



II Year-II Semester		T	P	C
		3+1	0	3
<b>MANAGEMENT SCIENCE(RT22043)</b>				

**Prerequisite Course:**

-Nil-

**Course Outcomes:**

Upon completion of the course, the student will be able to achieve the following outcomes.

COs	Course Outcomes	POs
1	The learner is able to understand the concept and functions of Management, and Theories of Motivation, Styles of Leadership	3
2	The learner is able to understand the main idea of Inspection and scrutinize the different methods of inspection, the concept of Inventory Management and Control and Inventory Pricing	3
3	At the end of this chapter the learner is able to understand the different functional areas in an organization and their responsibilities – Product Life Cycle and Channels of Distribution	3
4	he learner is able to familiar with the meaning of Vision, Mission, Goals and Strategies of the Organization and to implement successfully	3
5	The Learner is able to know the practical Issues of Business Ethics in various functional areas, to improve Report Writing skills and Understand the Communication Process	2
6	The Learner is able to Understand the various contemporary issues in Management Practices like TQM and BPO etc.,).	3

**SYLLABUS**

**UNIT I:**

**Objective:** The Learning objective of this Unit is to understand the concept and nature of Management, Evolution of Management theories, Motivation and leadership Styles

**Introduction to Management:** Concept – Nature and Importance of Management, Functions- Evaluation of Management, Motivation Theories – Leadership Styles – Decision Making Process-designing Organization Structure – Principles and types of Organization.

**UNIT II**

**Objective:** The Learning objective of this Unit is to Equip with the concepts of Operations, project management and inventory control

**Operations and Project Management:** Work-Study-Statistical Quality Control Through Control Charts-Inventory Control-EOQ & ABC Analysis (Simple Problems) Project Management- PERT/CPM-Project Crashing (Simple Problem).

**UNIT III**

**Objective:** The Objective of this unit is to understand the main functional areas of organization i.e., Financial Management, Production Management, Marketing Management, Human Resource Management, and Product Life Cycles and Channels of Distribution

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R-13 Syllabus for ECE, JNTUK

**Functional Management:** Concept and Functions of Finance, HR, Production, Marketing Management and Services – Job Evolution and Merit Rating – Product Life Cycles – Channels of Distribution – Types/Methods of Production.

**UNIT IV**

**Objective:** The objective of this unit is to equip with the concept and practical issues relating to Strategic Management

**Strategic Management:** Vision, Mission, Goals, Strategy – Corporate Planning Process – Environmental Scanning – SWOT analysis – Different Steps in Strategy Formulation, Implementation and Evaluation.

**UNIT V**

**Objective:** The objective of this unit is to understand the need and importance of Business Ethics and Communication Skills in Contemporary situations

**Business Ethics & Communications:** Ethics in Business and Management – Ethics in HRM, Finance & Marketing Management – Business Ethics & Law

**UNIT VI**

**Objective:**The Learning objective of this unit is to equip with the contemporary management practices, i.e., MIS, MRP, JIT and ERP etc.,

**Contemporary Management Practices:** Basic concepts of MIS, MRP, Just- In-Time (JIT)System, Total Quality Management (TQM), Six Sigma and Capability Maturity Models (CMM) Levies, Supply Chain Management, Enterprise Resource Planning (ERP), Performance Management, Business Process Outsourcing (BPO), Business Process Re-Engineering and Bench Marking, Balance Score Card.

**TEXT BOOKS**

1. Kumar/Rao/Chhalil 'Introduction to Management Science' Cengage, Delhi, 2012.
2. Dr. A. R. Aryasri, Management Science' TMH 2011.

**REFERENCES**

1. Koontz & Weihrich: 'Essentials of Management' TMH 2011
2. Seth & Rastogi: Global Management Systems, Cengage Learning, Delhi, 2011.
3. Robbins: Organizational Behaviors, Pearson Publications, 2011
4. Kanishka Bedi: Production & Operational Management, Oxford Publications, 2011.
5. Manjunath: Management Science, Pearson Publications, 2013.
6. Biswajit Patnaik: Human Resource Management, PHI, 2011.
7. Hitt and Vijaya Kumar: Strategic Management, Cengage Learning.
8. Dr. PG. Ramanujam, BVR Naidu, PV Rama Sastry : Management Science Himalaya Publishing House, 2013.
9. Management Shapers, Universities Press.