CONTENTS

– PART-A –

FUNDAMENTAL OF BUSINESS MANAGEMENT & ORGANIZATIONAL BEHAVIOUR

Chapter-1 : Basic Concept of Management

Unit-I : Essential Ideas of Management Practiced in Industry

What is Industrial Management ? Concept & Meaning of Management Characteristics of Management Objectives of Management Functions of Management Significance of Management Levels of Management Managerial Skills Management vs. Administration Management – Science or Art or both – debate Management – As a Profession Exercise Questions

Unit-2 : Different Schools of Management Thought

Classical School Concept Henry Fayol's Contribution to scientific management Taylor Vs Fayol Neo-Classical School Contribution of Elton Mayo – Hawthorne Study Modern School Exercise Questions

Unit-3 : Overview of Managerial Functions

Planning Characteristic features of Planning Elements of Planning Importance of Planning Types of Planning Premises of Planning Organizing Importance of Organizing Functions of Organizing Principles of Organiging Directing Meaning, Features Components of Directing **Directing Techniques** Coordinating Characteristic features of coordination Cooperation vs. Coordination Controlling Definition and Meaning Control Process **Control Techniques** Management by Objectives Unit Summary **Exercise Digest**

Chapter-2: Fundamentals of Organizational Behaviour

Unit-I : Conceptual Framework

What is Organizational Behaviour? Perception Unit Summary Exercise Digest

Unit-II : Managerial Leadership

Concept and Meaning Fiedler's Contingency Model Manager and Leader Unit Summary Exercise Digest

Unit-III : Managerial Communication

Definition Features of communication Importance of communication Communication Media Unit Summary Exercise Digest

Unit-IV : Managerial Motivation

Definition Features of Motivation Theories of Motivation Unit Summary Exercise Digest

Chapter-3 : Managing Human Factors in Industry

Unit-I: Worker's Participation in Management

Concept Importance and Impacts Unit Summary Exercise Digest

Unit-II : Industrial Relations

Definition Significance of Industrial Relations Unit Summary Exercise Digest

Unit-III : Labour Welfare

Concept Benefits of Labour Welfare Types/Categories of Labour Welfare Unit Summary Exercise Digest

Unit-IV : Trade Unionism

Concept Types of Trade Unions Trade Unionism in India Unit Summary Exercise Digest

— PART-B —

FUNCTIONAL AREAS OF INDUSTRIAL & BUSINESS MANAGEMENT

Chapter-1: Human Resource Management (HRM)

Concept of Human Resource Human Resource Management - Meaning Manpower Planning Recruitment & Selection Selection Training Performance Appraisal Methods of Performance Appraisal Wage & Salary Administration Chpater Summary Exercise Diges

Chapter-2 : Production Management

Meaning of Production and Operations Mass Production (Flow shop) **Project Production** Product Design Capacity Planning Productivity Productivity – A Closed Loop Cycle Plant Location Plant Layout Production Planning & Control (PPC) Work Study Method Study Work Measurement Work Sampling Production-Facility Maintenance Materials Handling Line Balancing & Line of Balance (LOB) Chapter Summary **Exercise Digest**

Chapter-3 : Materials Management

Concept Importance Materials Planning Manufacturing Resource Planning (MRP II) Material Purchase Activity Make or Buy Trade-off Decision Methods of Purchasing Storage of Materials (Stores Management) Vendor Management Inventory Control EOQ Models Selective Approach to Inventory Control Fundamentals of Supply Chain Management Chapter Summary Exercise Digest

Chapter-4 : Industrial Project Management

Meaning of Project & Project Management Categories of Project Key Operational Areas of Project Management Means of Project finance Appraising Economic viability of a Project – Project Investment Appraisal Accounting Rate of Return Method Payback-period Method Assessment of Project Effectiveness Elements of a Detailed Project Report Project Feasibility Study Computerized Project Management Project Networking Terminologies How to Construct a Project Network Project Network Scheduling Tools Chapter Summary Exercise: Digest

Chapter-5 : Quality Management

Concept of Quality Drivers of Quality Cost of Quality (COQ) Quality Control Tools Total Quality Management (TQM) Quality Function Deployment (QFD) Just-In-Time (JIT) KAIZEN (Continuous Improvement) 5-S Framework Quality Audit Statistical Quality Control (SQC) Techniques of Statistical Quality Control (SQC) Quality Management System (QMS): ISO 9000 Benefits of ISO 9000 Environmental Management System (EMS) ISO 14000 Chapter Summary Exercise Digest:

Chapter-6 : Financial Management

Meaning of Financial Management Concept of Finance Functions of Financial Management Meaning of Capital in Business Means of Raising Funds/Capital Capital Structure Decision Capital Budgeting Decision Break even Analysis Terminologies used in Breakeven Analysis Financial Statements and their Analysis Financial Statement Analysis Chapter Summary Exercise Digest:

Chapter-7 : Marketing Management

Concept of Marketing Importance of Marketing Segmentation – Targeting & Positioning (STP) in Marketing Common Marketing Strategies Marketing-Mix Promotion Personal Selling Advertising Sales Promotion Publicity Chapter Summary Exercise Digest:

Chapter-8 : Environmental Concerns of Indian Industries

Need for Environment friendliness Environment Management Sustainable Development Drivers of Environmental Degradation Nature of Indian Environmental Problems Industrial Pollution Air Pollution Sources: Effects: Water Prevention & Control of Pollution Act 1974 Environment Protection Act 1986 Eco-friendly Business & Manufacturing (Go Green concept) Green Business initiatives in Indian Context Environment Management Accounting (EMA) Environmental Audit Environmental Management System (EMS) - ISO 14000 Chapter Summary Exercise Digest:

Paper

Index