3.1 ORGANISATIONAL BEHAVIOUR

Introduction: need to understand human behavior: concept and nature of organizational behavior, contributing disciplines to the field of OB: OB model

Individual behavior self-concept ability, learning-theories and reinforcement schedule; values and attitudes personality-determinants and traits; emotion; perception-process and error

Interpersonal behavior; Johari window transactional analysis-ego states type of transaction, life position, application of T.A.

Group behavior & team development concept of group and group dynamics; theories of group formation and group behavior decision making inter group behavior concept of team types of team building and managing effective teams

Organizational culture managing conflict sources types, process and resolution of conflict managing change across culture empowerment and participation

3.2 MARKETING MANAGEMENT

Nature, scope definition and importance of marketing basic concepts what is market orientation market segmentation target and positioning the 4P’s of market, product strategy, product innovation and diffusion, product development, product lifecycle, and product mix, pricing decision and designing pricing strategies and programs pricing techniques

Market channel type of channels and their importance channel strategies designing and managing retailing physical distribution marketing logistics and supply chain management

Promotion, advertising meaning and importance, types, promotion mix, sales promotion (push versus pull strategy)
Selling function in marketing personal selling-nature importance and process direct marketing

3.3 COST AND MANAGEMENT ACCOUNTING


Cost elements: material cost, labour cost and overhead costing, method, job costing, contract costing and process costing, batch costing

Standard costing: variance analysis

Break-even analysis: marginal costing

Budgets and budgetary control: meaning, objective and limitations of budgetary control types of budget master budget and functional budget production budget raw material budget sales budget flexible budget and cash budget (receipts and payment method)

3.4 PRODUCTION AND OPERATION MANAGEMENT

Production management: definition, scope, importance, function, basic manufacturing process, production system, continuous and intermittent production system

Plant location-factors affecting plant location, plant layout, principles method of layout, building design roof structure

Work study method, study work measurement-steps, work productivity and work study

Purchasing: objectives and importance, organization purchasing methods, purchasing procedure ethics in purchasing legal aspects in purchasing

Stores keeping: objectives and importance, function, inventory control EOQ/ABC analysis, standardization, simplification, codification-KARDEX system
Quality control: objective and importance, inspection and quality controls, statistical quality control, control surplus and waste disposal

3.5 OFFICE ORGANISATION AND MANAGEMENT

Modern offices and function: Introduction; meaning of office, office work, office activities; the purpose of the office; office function; basic function, administrative management, functions, importance of office; the changing office scene

Office management meaning and definition; principles of management, elements of office management scientific management of the office, Qualification and function of the office management, Dysfunctionality of office

Office organization: meaning and definition, benefits of good organization, steps in organization

Administrative arrangements and physical condition: Office accommodation, its importance, factors influencing choice of office accommodation, office layout – meaning, importance and principles, steps in office layout

Office automation: Definition, scope of new office technology. Automation-feasibility, management structure and automation

Other form-Design, management and control

Office stationary and supplies: Importance, purchase, storage, records and control

Office Communication-Effective communication-selection of communication system, the communication process-internal and external, organizing correspondence, centralized and decentralized correspondence

Office cost controlling and budgeting: cost reduction and cost saving-importance and methods, Office budget and Budgetary Control-definition and advantages, effective budget.

Office systems control: Organization and methods, wok chart, work measurement and control, prevention of frauds, security and office management performance.