



# GUJARAT TECHNOLOGICAL UNIVERSITY

PDDC

Subject Code: 2930901

Semester –III

Subject Name: Introduction to Industrial Management

Type of course: Humanities and Social Science

Prerequisite: NA

Rationale:

Teaching and Examination Scheme:

Teaching Scheme			Credits C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
			ESE (E)	PA (M)	ESE (V)	PA (I)		
3	0	0	3	70	30	0	0	100

Content:

Sr. No.	Content	Total Hrs
1	<b>Basics of Management</b> Introduction, Definition of management, characteristics of management, functions of management - Planning, Organizing, 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 Globalization	08
2	<b>Strategic Management</b> 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.	08
3	<b>Quality Management</b> Definition of quality, goalpost view of quality, continuous improvement definition of quality, types of quality – quality of design, conformance and performance, phases of quality	08



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	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.	
<b>4</b>	<b>Financial &amp; Project Management</b>  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.	<b>08</b>
<b>5</b>	<b>Human Resource Development &amp; Marketing Management</b>  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.; Introduction to Marketing management; Marketing Mix, Concepts of marketing, Market Segmentation, Demand Forecasting Techniques.	<b>08</b>
<b>6</b>	<b>Management Information Systems</b>  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.	<b>08</b>

**Suggested Specification table with Marks (Theory): (For BE only)**

<b>Distribution of Theory Marks</b>					
R Level	U Level	A Level	N Level	E Level	C Level
<b>30</b>	<b>20</b>	<b>20</b>	<b>0</b>	<b>0</b>	<b>0</b>

**Legends: R: Remembrance; U: Understanding; A: Application, N: Analyse and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)**



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Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

### Reference Books:

1. P. Khanna , Industrial Engineering and Management, Dhanpatrai publications Ltd.
2. S.C. Sharma & T.R. Banga , Engineering Management (Industrial Engineering & Management), Khanna Book Publishing Co. (P) Ltd., Delhi .
3. PaneerSelvam , Production & Operation Management, PHI.
4. NVS Raju,Industrial Engineering Management, Cengage Learning.
5. I Ravi Shankar,Industrial Engineering Management, Galgotia.
6. Philip Kotler, Marketing Management, Pearson Prentice Hall.

### Course Outcomes:

Sr. No.	CO statement	Marks % weightage
CO-1	Describe fundamental Principles of Management and discuss forms of organizations	15%
CO-2	Discuss strategic management and analyze necessary aspects of strategic management.	15%
CO-3	State basics of quality management.	15%
CO-4	Explain fundamental concepts of financial management, project planning, human resource management and marketing management.	40%
CO-5	Discuss fundamental concept of Management information systems	15%