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| **Management Sciences** | | |
| **Sr. No.** | **Core Areas** | **Percentage** |
| 1. | Finance | 10% |
| 2. | Accounting | 10% |
| 3. | Marketing | 15% |
| 4. | Management | 15% |
| 5. | Quantitative Techniques | 15% |
| 6. | Business Research Methods | 15% |
| 7. | Business Communication and Report Writing | 10% |
| 8. | Economics | 10% |
|  | **Total** | **100%** |

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| **Management Sciences (Detailed)** | | |
| **Sr. No.** | **Core Areas** | **Percentage** |
| **1.** | **FINANCE:**  **1.1 Capital Structure:**  Sources and cost of finance, Capital structure theories, Dividend policies   * 1. **Capital Budgeting Decisions**   Cash flow estimation, Capital projects evaluation techniques  **1.3 Working Capital Management:**  Cash management, Credit control, Inventories management | **10%** |
| **2.** | **ACCOUNTING:**  **2.1 Financial Accounting:**  Accounting cycle, Yearend adjustments, Final accounts: Income statement, Cash flow statement and balance sheet  **2.2 Cost Accounting:**  Cost classification, Accounting for materials, labour and factory overheads  **2.3 Management Accounting:**  Basic variance analysis: Material, labour and factory overheads. Breakeven analysis, Cost benefit analysis | **10%** |
| **3.** | **MARKETING:**  **3.1 Marketing Strategy :**  Marketing mix, Promotion mix, Advertising mix  **3.2 Marketing Research:**  Market exploration: new products  **3.3 Consumer Behavior:**  Consumer needs analysis, Competition, buyer purchase habits | **15%** |
| **4.** | **MANAGEMENT:**  **4.1 Principles of Management:**  Functions of management: decision making, Planning, Organizing, Leading, and Controlling  **4.2 Organizational Behavior:**  OB theories: Maslow hierarchy of needs, Theory X Theory Y , Herzberg’s two factor theory, Motivational theory, Organizational structures  **4.3 Human Resource Management:**  HRM functions: Recruitment, Orientation, Training and development. HR policies, Performance appraisal systems | **15%** |
| **5.** | **QUANTITATIVE TECHNIQUES:**  **5.1 Business Mathematics:**  Linear Equation and their applications, Simple interest, compound interest, ratio and proportion, percentage, differentiation and integration with their applications  **5.2 Business Statistics:**  Measures of central tendency, Measures of dispersion, Probability (simple probability, normal distribution, and hypothesis testing). Correlation and simple regression, ANOVA | **10%** |
| **6.** | **BUSINESS RESEARCH METHODS:**  **6.1 Introduction:**  Definition and nature, Scientific method, research process, Errors in business research  **6.2 Research Design and Data Sources:**  Types of research and research design, Primary and secondary data, Types of data  **6.3 Data collection procedures:**  Measurement process, Concepts of validity and reliability, Data collection methods, Sampling techniques | **15%** |
| **7.** | **BUSINESS COMMUNICATION AND REPORT WRITING:**  **7.1 Effective communication in business:**  Its definition, Characteristics, process, forms, channels and importance, different kinds of communication, features, elements, concepts, Effective communication principles  **7.2 Written Communication:**  7C’s of communication, Gestures, manners, presentations and follow-up or Feedback, Business letters, Reports, Minutes of meetings  **7.3 Communication Technologies:**  Internet, Intranet, Webinar, Social media | **10%** |
| **8.** | **ECONOMICS:**    **8.1 Micro Economics:**  Consumers behavior, Utility (Ordinal and Cardinal approach), Market equilibrium, Elasticity of demand and supply, Factors of production (Land, Labour, Capital, and organization), Market structure (Perfect competition, Monopoly and Duopoly)  **8.2 Macro Economics:**  System of national accounts, consumption, Income, Savings, Inflation and deflation, Balance of payments | **10%** |
|  | **Total** | **100%** |