

Syllabus for the post of Assistant Director (Ministerial)

Unit-I

- The concept and significance of organisational behaviour-Skills and Roles in an organisation-Classical, Neo-Classical and Modern Theories of Organisational Structure-Organisational Design-Understanding and Managing individual behaviour personality-Perception-Values-Attitudes-Learning-Motivation.
- Understanding and Managing Group Behaviour, Processes-Inter-personal and group dynamics-Communication-Leadership-Managing change-Managing conflicts.
- Organisational Development.

Unit-II

- Concepts and perspectives in HRM; HRM in changing environment.
- Human Resource Planning-Objectives, Process and Techniques.
- Job analysis-Job Description.
- Selecting Human Resources.
- Induction, Training and Development.
- Exit policy and Implications.
- Performance Appraisal and Evaluation.
- Potential Assessment.
- Job Evaluation.
- Wage Determination.
- Industrial Relations and Trade Unions.
- Dispute Resolution and Grievance Management.
- Labour Welfare and Social Security Measures.

Unit-III

- Financial Management-Nature and Scope.
- Valuation Concepts and Valuation of Securities.
- Capital Budgeting Decisions-Risk Analysis.
- Capital Structure and Cost of Capital.
- Dividend Policy-Determinants.
- Long-Term and Short-Term Financing Instruments.

Unit-IV

- 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
- Uses of Internet as a Marketing Medium-Other related issues like branding, market development, Advertising and retailing on the net.
- New issues in Marketing.

Unit-V

- Concept of Corporate Strategy; Components of Strategy Formulation; Ansoffs Growth Vector; BCG Model; Porter's Generic Strategies; Competitor Analysis; Strategic Dimensions and Group Mapping; Industry Analysis; Strategies in Industry Evolution, Fragmentation, Maturity, and decline.

Unit-VI

- Ethics and Management System; Ethical issues and Analysis in Management; Value based organisations; Personal framework for ethical choices.
- Ethical pressure on individual in organisations; Gender issues; Ecological consciousness; Environmental ethics; Social responsibilities of business; Corporate governance and ethics.

Unit VII

- Project Management , Introduction to Real Estate, Introduction to Urban Planning
- Legal Framework for Real Estate
- Total Quality Management, Construction Technologies and Processes (NUES)
- Environmental Issues in Real Estate, Professional Practice in Real Estate and Land Economics
- Real Estate Valuation