

16MS201 MANAGEMENT SCIENCE

Hours Per Week :

L	T	P	C
3	-	-	3

Total Hours :

L	T	P	WA/RA	SSH/HSB	CS	SA	S	BS
45	-	-	10	20	5	5	-	-

Course Description and Objectives:

This course provides an introduction to the evolution of management along with the framework of managerial functions related to organization structure, production, operations, marketing, human resource management, strategy etc. The objective of the course is to introduce the students and make them well versed with the operational functions of management.

Course Outcomes:

The student will be able to:

- understand the nature, importance and evolution of management.
- identify the significance of Operations Management.
- carry out production operations through work study.
- understand the markets, customers and competition.
- plan and control the HR function.

SKILLS :

- ü *Analyze and improve productivity.*
- ü *Analyze the customer needs, wants and demand.*
- ü *Recognize the need of different types/qualities of Human Resources.*
- ü *Analyze the reasons for the evolution of management.*
- ü *Analyze the philosophies of different management thinkers.*



ACTIVITIES:

- Solve a test case to identify the various operational functions of management .
- Solve a test case to know the importance of marketing.
- Solve a test case to know the importance of human resources.
- Solve a test case to know the importance and evolution of management discipline.

UNIT - 1**L-9**

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**L-9**

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**L-9**

MATERIALS MANAGEMENT : 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**L-9**

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**L-9**

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.

TEXT BOOKS:

1. P. Vijay Kumar, N. Appa Rao, Ashnab and Chnalill, "Introduction to Management Science", 6th edition, Cengage Learning India, 2012.
2. Stoner, Freeman and Gilbert, "Management", 6th edition, Pearson Education, New Delhi, 2004.

REFERENCE BOOKS:

1. Kotler Philip and Keller Kevin Lane, "Marketing Mangement" 12th edition, PHI, 2005.
2. Koontz and Wehrich, "Essentials of Management", 6th edition, TMH, 2005.