

## MANAGEMENT

### POST GRADUATE DEGREE STANDARD

#### UNIT I

##### PRINCIPLES OF MANAGEMENT

Management, Nature and Scope of Management - Management thought - Taylor, Hantri Fayal, Abraham Maslow, Peter Drucker, Elton Mayo - Functions of Management - Planning , Organising, Staffing, Directing and Controlling.

#### UNIT II

##### ORGANISATIONAL BEHAVIOUR

Group of Dynamics - Personality - Perception - Learning - Leadership Styles - Theories of Motivation - Management of change - Organisational Development - Conflict Management.

#### UNIT III

##### MANAGERIAL ECONOMICS

Utility of Managerial Economics in Business - Demand Analysis - Cost Analysis - Market Structure - Pricing Decisions - National Income - Measurement and uses - Monetary and Fiscal policies for Economic Development - Business Cycles.

#### UNIT IV

##### BUSINESS ENVIRONMENT

Micro and Macro environmental factors - Suppliers, Competition - Public, Political, Technological, Legal, Economic and Socio Cultural Environment - Business Ethics and Social Responsibilities.

#### UNIT V

##### STRATEGIC MANAGEMENT

Environmental Analysis - SWOT Analysis - Policy Formulation, Implementation and Evaluation at Corporate, Business and Functional levels.

#### UNIT VI

##### BUSINESS COMMUNICATION

Principles of effective Communication - Process,. Channels and types of Communication - Barriers to Communication - Overcoming the barriers - Types of reports.

#### UNIT VII

##### 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 VIII

##### OPERATIONS REASERCH

Importance of OR in Decision making - Linear programming - problem formulation - Graphical and Simplex methods - Transportation and Assignment problem - Game theory - Queueing theory.

#### UNIT IX

##### ENTREPRENEURSHIP AND SMALL BUSINESS

Entrepreneurship - Meaning and Importance - Qualities of an entrepreneur - How to start business -

Preparation of project report - Institutional support for Entrepreneurship Development - DIC, SIDCO, SIDBI, NSIC, TIIC, SISI - Incentives to small scale industries - Problems of small scale industries.

#### UNIT X

##### RECENT TRENDS IN MANAGEMENT

Total Productivity Management (TPM) - Total Quality Management - ISO Series - Business process - Re-Engineering (BPR) - Enterprise Resource Planning (ERP) - Supply chain Management - Globalisation - Liberalisation, Mergers and Acquisitions and their impact on business.

#### PAPER - II

#### UNIT I

##### MARKETING MANAGEMENT

Core concepts of Marketing - Buyer Behaviour - Market Segmentation - Marketing mix - product, Place, Price and Promotion - Marketing Strategy - Formulation, Implementation and Evaluation Services  
Marketing - Marketing mix for service Organisations - Marketing Research - Steps involved in Marketing Research.

#### UNIT II

##### INTERNATIONAL MARKETING

Changing character of international Business - International Marketing environment - Adapting to cultural differences - International Marketing decisions - Entry and Exit Formalities - International Marketing Organisation decision.

#### UNIT III

##### MANAGEMENT ACCOUNTING

Concepts and conventions of accounting - Management Accounting Vs. Financial Accounting - Marginal Costing - C-V-P analysis - Standard Costing - Fund flows and Cash Flow analysis - Financial Statement Analysis - Budget and Budgetary control.

#### UNIT IV

##### FINANCIAL AND INVESTMENT MANAGEMENT

Nature and scope of financial management - Sources of Finance - Cost of Capital & Capital Structure - Capital budgeting - Working Capital management - Lease financing - Financial and money markets - Investment analysis.

#### UNIT V

##### OPERATIONS MANAGEMENT

Functions of Operations Management - Plant Location - Plant layout - Production Planning and Control - Maintenance Management - Works study - Methods study and work measurement - Modern production concepts - JIT, kaizen - Japanese 5's.

#### UNIT VI

##### MATERIALS MANAGEMENT

Nature and scope of Materials management - Integrated materials Management - materials requirement planning - Purchasing - Storekeeping - Inventory control - EOQ, ABC analysis, Pareto, VED analysis - Materials handling - Standardisation.

#### UNIT VII

##### MANAGEMENT INFORMATION SYSTEMS

Elements of Information systems - Data Vs. Information - Meaning & Role of MIS - Information requirements at various levels - Components of data processing - Data Base, Development and Management - System analysis and Design (SDLC).

#### UNIT VIII

##### INFORMATION TECHNOLOGY

Introduction to computing - Basic components of Computer Systems - CPU, Memory and I/O devices - Hardware Architecture - Memory types - Data bus and address bus - Addressing modes - System software and Application software - Operating System fundamentals.

#### UNIT IX

##### HUMAN RESOURCE MANAGEMENT

DefiUNITion - Importance of HRM - Human Resource Planning - Job analysis, recruitment and selection - Performance appraisal - Training and Development - Wage and Salary administration - Measurement of employee morale - Grievances redressal models.

#### UNIT X

##### INDUSTRIAL RELATIONS

Concept and importance of industrial relations - Role of Government in Industrial relations - Trade Union - Industrial Conflicts - Labour Legislations (Industrial Disputes Act, Minimum Wage Act, Workman's Compensation Act) - Collective bargaining.