

T.E. (Electronics)

304210: INDUSTRIAL MANAGEMENT

Teaching Scheme :

Lectures- 4 hours per week

Examination Scheme:

Theory- 100 marks(3 hrs duration)

Unit – I Basics of Management

Introduction, Definition of management, characteristics of management, functions of management - Planning, Organising, Staffing, Directing, Co-ordination, Controlling, Motivating, Communication, Decision Making, Principles of management – F.W.Taylor, Henry Fayol, Elton Mayo, Administration and management, Nature of management, levels of management, managerial skills, managerial roles, Forms of Organization- Line , Line –staff etc. Forms of ownerships – Partnership, Proprietorship, Joint stock, Co-operative society, Govt. Sector etc, concept of Globalisation (8 hrs)

Unit – II Strategic Management

Military origins of strategy – Evolution - Concept and Characteristics of strategic management –Defining strategy – Mintzberg’s 5P’s of strategy – Corporate, Business and Functional Levels of strategy - Strategic Management Process. Preparing an Environmental Threat and Opportunity Profile (ETOP) – Industry Analysis - Porter’s Five Forces Model of competition.BCG Matrix – GE 9 Cell Model -Balanced Scorecard, Generic Competitive Strategies: Low cost, Differentiation, Focus. (8 hrs)

Unit – III Quality Management

Definition of quality, goalpost view of quality, continuous improvement definition of quality, types of quality – quality of design, conformance and performance, phases of quality management, Juran's and Demings view of quality, Quality Management Assistance Tools: Ishikawa diagram – Pareto Analysis – Pokka Yoke (Mistake Proofing).quality circles, TQM, Kaizen, Five S (5S), Six sigma Quality Management Standards (Introductory aspects only)- The ISO 9001:2000 Quality Management System Standard- The ISO 14001:2004 Environmental Management System Standard- ISO 27001:2005 Information Security Management System (8 hrs)

Unit – IV Financial & Project Management

Capital Structure, Fixed & working capital, Role of Securities and Exchange Board of India (SEBI), function of money market and capital Market, sources of finance. Introduction to capital budgeting, Techniques of capital budgeting. Break even analysis - assumptions, importance, Cost-Benefit analysis, CVP graph, Project Management, Project network analysis, CPM, PERT and Project crashing and resource Leveling. (8 hrs)

Unit – V – Human Resource Development

Strategic importance HRM; objectives of HRM; challenges to HR professionals; role, Responsibilities and competencies of HR professionals; HR department operations; Human Resource Planning - objectives and process; human resource information system.. Talent acquisition; recruitment and selection strategies, career planning and management, , training and development, investment in training programme; executive development. (8 hrs)

Unit – VI Management Information Systems

Concept of data and information, characteristics of information, types of information, Definition of MIS, Need, Purpose and Objectives, Contemporary Approaches to MIS, Components of an information system, Need to study information systems, Classification of information systems, Functional Business systems – sales & marketing, Human resources, accounting, manufacturing etc. Decision-making models, Types of decisions, Decision

Support Systems, Introduction to e-commerce, types – B2B, B2C, C2B, C2C etc. Overview of ERP, Business Process Re-engineering. (8 hrs)

Text books:

1. P. Khanna, "Industrial Engineering and Management", Dhanpatrai publications Ltd, New Delhi.
2. L.C.Jhamb , Savitri Jhamb , Industrial Management – I , Everest Publishing House .

Reference Books :

- 3 Dinesh Seth and Subhash C. Rastogi, "Global Management Solutions", Cengage Learning, Second Edition, USA.
- 4 B. Davis and Margrethe H. Olson, "Management Information Systems", Mc-Graw-Hill International Editions.
- 5 Azar Kazmi , "Strategic Management & Business Policy ", Tata McGraw Hill, New Delhi
- 6 Kenneth C. Laudon and Jane P. Laudon, ""Management Information Systems", Eighth Edition, Pearson Education
- 7 K.Shridhara Bhat, "Materials and Logistics Management", Himalaya Publishing House, Mumbai
1. M.Y. Khan and P. K. Jain, "Financial Management", Tata McGraw Hill, New Delhi
2. Ravi M. Kishore, "Project Management", Tata McGraw Hill, New Delhi