



TAMIL NADU STATE ELIGIBILITY TEST (TNSET 2024)

SYLLABUS

Subject: Management

Code No: 2424

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.