

**III B.Tech – II Semester**  
**(17HS602) MANAGEMENT SCIENCE**

Int. Marks	Ext. Marks	Total Marks	L	T	P	C
40	60	100	3	1	-	3

**Pre-Requisites: None**

**Course Objectives:**

- To familiarize with the process of management and to provide basic insight into select contemporary management practices
- To provide conceptual knowledge on functional management and strategic management.

**UNIT-I:**

**Introduction to Management:** Concept –nature and importance of Management –Generic Functions of Management – Evaluation of Management thought- Theories of Motivation – Decision making process- Designing organization structure- Principles of organization – Organizational typology- International Management: Global Leadership and Organizational behavior Effectiveness(GLOBE) structure

**UNIT-II:**

**Operations Management:** Principles and Types of Management – Work study- Statistical Quality Control- Control charts (P-chart, R-chart, and C-chart) Simple problems- Material Management: Need for Inventory control- EOQ, ABC analysis (simple problems) and Types of ABC analysis (HML, SDE, VED, and FSN analysis).

**UNIT-III:**

**Functional Management:** Concept of HRM, HRD and PMIR- Functions of HR Manager- Wage payment plans(Simple Problems) – Job Evaluation and Merit Rating - Marketing Management-Functions of Marketing – Marketing strategies based on product Life Cycle, Channels of distributions. Operationlizing change through performance management.

**UNIT-IV:**

**Project Management:** (PERT/CPM): Development of Network – Difference between PERT and CPM Identifying Critical Path- Probability- Project Crashing (Simple Problems)

**UNIT-V:**

**Strategic Management:** Vision, Mission, Goals, Strategy – Elements of Corporate Planning Process – Environmental Scanning – SWOT analysis- Steps in Strategy Formulation and Implementation, Generic Strategy Alternatives. Global strategies, theories of Multinational Companies.

**UNIT-VI:**

**Contemporary Management Practice:** Basic concepts of MIS, MRP, Just-in-Time(JIT) system, Total Quality Management(TQM), Six sigma and Capability Maturity Model(CMM) Levies, Supply Chain Management , Enterprise Resource Planning (ERP), Business Process outsourcing (BPO), Business process Re-engineering and Bench Marking, Balanced Score Card.

**Course Outcomes:**

- After completion of the Course the student will acquire the knowledge on management functions, global leadership and organizational behavior.
- Will familiarize with the concepts of functional management project management and strategic management.

**Text Books**

1. Dr. P. Vijaya Kumar & Dr. N. Appa Rao, 'Management Science' Cengage, Delhi, 2012.
2. Dr. A. R. Aryasri, 'Management Science' TMH 2011.

**References:**

1. Koontz & Weihrich: 'Essentials of management' TMH 2011
2. Seth & Rastogi: Global Management Systems, Cengage learning , Delhi, 2011
3. Robbins: Organizational Behaviour, Pearson publications, 2011
4. Kanishka Bedi: Production & Operations Management, Oxford Publications, 2011
5. Philip Kotler & Armstrong: Principles of Marketing, Pearson publications
6. Biswajit Patnaik: Human Resource Management, PHI, 2011
7. Hitt and Vijaya Kumar: Strategic Management, Cengage learning
8. Prem Chadha: Performance Management, Trinity Press (An imprint of Laxmi Publications Pvt. Ltd.) Delhi 2015.
9. Anil Bhat & Arya Kumar : Principles of Management, Oxford University Press, New Delhi, 2015.