

## **Second Semester**

### **PM02CQTT01 : QUANTITATIVE TECHNIQUES IN MANAGEMENT -II**

Management Science – Basic concepts and its role in decision making, Linear Programming: Graphical Method, Simplex Method; Dual of LP; Sensitivity Analysis; Transportation and Transshipment Models; Assignment Problem and Routing Problems; Integer Programming - Branch and Bound Algorithm. Network Analysis; Game Theory; Queuing Theory; PERT/CPM; Decision Theory and Decision Trees Goal Programming, Simulation, Dynamic Programming.

### **PM02CACCC01 : MANAGERIAL ACCOUNTING –II**

Introduction to cost Accounting, Type of costs, Cost determination and flow, job order Costing and Process Costing, Joint costs and by-product costs, Variable Costing. Cost-volume- Profit (CVP) Relationship, Standard Costing and Variance Analysis. Budgeting and Budgetary Control. Decisions involving alternative choices, like -make or buy, discontinue a product etc. Divisional Performance Appraisal, Cost Audit, Cost Control & Cost reduction.

### **PM02CMKT01 : MARKETING MANAGEMENT**

Importance, Scope and Core Concepts of Marketing, Customer Value, The Scanning of Marketing Environment, Marketing Information System and Marketing Research, Understanding Consumer and Business Markets, Market Segmentation, Targeting and Positioning; Competitive Dynamics. Brand Positioning and Creating Brand Equity, Product Decisions, Product Mix, Product Life Cycle, Marketing of Services, Pricing Methods and Strategies, Integrated Marketing Channel, Retailing, Whole-selling and Logistics, Management of Integrated Marketing Communication, Mass Communication, Direct Marketing, Interactive Marketing, Sales force Management, New Market Offering, Global Market, Holistic Marketing Organization, Marketing Control.

### **PM02CFIN01 : FINANCIAL MANAGEMENT**

Aims and Objectives of Financial Management; Financial Analysis and Control; Cost-Volume-Profit Analysis; Operating and Financial Leverage; Time Value of Money; Investment and Capital Structure Decisions; Instruments of Long Term Finance; Cost of Different Sources of Raising Capital; Weighted Average Cost of Capital; Optimum Capital Structure; Valuation and Rates of Return; Methods of Capital Budgeting; Short-term Financing Investment; Management of Working Capital-Cash, Receivables and Inventory Management, Internal Financing and Dividend Policy; Financial Modeling.

## **PM02CPOM01 : PRODUCTION AND OPERATIONS MANAGEMENT**

Nature and Scope of Production and Operations Management; Facility Location; Types of Manufacturing Systems & Layouts; Layout Planning and Analysis; Material Handling – Principles-Equipments, Line Balancing—Problems; Operations decisions-Production Planning and Control-In Mass Production-in Batch/Job Order manufacturing; Capacity Planning-Models; Process Planning-Aggregate Planning—Scheduling, Lean manufacturing ,Maintenance Management Concepts—Work Study, Method Study, Work Measurement, Work Sampling, Work Environment—Industrial Safety; Material Management : An Overview of Material Management, Material Planning and Inventory Control; JIT ; Materials Planning Budgeting and Material Requirement Planning ; Purchase management; Stores Management; Quality Assurance – Acceptance Sampling, Statistical Process Control, Total Quality Management; ISO-9001; Six sigma, Maintenance Management; Safety Management.

## **PM02CHRM01 : HUMAN RESOURCE MANAGEMENT**

Concepts and Perspectives on Human Resource Management; Human Resource Management in a Changing Environment; Corporate Objectives and Human Resource Planning; Career and Succession Planning; Job Analysis and Role Description; Methods of Manpower Search; Attracting and Selecting Human Resources; Induction and Socialization; Manpower Training and Development; Performance Appraisal and Potential Evaluation; Job Evaluation & Wage Determination; Employee Welfare; Industrial Relations & Trade Unions; Dispute Resolution & Grievance Management; Employee Empowerment.

## **PM02CRSM01 : RESEARCH METHODOLOGY**

Nature and Scope of Research Methodology; Problem Formulation and Statement of Research Objectives; Value and Cost of Information – Bayesian Decision Theory; Organization Structure of Research; Research Process; Research Designs – Exploratory, Descriptive and Experimental Research Designs; Methods of Data Collection – Observational and Survey Methods; Questionnaire Design; Attitude Measurement Techniques; Motivational Research Techniques; Administration of Surveys; Sample Design; Selecting an Appropriate Statistical Technique; Field Work and Tabulation of Data; Analysis of Data-; Use of SPSS and other Statistical Software Packages; Advanced Techniques for Data Analysis – Z- test, T-test, Chi-square test & ANOVA, Research Applications.

## **PM02CECO01 : INTERNATIONAL BUSINESS ENVIRONMENT & MANAGEMENT**

International Business: An overview – Types of International Business; The External Environment; The Economic and Political Environment, The Human Cultural Environment; Influence on Trade and Investment Patterns; Recent World Trade and Foreign Investment

Trends; Theories and Institutions: Trade and Investment – Government Influence on Trade Investment; Theory of Customs Union; Determination of Trading Partner's Independence, Interdependence and Dependence; World Financial Environment; Cross-national Cooperation and Agreements, Tariff and Non-Tariff Barriers, WTO, Regional Blocks, Internationalization of Service Firms; World Financial Environment : Balance of Payments-Foreign Exchange Market Mechanism; Determinants of Exchange Rates; Euro-currency Market; Offshore Financial Centres; International Banks; Non-Banking Financial Service Firms; Stock Markets; Global Competitiveness; Export Management; Licensing Joint Ventures Technology and Global Competition; Globalization and Human Resource Development; Globalization with Social Responsibility ; World Economic Growth and the Environment; Country Evaluation and Selection; International Business Diplomacy: Negotiating an international Business, Issues in Asset Protection; Multilateral Settlements; Consortium Approaches; External Relations Approach