

***Subject: Management Sciences***

***Faculty: Management Studies***

**Paper on Section B:**

***Based on UG Syllabus:***

**Unit I: Nature and Scope of Management: Management:** Meaning, Significance and objectives, Managements as a process, Management as a profession. Contribution of Management thinkers – Tylor, Fayol and Elton Mayo.

**Unit II: Planning and decision making:** Meaning and Nature, planning premises and constraints, planning process, types of plans, Forecasting: Meaning and significance, M.B.O. – Significance and process.

**Unit III: Organizing:** Definition, process, Principles, Departmentation. Delegation of Authority, centralization and decentralization, informal organization, organization chart, types of organization: Line, functional, line and staff and committee, hierarchy of organization.

**Unit IV: Direction:** Meaning, nature and importance of direction – Types of directing – Principles of effective direction.

**Unit V: Decision-making:** Concept, nature, importance, process in decision-making.

**Unit VI: Staffing:** Meaning and importance, Recruitment and selection procedure, training and development: Meaning and Importance.

**Unit VII: Motivation:** Meaning, Importance, Motivation Models: Maslow, Herzberg, Douglas McGregor and Mclelland A Theory

**Unit VIII: Leadership:** Meaning, importance, Theories of Leadership Trait, Situational and Contingency, Leadership styles: Autocratic, Participative and Free rein styles.

**Unit IX: Communication:** Meaning, importance, principles of effective communication, barriers to effective communication.

**Unit X: Controlling:** Meaning and importance of control system, controlling process, introductory idea of the concept of MIS. Budget as a control technique, quality control and cost control.

*Based on PG Syllabus:*

***Elective I: Banking and Finance***

**Unit I: Banking and financial institutions in India:** Commercial Banks, Cooperative Banks, Regional Rural Banks, Agriculture and Rural Development Banks (SLDBs), Development Banks and NBFCs;

**Unit II: Reserve Bank of India:** Traditional and Developmental Functions and Working. Objectives, Instruments of Monetary Policy

**Unit III: Financial markets:** Structure, institution and operating mechanism and its role in Economic Development Money Market in India: Importance in India.

**Unit IV: Capital Markets in India:** stock exchange, importance of stock exchanges The Securities and Exchange Board of India (SEBI)

**Unit V: Nature of Banking Business:** Socio, Economic and legal environment of banking business in India – official regulation and control over banks in India

**Unit VI:** Banking Regulation Act, 1949, Reserve Bank of India Act, 1934, Banking companies Act, 1970 etc – Diversification of Banking in India.

**Unit VII: Forms of Banking:** Branch Banking, Unit Banking, Group Banking Chain Banking, Banking, correspondent Banking. Process of Bank Management; Branch location policies and decisions, organizational Structure of Commercial Banks in India offices.

**Unit VIII: Human Resource Development in Banks:** Manpower Planning, Recruitment, Training, Promotion, Motivation

**Unit IX: Bank Marketing:** Product Planning and Development. Computerization of Banks: Need, application, progress, problems. Current Issues and Problems of Management of Banks in India

**Unit X: Banker – Customer Relationship:** Definition and Meaning of “Banker” and Customer” – Permitted activities of Commercial Banks in India

**Elective II: Marketing Management**

**Unit I: Marketing** – Concept, nature, and scope; marketing myopia, marketing mix; different environments and their influences on marketing; understanding the customer and competition.

**Unit II:** 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.

**Unit III:** Pricing objectives; pricing concepts; pricing methods; Customer Relationship Management including the concept of Relationship Marketing

**Unit IV: Product:** Basic and Augmented stages in New Product Development; Test Marketing Concepts

**Unit V: Promotion mix:** role and relevance of advertising; **Marketing to Organizations:** Segmentation models, buyer behavior models; organizational buying process

**Unit VI: Sales Promotion:** media planning and management, different tools used in sales promotion and their specific advantages and limitations

**Unit VII: Advertising:** Planning, execution and evaluation; **Public Relations:** concept and relevance

**Unit VIII: Marketing Research:** Sources of information; data collection; basic tools used in data analysis, structuring a research report

**Unit IX: Wholesaling and Retailing:** different types and the strength of each one; emerging issues in different kinds of retailing in India

**Unit X:** Current trends in marketing management; green marketing; export marketing – Indian and Global context; use of internet as a medium of marketing; managerial issues in reaching consumers/ organization through internet

**Elective III: Financial Management**

**Unit I:** Nature and scope of financial management

**Unit II: Valuation Concepts:** risk and return; valuation of securities; pricing theories – capital asset pricing model and arbitrage pricing theory

**Unit III:** Understanding financial statements and analysis thereof

**Unit IV:** Capital budgeting decisions; risk analysis in capital budgeting and long term sources of finance

**Unit V: Capital Structure:** theories and factors; cost of capital

**Unit VI: Dividend Policies:** theories and determinants

**Unit VII: Working Capital Management:** determinants and financing; cash management; inventory management; receivables management

**Unit VIII:** Financial Derivatives

**Unit IX:** Corporate risk management; mergers and acquisitions

**Unit X: International Financial Management:** Determination of exchange rates

**Elective IV: Human Resource Management**

**Unit I: Human Resource Management (HRM):** significances; objectives; functions; a diagnostic model; external and internal environment

**Unit II: Recruitment and selection:** sources of recruits; recruiting methods; selection procedure; selection tests; placement and follow – up

**Unit III: Performance Appraisal System:** importance and objectives; techniques of performance appraisal system, new trends in appraisal system

**Unit IV: Development of Personnel:** Objectives; determining needs; methods of training and development programmes; evaluation

**Unit V: Career Planning and Development:** concept of career; career planning and development methods

**Unit VI: Compensation and Benefits:** job evaluation techniques; wage and salary administration; fringe benefits; human resource records and audit

**Unit VII: Employee Discipline:** importance; causes and forms; disciplinary actions; domestic enquiry

**Unit VIII: Grievance Management:** importance; process and practices; employee welfare and social security measures **Industrial Relations:** importance, industrial conflicts; causes; dispute settlement machinery

**Unit IX: Trade Unions:** importance of Unionism; union leadership; national trade union movement **Collective Bargaining:** concept; process; pre-requisites; new trends in collective bargaining

**Unit X: Industrial Democracy and Employee Participation:** need for industrial democracy; pre – requisites for industrial democracy; **Employee Participation:** objectives; forms of employee participation.