

J.B. INSTITUTE OF ENGINEERING & TECHNOLOGY

(AUTONOMOUS)



ACADEMIC YEAR

2013-14



COURSE PLAN

2013-14


Regulation: R11

FACULTY DETAILS:

Name of the Faculty:: S.Sobha Rani
Designation: Asst.Prof.
Department:: S&H

COURSE DETAILS

Name Of The Programme:: B.Tech ., Batch:: 2010-14
Designation::
Year ::::: IV Semester II
Department:: CSE
Title of The Subject Management Science Subject Code 05352
No of Students 133

	<p>COURSE PLAN</p>	2013-14
		Regulation: R11

FACULTY DETAILS:

Name of the Faculty:: S.Sobha Rani
 Designation: Asst.Prof
 Department:: S&H

1. TARGET

- a) Percentage Pass:..... 100%
 b) Percentage I class:..... 70%

2. COURSE PLAN

(Please write how you intend to cover the contents: i.e., coverage of Units by lectures, guest lectures, design exercises, solving numerical problems, demonstration of models, model preparation, or by assignments, etc.)

Coverage of units by conceptualizing, solving numerical problems, by lectures, by assignments.

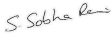
3. METHOD OF EVALUATION

- 3.1. Continuous Assessment Examinations (CAE 1, CAE 2)
 3.2. Assignments / Seminars
 3.3. Mini Projects
 3.4. Quiz
 3.5. Term End Examination
 3.6. Others

4. List out any new topic(s) or any innovation you would like to introduce in teaching the subject in this Semester.

Case-study method.

Signature of HOD
 Date:


 Signature of Faculty
 Date:



GUIDELINES TO STUDY THE SUBJECT

2013-14

Regulation: R11

FACULTY DETAILS:

Name of the Faculty:: S.Sobha Rani

Designation: Asst.Prof

Department:: S&H

Guidelines for Preparing the Course:

Course Description:

“Management Science “describes how to do things better in every sphere of activity including industry and academics. It also explains real life work environment and how work organized therein. Its intention is to understanding of the management concepts and their application constitutes the need of the hour. It describes the areas like management concept in detail, organization structures with suitable factors, operation management, markets and marketing the products, project undertakings and their evaluation, corporate planning’s and strategic managerial decision making process and contemporary management practices.

In nut shall it describe to understand the business dynamics in order to face the global challenges with traditional and contemporary management concepts and techniques?

Course Objectives:

1. To make understand the concepts of management and its practical implementation in aim of achieving organizational as well as personal goals.
2. To give an idea of organization and its various types which are meant to suitable to their resources and projects goals?
3. To lead the students in way of global meeting challenges by making the understanding the concepts of operations management via types of productions and technical relationship of input and output, various internal and external factors influence it.
4. To make understand the concepts of material handling techniques to minimize the wastage, quality control measurements, marketing concepts.
5. To know the importance and vital role of the human resource power in strategy formulation.
6. To make understand the concepts of project handling and controlling techniques in order to optimum utilization of resources.
7. To focus on the concept of strategy and its vital role in long term decision making process.
8. To give an idea of contemporary management practices to meet the global challenges in effective and efficient manner.



COURSE OBJECTIVES

2013-14

Regulation: R11

Learning Outcomes:

Enhancing and enduring the students in road map of Entrepreneurship levels, where risk and return is more as well as degree of satisfaction.

Expected to achieve and students should be in aware of the contemporary Management practices, situation analysis, industry application to do the best things in achievement of the organizational goals.

FACULTY DETAILS:

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On completion of this Subject / Course the student shall be able to: **Understand the management science concepts and ability to the relevant conceptual ideas for practical implementation and enduring the idea of entrepreneurship.**

S.No.	Objectives	Outcomes
1.	To make understand the concepts of management and its practical implementation in aim of achieving organizational as well as personal goals.	Able to compose the concepts for practical implementation. (F)
2.	To give an idea of organization and its various types which are meant to suitable to their resources and projects goals	Able to create own structure of an organization according to requirements. (G)
3.	To lead the students in way of global meeting challenges by making the understanding the concepts of operations management via types of productions and technical relationship of input and output, various internal and external factors influence it.	Get awareness of the current trends. (J)
4.	To make the students understand the concepts of material handling techniques to minimize the wastage, quality control measurements, marketing concepts by using relevant data analysis techniques.	Able to manage the resources effectively and efficiently.(I)

5.	To know the importance and vital role of the human resource power in strategy formulation	Get awareness of managing the human resources with the account of emotional intelligence. (D,H)
6.	To make understand the concepts of project handling and controlling techniques in order to optimum utilization of resources	Compose the resources for optimum solutions. (K)
7.	To focus on the concept of strategy and its vital role in long term decision making process in view of professional ethical responsibilities.	Have an idea of strategy formulation for achievement of the vision of an organization. (F)
8.	To give an idea of contemporary management practices to meet the global challenges in effective and efficient manner.	Practices the management concepts and techniques for contemporary issues. (J,K,)

S. Sobha Rao

Signature of Faculty

Date:

Note: For each of the OBJECTIVE indicate the appropriate OUTCOMES to be achieved.
Kindly refer Page 16, to know the illustrative verbs that can be used to state the objectives.



COURSE OUTCOMES

2013-14

Regulation: R11

FACULTY DETAILS:

Name of the Faculty:: S.Sobha Rani
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The expected outcomes of the Course / Subject are:

