

DIM/PGDIM/MBA IstYear

Paper -1

PRINCIPLES OF MANAGEMENT AND ORGANIZATION BEHAVIOUR

Unit - I

- 1 Management Systems and Process
- 2 Evolution of Management Thoughts
- 3 Managerial Skills
- 4 Social Responsibility of Management
- 5 Managerial Planning

Unit - II

- 6 Organizing and Organizational Structure, Line and Staff Conflicts
- 7 Understanding and Managing Individual Behaviour
- 8 Individual Decision Making and Problem Solving
- 9 Understanding and Managing Group Processes
- 10 Group Decision-Making

Unit - III

- 11 Values and Attitudes
- 12 Learning
- 13 Communication
- 14 Meaning and Determinants of Organizational Behaviour

Unit - IV

- 15 Perception - Perceptual Process and Managerial Implications of Perception
- 16 Personality
- 17 Motivation Concepts and its Theories

Unit-V

- 18 Organizational Conflicts and its Dimensions
- 19 Interpersonal and Group Behaviour
- 20 Leadership-Its Approaches and Styles
- 21 Work Stress and Stress Management

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Paper -II
ECONOMIC AND SOCIAL ENVIRONMENT

Unit-I BUSINESS ENVIRONMENT

- 1 The International Economic Environment
- 2 The Domestic Economic Environment
- 3 The Legal Environment
- 4 Emerging Issues

Unit II POLITICAL ECONOMY

- 5 Government & Business
- 6 Trends & Structure of the Economy
- 7 Socio-Economic Problems

Unit III CONTROLS & REGULATION

- 8 Industrial Licensing Policy
- 9 Fostering Competition by Curbing Monopolies
- 10 Regulation of Foreign Exchange Flows
- 11 Foreign Technology

Unit IV MONETARY & FISCAL SYSTEMS

- 12 The Banking and Credit Structure
- 13 Financial Institutions
- 14 The Fiscal System

Unit V PLANNING & POLICIES FOR INDUSTRIALIZATION

- 15 The Promotion of Industrialization
- 16 Public Sector Enterprises

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Paper-III

Computer Applications

Unit - I

1. Computer Appreciation
2. Computer Organization

Unit - II

3. Operating systems

Unit - III

4. Text Processing Software
5. Spreadsheet Software Systems

Unit - IV

6. Presentation Graphics Software

Unit - V

7. Information Technology and Society

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Paper - IV
ENVIRONMENTAL MANAGEMENT

Unit - I

- 1 Introduction
- 2 Realm of Ecology

Unit - II

- 3 Background to International Efforts for Environmental Protection
- 4 India's Efforts for Environmental Protection and Public Policy

Unit - III

- 5 Environmental Problems - Global
- 6 Air Pollution
- 7 Water Pollution

Unit - IV

- 8 Environmental Management System
- 9 Environmental Clearance for Establishing and Operating Industries in India
- 10 Waste Management
- 11 Business - Industry and Environment

Unit - V

- 12 Biodiversity
- 13 Forest Management
- 14 Environmental Ethics

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Paper - V
ACCOUNTING AND FINANCE FOR MANAGERS

Unit I

THE FRAMEWORK

- 1 The World of Finance
- 2 Accounting Simplified
- 3 Financial Markets and Financial Instruments
- 4 Financial Reporting

Unit II

**FINANCIAL INFORMATION ANALYSIS FOR EXTERNAL
DECISION MAKERS**

- 5 Balance Sheet Demystified
- 6 Profit & Loss A/c Demystified
- 7 Cash Flow Statement Demystified
- 8 Financial Statement Analysis

Unit III

**FINANCIAL INFORMATION ANALYSIS FOR INTERNAL
DECISION MAKERS**

- 9 Accounting for Decision Making
- 10 Standard Costing & Variance Analysis
- 11 Activity Based Costing
- 12 Cost-Volume-Profit Analysis

Unit IV

FINANCIAL DECISIONS

- 13 Investment Appraisal - Basic Concepts
- 14 Investment Appraisal: Methods and Considerations
- 15 The Financing Mix
- 16 Payout Decisions

Unit V

OPERATING DECISIONS

- 17 Budgets as a Basis for Planning and Control
- 18 Introduction to Working Capital
- 19 Managing Liquid Assets

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Paper -VI

MARKETING MANAGEMENT

Unit I Emerging Global Trends in Marketing

- 1 A Review of Current Trends in Global Economic and Marketing Environment
- 2 MNCs and Their Strategies

Unit II Basics in Marketing Management

- 3 From Barter to Complex Marketing - A Historical Perspective
- 4 Marketing - Core Concepts, Scope and as a Discipline
- 5 Marketing - Functions, Tasks and Philosophies

Unit III Basics in Strategic Marketing

- 6 The Company's Marketing Environment
- 7 Corporate Strategic Planning and Marketing
- 8 Research for Marketing Information
- 9 Forecasting Market Demand
- 10 Market Segmentation, Target Market Selection and Market Positioning

Unit IV Assembling of Marketing Strategic Variables

- 11 Product Decisions
- 12 Pricing Decisions

Unit V Marketing

- 13 Marketing Communication- Advertising, Sales Promotion and Publicity
- 14 Personal Selling, Sales Force Management and Direct Marketing
- 15 Marketing Channels and Physical Distribution

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Paper VII

HUMAN RESOURCE MANAGEMENT

Unit I INTRODUCTION

- 1 Human Resource Development Systems
- 2 Personnel Management: An Overview
- 3 HRM Trends in a Dynamic Environment

Unit II PROCUREMENT & DEVELOPMENT

- 4 Job Analysis and Evaluation
- 5 Human Resource Planning
- 6 Recruitment and Selection
- 7 Placement, Induction, Internal Mobility and Separations
- 8 Training and Development
- 9 Career and Succession Planning

Unit III WAGE AND SALARY ADMINISTRATION

- 10 Performance and Potential Appraisal
- 11 Compensation Planning

Unit IV MOTIVATION AND EMPOWERMENT

- 12 Motivation and Productivity
- 13 Job Design and Enrichment
- 14 Developing Teams
- 15 Participation and Empowerment
- 16 Supervisory Skills and Styles

Unit V UNIONS AND MANAGEMENT

- 17 Trade Unions and Employers' Associations
- 18 Collective Bargaining
- 19 Employee Grievances and Discipline
- 20 Industrial Conflict Resolution