

TAMIL NADU PUBLIC SERVICE COMMISSION

SYLLABUS

BUSINESS ADMINISTRATION Code :385 POST GRADUATE DEGREE STANDARD

1. Management Concepts

The development of Management thought-Pre scientific management era – Human relation era – Social sciences era – Management sciences era. Definitions of Administration and Management – Basic Principles and Process of Management. Functions of Management : Planning, Organising, Staffing, Directing, Coordination and Controlling. Management by objectives – Process of MBO – Management by Exception.

2. Managerial Economics

Introduction to Economics; Nature and Scope of Managerial Economics – Significance in Decision-Making and Fundamental Concepts - Objectives of a Firm - Role of Economic Analysis in managerial decisions. The Concept of Profit. Nature and Measurement of Profits - Profit Maximization - Profit Planning and control – Profit Policies – Cost Volume Profit Analysis. National Income – Definition, Concepts and Various Methods of its Measurement– Inflation, Types and Causes - National Income and Economic Welfare - Business Cycles and Business Forecasting – Measuring Business Cycles Using Trend Analysis

3. Organisational Behaviour

Organisational Behaviour : Importance – Historical Development of Organisation Behaviour- Understanding Individual :Personality- Perception-Learning-Values-Attitude- Job Involvement – Organisational Commitment – Job Satisfaction – Emotions – Emotional Intelligence – Spiritual Quotient. Understanding groups: Meaning of group and group dynamics – Theories of Group Dynamics – Group Cohesiveness – Team Building- Management of change-Organisational Culture-Management of Conflict-Organizational Citizenship Behaviour.

4. Human Resource Management

Functions of HRM – Managerial Functions and Operative functions – Organisation of HRM Department – Qualities and Qualification of HR Managers – HR Policies - Environmental influences of HRM – HRM Challenges – HRM Strategies. Recruitment and Selection- Job Analysis- Job Evaluation- Performance Appraisal-Training and Development- Quality of Working Life-e HRM

5. RESEARCH METHODOLOGY AND STATISTICS

Research – Meaning – Types – Nature and scope of research – Review of Literature - Problem formulation – Statement of research Objective – Value and cost of information – Research Questions – Research Gap - Decision theory –Research process – Research designs – Experimental Research. Methods of data collection-Sampling – Measure of Central

Tendency-Measure of Dispersion-Testing of Hypothesis- Correlations- Regression- Multivariate Analysis-Research Report

6. Operations Management

Operations Management concept, objectives and types –Characteristics of Modern Operation Management – Differences between Services and Goods – Operation Strategy – Supply Chain Management – Warehousing and Supply Chain Strategies – Supply Chain Dynamics. Operations Planning- Work study: Objectives, Procedures – Method Study and Motion Study - Work Measurement and Productivity. Total Productive Maintenance- Materials management and Purchase Management- Project management-Quality Control – Quality Movement – Continuous Improvement – Tools – Total Quality Management (TQM) concepts – ISO Quality Certification – Quality Assurance.

7. Marketing Management

Marketing – Definition – Importance – Concepts in Marketing, Marketing Concepts – Traditional and Modern Concepts – Marketing Environment, Marketing Strategies – Kinds of Marketing Strategies – Marketing Mix Concept – Marketing Research and Information – Objectives and Process. Consumerism – Problems of consumer protection – Developments in Consumer Protection in India - Government and Marketing – Neo Marketing Trends – e-Marketing – Tele-marketing – Green Marketing – Event Marketing – Viral Marketing – Direct Marketing- Ethics in Marketing & Advertisement.

8. Management Information System & E-commerce

Data, Information, Intelligence, Information Technology, Information System, Functional Information Systems, DSS, EIS, KMS, GIS, International Information System-Data Base Management System- Role of information management in ERP, e-governance, Data Mining, Business Intelligence, Pervasive Computing, Cloud computing, CMM. Electronic Commerce: Technical Components of E-Commerce Functions of E-Commerce - Advantages and disadvantages of E-Commerce - Electronic Commerce and Electronic Business- Electronic Commerce Technology - Building the E-Business application- Avoiding legal issues- Web strategy: Attracting and retaining visitors - Search Engines and Portals- Cyberservice-Online Banking.

9.ACCOUNTS AND AUDITING

Basic Accounting concepts - Kinds of Accounts. Double Entry Book Keeping - Journal and Ledger Accounts- Subsidiary books- Trial balance - Errors – Types of errors - Rectification of errors – Bank reconciliation statement – Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Accounting for non-trading Institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet –

Accounting for depreciation – methods of depreciation – Preparation of accounts from incomplete records. Auditing-Origin-Objectives-Types-qualities of an Auditor- Audit programmes- verification and valuation of Assets and Liabilities. Investigation-objectives of investigation-Audit of computerized-Accounts-electronic auditing

10. Financial Management

Finance Functions – Nature And Scope – Evolution Of Finance Function – Its New Role in The Contemporary Scenario – Goals Of Finance Function – Maximising Profit Vs Wealth – Cost – Risk – Return- Trade Off – Concept Of Time Value Of Money – Future Value And Present Value And The Basic Valuation Model - Sources Of Short Term Financing – The Management Of Working Capital- Cash Management Strategies- Receivables Management- Sources Of Long Term Finance- Cost Of Capital And Capital Structure- Economic Value Added (EVA)-Risk & Uncertainty-Risk Management- Return on Investment.