

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.