S.No.	General Categories of Outcomes	Specific Outcomes of the Course
A.	An ability to apply knowledge of MANAGEMENT SCIENCE techniques understanding of Firm's Position and stature	Students obtained the skill set in understanding and analysing the financial position of a firm and able to provide suitable solutions for their organizational problems.
B.	An ability to design and make the practical as well as to analyze and interpret data	Able to implement the management concepts according to the situation and availability of resources.
C.	An ability to design a system, component, or process to meet desired needs within realistic Constraints such as economic, environmental, social, political, ethical, health and safety, Manufacturability and sustainability	Able to predict and identify the problems and resolve them in an amicable atmosphere, which satisfies in all the means of social political economic and environmental friendly way.
D.	An ability to function on multi-disciplinary teams	Developed multi-disciplinary and inter-disciplinary is main theme of the management concepts student is able to understand the concepts well.
E.	An ability to identify, formulate, and solve engineering problems	Able to learn the concept of pro-active in nature rather than re-active.
F.	Understanding of professional and ethical Responsibility	Understood the concepts of CSR and EI (Corporate Social Responsibility and Emotional Intelligence.)
G.	Students are ready to work under different organizations and its various levels to utilize their skill set in achieving and projects goals.	Able to work effectively as a team member.
H.	The broad education necessary to understand the impact of engineering solutions in a global, economic, environmental, and societal context	Understood the contemporary management practices to resolve the unforeseen and situational difficulties.
I.	A recognition of the need for, and ability to engage in life-long learning	Able to learn the life-long learning skills in professional as well as personal development angle.
J.	Knowledge of contemporary issues	Students are aware of remedies for contemporary business issues.
K.	An ability to use the techniques, skills, and modern management tools necessary for achievement of vision of the organization.	Able to concentrate on the fulfilment of the vision of the organization.

Objectives – Outcome Relationship Matrix (Indicate the relationships by ☒ mark).

Objectives \ Outcomes	A	B	C	D	E	F	G	H	I	J	K
1.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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5.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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8.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
9.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



COURSE SCHEDULE

2013-14

Regulation: R11

FACULTY DETAILS:

Name of the Faculty:: S.Sobha Rani

Designation: Asst.Prof

Department: S&H

The Schedule for the whole Course / Subject is: 57 hours

S. No.	Description	Duration (Date)		Total No. of Periods
		From	To	
1.	Introduction to Management:	9/12/13	16/12/13	6
2.	Designing Organizational Structures	17/12/13	30/12/13	6
3.	Operations Management	31/12/13	30/1/14	9
4.	(A) Materials Management: (B) Marketing:	31/1/14	06/2/14	8
5.	Human resource Management	22/1/14	11/2/14	8
6.	Project Management:	12/2/14	28/2/14	8
7	Strategic Management :	5/3/14	20/3/14	6
8	Contemporary Management Practices :	26/3/14	4/4/14	6

Total No. of Instructional periods available for the course: Hours / Periods


57

TEXT BOOKS:

1. Aryasri : *Management Science*, TMH, 2004.
2. Parnell : *Strategic Management*, Biztantra, 2009.

REFERENCES :

1. Kotler Philip & Keller Kevin Lane: *Marketing Mangement* 12/e, PHI, 2005
2. Koontz & Wehrich: *Essentials of Management*, 6/e, TMH, 2005
3. Thomas N.Duening & John M.Ivancevich *Management — Principles and Guidelines*, Biztantra, 2003.
4. Kanishka Bedi, *Production and Operations Management*, Oxford University Press, 2004.
5. Memoria & S.V.Gauker, *Personnel Management*, Himalaya, 25/e, 2005
6. L.S.Srinath: *PERT/CPM*, Affiliated East-West Press, 2005.
7. P.Subba Rao, *Human Resource Management*.

	SCHEDULE OF INSTRUCTIONS	2013-14
	UNIT - I	Regulation: R11

FACULTY DETAILS:

Name of the Faculty:: S.Sobha Rani
 Designation: Asst.Prof
 Department:: S&H


The Schedule for the whole Course / Subject is:: 57 hours

Sl. No.	Date	No. of Periods	Topics / Sub - Topics	Objectives & Outcome Nos.	References (Text Book, Journal...) Page No to
1	9/12/13	1	Introduction to Management and organization-nature –functions of management	1 & 1	TB 1 & RB 2
2	10/12/13	2	Taylor's Scientific management theory	1 & 1	TB 1 & RB 2
3	10/12/13	3	Fayol's principles of management, Mayo's Hawthorne Experiments	1 & 1	TB 1 & RB 2
4	11/12/13	4	Maslow's Theory of Human Needs, Douglas McGregor's Theory X and Theory Y,	1 & 1	TB 1 & RB 2
5	11/12/13	5	Herzberg's Two-Factor Theory of Motivation, Systems Approach to Management	1 & 1	TB 1 & RB 2
6	16/12/13	6	Leadership Styles, Social responsibilities of Management.	1 & 1	TB 1 & RB 2

S. Sobha Rani

Signature of Faculty
Date

- Note: 1. ENSURE THAT ALL TOPICS SPECIFIED IN THE COURSE ARE MENTIONED.
 2. ADDITIONAL TOPICS COVERED, IF ANY, MAY ALSO BE SPECIFIED **BOLDLY**.
 3. MENTION THE CORRESPONDING COURSE OBJECTIVE AND OUT COME NUMBERS AGAINST EACH TOPIC.

	SCHEDULE OF INSTRUCTIONS UNIT - II	2013-14
		Regulation: R11

FACULTY DETAILS:

Name of the Faculty:: S.Sobha Rani

Designation: Asst.Prof

Department:: S&H

The Schedule for the whole Course / Subject is:: 57 hours

Sl. No.	Date	No. of Periods	Topics / Sub - Topics	Objectives & Outcome Nos.	References (Text Book, Journal...) Page No___ to ___
1	17/12/13	7	Basic concepts related to Organization -, matrix organization, Virtual Organization, Cellular Organization,	2 &2	TB 1 & RB 3
2	17/12/13	8	Departmentation and Decentralization, Types of mechanistic and organic structures of organization,	2 &2	TB 1 & RB 3
3	18/12/13	9	Line and staff organization, functional organization, Committee organization.	2 &2	TB 1 & RB 3
4	18/12/13	10	Matrix organization, Virtual Organization, Cellular Organization .	2 &2	TB 1 & RB 3
5	30/12/13	11	team structure, boundary less organization, inverted pyramid structure,	2 &2	TB 1 & RB 3
6	30/12/13	12	lean and flat Organization structure) and their merits, demerits and suitability.	2 &2	TB 1 & RB 3

S. Sobha Rani


Signature of Faculty

Date

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MENTION THE CORRESPONDING COURSE OBJECTIVE AND OUT COME NUMBERS AGAINST EACH TOPIC.

