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| 13SH4102 | - | MANAGEMENT SCIENCE |

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| Hours / Week | : | 4 |  | Sessional Marks | : | 40 |
| Credits | : | 4 |  | End Examination Marks | : | 60 |

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| **UNIT - I** |
| Concept of Management – Administration, organization – Functions of Management, evolution of management thought – Organization, principles of organization – Types – Organization charts – Managerial objectives and social responsibilities. |
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| **UNIT – II** |
| Corporate planning – Mission, Objectives, and programs, SWOT analysis – Strategy formulation and implementation – plant location and plant layout concepts- Production control. |
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| **UNIT – III** |
| Human resources management- Manpower planning – Personnel management – Basic functions of personnel management, job evaluation and merit rating – Incentive plans – Marketing, Functions of marketing. |
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| **UNIT – IV** |
| Productivity – Batch and mass production – Work study- Basic procedure involved in method study work measurement –Elements of cost- method of calculation of overhead charges – Depreciation. |
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| **UNIT – V** |
| Network Analysis to project management - PERT/CPM- Application of network techniques to engineering problems. – Cost Analysis- Project crashing. |
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| TEXT BOOKS |
| 1. Principles of management by Koontz and O.Donnel.
2. Industrial Engineering and Management by O.P.Khanna.
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| REFERENCE BOOKS |
| 1. Marketing by Philip Kotler
2. PERT/CPM by L.S. Srinath.
3. Business policy by Gluek (TMH).
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