Syllabus for Management

Unit –I

Management –Concept, Process, Theories and Approaches, Management Roles and Skills Functions –Planning, Organizing, Staffing, Coordinating and Controlling. Communication – Types, Process and Barriers. Decision Making –Concept, Process, Techniques and Tools Organisation Structure and Design –Types, Authority, Responsibility, Centralisation, Decentralisation and Span of Control Managerial Economics –Concept & Importance Demand analysis –Utility Analysis, Indifference Curve, Elasticity & Forecasting Market Structures – Market Classification & Price Determination National Income –Concept, Types and Measurement Inflation –Concept, Types and Measurement Business Ethics & CSR Ethical Issues &Dilemma Corporate Governance Value Based Organisation

Unit –II

Organisational Behaviour –Significance & Theories Individual Behaviour –Personality, Perception, Values, Attitude, Learning and Motivation Group Behaviour –Team Building, Leadership, Group Dynamics Interpersonal Behaviour& Transactional Analysis Organizational Culture & Climate Work Force Diversity & Cross Culture Organisational Behaviour Emotions and Stress Management Organisational Justice and Whistle Blowing Human Resource Management –Concept, Perspectives, Influences and Recent Trends Human Resource Planning, Recruitment and Selection, Induction, Training and Development Job Analysis, Job Evaluation and Compensation Management

Unit –III

Strategic Role of Human Resource ManagementCompetency Mapping &Balanced ScoreboardCareer Planning and DevelopmentPerformance Management and Appraisal Organization Development, Change & OD InterventionsTalent Management & Skill DevelopmentEmployee Engagement & Work Life Balance

Industrial Relations: Disputes &Grievance Management, LabourWelfare and Social SecurityTrade Union &Collective BargainingInternational Human Resource Management –HR Challenge of International BusinessGreen HRM

Unit–IV

Accounting Principles and Standards, Preparation of Financial Statements Financial Statement Analysis –Ratio Analysis, Funds Flow and Cash Flow Analysis, DuPont Analysis Preparation of Cost Sheet, Marginal Costing, Cost Volume Profit Analysis Standard Costing & Variance Analysis Financial Management, Concept & Functions Capital Structure –Theories, Cost of Capital, Sources and Finance Budgeting and Budgetary Control, Types and Process, Zero base Budgeting Leverages –Operating, Financial and Combined Leverages, EBIT–EPS Analysis, Financial Breakeven Point & Indifference Level.

Unit –V

Value & Returns –Time Preference for Money, Valuation of Bonds and Shares, Risk and Returns; Capital Budgeting –Nature of Investment, Evaluation, Comparison of Methods; Risk and Uncertainly Analysis Dividend –Theories and Determination Mergers and Acquisition –Corporate

Restructuring, Value Creation, Merger Negotiations, Leveraged Buyouts, Takeover Portfolio Management –CAPM, APT
Derivatives –Options, Option Payoffs, Option Pricing, Forward Contracts &Future Contracts Working Capital Management –Determinants, Cash, Inventory, Receivables and Payables Management, Factoring International Financial Management, Foreign exchange market

Unit -VI
Strategic Management –Concept, Process, Decision & Types Strategic Analysis –External Analysis, PEST, Porter's Approach to industry analysis, Internal Analysis –Resource Based Approach, Value Chain Analysis Strategy Formulation –SWOT Analysis, Corporate Strategy – Growth, Stability, Retrenchment, Integration and Diversification, Business Portfolio Analysis - BCG, GE Business Model, Ansoff's Product Market Growth Matrix Strategy Implementation – Challenges of Change, Developing Programs Mckinsey 7s Framework Marketing –Concept, Orientation, Trendsand Tasks, Customer Value and Satisfaction Market Segmentation, Positioning and Targeting Product and Pricing Decision –Product Mix, Product Life Cycle, New Product development, Pricing –Types and Strategies Place and promotion decision –Marketing channels and value networks, VMS, IMC, Advertising and Sales promotion

Unit –VII
Consumer and Industrial Buying Behaviour: Theories and Models of Consumer Behaviour Brand Management –Role of Brands, Brand Equity, Equity Models, Developing a Branding Strategy; Brand Name Decisions, Brand Extensions and Loyalty Logistics and Supply Chain Management, Drivers, Value creation, Supply Chain Design, Designing and Managing Sales Force, Personal Selling Service Marketing –Managing Service Quality and Brands, Marketing Strategies of Service Firms Customer Relationship Marketing –Relationship Building, Strategies, Values and Process Retail Marketing –Recent Trends in India, Types of Retail Outlets. Emerging Trends in Marketing –Concept of e-Marketing, Direct Marketing, Digital Marketing and Green Marketing International Marketing –Entry Mode Decisions, Planning Marketing Mix for International Markets

Unit –VIII
Statistics for Management: Concept, Measures Of Central Tendency and Dispersion, Probability Distribution –Binominal, Poison, Normal and Exponential Data Collection & Questionnaire Design Sampling –Concept, Process and Techniques Hypothesis Testing –Procedure; T, Z, F, Chi-square tests Correlation and Regression Analysis Operations Management –Role and Scope Facility Location and Layout –Site Selection and Analysis, Layout –Design and Process Enterprise Resource Planning –ERP Modules, ERP implementation Scheduling; Loading, Sequencing and Monitoring Quality Management and Statistical Quality Control, Quality Circles, Total Quality Management –KAIZEN, Benchmarking, Six Sigma; ISO 9000 Series Standards Operation Research –Transportation, Queuing Decision Theory, PERT / CPM

Unit –IX
International Business –Managing Business in Globalization Era; Theories of International Trade; Balance of payment Foreign Direct Investment –Benefits and Costs Multilateral regulation of Trade and Investment under WTO International Trade Procedures and Documentation; EXIM Policies Role of International Financial Institutions –IMF and World Bank Information

Technology –Use of Computers in Management Applications; MIS, DSS Artificial Intelligence and Big Data, Data Warehousing, Data Mining and Knowledge Management–Concepts Managing Technological Change

Unit –X

Entrepreneurship Development –Concept, Types, Theories and Process, Developing Entrepreneurial Competencies Entrepreneurship –Concept and Process Women Entrepreneurship and Rural Entrepreneurship Innovations in Business –Types of Innovations, Creating and Identifying Opportunities, Screening of Business Ideas Business Plan and Feasibility Analysis – Concept and Process of Technical, Market and Financial Analysis Micro and Small Scale Industries in India; Role of Government in Promoting SSI Sickness in Small Industries –Reasons and Rehabilitation Institutional Finance to Small Industries –Financial Institutions, Commercial Banks, Cooperative Banks, Micro Finance.