	SCHEDULE OF INSTRUCTIONS UNIT - III	2013-14
		Regulation: R11

FACULTY DETAILS:

Name of the Faculty:: S.Sobha Rani

Designation: Asst.Prof

Department:: S&H

The Schedule for the whole Course / Subject is:: 57 hours

Sl. No.	Date	No. of Periods	Topics / Sub - Topics	Objectives & Outcome Nos.	References (Text Book, Journal...) Page No ___ to ___
1	30/12/13	13	Introduction to Operation management Principles and Types of Plant Layout.	3 &3	TB- 1& RB-4
2	31/12/13	14	Methods of production (Job, batch and Mass Production),	3 &3	TB-1 & RB -4
3	1 /1/13	15	Work Study -Basic procedure involved in Method Study	3 &3	TB -1& RB-4
4	01/1/14	16	Work Measurement -simple problems.	3 &3	TB -1& RB-4
5	6/1/14	17	Statistical Quality Control: Concept and various stages of inspection.	3 &3	TB --1& RB-4
6	28/1/14	18	Charts for variable data X_ chart, R chart, (simple Problems),	3 &3	TB --1& RB-4
7	28/1/14	19	Charts for Attribute data-c chart, p chart (simple Problems),	3 &3	TB --1& RB-4
8	29/1/14	20	Deming's contribution to quality	3 &3	TB --1& RB-4
9	30/1/14	21	Acceptance Sampling,	3 &3	TB --1& RB-4

S. Sobha Rani


Signature of Faculty

Date

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MENTION THE CORRESPONDING COURSE OBJECTIVE AND OUT COME NUMBERS AGAINST EACH TOPIC.

	SCHEDULE OF INSTRUCTIONS UNIT - IV	2013-14
		Regulation: R11

FACULTY DETAILS:

Name of the Faculty:: S.Sobha Rani

Designation: Asst.Prof

Department: S&H

The Schedule for the whole Course / Subject is:: 57 hours

Sl. No.	Date	No. of Periods	Topics / Sub - Topics	Objectives & Outcome Nos.	References (Text Book, Journal...) Page No ___ to ___
1	30/1/14	22	(A) Materials Management - Introduction of the topic - importance and Objectives	4 &4	TB- 1& RB-4
2	31/1/14	23	(B) Marketing Management-- Introduction of the topic - importance and Objectives	4 &4	TB-1 & RB -4
3	31/1/14	24	Need for Inventory control Techniques regarding ABC Analysis Concept and Simple problems?		TB -1& RB-4
4	3/2/14	25	EOQ- Concept and simple problems.	4 &4	TB -1& RB-4
5	3/2/14	26	Purchase Procedure, Stores Management and Stores Records.		TB --1& RB-4
6	5/2/14	27	b) Marketing: Functions of marketing. Channels of distribution	4 &4	TB --1& RB-4
7	6/2/14	28	Marketing Mix, Marketing Strategies based on Product Life Cycle.		TB- 1& RB-4
8	6/12/14	29	Channels of distribution	4 &4	TB- 1& RB-4


S. Sobha Rani

Signature of Faculty
Date

Note: 1. ENSURE THAT ALL TOPICS SPECIFIED IN THE COURSE ARE MENTIONED.

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MENTION THE CORRESPONDING COURSE OBJECTIVE AND OUT COME NUMBERS AGAINST EACH TOPIC.

	SCHEDULE OF INSTRUCTIONS UNIT - V	2013-14
		Regulation: R11

FACULTY DETAILS:

Name of the Faculty:: S.Sobha Rani

Designation: Asst.Prof

Department:: S&H

The Schedule for the whole Course / Subject is:: 57 hours

Sl. No.	Date	No. of Periods	Topics / Sub - Topics	Objectives & Outcome Nos.	References (Text Book, Journal...) Page No ___ to ___
1	7/2/14	30	Concepts of HRM, HRD and Personnel Management and Industrial Relations (PMIR),	5 & 5	TB- 1 & RB -5,6
2	7/2/14	31	HRM VS PMIR basic functions of HR Manager- manpower planning	5 & 5	TB -- 1 & RB -5,6
3	10/2/14	32	Basic functions of HR Manager- manpower planning	5 & 5	TB- 1 & RB -5,6
4	11/2/14	33	Recruitment, Selection	5 & 5	TB- 1 & RB -5,6
5	11/2/14	34	, Training and Development, Placement, Wage and Salary Administration	5 & 5	TB- 1 & RB -5,6
6	12/2/14	35	Promotion, Transfer, Separation, Performance Appraisal.	5 & 5	TB- 1 & RB -5,6
7	12/2/14	36	Grievance Handling and Welfare Administration	5 & 5	TB- 1 & RB -5,6
8	15/2/14	37	Job Evaluation and Merit Rating.	5 & 5	TB- 1 & RB -5,6

S. Sobha Rani


Signature of Faculty

Date

Note: 1. ENSURE THAT ALL TOPICS SPECIFIED IN THE COURSE ARE MENTIONED.

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MENTION THE CORRESPONDING COURSE OBJECTIVE AND OUT COME NUMBERS AGAINST EACH TOPIC.

	SCHEDULE OF INSTRUCTIONS UNIT - VI	2013-14
		Regulation: R11

FACULTY DETAILS:

Name of the Faculty:: S.Sobha Rani

Designation: Asst.Prof

Department: S&H

The Schedule for the whole Course / Subject is:: 57 hours

Sl. No.	Date	No. of Periods	Topics / Sub - Topics	Objectives & Outcome Nos.	References (Text Book, Journal...) Page No ___ to ___
1	19/2/14	38	Network Analysis,- Impotence – Practical implementation.	6 &6	TB-1 & RB -6
2	20/2/14	39	Programme Evaluation and Review Technique (PERT), Critical Path Method (CPM), Identifying critical path, Probability of Completing the project within given time. Introduction and concept of the topic.	6 &6	TB1 & RB -6
3	20/2/14	40	Practice Problems – PERT and CPM	6 &6	TB-1 & RB -6
4	21/2/14	41	Practice Problems – PERT and CPM	6 &6	TB-1 & RB -6
5	21/2/14	42	Project Cost Analysis, Project Crashing. (simple problems)	6 &6	TB-1 & RB -6
6	22/2/14	43	Practice Problems-project crashing concept.	6 &6	TB-1 & RB -6
7	26/2/14	44	Project crashing – worked out problems	6 &6	TB-1 & RB -6
8	26/2/14	45	Worked out problems.	6 &6	TB-1 & RB -6


S. Sobha Rani

Signature of Faculty
Date

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MENTION THE CORRESPONDING COURSE OBJECTIVE AND OUT COME NUMBERS AGAINST EACH TOPIC.

