

# Course Components of Management

Block	Unit	Unit Title Nos.	Block	Unit	Unit Title Nos.
MS-1 ;	Management Functions and Behaviour of a Manager		VI	Employer-Employee Relations	
1	Task of a Professional Manager		19	Regulatory Mechanisms in Industrial Relations	
2	Responsibilities of a Professional Manager		20	Dealing with Unions and Associations	
3	Management Systems and Processes		21	Industrial Democracy	
4	Managerial Skills		22	Grievance Handling and Discipline	
Decision Making			MS-3 : Economic and Social Environment		
5	Organisational Context of Decisions		/	Economic and Social Environment	
6	Decision Making Models		1	Economic Environment of Business	
7	Decision Making-Techniques and Processes		2	Socio-cultural and Politico-legal Environment	
8	Management by Objectives		3	Changing Role of Government	
Organisational Climate and Change			II	Structure of the Indian Economy	
9	Organisational Structure and Managerial Ethos		4	Structural Dimensions of Indian Economy	
10	Management of Organisational Conflicts		5	Structure of Indian Industry	
11	Managing Change		6	Public Sector in India	
*	Organisational Structure and Processes		7	Private Sector in India	
12	Organisational Structure and Design		8	Small Sector in India	
13	Managerial Communication		9	Sickness in Indian Industry	
14	Planning Process		III	Planning and Policies	
15	Controlling		10	Planning Goals and Strategies	
16	Delegation and Interdepartment Coordination		11	Evolution of Industrial Policy	
•	Behavioural Dynamics		12	Regulatory and Promotional Framework	
17	Analysing Interpersonal Relations		IV	External Sector	
18	Leadership Styles and Influence Process		13	India's Foreign Trade	
19	Group Dynamics		14	India's Balance of Payments	
MS-2 ;	Management of Human Resources		15	Export and Import Policy	
Human Resource Management: Context, Concept and Boundaries			16	Foreign Capital and Collaborations	
1	The Changing Social Context and Emerging Issues		17	India's External Debt	
2	The Concept and Functions of Human Resource Management		V	Economic Reforms Since 1991	
3	Structuring Human Resource Management		18	Industrial Policy of 1991	
Getting Human Resource			19	Economic Reforms: Liberalisation, Globalisation and Privatisation	
4	Job Analysis and Job Design		20	Financial Sector Reforms	
5	Human Resource Planning		21	Fiscal Sector Reforms	
6	Attracting the Talent: Recruitment, Selection, Outsourcing		22	Economic Reforms and Social Justice	
7	Socialisation, Mobility and Separation		MS-4: Accounting and Finance for Managers		
Performance Management and Potential Assessment			I	Accounting Framework	
8	Competency Mapping		1	Accounting and its Functions	
9	Performance Planning and Review		2	Accounting Concepts and Standards	
10	Potential Appraisal, Assessment Centres and Career and Succession Planning		3	Accounting Information and its Applications	
11	HR Measurement and Audit		II	Understanding Financial Statements	
Human Resource Development			4	Construction and Analysis of Balance Sheet	
12	Human Resource Development System		5	Construction and Analysis of Profit and Loss Account	
13	Training		. 6	Construction and Analysis of Funds Flow and Cash Flow Statement	
14	Mentoring and Performance Coaching		III	Cost Management	
15	Building Roles and Teams		7	Understanding and Classifying Costs	
Compensation and Reward Management			8	Absorption and Marginal Costing	
16	Laws Covering Wages, Welfare and Benefits		9	Cost-Volume-Profit Analysis	
17	Compensation Strategy, Structure, Composition		10	Variance Analysis	
18	Reward Management				

Block Unit Unit Title Nos.

IV		Financial and Investment Analysis
	11	Financial Management : An Introduction
	12	Ratio Analysis
	13	Leverage Analysis

	14	Budgeting and Budgetary Control
	15	Investment Appraisal Methods
V		Financial Decisions
	16	Management of Working Capital
	17	Capital Structure
	18	Dividend Decisions
MS-5 : Management of Machines and Materials		
I		Operations Management
	1	Operations Management - An Overview
II		Facilities Planning
	2	Product Selection
	3	Process Selection
	4	Facilities Location
	5	Facilities Layout and Materials Handling
	6	Capacity Planning
III		Work and Job Design
	7	Work Design
	8	Job Design
IV		Operations Planning and Control
	9	Planning and Control for Mass Production
	10	Planning and Control for Batch Production
	11	Planning and Control for Job Shop Production
	12	Planning and Control of Projects
	13	Maintenance Management
V		Value Engineering and Quality Assurance
	14	Value Engineering
	15	Quality Assurance
VI		Materials Management
	1	Purchase System and Procedure
	6	Inventory Management
	1	Stores Management
	7	Standardisation, Codification and Variety Reduction
	1	Waste Management
MS-6 : Marketing for Managers		
I		Marketing and Its Applications
	1	Introduction to Marketing
	2	Marketing in a Developing Economy
	3	Marketing of Services
II		Marketing Planning and Organisation
	4	Planning Marketing Mix
	5	Market Segmentation
	6	Marketing Organisations
	7	Marketing Research and its Applications
III		Understanding Consumers
	8	Determinants of Consumer Behaviour
	9	Models of Consumer Behaviour
	10	Indian Consumer Environment
IV		Product Management
	II	Product Decisions and Strategies

