

Mapping of Course Outcomes with Program Specific Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	-	-	1
CO 2	-	-	1
CO 3	-	-	1
CO 4	-	-	-

UNIT - I

(16 Periods)

General Management: Management definition, Functions of Management and Principles of Management.

Scientific Management Definition, Principles of Scientific Management

Forms of Business Organization Choice of form of organization, Salient features of Sole Proprietorship, Partnership, Joint Stock Company: Private Limited and Public Limited companies; Merits and demerits.

Organization: Definition, Line, line and staff, functional and matrix organization Introduction to Strategic Management: Definition and scope

UNIT - II

(16 Periods)

Human Resource Management: Functions of HR management, human resource planning, recruitment, selection, placement, training & development and performance appraisal, Motivation theories, leadership styles.

Marketing Management: Concepts of Selling and Marketing, Functions of Marketing, Marketing mix (4 Ps); Advertising and sales promotion; Product life cycle; distribution channels

UNIT - III

(16 Periods)

Materials Management Inventory Control, objectives of inventory control, Inventory costs, Basic EOQ model, Model with Price breaks, ABC analysis, FSN Analysis, VED Analysis.

Total Quality Management: Definition of, Importance of quality, Phases of quality management, quality control, Difference between Inspection and Quality control, Components of total quality, Quality Function Deployment

Introduction to Supply Chain Management: Definition, scope of SCM, Drivers of SCM, Advantages, limitations

UNIT - IV

(14 Periods)

Financial Management: Functions of finance, Types of Capital-Fixed and Working Capital, Break Even Analysis.

Entrepreneurship Development: Introduction, Entrepreneurial characteristics, Functions of an Entrepreneur; Factors affecting entrepreneurship; Role of communication in entrepreneurship; Entrepreneurial development-Objectives, Need of Training for enterprises; Finance for the enterprises.

TEXT BOOKS:

1. Essentials of Management. *Koontz and Heinz Weihrich*. Tata-McGraw-Hill, 10 edition, 2012. ISBN 978-1259005121
2. Amrine. *Manufacturing Organization and Management*. Pearson Education, 6 edition, 2004. ISBN 978-8177582758
3. A. R. Aryasri. *Management Science*. McGraw Hill Education India, 4 edition, 2008. ISBN 9780070090279