

## **RU – DET Syllabus**

### **MANAGEMENT**

#### **Part 1 General Management**

Managerial Processes, Functions, Skills and Roles of Managers, CSR

Planning: Nature and purpose, planning process, principles of planning, types of planning, advantages and limitation of planning.

Strategies and Policies: Concept of Corporate Strategy, formulation of strategy, Types of strategies, Types of policies, principles of formulation of policies,

Decision Making

Organizing: Nature and Purpose of Organizing, Bases of Departmentation, Span of management, Line - Staff relationship & conflict, Delegation – Bases & Kind of Delegation. Decentralization- Methods of Decentralization, Management by Objective (MBO)

Controlling: Concept and Process of Control. Control Techniques.

Business Communication: Importance and nature of business communication, Effective communication skills; Process of communication, Verbal and Non-Verbal communication. Barriers in communication

Nature and scope of Managerial Economics: Marginal analysis: Objective of a firm. Demand function. Elasticity of demand and its significance in Managerial decision-making: Cost curves and economics of scale: Price and output determination under - perfect, monopoly, monopolistic and oligopoly competition.

Business Environment: PESTEL factors

#### **Part 2 Marketing Management**

Nature, scope and concept of marketing; Understanding consumer and Industrial markets;

Market Segmentation, Targeting and positioning.

Product decisions —product mix, product life cycle, new product development, branding and packaging decisions; Pricing methods and strategies

Promotion decisions — promotion mix, advertising, sales promotion, publicity and personal selling.

Channel management - Types and functions, Selection, Cooperation and conflict management, SCM

Ethics in Marketing

Current Issues in Marketing: Role of Information Technology in Marketing; Brand Equity; Global Marketing-EPRG Framework, International Business Environment. Foreign Market Entry; CRM; Societal Marketing; Green Marketing; Services Marketing: Retail Marketing; Rural Marketing.

#### **Part 3 Accounting and Financial Management**

Accounting concepts and conventions; Formation and importance of accounting Standards; Accounting process;

Journal, ledger and trial balance: Preparation of Financial Statement - Trading and P & L Account and Balance Sheet

Management Accounting: Nature, scope and tools of Management Accounting;

Management Accounting vs. Financial accounting; financial analysis, Ratio analysis, Fund- flow statement, Cash-flow Statement

Depreciation: Depreciation concept, advantages and disadvantages, SLM and WDV Methods.

Cost-Volume-Profit Analysis: BEP, Margin of Safety, P/V Ratio.

Ratio Analysis—Liquidity, Profitability, Leverage, Activity.

Leverage Analysis: Operating Financial and Combined Leverages

Capital Budgeting: Time Value of Money, DCF and Non DCF Methods for Evaluating Projects.

Cost of Capital: Cost of Debt, Cost of Preference, Cost of Equity, Weighted Average Cost of Capital.

Theories of capital structure, Factors determining capital structure, Optimum capital structure; Management of working capital – Cash, Receivables and Inventory Management, Internal Financing and Dividend Policy; Financial Modeling.

Primary Market & Secondary Market: Regulation of Indian Securities Market; Stock Market Volatility.

#### **Part 4 Human Resource Management and Organizational Behaviour**

Concept of HR, Evolution, functions.

Acquisition of Human Resources: Job Analysis, Manpower Planning, Recruitment, Selection, Induction, Placement, Promotion and Transfer.

Development of Human Resources: Training & Development, Performance Appraisal, Career and Succession Planning.

Maintenance of Human Resource: Compensation and Reward Management, Employee Welfare; Industrial Relations, Trade Unions; Dispute Resolution & Grievance Management.

Organisational Behaviour: Personality, Perception, Values, Job Attitudes. Learning, Motivation- Concept and Theories, Leadership- significance, styles and theories, Group Behaviour- Defining and Classifying Groups, Group Structure and Processes, Conflict, Negotiation and Inter Group Behavior, Organizational Change; Conflict Management; Stress Management.

#### **Part 5 Management Science and Information Technology (IT)**

Production and Operations Management: Nature and Scope of Production and Operations Management: Facility Location; Types of Manufacturing Systems and Layouts; Layout Planning and Analysis; Line Balancing; Production Planning and Control in Mass Production, in Batch and Job Order manufacturing; Capacity Planning: Product Planning and Selection, Process Planning, Aggregate Planning and .Master Production Scheduling; Material Management: An Overview of Material Management, Material Requirement Planning and Inventory Control: JIT; Purchase Management; Stores Management. Quality Assurance: Acceptance Sampling. Statistical Quality Control, Total Quality Management; ISO- 9000.

Computers, Hardware, Software, Operating system, Memories, Basics of MS Office, Role of IT in Management, Internet, Recent Development in IT.