

## **Department of Business Management**

### **Part A – Research Fundamentals and Aptitude**

Basics of research; Steps in research; Primary and secondary data;

Research and teaching aptitude; Research ethics; Overview of higher education system in India.

### **Part B – Basics of Management**

Functions of managers in business organizations; Managerial skills and levels; Meaning Power and authority; Functions of human resource managers; Fundamentals of human resource management- recruitment, selection, training and appraisal; Functions of marketing managers.

Concepts and components of marketing mix; Functions of finance managers; Indian financial systems; Basic accounting concepts; Balance sheet and its components; Globalization of business; Functions of operations managers; Statistical quality control techniques; Inventory costs and simple models; Elements of business environment.