	SCHEDULE OF INSTRUCTIONS UNIT - VII	2013-14
		Regulation: R11

FACULTY DETAILS:

Name of the Faculty:: S.Sobha Rani

Designation: Asst.Prof

Department:: S&H

The Schedule for the whole Course / Subject is:: 57 hours

Sl. No.	Date	No. of Periods	Topics / Sub - Topics	Objectives & Outcome Nos.	References (Text Book, Journal...) Page No ___ to ___
1	28/2/14	46	Strategic management:-Mission, Goals, Objectives,	7& 7	TB 1&2
2	5/3/14	47	Policy, Strategy, Programmes, Elements of Corporate Planning Process,	7& 7	TB 1&2
3	6/3/14	48	Environmental Scanning, Value Chain Analysis	7& 7	TB 1&2
4	13/3/14	49	SWOT Analysis	7& 7	TB 1&2
5	19/3/14	50	Steps in Strategy Formulation and Implementation	7& 7	TB 1&2
6	20/3/14	51	Generic Strategy alternatives.	7& 7	TB 1&2

S. Sobha Rani


Signature of Faculty

Date

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MENTION THE CORRESPONDING COURSE OBJECTIVE AND OUT COME NUMBERS AGAINST EACH TOPIC.

	SCHEDULE OF INSTRUCTIONS UNIT - VIII	2013-14
		Regulation: R11

FACULTY DETAILS:

Name of the Faculty:: S.Sobha Rani

Designation: Asst.Prof

Department:: S&H

The Schedule for the whole Course / Subject is:: 57 hours

Sl. No.	Date	No. of Periods	Topics / Sub - Topics	Objectives & Outcome Nos.	References (Text Book, Journal...) Page No ___ to ___
1	26/4/14	52	Basic concepts of MIS	8&8	TB 1& RB 3
2	27/4/14	53	End User Computing, Materials Requirement Planning (MRP)	8&8	TB 1& RB 3
3	28/4/14	54	Re-engineering and Bench Marking, Balanced Score Card	8&8	TB 1& RB 3
4	2/4/14	55	Just-In-Time (JIT) System, Total Quality Management (TQM), Six sigma and Capability Maturity Model (CMM) Levels.	8&8	TB 1& RB 3
5	3/4/14	56	Supply Chain Management, Enterprise Resource Planning (ERP), Performance Management	8&8	TB 1& RB 3
6	4/4/14	57	Business Process outsourcing (BPO), Business Process Re-Engineering and Bench Marking, Balanced Score Card.	8&8	TB 1& RB 3

S. Sobha Rani

Signature of Faculty
Date

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MENTION THE CORRESPONDING COURSE OBJECTIVE AND OUT COME NUMBERS AGAINST EACH TOPIC.

**COURSE COMPLETION STATUS**

2013-14

Regulation: R11

FACULTY DETAILS:

Name of the Faculty:: S.Sobha Rani

Subject:: ::

Subject Code::05352

Management Science


Department:: S&H

Actual Date of Completion & Remarks, if any: 04/04/14

Units	Remarks	Nos. of Objectives Achieved
Unit 1	Completed the syllabus as per the Course plan	1
Unit 2	Completed the syllabus as per the Course plan	2
Unit 3	Completed the syllabus as per the Course plan	3
Unit 4	Completed the syllabus as per the Course plan	4
Unit 5	Completed the syllabus as per the Course plan	5
Unit 6	Completed the syllabus as per the Course plan	
7	Will be completed as per Course Plan	7
8	Will be completed as per Course Plan	8

Signature of Dean of School
Date:*S. Sobha Rani*Signature of Faculty
Date:

NOTE: AFTER THE COMPLETION OF EACH UNIT MENTION THE NUMBER OF OBJECTIVES ACHIEVED.

		2013-14
	TUTORIAL SHEETS - I	

FACULTY DETAILS:

Name of the Faculty:: S.Sobha Rani
 Designation: Asst.Prof
 Department:: S&H

The Schedule for the whole Course / Subject is:: 57 hours

Date:22/12/13

This Tutorial corresponds to Unit Nos. Unit 1 to 3

Time:

Q1. What are the 14 principles of Henry Fayol? And elaborate in detail the concept of Hierarchy needs of Abraham Maslow?

Q2.What are the various types of organization structures and mention its merits and demerits of each?

Q3. What are features of an effective organization should possess?

Q4 What is the Importance of Deming's Quality contributions of 14 principles.

Q5.what are the various types of plant layouts?

Please write the Questions / Problems / Exercises which you would like to give to the students and also mention the objectives to which these questions / Problems are related.

S. Sobha Rani

Signature of Dean of School
Date:

Signature of Faculty
Date:

Objective: to know the efficiency and understanding capabilities of the students.

FACULTY DETAILS:

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Department:: S&H

The Schedule for the whole Course / Subject is:: 57 hours

Date:22/1/14

This Tutorial corresponds to Unit Nos.:.....: Unit 4and 5

Time:

Q1.What are the various techniques of materials handling management?

Q2.Elaborate in detail the concept of marketing mix concept?

Q3.What are the operational and managerial functions of HRM?

Q4. What are the various charts that are useful for variables and attributes?

Q5.Construct a suitable control chart based on the following data, where 1400 magnets tested totally for 9 days.

Day	1	2	3	4	5	6	7	8	9
No.of defectives	250	150	120	75	25	40	20	20	50

Please write the Questions / Problems / Exercises which you would like to give to the students and also mention the objectives to which these questions / Problems are related.

Objective: to know the efficiency and understanding capabilities of the students.

