

DEPARTMENT OF BUSINESS MANAGEMENT

UNIT-I

RESEARCH APTITUDE- Meaning-Characteristics and Types of research- Research process-Research design-Sampling design-Measurement and Scaling techniques-Methods of data collection- Testing of hypothesis-Parametric tests(Z-test, t-test, Chi-square test, F-test)-non-parametric tests (Sign test, Fisher-Irwin test, Rank Sum Test, Signed Rank Test)- interpretation and report writing.

UNIT-II

MANAGERIAL ECONOMICS-Nature and Scope of Managerial Economics-Opportunity Cost- Discounting principle-Time perspective-Incremental reasoning-Marginal concept-Equi-marginal concept-Demand analysis-Production and Cost analysis-Market structure-Pricing Practices.

UNIT-III

MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR-Management Functions-Role and Skills of Manager-Levels of Management-Perception-Values and Attitudes-Motivation-Understanding and Managing Group Behaviour-Group Dynamics- Managing Conflicts.

Human Resource Management-Importance-Functions-Human Resource Planning-Job Design-Job Analysis-Job Evaluation. Human resource management-Significance-Objectives-Recruitment and Selection-Sources of Recruitment-Methods of Recruitments-Selection Procedure-Selection Tests-Placements-Performance Appraisal System-Importance and Objectives-Techniques of Appraisal System-New Trends in Appraisal System-Grievance Management-Importance-Process and Practices- Employee Welfare and Quality of Work Life-Industrial Relations-Importance-Industrial Conflicts-Causes-Dispute Settlement Machinery-Collective Bargaining-Concept-Process-Pre requisites-New trends-Future of HRM

UNIT-IV

ACCOUNTING AND FINANCIAL MANAGEMENT-Scope of Accounting-Concepts and Conventions-Analysis of Financial statements-Principles and Objectives of Financial Management-Financial planning-Capitalization-Over and under capitalization - Functions of Financial Manager-Long term and Short term Financial Sources. Nature and Scope of Financial Management-Capital Budgeting Decisions-Working Capital Management-Cash, inventory and receivables Management-Capital Structure Theories and Decisions-Dividend Policies and Theories-Valuation of Securities-Risk and Return-CAPM and APT-Mergers and Acquisitions-Basic elements of Derivatives-Types of Financial Services

UNIT-V

MARKETING MANAGEMENT- Demand measurement and Forecasting- Market Segmentation-Product Mix- Product Life Cycle-New Product Development-Branding and Packaging-Pricing Strategies- Promotion Mix- Advertising and Personal Selling- Channel Management. Marketing Mix-Market Segmentation, Targeting and Positioning-Product Decisions- Branding-New Product Development-Pricing Decisions-Distribution Management-Physical Distribution-Promotion Mix-Consumer Behavior and CRM-Retail Management-Marketing Research-Marketing of Services-Green Marketing.