

Nature, components and determinants of business environment, dynamics of business environment, key indicators; Risk in business environment, Assessing business environment — country risk and political risk. Current state of business environment in India Economic reforms — Liberalisation, privatisation, globalisation, industrial policy and industrialisation trends, public enterprise reforms and disinvestment programmes; competitive environment; financial environment

India's current balance of payment position, globalisation trends, Trade reforms & trends, FIJI poky & trends, India's share iii world economy. Trends in global trade & investment; Nature & operations of multilateral economic institutions- World Bank, WTO IMF and their impact on Indian business environment. Factors of global competitiveness.

Management Accounting: Nature, scope and tools of Management Accounting; Management Accounting vs. Financial accounting; Financial analysis, Ratio analysis, Funds-Flow Statement, Cash-flow Statement. Budgeting: Types of budgets and their preparation, Performance budgeting and Zero-base budgeting. Marginal costing : Break—even analysis: Decision involving alternative choices. Standard Costing: An Overview

Management Science - Basic concepts and its role in decision- making; Linear programming, meaning, scope & assumptions. Formulation of linear programming problem & solution by graphical & Simplex methods. Some special cases like degeneracy, unbounded ness, infeasibility and multiple optimal solutions. Sensitivity analysis. Integer programming, goal programming, dynamic programming and non-linear Programming. Transportation and Assignment models including trans-shipment and routing problems; Some special cases like minimization , unbalanced problems, degeneracy in transportation models. Queuing theory; Inventory management techniques; PERT/CPM; Decision theory and decision trees; Game theory; Simulation.

Nature, scope and concept of marketing, Corporate orientations towards the marketplace; The Marketing environment and Environment scanning; Marketing information system and Marketing research; Understanding consumer and Industrial markets; Market segmentation, Targeting and positioning; Product decisions —product mix, product life cycle, new product development, branding and packaging decisions; Pricing methods and strategies; Promotion decisions— promotion mix, advertising, sales promotion, publicity and personal selling; Channel management - Types and functions, Selection, Cooperation and conflict management, vertical marketing implementation and systems, Marketing Logistics; Organizing and implementing marketing in the organization; Evaluation and control of marketing efforts; Ethics in Marketing; New issues in marketing - Globalization, Consumerism, Green Marketing, Direct Marketing, Network Marketing, Event Marketing.

Concepts and Perspectives on Human Resource Management; Human Resources Management in a changing environment; Corporate objectives and Human Resource Planning; Career and succession planning; job analysis; Methods of manpower search; Attracting, Selecting and retaining human resources; Induction and socialization; Manpower training and development; Performance appraisal and potential evaluation; Job evaluation and compensation; Employee welfare; Industrial relations & trade unions; Dispute resolution & grievance management, Employee empowerment.

Introduction to financial management Objectives of financial management; Time value of money, sources of finance, Investment decisions: Importance, Difficulties determining cash flows, methods of capital budgeting Risk analysis : Cost of capital; Concept and importance, Computations of cost of various sources of finance; Weighted Average Cost of Capital; Capital Structure decisions; Theories of capital structure, Factors determining capital structure. Optimum capital structure; Management of



Nature, components and determinants of business environment, dynamics of business environment, key indicators; Risk in business environment, Assessing business environment — country risk and political risk. Current state of business environment in India Economic reforms — Liberalisation, privatisation, globalisation, industrial policy and industrialisation trends, public enterprise reforms and disinvestment programmes; competitive environment; financial environment

India's current balance of payment position, globalisation trends, Trade reforms & trends, FIJI poky & trends, India's share iii world economy. Trends in global trade & investment; Nature & operations of multilateral economic institutions- World Bank, WTO IMF and their impact on Indian business environment. Factors of global competitiveness.

Management Accounting: Nature, scope and tools of Management Accounting; Management Accounting vs. Financial accounting; Financial analysis, Ratio analysis, Funds-Flow Statement, Cash-flow Statement. Budgeting: Types of budgets and their preparation, Performance budgeting and Zero-base budgeting. Marginal costing : Break—even analysis: Decision involving alternative choices. Standard Costing: An Overview

Management Science - Basic concepts and its role in decision- making; Linear programming, meaning, scope & assumptions. Formulation of linear programming problem & solution by graphical & Simplex methods. Some special cases like degeneracy, unbounded ness, infeasibility and multiple optimal solutions. Sensitivity analysis. Integer programming, goal programming, dynamic programming and non-linear Programming. Transportation and Assignment models including trans-shipment and routing problems; Some special cases like minimization , unbalanced problems, degeneracy in transportation models. Queuing theory; Inventory management techniques; PERT/CPM; Decision theory and decision trees; Game theory; Simulation.

Nature, scope and concept of marketing, Corporate orientations towards the marketplace; The Marketing environment and Environment scanning; Marketing information system and Marketing research; Understanding consumer and Industrial markets; Market segmentation, Targeting and positioning; Product decisions —product mix, product life cycle, new product development, branding and packaging decisions; Pricing methods and strategies; Promotion decisions— promotion mix, advertising, sales promotion, publicity and personal selling; Channel management - Types and functions, Selection, Cooperation and conflict management, vertical marketing implementation and systems, Marketing Logistics; Organizing and implementing marketing in the organization; Evaluation and control of marketing efforts; Ethics in Marketing; New issues in marketing - Globalization, Consumerism, Green Marketing, Direct Marketing, Network Marketing, Event Marketing.

Concepts and Perspectives on Human Resource Management; Human Resources Management in a changing environment; Corporate objectives and Human Resource Planning; Career and succession planning; job analysis; Methods of manpower search; Attracting, Selecting and retaining human resources; Induction and socialization; Manpower training and development; Performance appraisal and potential evaluation; Job evaluation and compensation; Employee welfare; Industrial relations & trade unions; Dispute resolution & grievance management, Employee empowerment.

Introduction to financial management Objectives of financial management; Time value of money, sources of finance, Investment decisions: Importance, Difficulties determining cash flows, methods of capital budgeting Risk analysis : Cost of capital; Concept and importance, Computations of cost of various sources of finance; Weighted Average Cost of Capital; Capital Structure decisions; Theories of capital structure, Factors determining capital structure. Optimum capital structure; Management of