

UNIT I

Introduction to business - Business activities Characteristics - Objectives - Business as a system - Business environment - SWOT Analysis (Strength, Weakness, Opportunities, Treats)

UNIT II

Business firms - Forms of organisation - sole proprietors, Partnership, Joint-Hindu family, Joint stock company, Co-operative organisations - Public Enterprises.

UNIT III

Banking and financial services - Traditional functions of banks - Agency services - Lead bank scheme - service area approach - loans and advances - Mortgage, Pledge and Hypothecation certificate of Deposits - Commercial papers - credit cards - leasing - mutual funds - Merchant Banking - Factoring.

UNIT IV

Legal systems - Law of contract - Agency - Negotiable Instruments - Sale of goods Act - Company Law - Industrial Law with special reference to Industrial Dispute Act - Standing orders - Factories Act - Payment of wages Act - Employees State Insurance Act.

UNIT V

Capital Market - Primary Market - New issues Market - stock exchange - SEBI - Secondary Market, Commercial Banks - Financial Institutions - IDBI, IFCI, ICICI, UTI, LIC, SIDBI, SIDCO.

UNIT VI

International Trade - Import and Export procedures and Documentation - Institutional Arrangements - EOU (Export oriented Units) EPZ (Export Processing Zones) - ECGC(Export Credit and Guarantee Corporation) EXIM(Export and Import Bank) - Global Finance - FII's (Foreign Institutional Investors) GDR (Global Depository receipts) EURO Currencies Market.

UNIT VII

Accounting for managers - Accounting concepts and conventions - objectives, types and methods of cost Accounting - Marginal and standard costing - Budgetary control.

UNIT VIII

Entrepreneurship Development Programme - Nature and functions - Factors in Entrepreneurial success - Development of Entrepreneur skills - Role of financial institutions and EDP organisations in Tamil Nadu - Role of women Entrepreneurs - TRYSEM - Business Ethics.

UNIT IX

Organisational Behaviour - Individual behaviour - Motivation, Morale, Personality Perception, learning and attitude - change and Development. Inter - personal behaviour - Leadership, communication, supervision - Group Behaviour - Types - Group dynamics - Organisational

UNIT X

Business management - Approaches - functions - planning - organising - Staffing - Directing - controlling Co-ordination.

PAPER - II

UNIT I

Personnel Management - Meaning, scope, Objectives - Procurement - Manpower Planning - Recruitment - Selection and placement - Training and Development - wages and salary Administration - performance Appraisal - Promotion and Transfer - Industrial Relations - Industrial Disputes Settlement - collective Bargain - workers Participation in Management - Labour Welfare Measures.

UNIT II

FINANCIAL MANAGEMENT - Meaning, Scope, Objectives - financial planning - capitalisation - Methods of financing - cost of capital - Leverages - Analysis of Financial Statements - Fund flow statements - cash flow statements - Ratio Analysis - Capital Budgeting - Working Capital Management.

UNIT III

Production Management - Meaning, Scope, Objectives - Plant Location - Layout - Production Planning and control - production control techniques - quality control - Inspection - Maintenance Management and Methods analysis - concepts of CAD, CAM.

UNIT IV

Materials Management - Meaning scope objectives - purchasing - storing - methods of Inventory control - Vendor rating and development - Materials handling equipments store room equipments.

UNIT V

MARKETING MANAGEMENT - Core concept of marketing - Scope of marketing - functions and Importance of Marketing - Market segmentation, consumerism - Marketing Research - Marketing Mix - Product, Price, Place and Promotion - Marketing, Information System - Consumer Behaviour.

UNIT VI

Management Information System - meaning - scope - objectives -structure - Components of Data Processing - concepts - Information, Systems, Communication - Decision Making Process - Information support for Managerial process - Decision support system - Supporting System Vs MIS - future perspective and systems management.

UNIT VII

Quantitative Techniques - Measures of Central tendency - Measures of dispersion - Correlation - regression, Time Series - Index numbers - Probability distribution - hypothesis testing - Matrix and set theories.

UNIT VIII

Operations Research - Meaning, Scope, importance - objectives - Models in operations Research - Decision theory, Decision making situations - Planning Scheduling and Controlling by PERT and CPM.

UNIT IX

Managerial Economics - concepts and Techniques - Demand and supply analysis - forecasting techniques - Pricing decisions under different types of Market structures - concepts in resource allocation.

UNIT X

Emerging Trends in Management - Business Process Reengineering (BPR) - Total quality Management (TQM) Vs Total Productivity Management(TPM) - Quality Circles - Financial Engineering - Credit Rating and Rating Agencies - Strategic Management.