

22MS201 MANAGEMENT SCIENCE

Hours Per Week :

L	T	P	C
2	2	0	3

PREREQUISITE KNOWLEDGE: Nil

COURSE DESCRIPTION AND OBJECTIVES:

By the end of this course it is expected that the student will be able to:

- Analyze the nature and importance of management.
- Significance of operation management.
- Carry out production operations through work-study.
- Analyze the markets, customers, and competition.
- Plan and control the HR function effectively.

MODULE-1

UNIT-1

9L+6T+0P=15 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

15L+10T+0P=25 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

9L+6T+0P=15 Hours

Human Resources Management (HRM): Concepts of HRM, 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

15L+10T+0P=25 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.

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

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.
3. Aryasri: Management Science, TMH, 2004.

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.

SKILLS:

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