S. Sobha Rani

Signature of Dean of School
Date:

Signature of Faculty
Date:



TUTORIAL SHEETS - III

2013-14

Regulation: R11

FACULTY DETAILS:

Name of the Faculty:: S.Sobha Rani
Designation: Asst.Prof
Department:: S&H

Date:06/4/144

This Tutorial corresponds to Unit Nos.:..... Unit 6to 8

Time:

Q1.What is the importance of SWOT analysis in formulation of a corporate planning?

Q2.What is the importance of environmental scanning?

Q3.Write short note on (A) TQM (B) SIX SIGMA (C) CMM

Q4.What are the differences between PERT and CPM?

Q5.A small project consists of the following activities with the given time estimates in days

Project event- successor event	Optimistic time	Most likely time	Pessimistic time
1-2	2	2	14
1-3	2	8	14
1-4	4	4	16
2-5	2	2	2
3-5	4	10	28
4-6	4	10	16
5-6	6	12	30

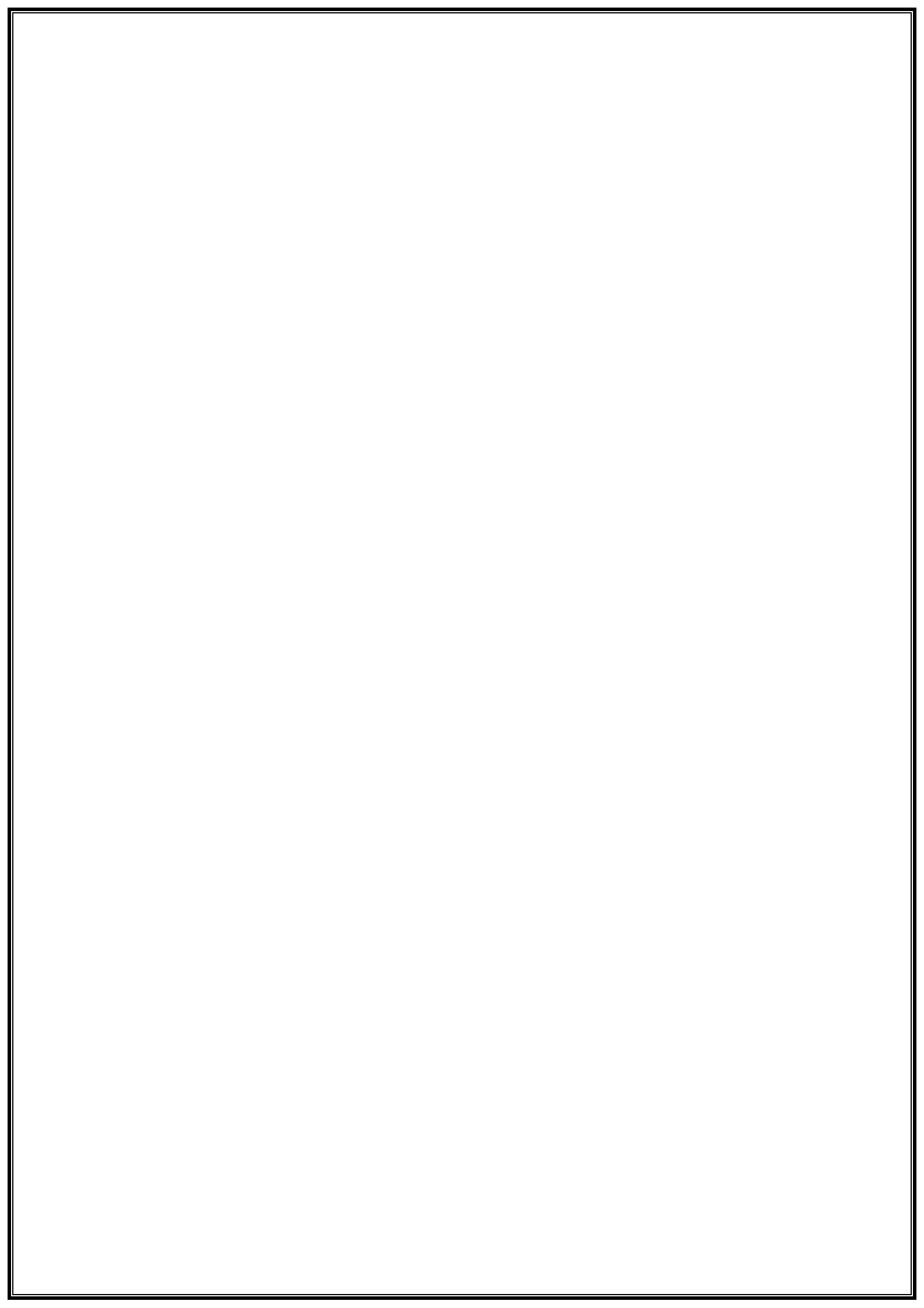
(A) Draw the network. (B) Calculate the average expected time for each activity (C) calculate the earliest expected time and latest allowable time for each event, and (D) Determine the critical path considering project completion time of 36 days.

Please write the Questions / Problems / Exercises which you would like to give to the students and also mention the objectives to which these questions / Problems are related.

Objective: to know the efficiency and understanding capabilities of the students.

Signature of Dean of School
Date:

S. Sobha Rani
Signature of Faculty
Date:





ILLUSTRATIVE VERBS FOR STATING INSTRUCTIONAL OBJECTIVES

2013-14

Regulation: R11

These verbs can also be used while framing questions for Continuous Assessment Examinations as well as for End – Semester (final) Examinations.

