



NATIONAL INSTITUTE OF TECHNOLOGY TIRUCHIRAPPALLI – 620 015

Advt. No. NITT/R/F/2019/03 dated 10.11.2019

Syllabus for written test for the Department of Management Studies

Management – Concept, Process, Theories and Approaches, Management Roles and Skills. Functions. Communication – Types, Process and Barriers. Organisation Structure and Design – Authority, Responsibility, Centralisation, Decentralisation and Span of Control. Managerial Economics – Demand analysis – Utility Analysis, Indifference Curve, Elasticity & Forecasting. Market Structures – Market Classification & Price Determination. National Income – Inflation. Business Ethics & CSR. International Business – Managing Business in Globalization Era; Theories; Foreign Direct Investment. Multilateral regulation of Trade and Investment under WTO. International Trade Procedures and Documentation; EXIM Policies. Role of International Financial Institutions – IMF and World Bank

Organisational Behaviour: Individual Behaviour – Personality, Perception, Values, Attitude, Learning and Motivation. Group Behaviour – Team Building, Leadership, Group Dynamics. Interpersonal Behaviour & Transactional Analysis. Organizational Culture & Climate. Work Force Diversity & Cross Culture. Emotions and Stress Management. Human Resource Planning, Recruitment and Selection, Induction, Training and Development. Job Analysis, Job Evaluation and Compensation Management, Strategic Human Resource Management - Competency Mapping Career Planning and Development. Performance Management and Appraisal, Work Life Balance. Industrial Relations: Disputes & Grievance Management, Labour Welfare and Social Security. Trade Union & Collective Bargaining.

Accounting Principles and Standards, Preparation of Financial Statements. Financial Statement Analysis – Ratio Analysis, Funds Flow and Cash Flow Analysis, DuPont Analysis. Preparation of Cost Sheet, Marginal Costing, Cost Volume Profit Analysis. Standard Costing & Variance Analysis. Financial Management, Concept & Functions. Capital Structure – Theories, Cost of Capital, Sources and Finance. Budgeting and Budgetary Control, Types and Process, Zero base Budgeting. EBIT–EPS Analysis, Financial Breakeven Point & Indifference Level.

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 Negotiations, Leveraged Buyouts, Takeover Portfolio Management – CAPM, APT. Derivatives – Options, Option Payoffs, Option Pricing, Forward Contracts & Future Contracts. Working Capital Management – Determinants, Cash, Inventory, Receivables and Payables Management, Foreign exchange market

Marketing – Concept, Orientation, Trends and Tasks, Customer Value and Satisfaction. Market Segmentation, Positioning and Targeting. Product and Pricing Decision – Product Mix, Product Life Cycle, New Product development, Pricing, Place and promotion decision – Marketing channels and value networks, Advertising and Sales promotion. Theories and Models of Consumer Behaviour. Brand Management – Role of Brands, Brand Equity, Equity Models, Developing a Branding Strategy; Brand Name Decisions, Brand Extensions and Loyalty. Service Marketing – Managing Service Quality and Brands, Marketing Strategies of Service Firm. Customer Relationship Marketing, Retail Marketing, Types of Retail Outlets, e-Marketing, Direct Marketing, Digital Marketing and Green Marketing. International Marketing, Operations Management: Facility Location and Layout – Site Selection and Analysis, Layout – Design and Process. Scheduling; Loading, Sequencing and Monitoring. Quality Management and Statistical Quality Control, Quality Circles, Total Quality Management – KAIZEN, Benchmarking, Six Sigma; ISO 9000 Series

Standards. Designing the Supply Chain Network - Supply chain strategies, achieving strategic fit, Supply chain drivers, Supply chain performance measurement: Performance Metrics. Demand forecasting in supply chain, Aggregate planning in supply chain, Predictable variability. Introduction to Supply Chain Inventory Management. Inventory theory models: Economic Order Quantity Models, Reorder Point Models and Multiechelon Inventory Systems, Relevant deterministic and stochastic inventory models and Vendor managed inventory models. Operation Research – Linear Programming, Transportation, Queuing Decision Theory, PERT / CPM.

Statistics for Management: Measures of Central Tendency and Dispersion, Probability Distribution – Binominal, Poisson, Normal and Exponential. Data Collection & Questionnaire Design & Development. Sampling – Concept, Process and Techniques, Hypothesis Testing – Procedure; t, Z, f, Chi-square tests. Correlation and Regression Analysis. Linear Regression Model, Ordinary Least Square (OLS) Approach – measures of fit, statistical inferences.

Information Technology – Use of Computers in Management Applications; MIS, DSS, DBMS, Business Intelligence, Business Performance Management, Business Analytics, OLAP, Artificial Intelligence and Big Data. Data Warehousing, Data Mining and Knowledge Management, Dashboard, Balance Scorecard, ERP, information security & Control.

Strategic Management – Concept, Process, Decision & Types. Strategic Analysis – External Analysis, PEST, Porter's Approach to industry analysis, Internal Analysis – Resource Based Approach, Value Chain Analysis. Strategy Formulation – SWOT Analysis, Corporate Strategy – Growth, Stability, Retrenchment, Integration and Diversification, Business Portfolio Analysis - BCG, GE Business Model, Ansoff's Product Market Growth Matrix. Strategy Implementation – Challenges of Change, Developing Programs Mckinsey 7s Framework.

Entrepreneurship Development: Intrapreneurship, Women Entrepreneurship and Rural Entrepreneurship. Innovations in Business, Business Plan and Feasibility Analysis, Micro and Small Scale Industries in India; Role of Government in Promoting SSI, Finance to Small Industries – Financial Institutions, Commercial Banks, Cooperative Banks, Micro Finance.