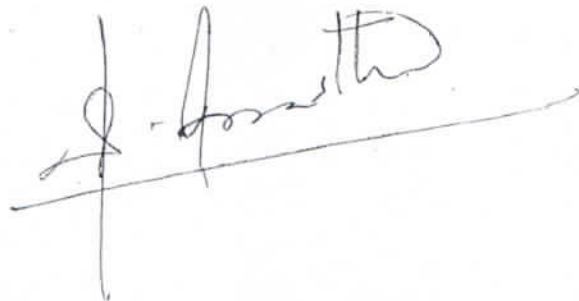


MAM T601 Business Policy

- UNIT-I: Business Policy – An Introduction:  
Nature, Importance, Purpose and Objectives of business policy,  
Various terms in business policy, Levels of strategy.
- UNIT-II: An Overview of Strategic Management:  
Nature of strategic decision making, Patterns of strategic behavior,  
Process of strategic management.
- UNIT-III: Strategy Formulation:  
Environmental Appraisal – Components, Environmental scanning,  
Environmental appraisal.  
Organizational Appraisal – Organisation capability factors, Organisation  
appraisal.  
Strategic Alternatives, Strategic Choice and SWOT Analysis.
- UNIT-IV: Strategy Implementation:  
Project and procedural implementation.  
Structural Implementation – Structural considerations, structures, Organisation  
design and change.  
Functional Implementation – Financial / Marketing / Operations / Personnel plans  
and Policy.  
Behavioral Implementation – Leadership, Corporate culture, Personal values and  
Business ethics.
- UNIT-V: Strategy Evaluation:  
Strategic Control – Basic types of control, Operational Control – Process of  
evaluation. Techniques of evaluation and control, Role of Organisation system.

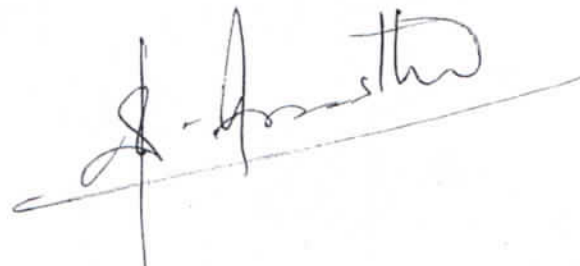


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MAM T602 Operations Research

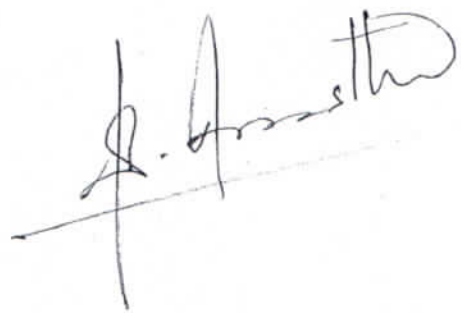
- UNIT-I: Introduction:  
Nature, Scope and Role of operations research, Models in operations research, Phases of operations research, Techniques of operations research, Application of operations research techniques, Significance and Limitations of operations research.
- UNIT-II: Linear Programming:  
Meaning of linear programming, Advantages and Limitations of linear programming, Application areas of linear programming, Formulation of linear programming problems, Graphical method of linear programming.
- UNIT-III: Transportations Problems:  
Introduction, Balanced or Unbalanced transportation problems, Applications and Transport problems, North-west corner method, Least cost method and Vogel's approximation Method, Test of optimality by stepping stone method and Modi method.
- UNIT-IV: Decision Theory:  
Introduction and Structure of decision making problems, Types of decision making criteria, Decision making under certainty, Decision making under risk, Expected monetary value, Expected opportunity loss, Decision making under uncertainty, Maximin, Maximax, Minimax retreat criterion.
- UNIT-V: Statistical Quality Control:  
Meaning of quality control, Statistical quality control, Basis of statistical quality control, Chance causes and assignable causes, Objectives of statistical quality control. Benefits of statistical quality control. Control chart for variable mean chart, R- chart, Control chart for attributes : c-chart, np - chart and p - chart.



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**MAM T603 Management of Financial Institutions**

- UNIT- I: Working of Financial Institutions:  
Financial assistance of institutions, Financing policies and Norms of institutions promotional activities.
- UNIT- II: Major Financial Institutions:  
IFCI - Industrial Finance Corporation of India  
IDBI - Industrial Development Bank of India  
ICICI - Industrial Credit and Investment Corporation of India  
UTI - Unit Trust of India
- UNIT- III: Banking Institutions:  
Reserve Bank of India: Introduction, Organization, Management, Role and It's functions.  
Commercial Banks : Concepts, Source of funds, Investment of funds.  
Co-operative Banks : Features, Types, Structure and Growth.
- UNIT - IV: Non-Banking Financial Intermediaries:  
HUDC : Housing and Urban Development Corporation.  
SHFSs : State Housing Finance Societies.  
HDFC : Housing Development Financing Corporation.  
Investment Companies and Merchant Bank.
- UNIT - V: Insurance Companies:  
Nature of insurance company, Life insurance corporation.  
LIC : Organization, Types and Structure of insurance plans, Investment pattern and policy.  
GIC : General insurance corporation : Organization, Types and Structure of business.

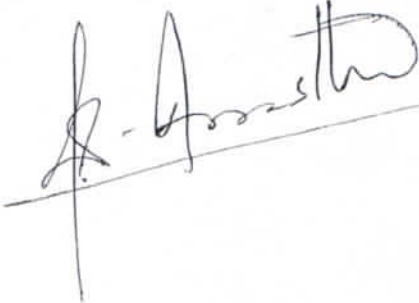


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### MAM T604 Social Security and Welfare

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- UNIT-I: Social Security:  
Definition, Components, Evolution and International standard of social security, Social security in India, Drawbacks of our social security schemes and Major recommendations of the second NCL on social security.
- UNIT-II: Wages and Salaries:  
Basic concepts, Theory of wages, Process of wages payment, Wage (pay) structure, Wage fixation, Wages incentives plans and National wage policy.
- UNIT-III: Labour Welfare:  
Concept, Classification and Significance of labour welfare, Principles of labour welfare, Evaluation and growth of labour welfare measures in India, Labour welfare schemes and constitutional provisions regarding labour welfare.
- UNIT-IV: Collective Bargaining:  
Concept, Evaluation, Nature, Scope and Types of collective bargaining, Process of collective bargaining, Policies of collective bargaining, Benefits of collective bargaining, Conditions essential for successful collective bargaining, Laws of collective bargaining and Collective bargaining regarding public and private sectors.
- UNIT-V: Workers Participation:  
Meaning, Origin / Growth and Objectives of worker participation, Factors influencing participation, Schemes of workers participation and Worker participation in management in India with special reference to Indian industries.

  
A. Ananthu