DEPARTMENT OF MANAGEMENT STUDIES

FACULTY OF COMMERCE & MANAGEMENT STUDIES

JAI NARAIN VYAS UNIVERSITY JODHPUR

**SYLLABUS FOR MPET EXAMINATION**

UNIT- I

|  |  |
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|  | Management Economics- Demand Analysis. |
|  | Production Function |
|  | Cost-Output Relations |
|  | Market Structures |
|  | Pricing Theories |
|  | Advertising |
|  | Macro-Economics |
|  | National Income Concepts |
|  | Infrastructure-Management and Policy |
|  | Business Environment |
|  | Capital Budgeting  |

UNIT- II

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|  | The concept and significance of organizational behaviour- Skills and Roles in an organization- Classical, Neo- Classical and Modern Theories of Organisational Structure- Organizational Design-Understanding and Managing individual behaviour personality- Perception-Values-Attitudes-Learning –Motivation.  |
|  | Understanding and Managing Group Behaviour, Process- Inter-personal and group dynamics-Communication-Leadership-Meaning change-Managing conflicts.  |
|  | Organizational Development.  |

UNIT- III

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|  | Concepts and perspectives in HRM: HRM in changing environment  |
|  | Human Resource Planning- Objectives, Process and Techniques |
|  | Job analysis- Job Description |
|  | Selecting Human Resources |
|  | Induction, Training and Development |
|  | Exit policy and Implications |
|  | Performance Appraisal and Evaluation  |
|  | Potential Assessment |
|  | Job Evaluation |
|  | Wage Determination |
|  | Industrial Relations and Trade Unions |
|  | Dispute Resolution and Grievance Management  |
|  | Labour Welfare and Social Security Measures.  |
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UNIT- IV

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|  | Financial Management-Nature and Scope |
|  | Valuation Concepts and Valuation of Securities |
|  | Capital Budgeting Decisions- Risk Analysis |
|  | Capital Structure and Cost of Capital |
|  | Dividend Policy-Determinants |
|  | Long-Term and Short-Term Financing Instruments |
|  | Mergers and Acquisitions |

UNIT- V

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|  | Marketing Environment and Environment Scanning; Marketing Information Systems and Marketing Research; Understanding Consumer and Industrial Markets; Demand Measurement and Forecasting; Market Segmentation- Targeting and Positioning; Product Decisions, Product Decisions, Product mix, Product Life Cycle; New Product Development, Branding and Packaging; Pricing Methods and Strategies.  |
|  | Promotion Decisions – Promotion mix; Advertising; Personal Selling ; Channel Management; Vertical Marketing Systems; Evaluation and Control of Marketing Effort; Marketing of Services; Customer Relations Management.; |
|  | Uses of Internet as a Marketing Medium- Other related issues like branding, market development, Advertising and retailing on the net.  |
|  | New issues in Marketing |

UNIT- VI

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|  | Role and Scope of Production Management; Faculty Location; Layout Planning and Analysis; Production Planning and Control- Production Process Analysis; Demand Forecasting for Operations; Determinants of Product mix, Production Scheduling; Work measurement; Time and Motion Study; Statistical Quality Control.  |
|  | Role and Scope of Operations Research, Linear Programming; Sensitivity Analysis; Duality; Transportation Model; Inventory Control; Queueing, Theory; Decision Theory; Markov Analysis; PERT/CPM.  |

UNIT- VII

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|  | Probability Theory; Probability distributions- Binomial, Poisson, Normal and Exponential; Correlation and Regression analysis, Sampling theory; Sampling distributions; Tests of Hypothesis; Large and small simples tz F, Chi-square tests. |
|  | Use of Computers in Managerial applications; Technology issues and Data processing in organizations ; Information systems; MIS and Decision making System analysis and design; Trends in Information Technology, Internet and Internet-based applications.  |

UNIT- VIII

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|  | Concept of Corporate Strategy; Components of Strategy Formulation; Ansoffs Growth Vector; BCG Model; Porter’s Generic Strategies; Competitor Analysis; Strategic Dimensions and Group Mapping; Industry Analysis; Strategies in Industry Evolution, Fragmentation, Maturity, and decline.  |
|  | Competitive Strategy and Corporate Strategy; Transnationalization of World Economy; Managing Cultural Diversity; Global Entry Strategies; Globalization of Financial System and Services; Managing International Business; Competitive Advantage of Nations; RTP and WTO.  |

UNIT- IX

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|  | Concepts- Types, Characteristics; Motivation; Competencies and its development; Innovation and Entrepreneurship; Small business- Concepts Government policy for promotion of small and tiny enterprises; Process of Business Opportunity Identification.  |
|  | Detailed business plan preparation; Managing small enterprises; Planning for growth; Sickness in Small Enterprises; Rehabilitation of Sick Enterprises; Entrepreneurship (Organizational Entrepreneurship).  |

UNIT- X

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|  | Ethics and Management System; Ethical issues and Analysis in Management Value based organizations; Personal framework for ethical choices.  |
|  | Ethical pressure on individual in organizations; Gender issues; Environmental ethics; Social responsibilities of business Corporate governance and ethics.  |