SAMBHRAM
ACADEMY OF MANAGEMENT STUDIES

NET SYLLABUS

Subject: Commerce **Code No. : 08**

Unit 1: Business Environment and International Business
Unit 2: Accounting and Auditing
Unit 3: Business Economics
Unit 4: Business Finance
Unit 5: Business Statistics and Research Methods
Unit 6: Business Management and Human Resource Management
Unit 7: Banking and Financial Institutions
Unit 8: Marketing Management
Unit 9: Legal Aspects of Business
Unit 10: Income-tax and Corporate Tax Planning

Unit 1: Business Environment and International Business

- Concepts and elements of business environment: Economic environment- Economic systems, Economic policies(Monetary and fiscal policies); Political environment- Role of government in business; Legal environment- Consumer Protection Act, FEMA; Socio-cultural factors and their influence on business; Corporate Social Responsibility (CSR)
- Scope and importance of international business; Globalization and its drivers; Modes of entry into international business
- Theories of international trade; Government intervention in international trade; Tariff and non-tariff barriers; India's foreign trade policy

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- Foreign direct investment (FDI) and Foreign portfolio investment (FPI); Types of FDI, Costs and benefits of FDI to home and host countries; Trends in FDI; India's FDI policy
- Balance of payments (BOP): Importance and components of BOP
- Regional Economic Integration: Levels of Regional Economic Integration; Trade creation and diversion effects; Regional Trade Agreements: European Union (EU), ASEAN, SAARC, NAFTA
- International Economic institutions: IMF, World Bank, UNCTAD
- World Trade Organisation (WTO): Functions and objectives of WTO; Agriculture Agreement; GATS; TRIPS; TRIMS

Unit 2: Accounting and Auditing

- Basic accounting principles; concepts and postulates
- Partnership Accounts: Admission, Retirement, Death, Dissolution and Insolvency of partnership firms
- Corporate Accounting: Issue, forfeiture and reissue of shares; Liquidation of companies; Acquisition, merger, amalgamation and reconstruction of companies
- Holding company accounts
- Cost and Management Accounting: Marginal costing and Break-even analysis; Standard costing; Budgetary control; Process costing; Activity Based Costing (ABC); Costing for decision-making; Life cycle costing, Target costing, Kaizen costing and JIT
- Financial Statements Analysis: Ratio analysis; Funds flow Analysis; Cash flow analysis
- Human Resources Accounting; Inflation Accounting; Environmental Accounting
- Indian Accounting Standards and IFRS
- Auditing: Independent financial audit; Vouching; Verification ad valuation of assets and liabilities; Audit of financial statements and audit report; Cost audit
- Recent Trends in Auditing: Management audit; Energy audit; Environment audit; Systems audit; Safety audit

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Unit 3: Business Economics

- Meaning and scope of business economics
- Objectives of business firms
- Demand analysis: Law of demand; Elasticity of demand and its measurement; Relationship between AR and MR
- Consumer behavior: Utility analysis; Indifference curve analysis
- Law of Variable Proportions: Law of Returns to Scale

- Theory of cost: Short-run and long-run cost curves
- Price determination under different market forms: Perfect competition; Monopolistic competition; Oligopoly- Price leadership model; Monopoly; Price discrimination
- Pricing strategies: Price skimming; Price penetration; Peak load pricing

Unit 4: Business Finance

- Scope and sources of finance; Lease financing
- Cost of capital and time value of money
- Capital structure
- Capital budgeting decisions: Conventional and scientific techniques of capital budgeting analysis
- Working capital management; Dividend decision: Theories and policies
- Risk and return analysis; Asset securitization
- International monetary system
- Foreign exchange market; Exchange rate risk and hedging techniques
- International financial markets and instruments: Euro currency; GDRs; ADRs
- International arbitrage; Multinational capital budgeting

Unit 5: Business Statistics and Research Methods

- Measures of central tendency
- Measures of dispersion
- Measures of skewness
- Correlation and regression of two variables
- Probability: Approaches to probability; Bayes' theorem
- Probability distributions: Binomial, poisson and normal distributions
- Research: Concept and types; Research designs
- Data: Collection and classification of data
- Sampling and estimation: Concepts; Methods of sampling - probability and non-probability methods; Sampling distribution; Central limit theorem; Standard error; Statistical estimation
- Hypothesis testing: z-test; t-test; ANOVA; Chi–square test; Mann-Whitney test (U-test); Kruskal-Wallis test (H-test); Rank correlation test
- Report writing

