

Bhoj Reddy Engineering College for Women: Hyderabad

Department of Business Administration

Lesson plan of faculty member for the academic year 2018–19

Class: IV B Tech

Branch - Section: IT A

Semester: II

Subject: Management Science

Lectures per week: 4

Lecture Number	Topics to be covered	Date(s)
UNIT - I: Introduction to Management and Organization		
1.	Concepts of Management and Organization	27 December 2018
2.	Nature of Management	28 December 2018
3.	Importance and Functions of Management	28 December 2018
4.	Systems Approach to Management	29 December 2018
5.	Taylor's Scientific Management Theory	03 January 2019
6.	Fayal 's Principles of Management	04 January 2019
7.	Motivational Theories (Maslow, Herzberg)	04 January 2019
8.	Douglas Mc Gregor' s Theory X and Theory Y	05 January 2019
9.	Leadership Styles	10 January 2019
10.	Social responsibilities of Management	11 January 2019
11.	Designing Organisational Structures	11 January 2019
12.	Departmentation and Decentralization	12 January 2019
13.	Types and Evaluation of mechanistic structures and organic structures	17 January 2019
UNIT - II: Operations and Marketing Management		
14.	Principles and Types of Plant Layout	18 January 2019
15.	Methods of production (Job, batch and Mass Production)	18 January 2019
16.	Work Study, Procedure involved in Method Study and Work Measurement	19 January 2019
17.	Business Process Geoengineering (BPR)	24 January 2019
18.	Statistical Quality Control	25 January 2019
19.	Control charts for Variables and Attributes(simple Problems)	25 January 2019
20.	Acceptance Sampling	31 January 2019
21.	TQM, Six Sigma	01 February 2019
22.	Deming's contribution to quality	01 February 2019
23.	Objectives of inventory control	02 February 2019
24.	EOQ, ABC Analysis	07 February 2019
25.	Purchase Procedure	08 February 2019
26.	Stores Management and Stores Records	08 February 2019
27.	JIT System, Supply Chain Management	09 February 2019
28.	Functions of Marketing, Marketing Mix	14 February 2019
29.	Marketing Strategies based on Product Life Cycle, Channels of distribution	15 February 2019
UNIT - III: Human Resources Management (HRM)		
30.	Concepts of HRM, HRD and Personnel Management and Industrial Relations	15 February 2019
31.	HRM vs PMIR, Basic functions of HR Manager	16 February 2019
32.	Manpower planning, Recruitment	21 February 2019

33.	Selection, Training and Development	22 February 2019
34.	Placement	22 February 2019
35.	Wage and Salary Administration	23 February 2019
36.	Promotion, Transfer	28 February 2019
37.	Separation, Performance Appraisal	01 March 2019
38.	Grievance Handling and Welfare Administration	01 March 2019
39.	Job Evaluation and Merit Rating	02 March 2019
40.	Capability Maturity Mode' (CMM) Levels	07 March 2019
41.	Performance Management System	08 March 2019
UNIT - IV: Project Management (PERT/CPM) Network Analysis		
42.	Programme Evaluation and Review Technique (PERT),	08 March 2019
43.	Critical Path Method (CPM)	14 March 2019
44.	Identifying critical path	15 March 2019
45.	Probability of Completing the project within given time	15 March 2019
46.	Project Cost Analysis	16 March 2019
47.	Project Crashing (simple problems)	22 March 2019
UNIT - V: Strategic Management and Contemporary Strategic Issues		
48.	Mission, Goals	22 March 2019
49.	Objectives, Policy	23 March 2019
50.	Strategy	28 March 2019
51.	Programmes	29 March 2019
52.	Elements of Corporate Planning Process	29 March 2019
53.	Environmental Scanning	30 March 2019
54.	Value Chain Analysis	04 April 2019
55.	SWOT Analysis	11 April 2019
56.	Steps in Strategy Formulation and Implementation	12 April 2019
57.	Generic Strategy alternatives	12 April 2019
58.	Bench Marking and Balanced Score Card as Contemporary Business Strategies	13 April 2019
59.	Revision of I, II units	18 April 2019
60.	Revision of III, IV and V units	20 April 2019

TEXT BOOKS:

- Stoner, Freeman, Gilbert, Management, 6th Ed, Pearson Education, New Delhi, 2004
- Aryasri: Management Science, McGraw Hill
- P. Vijaya Kumar, N. Appa Rao and Ashima B. Chhalill, Cengage Learning India Pvt Ltd. 2012.

REFERENCES:

- Kotler Philip and Keller Kevin Lane: Marketing Management, Pearson, 2012.
- Koontz and Weihrich: Essentials of Management, McGraw Hill, 2012.
- Thomas N.Duening and John M.Ivancevich Management—Principles and Guidelines, Biztantra, 2012.

- Kanishka Bedi, Production and Operations Management, Oxford University Press, 2012.
- Samuel C. Certo: Modern Management, 2012.
- Schermerhorn, Capling, Poole and Wilesner: Management, Wiley, 2012.
- Parnell: Strategic Management, Cengage, 2012.
- Lawrence R Jauch, R. Gupta and William F. Glueck: Business Policy and Strategic Management, Frank Bros. 2012.

Name and signature of the faculty: Ms. V. Dhana Laxmi

Name and signature of Head of the Department: Ms. V. Dhana Laxmi