

# UNIVERSITY OF JAMMU

## JKSET (2021-22)

### Syllabus

**Subject: Management**

**Code No. : 25**

#### **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  
Organization

#### **Unit – II**

Organizational Behavior – Significance & Theories  
Individual Behavior – Personality, Perception, Values, Attitude, Learning and Motivation  
Group Behavior – Team Building, Leadership, Group Dynamics Interpersonal Behavior & Transactional Analysis  
Organizational Culture & Climate  
Work Force Diversity & Cross Culture Organizational Behavior Emotions and Stress Management  
Organizational 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  
Organization Development, Change & OD Interventions Talent Management & Skill Development  
Employee Engagement & Work Life Balance  
Industrial 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**

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 – 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  
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

## **Unit –VII**

Consumer and Industrial Buying Behavior: Theories and Models of Consumer Behavior  
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 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

Data Warehousing, Data Mining and Knowledge Management – Concepts Managing Technological Change

### **Unit – X**

Entrepreneurship Development – Concept, Types, Theories and Process, Developing Entrepreneurial Competencies

Entrepreneurship – 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 Institutions, Commercial Banks, Cooperative Banks, Micro Finance.