

III Year – II SEMESTER

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MANAGEMENT SCIENCE**UNIT I**

Introduction to Management: Concept –nature and importance of Management – Functions of Management – Evaluation of Management thought- Theories of Motivation – Decision making process-Designing organization structure- Principles of organization - Types of organization structure.

UNIT II

Operations Management: Principles and Types of Management – Work study- Statistical Quality Control- Control charts (P-chart, R-chart, and Cchart).

Simple problems- Material Management: Need for Inventory control- EOQ, ABC analysis (simple problems) and Types of ABC analysis (HML, SDE, VED, and FSN analysis).

UNIT III

Functional Management: Concept of HRM, HRD and PMIR- Functions of HR Manager- Wage payment plans(Simple Problems) – Job Evaluation and Merit Rating - Marketing Management- Functions of Marketing – Marketing strategies based on product Life Cycle, Channels of distributions.

UNIT IV

Project Management: (PERT/CPM): Development of Network – Difference between PERT and CPM Identifying Critical Path- Probability- Project Crashing (Simple Problems).

UNIT V

Strategic Management: Vision, Mission, Goals, Strategy – Elements of Corporate Planning Process – Environmental Scanning – SWOT analysis-Steps in Strategy Formulation and Implementation, Generic Strategy alternatives.

UNIT VI

Contemporary Management Practice: Basic concepts of MIS, MRP, Justin- Time (JIT) system, Total Quality Management (TQM), Six sigma and Capability Maturity Model (CMM) Levies, Supply Chain Management,

Enterprise Resource Planning (ERP), Business Process outsourcing (BPO), Business process Re-engineering and Bench Marking, Balanced Score Card.

Text Books

1. Dr. P. Vijaya Kumar & Dr. N. Appa Rao, '*Management Science*' Cengage, Delhi, 2012.
2. Dr. A. R. Aryasri, '*Management Science*' TMH 2011.

References

1. Koontz & Wehrich: '*Essentials of management*' TMH 2011.
2. Seth & Rastogi: *Global Management Systems*, Cengage learning, Delhi, 2011.
3. Robbins: *Organizational Behaviour*, Pearson publications, 2011.
4. Kanishka Bedi: *Production & Operations Management*, Oxford Publications, 2011.
5. Philip Kotler & Armstrong: *Principles of Marketing*, Pearson publications.
6. Biswajit Patnaik: *Human Resource Management*, PHI, 2011.
7. Hitt and Vijaya Kumar: *Starategic Management*, Cengage learning.

Objective:

To familiarize with the process of management and to provide basic insights into select contemporary management practices.

Codes/ Tables:

Normal Distribution Function Tables need to be permitted into the examination Halls.