



# SAM GLOBAL UNIVERSITY

Established under Govt. of M.P. & Recognized by UGC  
Address: Gram- Agariya Chopda, Dist. Raisen (M.P.)  
Website: [www.samglobaluniversity.ac.in](http://www.samglobaluniversity.ac.in)

---

## **Subject: Management**

### **Unit – I**

**Management** – Concept, Process, Theories and Approaches, Management Roles and Skills

**Functions** – Planning, Organizing, Staffing, Coordinating and Controlling. Communication – Types, Process and Barriers.

**Decision Making** – Concept, Process, Techniques and Tools

**Organisation Structure and Design** – Types, Authority, Responsibility, Centralisation, Decentralisation and Span of Control

**Managerial Economics** – Concept & Importance

**Demand analysis** – Utility Analysis, Indifference Curve, Elasticity & Forecasting Market Structures  
– Market Classification & Price Determination

**National Income** – Concept, Types and Measurement Inflation – Concept, Types and Measurement

Business Ethics & CSR

Ethical Issues & Dilemma Corporate Governance Value Based Organisation

## **Unit – II**

**Organisational Behaviour** – Significance & Theories

**Individual Behaviour** – Personality, Perception, Values, Attitude, Learning and Motivation

**Group Behaviour** – Team Building, Leadership, Group Dynamics Interpersonal Behaviour & Transactional Analysis Organizational Culture & Climate Work Force Diversity & Cross Culture Organisational Behaviour Emotions and Stress Management Organisational Justice and Whistle Blowing Human Resource Management – Concept, Perspectives, Influences and Recent Trends Human Resource Planning, Recruitment and Selection, Induction, Training and Development Job Analysis, Job Evaluation and Compensation Management

## **Unit – III**

Strategic Role of Human Resource Management Competency Mapping & Balanced Scoreboard Career Planning and Development Performance Management and Appraisal Organization Development, Change & OD Interventions Talent Management & Skill Development Employee Engagement & Work Life Balance Industrial Relations: Disputes & Grievance Management, Labour Welfare and Social Security Trade Union & Collective Bargaining International Human Resource Management – HR Challenge of International Business Green HRM

## **Unit– IV**

Accounting Principles and Standards, Preparation of Financial Statements

**Financial Statement Analysis** – Ratio Analysis, Funds Flow and Cash Flow Analysis, DuPont Analysis Preparation of Cost Sheet, Marginal Costing, Cost Volume Profit Analysis Standard Costing & Variance Analysis Financial Management, Concept & Functions

**Capital Structure** – Theories, Cost of Capital, Sources and Finance Budgeting and Budgetary Control, Types and Process, Zero base Budgeting

**Leverages** – Operating, Financial and Combined Leverages, EBIT–EPS Analysis, Financial Breakeven Point & Indifference Level.

## **Unit –V**

**Value & Returns** – Time Preference for Money, Valuation of Bonds and Shares, Risk and Returns;

**Capital Budgeting** – Nature of Investment, Evaluation, Comparison of Methods; Risk and Uncertainly Analysis

**Dividend** – Theories and Determination

**Mergers and Acquisition** – Corporate Restructuring, Value Creation, Merger Negotiations, Leveraged Buyouts, Takeover

**Portfolio Management** – CAPM, APT

**Derivatives** – Options, Option Payoffs, Option Pricing, Forward Contracts & Future Contracts

**Working Capital Management** – Determinants, Cash, Inventory, Receivables and Payables Management, Factoring International Financial Management, Foreign exchange market

## **Unit - VI**

**Strategic Management** – Concept, Process, Decision & Types

**Strategic Analysis** – External Analysis, PEST, Porter's Approach to industry analysis, **Internal Analysis** – Resource Based Approach, Value Chain Analysis

**Strategy Formulation** – SWOT Analysis, Corporate Strategy – Growth, Stability, Retrenchment, Integration and Diversification, Business Portfolio Analysis - BCG, GE Business Model, Ansoff's Product Market Growth Matrix Strategy Implementation – Challenges of Change, Developing Programs Mckinsey 7s Framework

**Marketing** – Concept, Orientation, Trends and Tasks, Customer Value and Satisfaction Market Segmentation, Positioning and Targeting Product and Pricing Decision – Product Mix, Product Life Cycle, New Product development, Pricing – Types and Strategies

**Place and promotion decision** – Marketing channels and value networks, VMS, IMC, Advertising and Sales promotion

## **Unit –VII**

**Consumer and Industrial Buying Behaviour:** Theories and Models of Consumer Behaviour

**Brand Management** – Role of Brands, Brand Equity, Equity Models, Developing a Branding Strategy; Brand Name Decisions, Brand Extensions and Loyalty Logistics and Supply Chain Management, Drivers, Value creation, Supply Chain Design, Designing and Managing Sales Force, Personal Selling

**Service Marketing** – Managing Service Quality and Brands, Marketing Strategies of Service Firms

**Customer Relationship Marketing** – Relationship Building, Strategies, Values and Process

**Retail Marketing** – Recent Trends in India, Types of Retail Outlets.

**Emerging Trends in Marketing** – Concept of e-Marketing, Direct Marketing, Digital Marketing and Green Marketing

**International Marketing** – Entry Mode Decisions, Planning Marketing Mix for International Markets

## **Unit –VIII**

**Statistics for Management:** Concept, Measures Of Central Tendency and Dispersion, Probability Distribution – Binominal, Poison, Normal and Exponential

**Data Collection & Questionnaire Design Sampling** – Concept, Process and Techniques

Hypothesis Testing – Procedure; T, Z, F, Chi-square tests Correlation and Regression

Analysis

**Operations Management** – Role and Scope

**Facility Location and Layout** – Site Selection and Analysis, Layout – Design and Process

**Enterprise Resource Planning** – ERP Modules, ERP implementation Scheduling; Loading,

Sequencing and Monitoring Quality Management and Statistical Quality Control, Quality

Circles, Total Quality Management – KAIZEN, Benchmarking, Six Sigma; ISO 9000 Series

Standards

**Operation Research** – Transportation, Queuing Decision Theory, PERT / CPM

## **Unit –IX**

International Business – Managing Business in Globalization Era; Theories of International Trade; Balance of payment

**Foreign Direct Investment** – Benefits and Costs Multilateral regulation of Trade and Investment under WTO International Trade Procedures and Documentation; EXIM Policies Role of International Financial Institutions – IMF and World Bank

**Information Technology** – Use of Computers in Management Applications; MIS, DSS

Artificial Intelligence and Big Data

**Data Warehousing, Data Mining and Knowledge Management** – Concepts Managing

Technological Change

## **Unit – X**

**Entrepreneurship Development** – Concept, Types, Theories and Process, Developing Entrepreneurial Competencies

**Intrapreneurship** – Concept and Process

Women Entrepreneurship and Rural Entrepreneurship

**Innovations in Business** – Types of Innovations, Creating and Identifying Opportunities, Screening of Business Ideas

**Business Plan and Feasibility Analysis** – Concept and Process of Technical, Market and Financial Analysis

Micro and Small Scale Industries in India; Role of Government in Promoting SSI Sickness in

**Small Industries** – Reasons and Rehabilitation

**Institutional Finance to Small Industries** – Financial Institutions, Commercial Banks, Cooperative Banks, Micro Finance.