

22MS201 MANAGEMENT SCIENCE

Hours Per Week :

L	T	P	C
2	2	0	3



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PRE-REQUISITE KNOWLEDGE: Basic knowledge on management**COURSE DESCRIPTION AND OBJECTIVES:**

The goal of this course is to analyse the importance of management, significance of operation management and carry out production operations through work-study. Students will be able to analyse the markets, customers, competitors, and then plan HR function effectively.

MODULE- 2**UNIT-1****6L+6T+0P =12 Hours****INTRODUCTION TO MANAGEMENT:**

Concepts of Management and organization- nature, importance and Functions of Management, Systems approach to Management - Taylor's Scientific Management Theory, Fayol's Principles of Management, Mayo's Hawthorne Experiments, Maslow's Theory of Human Needs, Douglas McGregor's Theory X and Theory Y, Herzberg's Two-Factor Theory of Motivation, Leadership Styles, Social responsibilities of Management.

UNIT-2**10L+10T+0P =20 Hours****OPERATIONS MANAGEMENT:**

Principles and Types of Plant Layout-Methods of production (Job, batch and Mass Production), Work Study -Basic procedure involved in Method Study and Work Measurement, Objectives, Need for Inventory control, EOQ, ABC Analysis, Purchase Procedure, Stores Management and Stores Records. Statistical Quality Control: control charts for variables and attributes (simple Problems), Acceptance Sampling

PRACTICES:

- Collect some examples with videos for types of production.
- Carry out production operations through work-study
- Practice problems with Inventory control methods and Quality Control charts

MODULE- 2**UNIT-1****8L+8T+ 0P =16 Hours****HUMAN RESOURCES MANAGEMENT:**

Concepts of Human Resource Management, Basic functions of HR Manager: Manpower planning, Recruitment, Selection, Training and Development, Placement, Wage and Salary Administration, Promotion, Transfer, Separation, Performance Appraisal, Grievance Handling and Welfare Administration, Job Evaluation and Merit Rating.

UNIT-2**8L+8T+0P =16 Hours****MARKETING MANAGEMENT:**

Evolution of Marketing, Functions of Marketing Selling Vs Marketing, 4 P's of Marketing – Product Mix - Product Life Cycle – Place Mix – Channels of Distribution – Price Mix – Pricing Methods – Promotion Mix – Tools of Promotions.

SKILLS:

- ✓ To be an expert in managerial skills
- ✓ Able to maintain social relations
- ✓ Able to evaluate pricing strategies

PRACTICES:

- Select any Designation in an organization and try to describe its job description and job specifications
- How do you deal with grievances at your work
- Analyze marketing mix in various situations

COURSE OUTCOMES:

Upon successful completion of this course, students will have the ability to:

CO No.	Course Outcomes	Blooms Level	Module No.	Mapping with POs
1	Analyze the nature and importance of management	Analyze	1	1,2,4,6
2	Significance of Operations Management.	Analyze	1, 2	1,2,5
3	Carry out production operations through work-study	Apply	1, 2	1, 2, 3, 5
4	Analyze the markets, customers, and competition	Analyze	2	1,2,4,5,6
5	Plan and control the HR function effectively	Evaluate	1, 2	1,2,3,4,5,6

TEXT BOOKS:

1. Stoner, Freeman, Gilbert, Management, 6th Ed, Pearson Education, New Delhi, 2004.
2. P. Vijay Kumar, N. Appa Rao and Ashnab, Chnalill, Cengage Learning India, 2012.

REFERENCES :

1. Kotler Philip & Keller Kevin Lane: Marketing Mangement 12/e, PHI, 2005.
2. Koontz & Weihrich: Essentials of Management, 6/e, TMH, 2005.
3. Thomas N. Duening & John M. Ivancevich Management — Principles and Guidelines, Biztantra, 2003.
4. Aryasri: Management Science, TMH, 2004.