त 3.7,
Ø prospector
अपर्याप्त sem इनके 3.8 Ø prospector
3.8 → you are looking
C.G. इनके 3.8 → they are
Amazon → they are
looking for future

(e) defender → looking

you want to hold you present
3.7 CGPA आपके लिए hold वर्ष

(f) ~~YAHOO~~ target market is India, China, US, UK, France, Germany, Italy, Spain, Australia, Canada, Japan, South Korea, Hong Kong, Singapore, Malaysia, Thailand, Indonesia, Philippines, Vietnam, and others.

(g) ~~YAHOO~~ market analysis is done by Analysts, ~~YAHOO~~ - 5 changes in 2005, ~~YAHOO~~ - 5 changes in 2006, ~~YAHOO~~ - 5 changes in 2007.

(g) Reactor: They have don't clear strategy. Destiny - 2000 is a reactor.

W¹ Lecture Accounting khatai grade 1

08-08-16
12th (D) day

Human resource management

H. R. M → Management of human resources, planning of human being.

Resource means capital, equity

Organization means utilization of resources

CEO of Apple in that position because he has talent.

Why you are getting job?

⇒ Because you are the right, for that place the organization thinks.

knowledge
capacity }
Talent } resources.
Intelligent }

~~As a human resource manager~~

You can not increase your talent and intelligence. It is God gifted.

Mustafizur Rahman is talented. He is talented by born. This is very difficult to change. Knowledge can be changed, we can increase it.

H.R.M means dealing with knowledge, capacity, talent, intelligence

~~HR Activities~~

Strategic HR Management

Equal employment

Staffing HR development

Overall health

comprehension

confession & benefit

safety, employ and labour

(i) Strategic HR Management

Business level strategy

(~~কৃষি একাডেমিক
ব্রাইন লেড কোর্পুরেশন~~)

Corporate

(Different company
ব্রাইন লেড কোর্পুরেশন)

कंपनी के इच्छा या आ अनुमानी decision द्वारा। कंपनी
योग्यता वर्तना differentiation अद्वैत diff. आवश्यक वले
overall cost leadership भाष्टना अस्ति।

(ii) staffing:

Job वर उल एको नामांकन APPLY करवना, internal
रहें। नियांत्रण द्वारा प्राप्ति सार,

एकीकृत धर्म करके employee हुए। ऐसा वर फूट
धार्मिक नियांत्रण याच ज्ञानो इच्छा staffing,

selection → 165 लाख (6000)

② Recruited → 32000 लाख

(जो रोके उल जन्म
employee बासांव
अभावना वाले)

(iii) Equal employment opportunity : (EEO)

प्रथम उपर्युक्त Job करके तर त्रिभुवन, आकेहुरी
कर्मन कर्मन, many people from different
country उपर्युक्त Job करें। ऐसे वर विषय

equality और discrimination आम वा वस उपर्युक्त
CEO post पास गा → विषय, पास देखेगा

कार्यन इच्छा Glass ceiling

iv Health, safety and security वा वर विषय
उल द्वारा प्राप्ति → HR प्राप्ति

विषय नामांकन प्राप्ति जैसा विषय, वार्षिक विषय

factory रहे हैं नियमनुचाली

HR नियमन एवं HR

(v) Employee and Labour Relation : Trade

Union और factory में,

CBA वर्ग factory के

CBA वर्ग की institution,

(vi) compensation & Benefit :

Salary वर्ग के अन्तर्गत

प्रबल वर्ग है उसका वर्ग वर्ग, organization

rules & structure, एवं संस्कृत वर्ग है,

salary वर्ग वर्ग वर्ग वर्ग shifting

(OEE) : फिनिशोफ वर्ग वर्ग वर्ग

Rentension → वर्ग वर्ग वर्ग, वर्ग

वर्ग वर्ग वर्ग, भारतीय 40% वर्ग

वर्ग वर्ग वर्ग, वर्ग 40% वर्ग

Compensation → वर्ग वर्ग वर्ग

वर्ग वर्ग वर्ग, वर्ग 40% वर्ग

variable payment \rightarrow यदि वा त ले गया
का payment का एवं variable payment
होता है।

13-08-16
13th (B) day

Operations Management :-

Suppose, Layout planning

Single line manager, mange the ~~the whole~~ line.

The big task is -

Important of operation management :-

In a Bank, 1, service center, 3 service
center is needed.

जब आपने, तरीके लिए एक bank का डिज़ाइन
किया है तो उसे किसी नियम पर बांधा देना चाहिए
कि क्या क्या है।

How much Raw material do you need
what is Requirement?

Your requirement is 500 unit. But you
order 1000 unit. तो यह क्या कहा करता है ?
होता है।

Responsible of operation manager product
in store रखते, उनका विकास करते,
कैसे बेचते, उनका strategy तकनीक profit

22, of control (Fig.)

