

20. SYLLABUS FOR COMPETITIVE EXAMINATION FOR THE POST OF TEACHING ASSOCIATE IN BUSINESS ADMINISTRATION

1: Theory and Practice of Management-

- Nature and Importance of Management, Process of Management, Managerial Roles, Functions of Management, Skills of Effective Manager, Schools of Management Thought.
- Planning, Managerial Decision making, MBO, Departmentalization, Power and Distribution of Authority.
- Leadership styles, Group Behavior and Team Building, Effective Communication System, Designing Control System, MIS.
- Motivation: Concepts, Contemporary Views on Motivation, Management of Change, Conflict Management, Management of Stress, Time Management, Total Quality Management.
- Global Environment of Management, Ethics in Management, Corporate Social Responsibility, Corporate Culture.
- Strategic Management: Role and functions of Strategic Management, Process of Strategic Management, Organizational Mission, Vision and Objectives, strategy and structure.
- Emerging trends in Management.

2: Organization Behavior-

- Organization Behavior: Definition, Scope, Importance, Concepts of organizational behavior, Models of organizational behavior.
- Individual behavior: Perception, Attribution, Personality, Attitude, Learning, Values, Motivation, Job satisfaction.
- Group Dynamics and Team Building: Theories of group formation, formal and informal groups, Importance of team building, Conflict- Definition, Traditional Vs Modern view of Conflict, Types of conflict- Intra personal, Interpersonal, Organizational, Constructive and Destructive Conflict, Conflict Management.
- Stress Management: Definition, causes, types, Management of stress, Interpersonal Relations.
- Personality- Development of personality attributes of personality, Ego state, Transactional Analysis.
- Organization Cultures and climate; Organization effectiveness.

3: Human Resource Management-

- Human Resource Management: Concept, Objectives, Scope and Importance of Human Resource Management, Human Resource Environment in India, Changing Role of HRM, Organization of Human Resource Department.
- Job Analysis and Job Design: Human Resource Planning, Job Analysis, Job Description and Specifications, Job Design Approaches.
- Recruitment and Selection: Factors affecting Recruitment, Sources of Recruitment (Internal and External) Selection Process, Psychological tests for selection, Requirement of a good test for selection, Interviewing, Placement and Induction.
- Human Resource Development: Theories of Learning, Learning interventions, Transfer of learning, Coaching and Mentoring.
- Performance Appraisal: Concept and Objectives, Traditional and Modern Methods, Promotion, Transfer, Separation.
- Compensation Management, Job Evaluation, Base Compensation and Supplementary Compensation, Innovations in Compensation Management.
- Career Planning, Succession Planning.
- Grievances Redressal: Mechanism and Procedure of grievance redressal.
- Trade Unions: Status, Regulations, Union and Management Relations.

4: Legal Aspects of Business-

- The Indian Contract Act, 1872- Essentials of valid contract, Offer and Acceptance, Consideration, Free consent, Void and Voidable agreements, Discharge of contract.
- The Sale of Goods Act, 1930- Sale and Agreement to sell, Conditions and Warranties, Transfer of ownership in goods, Performance of Contract.
- The Companies Act, 2013- Formation of company, Memorandum of Association, Articles of Association, Prospectus, Raising capital, Raising debt- funds, Book building, Management of companies, Board of Directors, Key management personnel; Dividend payment; Accounts and Audit; Winding up.
- Secretarial Practice- Board and Shareholder's meetings, drafting notices, Proposals, Conducting meetings, Recording minutes, corporate reports, Compliance reports.
- The Indian Trade Union Act, 1926.
- The Payment of Wages Act, 1936.

- The Minimum Wages Act, 1948.
- The Factories Act, 1948.
- The Industrial Disputes Act, 1947.
- The Consumer Protection Act, 1986.

5: Marketing Management-

- Marketing Management: Concept, Importance, Scope, Approaches to Marketing, Marketing process, Marketing Environment, Social, Legal and Ethical Issues in Marketing.
- Product Planning: Product Policy, Decisions, Brands and Trade Marks, Packaging, Product Planning in India, Brand Equity.
- Pricing: Factors to be considered in Pricing, Pricing Objectives and Strategy, Breakeven Analysis, Price Maintenance, Discount Policy, Special Selling Terms, Credit Terms.
- Channels of Distribution: Types of Channels, Evaluating the Major Channel Alternatives, Channels of Distribution in India.
- Advertising and Sales Promotion: Advertising Programmes, Advertising strategies, Media management, Impact assessment, Sales Promotion Tools and Techniques, Sales Forecasting, Direct Marketing, Event Management, Integrated Marketing Communication, Customer Relationship Management.
- Market Segmentation, Market Analysis, Market Research.
- Trends in Marketing: Service Marketing, Green Marketing, Digital Marketing, Rural Marketing, Social Media Marketing.
- Sales Management: Sales Planning and Organization, Salesmanship, Sales Evaluation and Control.
- Consumer Behavior: Buying Process, Buying Decision, Making Process, Perception, Attitude, Consumer involvement, Consumerism.
- Supply Chain Management: Logistic activities, Logistic mix, and Logistic organization.
- Export marketing: Regulation, Facilitation and Documentation.
- International Marketing: Nature, Importance, Scope, Domestic and international marketing, International marketing environment.

6: Corporate Governance and Business Environment-

- Social and Cultural environment of business- Company and Stakeholders, Ownership and Control, Shareholder activism, Diversity, Foreign Institutional Investors.
 - Corporate Governance, Board of Directors- Composition. Independence, Board Committees- Role and functions.
 - Social Responsibility of Business- CSR Strategies, CSR Activities.
 - Business and Corporate Ethics- Code of ethics, Ethical dilemmas, Crony Capitalism, Whistle Blower Policy, Insider trading.
 - Legal Environment of Business, Changing Dimensions of Legal Environment, Intellectual Property Rights.
 - Environment Protection, Government Policy on Environment, Water (Prevention and Control of Pollution) Act, 1974, Air (Prevention and Control of Pollution) Act, 1981, Environment (Protection and Control of Pollution) Act, 1988.
 - Globalization: Its implications, Competition Act, 2002.
 - Spirituality and Management: Concept of spirituality, Indian Ethos and Values, Application of Yoga in Management, Meditation and Management of Stress.
 - Concept of Entrepreneurship, Characteristics, Role of Entrepreneurship in Economic Development, Competence and Qualities of Entrepreneur Small Business Management: Characteristics.
 - Ecommerce: Characteristics, Process, Key drivers of Ecommerce, Elements, Standards, Technologies, Ecommerce Models, Mobile Commerce.
-