

Hours Per Week :

L	T	P	C
3	-	-	3

Total Hours :

L	T	P	WA/RA	SSH/HS	CS	SA	S	BS
45	-	-	10	40	-	8	5	5



Source : www.baffledbee.co.uk

COURSE DESCRIPTION AND OBJECTIVE:

This course offers the framework for improving managerial skills and leadership qualities. The objective of the course is to provide skills related to making decisions, organization structure, production operations, marketing, human resource management, product management and other management strategies.

COURSE OUTCOMES:

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

COs	Course Outcomes	POs
1	Apply the concepts & principles of management in real life industry.	1,9
2	Demonstrate right type of leadership for achieving good results out of people.	2,9
3	Apply work-study principles in real life industry.	1,3
4	Maintain materials departments by using stores records and determine EOQ.	1,5
5	Identify marketing mix strategies for an enterprise.	1,12
6	Apply the concepts of HRM in recruitment, selection, training & development, performance appraisal, promotions, transfers.	1,12

SKILLS:

- ✓ *Improve productivity and marketing through production, sales and time management techniques.*
- ✓ *Create better ambience in the shop floor using better Interpersonal relationship.*
- ✓ *Conduct / organize meetings, seminars and conferences in a professional manner.*
- ✓ *Effective management of human resources.*

UNIT - I **L-9**

INTRODUCTION TO MANAGEMENT: Concepts of management and organization, Nature, Importance and functions of management, Taylor's scientific management, Fayol's principles of management, Mayo's Hawthorne experiments, Maslow's theory of human operational needs, Herzberg's two-factor theory of motivation, Leadership styles.

UNIT -II **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 -III **L-9**

MATERIAL MANAGEMENT AND STATISTICAL QUALITY CONTROL: Objectives, Need for inventory control, EOQ, ABC analysis, Purchase procedure, Stores management and stores records.

UNIT - IV **L-9**

HUMAN RESOURCE MANAGEMENT: Concept of HRM, Basic functions of HR manager, Manpower planning, Recruitment, Sources of recruitment, Selection, Selection procedure, Training, Methods of training, Performance appraisal, Methods of performance appraisal, Promotion, Types of promotion, basis for promotion, Transfer, Reasons for transfer.

UNIT - V **L-9**

MARKETING MANAGEMENT: Evolution of marketing, Functions of marketing, Selling Vs marketing, Product mix and product line, Product life cycle, Channels of distribution, Pricing, Methods of pricing, Promotion tools, Advertising, Advertising process.

TEXT BOOKS:

1. P V Kumar, N A Rao and A Chnalill, "Introduction to Management Science", Cengage Learning India, 2012.
2. A. R. Aryasri, "Management Science", 4thedition, Mc Graw Hill Education , 2008.

REFERENCE BOOKS :

1. K Philip Kotler and K. K. Lane, "Marketing Management" 12th edition, PHI, 2015.