

YEAR - II	PRODUCTION MANAGEMENT	CODE – 19BB301
SEMESTER – III		HOURS / WEEK – 6
CORE THEORY -5		CREDIT - 5

Objective: To give basic knowledge on production management and its related process.

Course outcomes (CO's): students will be able

CO1: To understand the core features, scope and significance of production management and overall idea about Plant location and plant layout.

CO2: To enlighten the ideas about work, time and motion study, types of plant and how to maintain a plant.

CO3: To understand about production planning control, its elements and to have an insight into routing and scheduling.

CO4: To explore about different quality certification marks, quality control and inspection, maintenance, maintenance cost preventive and predictive maintenance.

CO5: To acquire knowledge about managing materials, purchasing procedure, store keeping objectives and the modern methods of material handling.

Semester	Course Code	Course Title												Hours	Credit
III	19BB301	Production Management												6	5
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of COS	
	P1	P2	P3	P4	P5	PS1	PS2	PS3	PS4	PS5	PS6	PS7	PS8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	4	4	4	5	4	5	4	3	3	2	4	5	5	4.08	
CO3	5	5	3	4	5	5	3	5	2	5	4	5	3	4.15	
CO4	3	4	3	4	5	4	4	3	4	4	5	5	5	4.08	
CO5	3	3	4	5	5	4	4	5	5	4	5	4	5	4.31	
Mean Overall Scores													4.20		

Result: The Score of this Course is 4.20 (Very High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having VERY **HIGH** association with Programme Outcomes and Programme Specific Outcomes.

UNIT - I Scope and Significance [15 Hours]
Production Management – Scope and Significance – Production System – Functions and Types- Factors influencing Plant Location – Plant Layout and its kinds.

UNIT –II Work Study [16 Hours]
Work Study – Time Study – Motion Study –Work Measurement – Principles and factors- Maintenance of Plant – Types.

UNIT- III Production Planning [15 Hours]
Production Planning and Control – Definition – Objectives and Importance – Elements of Production Planning – Routing and Scheduling.

UNIT-IV Quality Control [14 Hours]
Quality Control and Inspection - Objectives and Significance - SQC- AGMARK, ISI and ISO- Certification Marks.

UNIT –V Material Management [15 Hours]
Management – Objectives and importance – Purchasing Material – Procedure –Store Keeping – Objectives – Functions - JIT.

Text books:

1. Production and Operations Management – K.ASWATHAPPA, Himalaya Publishing House.
2. Production and Operations Management – O.PANNERSELVAM, Prentice Hall of India

Reference Books:

1. O.P. Khanna, “Industrial Engineering and Management”, Dhanpat Rai & sons,1999.
2. Production and Operations Management- B.S. Goyal.
3. Material Management – M.M. Varma. SN Chary -5th edition -Tata McGraw Hill publications

YEAR - III	STRATEGIC MANAGEMENT	CODE – 19BB603
SEMESTER – VI		HOURS / WEEK – 6
CORE THEORY - 14		CREDIT - 5

Objective: To understand about the strategies used to manage business effectively.

Course Outcomes (CO's):

CO1: Understand the basic concepts about strategic management and strategic decision making process.

CO2: Characterize and differentiate mission, vision, goals, objectives, policies and strategies.

CO3: Analyze the business environmental variables.

CO4: Cognize and interpret about various business and corporate level strategies

CO5: Understand about strategic alliances, collaborative partnerships, merger, acquisition and diversifications.

Semester	Course Code	Course Title												Hours	Credit
VI	19BB603	Strategic Management												6	5
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of COS	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	5	4	5	4	3	4	4	5	3	4	5	6	4.23	
CO3	4	4	5	5	4	5	5	5	4	4	4	4	3	4.31	
CO4	5	5	5	5	5	3	4	5	5	3	3	3	2	4.08	
CO5	4	3	4	5	5	4	4	5	5	4	5	4	5	4.38	
Mean Overall Scores													4.28		

Result: The Score of this Course is 4.28 (Very High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes

Unit - I **[15 Hrs]**

Introduction : Strategic management – definition - Conceptual evolution of strategies – need, importance, scope of strategic management –risks of strategic management – Strategic decision making process.

Unit - II **[15 Hrs]**

Mission – Vision – Goals – Objectives - Policies and Strategies – Characteristics – Strategic Planning – meaning, definition and process.

Unit – III **[15 Hrs]**

Environmental scanning and analysis - international, external, internal analysis – Michael Porter’s Five Forces Model - SWOC analysis.

Unit - IV **[15 Hrs]**

Generic competitive strategies – integration strategies – outsourcing strategies – offensive and defensive strategies.

Unit - V: **[15 Hrs]**

Strategic alliances - collaborative partnerships – merger - acquisition – diversifications strategies.

Text Book:

1. Upendra Kachru, Strategic Management: Concepts and Cases, Excel Books, New Delhi.

Reference Books:

1. Vipin Gupta, Kamala Gollakota, R. Srinivasan, Business policy and strategic management concept and application, Oxford University Press, Chennai.
2. Sukul Lomesh, P.K.P.K. Mishra, Business policy and Strategic Management, Tata Mc Graw Hill, New Delhi.