

# Management

## **Unit -I**

**MANAGEMENT THEORY AND PRACTICE:-** Definition of Management Nature, Purpose and Functions – Management : Science or Art – Systems approach to Operational Management – The Function of Managers – Systems model of Management – Factors responsible for increasing significance of Management – Managerial roles – Fredrick Taylor and Scientific Management – Fayol : Father of Administrative Management Theory – The emergence of Behavioral Sciences – the Hawthorne Studies – Recent contributions to Management thought – Peter Drucker – Social Responsibility of Managers.

## **Unit-II**

**FINAL ACCOUNTS :-** Trial Balance, Sole Trader with Basic adjustments – Preparation of Final Accounts – Financial Statements – Horizontal and Vertical, Common Size and intra firm.

## **Unit –III**

Demand analysis meaning of demand, types of demand, Determination of Demand – Demand functions – Elasticity of Demand – meaning of elasticity of demand – Types of elasticity – of Demand ; Price Elasticity of demand, Income elasticity of demand, cross elasticity of demand – Demand forecasting – Purpose of demand forecasting methods of forecasting.

## **Unit – IV**

Money and Banking RBI – Role and functions, Monetary systems, measures of money supply, commercial banking structure in India – Nationalization, classification Banking Structure Reforms, Narasimhan Committee Recommendations. Current Economic Issues: Planning Commission, Finance Commission, Public Accounts Committee, Comptroller and Auditor General, Public Investment Board, Disinvestments Board, Centre & State. Financial Relations – Human Development Index – Parallel economy – Balanced regional Development.

## **Unit- V**

Capital Structure decisions : Measure of Leverage and effects of Leverage, Leverage & Valuation, Theories of Capital Structure : N.I. Theory, NOI Theory, Traditional Approaches, MM Theory – Leverage and value of the Firm, EBIT – EPS Analysis – Risk return trade off – Factors affecting capital structure, Sources of finance, Ownership securities, creditorship securities, convertible and tradable warrants.

## **Unit- VI**

Understanding Customer and Selecting Markets – role of consumer in marketing process, factors influencing consumer behavior, Buying decision process, stages in buying decision process, Business buyer behaviour, Business market vs. Consumer market, Identifying market segments, selecting target markets and positioning.

## **Unit-VII**

Training and management development, career planning, promotion, transfer and demotion, wage and salary administration, executives remuneration, manpower retention strategies in a high – tech environment.

## **Unit – VIII**

THE GROUP : Group Dynamics, designing, motivating jobs and high performance terms, leadership that works, intra and inter group conflict, organizational conflict and resolution, constructively dealing with conflict, organizational conflict and resolution, constructively dealing with conflict and stress, communicating successfully, exercising Leadership and Practical policies

## **Unit -IX**

Research design, exploratory studies, experience survey, focus groups, descriptive studies, causal studies, research process.

Report writing and presentation, report components writing the draft, presenting statistics and graphs, oral presentation, the final report.

## **Unit-X**

Commercial and development banking : Commercial Banking : Concept and evolution, steps toward Universal Banking, Post Narasimhan Committee scenario, banking reforms, globalization and privatization initiatives, management of funds under regulatory frame work, SLR and CRR, Open Market Operations, Risk Management practices and strategies of commercial banks-gap analysis and Asset Liability Management systems, Problems facing commercial banks : Development Banking concept and evolution, rationale, non banking financial institutions, their operational policies and performance.

## **UNIT - XI**

Nature and scope of Human Resource Management (HRM) objective of HRM, HRM functions, qualities of HR Manager, new challenges of HRM, HRM model. Human Resource planning, Motivation: importance, theories. Leadership. theories, styles. Communication: interpersonal, organizational. Barriers and ways of overcoming barriers. Participative management. scope and way of participation, importance, requisites, limitations, practice.