

Syllabus for PET – 2026 (MANAGEMENT)

Unit – I Management – Concept, Process, Theories and Approaches, Management Roles and Skills Functions – Planning, Organizing, Staffing, Coordinating and Controlling. Communication – Types, Process and Barriers. Decision Making – Concept, Process, Techniques and Tools Organisation Structure and Design – Types, Authority, Responsibility, Centralisation, Decentralisation and Span of Control Managerial Economics – Concept & Importance Demand analysis – Utility Analysis, Indifference Curve, Elasticity & Forecasting Market Structures – Market Classification & Price Determination National Income – Concept, Types and Measurement Inflation – Concept, Types and Measurement Business Ethics & CSR Ethical Issues & Dilemma Corporate Governance Value Based Organisation

Unit – II Organisational Behaviour – Significance & Theories Individual Behaviour – Personality, Perception, Values, Attitude, Learning and Motivation Group Behaviour – Team Building, Leadership, Group Dynamics Interpersonal Behaviour & Transactional Analysis Organizational Culture & Climate Work Force Diversity & Cross Culture Organisational Behaviour Emotions and Stress Management Organisational Justice and Whistle Blowing Human Resource Management – Concept, Perspectives, Influences and Recent Trends Human Resource Planning, Recruitment and Selection, Induction, Training and Development Job Analysis, Job Evaluation and Compensation Management

Unit – III Strategic Role of Human Resource Management Competency Mapping & Balanced Scoreboard Career Planning and Development Performance Management and Appraisal Organization Development, Change & OD Interventions Talent Management & Skill Development Employee Engagement & Work Life Balance Industrial Relations: Disputes & Grievance Management, Labour Welfare and Social Security Trade Union & Collective Bargaining International Human Resource Management – HR Challenge of International Business Green HRM

Unit– IV Accounting Principles and Standards, Preparation of Financial Statements Financial Statement Analysis – Ratio Analysis, Funds Flow and Cash Flow Analysis, DuPont Analysis Preparation of Cost Sheet, Marginal Costing, Cost Volume Profit Analysis Standard Costing & Variance Analysis Financial Management, Concept & Functions Capital Structure – Theories, Cost of Capital, Sources and Finance Budgeting and Budgetary Control, Types and Process, Zero base Budgeting Leverages – Operating, Financial and Combined Leverages, EBIT–EPS Analysis, Financial Breakeven Point & Indifference Level.

Unit –V Value & Returns – Time Preference for Money, Valuation of Bonds and Shares, Risk and Returns; Capital Budgeting – Nature of Investment, Evaluation, Comparison of Methods; Risk and Uncertainly Analysis Dividend – Theories and Determination Mergers and Acquisition – Corporate Restructuring, Value Creation, Merger Negotiations, Leveraged Buyouts, Takeover Portfolio Management – CAPM, APT Derivatives – Options, Option Payoffs, Option Pricing, Forward Contracts & Future Contracts Working Capital Management – Determinants, Cash, Inventory, Receivables and Payables Management, Factoring International Financial Management, Foreign exchange market

Unit - VI Strategic Management – Concept, Process, Decision & Types Strategic Analysis – External Analysis, PEST, Porter’s Approach to industry analysis, Internal Analysis – Resource Based Approach, Value Chain Analysis Strategy Formulation – SWOT Analysis, Corporate

Strategy – Growth, Stability, Retrenchment, Integration and Diversification, Business Portfolio Analysis - BCG, GE Business Model, Ansoff's Product Market Growth Matrix Strategy Implementation – Challenges of Change, Developing Programs Mckinsey 7s Framework Marketing – Concept, Orientation, Trends and Tasks, Customer Value and Satisfaction Market Segmentation, Positioning and Targeting Product and Pricing Decision – Product Mix, Product Life Cycle, New Product development, Pricing – Types and Strategies Place and promotion decision – Marketing channels and value networks, VMS, IMC, Advertising and Sales promotion

Unit –VII Consumer and Industrial Buying Behaviour: Theories and Models of Consumer Behaviour Brand Management – Role of Brands, Brand Equity, Equity Models, Developing a Branding Strategy; Brand Name Decisions, Brand Extensions and Loyalty Logistics and Supply Chain Management, Drivers, Value creation, Supply Chain Design, Designing and Managing Sales Force, Personal Selling Service Marketing – Managing Service Quality and Brands, Marketing Strategies of Service Firms Customer Relationship Marketing – Relationship Building, Strategies, Values and Process Retail Marketing – Recent Trends in India, Types of Retail Outlets. Emerging Trends in Marketing – Concept of e-Marketing, Direct Marketing, Digital Marketing and Green Marketing International Marketing – Entry Mode Decisions, Planning Marketing Mix for International Markets

Unit –VIII Statistics for Management: Concept, Measures Of Central Tendency and Dispersion, Probability Distribution – Binominal, Poison, Normal and Exponential Data Collection & Questionnaire Design Sampling – Concept, Process and Techniques Hypothesis Testing – Procedure; T, Z, F, Chi-square tests Correlation and Regression Analysis Operations Management – Role and Scope Facility Location and Layout – Site Selection and Analysis, Layout – Design and Process Enterprise Resource Planning – ERP Modules, ERP implementation Scheduling; Loading, Sequencing and Monitoring Quality Management and Statistical Quality Control, Quality Circles, Total Quality Management – KAIZEN, Benchmarking, Six Sigma; ISO 9000 Series Standards Operation Research – Transportation, Queuing Decision Theory, PERT / CPM

Unit –IX International Business – Managing Business in Globalization Era; Theories of International Trade; Balance of payment Foreign Direct Investment – Benefits and Costs Multilateral regulation of Trade and Investment under WTO International Trade Procedures and Documentation; EXIM Policies Role of International Financial Institutions – IMF and World Bank Information Technology – Use of Computers in Management Applications; MIS, DSS Artificial Intelligence and Big Data Data Warehousing, Data Mining and Knowledge Management – Concepts Managing Technological Change

Unit – X Entrepreneurship Development – Concept, Types, Theories and Process, Developing Entrepreneurial Competencies Intrapreneurship – Concept and Process Women Entrepreneurship and Rural Entrepreneurship Innovations in Business – Types of Innovations, Creating and Identifying Opportunities, Screening of Business Ideas Business Plan and Feasibility Analysis – Concept and Process of Technical, Market and Financial Analysis Micro and Small Scale Industries in India; Role of Government in Promoting SSI Sickness in Small Industries – Reasons and Rehabilitation Institutional Finance to Small Industries – Financial Institutions, Commercial Banks, Cooperative Banks, Micro Finance.