

IV Year I Semester  
17HS703

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## MANAGEMENT SCIENCE

### Learning objectives:

1. To familiarize with the process of management and to provide basic insights into select contemporary management practices.

### Unit-I

#### Introduction to Management

Concept –nature and importance of Management – Functions of Management – Evaluation of Management thought- Theories of Motivation – Decision making process-Designing organization structure- Principles of organization - Types of organization 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.

### 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

### Unit VI

#### Contemporary Management Practice

Basic concepts of MIS, MRP, Justin-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.

**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.
3. Koontz & Weihrich: 'Essentials of management' TMH 2011
4. Seth & Rastogi: Global Management Systems, Cengage learning, Delhi, 2011
5. Robbins: Organizational Behaviour, Pearson publications, 2011
6. Kanishka Bedi: Production & Operations Management, Oxford Publications, 2011
7. Philip Kotler & Armstrong: Principles of Marketing, Pearson publications
8. Biswajit Patnaik: Human Resource Management, PHI, 2011
9. Hitt and Vijaya Kumar: Strategic Management, Cengage learning

**Codes/ Tables:** Normal Distribution Function Tables need to be permitted in to the examination Halls