

22MS201 MANAGEMENT SCIENCE

Hours Per Week :

L	T	P	C
2	2	0	3



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

PREREQUISITE KNOWLEDGE: Basic knowledge of management

COURSE DESCRIPTION AND OBJECTIVES:

The goal of this course is to analyze 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. These management practices, functional areas of the organisation will help the students to build up their career in the corporate world.

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).

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:

- ✓ *Expert in managerial skills*
- ✓ *Maintain social relations*
- ✓ *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	Carry out production operations through work-study	Apply	1, 2	1, 2, 3, 5
2	Analyze the nature and importance of management	Analyze	1	1,2,4,6
3	Significance of Operations Management.	Analyze	1, 2	1,2,5
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. Rajan Saxena: Marketing Management, 4th Edition, TMH, 2013.
2. Dilip Kumar Battacharya, Principles of Management, Pearson, 2012.

REFERENCE BOOKS:

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithleshwar Jha: Marketing Management, 13th Edition, Pearson Education, 2012.
2. Dipak Kumar Bhattacharyya, Production and Operations Management, Universities Press, 2012.
3. Gary Dessler, "Human Resource Management", 12th Edition, Pearson- 2012.
4. K.Aswathappa, "Human Resource Management", Text and Cases", TMH, 2011.
5. Harold Koontz, Heinz Weihrich, A.R. Aryasri, Principles of Management, TMH, 2010.