Subject: MANAGEMENT

Paper - II
M.B.A Syllabus

PART-A

Unit-I: Business Behaviour & Decisions

Unit-II: Organizational Behaviour
The concept and significance of organizational behaviour, Skills and roles in an organization, Classical, Neo-classical and modern theories of organizational structure, Organizational 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, Change management, Conflict management and resolutions, Organizational development.

Unit-III: Human Resource Management

Unit-IV: Financial management

Unit-V: Marketing Management
development, Branding and Packaging, Pricing methods and strategies. Promotion decisions-Promotion mix, Channel management, Vertical marketing systems, Services marketing, 7Ps of Services Marketing, Recent Trends in Marketing.

**Unit-VI: Production & Operations Management**
Nature, Characteristics, Significance and limitations 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: Operations Research & Quantitative Techniques**
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. Decision Theory, Assignment Models, Use of Computers in Managerial applications, Technology issues and Data processing in organizations, Information systems, MIS and Decision making, System analysis and design, ERP, Trends in Information Technology, Internet and Internet-based applications.

**Unit-VIII: Strategic Management & International Business**
Concept of corporate strategy, Components of strategy formulation, Strategy implementation and Evaluation, Ansoff's growth vector, BCG Model, Porter's generic strategies, SWOC Analysis, Competitor analysis, Strategic dimensions and group mapping, Industry analysis, Strategies in industry evolution, fragmentation, maturity, and decline, Competitive strategy and corporate strategy, Trans-nationalization of world economy, Managing cultural diversity, Global Entry strategies, Globalization of financial system and services, Managing international business, Theories of International Business, Competitive advantage of nations, Trade Blocks and WTO.
Unit-IX: Entrepreneurship Development


Unit-X: Business Ethics & Corporate Governance

Nature of Business ethics, Need and importance of business ethics, Competition issues, legal issues, philanthropic issues, Economic issues, framework for ethical decision making,
Moral philosophies: Teleological, deontology, virtue ethics, ethics of care, ethics of egoism,
Ethics in finance, HRM, Marketing, IT, & Production
Corporate frauds & crimes, corporate disclosure, covert and overt ethical problems,
Corporate Governance, meaning and definition, board composition, principles of corporate governance, Clause 49 of SEBI listing agreement, different committee recommendations, on corporate governance in India.

PART – B
Strategic Functional Management

Unit-1: Accounting for Managers


Unit-2: Business Environment & Legal System


Multi-National Corporations, Benefits & limitations, Approaches to Global business: Ethno-centric, Poly-centric, Geo-Centric, Regio-Centric. Routes of firms going global, Anti-Dumping,


Unit-3: Strategic and International HRM

Nature of Strategic HRM, Strategic role of HRM, Planning and Implementing Strategic HR policies, HR Strategies to increase firm performance.

Managing Global Human Resources

HR and the internationalization of business, improving international Assignments through selections, Training and maintaining international Employees, Cross cultural training, expatriation & repatriation, Developing international Staff and Multinational Teams, Multinational, Global, and Transnational Strategies, Strategic Alliances, Sustainable Global Competitive Advantage, Globally Competent Managers, Location of Production Facilities.

Recent Techniques in HRM

Employees for lease, Moon lighting by employees, Blue moon to full moon, Dual career groups, Flexi-time and Flexi-work, Training and Development: Organization’s Educational Institutes, Management Participation in Employee’s Organization, Consumer Participation in Collective Bargaining, Collaborative Approach, Employee’s Proxy, HR accounting, Organizational Politics, Exit Policy and Practice, Future of HRM.

Labour Legislations:

Industrial disputes Act, Factories Act, Payment of Wages Act, Workmen Compensation Act, ESI & PF Act,
Unit: 4: Advanced Marketing Management

Individual Determinants of Consumer Behaviour
Consumer needs & motivation, personality and self-concept, consumer perception, learning & memory, nature of consumer attitudes, consumer attitude formation and change.

Introduction to Retailing
Definition, functions of retailing, types of retailing, forms of retailing based on ownership. Retail theories, Wheel of Retailing, Retail life cycle. Retailing in India: Influencing factors, present Indian retail scenario. Retailing from the International perspective.

Impact of IT in Retailing
Non store retailing, The impact of Information Technology in retailing, Integrated systems and networking, EDI, Bar coding, Electronic article surveillance, Electronic shelf labels, Customer database management system. Legal aspects in retailing, Social issues in retailing, Ethical issues in retailing.

Nature and Scope of International Marketing

Unit: 5: Advanced Financial Management

International Finance: Introduction, Meaning of International Finance, Issues involved in International business & Finance, Currency to be used, Credit worthiness, Methods of Payment,


GDRs, ADRs, ADS - Bonds, FRNs - Cross currency rates and interest rate arbitrage, Problems on Basic Exchange Rate mechanism.