

IMSR EMBA SYLLABUS

Sr. No.	Subject Name
1	BUSINESS ENVIRONMENT
2	MANAGEMENT INFORMATION SYSTEMS
3	MANAGERIAL ECONOMICS
4	STRATEGIC MANAGEMENT
5	RESEARCH METHODOLOGY OR PROJECT REPORT
6	QUANTITATIVE TECHNIQUES IN MANAGEMENT
7	SPECIALIZATION SUBJECTES-I
8	SPECIALIZATION SUBJECTES-II

BUSINESS ENVIRONMENT

- 1 BUSINESS
- 2 OBJECTIVE OF BUSINESS
- 3 BUSINESS ENVIRONMENTS
- 4 OBJECTIVES AND SOCIAL RESPONSIBILITIES OF MANAGEMENT
- 5 DYNAMIC OF ORGANISATIONAL STURCTURE IN INDIA

MANAGEMENT INFORMATION SYSTEMS

1. INTRODUCTION & BASIC CONCEPTS
2. COMPOSITION & STRUCTURE OF MIS-DEVELOPMENT
3. ROLE OF MIS IN ORGANIZATION PLANNING & DECISION MAKING
4. IMPLEMENTATION OF MIS IN ORGANIZATION
5. COMPUTER & DATA MANAGEMENT IN MIS
6. EMERGING TRENDS IN MIS
7. MIS IN MARKETING INFORMATION SYSTEM
8. FUTURE THRUSTS & METHODOLOGIES OF MIS

MANAGERIAL ECONOMICS

- 1 NATURE OF MANAGERIAL ECONOMICS
- 2 SUPPLY
- 3 A LV MARKET STRUCTURE
- 4 NATURE OF PROFIT
- 4 NATURE OF PROFIT
- 5 NATIONAL BECOME & PRODUCT

STRATEGIC MANAGEMENT

1. WHAT IS STRATEGIC MANAGEMENT?
2. STRATEGY ITS HISTORY AND IMPLEMENTATION
3. DOES STRATEGIC MANAGEMENT WORK?
4. THE STRATEGIC MANAGER
5. WHY STRATEGIES FAIL?
6. THE ANATOMY OF IMPLEMENTATION
7. DRIVING STRATEGY IMPLEMENTATION WITH OPERATING PLANS
8. SETTING THE STAGE
9. SETTING THE RIGHT PRIORITIES AND OBJECTIVES
10. TRACKING STRATEGY IMPLEMENTATION PROGRESS
11. MAKING STRATEGY HAPPEN
12. MULTI-BUSINESS
13. SMALL BUSINESS
14. E-BUSINESS

RESEARCH METHODOLOGY

- 1 PERCEPTION OF RESEARCH
- 2 ASSORTMENT OF PROBLEM
- 3 APPRAISE OF RELATED LITERATURE
- 4 FOUNDATION OF HYPOTHESIS
- 5 RESEARCH PLANNING AND SAMPLING APPRAISE
- 6 SURVEY METHOD
- 7 HISTORICAL METHOD
- 8 PHILOSOPHICAL METHOD
- 9 EXPERIMENTAL METHOD
- 10 TOOLS OF RESEARCH
- 11 MODEL QUESTION PAPER

QUANTITATIVE TECHNIQUES IN MANAGEMENT

1 INTRODUCTION OF STATISTICS

2 MORE ABOUT THE COLLECTION OF DATA

3 PRESENTATION OF DATA: TABLES

4 PICTORIAL REPRESENTATIONS OF STATISTICALS DATA 1: PICTOGRAMS AND OTHER DIGRAMS

5 PICTORIAL REPRESENTATIONS OF STATISTICALS DATA 2: GRAPHS

6 AVERAGES: MEASURES OF CENTRAL TENDANCIES

7 MEASURES OF DISPERSION

8 ELEMENTS OF PROBABILITY