ILLUSTRATIVE VERBS FOR STATING GENERAL OBJECTIVES

Know

Comprehend

Understand

Apply

Analyze

Design

Generate

Evaluate

ILLUSTRATIVE VERBS FOR STATING SPECIFIC OBJECTIVES:

A. Cognitive Domain

1	2	3	4	5	6
Knowledge	Comprehension Understanding	Application of knowledge & comprehension	Analysis of whole w.r.t. its constituents	Synthesis combination of ideas/constituents	Evaluation judgement


Define	Convert	Change	Breakdown	Categorize	Appraise
Identify	Defend	Compute	Differentiate	Combine	Compare
Label	Describe (a procedure)	Demonstrate	Discriminate	Compile	Conclude
List	Distinguish	Deduce	Distinguish	Compose	Contrast
Match	Estimate	Manipulate	Separate	Create	Criticize
Reproduce	Explain why/how	Modify	Subdivide	Devise	Justify
Select	Extend	Predict		Design	Interpret
State	Generalize	Prepare		Generate	Support
	Give examples	Relate		Organize	
	Illustrate	Show		Plan	
	Infer	Solve		Rearrange	
	Summarize			Reconstruct	
				Reorganize	
				Revise	

B. Affective Domain

Adhere Resolve
Assist Select
Attend Serve
Change Share
Develop
Help
Influence
Initiate

C. Psychomotor Domain (skill development)

Bend	Dissect	Insert	Perform	Straighten
Calibrate	Draw	Keep	Prepare	Strengthen
Compress	Extend	Elongate	Remove	Time
Conduct	Feed	Limit	Replace	Transfer
Connect	File	Manipulate	Report	Type
Convert	Grow	Move precisely	Reset	Weigh
Decrease	Handle	Operate	Run	
Demonstrate	Increase	Paint	Set	

	LESSON PLAN Unit-1	2013-14
		Regulation: R11

Name of the Faculty: S.Sobha Rani

Subject Management Science
Unit 1

Subject Code 05352


INSTRUCTIONAL OBJECTIVES:

To give an idea and evolution of concept of management and its importance at various levels and types of leadership styles.

Session No	Topics to be covered	Time	Ref	Teaching Method
1	Introduction to Management and organization-nature – functions of management	50 minutes	TB 1 & 2	Lecture method
2	Taylor's Scientific management theory	50 minutes	TB 1 & 2	Lecture method
3	Fayol's principles of management, Mayo's Hawthorne Experiments	50 minutes	TB 1 & 2	Lecture method
4	Maslow's Theory of Human Needs, Douglas McGregor's Theory X and Theory Y,	50 minutes	TB 1 & 2	Lecture method
5	Herzberg's Two-Factor Theory of Motivation, Systems Approach to Management	50 minutes	TB 1 & 2	Lecture method
6	Leadership Styles, Social responsibilities of Management.	50 minutes	TB 1 & 2	Lecture method

On completion of this lesson the student shall be able to (Outcomes)

1. Get an idea and importance of management concept at different levels of an organization.
2. Know the definitions and conceptual idea of management given by eminent scholars.
3. Get an idea, characteristics of a leader and types of it.
4. Get an idea and importance of Corporate Social Responsibility of an organization.

	ASSIGNMENT Unit-I	2013-14
		Regulation: R11

Assignment / Questions

1. What are the 14 principle of Henry Fayol?
2. Elaborate in detail the theory of hierarchy given by Abraham Maslow?
3. What is the concept of CSR?
4. Write short note on
 - (A) Theory X and Theory Y
 - (B) Hawthorne Experiments.
5. What are the different styles of a leadership? Which do you meant by best and why?


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Note: Mention for each question the relevant objectives and outcomes.

Objective: To give an idea and importance of concept of management and various topics involved in it.

Outcome:: To know the students' understanding levels and how far they are able to apply it.

	LESSON PLAN Unit-II	2013-14
		Regulation: R11

Name of the Faculty: S.Sobha Rani

Subject Management Science

Subject Code 05352

Unit 2

INSTRUCTIONAL OBJECTIVES:

Session No	Topics to be covered	Time	Ref	Teaching Method
1	Basic concepts related to Organization -, matrix organization, Virtual Organization, Cellular Organization,	50 minutes	TB 1 & 2	Lecture method
2	Departmentation and Decentralization, Types of mechanistic and organic structures of organization,	50 minutes	TB 1 & 2	Lecture method
3	Line and staff organization, functional organization, Committee organization.	50 minutes	TB 1 & 2	Lecture method
4	Matrix organization, Virtual Organization, Cellular Organization.	50 minutes	TB 1 & 2	Lecture method
5	team structure, boundary less organization, inverted pyramid structure,	50 minutes	TB 1 & 2	Lecture method
6	lean and flat Organization structure) and their merits, demerits and suitability.	50 minutes	TB 1 & 2	Lecture method

On completion of this lesson the student shall be able to

1. Understand the concepts of organization and its types, merits and demerits.
2. Analyse the suitable structure of an organization according to its requirements.
3. Gets a conceptual idea regarding the centralization, decentralization?
4. Know the knowledge of various types of organizations and application of best suited one.



**ASSIGNMENT
Unit-II**

2013-14

Regulation: R11

Assignment / Questions

1. What are the various types of organizations, mention its merits and demerits.
2. How can you differentiate between centralisation and decentralization?
3. What are the features of an organization?
4. How can you say that project organization structure is best suited one with that of others?
5. What is importance of line and staff in a project handling?

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Note: Mention for each question the relevant objectives and outcomes.

Objective: To know the students' attention and involvement in the topics.

Outcome: To understand the presentation levels of the students of their ideas.



LESSON PLAN Unit-III

2013-14

Regulation: R11

Name of the Faculty: S.Sobha Rani

Subject Management Science

Subject Code 05352

Unit 3

INSTRUCTIONAL OBJECTIVES: To give an idea of plant location and types of production and importance of quality.

Session No	Topics to be covered	Time	Ref	Teaching Method
1	Introduction to Operation management Principles and Types of Plant Layout.	50 minutes	TB 1 & 2	Seminars and worked out problems
2	Methods of production (Job, batch and Mass Production),	50 minutes	TB 1 & 2	Seminars and worked out problems
3	Work Study -Basic procedure involved in Method Study	50 minutes	TB 1 & 2	Seminars and worked out problems
4	Work Measurement -simple problems.	50 minutes	TB 1 & 2	Seminars and worked out problems
5	Statistical Quality Control: Concept and various stages of inspection.	50 minutes	TB 1 & 2	Seminars and worked out problems
6	Charts for variable data X_ chart, R chart, (simple Problems),	50 minutes	TB 1 & 2	Seminars and worked out problems
7	Charts for Attribute data-c chart, p chart (simple Problems),	50 minutes	TB 1 & 2	Seminars and worked out problems
8	Deming's contribution to quality	50 minutes	TB 1 & 2	Seminars and worked out problems
9	Acceptance Sampling,	50 minutes	TB 1 & 2	Seminars and worked out problems


On completion of this lesson the student shall be able to (Outcomes)

1. Understand the concepts of plant location and plant layout and various factors influence it.

Know the various types of production and its usage according to its requirements.

