

13SH4102-MANAGEMENT SCIENCE

(Common to EEE, ECE & EICE)

Lectures/Week: 4Hrs.

End Exam Duration: 3Hrs

Credits: 4

Sessional Marks: 40

End Exam Marks: 60

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.

UNIT – II

CORPORATE PLANNING: – Mission, Objectives, and programmes, SWOT analysis – Strategy formulation and implementation – Plant Location and Plant Layout concepts- Production Control.

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.

UNIT-IV

PRODUCTIVITY: – Batch and Mass Production – Work study- Basic procedure involved in Method Study -Work Measurement –Elements of cost- methods of calculation of overhead charges – Depreciation.

UNIT- V

NETWORK ANALYSIS TO PROJECT MANAGEMENT: – PERT-CPM- Application of network techniques to engineering problems. – Cost Analysis- Project Crashing.

TEXT BOOKS:

1. Principles of management by Koontz and O.Donnel.
2. Industrial Engineering and Management by O.P.Khanna.
- 3.Industrial Organisation and Management by T.R.Banga &S.C.Sharma

REFERENCE BOOKS:

- 1 Marketing by Philip Kotler
- 2 PERT/CPM by L.S. Srinath.
- 3 Business policy by Gluek (TMH).