

2.18 30318 INDUSTRIAL MANAGEMENT

UNIT-1 INTRODUCTION TO MANAGEMENT SCIENCE:

Principles & functions of management — Contributions of F.W. Taylor, Henry Fayola, Max Weber in development of the theories of management science.

UNIT-2 ORGANIZATIONAL BEHAVIOR:

Objectives — Brief introduction to: Motivation– Perception – Leadership & Leadership Styles – Communication – Team Building – Work Culture.

UNIT-3 HUMAN RESOURCES MANAGEMENT:

Scope & Functions – Human Resources Planning – Selection & Recruitment – Training & Development – Performance Appraisal.

UNIT-4 PRODUCTION & MATERIAL MANAGEMENT:

Production Planning: Routing – Loading – Scheduling — Production Control: Expediting – Dispatching — Materials Handling Inventory Management Inventory Management — Productivity — Quality Management: Tools & Techniques – Quality Management System.

UNIT-5 FINANCIAL MANAGEMENT:

Financial Ratios — Elements of Costing — Auditing

UNIT-6 MARKETING & SALES MANAGEMENT:

Marketing of products & Services — Advertising & Sales Promotion — Consumer Behavior

Reference Books:

1. Essentials of Management / Kuntz / McGraw-Hill of India
2. Organization & Behavior / M. Bannared / Allied Publishers
3. Human Behavior at Work: Organizational Behavior / Keith Davis & Newsroom / McGraw-Hill of India

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