

Industrial Management

Code: HU 802

Credits: 3

Human Resource Management

Recruitment and selection, Performance appraisal, Industrial Relations, Trade Union, Collective Bargaining

Organizational Behaviour

Different Schools of Management Thought : Scientific Management, Administrative Theory, Theory of Bureaucracy, Human Relations Theory(Elton Mayo).

Motivation: Concept, Different Theories (Maslow, ERG, Herzberg,)

Communication: Purpose, process, Barriers to effective communication, Guidelines to make communication effective.

Perception: Process, Importance, Factors influencing perception, Shortcuts for judging people- Halo effect, Stereotyping, Projection.

Quality Management

Concept, Dimensions for goods and services, Cost of Quality, Statistical Quality Control, Control Charts, Acceptance Sampling (single).

Total Quality Management: Concept, benefits, Criticism.

New Quality Tools: Kaizen, Six Sigma, Quality Circles.

Productions Management

Concept. Difference from Operations Management, Types of Production(Mass, Batch, Project), Functions of Production Management.

Productivity: Concept, Different Inputs and Productivity Measures, Efficiency and Effectiveness, Measures to increase Productivity.

Marketing Management

Basic Concepts of Marketing, Difference between Selling and Marketing, Elements of Marketing Mix- the 4 P's.

Marketing Environment: Mega Environment, Micro Environment, Internal Environment, Relevant Environment.

Simple Marketing Strategies: SWOT Analysis, BCG Matrix, Industry Matrix.

Materials Management

Concept, Functions, EOQ Models- Wilson model, model with shortage, model with quantity discount, model without shortage , Selective Inventory Control—ABC, VED, FSN analysis