

IV B.Tech I Semester

15AME55-INDUSTRIAL MANAGEMENT

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3 10 3**Course objectives**

- To analyze the characteristics and contributions of enterprising people
- To assess their own entrepreneurial and enterprising potential To develop an understanding of the general role of Small Business Enterprises
- To develop skills to start, run and manage SMEs
- Understand the role of entrepreneurship in economic development.
- Identify the general characteristics of entrepreneurs.
- Know the differences between entrepreneurial and managerial type jobs.
- Understand the significance and sources of capital. Participate in the preparation of a complete business plan.
- Have an understanding of individual personalities and interpersonal skills needed for effective communications in a diverse business environment.

UNIT I**Introduction To Management:**

Concepts of Management - nature, importance and Functions of Management, Taylor's Scientific Management Theory, Fayol's Principles of Management, Maslow's Theory of Human Needs, Douglas McGregor's Theory X and Theory Y, Leadership Styles, Social responsibilities of Management.

Designing Organizational Structures:

Types of mechanistic and organic structures of organization (Line organization, Line and staff organization, functional organization, Committee organization, matrix organization, team structure) their merits, demerits and suitability.

UNIT II

Plant location; definition, factors affecting the plant location, comparison of rural and urban sites-methods for selection of plant, Types of Plant Layout-Methods of production (Job, batch and Mass Production), Work Study.

Materials Management: EOQ, ABC Analysis, Purchase Procedure and Stores Management. Inventory — functions. Types, inventory classification techniques.

Marketing: Functions of Marketing, Marketing Mix, Marketing Strategies based on Product Life Cycle, Channels of distribution.

UNIT III**Human Resources Management (HRM):**

Concepts of HRM - Personnel Management and Industrial Relations (PMIR), Basic functions of HR Manager: Manpower planning, Recruitment, Selection, Training and Development, Placement, Wage and Salary Administration, Promotion, Transfer, Separation, Performance Appraisal, Grievance Handling and Welfare Administration, Job Evaluation, Merit Rating and methods.

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UNIT IV

Supply Chain Management: Supply chain and keiretsu-market place uncertainties and channel relationship- building supply chain- porn objectives and supply chain- orientation and implementation of supply chain principles with a company- purchasing function and supply chain management- single source vs multi source - service supply relationship.

UNIT V**Strategic Management:**

Vision, Mission, Goals, Objectives, Policy, Strategy, Programmes, Elements of Corporate Planning Process, Environmental Scanning, Value Chain Analysis, SWOT Analysis, Steps in Strategy Formulation and Implementation.

Project Management (PERT/CPM):

Network Analysis, Programme Evaluation and Review Technique (PERT), Critical Path Method (CPM), Identifying critical path, Probability of Completing the project within given time, Project Cost Analysis, Project Crashing. (Simple problems). Assignments, case studies and mini project.

Learning outcome

The M.S. prepares engineers for a lifelong career addressing the critical technical and managerial needs of private and public organizations. The program emphasizes developing analytic abilities, making better decisions, developing and executing strategies while also leading people who innovate. Unlike an MBA, our master's program addresses the technical as well as the behavioral challenges of running organizations and complex systems. We emphasize quantitative analytic skills and an entrepreneurial spirit.

BOOKS:

1. Manufacturing Organization and Management. Antrind Pearson. 2nd Edition. 2004.

REFERENCES:

1. Stoner. Freeman. Gilbert. Managemem. 6th Ed, Pearson Education. New Delhi, 2005.
2. Fanner Selvam, Production and Operations Management, PHI, 2004.
3. Dr. C. Nadha Muni Reddy and Dr. K. Vijaya Kumar Reddy, Reliability Engineering & Quality Engineering. Galgotia Publications, Pvt Limited.
4. Ralph M Barnes. Motion and Time Studies. John Wiley and Sons. 2004. 5. Chase. Jacobs. Aquilano. Operations Management. TM Ii 10th Edition. 2003. 6. I|RT CPM, affiliate Fast-West Press. New Delhi. 2000.
5. Industrial Engineering and Management O.P. KhannaDhanpatRai

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