

# **MANAGEMENT**

## **SECTION - A**

### **Unit - I**

Managerial Economics- Demand Analysis  
Production Function  
Cost- output relations  
Market structures  
Pricing theories  
Advertising  
Macro- economics  
National Income concepts  
Infrastructure – Management and Policy  
Business Environment  
Capital Budgeting

### **Unit - II**

The concept and significance of organisational behaviour- Skills and roles in an organisation-Classical, Neo-classical and modern theories of organisational structure–Organisational design-Understanding and Managing individual behaviour personality – Perception- Values – Attitudes– Learning – Motivation. Understanding and managing group behaviour, Processes- Inter- personal and group dynamics – Communication – Leadership – Managing change – Managing conflicts.  
Organisational development

### **Unit - III**

Concepts and perspectives in HRM; HRM in changing environment  
Human resource planning – Objectives, Process and Techniques  
Job analysis – Job description  
Selecting human resources  
Induction, Training and Development  
Exit policy and implications  
Performance appraisal and evaluation  
Potential assessment  
Job evaluation  
Wage determination  
Industrial Relations and Trade Unions  
Dispute resolution and Grievance management  
Labour Welfare and Social security measures

### **Unit - IV**

Financial management – Nature and Scope  
Valuation concepts and valuation of securities  
Capital budgeting decisions- Risk analysis  
Capital structure and Cost of capital  
Dividend policy – Determinants  
Long- term and short- term financing instruments  
Mergers and Acquisitions

## **Unit - V**

Marketing environment and Environment scanning; Marketing Information Systems and Marketing research; Understanding consumer and industrial markets; Demand Measurement and Forecasting; Market Segmentation – Targeting and Positioning; Product decisions, Product mix, Product Life Cycle; New product development; Branding and Packaging; Pricing methods and strategies.

Promotion decisions – Promotion mix; Advertising; Personal selling; Channel management; Vertical marketing systems; Evaluation and control of marketing effort; Marketing of services; Customer relation management.

Uses of internet as a marketing medium- other related issues like branding market development, Advertising and retailing on the net.

New issues in Marketing.

## **Unit - VI**

Role and scope of production management; Facility location; Layout planning and analysis; Production planning and control – production process analysis; Demand forecasting for operations; Determinants of product mix; Production Scheduling; Work measurement; Time and motion study; Statistical Quality Control.

Role and scope of Operations Research; Linear Programming; Sensitivity analysis; Duality; Transportation model; Inventory control; Queuing theory; Decision theory; Markov analysis; PERT/ CPM.

## **Unit - VII**

Probability theory; Probability distributions – Binomial, Poisson, Normal and Exponential; Correlation and Regression analysis; Sampling theory; Sampling distributions; Tests of Hypothesis; Large and small samples; t, z, F, Chi- square tests.

Use of Computers in Managerial applications; Technology issues and Data processing in organizations; Information systems; MIS and Decision marketing; System analysis and design; Trends in Information Technology; Internet and Internet – based applications.

## **Unit - VIII**

Concept of corporate strategy; Components of strategy formulation; Ansoffs growth vector; BCG Model; Porter's generic strategies; Competitor analysis; Strategic dimensions and group mapping; Industry analysis; Strategies in industry evolution, fragmentation, maturity, and decline; Competitive strategy and corporate strategy; Transnationalization of world economy; Managing cultural diversity; Global Entry strategies; Globalisation of financial system and services; Managing international business; Competitive advantage of nations; RTP and WTO.

## **Unit - IX**

Concepts – Types, Characteristics; Motivation; Competencies and its development; Innovation and Entrepreneurship; Small business – Concepts Government policy for promotion of small and tiny enterprises; Process of business opportunity identification; Detailed business plan preparation; Managing small enterprise; Planning for growth; Sickness in Small Enterprises; Rehabilitation of sick enterprises; Entrepreneurship (organisational entrepreneurship).

## **Unit - X**

Ethics and Management system; Ethical issues and analysis in management; Value based organisations; Personal framework for ethical choices; Ethical pressure on individual in

organisations; Gender issues; Ecological consciousness; Environmental ethics; Social responsibilities of business; Corporate governance and ethics.