Raw materials वित्तीय संसाधन
calculate वित्तीय operations management

Location Analysis → छोटे बड़े factory में-
छाल, तंत्रज्ञ नियम विकल्प, उत्पादन, अनुप्रयोग
करना, एवं लागत का नियन्त्रण करना।

locational advantage → સ્પર્ધાત્મક વિભાગ
1. અભિવ્યક્તિ

Gas द्वारा उत्पादित प्रमुख उद्योग

capacity planning → 5000 वाले टेबल्स
restaurant में ५००० orders में से 1000 वाले
orders को ५२ रुपये में manage करना है।
capacity planning

BEP → Break Even point (TV point 6-
profit & loss ~~23~~ NT)

Product & service design: 1980 ମୟା ଶ୍ରେ-
ଶରୀର ଡିଜନ କରନ ପାଇଁ 2018 ମୟା
ଶରୀର ଡିଜନ ଏବଂ ସାମଗ୍ରୀ ପରିବହନ
କରିବାକୁ
କାହାର କାହାର କାହାର କାହାର
କାହାର କାହାର କାହାର

material change & design modification
operation manager is responsible for

layout planning } responsible of
inventory issue } operation manager,
queueing theory }

Breakeven point of production

factory inputs: raw materials is one kind of factory input. Land, labour, buildings, gas, oil, electricity are one kind of input.

processing: Efficiency and Effectiveness

market: demand 600 unit

production 800 "

loss 200 unit

market demand

After ordering you can start working.

(a) Quality: operation management

(b) Full utilization of resources: Business is to meet target customer needs, to provide service to organization,

~~target~~

(2) Applying specialization:-

Management department :- Major & sub
CSE Major, graphic design, networking,
software, hardware,
and software, and hardware, and,
graphic for all major & sub specialization

(3) Production planning:-

(4) Product Research and Development

(5) Maintenance of machinery:

(6) Production control:

(7) Inventory control:

(8) Quality

(9) Industrial Relation:

(10) Innovative Environment:

Previous question:

Learning Object:

Review question (written by us)

(solve on paper)

18-04-16
Extra class

Operations Management:-

Marketing Management:-

In Industry you find some

Impo price means say any industrial products

Price will decide on your revenue.

price means value of the product.

New product pricing strategies:-

product ad

(i) New product pricing strategy.

(ii) Price adjustment,

(iii) Price changes,

(iv) Public policy & price.

We focus on New product pricing strategy:

From same country industry to product by

कर्तव्य इस प्रकार विकल्प लें।

agree firm → के product के production cost

एवं नई एवं उत्तर एवं new-product pricing

strategies.

(i) market skimming skimming & skimming

(ii) , penetration (high price start, अलग से बढ़ावा)

(i) इस उद्योग में, उत्तर एवं

अलग उत्तर एवं उत्तर एवं उत्तर एवं
company एवं उत्तर एवं

(ii) अचार्य ज्ञान के बाहर तरफ प्राइस, विदेशी लोगों के
प्राइस भाड़ा देते हैं। My one use लोगों के

Brand लोगों के skimming लूटते हैं।
Reputation तरफ → penetration → ।

Price adjustment strategy क्या होती है?

इसके दो प्रमुख तरीके हैं, जो वस्तुओं का
धूम देकर उसे धूम लाते हैं, जो वस्तु का
धूम देकर उसे धूम लाते हैं।

(i) discount and allowance

(ii) segmented pricing

(iii) socio ecological pricing

(iv) promotional

(v) Geographic

(vi) Dynamic

(vii) International

(viii) allocation → वाले product वाले

तरफ फ्री देते हैं।

discount → दें दें

(ix) Industry द्वारा product produce,

वाले लाते हैं लाते हैं product द्वारा

लाते हैं, लाते हैं लाते हैं लाते हैं लाते हैं

product द्वारा द्वारा द्वारा द्वारा द्वारा

द्वारा द्वारा द्वारा द्वारा द्वारा

(iii) e-citycell वर्ष 1499 ते 1500 इन्हीं
जैसे एक ऐकात्मक प्रणाली.

city taxi company special occasional
a tax price fixed at 1

(v) यात्रा की बुकिंग विनियोग सेवा के लिए अपनी जल्दी और आसानी से उपलब्ध होती है।

(vi) Travel agencies यात्रा, ~~जूस~~ गोपनीय विनियोग सेवा प्रदान करते हैं।

(vii) International booking.

Product mixed pricing strategy

- (i) product line pricing
 - (ii) optional products
 - (iii) captive " "
 - (iv) Biproduct "
 - (v) product bundle "

(ii) Main product वा कार्रवाई विद्युत फ्रीडम
है, और इस वा main product विद्युत

(iii) किसी किसी product गुप्त विद्युत के
कारण विनाशक वाली company द्वारा बनाये
जाएं, जो कर्मचारी किसी उत्पादन के
लिए company के प्रिंटर वा,
लेटर्स एडिटर captive pr.

(iv) अन्यरूपिता biproduct हो जाएगा,
जो बिक दिया जाएगा, विद्युत -

(v) 5 से फ़िल्मों की किसी 100 रुपये, जिसका
individually फ़िल्म 150 रुपये पड़ेगा।