
Unit-I Business Management & Strategic Management

Principles of Management. Planning: Objectives, Strategies, Process. Decision-making. Organizing: Organisational Structure, Formal and Informal organizations, Organisational culture. Staffing and Controlling. Corporate Governance and Business Ethics. Meaning and Nature of Strategic Management. Vision, Mission, Objectives and Goals. Environmental analysis and Diagnosis. Strategic levels in Organizations. SWOT analysis, TOWS Matrix, Portfolio analysis: BCG matrix. Strategic planning: Meaning, Stages, alternatives; Strategy formulation. Strategy implementation, evaluation and Control.

Books Recommended for this Unit:

1. Azhar Kazmi: *Business Policy and Strategic Management*, Tata McGraw Hill.
2. Stoner & Freeman: *Management*, Prentice Hall.

Unit-II Organisational Behaviour

The concept and significance of organizational behavior. Skills and roles in an organization. Classical, Neo-classical and modern theories of organizational structure. Organisational design. Understanding and Managing individual behavior: Personality, Perception, Values, Attitudes, Learning, Motivation. Understanding and managing group behavior Processes: Inter-personal and group dynamics, Communication, Leadership, Managing change, Managing conflicts.

Books Recommended for this Unit:

1. Stephen P. Robbins: *Organizational Behavior*.
2. Luthans Fred: *Organizational Behavior*.
3. Jit S. Chandan: *Organizational Behavior*.

Unit-III Financial Management

Nature and Scope of Financial management. Capital Structure, Financial and operating leverage, Cost of Capital, Capital budgeting, working capital management, Dividend Policy, Cash management: Receivables and Inventory management.

Books Recommended for this Unit:

1. *Khan and Jain: Financial Management, Tata McGraw Hill.*
2. *S N Maheshwari: Financial Management, Sultan Chand & Co.*

Unit-IV Marketing Management

Marketing Tasks, Concepts and Tools, Marketing Environment. Consumer Behaviour and Market Segmentation. Product decisions, Pricing decisions, Distribution decisions, Promotion decisions, Marketing Research, On-line Marketing, Direct Marketing: Social, Ethical and legal aspects of marketing in India.

Books Recommended for this Unit:

1. *Kotler Philip: Marketing Management.*
2. *Marketing Management: C N Sonatakki, Kalyani Publishers.*

Unit-V Human Resource Management

Concept, Role and Functions of Human Resource Management. Human Resource Planning. Job analysis, Job description and specifications, Use of Job analysis information, Recruitment and Selection. Training and Development, Succession Planning. Compensation: Wage and Salary administration, Incentives and Fringe benefits, Morale and Productivity, Performance Appraisal. Industrial relations in India, Health, Safety, Welfare and Social Security. Workers participation in Management.

Books Recommended for this Unit:

1. *Flippo Edwin B: Principles of Personal Management, McGraw Hill.*
2. *VSP Rao: Human Resource Management.*
3. *Dessler Garry: Human Resource Management, Prentice Hall of India.*