

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& Project Management: Work study- Statistical Quality Control through Control charts -Inventory control- EOQ& ABC analysis (simple problems)Project Management -PERT/CPM- Project Crashing (Simple Problems).

Unit III

Functional Management: Concept and Functions of finance, HR,production,Marketing Management andservices– Job Evaluation and Merit Rating–product Life Cycle- Channels of distributions-Types/methods of production.

Unit IV

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

Unit V

Business Ethics&Communication: Ethics in Business and Management – Ethics in HRM, Financial& Marketing Management – Business Ethics and Law

Unit VI

Contemporary Management Practice: Basic concepts of MIS, MRP, Just-in-Time(JIT) system, Total Quality Management(TQM), Six sigma and Capability Maturity Model(CMM) Levies, Supply Chain Management , Enterprise Resource Planning (ERP), Performance Management, 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 & Weihrich: '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: Strategic Management, Cengage learning
8. Dr. PG. Ramanujam, BVR Naidu, PV Rama Sastry: Management Science Himalaya publishing house, 2013
9. Management Shapes, Universities press