3 Importance of Deming's contribution in QUALITY Concept.

4. Importance of statistical charts in maintenance of qualitative products.

	ASSIGNMENT Unit-III	2013-14
		Regulation: R11

Assignment / Questions

1. Differentiate between the Jobs, Batch, Mass productions.
2. What are the factors that are influence in selection of a plant location?
3. What are types of plant layouts? Mention merits and demerits of each.
4. What are the various charts that are useful for attributes and variables?
5. Explain 14 – principles of Deming’s contribution of quality?
6. What is alpha and beta risk in acceptance of sampling?

S. Saha

Signature of Faculty

Note: Mention for each question the relevant objectives and outcomes.

Objective: To give an idea of production concept and its types, importance of quality in order to obtain qualitative products for customer satisfaction.

Outcome: To know the understanding capacities of students’ and to know far they are in a position of apply it.



LESSON PLAN Unit-IV

2013-14

Regulation: R11

Name of the Faculty: S.Sobha Rani

Subject Management Science

Subject Code 05352

Unit 4


INSTRUCTIONAL OBJECTIVES:

To give awareness of the topics materials handling techniques in order to minimize the waste and time and obtaining the concept regarding marketing of a product and study of market mix concept.

Session No	Topics to be covered	Time	Ref	Teaching Method
1	(A) Materials Management - Introduction of the topic - importance and Objectives	50 minutes	TB 1 & 2	Seminars and lecture method
2	(B) Marketing Management-- Introduction of the topic - importance and Objectives	50 minutes	TB 1 & 2	Seminars and lecture method
3	Need for Inventory control Techniques reg- ABC Analysis Concept and Simple problems?	50 minutes	TB 1 & 2	Seminars and lecture method
4	EOQ- Concept and simple problems.	50 minutes	TB 1 & 2	Seminars and lecture method
5	Purchase Procedure, Stores Management and Stores Records.	50 minutes	TB 1 & 2	Seminars and lecture method
6	b) Marketing: Functions of marketing. Channels of distribution	50 minutes	TB 1 & 2	Seminars and lecture method
7	Marketing Mix, Marketing Strategies based on Product Life Cycle.	50 minutes	TB 1 & 2	Seminars and lecture method
8	Channels of distribution		TB 1 & 2	Seminars and lecture method

On completion of this lesson the student shall be able to (Outcomes)

1. Understand the concept of materials handling techniques like EOQ and ABC analyses
2. Get an idea of maintenance of records and stores of materials.
3. Analyse the state and dynamic changes of markets.
- 4 Understand the concept of marketing mix and various factors that influence it.
5. Understand the concept of Channels of distribution.
6. Understand the concept of PLC (Product Life Cycle)

	ASSIGNMENT Unit-IV	2013-14
		Regulation: R11

Assignment / Questions

1. What are functions of a market?
2. Elaborate the concept of PLC.
3. What are the functions and responsibilities of channels of distributors?
4. What are the factors that influence the consumers' behaviour?
5. What are the techniques and method for materials handling management?
6. How EOQ and ABC analysis useful in logistics management?

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Note: Mention for each question the relevant objectives and outcomes.


Objective: Give an idea of Logistics management techniques and various methods involved in it.

To elaborate the concept of markets structures and various factors influence it.

Give an idea of consumers' behaviour.

Give an idea, role and responsibilities of Channels of distribution.

Outcome: Students are able obtain the knowledge and may apply it.

	LESSON PLAN Unit-V	2013-14
		Regulation: R11

Name of the Faculty: S.Sobha Rani

Subject Management Science

Subject Code 05352


Unit 5

INSTRUCTIONAL OBJECTIVES: To Elaborate the concept and importance of the Human Resource in an organization and its vital role at top level management in formulation of vision and strategies.

Session No	Topics to be covered	Time	Ref	Teaching Method
1	Concepts of HRM, HRD and Personnel Management and Industrial Relations (PMIR),	50 minutes	TB 1&4	Seminars and lectures
2	HRM VS PMIR basic functions of HR Manager- manpower planning	50 minutes	TB 1&4	Seminars and lectures
3	Basic functions of HR Manager- manpower planning	50 minutes	TB 1&4	Seminars and lectures
4	Recruitment, Selection	50 minutes	TB 1&4	Seminars and lectures
5	, Training and Development, Placement, Wage and Salary Administration	50 minutes	TB 1&4	Seminars and lectures
6	Promotion, Transfer, Separation, Performance Appraisal.	50 minutes	TB 1&4	Seminars and lectures
7	Grievance Handling and Welfare Administration	50 minutes	TB 1&4	Seminars and lectures
8	Job Evaluation and Merit Rating.	50 minutes	TB 1&4	Seminars and lectures

On completion of this lesson the student shall be able to (Outcomes)

1. Understand the conceptual idea and importance of the Human Resource Power.
2. Analyse the managerial and operational functions of Human Resource Manager.
3. Distinguish between Personnel Management and Human Resource management.
4. Grasp the detailed concept and evolution of the topic of human resource over period of time.
5. Understand the vital importance of the human resource management power in strategy formulation.

	ASSIGNMENT Unit-V	2013-14
		Regulation: R11

Assignment / Questions

1. What are the operational and managerial functions of HRM.
2. Write short notes on
 - (A) Labour Turn Over
 - (B) Job Evaluation
 - (C) Performance Appraisal
3. What is the procedure involved in grievance handling?
4. Brief note on (a) Man Power Planning (b) Selection procedure

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Note: Mention for each question the relevant objectives and outcomes.

Objective: To make familiarise the topics of Human Resource Power and its importance in an organization.

Outcomes: Try to analyse the theory and make comparison of the concepts of the human resource with that of any firm level. (Case-Study method.)



