

Syllabus for Management

Paper I

The paper comprises of 50 questions.

RESEARCH METHODOLOGY

Meaning of Research: Introduction Concept, Nature, Types and Characteristics of research, Philosophical and Sociological foundations of research Prerequisites of research

Types of research: Fundamental or Pure research, Applied research and Action Research.

Research Proposal Elements of research proposal, Literature review, Formulation of research problem statement, Developing objectives, Developing hypothesis.

Research Problem: Meaning of research problem; Characteristics of a good research problem

Data Collection (Sampling): Sampling and Population: Techniques of sampling Selection

Characteristics of a good sample: Types of data.

Tools of Data Collection: Observation, Interview, Questionnaire, Rating scales, Attitude scales, Schedules, Characteristics of good research tools.

Descriptive Statistics: Tabulation, Organization, and Graphical Representation of quantitative data Measures of Central Tendencies: Mean, Median, Mode;

Measures of Variability: Range, Quartile Deviation, Standard Deviation, and Coefficient of variation.

Normal Probability Distribution: Properties of normal probability curve, Applications of Normality, Divergence from Normality: Skewness and Kurtosis

Statistical Estimation and Testing: Point and interval estimation of population mean, proportion, and variance; Statistical testing of hypothesis and errors; Large and small sampling tests—Z, t and F tests. Non—Parametric Tests: Chi-square tests; Sign tests; Wilcoxon Signed— Rank tests; Kruskal— Wallis test. Correlation and Regression Analysis : Two variables case.

Report Writing and Evaluation Writing of research proposal, Report and Research paper; Writing and presentation of preliminary, Main body and Reference section of report.

Note: The syllabus may also include other related topics at Post Graduate Level.

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PAPER II

MANAGEMENT

The paper comprises of 5 sections. 10 questions from each section are to be asked.

a. General Management

Evolution of Management Thought: Managerial Processes, Functions, Skills and Roles of Managers in an organization; Social Responsibility of Business;

Planning: Nature and purpose of planning process, principles of Planning, Types of planning, Advantages and Limitation of planning.

Strategies and Policies: Concept of Corporate Strategy, formulation of strategy, Types of strategies, Types of policies, principles of formulation of policies, Decision Making

Organizing: Nature and Purpose of Organizing, Bases of Departmentation, Span Relationship, Line Staff Conflict, Bases of Delegation, Kind of Delegation and Decentralization, Methods of Decentralization, Management by Objective (MBO)

Controlling: Concept and Process of Control, Control Techniques, IT as a control tool.

Business Communication Importance and nature of business communication, Effective communication skills; Process of communication Oral and Non-Verbal communication, Barriers and gateways in communication

Nature and scope of Managerial Economics. Importance of Managerial decision-making; Marginal analysis: Objective of a firm, Demand function, Elasticity of demand and its significance in Managerial decision-making; Cost curves and economics of scale: Price and output determination under perfect competition, monopoly, monopolistic, competition, and oligopoly;

Liberalisation, privatisation, globalisation, industrial policy and industrialisation trends, public enterprise reforms and disinvestment programmes; competitive environment; financial environment India's current balance of payment position, globalisation trends.

Note: The syllabus may also include other related topics at Post Graduate Level.

b. Marketing Management

Nature, scope and concept of marketing; The Marketing environment and Environment scanning; Understanding consumer and Industrial markets;

Market segmentation, Targeting and positioning;

Product decisions - product mix, product life cycle, new product development, branding and packaging decisions;

Pricing methods and strategies;

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Promotion decisions— promotion mix, advertising, sales promotion, publicity and personal selling; Channel management - Types and functions, Selection, Cooperation and conflict management, Marketing Logistics;

Evaluation and control of marketing efforts;

Ethics in Marketing;

Current Issues in Marketing: Role of Information Technology in Marketing; Brand Equity; Global Marketing-EPRG Framework, International Business Environment, Foreign Market Entry; CRM; Societal Marketing; Green Marketing; Services Marketing; Retail Marketing; Rural Marketing..

Note: The syllabus may also include other related topics at Post Graduate Level.

c. Human Resource Management and Organizational Behaviour

Field of HRM: Overview, Concept and HR functions and policies. Personnel to HRM;

Acquisition of Human Resources: Job Analysis, Job Description, Job Specification, Manpower Planning, Recruitment, Selection, Induction, Placement, Promotion and Transfer.

Development of Human Resources: Training & Development, Performance Appraisal, Career and Succession Planning.

Maintenance of Human Resource;

Compensation and Reward Management, Employee Welfare; Industrial Relations & Trade Unions; Dispute Resolution & Grievance Management.

Individual Behaviour: Foundations, Personality, Perception, Values, Job Attitudes, Learning, Motivation- Concept and Theories.

Group Behaviour: Foundations, Defining and Classifying Groups, Group Structure and Processes, Conflict, Negotiation and Inter Group Behavior, Leadership-significance, styles and theories.

Organizational Change and development; Conflict Management; Stress Management.

Note: The syllabus may also include other related topics at Post Graduate Level.

d. Accounting and Financial Management

Accounting concepts and conventions; Formation and importance of accounting Standards; Accounting process;

Journal, ledger and trial balance; Preparation of Financial Statement – Trading and P & L Account and Balance Sheet

Management Accounting : Nature, scope and tools of Management Accounting; Management Accounting vs. Financial accounting; Financial analysis, Ratio analysis, Funds-Flow Statement, Cash-flow Statement

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Depreciation: Depreciation concept, advantages and disadvantages, SLM and WDV Methods.

Cost-Volume-Profit Analysis: BEP, Margin of Safety, P/V Ratio.

Ratio Analysis---Liquidity, Profitability, Leverage, Activity.

Leverage Analysis: Operating Financial and Combined Leverages.

Capital Budgeting: Time Value of Money, DCF and Non DCF Methods for Evaluating Projects.

Cost of Capital: Cost of Debt, Cost of Preference, Cost of Equity, Weighted Average Cost of Capital.

Theories of capital structure, Factors determining capital structure, Optimum capital structure; Management of working capital - Cash, Receivables and Inventory Management, Internal Financing and Dividend Policy; Financial Modelling.

Primary Market & Secondary Market: Regulation of Indian Securities Market; Stock Market Volatility.

Note: The syllabus may also include other related topics at Post Graduate Level.

e. Management Science and Information Technology (IT)

Production and Operations Management: Nature and Scope of Production and Operations Management; Facility Location; Types of Manufacturing Systems and Layouts; Layout Planning and Analysis; Line Balancing; Production Planning and Control in Mass Production, in Batch and Job Order manufacturing; Capacity Planning; Product Planning and Selection, Process Planning; Aggregate Planning and Master Production Scheduling; Maintenance Management, Material Management; An Overview of Material Management, Material Requirement Planning and Inventory Control; JIT; Purchase Management; Stores Management; Quality Assurance : Acceptance Sampling, Statistical Quality Control, Total Quality Management; ISO-9000.

Computers, Hardware, Software, Classifications, Operating system, Memories, IT Concept, IS Concepts, SDLC, MS Office, Networks, Internet, WWW, Recent Development in IT.

Note: The syllabus may also include other related topics at Post Graduate-Level.

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