



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Engineering

Subject Code: 3142307

Semester – IV

Subject Name: INDUSTRIAL MANAGEMENT IN PLASTIC INDUSTRIES

Type of course: Humanities & Social Science

Prerequisite: NA

Rationale: To understand the Fundamentals of Industrial Management, Working Capital Management, Inventory Management, Production Management, Marketing Management, Human Resource Management and Total Quality Management and Entrepreneurship concepts and to apply this knowledge for effective management of Plastic Industry.

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	Fundamentals of Management: Introduction, Characteristics of Management, Difference between Management and Administration, Importance-Scope-Functions of Management, Principles of Management by Frederick Taylor's and Henri Fayol's.	5
2	Working Capital Management Introduction to working capital-Operating Cycle, Significance and Assessment of working capital, Factors determining requirements of working capital, Sources of working capital finance, Management of working capital.	6
3	Inventory Management Concept of Inventory, Motives of holding Inventories, Benefits and costs of holding Inventories, Objectives of Inventory Management	4
4	Production Management Plant location, Plant Layout, Product design, Product inspection, Flow of materials, Inventory control, Materials Handling, Quality control, Small enterprise technology	6
5	Marketing Management Concept, function and importance of Marketing, Problems of Marketing of small enterprise, Market segmentation, 4 Ps of Marketing mix,	6
6	Human Resource Management Meaning of Manpower planning, Job requirements, Recruitment, Selection, Training &	5



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	development, Remuneration and benefits	
7	Total quality management (TQM) for Small-Scale Enterprises Meaning of Quality & TQM, Difference between ISO and TQM, Need for TQM in small scale enterprise, TQM process in Small-Scale Enterprise	4
8	Entrepreneur Introduction, Characteristics of successful Entrepreneurs, The Entrepreneurial decision process, Functions of Entrepreneur, need for an Entrepreneur, Types of Entrepreneur, Distinction between an Entrepreneur and a manager, Intrapreneur, Social Entrepreneur.	6

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

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
20	20	10	10	5	5

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

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. Entrepreneurial Development by Dr. S.S.Khanka
2. Industrial Engineering & Management by Dr. O.P.Khanna
3. Strategic Management for Plastic Industry by Roger F.Jones
4. Industrial Management by D.K.Bhattacharya

Course Outcomes:

The theory should be taught and practical should be carried out in such a manner that students are able to acquire required learning out comes in cognitive, psychomotor and affective domain to demonstrate following course outcomes.

Sr. No.	CO statement	Marks % weightage
CO-1	Understand the fundamentals of management	10
CO-2	Identify the sources of working capital finance and understand the factors determining the requirements of working capital.	20
CO-3	Understand the benefits and costs of holding inventories and identify parameters for Production Management.	15
CO-4	Tabulate the function and importance of Marketing and analyze 4 P's of Marketing mix.	20
CO-5	Determine the methods of Human Resource management.	20
CO-6	Understand TQM and characteristics and types of Entrepreneur.	15