

MBA IIInd Year

Paper - I

Quantitative Techniques for Managers

Unit I

1. Data Collection and Presentation
2. Basic Tools of Data Analysis

Unit II

3. Forecasting
4. Probability Concepts

Unit III

5. Inferential Decision Making
6. The Decision Making Process

Unit IV

7. Linear Programming: Model Formulation and Applications
8. Linear Programming: The Graphical and Simplex Method
9. Linear Programming: Sensitivity Analysis and Duality

Unit V

10. Transportation and Assignment
11. Integer and Goal Programming

MBA IIInd Year
Paper - II
Managerial Economics

Unit I

1. **Managerial Economics – Nature, Scope and Concepts**
2. **Demand Analysis**

Unit - II

3. **Production Analysis**
4. **Cost Analysis**

Unit - III

5. **Price-Output and Market Structure**
6. **Pricing Strategies**

Unit - IV

7. **Investment Decisions**
8. **Firm Objectives and Constraints**

Unit - V

9. **Advertising**
10. **Welfare Economics**

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Paper - III
Production and Operation Mngt.

Unit -I

1. Nature and Scope of Production/Operations Management
2. Facilities Location/Plant Location

Unit -II

3. Layout Planning and Analysis
4. Materials Handling

Unit -III

5. Production Planning and Control
6. Scheduling

Unit -IV

7. Work Study
8. Material Management

Unit -V

9. Quality Control and Quality Assurance
10. Industrial Safety and Safety Management

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Paper - IV
Management Information System

Unit -I

1. Overview of Management, Organisation and Systems
2. Management Information Systems

Unit -II

3. Office Automation
4. Fundamentals of Computers

Unit -III

5. Prominent Information Systems
6. Communication Concepts and Networking

Unit -IV

7. Telecommunication
8. Project Planning, Analysis and Design of MIS

Unit -V

9. Database Management
10. Typical Information Systems

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Paper - V

Knowledge Management

Unit -I

1. Knowledge has a New Beginning
2. Knowledge Through the Ages

Unit -II

3. The Knowledge Vision
4. The Knowledge Process

Unit -III

5. Information vs Knowledge and Knowledge Workers
6. How to Build a knowledge Corporation

Unit -IV

7. Imperatives of the New Age
8. The Social Role of Knowledge
9. Knowledge Creation Process

Unit -V

10. Knowledge Management Tools
11. Knowledge Technologies
12. KM Infrastructure
13. KM Implementations

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Paper - VI

Research Methodology

Unit -I Introduction to Research Methodology

1. Research Fundamentals and Terminology
2. Importance of Research in Management Decisions
3. Defining Research Problems and Formulation of Hypothesis
4. Research Design

Unit -II Methods and Techniques of Data Collection

5. Methods and Techniques of Data Collection
6. Sampling and Sampling Distribution
7. Attitude Measurement and Scales

Unit -III Data Presentation and Analysis

8. Data Preparation and Preliminary Analysis
9. Statistical Analysis and Interpretation of Data: Non-parametric Tests

Unit -IV Data Analysis & Decision Making

10. Multivariate Analysis of Data
11. Model Building and Decision Making

Unit -V Report Writing and Presentation

12. Writing and Formatting of Reports
13. Additional Statistics in Research
14. Statistical Tests in Management Research

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Paper - V
Strategic Management

Unit -I

1. Introduction to Strategic Management
2. Understanding External Environment

Unit -II

3. Understanding Internal Environment
4. Establishing Strategic Focus

Unit -III

5. Corporate Strategy
6. Business-level Strategy

Unit -IV

7. Competitive Strategies
8. Implementing Strategies I : Management

Unit -V

9. Implementing Strategies II : Organisational Issues
10. Strategic Evaluation and Control