

**DIRECT RECRUITMENT OF ASSISTANT PROFESSOR IN THE  
UNIVERSITY COLLEGES AND REGIONAL CAMPUSES,  
ANNA UNIVERSITY, CHENNAI-25.**

**WRITTEN TEST SYLLABUS FOR THE SUBJECT MASTER OF BUSINESS  
ADMINISTRATION**

**General Management and Business Research:** Evolution of Management Thought - Managing globally - Planning - MBO - Decision making - Organizing - Departmentation - Directing - Controlling. Types of Research - Research Process - Research Problem - Research objectives - Research hypotheses - Research Design - Measurement and scaling - Types of data – Data collection - Construction of questionnaire and instrument - Validation of questionnaire - Sampling - Data Preparation - Data Analyses - Statistical techniques - Research report – ethics in research.

**Marketing Management:** Marketing Environment - Marketing Planning Process – Marketing Mix Elements - Segmentation, Targeting, Positioning - Strategic marketing - Customer Relationship Management - Marketing Information System - Marketing Research - Recent Marketing Trends.

**Organizational Behaviour and Human Resource Management:** Organizational behaviour - Behaviour modification - Personality – Misbehaviour management - Emotions - Emotional intelligence - Perception - attitudes - values - Motivation - Communication - Group behaviour - interpersonal relations - Power - politics - Teams – leadership - Organizational development - Gender sensitive workplace - Organizational climate- change - Culture - Stress - Organizational effectiveness. Evolution of Human Resource Management -- sources of HR - Recruitment - Induction - Socialisation - HR Planning - Selection - Training & Executive development - Performance measurement – Career management – work-life balance - Grievance - redressal mechanism -Inclusive growth-Affirmative action.

**Operations Management:** Demand forecasting - Capacity planning - Aggregate Planning - Product Design Vendor rating and Value analysis. Project Management - Scheduling Technique, PERT, CPM; Scheduling shop floor control; Flow shop scheduling - Quality - Vision, mission and policy statements. Customer Focus - customer perception of quality, dimensions of product and service quality. Cost of quality. Concepts of quality circle, Japanese 5S principles. Six sigma - concepts of process capability - Quality functions development (QFD) - Benefit, Voice of customer, information organization, House of Quality (HOQ), building a HOQ, QFD process, Failure mode effect analysis (FMEA) - FMEA stages, design, process and documentation. Seven Tools, Bench marking and POKA YOKE.

**Systems Management:** Introduction - Information Technology, Information system, evolution, types based on functions and hierarchy, System development methodologies, SAD Tools, DBMS - Functional Information Systems, DSS, EIS, KMS, GIS, International Information, ERP, System Data warehousing and Data Mart. Security, Testing, Error detection, Controls, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web, Intranets and Wireless Networks, Software Audit, Ethics in IT, User Interface and reporting, Cloud computing.

**Financial Management:** Time value of Money, Risk and return concept – Capital Budgeting - Evaluation Techniques - Capital rationing, Cost of Capital, Measurement of specific cost and overall cost of capital, Capital Structure, Designing capital structure, Financial and operating leverages - Dividend Policy, Forms of dividends, Share splits, Working capital Management, Determinants, working capital finance. Export and Import Finance - FOREX Management - Documentation in Exports and Imports – Corporate Governance - Provision of Company's Act - SERA - FEMA-SEBI guidelines.