Unit 6: Business Management and Human Resource Management

- Principles and functions of management

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- Organization structure: Formal and informal organizations; Span of control
- Responsibility and authority: Delegation of authority and decentralization
- Motivation and leadership: Concept and theories
- Corporate governance and business ethics
- Human resource management: Concept, role and functions of HRM; Human resource planning; Recruitment and selection; Training and development; Succession planning
- Compensation management: Job evaluation; Incentives and fringe benefits
- Performance appraisal including 360 degree performance appraisal
- Collective bargaining and workers' participation in management
- Personality: Perception; Attitudes; Emotions; Group dynamics; Power and politics; Conflict and negotiation; Stress management
- Organizational Culture: Organizational development and organizational change

Unit 7: Banking and Financial Institutions

- Overview of Indian financial system
- Types of banks: Commercial banks; Regional Rural Banks (RRBs); Foreign banks; Cooperative banks
- Reserve Bank of India: Functions; Role and monetary policy management
- Banking sector reforms in India: Basel norms; Risk management; NPA management
- Financial markets: Money market; Capital market; Government securities market
- Financial Institutions: Development Finance Institutions (DFIs); Non-Banking Financial Companies (NBFCs); Mutual Funds; Pension Funds
- Financial Regulators in India
- Financial sector reforms including financial inclusion
- Digitisation of banking and other financial services: Internet banking; mobile banking; Digital payments systems
- Insurance: Types of insurance- Life and Non-life insurance; Risk classification and management; Factors limiting the insurability of risk; Re-insurance; Regulatory framework of insurance- IRDA and its role

Unit 8: Marketing Management

- Marketing: Concept and approaches; Marketing channels; Marketing mix; Strategic marketing planning; Market segmentation, targeting and positioning
- Product decisions: Concept; Product line; Product mix decisions; Product life cycle; New product development
- Pricing decisions: Factors affecting price determination; Pricing policies and strategies

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- Promotion decisions: Role of promotion in marketing; Promotion methods - Advertising; Personal selling; Publicity; Sales promotion tools and techniques; Promotion mix
- Distribution decisions: Channels of distribution; Channel management
- Consumer Behaviour; Consumer buying process; factors influencing consumer buying decisions
- Service marketing
- Trends in marketing: Social marketing; Online marketing; Green marketing; Direct marketing; Rural marketing; CRM
- Logistics management

Unit 9: Legal Aspects of Business

- Indian Contract Act, 1872: Elements of a valid contract; Capacity of parties; Free consent; Discharge of a contract; Breach of contract and remedies against breach; Quasi contracts;
- Special contracts: Contracts of indemnity and guarantee; contracts of bailment and pledge; Contracts of agency
- Sale of Goods Act, 1930: Sale and agreement to sell; Doctrine of Caveat Emptor; Rights of unpaid seller and rights of buyer
- Negotiable Instruments Act, 1881: Types of negotiable instruments; Negotiation and assignment; Dishonour and discharge of negotiable instruments
- The Companies Act, 2013: Nature and kinds of companies; Company formation; Management, meetings and winding up of a joint stock company
- Limited Liability Partnership: Structure and procedure of formation of LLP in India
- The Competition Act, 2002: Objectives and main provisions
- The Information Technology Act, 2000: Objectives and main provisions; Cyber crimes and penalties
- The RTI Act, 2005: Objectives and main provisions
- Intellectual Property Rights (IPRs) : Patents, trademarks and copyrights; Emerging issues in intellectual property
- Goods and Services Tax (GST): Objectives and main provisions; Benefits of GST; Implementation mechanism; Working of dual GST

Unit 10: Income-tax and Corporate Tax Planning

- Income-tax: Basic concepts; Residential status and tax incidence; Exempted incomes; Agricultural income; Computation of taxable income under various heads; Deductions from Gross total income; Assessment of Individuals; Clubbing of incomes
- International Taxation: Double taxation and its avoidance mechanism; Transfer pricing

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ACADEMY OF MANAGEMENT STUDIES

SBI PO Syllabus

SBI PO Syllabus for Prelims Exam

The section-wise topics from which the SBI will ask questions in SBI PO Prelims Exam has been tabulated below.

