

WBPSB WBCS Management Syllabus

Paper – I :	<p>UNIT I EVOLUTION AND GROWTH OF MANAGEMENT THOUGHT Concepts, Theory and Practice, The Evolution of Management Thought -- Scientific Management School, The Operational or Management Process approach, Behavioural School, Contemporary School, Recent Contributions, Patterns of Management Analysis, Managerial Roles approach</p> <p>UNIT II PLANNING AND ORGANISING Planning –Nature, Importance, Types, Process, Concept of MBO, Objectives, Policies, Procedures, Strategies Decision-Making-Approaches, Decision-Making under Certainty, Risk and Uncertainty, Group Decision Making Guidelines The Nature of Organising -Types of Organisations, Organisational Levels, Process of Organising, Line/Staff Authority, Decentralisation of Authority and Delegation of Authority</p> <p>UNIT III DIRECTING, COORDINATING AND CONTROLLING Direction -- Supervision - Span of Management – Factors determining Span Motivation -- Elements - Importance – Methods - Morale Leadership--Theories, Approaches-Power and Authority Coordination - Definition - Characteristics- Objectives - Principles – Techniques Controlling --Control Process, Requirements for effective Control, Critical Control Standardsand Techniques, Maintenance vs. Crisis Management, Overall Control Process</p> <p>UNIT IV ORGANISATIONAL BEHAVIOUR Foundations of Individual Behaviour-- Personality, Perception, Learning, Attitudes & values Foundations of Group Behaviour--Group Process, Group Tasks, Types, Group DevelopmentConflict Management – Management of Change</p> <p>UNIT V RECENT DEVELOPMENTS Global Management, Managerial Functions in International Business, Business Process Reengineering, TQM-Six Sigma, Information Technology in Management, Enterprise Resource Planning (ERP); Supply Chain Management, Management of Innovation</p>
Paper – II :	<p>MARKETING MANAGEMENT Marketing Concept; Marketing Environment; Marketing Mix--4Ps vs 4Cs; Consumer Behaviour--Buying Process, Segmentation, Targeting, Positioning; Product—Types, Product Life Cycle; Pricing—Methods; Distribution—Channels; Promotion—Integrated Marketing Communications; Retailing—Recent Trends; Service Marketing—Features 7Ps; International Marketing—Cultural Dimension; Modes of Entry; e-marketing</p> <p>FINANCIAL MANAGEMENT Objectives; Functions; Sources of Finance; Working Capital Management; Cost of Capital; Operating andFinancial Leverage; Dividend Policies; Capital Budgeting; Financial Control</p> <p>HUMAN RESOURCE MANAGEMENT Importance; difference between <u>Personnel Management</u> and HRM; Role of a HR Manager Human Resources Planning-Objectives-Importance-Process- Manpower Estimation-Job analysis- JobDescription-Job Specification Recruitment-Sources of Recruitment-Selection Process-Placement and Induction Retention of Employees; Training and Development- Objectives and Needs-Training Process-Methods ofTraining-Tools and Aids-Evaluation of Training Programmes Performance Management System-Definition, Concepts, Different methods of Performance AppraisalGrievance Redressal—Concepts. Mechanisms Productivity Management—Concepts, Employee Involvement, Quality Circles, KaizenIndustrial Relations--Collective Bargaining-Settlement of Disputes</p> <p>STRATEGIC MANAGEMENT Concept, SWOT Analysis, PEST Analysis, Porter’s 5 Forces Framework, BCG Matrix, GE Model; Values and Ethics; Corporate Governance; e-governance</p>

	<p>QUANTITATIVE TECHNIQUES</p>
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Assignment; Transportation; Linear Programming (Graphical and Simplex methods); Network Analysis—PERT and CPM