

MBA SYLLABUS

Unit-I

Managerial Economics-Demand Analysis-Production Function-Cost-output relations-Market structures
Pricing theories - Advertising - Macro-economics - National Income concepts-Infrastructure-
Management and Policy - Business Environment - Capital Budgeting

Unit-II

The concept and significance of organisational behaviour-Skills and roles in an organisation-Classical,
Neo-classical and modern theories of organisational structure-Organisational design-Understanding and
Managing individual behaviour personality-Perception-Values-Attitudes-Learning-Motivation.
Understanding and managing group behaviour, Processes-Inter-personal and group dynamics-
Communication-Leadership-Managing change- Managing conflicts-Organisational development.

Unit-III

Concepts and perspectives in HRM; HRM in changing environment - Human resource planning-
Objectives, Process and Techniques -Job analysis-Job description - Selecting human resources -
Induction, Training and Development - Exit policy and implications - Performance appraisal and
evaluation - Potential assessment - Job evaluation - Wage determination - Industrial Relations and Trade
Unions - Dispute resolution and Grievance management - Labour Welfare and Social security measures

Unit-IV

Financial management-Nature and Scope - Valuation concepts and valuation of securities - Capital
budgeting decisions-Risk analysis - Capital structure and Cost of capital - Dividend policy-Determinants -
Long-term and short-term financing instruments - Mergers and Acquisitions.

Unit-V

Marketing environment and Environment scanning; Marketing Information Systems and Marketing
research; Understanding consumer and industrial markets; Demand Measurement and Forecasting;
Market Segmentation-Targeting and Positioning; Product decisions, Product mix, Product Life Cycle;
New product development; Branding and Packaging; Pricing methods and strategies.
Promotion decisions- Promotion mix; Advertising; Personal selling; Channel management; Vertical
marketing systems; Evaluation and control of marketing effort; Marketing of services; Customer relation
management - Uses of internet as a marketing medium; other related issues like branding, market
development, Advertising and retailing on the net-New issues in Marketing.

Unit-VI

Role and scope of production management; Facility location; Layout planning and analysis; Production planning and control-production process analysis; Demand forecasting for operations; Determinants of product mix; Production scheduling; Work measurement; Time and motion study; Statistical Quality Control.

Role and scope of Operations Research; Linear Programming; Sensitivity analysis; Duality; Transportation model; Inventory control; Queueing theory; Decision theory; Markov analysis; PERT/CPM.

Unit-VII

Probability theory; Probability distributions- Binomial, Poisson, Normal and Exponential; Correlation and Regression analysis; Sampling theory; Sampling distributions; Tests of Hypothesis; Large and small samples; t,z,F, Chi-square tests.

Use of Computers in Managerial applications; Technology issues and Data processing in organizations; Information systems; MIS and Decision making; System analysis and design; Trends in Information Technology; Internet and Internet-based applications.

Unit-VIII

Concept of corporate strategy; Components of strategy formulation; Ansoff's 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 and corporate strategy; Transnationalization of world economy; Managing cultural diversity; Global Entry strategies; Globalisation of financial system and services; Managing international business; Competitive advantage of nations; RTP and WTO.

Unit-IX

Concepts-Types, Characteristics; Motivation; Competencies and its development; Innovation and Entrepreneurship; Small business-Concepts Government policy for promotion of small and tiny enterprises; Process of business opportunity identification; Detailed business plan preparation; Managing small enterprises; Planning for growth; Success in Small Enterprises; Rehabilitation of sick enterprises; Intrapreneurship (organisational entrepreneurship).

Unit-X

Ethics and Management system; Ethical issues and analysis in management; Value based organisations; Personal framework for ethical choices; Ethical pressure on individual in organisations; Gender issues; Ecological consciousness; Environmental ethics; Social responsibilities of business; Corporate governance and ethics.

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