

Syllabus for DEET

W.E.F. 2021

Department of Management Studies



BINOD BIHARI MAHTO KOYALANCHAL UNIVERSITY
Dhanbad, Jharkhand

Syllabus for DEET Management Studies

Module 1. General Management

- 1.1. Concept and Approaches to Management
- 1.2. Planning Process: Strategic planning, Managerial planning and Operational planning
- 1.3. Problem-solving and Rational Decision-Making, Processes of Organizing and Staffing, Organizational structure, Power and authority, Delegation and Decentralization
- 1.4. Motivation, Approaches to motivation related with job performance and satisfaction. Control process and reporting system, Designing an effective control system
- 1.5. Challenge of corporate governance and accountability of managers. Corporate ethics

Module 2. Managerial Economics

- 2.1 Theory of the firm and business objectives, Economic, Behavioral and Managerial theories
- 2.2 Demand Analysis: Law of Demand, Determinants of Demand, Elasticity of Demand, Demand forecasting.
- 2.3 Input-Output decisions, Law of supply; Elasticity of supply, Production function; short-run analysis; Long-run function, Short-run and long-run cost functions.
- 2.4 Measurement of profit and profit policy
- 2.5 Micro-economic concepts: National Income: Marginal propensity of consume; Multiplier effect; Effective demand.
- 2.6 Accounting Nature of Accounting Information, Financial Accounting: Objectives Accounting Concepts, Principles and Standards- IAS, IFRS

Module 3. Business Environment

- 3.1. Environment: Environment, Ecology and Economic development; Impact of Industrial Development on environment.
- 3.2. Economic environment of business: NITI Ayog, Fiscal policy, Monetary Policy,
- 3.3. Export and import policy: Economic reforms, Liberalization, Technological Environment in India, Policy of research and development;
- 3.4. Patent laws: Technology transfer. Intellectual property rights:

Module 4. Communication and Information Technology

- 4.1. Communication: Analogue and digital data communication, switching techniques.
- 4.2. Computer Networks: Overview of Computer Network, Types of computer networks (LAN, MAN and WAN), network topologies,
- 4.3. Internet: Overview of Internet, Architecture & Functioning of Internet. Basic services over Internet: WWW, FTP, Telnet, IP addresses, URL, domain names, internet protocols, search engines, e-mail, e-commerce, and remote login.
- 4.4. Applications of Information Technology

Module 5. Strategic and Innovation Management

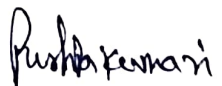
- 5.1. Strategy, defining strategy, importance of strategy, levels at which strategy operates, Strategic Intent (vision, mission, goals, objective)
- 5.2. Corporate level Strategy (grand strategies- stability, Expansion, Retrenchment, combination), Business Level Strategy, functional level strategies
- 5.3. SWOT analysis, business level strategic analysis-experience curve analysis, Industry analysis-porter five force model

Module 6. Organizational Behavior

- 6.1. Fundamentals of OB: Definition, elements, scope and evolution of Organizational Behavior, contributing disciplines to OB, challenges and opportunities for OB,
- 6.2. Interpersonal behavior: Conflict in Organizations, the conflict process, conflict and culture.
- 6.3. Group dynamics: Types of groups, group decision making, stages of group formation. Employee stress: Meaning, causes, impact on productivity.
- 6.4. Leadership: Inspirational Approaches to leadership, types of leadership, styles of leadership, theories of leadership, creating effective leaders, challenges to the leadership construct.

Module7. Entrepreneurship Development

- 7.1. Growth and Development of Small Scale Industries, Definition of small enterprise and their scope in emerging scenario, Incentives and concessions,
- 7.2. Technology know-how and appropriate technology.
- 7.3. Financial and Marketing Management of SSI, Financial planning, long term and short term credit flows, sources of finance including venture capital, project appraisals and financial institutions.
- 7.4. Measures and facilities to SSI for exports, Legal aspects of SSI.



Dr. PUSHPA KUMARI
H.O.D.
DEPARTMENT OF MANAGEMENT STUDIES
B.B.M.K.U., DHANBAD