Quantitative Aptitude Syllabus	Reasoning Syllabus	English Syllabus
Simplification/ Approximation	Alphanumeric Series	Reading Comprehension
Profit & Loss	Directions	Fill in the blanks
Mixtures & Alligations	Logical Reasoning	Cloze Test
Permutation. Combination & Probability	Data Sufficiency	Para jumbles
Work & Time	Ranking & Order	Vocabulary
Sequence & Series	Alphabet Test	Paragraph Completion
Simple Interest & Compound Interest	Seating Arrangement	Multiple Meaning /Error Spotting
Surds & Indices	Coded Inequalities	Sentence Completion
Mensuration – Cylinder, Cone, Sphere	Puzzle	Tenses Rules
Time & Distance	Syllogism	
Data Interpretation	Blood Relations	
Ratio & Proportion	Coding-Decoding	
Number Systems	Input-Output	
Percentage	Tabulation	

SBI PO Mains Syllabus

Data Analysis & Interpretation	Reasoning	General/Economy/Banking Awareness	English Language	Computer
Tabular Graph	Verbal Reasoning	Current Affairs	Reading Comprehension	Internet
Line Graph	Syllogism	Financial Awareness	Grammar	Memory
Bar Graph	Circular Seating Arrangement	General Knowledge	Verbal Ability	Keyboard Shortcuts
Charts & Tables	Linear Seating Arrangement	Static Awareness	Vocabulary	Computer Abbreviation
Missing Case DI	Double Lineup	Banking Terminologies Knowledge	Sentence Improvement	Microsoft Office

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Radar Graph Caselet	Scheduling	Banking Awareness	Word Association	Computer Hardware
Probability	Input Output	Principles of Insurance	Para Jumbles	Computer Software
Data Sufficiency	Blood Relations		Error Spotting	Computer Fundamentals /Terminologies
Let it Case DI	Directions and Distances		Cloze Test	Networking
Permutation and Combination	Ordering and Ranking		Fill in the blanks	Number System
Pie Charts	Data Sufficiency			Operating System
	Coding and Decoding			Basic of Logic Gates
	Code Inequalities			
	Course of Action			
	Critical Reasoning			
	Analytical and Decision Making			

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UGC NET SYLLABUS

MANAGEMENT

Unit-I: Management

Chapters	Topics
Management	Concept, Process, Theories & Approaches, Management roles, and Skills
Functions	Coordinating and Controlling, Organizing, Planning, Staffing
Communication	Process and Barriers, Types
Decision Making	Concept, Process, Techniques, and Tools
Organization Structure and Design	Authority, Centralisation, Responsibility, Types, 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	

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Unit-II: Organizational Behaviour

Chapters	Topics
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	
Workforce 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: Human Resource Management

Chapters	Topics
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

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Trade Union & Collective Bargaining	--
International Human Resource Management	HR Challenge of International Business Green HRM

Unit-IV: Financial Statements

Chapters	Topics
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	

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Unit V: Financial Management

Financial Management Chapters & Topics

Chapters	Topics
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 Uncertainty 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

Chapters	Topics
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
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

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Unit VII: Consumer and Industrial Buying Behavior

Consumer and Industrial Buying Behavior Chapters & Topics

Chapters	Topics

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
ogistics and Supply Chain Management, Drivers, alue creation, Supply Chain Design, Designing and Managing Salesforce, 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

it VIII: Statistics for Management

Statistics for Management Chapters & Topics

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

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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

International Business Chapters & Topics

Chapters	Topics
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

Chapters	Topics
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

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	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

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SAMBHRAM
ACADEMY OF MANAGEMENT STUDIES

KARNATAKA STATE ELIGIBILITY TEST (K-SET)
FOR ASSISTANT PROFESSOR

SYLLABUS

Subject: **COMMERCE** Subject Code: **01**

Unit 1: Business Environment and International Business
Unit 2: Accounting and Auditing
Unit 3: Business Economics
Unit 4: Business Finance
Unit 5: Business Statistics and Research Methods
Unit 6: Business Management and Human Resource Management
Unit 7: Banking and Financial Institutions
Unit 8: Marketing Management
Unit 9: Legal Aspects of Business
Unit 10: Income-tax and Corporate Tax Planning

Unit 1: Business Environment and International Business

- Concepts and elements of business environment Economic environment- Economic systems, Economic policies (Monetary and fiscal policies); Political environment – Role Of government in business; Legal environment – Consumer Protection Act, FEMA;Socio-cultural factors and their influence on business; Corporate Social Responsibility(CSR)
- Scope and importance of international business; Globalization and its drivers; Modes of entry into international business
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- International Economic Institutions: IMF, world Bank, UNCTAD
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Unit 2: Accounting and Auditing

- Basic accounting principles; concepts and postulates
- Partnership Accounts: Admission, Retirement, Death, Dissolution and Insolvency of partnership firms
- Corporate Accounting: Issue, forfeiture and reissue of shares; Liquidation of companies; Acquisition , merger, amalgamation and reconstruction of companies
- Holidays company accounts
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- Indian Accounting Standards and IFRS
- Auditing: Independent financial audit; Vouching; Verification ad valuation of assets and liabilities; Audit of financial statements and audit report; Cost audit
- Recent Trends in Auditing; Management audit; Energy audit; Environment audit; Systems audit; Safety audit

