OPMB1101 Paper I Strategic Management
Unit I: Introduction:
Concept of strategy, Meaning and Importance of Strategic Management, Strategic Management Process, Levels of strategy, Approaches to strategic decision-making; elements of strategy.
Unit II: Environmental Analysis
Organisational Environment - Concept and characteristics; Components of Environment; Organisational Appraisal - Process and Techniques; Industry Analysis; Michael E Porter's Five Forces Model; SWOT analysis.
Unit III: Strategic Intent Grand Strategies - Turnaround, Disinvestment and Liquidation strategies; Growth strategies - Merger, Takeover and Joint strategies; Integration and Diversification.
Unit IV: Functional Strategies and Strategic Enablers
Marketing; Production; Human Resource and Finance (Elementary knowledge only); IT and strategy; Technology and R&D; Knowledge Management; Strategy and Social Responsibility.
Unit V: Strategy Implementation and Evaluation:
Strategic Implementation - Concept and Process; Strategic Evaluation and Control - Concept, Types of Strategic Control, Techniques of strategic control.

Books Recommended
OPMB1102 Paper II - Management Thinkers

Unit I: Early Contributors:
Babbage, Metcalf, Gilbreths, Robert Owen, Gantt.

Unit II: Contributions of:

Unit III: Motivational Models of:
A.H.Maslow; Fredrick Herzberg; Douglas McGregor; Victor H Vroom; McClelland.

Unit IV: Leadership and Decision Theorists:
Herbert Simon; J.G. March; Fred Feidler; Robert Tannenbaum; Rensislikert.

Unit V: Modern Thinkers:
Peter F Drucker; Henry Mintzberg; Michael Porter; Garry Hamel; Tom Peters.

Books Recommended
2. Singh R.N.; Management Thought and Thinkers.
3. Sudha G.S.
Unit-IV

Unit-V
Govt. policy for foreign collaborations & N.R.I. Investments, Industrial sickness & Govt. rehabilitation policy. Budgeting , Emerging structure of Indian Economy.

Book Recommended:
1. Francis : Business & Govt.; Himalaya Publishing House, Delhi
2. Bowen, Howard : Social Responsibilities of Business (Harper)
3. Clark J.M. ; Social Control of Business Tata McGraw Hill, Delhi

OPMB1101 Paper- IV Managerial Economics & Management Accountancy

Unit-I
Managerial Economics- Concept, Nature and Scope, Role of Managerial Economics, Managerial Decisions and Economics, Micro & Macro Economics Definition, Scope and Objects of Management Accountancy,

Unit-II

Unit-III
Price Decision under different market structure: Pure Competition, Monopoly, Monopolistic competition, price discrimination. Theories of Profits, National Income Analysis, Economic Growth- Stages and Theories.

Unit-IV

Unit-V

Rajgarh – Jhunjhunu Road, Rawatsar - Kunjla, Churu
Books Recommended:
1. Spender: Managerial Economics
2. Varshey: Managerial Economics-Sultan Chand & Sons.
3. Boulding: Economic Analysis
4. Hicks: Value and Capital
5. Meade: Economic Analysis & Policy
6. Lewis: Theory of Economic Growth
7. Nurkse: Capital Formation in Under-Developed Countries
8. Leftwich: The price system and Resource Allocation