



# PRIMAX EDUACADEMY

Nagadevanahalli, Bangalore,  
Karnataka, India.



**PAPER - II (MANAGEMENT)**  
**University Grants Commission Net Bureau**  
**Subject: Management**  
**Code: 17**

**Unit 1: Management & Economics**

**Unit 2: Organisational Behaviour & HRM**

**Unit 3: Strategic HRM**

**Unit 4: Accounting Principles and Standards**

**Unit 5: FM & PFM**

**Unit 6: Strategic Management**

**Unit 7: Consumer and Industrial Buying Behaviour**

**Unit 8: Statistics for Management**

**Unit 9: International Business**

**Unit 10: Entrepreneurship Development**

## **UNIT - 1**

- 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

## **Unit - 2**

- 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
- 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 - 3**

- 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- 4**

- 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 - 5**

- 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 - 6**

- 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 - 7**

- 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 - 8**

- 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 – KAI ZEN, Benchmarking, Six Sigma; I SO 9000 Series Standards
- Operation Research – Transportation, Queuing Decision Theory, PERT / CPM

## **Unit -9**

- 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 - 10**

- 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 Institutions, Commercial Banks, Cooperative Banks, Micro Finance.

**Note:**

1. Soft copy of Material will be Provided.

**“Happiness comes from Giving Happiness...”**

**Happy Learning.**

**Primax Team.**