

PRINCIPLES AND PRACTICES OF MANAGEMENT

Syllabus (Truncated):

Unit 1: Introduction (Lectures: 10)

Nature, Scope and process of Management: Concept of Management, Role and importance of management, Functions and levels of Management, Distinction between Management and Administration; Classification of Managerial functions.

Unit 2: Evolution of Management Thought (Lectures: 10)

Early contributors to Management Thought; Scientific management; Bureaucratic Organization; Human Relations Movement; Systems approach and contingency approach.

Unit 3: Planning and Organizing (Lectures: 12)

Features of planning, Importance of planning, steps in planning, Decision making; Formal and Informal organizations, organization structure: Line and Staff organization, Difference between line and staff organization, Delegation of Authority, Centralization and Decentralization, merits and demerits of centralization, Departmentalization: Span of Management.

Unit 4: Staffing and Directions (Lectures: 10)

Features and elements of staffing; Concept of Direction, Leadership Functions and Importance, Qualities of a good leader.

Unit 5: Coordination and Control (Lectures: 8)

Concept of Coordination; Features of Coordination; Nature of Control, Relationship between Planning and Control.

BUSINESS ECONOMICS

Syllabus (Truncated):

Unit 1: Theory of Demand and Supply (Lectures: 16)

Concept of utility theory; Individual demand, Market demand, Individual supply, Market supply, Market equilibrium; Law of demand and its Exceptions; Elasticity of demand- definition and types, Relations Concerning AR, MR and Price Elasticity of demand.

Unit 2: Production and Cost (Lectures: 12)

Production Function; Law of variable Proportions; Total Product, Average Product, Marginal Product and Their Relations, Iso-quant, Iso-cost Lines and Choice of Optimum Input combination; Expansion Path.

Unit 3: Market (Lectures: 16)

Different Market Structures; Perfect Competition- Basic features, Short-run and Long-run Equilibrium; Supply Curve of a competitive Firm; Monopoly- Basic features.

Unit 4: National Income (Lectures: 8)

Concept and Measurement of National Income; Circular Flow of National Income; Consumption Function; Saving Function; Simple Keynesian Model.

Unit 5: Public Finance (Lectures: 8)

Different sources of public revenue, Direct and Indirect Taxes, Public Debt.

FINANCIAL MARKETS, INSTITUTIONS AND SERVICES

Syllabus (Truncated):

Unit 1: Introduction (Lectures: 8)

Indian Financial System- Nature, components, structure, features, Financial System and Economic Development.

Unit 2: Financial Markets (Lectures: 12)

Meaning, Types and Classification of Financial Markets, Money Market- Structure, Capital Market- Structure, Functions of Primary Market and Secondary Market and relationship between them; Methods of issue of stocks in new issue market, Stock Exchanges- Constitution and Functions.

Unit 3: Financial Institutions (Lectures: 10)

Broad Categories- Special Characteristics, Money Market Institutions, Capital Market Institutions, Commercial Banks, Functions, Development Banks: IFCI, IDBI, SFCs, NABARD, RRBs, SIDBI, Non-Banking Financial Institutions.

Unit 4: Financial Services Institutions (Lectures: 10)

Functions and structure, Credit Rating Institutions.

Unit 5: Financial Instruments (Lectures: 10)

Commercial Papers, Certificate of Deposits, Treasury Bills, Commercial Bills, Gilt-edged Securities, SEBI- Functions and Organization.