

B3.1-R3: MANAGEMENT FUNDAMENTALS AND INFORMATION SYSTEMS

Lectures	90
Practical / tutorials	30
Total	120

Detailed Syllabus

1. Introduction to Management (2 hrs.)

Understanding the meaning and definitions and Management, Nature of Management an art or science, Importance of Management in to day's organizations, An overview of management processes - Planning, Organizing, Staffing, Directing, Coordinating and controlling, Evolution of Management Thought - the classical school, the Behaviourial Approach, the Management Science Approach, the Contingency Approach and the systems Approach

2. Planning (4 hrs.)

Strategy, plan, policy and programs; purpose of planning; Mission, Vision and goal setting; and SWOT Analysis, Forecasting - need of forecasting in Planning; Types of Planning; and tools of Forecasting - Moving Average, Exponential Smoothing and Regression Models

3. Organizing (6 hrs.)

Principles and structure of organization, Theories and types of organization, Concept of Authority, Responsibility, Power, Delegation & Centralization of Authority, Span of Control.

Formal and informal organizations

4. Staffing (2 hrs.)

Meaning nature and principles of staffing, Job Rotation, Job enrichment, Job enlargement

5. Directing (incl. Decision Making) (4 hrs.)

Communications in the Organization, Motivational Theories, Leadership, Decision Making

6. Controlling (2 hrs.)

Concepts and Principle of Controlling, Basis Control Processes, Open Loop, Closed Loop and Feed forward Control Mechanisms, Essentials of a good control system.

7. Production and Operations Management (10 hrs.)

Production planning, aggregate planning, MRP, Selective inventory control, EOQ and ordering systems, Production methods - job, batch, flow, continuous production; CAM and FMS, Quality control- Quality Costs, Statistical Quality Control; Control charts and their uses.

8. Marketing Management (10 hrs.)

Overview of Marketing function, Product, Price, Promotion and Distribution strategies, Marketing research and its role

9. Financial Management (10 hrs.)

Accounting Principles, balance sheet and profits and loss statements. Working capital Management, Cost concepts, break even analysis, Investment decisions - Pay Back Period, NPV, IRR.

10. Human Resources Management (10 hrs.)

Nature and Function of HRM, Human Resource Planning - HR information system, Performance appraisal System, Rewards and Incentive schemes

11. Information Systems, Organization, Management & Strategy (10 hrs.)

Emergence of Digital Firm in the existing era of IT, Information needs of management at various level of an organization, flow of information in the organization: top down, bottom up and integrated.

Information System: Meaning, nature and their role

Approaches to Information Systems : Technical Approach, Behavioural Approach and Socio Technical Approach.

Types of Information Systems in Organization: Decision Support System, MIS, Expert System, Knowledge Management System, Transaction Processing System.

Importance of information systems in supporting various level of business strategy formulations and decision makings, Software and Hardware Requirements for developing efficient Information System. (It is expected that such discussion should cover the latest developments taking place in software and hardware).

12. Information Systems and Managerial Functional Areas (12 hrs.)

Understanding various processes/decisions involved in Production and Operations management; and determining their information needs. Developing necessary

information systems for Production and Operations management and their integration with the overall enterprise information systems.

Processes and decisions required for effective and efficient Sales and Marketing Management; need for necessary information systems for them and their integration with other information systems in an organization.

Appreciating the information requirement of a finance manager for various financial decisions in an organization and how suitable information systems can be designed to meet their requirements; integration of financial information system with that of the enterprise information system.

Determining information requirements of a personnel manager and his/her need for necessary information systems for better decisions. Integrating Personnel Management related information systems with overall information system in an organization.

13. Current Issues in Information Systems (8 hrs.)

Role of Intranet and Internet in the development of various information systems in an organization, E-Commerce, Enterprise Resource Planning (ERP), Role of Information Systems in Supply Chain Management, Information Systems and Customer Relation Management (CRM).

Recommended Books

Main Reading

Harold Koontz and Heinz Weihrich, "Essentials of Management"

C. B. Gupta, "Management Concepts and Practices"

W.S. Jawadekar, "Management Information System"

James A O'Brien, "Introduction to Information Systems"

Supplementary Reading

Gareth R. Jones and Jennifer M. George, "Contemporary Management"

K.C. Laudon and J.P. Laudon, " Management Information Systems: Organization and Technology