Unit 3: Business Economics

- Meaning and scope of business economics
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- Pricing strategies: Price skimming; Price penetration; Peak load pricing

Unit 4: Business Finance

- Scope and sources of finance; Lease financing
- Cost of capital and time value of money
- Capital structure
- Capital budgeting decisions; Conventional and scientific techniques of capital budgeting analysis
- Working capital management; Dividend decision; Theories and policies
- Risk and returns analysis; Asset securitization
- International monetary system

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- Foreign exchange market; Exchange rate risk and hedging techniques
- International financial markets and instruments; Euro currency; GDRs; ADRs
- International arbitrage; Multinational capital budgeting

Unit 5: Business Statistics and Research Methods

- Measures of central tendency
- Measures of dispersion
- Measures of skewness
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- Probability: Approaches to probability; Bayer's theorem
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Unit 6: Business Management and Human Resource Management

- Principles and functions of management
- Organization structure: Formal and informal organizations; Span of control
- Responsibility and authority: Delegation of authority and decentralization
- Motivation and leadership: Concept and theories
- Corporate governance and business ethics
- Human resource management: Concept, role and functions of HRM; Human resource planning; Recruitment and selection; Training and development; Succession planning
- Compensation management: Job evaluation; Incentives and fringe benefits
- Performance appraisal including 360 degree performance appraisal
- Collective bargaining and workers' participation in management
- Personality: Perception; Attitudes; Emotions; Group dynamics; Power and politics; Conflict and negotiations; Stress management
- Organizational Culture: Organizational development and Organizational change

Unit 7: Banking and Financial Institutions

- Overview of Indian financial system
- Types of banks: Commercial banks; Regional Rural Banks (RRBs); Foreign banks; Cooperative banks

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- Reserve Bank of India: Functions; Role and monetary policy management
- Banking sector reforms in India: Basel norms; Risk management; NPA management
- Financial Institutions: Development Finance Institutions (DFIs); Non –Banking Financial Companies (NBFCs); Mutual funds; Pension Funds
- Financial Regulators in India
- Digitisation of banking and other financial services: Internet banking; mobile banking; Digital payments systems
- Insurance: Types of insurance- Life and Non-life insurance; Risk classification and management; Factors limiting the insurability of risk; RE-insurance; Regulatory framework of insurance- IRDA and its role

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- Trends in marketing: Social marketing; Online marketing; Green marketing; direct marketing; Rural marketing; CRM
- Logistics management

Unit 9: Legal Aspects of Business

- Indian Contract Act, 1872: Elements of a valid contract; Capacity of parties; Free consent; discharge of a contract; Breach of contract and remedies against breach; Quasi contracts;
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- Limited Liability Partnership: Structure and procedure of formation of LLP in India
- The Competition Act, 2002: Objectives and main provisions
- The information Technology Act, 2000: Objectives and main provisions; Cyber crimes and penalties
- The RTI Act, 2005: Objectives and main provisions
- Intellectual Property Rights (IPRs): Patents, trademarks and copyrights; Emerging issues In intellectual property
- Goods and Services Tax (GST): Objectives and main provisions; Benefits of GST; Implementation mechanism; Working of dual GST

Unit 10: Income-tax and Corporate Tax Planning

- Income-tax: Basic concepts; Residential status and tax incidence; Exempted incomes; Agricultural income; computation of taxable income under various heads; Deductions from Gross total income; Assessment of individuals; Clubbing of incomes
- International Taxation: Double taxation and its avoidance mechanism; Transfer pricing
- Corporate Tax Planning: Concepts and significance of corporate tax planning; Tax avoidance versus tax evasion; Techniques of corporate tax planning; Tax consideration in specific business situations; Make of buy decisions; Own or lease an asset; Retain; Renewal or replacement of asset; Shut down or continue operations
- Deduction and collection of tax at source; Advance payment of tax; E-filing of income-tax returns

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SAMBHRAM
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KARNATAKA STATE ELIGIBILITY TEST (K-SET)
FOR ASSISTANT PROFESSOR

Subject: **MANAGEMENT** Subject Code : **10**

Syllabus

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

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Unit – II

Organisational Behaviour – Significance & Theories

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

Group Behaviour - Team Building, Leadership, Group Dynamics

Interpersonal Behavior & 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

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Organization Development, Change & OD Interventions

Talent Management & Skill Development

Employee Engagement & Work Life Balance

Industries 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

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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

Marketing 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

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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

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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 Instructions, Commercial Banks, Cooperative Banks, Micro Finance

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