Block	Unit Nos.	Unit Title
	12	Product Life Cycle and New Product Development
	13	Branding and Packaging Decisions
V		Pricing and Promotion Strategy
	14	Pricing Policies and Practices
	15	Marketing Communications
	16	Advertising and Publicity
	17	Personal Selling and Sales Promotion
VI		Distribution and Public Policy
	18	Sales Forecasting
	19	Distribution Strategy
	20	Managing Sales Personnel
	21	Marketing and Public Policy
	22	Cyber Marketing
MS-7 : Information Systems for Managers		
I		Information Technology for Managers
	1	Information Technology: An Overview
	2	Computer Systems
	3	Computer Software
	4	Networking Technologies
II		Information Systems - I
	5	In MIS Perspectives
	6	Information Systems Economics
	7	Management Information and Control Systems
	8	Information Systems Security
III		Information Systems - II
	9	Information Systems and Functional Area Applications
	10	Transaction Processing Systems-I: Human Resource and Marketing Management
	11	Transaction Processing Systems-II: Operations and Financial Management
	12	Integrated Applications
IV		System Analysis and Computer Languages
	13	Building Information Systems
	14	System Analysis and Design
	15	Computer Programming and Languages
V		Support Systems for Management Decisions
	16	Database Resource Management
	17	Data Ware Housing and Data Mining
	18	Tactical and Strategic Information Management: DSS and ESS
	19	Intelligent Support Systems
	20	Emerging Trends in IT
MS-8 : Quantitative Analysis for Managerial Applications		
I		Basic Mathematics for Managers
	1	Quantitative Decision Making - An Overview
	2	Function and Progressions
	3	Basic Calculus and Applications
	4	Matrix Algebra and Applications
II		Data Collection and Analysis
	5	Collection of Data
	6	Presentation of Data
	7	Measures of Central Tendency
	8	Measures of Variation and Skewness

Block Unit Unit Title  
Nos.

**III Probability and Probability Distributions**

- 9 Basic Concepts of Probability
- 10 Discrete Probability Distribution
- 11 Continuous Probability Distributions
- 12 Decision Theory

**IV Sampling and Sampling Distributions**

- 13 Sampling Methods
- 14 Sampling Distributions
- 15 Testing of Hypotheses
- 16 Chi Square Tests

**V Forecasting Methods**

- 17 Business Forecasting
- 18 Correlation
- 19 Regression
- 20 Time Series Analysis

**MS-9: Managerial Economics**

**I Introduction to Managerial Economics**

- 1 Scope of Managerial Economics
- 2 The Firm: Stakeholders, Objectives & Decision Issues
- 3 Basic Techniques

**II Demand and Revenue Analysis**

- 4 Demand Concepts and Analysis
- 5 Demand Elasticity
- 6 Demand Estimation and Forecasting

**III Production and Cost Analysis**

- 7 Production Function
- 8 Cost Concepts and Analysis I
- 9 Cost Concepts and Analysis II
- 10 Estimation of Production and Cost Functions

**IV Pricing Decisions**

- 11 Market Structure and Barriers to Entry
- 12 Pricing Under Pure Competition and Pure Monopoly
- 13 Pricing Under Monopolistic and Oligopolistic Competition
- 14 Pricing Strategies

**V Comprehensive Case**

Competition in Telecommunication Service Provision

**MS-10: Organisational Design, Development and Change**

**I Understanding Organisations**

- 1 Approaches to Understanding Organisations
- 2 Factors Affecting Organisation Structures

**II Organisational Design**

- 3 Typology of Organisation Structures
- 4 Some Basic Organisation Design and Restructuring Strategies

**III Approaches to Work Design**

- 5 Organising and Analysing Work
- 6 Job Design
- 7 Emerging Issues of Work Organisation and Quality of Working Life

**IV Organisational Analysis**

- 8 Organisational Diagnosis: Tools and Techniques
- 9 Questionnaire as a Diagnostic Tool
- 10 Interview as a Diagnostic Tool
- 11 Workshops, Task-forces and other Methods

Block Unit Unit Title Nos.

**V Organisational Development and Change**

- 12 Organisational Development (OD)
- 13 Alternative Interventions
- 14 Process of Change
- 15 Change Agents: Roles and Competencies
- 16 Institution Building

**MS-11 : Strategic Management**

**I Introduction to Strategic Management**

- 1 Concept of Strategy
- 2 Process of Strategy
- 3 Strategic Framework

**II Strategic Analysis**

- 4 Environmental Analysis
- 5 Competitive Forces
- 6 Internal Analysis

**III Business Level Strategy**

- 7 Cost
- 8 Differentiation and Focus

**IV Corporate Level Strategy**

- 9 Growth Strategies-I
- 10 Growth Strategies-II
- 11 Strategic Alliances
- 12 Turnaround

**V Implementation and Control**

- 13 Structural Dimensions
- 14 Behavioural Dimensions
- 15 Control
- 16 Evaluation of Strategy