

Syllabus Faculty of Management Studies

Unit-I

Management an Overview, Management Defined, Functions of Management, Managerial Roles and responsibilities, System and Contingency Approach for understanding organizations, Management Thought-Classical Perspective, Scientific Management, Administrative Management, Bureaucratic Management, Behavioral Perspective. Managerial processes, functions, skills and rules in an organization, social responsibilities of Business.

Fundamentals of Planning - Objectives, Strategies, Policies, Decision making.

Fundamentals of Organizing- Nature and purpose, departmentation, Span of Management, Strategic organizing design, line and staff authority and decentralization.

Direction-concept, Leadership- Meaning and Importance, transitions in leadership theories, trait theories, behavioral theories, contingency theories, leadership style and skills, managerial culture and leadership. Coordination, communication.

Control- concept, nature, purpose and control techniques

Unit-II

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 cultural diversity; Global Entry strategies;

Human Resource Management (HRM)- Significance; Objectives; Functions.

Recruitment and Selection-Sources of recruits; Recruiting methods; Selection procedure; selection test; placement and follow-up, training & development.

Performance Appraisal- importance, objectives, techniques & trends.

Understanding and Managing Individual Behaviour personality-Perception-Values-Attitudes-Learning-Motivation. Understanding and managing group behavior, Processes-Inter-personal and group dynamics.

Unit-III

Nature and Scope of Managerial Economics, role and Responsibility of a Managerial Economist. The fundamental concepts of Managerial Economics, theory of the firm and the role of profits Theory of Demand- concept, determinants of Demand, Demand Function and econometric techniques. Theory of Supply- concept, determination, analysis, supply function. Elasticity of Demand- concept, measurement. Concept of Consumer's surplus. Analysis and costs estimation-economic Concept of Cost, Different Types of Cost: Managerial uses of cost Function & Production Function.

Market structure and pricing decisions-the competitive and monopoly model, monopolistic competition and oligopoly, pricing of multiple products. National income-concept and measurement. Meaning, Importance and Objectives of Financial Management; Time value of money; Conflicts in profit versus value maximization principle; Management of working capital; Cash and Marketable securities management; Investment decisions: Capital budgeting- concept, theory. Cost of capital. Risk analysis in capital budgeting.

Financing decisions: Concepts of operating and financial leverage; Capital structure Theory and Policy; Dividend Policy .Different sources of finance.

Unit-IV

Understanding Marketing Management-Importance and scope. Marketing strategies and plans-marketing and customer value. Marketing insights-information and scanning the environment, analyzing the macro environment. Rural Marketing: The profile of rural market of India. The main problem area in rural marketing, channel Management in rural markets, marketing communication in Rural Markets, Market Segmentation in rural market.

Consumer Behavior and market segmentation- Targeting and positioning as per the changing pattern of Indian consumers-levels of market segmentation, segmenting consumer markets, market targeting. Product Life Cycle Strategy, New Product Development Strategy.

Management of Marketing Efforts: building brands-dealing with competition, competitive brand strategy. Product Policy and Pricing decision, Channels of distribution.

Unit-V

Introduction to computers- definition, a simple model of computer, fundamental, technical and commercial classification of computer. Characteristics of computer systems. Advantage and Disadvantage of IT Outsourcing, Telecommunication Concepts, Data Transmission and OSI layers, Local Area Network (Ethernet, Token bus, Token ring)

Wide Area Network, TCP/IP fundamentals, Internet, Intranet, Extranet, The World-Wide Web. Data Base Management System-Data Base Management System Objectives of Data Base. Advantages & Disadvantages of DBMS.Hierarchical Model, Network Model, Relational Model. Normalization Process, Advance Technologies in Data Base Technology. Object-Oriented DB, Distributed DB, Client Server Systems .Information & System Concepts-Introduction --Concepts, Classification of Information, Methods of Data & Information Collection, Value of Information, Organization and Information, System: A Definition. Types of Systems, System Decomposition, Integration of Sub Systems, Elements of a System, Human as an Information Processing System. International Business and IT. Management Information System-MIS: Definition, Nature & Scope, MIS Characteristics, Functions, Structure of MIS, Role of MIS, MIS as a Control System, Process of Management, Application of MIS, ERP & IT's Benefits. Internet-Introduction to Internet, Internet Tools & Services, www, Internet in India, Security, Web Browser, Future of Internet,E-Comm. an Introduction, E-Business Fundamentals. New Information Technology: Interconnection and networking, Multimedia, Neural Networks, Artificial Intelligence, Executive Information System, Decision Support System (DSS) and Expert Systems. Issues for Senior Management: Management Control, Management Issues, Security Issues: Viruses, Worms and other creatures, IT issues for Management, Management in a Technological Environment, the changing world of Information