

**PET - 2024**

**SYLLABUS**

***Faculty*-Commerce and Management Science**

***Subject* - Business Administration  
(Management Science)**



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## **Section - A**

### **Syllabus Paper – I Research Methodology**

1. Foundations of Research: Meaning, Objectives, Motivation, Utility. Concept of theory, empiricism, deductive and inductive theory. Characteristics of scientific method – Understanding the language of research – Concept, Construct, Definition, Variable. Research Process.
2. Problem Identification & Formulation – Research Question – Investigation Question – Measurement Issues – Hypothesis – Qualities of a Good Hypothesis – Null Hypothesis & Alternative Hypothesis. Hypothesis Testing – Logic & Importance
3. Research Design : Concept and Importance in Research – Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses. Experimental Design: Concept of Independent & Dependent variables.
4. Qualitative and Quantitative Research: Qualitative research – Quantitative research – Concept of measurement, causality, generalization, replication. Merging the two approaches.
5. Measurement : Concept of measurement– what is measured? Problems in measurement in research – Validity and Reliability. Levels of measurement – Nominal, Ordinal, Interval, Ratio.
6. Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non Response. Characteristics of a good sample. Probability Sample – Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-stage sampling. Determining size of the sample – Practical considerations in sampling and sample size.
7. Data Analysis: Data Preparation – Univariate analysis (frequency tables, bar charts, pie charts, percentages), Bivariate analysis – Cross tabulations and Chi-square test including testing hypothesis of association.
8. Use of tools / techniques for Research: methods to search required information effectively, Reference Management Software like Zotero/Mendeley, Software for paper formatting like LaTeX/MS Office, Software for detection of Plagiarism.

## Section B

### Unit-I

Management-Concept, Process, Theories and Approaches, Management Roles and Skills, Functions-Planning, Organizing, Staffing, Coordinating and Controlling, Communication-Types, Process and Barriers.

Organisation Structure and Design - Types, Authority, Responsibility, Centralisation, Decentralisation and Span of Control  
Managerial Economics - Concept & Importance, Demand analysis, Market Structures - Market Classification & Price Determination, National Income, Inflation, Business Ethics & CSR

### Unit-II

Organisational Behaviour - Significance & Theories  
Work Force Diversity & Cross Culture  
Organisational Behaviour Emotions and Stress Management  
Human Resource Management -  
Concept, Perspectives, Influences and Recent Trends,  
Human Resource Planning, Recruitment and Selection, Induction, Training and Development  
Job Analysis, Job Evaluation and Compensation Management Strategic Role of Human Resource Management Mapping & Balanced Scoreboard Career, Planning and Development, Performance Management and Appraisal, Organization Development, Change & OD  
Interventions Industrial Relations: Disputes & Grievance Management, Labour Welfare and Social Security

### Unit-III

Accounting Principles and Standards, Preparation of Financial Statements

Financial Statement Analysis -

Ratio Analysis, Funds Flow and Cash Flow Analysis, DuPont Analysis

Financial Management, Concept & Functions

Capital Structure - Theories, Cost of Capital, Sources and Finance Budgeting and

Budgetary Control, Types and Process, Zero Base Budgeting

Value & Returns -

Time Preference for Money, Valuation of Bonds and Shares, Risk and Returns;

Capital Budgeting -

Nature of Investment, Evaluation, Comparison of Methods; Risk and Uncertainty Analysis

Dividend - Theories and Determination

Mergers and Acquisition - Corporate Restructuring, Value Creation, Merger

Working Capital Management - Determinants, Cash, Inventory, Receivables and Payables Management, Factoring

**Unit-IV**

Marketing-Concept,Orientation,TrendsandTasks,CustomerValueandSatisfaction  
MarketSegmentation,PositioningandTargeting

Product and PricingDecision - Product Mix, Product Life Cycle, New  
Productdevelopment, Pricing -TypesandStrategies  
Place and promotion decision - Marketing channels and value networks,  
VMS,IMC,Advertisingand Sales promotion  
ConsumerandIndustrialBuyingBehaviour:TheoriesandModelsofConsumerBehaviour  
BrandManagement-  
RoleofBrands,BrandEquity,EquityModels,DevelopingaBrandingStrategy;BrandName  
Decisions,BrandExtensionsandLoyalty  
LogisticsandSupplyChainManagement,Drivers,Valuecreation,SupplyChainDesign,Desig  
ningandManaging Sales Force, PersonalSelling  
ServiceMarketing-ManagingServiceQualityandBrands,MarketingStrategiesofService  
Firms  
CustomerRelationship Marketing-RelationshipBuilding,Strategies,ValuesandProcess

**Unit-V**

OperationsManagement-RoleandScope

FacilityLocationandLayout-SiteSelectionandAnalysis,Layout-DesignandProcess  
Enterprise Resource Planning - ERP Modules, ERP  
implementationScheduling;Loading,SequencingandMonitoring  
QualityManagementandStatisticalQualityControl,QualityCircles,TotalQualityManagem  
ent- KAIZEN,Benchmarking,SixSigma;ISO9000SeriesStandards  
OperationResearch-Transportation,QueuingDecisionTheory,PERT/CPM

InformationTechnology-UseofComputersinManagementApplications;MIS,DSS  
ArtificialIntelligenceandBigData

Data Warehousing, Data Mining and Knowledge Management -  
ConceptsManagingTechnological Change