

Datta Meghe Institute of Higher Education & Research
(Deemed to be University), Wardha



SECTION: B (50 Marks)

Syllabus of Core Subject

for AIPHDCET under DMIHER (DU)

FACULTY OF COMMERCE & MANAGEMENT SCIENCES

Content :

Updated Curriculum of Research Methodology & General Aptitude for AIPHCET,
DMIHER(DU)

Unit	Title
1	Principles and Practices of Management and Organizational Behavior
2	Healthcare & Hospital Management
3	Managerial Economics
4	Human Resource Management
5	Financial Management
6	Marketing Management
7	Production Operations Management
8	IT in Management
	Recommended Books

Core Subject Content:

Unit-I : Principles and Practices of Management and Organizational Behavior

Functions of Management, Concept and significance of organizational behavior, Theories of organizational behavior. Organizational Structure.

Individual behavior - Personality-Perception-Values-Attitudes; Group Behavior-Group dynamics, Teamwork.

Motivation- Types and Theories of Motivation. Leadership – Types and Theories. Learning – Types and Barriers. Conflict Management – Types. Change Management. Communication - Types and Barriers.

Organizational Development – Theories, Intervention and Models.

Unit-II: Healthcare & Hospital Management

Definition and Importance, Scope of Hospital Management, Fundamentals of Healthcare Administration, Fundamentals of Accounting, Medical Terminology, History of the Hospital and Health System, Hospital Hazard and Disaster Management, Statistics for Administrator, Quality in Healthcare, Material Planning and Management, Legal Studies, Financial Management.

Unit-III : Managerial Economics

Demand Analysis, Production Function and Production Theory, Cost-Output Relations, Market Structures, Pricing Techniques, Demand – Cost – Profit – Forecasting, Macro-Economics, National Income Concepts, Economic policy – Export import Policy, Business Environment

Unit-IV : Human Resource Management

Concepts and Perspectives in HRM- Human Resource Planning- Objectives, Process and Techniques. Job analysis- Job Description- Job Evaluation. Recruitment and Selection and Exit Policy.

Training and Development- Types, Training Need Analysis and methods. Performance Appraisal and Evaluation Types and Methods. Compensation Management and Wage Determination.

Industrial Relations and Trade Unions. Dispute Resolution and Grievance Management. Labour Welfare

Unit-V : Financial Management

Financial Management-Nature and Scope. Long Term and Short Term financing instruments. Time Value of Money and cost of Capital. Capital Structure. Capital Budgeting and Risk analysis.

Working Capital Management. Dividend policy, determinants. Financial analysis, Ratio analysis and Cash flow statements.

Unit-VI : Marketing Management

Marketing Orientation, Core Concepts in Marketing-Value, Satisfaction, Marketing Mix. Marketing Environment and Environment Scanning; Marketing Information Systems and Marketing Research; Understanding Consumer and Industrial Markets; Demand Measurement and Forecasting; Market Segmentation-Targeting and Positioning; Product Decisions, Product mix.

Product Life Cycle; New Product Development; Branding and Packaging; Pricing Methods and Strategies.

Promotion Decisions-Promotion mix; Advertising; Personal Selling; Channel Management; Vertical Marketing Systems; Evaluation and Control of Marketing Effort; Marketing of Services; Customer Relation Management, Digital Marketing, e-commerce- B2B, B2C.

Unit-VII : Production Operations Management

Role and Scope of Production Management; Facility Location; Layout Planning and Analysis; Production Planning and Control-Production Process Analysis; Demand Forecasting for Operations; Determinants of Product mix; Production Scheduling; Work measurement; Time and Motion Study; Statistical Quality Control.

Role and Scope of Operations Research; Linear Programming; Transportation Model; Inventory Control; PERT/CPM.

Concept of Supply Chains, Responsive and Efficient Supply Chains, Retail Supply Chain, Industrial Supply Chain and Digital Supply Chain Management, Services Supply Chain.

Unit-VIII : IT in Management

Use of Computers in Managerial applications; Technology issues and Data processing in organizations; Information systems; MIS and Decision making; System analysis and design; Internet and Internet-based applications;

Recommended Books:

1. *Basavanthappa BT. Community health nursing. 2th ed. New Delhi: Jaypee brothers medical publishers (P) ltd; 2009; p. 43-44, 384- 388.*
2. *Park K. Park's textbook of Preventive and social medicine. 17th ed. Jabalpur: M/s banarsidas Bhannot publishers; 2002; p. 11-15.*
3. *Kozier, Erb Berman and Etal, "Fundamentals of nursing". 6th edition. Pearson Education Publication. Pg to Pg No 168-170*
4. *Managerial Economics by Homas & Maurice, Tata McGraw Hill, 8th Edition*
5. *Indian Economy by Mishra & Puri, 4th edition , Himalay Publishing House.*
6. *R L Gupta. (2013). Advanced Accountancy. Sultan Chand and Sons, NewDelhi.*
7. *Tripathy PC & Reddy PN, "Principles of Management", Tata McGraw Hill.*
8. *Organizational Behaviour, Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, 18th Edition, Pearson Publication.*
9. *Operations Management Theory & Practice, B.Mahadevan , Pearson.*

10. Prasanna Chandra, "Financial Management- Theory & Practice", Tata-McGraw Hill.

11. Human Resource Management- L.M.Prasad.