## **SECTION – B**

### **Elective – I**

Human Resource Management (HRM)- Significance; Objectives; Functions; A diagnostic model; External and Internal environment;  
Forces and Influences; Organizing HRM function.  
Recruitment and Selection – Sources of recruits; Recruiting methods; Selection procedure; Selection tests; Placement and Follow –up.  
Performance Appraisal System – Importance and Objectives; Techniques of appraisal system; New trends in appraisal system.  
Development of Personnel – Objectives; Determining Needs; Methods of Training & Development programmes; Evaluation.  
Career Planning and Development – Concept of career; Career planning and development methods.  
Compensation and Benefits – Job evaluation techniques; Wage and salary administration; Fringe Benefits; Human resource records and audit.  
Employee Discipline- importance; causes and forms; Disciplinary action; Domestic enquiry.  
Grievance Management – Importance; Process and Practices; Employee Welfare and Social Security Measures.  
Industrial Relations- Importance; Industrial conflicts; Causes; Dispute settlement machinery.  
Trade Unions – Importance of Unionism; Union leadership; National Trade Union Movement.  
Collective Bargaining- Concept; Process; Pre-requisites; New trends in collective bargaining.  
Industrial Democracy and Employee Participation- Need for industrial democracy; Pre-requisites for industrial democracy; Employee Participation – Objectives; Forms of Employee Participation.  
Future of Human Resource Management.

### **Elective – II**

Marketing – Concept; Nature and Scope; Marketing myopia; Marketing mix; Different environment and their influences on marketing; Understanding the customer and competition.

Role and Relevance of Segmentation and Positioning; Static and Dynamic understanding of BCG Matrix and Product Life Cycle; Brands- Meaning and Role; Brand building strategies; Share increasing strategies.

Pricing objectives; Pricing concepts; Pricing methods

Product- Basic and Augmented stages in New Product Developments

Test marketing concepts

Promotion mix- Role and Relevance of advertising

Sales promotion – media planning and management

Advertising – Planning, execution and evaluation

Different tools used in sales promotion and their specific advantage and limitations

Public Relations – Concept and Relevance

Distribution channel hierarchy; Role of each member in the channel; Analysis of business potential and evaluation of performance of the channel members

Wholesaling and Retailing – Different types and the strengths of each one; Emerging issues in different kinds of retailing in India.

Marketing research – Sources of information; Data collection; Basic tools used in data analysis; structuring a research report

Marketing to organisations- Segmentation models; Buyer behaviour models; Organisational buying process

Consumer Behaviour theories and models and their specific relevance to marketing managers

Sales Function – Role of technology in automation of sales function

Customer relationship management including the concept of 'Relationship marketing'

Use of internet as a medium of marketing; Managerial issues in reaching consumers/ organisation through internet.

Structuring and managing marketing organisations.

Export Marketing- Indian and global context.

### **Elective – III**

Nature and scope of Financial Management

Valuation Concepts – Risk and Return; Valuation of securities; Pricing theories – Capital asset pricing model and Arbitrage pricing theory

Understanding financial statements and analysis thereof

Capital budgeting decisions; Risk analysis in capital budgeting and Long- term sources of finance

Capital structure – Theories and Factors; Cost of capital

Dividend Policies – Theories and Determinants

Working Capital Management – Determinants and Financing; Cash management; Inventory management; Receivables management

Elements of Derivatives

Corporate risk management

Mergers and Acquisitions

International Financial Management

#### **Elective – IV**

India's Foreign Trade and Policy; Export promotion policies; Trade agreements with other countries; Policy and performance of Export zones and Export – oriented units; Export incentives.

International marketing logistics; International logistical structures; Export Documentation framework; Organization of shipping services; Chartering practices; Marine cargo insurance.

International financial environment; Foreign exchange markets; Determination of exchange rates; Exchange risk measurement; International investment; International capital markets; International Credit Rating Agencies and Implications of their ratings.

WTO and Multilateral trade agreements pertaining to trade in goods; trade in services and TRIPS; Multilateral Environmental Agreements (MEAs); International Trade Blocks-NAFTA, ASEAN, SAARC, EU, WTO and Dispute Settlement Mechanism.

Technology monitoring; Emerging opportunities for global business.