LESSON PLAN
Unit-VI

2013-14

Regulation: R11

Name of the Faculty: S.Sobha Rani

Subject Management Science

Subject Code 05352

Unit 6


INSTRUCTIONAL OBJECTIVES:

To discuss the concepts -
PERT/CPM –techniques for
project evaluation and
controlling.

Session No	Topics to be covered	Time	Ref	Teaching Method
1	Network Analysis,- Impotence – Practical implementation.	50 minutes	TB 1, 2, 3	Lectures, worked out problems method
2	Programme Evaluation and Review Technique (PERT), Critical Path Method (CPM), Identifying critical path, Probability of Completing the project within given time. Introduction and concept of the topic.	50 minutes	TB 1	Lectures, worked out problems method
3	Practice Problems – PERT and CPM	50 minutes	TB 1	Lectures, worked out problems method
4	Practice Problems – PERT and CPM	50 minutes	TB 1	Lectures, worked out problems method
5	Project Cost Analysis, Project Crashing. (simple problems)	50 minutes	TB 1	Lectures, worked out problems method
6	Practice Problems-project crashing concept.	50 minutes	TB 1	Lectures, worked out problems method
7	Project crashing – worked out problems	50 minutes	TB 1	Lectures, worked out problems method
8	Worked out problems.	50 minutes	TB 1	Lectures, worked out problems method

On completion of this lesson the student shall be able to (Outcomes)

1. Understand the concepts of network, PERT, CPM.
2. Produce network based on logical sequence, identify the critical path in a network.
3. Determine the probability of completing the project within a stipulated period.
4. Identify and understand the concepts of direct and indirect path.
5. Explain the relationship between time and cost in projects.
6. Elaborate the concept of cost slope and ensure low cost and optimal duration for a given project.

	ASSIGNMENT Unit-VI	2013-14
		Regulation: R11

Assignment / Questions

1. What is the importance of network analysis in project selection and completion?
2. What are the differences between PERT and CPM.
3. What are the rules that have to follow while drawing a network?
4. Find the

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Note: Mention for each question the relevant objectives and outcomes.

Objective: To make understand the procedure of the handling of a project and effective and efficient utilization of resources for obtaining the optimal solutions.

Outcome: Able to implement the techniques and tools of the network analysis in controlling and managing the projects.



LESSON PLAN
Unit-VII

2013-14

Regulation: R11

Name of the Faculty: S.Sobha Rani

Subject Management Science

Subject Code 05352

Unit 7

INSTRUCTIONAL OBJECTIVES:


To make understand the concepts of SWOT Analysis in strategy formulation of a corporate at top level management this is road map to the fulfilment of Vision of an organization.

Session No	Topics to be covered	Time	Ref	Teaching Method
1	Strategic management:-Mission, Goals, Objectives,	50 minutes	TB 1&2	Seminars and case study methods
2	Policy, Strategy, Programmes, Elements of Corporate Planning Process,	50 minutes	TB 1&2	Seminars and case study methods
3	Environmental Scanning, Value Chain Analysis	50 minutes	TB 1&2	Seminars and case study methods
4	SWOT Analysis	50 minutes	TB 1&2	Seminars and case study methods
5	Steps in Strategy Formulation and Implementation	50 minutes	TB 1&2	Seminars and case study methods
6	Generic Strategy alternatives.	50 minutes	TB 1&2	Seminars and case study methods

On completion of this lesson the student shall be able to

1. Understand the basic concepts of corporate planning.
2. Identify business situations where corporate planning process can be implemented.
3. Elucidate the steps involved in the corporate planning process.
4. Define environmental scanning.

5. Describe the process involved the environmental scanning and identify components of internal and external environment.
6. Understand the concepts that are of the core of strategy formulation and implementation.

	ASSIGNMENT Unit-VII	2013-14
		Regulation: R11

Assignment / Questions

1. Explain the strategic profile.
2. Determine the factors in the external environment.
3. Elucidate SWOT analysis and how it assists in generalising alternative corporate strategies.
4. What are strategy variations, present a detailed account.


Objective: To disseminate the concept regarding the SWOT Analysis and its practical implementation.

Outcome: Expected to connect the theory and practice.

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Note: Mention for each question the relevant objectives and outcomes.

	LESSON PLAN Unit-VIII	2013-14
		Regulation: R11

Name of the Faculty: S.Sobha Rani

Subject Management Science

Subject Code 05352


Unit 8

INSTRUCTIONAL OBJECTIVES: **To provide the knowledge of the contemporary issues and tools and techniques regarding.**

Session No	Topics to be covered	Time	Ref	Teaching Method
1	Basic concepts of MIS	50 minutes	TB 1&2	Seminars and lecture methods
2	End User Computing, Materials Requirement Planning (MRP)	50 minutes	TB 1&2	Seminars and lecture methods
3	Re-engineering and Bench Marking, Balanced Score Card	50 minutes	TB 1&2	Seminars and lecture methods
4	Just-In-Time (JIT) System, Total Quality Management (TQM), Six sigma and Capability Maturity Model (CMM) Levels.	50 minutes	TB 1&2	Seminars and lecture methods
5	Supply Chain Management, Enterprise Resource Planning (ERP), Performance Management	50 minutes	TB 1&2	Seminars and lecture methods
6	Business Process outsourcing (BPO), Business Process Re-Engineering and Bench Marking, Balanced Score Card.	50 minutes	TB 1&2	Seminars and lecture methods

On completion of this lesson the student shall be able to

1. Understand the concepts of contemporary management practices.
2. Appropriate and analysis widely known concepts.
3. Practices the relevant concepts in modern business organization that caters today's markets.
4. Apply contemporary management practices in the context of modern business world.

	ASSIGNMENT Unit-VIII	2013-14
		Regulation: R11

Assignment / Questions

Q1. Define benchmarking and its uses.

1. What is balanced scorecard? Explain.
2. What is business process re engineering?
3. Write short notes on the following:
(A) TQM
(B) CMM
(C) MRP

Objective; Able to obtain the relevant concepts in their respective areas and endure them to put into practice.

Outcome: Able to connect the theory and implementation.

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Signature of Faculty

Note: Mention for each question the relevant objectives and outcomes.