

DEPARTMENT OF BUSINESS MANAGEMENT
USE OF ICT – E RESOURCES – LIST OF PPT'S
2024-2025

S. No.	Course	Topic
SEMESTER I		
1.	Principles of Management	Introduction to Management
2.		Management Thought
3.		Planning
4.		Decision Making
5.		Organization
6.		Authority
7.		Staffing
8.		Training
9.		Coordination
10.		Control
11.		Motivation
12.		Emerging Issues in Management
13.		Talent & Knowledge Management
14.		Leadership
15.		Organizational Change & Development
16.		Corporate Social Responsibility
17.	Basics of Marketing	New Product Development
18.		Product & Pricing Decision
19.		Promotion Mix
SEMESTER II		
20.	Organization Behaviour	Organisational Behaviour
21.		Motivation
22.		Group Dynamics
23.		Management of Change

24.		Organisational Culture, Conflict & Effectiveness
25.	Business Statistics	Introduction To Statistics
26.		Measures Of Central Tendency
27.		Measures Of Dispersion
28.		Skewness and Kurtosis
29.	Financial Accounting	Introduction to Financial accounting
30.		Types of books & Trial Balance
31.		Preparation Of financial statements
32.		Financial Statement analysis & ratios
33.		Indian Accounting Standards
34.	Business Economics	Business Economics – Nature and scope
35.		Demand concepts and elasticity of Demand
36.		Production and Cost concepts
37.		Budget Line
38.		Market Structures and Pricing
SEMESTER III		
39.	Financial Management	Introduction To Financial Management
40.		Capital Budgeting
41.		Working capital Management
42.		Inventory Management
43.		Receivables Management
44.	Management Science	Introduction To Production and Operations Management
45.		Plant Management and Work Study
46.		Purchase and Stores Management
47.		Introduction To Production and Operations Management

SEMESTER IV

48.	Marketing Research	Marketing Research
49.		Sources of Data
50.		Secondary Method of Data Collection
51.		Measurement and scaling
52.		Sampling
53.	Management Science	Introduction To Production and Operations Management
54.		Plant Management and Work Study
55.		Purchase and Stores Management
56.	Business Law & Ethics	Law of Contracts
57.		Law Relating to Special Contract
58.		Companies Act
59.		Consumer Protection Act
60.		Business Ethics
61.	Human Resource Management	Introduction To Human Resource Management and Environment
62.		Acquiring Human Resources
63.		Developing Human Resource
64.		Labor Management
65.		Rewarding Human Resources
66.	Financial Management	Introduction to Financial Management
67.		Time Value of Money
68.		Capital Budgeting
69.		Sources of Finance
70.		EBIT-EPS Analysis
71.		Cost of Capital
72.		Dividend Policy Decision
73.	Working Capital Management	

74.		Cash Management
75.		Receivables Management
76.		Inventory Management
SEMESTER V		
77.	Organization Development	General Introduction to OD
78.		Foundations of OD
79.		Managing the OD Process
80.		OD Interventions
81.		Applications of OD
82.	Analysis of Investment in Financial Assets	Introduction To Investment Management
83.		Fixed Income securities
84.		Valuation of common stock
85.		Basic portfolio theory
86.	Performance Appraisal & Counselling	Performance Appraisal
87.		Panning Performance
88.		Performance Measurement
89.		Improving Performance
90.		Counselling
91.	Financial Markets & Services	Structure of Indian Financial System
92.		Primary & Secondary Markets
93.		Leasing
94.		Hire Purchase
95.		Venture Capital
96.		Credit Rating
97.		Factoring
98.		Forfaiting
99.		Merchant Bankers
100.		Mutual Funds

SEMESTER VI

101.	Supply Chain Management	Introduction to Supply Chain Management
102.		Sourcing Strategy
103.		Distribution Strategy
104.		Inventory Strategy
105.		Channels of Distribution
106.		Customer Service Strategy
107.	Banking	Introduction to Banking
108.		RBI & Types of Banks
109.		Negotiable Instruments
110.		Cheques
111.		Innovation & Regulation in Banking
112.	Buyer Behaviour	Introduction to Consumer Behaviour
113.		Perception and Learning Theory
114.		Impact of Culture on Buyer Behaviour: Social & Cultural Settings
115.		Consumer Decision- making & Buyer Attitude
116.		Models of Consumer Behaviour
117.	Compensation Management	Introduction to compensation management
118.		Understanding pay systems & Indian Wage Administration
119.		Employee benefits management
120.		Contemporary Strategic Compensation Challenges
121.	Insurance	Introduction to insurance
122.		Life Insurance & General Insurance
123.		Policy documents & policy Claims
124.	Leadership & Change Management	Introduction To Leadership
125.		Leadership Styles and Theories

126.		Organizational Change
127.		Influence Of Change
128.		Organizational Culture and Change Management
129.	Customer Relationship Management	Evolution of Customer Relationship
130.		CRM Concepts
131.		Planning for CRM
132.		CRM & Marketing Strategy
133.		CRM Problems in Implementation