

**Department of Business Administration**  
**Jai Narain Vyas University, Jodhpur**

**SYLLABUS**

**MPET BUSINESS ADMINISTRATION, 2012**

***Unit-I Business Management & Strategic Management***

Principles of Management. Planning: Objectives, Strategies, Process. Decision-making. Organising: Organisational Structure, Formal and Informal organizations, Organisational culture. Staffing and Controlling. Corporate Governance and Business Ethics. Meaning and Nature of Strategic Management. Vision, Mission, Objectives and Goals. Environmental analysis and Diagnosis. Strategic levels in Organisations. SWOT analysis, TOWS Matrix, Portfolio analysis: BCG matrix. Strategic planning: Meaning, Stages, alternatives; Strategy formulation. Strategy implementation, evaluation and Control.

***Unit-II Organisational Behaviour***

The concept and significance of organizational behaviour. Skills and roles in an organization. Classical, Neo-classical and modern theories of organizational structure. Organisational design. Understanding and Managing individual behaviour: Personality, Perception, Values, Attitudes, Learning, Motivation. Understanding and managing group behaviour Processes: Inter-personal and group dynamics, Communication, Leadership, Managing change, Managing conflicts.

### ***Unit-III Financial Management***

Nature and Scope of Financial management. Capital Structure, Financial and operating leverage, Cost of Capital, Capital budgeting, working capital management, Dividend Policy, Cash management: Receivables and Inventory management.

### ***Unit-IV Marketing Management***

Marketing Tasks, Concepts and Tools, Marketing Environment. Consumer Behaviour and Market Segmentation. Product decisions, Pricing decisions, Distribution decisions, Promotion decisions, Marketing Research, On-line Marketing, Direct Marketing: Social, Ethical and legal aspects of marketing in India.

### ***Unit-V Human Resource Management***

Concept, Role and Functions of Human Resource Management. Human Resource Planning. Job analysis, Job description and specifications, Use of Job analysis information, Recruitment and Selection. Training and Development, Succession Planning. Compensation: Wage and Salary administration, Incentives and Fringe benefits, Morale and Productivity, Performance Appraisal. Industrial relations in India, Health, Safety, Welfare and Social Security. Workers participation in Management.