

Syllabi (MANAGEMENT)

E DURSCET -2 105 BUSINESS MANAGEMENT (SYLLABUS)

SYSTEM MANAGEMENT

UNIT-I : Concept of systems and organizations - Meaning of MIS - Decision making process - Role of MIS in decision making process.

UNIT-II: Levels of Management and their information requirements - Determining information requirements of managers - MIS Structure - Approaches to MIS design and development

UNIT- III: Transaction Processing System - Office Automation System - Decision Support System, Expert System. Concepts of Data Mining, Data warehousing. Cloud based computing.

UNIT-IV: An outline of Database Management System - Database Models - Distributed processing - Computer networks.

UNIT-V: Functional Information System: Marketing, Manufacturing, Financial and Human Resource Information Systems.

HUMAN RESOURCE MANAGEMENT

UNIT-I: Evolution of HRM - HRM functions -HR Planning -HR information systems - Job analysis and job design - Recruitment - and selection strategies - Retention.

UNIT-II: Concept of HRD - Goals of HRD - Training and Development - Career development - Managing diversity - Separation - Downsizing - out Placement.

UNIT-III: Performance Appraisal: Performance dimensions and Measurement tools - Reward System - Compensation management.

UNIT-IV: Motivating human resources: Motivation Theories - Leadership - Participative management - Empowerment - Quality circles - Industrial Relations.

UNIT-V: Organization Development - Knowledge management - Learning organization - International HRM - HR Accounting and Audit.

MARKETING MANAGEMENT

UNIT-I: Definition of Marketing - Marketing concepts - Concepts of customer value - Marketing environment - Marketing Strategy.

UNIT-II: Consumer Behavior - Factors Influencing consumer behavior - Market Segmentation - Customer Relationship Management.

UNIT-III: Product Management: Types of products - Product mix and Product line - Introducing new products - product life cycle - Positioning - Packaging - Branding

UNIT-IV: Distribution Management: Marketing Channels - Retailing - Distribution logistics and supply chain management - Direct and on-line marketing.

UNIT-V: Pricing methods - Marketing Communications - Advertising management - Sales Promotion and personnel selling - Marketing information system - Marketing in Social Media.

FINANCIAL MANAGEMENT

UNIT-I: Foundation of Finance: Finance functions - Role of Financial manager - Financial goals - Agency problem - Concepts of value and return.

UNIT-II: Financial Analysis: Importance - Ratio analysis - Breakeven analysis - Funds flow analysis - Financial planning - Financial forecasting.

UNIT-III: Working Capital Management: Principles of working capital - Receivables management - Inventory management - Cash management - Trade credit management.

UNIT-IV: Materials management - Classification - Codification, Inventory models (Determinative models only).

UNIT-V: Quality control - Control charts - Acceptance sampling - OC Curve - Deming's fourteen points.

ISO-9000 SEVES - DATA ANALYSIS METHODS AND OPERATIONS RESEARCH

UNIT-I: Correlation - Simple Linear Regression - Multiple Regression - Time Series Analysis - Index Numbers.

UNIT - II Basics of sampling-Random and Non-Random sampling methods - sample size determination - Test of significance for small and large samples (t-test, Z-test, Chi-square test) - One-way and Two-way Anova.

UNIT -III Non-parametric tests - Sign test, Median test-Signed Rank test - Mann-Whitney test, Kolmogorov Smirnov test, Kruskal Wallis Test.

UNIT - IV Introduction to Operations Research - Linear Programming: Graphical method and simplex method.

UNIT - V Transportation Problem, Transshipment Problem, Assignment Problem.