

# **CET-2022**

## **MANAGEMENT (R22-18)**

### **Unit – I**

Management – Concept, Process, Theories and Approaches, Management Roles and Skills

Functions – Planning, Organizing, Staffing, Coordinating and Controlling.

Communication – Types, Process and Barriers.

Decision Making – Concept, Process, Techniques and Tools

Organisation Structure and Design – Types, Authority, Responsibility, Centralisation, Decentralisation and Span of Control

Managerial Economics – Concept & Importance

Demand analysis – Utility Analysis, Indifference Curve, Elasticity & Forecasting Market Structures – Market Classification & Price Determination

National Income – Concept, Types and Measurement

Inflation – Concept, Types and Measurement

Business Ethics & CSR

Ethical Issues & Dilemma

Corporate Governance

Value Based Organisation

### **Unit – II**

Organisational Behaviour – Significance & Theories

Individual Behaviour – Personality, Perception, Values, Attitude, Learning and Motivation

Group Behaviour – Team Building, Leadership, Group Dynamics Interpersonal Behaviour & Transactional Analysis Organizational Culture & Climate

Work Force Diversity & Cross Culture Organisational Behaviour Emotions and Stress Management Organisational Justice and Whistle Blowing

Human Resource Management – Concept, Perspectives, Influences and Recent Trends

Human Resource Planning, Recruitment and Selection, Induction, Training and Development

Job Analysis, Job Evaluation and Compensation Management

### **Unit – III**

Strategic Role of Human Resource Management

Competency Mapping & Balanced Scoreboard

Career Planning and Development

Performance Management and Appraisal

Organization Development, Change & OD Interventions  
Talent Management & Skill Development  
Employee Engagement & Work Life Balance  
Industrial Relations: Disputes & Grievance Management, Labour Welfare and Social Security  
Trade Union & Collective Bargaining  
International Human Resource Management – HR Challenge of International Business  
Green HRM

#### **Unit– IV**

Accounting Principles and Standards, Preparation of Financial Statements  
Financial Statement Analysis – Ratio Analysis, Funds Flow and Cash Flow Analysis, DuPont Analysis  
Preparation of Cost Sheet, Marginal Costing, Cost Volume Profit Analysis  
Standard Costing & Variance Analysis  
Financial Management, Concept & Functions  
Capital Structure – Theories, Cost of Capital, Sources and Finance  
Budgeting and Budgetary Control, Types and Process, Zero base Budgeting  
Leverages – Operating, Financial and Combined Leverages, EBIT–EPS Analysis, Financial Breakeven Point & Indifference Level.

#### **Unit –V**

Value & Returns – Time Preference for Money, Valuation of Bonds and Shares, Risk and Returns;  
Capital Budgeting – Nature of Investment, Evaluation, Comparison of Methods; Risk and Uncertainly Analysis  
Dividend – Theories and Determination  
Mergers and Acquisition – Corporate Restructuring, Value Creation, Merger Negotiations, Leveraged Buyouts, Takeover  
Portfolio Management – CAPM, APT  
Derivatives – Options, Option Payoffs, Option Pricing, Forward Contracts & Future Contracts  
Working Capital Management – Determinants, Cash, Inventory, Receivables and Payables Management, Factoring  
International Financial Management, Foreign exchange market

#### **Unit – VI**

Strategic Management – Concept, Process, Decision & Types

Strategic Analysis – External Analysis, PEST, Porter’s Approach to industry analysis, Internal Analysis – Resource Based Approach, Value Chain Analysis

Strategy Formulation – SWOT Analysis, Corporate Strategy – Growth, Stability, Retrenchment, Integration and Diversification, Business Portfolio Analysis - BCG, GE Business Model, Ansoff’s Product Market Growth Matrix

Strategy Implementation – Challenges of Change, Developing Programs Mckinsey 7s Framework

Marketing – Concept, Orientation, Trends and Tasks, Customer Value and Satisfaction

Market Segmentation, Positioning and Targeting

Product and Pricing Decision – Product Mix, Product Life Cycle, New Product development, Pricing – Types and Strategies

Place and promotion decision – Marketing channels and value networks, VMS, IMC, Advertising and Sales promotion

## **Unit –VII**

Consumer and Industrial Buying Behaviour: Theories and Models of Consumer Behaviour

Brand Management – Role of Brands, Brand Equity, Equity Models, Developing a Branding Strategy; Brand Name Decisions, Brand Extensions and Loyalty

Logistics and Supply Chain Management, Drivers, Value creation, Supply Chain Design, Designing and Managing Sales Force, Personal Selling

Service Marketing – Managing Service Quality and Brands, Marketing Strategies of Service Firms

Customer Relationship Marketing – Relationship Building, Strategies, Values and Process

Retail Marketing – Recent Trends in India, Types of Retail Outlets.

Emerging Trends in Marketing – Concept of e-Marketing, Direct Marketing, Digital Marketing and Green Marketing

International Marketing – Entry Mode Decisions, Planning Marketing Mix for International Markets

## **Unit –VIII**

Statistics for Management: Concept, Measures Of Central Tendency and Dispersion, Probability Distribution – Binominal, Poison, Normal and Exponential

Data Collection & Questionnaire Design Sampling –

Concept, Process and Techniques Hypothesis Testing –

Procedure; T, Z, F, Chi-square tests Correlation and

Regression Analysis Operations Management – Role and

Scope Facility Location and Layout – Site Selection and Analysis, Layout – Design and Process

Enterprise Resource Planning – ERP Modules, ERP

implementation Scheduling; Loading, Sequencing and Monitoring

Quality Management and Statistical Quality Control, Quality Circles, Total Quality Management – KAIZEN, Benchmarking, Six Sigma; ISO 9000 Series Standards  
Operation Research – Transportation, Queuing Decision Theory, PERT / CPM

### **Unit –IX**

International Business – Managing Business in Globalization Era; Theories of International Trade; Balance of payment  
Foreign Direct Investment – Benefits and Costs  
Multilateral regulation of Trade and Investment under WTO  
International Trade Procedures and Documentation; EXIM Policies  
Role of International Financial Institutions – IMF and World Bank  
Information Technology – Use of Computers in Management Applications; MIS, DSS  
Artificial Intelligence and Big Data  
Data Warehousing, Data Mining and Knowledge Management – Concepts  
Managing Technological Change

### **Unit – X**

Entrepreneurship Development – Concept, Types, Theories and Process, Developing Entrepreneurial Competencies  
Intrapreneurship – Concept and Process  
Women Entrepreneurship and Rural Entrepreneurship  
Innovations in Business – Types of Innovations, Creating and Identifying Opportunities, Screening of Business Ideas  
Business Plan and Feasibility Analysis – Concept and Process of Technical, Market and Financial Analysis  
Micro and Small Scale Industries in India; Role of Government in Promoting SSI  
Sickness in Small Industries – Reasons and Rehabilitation  
Institutional Finance to Small Industries – Financial Institutions, Commercial Banks, Cooperative Banks, Micro Finance.