



Source:  
<https://xueqi326.wordpress.com/semester-3/management-science/>

## 22MS201 MANAGEMENT SCIENCE

Hours Per Week :

| L | T | P | C |
|---|---|---|---|
| 2 | 2 | 0 | 3 |

**PREREQUISITE 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-1**

#### **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.

**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.

**SKILLS:**

- ✓ *Expert in managerial skills.*
- ✓ *Maintain social relations.*
- ✓ *Evaluate pricing strategies.*