

18BC207MANAGEMENT SCIENCE

Course Description and Objective:

This course is intended to familiarize the students with the framework for the managers and leaders available for understanding and making decisions relating to issues of organization structure, production operations, marketing, human resource management, product management and strategy.

Course Outcomes:

The student will be able to:

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

Syllabus

UNIT - 1

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

12 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

UNIT – 3

12 Hours

MATERIALS MANAGEMENT AND STATISTICAL QUALITY CONTROL: 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

UNIT – 4

12 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 – 5

12 Hours

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

Text Books:

1. Stoner, Freeman, Gilbert, *Management*, 6th Ed, Pearson Education, New Delhi, 2004.
2. P. Vijay Kumar, N. AppaRao 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 & Wehrich: *Essentials of Management*, 6/e, TMH, 2005.
3. Thomas N. Duening & John M .Ivancevich *Management — Principles and Guidelines*, Biztantra, 2003.