UNIT I: Management Process and Organizational Behaviour
Evolution of management thought: Systems and contingency approach for understanding organizations; Managia1 processes, functions, skills and roles in an organization; Social Responsibility of Business; Understanding and Managing individual behaviour; Personality; Perceptions; Attitudes; Learning; Decision-making; Management by Objectives; Understanding and managing group processes-interpersonal and group dynamics; Applications of Emotional Intelligence in organizations. Leadership and influence process; Work Motivation. Understanding arid Managing organizational system—Organizational design and structure, Work stress, Organizational Change and development; Conflict Management; Stress Management.

UNIT II: Managerial Economics
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; Consumer equilibrium-utility and indifference curve approach; Price, income and substitution effects; Fundamentals of demand estimation and forecasting; Short-run and long-run production functions; Cost curves and economics of scale; Price and output determination under perfect competition, monopoly, monopolistic, competition, and oligopoly; Pricing strategies and tactics; National Income— alternative concepts aid measurement of National income; Inflation—types, measurement and control; Balance of Payments; Monetary and Fiscal Policies.

UNIT III: Accounting for Managers

UNIT IV: Management Science
Management Science - Basic concepts and its role in decision- making; Linear programming, meaning, scope & assumptions. Formulation of linear programming problem & solution by graphical & simplex methods. Sensitivity analysis. Integer programming, goal programming, dynamic programming and non- linear Programming. Transportation and Assignment models including trans-shipment and routing problems; Some special cases like minimization, unbalanced problems, degeneracy in transportation models. Queuing theory; Inventory management techniques; PERT/CPM; Decision theory and decision trees; Game theory; Simulation.

UNIT V: Marketing Management
Nature, scope and concept of marketing, Corporate orientations towards the marketplace; The Marketing environment and Environment scanning; Marketing information system and Marketing research; 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; Promotion decisions - promotion mix, advertising, sales promotion, publicity and personal selling; Channel management - Types and functions, Selection, Cooperation and conflict management, vertical marketing implementation and systems, Marketing Logistics; Organizing and implementing marketing in the organization; Evaluation and control of marketing efforts; Ethics in Marketing; New issues in marketing - Globalization, Consumerism, Green Marketing, Direct Marketing, Network Marketing, Event Marketing.

UNIT VI: Human Resource Management

Concepts and Perspectives on Human Resource Management; Human Resources Management in a changing environment; Corporate objectives and Human Resource Planning; Career and succession planning; job analysis; Methods of manpower search; Attracting, Selecting and retaining human resources; Induction and socialization; Manpower training and development; Performance appraisal and potential evaluation; Job evaluation and compensation; Employee welfare; Industrial relations & trade unions; Dispute resolution & grievance management, Employee empowerment.

UNIT VII: Financial Management

Introduction to financial management Objectives of financial management; Time value of money, sources of finance, Investment decisions: Importance, Difficulties determining cash flows, methods of capital budgeting Risk analysis: Cost of capital; Concept and importance, Computations of cost of various sources of finance; Weighted Average Cost of Capital; Capital Structure decisions; 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 Modeling.

UNIT VIII: Business Research Methodology

Nature and Scope of Research Methodology Problem Formulation and Statement of Research Objectives; Value and Cost of Information; Bayesian Decision Theory; Research Process; Research Designs - Exploratory, Descriptive and Experimental; Methods of Data Collection — Observational and Survey Methods; Questionnaire and Interviews. Attitude Measurement Techniques; Administration of Surveys; Sample Design; Selecting an Appropriate Statistical Technique. Field Work and Tabulation of Data; Analysis of Data; Use of SPSS and other Statistical Software Packages Advanced Techniques for Data Analysis — ANOVA. Discriminate Analysis, Factor Analysis, Conjoin: Analysis and Clustering Methods.

UNIT IX: Production and Operations Management

Nature and Scope of Production and Operations Management; Facility Location; Types of Manufacturing Systems and Layouts; Layout Planning and Analysis; Material Handling: Principles & Equipments; 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, Work Study: Method Study and Work Measurement, Material 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.

