

**Indian Institute of Technology Kanpur**  
**DMS 201 Introduction to Management**

**Lecture:** Mon, Wed, and Thu (12:00 - 01:00 pm)

**Credit:** 3-0-0-0-9

**Venue:** L16

**Instructors:**

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**Objectives of the Course**

This course aims to introduce undergraduate students to the basic principles of management. Organizations and businesses fulfill needs for products and services. To cater to such needs while being profitable and sustainable, organizations need to understand the market requirements and the business environment well. They need an efficient way of converting technological, financial, human, and material resources into outputs to have a competitive edge. This course aims to provide students with an overall understanding of different domains within the management discipline and how they work together to achieve organizational objectives.

**Course Contents**

#	Broad title	Topics	No. of lectures
<b>Module-I: Organization and Marketing Management</b>			
1	Introduction to Organizations	Basic features of an organization Organizational purpose and performance Organizational structures and systems Organizational activities and processes	4
2	Organizational Behavior and Human Resource Management	Introduction and evolution of OB/HRM Leadership and other critical human attributes Key HR processes Teamwork and group dynamics Emerging work arrangements	5
3	Marketing Management	Introduction and evolution of marketing Strategic marketing (STP) and marketing mix Consumer behavior and marketing intelligence Value communication Marketing in a digital world	4

<b>Module-II: Financial Management</b>			
1	Business Environment	<p>Introduction to microeconomics: Demand and supply analysis</p> <p>Introduction to macroeconomics: GDP, inflation, real vs. nominal variables</p> <p>Inter-linkage between economic concepts and financial market: Fiscal and monetary policies</p>	5
2	Financial Markets and Instruments	<p>Introduction to financial markets and institutions</p> <p>Characteristics of equity and debt instruments</p> <p>Financing an enterprise: Banking and capital markets</p>	4
3	Tools of Financial Analysis	<p>Time value of money</p> <p>Discounted cash flow approach to valuation of securities</p> <p>Introduction to financial statement analysis</p>	4
<b>Module-III: Operations Management</b>			
1	Production Management	<p>Introduction to Operations Management</p> <p>Capacity planning and process analysis</p> <p>Aggregate production planning</p> <p>Materials requirement planning</p> <p>Sequencing and scheduling</p> <p>Production of services</p>	6
2	Supply Chain Management	<p>Inventory control for deterministic demand</p> <p>Stochastic demand and safety stock</p> <p>Supply chain network design</p> <p>Logistics management</p>	4
3	Operations Research	<p>Operations research modelling</p> <p>Linear models and their solution</p> <p>Modeling with integer variables</p>	3

## **Evaluation Criteria**

Attendance – 10 %

Quizzes (Equal weightage across three modules) – 60 %

End Semester Exam (Equal weightage across three modules) – 30 %

### **Note:**

1. Students are expected to go through prescribed readings before the class.
2. Attendance will be marked using the biometric system. Students should strictly adhere to the class timings.
3. Students should avoid unauthorized absences from the class. Any student granted leave by the Convener, DPGC, must inform the instructor regarding his/her absence.
4. Any student found guilty of dishonest conduct will be treated according to the institute guidelines for the course and reported to the institute level for appropriate disciplinary actions.

### **Recommended Text/e-Text books.**

- Essentials of Management by Koontz, Weihrich and Cannice, McGraw Hill.
- Organizational Theory, Design and Change by Jones and Mathew, Pearson.
- Marketing Management by Kotler and Keller, Pearson.
- Principles of Corporate Finance by Brealy, Myers, Allen, Brealy, Myers, Allen.
- Economics by Samuelson and Nordhaus, McGraw Hill.
- Production and Operations Analysis by Nahmias and Olsen, Waveland Press.
- Operations Research: An introduction by Hamdy A. Taha, Pearson.
- Factory Physics by Hopp and Spearman, Irwin-McGraw Hill.