

UNIVERSITY OF CALIFORNIA, SAN DIEGO
1982-1983

FIRST VILLAGE

DEPARTMENT OF BUSINESS MANAGEMENT

Production Management - Inventory Control
Distribution and Logistics - Forecasting
and Information Systems - Supply Management
Information Systems - Quality Control -
Plant - System Building - Project Management
Financial Management - Operations - US & Foreign
Markets - International - Business - Management - Case Studies

Marketing Management - Marketing Concepts -
Company - Sales - Sales Management -
Product - Pricing - Demand - Forecasting
Product - Market - Cycle - etc.

SCHOOL OF SOCIAL SCIENCES, HUMANITIES & MANAGEMENT

Production Management - Forecasting - Inventory Control
Distribution and Logistics - Forecasting - Inventory Control
Information Systems - Supply Management - Quality Control
Project Management - Plant - System Building -
Financial Management - Operations - US & Foreign
Markets - International - Business - Management - Case Studies

Production management - Inventory control
Distribution and logistics - Forecasting
Information management - Supply control
Project management - Plant - System building
Financial planning - Operations - US & Foreign
Markets - International - Business - Management -
Case studies - Case studies - Case studies - Case studies
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Human Resource Management - Human Resources -
Organizational Planning - Organizational -
Structure and Management - Selection - Performance
Management - Training - Career - Development -
Compensation and Incentives - Reward Management
Organizational Development - Personnel Management -
Human Resource Management in International Context

SRI PADMAVATHI MAHILA VISVAVIDYALAYAM::TIRUPATI
(Women's University)

RESET SYLLABUS

DEPARTMENT OF BUSINESS MANAGEMENT

- UNIT 1 : Information Systems - Decision Making Process - Relationship between Organizations and Information Systems - Toward the Digital Firms - Computers and Information Processing - Systems Approach - Integration of Information - Information System Planning - Systems Development and Organizational Change - Systems Building Methods Outsourcing Information - Systems - Functional Information Systems - DSS System - Enterprise Networking - Types of Networks - Internet - Intranet - Implementing - Enterprise Networking.
- UNIT 2 : Marketing - Definition - Marketing Concepts - Marketing environment - Consumerism - CRM - Green marketing - Globalization - Consumer behaviour - Targeting - Positioning - Demand measurement and sales forecasting - Product strategy - Product life cycle (PLC) strategies - New product development - Branding and packaging - Pricing - Distribution Channels - Logistics and Supply chain management - Promotion - Promotion mix - Strategic marketing - Portfolio models - Marketing control.
- UNIT 3 : Foundation of Finance - Risk and return - Cost of capital Investment in assets - Capital budgeting - Theories of Capital Structure - Dividend theories - Stock dividend and stock splits - Liquidity and working capital management : cash management - Management of accounts receivables and inventories - Estimating working capital requirement - Factoring.
- UNIT 4 : Production management - Systems approach - Contemporary challenges - Location and layout - Work systems design - Job Design - Methods study - Material management - Inventory controls methods - Value analysis - ABC analysis - Deterministic inventory models - Material requirements planning - Vendor analysis - Work standards - material standards - Process planning - production planning - demand projection and capacity assessment - Line balancing - Routing - scheduling - Gantt Management - Inspection - Acceptance sampling - Control charts - batch scheduling - Machine utilization - Floor shop scheduling - Time span - Minimization using Johnson's algorithms
- UNIT 5 : Human Resource Management - HRM functions - Challenges to the Manager - Human resource planning - Job analysis - Job description and specification - Recruitment and placement - selection - performance appraisal - Human resource development (HRD) - Training and development programmes - Career planning and Development - Reward management - Job evaluation - Wage and salary determination - Personnel research - Personnel records - Human resource management in International Business.

