

**IV B.Tech – II Semester
(17HS801) MANAGEMENT SCIENCE**

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

Pre-Requisites: Managerial Economics and Financial Accountancy

Course Objectives:

- To create awareness about different Managerial concepts like Management, Production, Marketing, Human Resource and Strategic Management.
- To make the students equip with knowledge on techniques of PERT and CPM in project 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. Operationalizing 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) Levels, Supply Chain Management , Enterprise Resource Planning (ERP), Business Process outsourcing (BPO), Business process Re-engineering and Bench Marking, Balanced Score Card.

Course Outcomes:

After successful completion of the course, the students can be able to:

S. No	Course Outcome	BTL
1	Understanding of Management Principles, learns how to direct, coordinate and control the situations and understands the structures of business organizations.	L2
2	Application of control charts in various operations is possible and work study and method study improves the production expectations.	L3
3	Understanding of grievances among the workers, grievance red resell and wage policies and performance measurement and appraisal	L2
4	Application of project review techniques, identification of critical path to estimate the time and expenditure.	L3
5	Understanding of organizational Mission, Vision and objectives, strengths and opportunities and preparation of strategic plans to achieve the organizational goals individually and collectively.	L2
6	Understanding and application of modern tools and techniques in cost control, quality control, and business process Reengineering.	L2

Correlation of COs with POs & PSOs:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO 2	1	2	-	-	-	-	-	1	1	1	-	-	-	-
CO 3	-	1		1	-	-	-	1	1	1	-	-	-	-
CO 4	-	2	-	-	2	-	-	-	1	-	2	-	-	-
CO 5	-	1	-	-	-	-	2	1	1	1	3	2	-	-
CO 6	-	1	-	-	2	-	-	-	-	2	-	-	-	-

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.

Reference Books:

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: Starategic Management, Cengage learning
8. Prem Chadha: Performance Management, Trinity Press(An imprint of LaxmiPublications Pvt. Ltd.)
9. Anil Bhat& Arya Kumar : Principles of Management, Oxford University Press, NewDelhi, 2015.