



PAPER- I
MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR

1. **MANAGEMENT-**
Meaning, concept, nature and significance of management an overview of functional areas of management, function of a manager.
2. **PLANNING AND MANAGERIAL FUNCTION-**
Planning concept, meaning, process and implementation, Management by objective, delegation of authority, direction control- nature, process and techniques
3. **MOTIVATION AND LEADERSHIP-**
Motivation-Meaning, nature, types and theories of motivation, leadership-concept, meaning, feature, theories (approaches) and barriers
4. **ORGANISATIONAL BEHAVIOUR-**
Concept and significance, relationship between management and og, behaviour, organisations culture-relevance of culture in the changing scenario, organisation politics- impression management and defensive behaviour.
5. **ORGANISATIONAL CONFLICTS-**
Sources, patterns, levels and types of conflict, traditional land modern approaches to conflict, reduction of conflict.
6. **Organisational Communication-**
Communication process, barriers of effective communication improving and types of communication, concept of two way communication



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PAPER- II

PORTFOLIO MANAGEMENT AND TOTAL QUALITY MANAGEMENT

- 1. PORTFOLIO- MANAGEMENT-**
Concept meaning objectives, importance and various issues in portfolio, revision of portfolio an evaluation
- 2. PORTFOLIO- ANALYSIS-**
Estimating rate of return and standard deviation of portfolio, portfolio total risk, portfolio, market, risk and unique risk
- 3. PORTFOLIO PERFORMANCE EVALUATION-**
Measure of return, risk adjusted measure of return, market timing, evaluation criteria and procedures.
- 4. QUALITY CONTROL AND INSPECTION-**
Quality control- meaning, importance and role of Q, C. in modern business, Q.C. techniques, benefit of Q. Control, inspection- concept, types and relation with Q. control inspection management
- 5. S.Q.C. MANAGEMENT-**
Statistical quality control- meaning, objectives and role in management S.Q.C., management role in preparation of new business, essential statistical tools to measure it
- 6. T.Q.M.**
Objectives and importance, role in new business and international business



PAPER- III
HUMAN RESOURCE MANAGEMENT

- 1. PERSONAL MANAGEMENT-**
Its evaluation and present position function of personnel division, selection, training, placement, and development of personal.
- 2. ROLE OF BEHAVIOUR SCIENCE IN MANAGEMENT-**
Job satisfaction and frustration, individual's behaviour in organisation, career planning and development, potential appraisals and development.
- 3. SUPERVISIN OF PERSONEL-**
Motivation communication, problems of turnover absenteeism discipline productivity an industrial peace, key feature of M.B.O.
- 4. WORKER'S PARTCIPATION-**
Impotence and role of worker's participation in effective business, worker's participation in management, role of collective bargaining, main feature of collective bargaining
- 5. COMPENSATION TO EMPLOYEES-**
Importance of wages policy- minimum wage, fairwater and living wage, Methods of payment, time wage V/s piece wage, profit sharing-meaning, features, objective
- 6. HUMAN FACTOR IN INDUSTRY-**
Industrial psychology- its meaning, scope and objective, area conversed by industrial psychology. Motivation to employees, need satisfaction approaches, employees morals-measure to build up morale.



**PAPER- IV
PRODUCTION AND OPERATION MANAGEMENT**

- 1. PRODUCTION AND OPERATIONS-**
Introduction historical evaluation of management through production- types of production systems- product design production- types of production system- product design -process planning- production routing and scheduling.
- 2. MATERIALS MANAGEMENT-**
Functions materials planning and budgeting, inventory control store keeping objectives and functions, purchase functions and procedure.
- 3. QUALITY CONTROL-**
Purpose of Q.C. and inspection, control charts and acceptances sampling, S.Q. control, advantages of S.Q.C. maintenance management, sales fore casting
- 4. PLANT LAYOUT, STORES AND MAINTENANCE-**
Factory location and site selection plant layout and design, working conditions, duties of store keeper, repair maintenance, cost of preventive maintenance location and arrangement of stores.
- 5. OPERATION RESEARCH-**
Concept and significance of O.R. evaluation of O.R. operation research, models steps in designing operation research studies.
- 6. LINEAR PROGRAMMING AND ITS APPLICATION-**
Graphic method and simplex method, transportation and assignment problems, criteria of sharing strategies, application areas of pert and CPM



PAPER- V
MARKETING RESEARCH AND CONSUMER BEHAVIOUR

1. **MARKETING RESEARCH:** Meaning and importance, role and scope of marketing research, merits and demerits of M.R. special techniques for M.R. M. R. and marketing information systems.
2. **PRODUCT AND PROMOTION RESEARCH-** Need, areas of product research, new product development, concept development product test and test marketing procedures, evaluation advt. effectiveness media research, motivation research.
3. **SALES AND DISTRIBUTION RESEARCH:** Methods of measuring market potential- sales control research- sales forecasting, sales analysis.
Distribution research -distribution cost analysis, location of sales representative
Locating retail outlet and ware house
4. **CONSUMER BEHAVIOUR:** What is C. B., Why to study C.B. application of C.B. role of marketing in consumer behaviours, market segmentation and C.B. principles of strategic marketing
5. **CONSUMER DECISION MAKING PROCESS-** C.D making process, comprehensive models of C.D.M. personal influence and the opinion, leadership, diffusion of innovation process personality and consumer behaviours, new product purchase and repeat purchase.
6. **C.B. APPLICATION-** C.B. applicable to profit and non profit service organisation, marketing ethics govt, policy and consumer protection, consumer movement, marketing opportunities in India.