UNIT X: Business Policy and Strategic Management

An Introduction to business policy — Nature, Objective and importance of business policy; An overview of strategic management; Strategic decision making; Process of strategic decision making. Types of planning systems - corporate planning, strategic planning and long range planning; Strategy Formulation, Company’s mission, purpose and objectives; Corporate strategy - concept, significance and objectives; types of strategies; Environmental and organizational appraisal (Internal & external) techniques of
business environment analysis. Strategic alternatives and choice; Business ethics and corporate strategy
Concept of value chair and competitive advantage. Strategy implementation - Designing organizational
structure and activating strategies; matching structure and activating strategy, Structural, Behavioral and
Functional implementation.

UNIT XI: Entrepreneurship Development

Significance of Entrepreneur in Economic Development; Economic, Social and psychological need for
entrepreneurship; Characteristics, qualities and pre – requisites of entrepreneur; The function of the
entrepreneur in economic development of a Country; Methods and procedures to start and expand one’s
own business; Life cycle of new business and relationship with large enterprises; Achievement motivation;
Environmental Factors affecting success of a new business; Reasons for the failure and visible problems
for business. Feasibility Study – Preparation of Feasibility Reports : Selection of factory location, Demand
Analysis, Market potential measurement, Capital saving and project costing, Working capital requirements,
profit and tax planning; Economic, Technical, Financial and Managerial Feasibility of Project. Govt.
support to new enterprise; Incentives; source of Finance; Role of Govt. and Promotional agencies in
entrepreneurship development.

UNIT XII: Computer Applications in Management

Computers: An introduction; Computes in business; Elements of computer system set-up; Indian
computing environment; components of a computer system Computer languages; Number system PC-
Software Packages - An Introduction - Disk Operating System and Windows; Introduction to Word
Processor. Introduction to a spreadsheet software; Creation of spreadsheet applications; Range,
Formulas, Functions, Data Base Functions in spreadsheet; Graphics on Spreadsheet; Data Files-
Types/Organization; Master & Transaction File; Relevance of Data Base Management; Systems and
Integration of Applications; Basics of Data Processing; Data Hierarchy & Data File Structures. Network
Fundamentals, Analog and Digital Signals, Band width, Network Topology, Network Applications.

REFERENCE BOOKS:

UNIT I & IV- Books for Management Process and Organizational Behavior

1. Behavior in Organization by Green Berg, J. and Baron, R.A
2. Management and Organizational Behavior by Pierce, J.L. & Gardner, D.G
4. Applied Management Science & Operations Research, Dr. T.P. Singh & Er. Arvind Kumar

UNIT II -Books for Managerial Economics

1. Fundamentals of Managerial Economics by Hirschey, Mark
2. Managerial Economics by Christopher R Thomas & S Charles Maurice
3. Managerial Economics by Petersen, H. C., Cris, L W and Jain, S.K

UNIT III - Books for Accounting for Management

1. Accounting for Management by Maheshwari, S.N
2. Accounting Theory and Practice by Glautier, M.W.E and Underdown B
3. Cost Accounting by Arora, M. N

UNIT V - Books for Marketing Management

3. Principles of Marketing by Louis E. Boone and David L. Kurtz
4. UNIT VI - Books for Human Resource Management

- Human Resource Management by Snell
- Human Resource Management by Dessler
- Human Resource Management by Lepak, D. & Gowan M

UNIT VII - Books for Financial Management

- Financial Management – Principles & Practice by Maheshwari
- Financial Management by Khan, M. Y. and Jain P. K
- Financial Management: Theory and Practice by Prasanna, Chandra

UNIT VIII - Books for Business Research Methodology

- Business Research Methods by Donald Cooper and PS Schindler
- Marketing Research by Naresh Malhotra and S Dash

UNIT IX - Books for Production and Operations Management

- Operations Management by Stevenson W. J
- Operations Management by Gaither Norman and Frazier G
- Production and Operations Management by Chary, S.N and Paneerselvam R

UNIT X - Books for Business Policy and Strategic Management

- Strategic Management and Business Policy by Thomas L. Wheelen, J. David Hunger
- Strategic Management – Concept and Cases by Arthur, A, Thomson and Strickland, A. J

UNIT XI - Books for Entrepreneurship Development

- Entrepreneurship Development: Small Business Enterprises by Charantimath
- Small-Scale Industries and Entrepreneurship by Desai, Vasant
- Entrepreneurship Management by Kaulgud, Aruna
- Entrepreneurship Development: An Analytical Study by Balaraju, Theduri

UNIT XII - Books for Computer Applications in Management

- Introduction to Information Technology by Turban, Rainer and Potter
- Information Technology for Management by Turban Efraim, Ephraim McLean, James Wetherbe