

Ph. D. Course Work Exam Syllabus (Wt: 25%)
Subject: Management

Unit	Content	
I	<p>Management Process & Organization Behavior : Concept and foundations of Management; Managerial role; Introduction to the functions of management in brief- planning, organizing , staffing, directing, controlling; The evolution of management theories;</p> <p>Introduction to Organizational Behavior: The Individual: Foundations of Individual behavior, Perception and Individual decision making, Values, Attitudes and job satisfaction, Motivation concepts and application; The Group: Foundation of group behavior, understanding work teams, communication, leadership, power and politics, conflict, negotiation and inter-group behavior;</p> <p>Economics For Managers : Introduction (scope of managerial economics, objectives of the firm and basic economic principles); Demand Analysis and Forecasting (meaning, types and determinants of demand and demand function, demand elasticity, Production, Cost, and Supply Analysis, determinants of cost, cost-output relationship, pricing under different market structures, The monetary system; Money, growth and income; Aggregate demand & aggregate supply; The influence of monetary and fiscal policy on aggregate demand; The short-run trade off between inflation and unemployment; Contemporary issues and debates about macro economic policy.</p> <p>Quantitative Techniques in Decision Making : Measures of central tendency; Dispersion, Skewness; Elements of probability theory; Probability Distribution – Binomial, Poisson, Normal; Decision theory-decision Tree, decision under uncertainty; Time Series Analysis, Functions and their Application, maxima and minima of function, Linear Programming problem- Graphical solution, simplex method, duality, Travelling salesman problems, Simulation.</p>	9 %

<p style="text-align: center;">II</p>	<p>Financial Management : Nature of financial management, Valuation: concept of value and return, valuation of bonds and shares, Investment decisions : analysis of capital budgeting decision, determining cash flows, cost of capital, complex investment decisions, Financing and dividend decisions: financial and operating leverage, capital structure theories, capital structure planning and policy, dividend theories and policy, Working capital management principles, accounts receivables management, inventory management, cash management, working capital financing, Long term sources of finance: introduction to Indian capital market, sources of long term finance.</p> <p>Marketing Management: Concept and strategy. Analysis of marketing environment and planning process. Understanding and selecting target markets: Marketing Research, Consumer Behavior. Segmentation, Targeting and Positioning. Product management. Distribution channels and logistics. Public Distribution System. Marketing Communication, Brand Management. Personal selling and management of sales force. Pricing decisions. Understanding competitive strategy. Social Marketing. Evaluation of marketing function. Ethics in marketing: Consumer protection. E-Business.</p> <p>Human Resources Development: Concept and Policies. Man-power planning; recruitment, Selection, training, development, promotion and transfer. Performance Management-job evaluation, job enrichment. Compensation Management.</p> <p>Production & Operations Management: Production & Operations Management Function, Plant Layout, Location Of Facilities, Purchasing, Inventory Models And Safety Stocks, Abc & Other Classification Of Materials, Material Requirement Production Planning & Control, Aggregate Planning, Scheduling. Work Study, Productivity, Just In Time Production, Operations Strategy, Services.</p>	<p style="text-align: center;">9%</p>
<p style="text-align: center;">III</p>	<p>Strategic Management: The Strategic Management Process : An Overview, Establishing Company’s Direction, Industry and Competitive Analysis, Evaluating Company Resources and Competitive Capabilities, Strategy and Competitive Advantage, Strategies for Competing in Globalizing Markets, Tailoring Strategy to Fit Specific Industry and Company Situation, Strategy and Competitive Advantage in Diversified Companies, Building Resource Strengths and Organizational Capabilities.</p> <p>Management Control Systems: Nature of Management control systems; The management control environment:</p>	<p style="text-align: center;">7%</p>

	<p>Understanding strategies, behavior in organizations, responsibility centers. Transfer Pricing, Measuring and Controlling Assets Employed; The management control process: Strategic Planning, Budget Preparation, Analyzing Financial Performance Reports, Performance Measurement, Management compensation.</p> <p>Accounting for Managers: Recording of business transactions, Trial balance, Balance sheet, Profit & Loss account for corporate and non-corporate entities, Generally accepted accounting principles; Asset Valuation: Assets valuation of tangible fixed assets, Depreciation on fixed assets, Valuation of assets under financial lease and intangible assets, Valuation of inventories; Understanding of Financial Statements and reports: Understanding and constructing corporate cash flow statement, Understanding of auditors' report and directors' report, understanding of directors' report; Financial Statement Analysis; Multi-step, horizontal, Vertical and trend analysis, Earning per share analysis, Ratio analysis, analysis of cash flow statement.</p>	
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