

Syllabus for DEET Management

General Management

Concept and approaches to Management:

Planning Process. Strategic planning. Managerial planning and Operational planning.

Problem-solving and Rational Decision-Making.

Processes of Organizing and Staffing. Organizational structure. Power and authority. Delegation and Decentralization.

Motivation. Approaches to motivation related with job performance and satisfaction.

Leadership-nature, Factors governing leadership effectiveness.

Control process and reporting system. Designing an effective control system.

Challenge of corporate governance and accountability of managers. Corporate ethics

Economics

Theory of the firm and business objectives. Economic, Behavioural and Managerial theories.

Demand Analysis. Law of Demand. Determinants of Demand. Elasticity of Demand. Demand forecasting.

Input-Output decisions. Law of supply; Elasticity of supply. Production function; short-run analysis; Long-run function. Short-run and long-run cost functions.

Measurement of profit and profit policy. Micro-economic concepts: National Income: Marginal propensity of consume;

Multiplier effect; Effective demand.

Accounting

Nature of Accounting Information

Financial Accounting : Objectives

Accounting Concepts, Principles and Standards- IAS, IFRS.

BUSINESS ENVIRONMENT

Environment I: Environment, ecology and economic development; impact of industrial development on environment.

Economic environment of business : NITI Ayog, fiscal policy, monetary policy ,export and import policy : economic reforms, liberalization. technological environment in India, policy of research and development ; patent laws: technology transfer . Intellectual property rights:

COMPUTER APPLICATIONS

Communication: Analogue and digital data communication, switching techniques. Computer Networks: Overview of Computer Network, Types of computer networks (LAN, MAN and WAN), network topologies, Internet: Overview of Internet, Architecture & Functioning of Internet.

Basic services over Internet: WWW, FTP, Telnet, IP addresses, URL, domain names, internet protocols, search engines, e-mail, e-commerce, remote login.

Applications of Information Technology

Strategic and Innovation Management

strategy, defining strategy, importance of strategy, levels at which strategy operates, Strategic Intent (vision, mission, goals , objective)

Corporate level Strategy (grand strategies- stability, expansion, retrenchment, combination) , Business Level Strategy , functional level strategies

7Strategic analysis and choice, corporate level strategic choice- BCG matrix, GE nine cell matrix, SWOT analysis, business level strategic analysis-experience curve analysis, Industry analysis-porter five force model

ORGANISATION BEHAVIOUR

Fundamentals of OB: Definition, elements, scope and evolution of Organizational Behavior, contributing disciplines to OB, challenges and opportunities for OB,

Interpersonal behaviour: Conflict in Organizations, the conflict process, conflict and culture.

Group dynamics: Types of groups, group decision making, stages of group formation.

Employee stress: Meaning, causes, impact on productivity.

Leadership: Inspirational Approaches to leadership, types of leadership, styles of leadership, theories of leadership, creating effective leaders, challenges to the leadership construct.

Research Methodology

The Nature and Types of Research-Specifying a Problem for Research in Business Administration
Planning and Organizing Research- Collection and Analysis of Statistical Data: Table and Graphs,
Frequency Distribution,

Histogram, Cumulative Frequency Curves.

Measurement - Data. Collection- Observation Techniques, Interviewing, Questionnaire and
Correspondence. Library and Documentary Courses

Sampling and Testing of Hypothesis: Sampling methods, Basic concepts of Hypothesis Testing.
Confidence Interval, Chi-square Test, t-test, f-test, z-test.

ENTREPRENEURSHIP

Growth and Development of Small Scale Industries, Definition of small enterprise and their scope in
emerging scenario, Incentives and concessions, Technology know-how and appropriate technology.

Financial and Marketing Management of SSI, Financial planning, long term and short term credit flows,
sources of finance including venture capital, project appraisals and financial institutions.

Measures and facilities to SSI for exports, Legal aspects of SSI.