

### **UNIT – I Managerial Economics**

Role of managerial economics in decision-making, relevance of managerial economics for business. Demand and Supply – meaning, Law of Demand and Supply, exceptions, elasticity of demand, demand forecasting. Production function, Short-run & Long-run, Returns to scale, Market structure, Pricing decisions and Profit management.

### **UNIT – II Accounting and Finance**

Meaning, scope and importance. Accounting-concepts and conventions, Accounting cycle, Tools of management accounting,-Ratio analysis and Cash flow statements. Cost concepts and classifications, Objectives of financial management, sources of finance, Time value of money. Capital Structure Decisions, EBIT-EPS Leverage – operating and financial. Dividend decisions, Working Capital Management.

### **UNIT – III Marketing Management**

Concept of marketing, Consumer behaviour, Product and branding, Packaging / Labeling, Product decisions. Brand Management, Marketing services Pricing, Sales and Distribution Management, Promotion Integrated marketing communication strategy, Rural Marketing, Digital Marketing, CRM, Relationship Management Retail Management, International marketing.

### **UNIT – IV Human Resource Management**

Nature and scope of Human Resource Management and Human Resource Development (HRD), HR planning, selection, placement and induction. Performance appraisal and evaluation, Training and Development, Career planning, Compensation and Rewards, HR Records, Wages and salary administration.

Management of discipline, Industrial conflicts, Collective bargaining, Grievance redressal and Labour Legislations.

Personality, attitudes, perceptions and attributions, emotions, power and politics, groups and teams, motivation, conflicts and negotiation, leadership, Organisational Development.

### **UNIT – V Business Research Methodology**

Introduction to Business Research, Research methodology, types of business research. Approaches to business research, steps involved in preparing business research plan/proposal. Research problems – designing the study – steps in research design process, sources, collection of data and methods. Questionnaire design – scales of measurement. Multivariate analysis, report writing and presentation.

### **UNIT – VI Strategic Management**

Meaning and nature of strategic management. Importance, relevance and characteristics of strategic management. Strategic management process, strategy formulation, developing strategic vision and mission. Generic competitive strategies, competing in foreign markets, operationalizing strategy and institutionalizing the strategy.

### **UNIT – VII Management Sciences and Information Systems**

Central tendencies, Measures of dispersion, Probability theory, Probability distributions – binomial, Poisson, normal and exponential. Correlation and regression analysis, Sampling theory, Index numbers, Sampling distributions. Tests of hypothesis, large and small samples, t, z, F and Chi-square tests.

Role and scope of operations management, service processes, facilities, location and layouts. Inventory management, Materials Requirement Planning and Just In Time, production scheduling, TQM.

Use of computers in managerial applications. Information systems, information technology infrastructure. Systems analysis and design, The Internet and Internet-based applications, e-commerce and m-commerce, information security and ethical issues. Big-data.