

BUSINESS ADMINISTRATION

POST GRADUATE DEGREE STANDARD

UNIT-I Principles of Management & Organisational Behaviour

Definition – Schools of Management Thought : Taylor, Fayol, Elton Mayo, Peter Drucker – Management Process – Planning, Organising, Staffing, Directing and Controlling.

Understanding and Managing Individual behaviour : Learning, Personality, Motivation, Understanding and Managing Group Processes: Group Dynamics, Leadership Understanding and Managing Organisational System :

Organisational Structure, Change Management, Conflict Resolution.

UNIT-II MANAGERIAL ECONOMICS

Demand Analysis and Forecasting – Cost functions – Break Even Analysis – Theory of firm – profit maximisation and sales maximisation Pricing Decisions under different market structures.

National Income – GNP – GDP, Gross Domestic savings – Monetary and Fiscal policies

UNIT-III MATHEMATICS AND STATISTICS FOR MANAGEMENT

Differential Calculus – Maxima and Minima and its application to business – Matrices and its applications – Introduction to Statistics - Data collection & Tabulation – Sampling – Probability – Correlation and Regression Analysis – Tests of Significance – Normal, Chi-square, **F** and **t** tests

UNIT-IV MANAGEMENT INFORMATION SYSTEM

Concepts of Information System Management – Data Vs. Information – Establishment and implementation of MIS in organisation – Data Processing - Data Base – Development and Management – Information Resource Management – System Analysis and Design – Trends in Information Technology.

UNIT-V MARKETING MANAGEMENT

Concepts and Strategies – Analysis of Marketing Environment and Planning Process – Marketing Research – Consumer Behaviour – Segmentation, Targeting and Positioning.

Product Management – Distribution and Logistics Management – Pricing decisions – Promotion Management – Social Marketing – Ethics in Marketing. Consumer Protection.

UNIT-VI FINANCIAL MANAGEMENT

Nature and scope of Financial Management – financial Statement Analysis –Financing Decisions:- sources of capital, cost of capital, capital Structure.

Investment Decisions:- Capital Budgeting, Working capital Management (Cash, Receivables, Inventory)

Dividend Decisions

UNIT-VII HUMAN RESOURCE MANAGEMENT

Concepts and Policies – Manpower planning, Recruitment, Selection, Training and Development, Promotion and Transfer, compensation, Performance Appraisal – Workers participation in Management – Labour welfare measures

UNIT-VIII OPERATIONS MANAGEMENT

Fundamentals of Operations Management- Plant- location decisions- Layout decisions – Production Planning and Control. Equipment Replacement and Maintenance Supply chain Management

Integrated Materials Management – Purchase Process and Procedure Materials Handling – Inventory Management - TQM

UNIT-IX ENTREPRENEURSHIP

Role of Entrepreneurship in economic Development Qualities of an entrepreneur– types of entrepreneur – Entrepreneurship Development Programme- project Report Preparation – Developmental Agencies : DIC, ITCOT, TANSTIA, NSIC, SISI

Financing Agencies : TIIC, SIDBI, Incentives and Subsidies – Problems and prospects of entrepreneurs.

UNIT – X STRATEGIC MANAGEMENT

Concepts – Steps in strategic Management Formulation of Strategies – Environmental analysis, corporate Analysis, Strategic Alternatives, Strategic choice.

Implementation of Strategies – Issues and Procedure. Evaluation of Strategies – Strategic Control, Techniques.

