

# **SCHOOL OF MANAGEMENT**

## **Human Resource Management:**

HR challenges; HRM functions; Strategic Management of human resources; Human resource planning; Job analysis; Job evaluation; Recruitment and selection; Training and development; Promotion and transfer; Performance management; Compensation management and benefits; Employee morale and productivity; Management of organizational climate and Industrial relations; Human resources accounting and audit; Human resource information system;

## **Marketing Management:**

Concept, evolution and scope; Marketing strategy formulation and components of marketing plan; Segmenting and targeting the market; Positioning and differentiating the market offering; Analyzing competition; Analyzing consumer markets; Industrial buyer behavior ; Market research; Product strategy; Pricing strategies; Designing and managing Marketing channels; Integrated marketing communications; Building customer satisfaction, Value and retention; Services and non-profit marketing; Ethics in marketing;

## **Financial Management:**

Goals of finance function; Concepts of value and return; Valuation of bonds and shares; Management of working capital: Estimation and financing; Management of cash, receivables, inventory and current liabilities; Cost of capital; Capital budgeting; Financial and operating leverage; Design of capital structure: theories and practices; Shareholder value creation: dividend policy, corporate financial policy and strategy; Capital and money markets: institutions and instruments; Leasing, hire purchase and venture capital; Regulation of capital market; Risk and return: portfolio theory; Financial derivatives: option, futures, swap

## **Operations Management:**

Fundamentals of operations management; Organizing for production; Aggregate production planning, capacity planning, plant design: process planning, plant size and scale of operations, Management of facilities; Line balancing; Equipment replacement and maintenance; Production control; Supply chain management - vendor evaluation and audit; Quality management; Statistical process control, Six Sigma; Flexibility and agility in manufacturing systems; World class manufacturing; Project management concepts, R&D management, Management of service operations; Role and importance of materials management, value analysis, make or buy decision; Inventory control, MRP; Waste management.