

GAT Subject Management Sciences Outlines

Sr. No.	Core Areas	Percentage
1.	Finance	10%
2.	Accounting	10%
3.	Marketing	15%
4.	Management	15%
5.	Business Math	10%
6.	Business Statistic	10%
7.	HRM	10%
8.	Business Communication and Report Writing	10%
9.	Micro Economics	5%
10.	Macro Economics	5%
	Total	100%

Outlines Management Sciences (Detailed)

Sr. No.	Core Areas	Percentage
1.	<p><u>FINANCE:</u></p> <p>1.1 Financial Management: Accounting concepts, principles, procedures and systems for preparation of financial statements, computer-based accounting application, accounting treatment of current assets and liabilities, tangible and intangible assets.</p> <p>1.2 Capital Budgeting Techniques, Bonds.</p> <p>1.3 Analysis of Financial Statement: Competitive analysis of balance sheet for the last three years. Feasibility and viability reports for new project. Ratio analysis. Cash flow Statement, income Statement, Profit and loss Statements. Financial Institutions their operations and comparisons.</p>	10%
2.	<p><u>ACCOUNTING:</u></p> <p>What is accounting, Journalization of entries preparation and Pasting of voucher, Subsidiary and main ledger trail Balance Trading, Profit and loss account Balance Sheet. Financial Accounting, Cost Accounting.</p>	10%

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3.	<p><u>MARKETING:</u> Marketing Management, Sales Management, Supply Chain Management.</p>	15%
4.	<p><u>MANAGEMENT:</u> Principal of Management, Organizational Behavior, Strategic Management.</p>	15%
5.	<p><u>BUSINESS MATHS:</u> Linear Equations, Application of Linear equation, System of Linear equations, simple interest, compound interest, ratio and Proportion, Percentage, Investment decision, Differentiation and its Business Application, Integration and its Business Application.</p>	10%
6.	<p><u>BUSINESS STATISTIC:</u> Measures of Location (Mean, median mode, harmonic mean, geometric mean, percentile, deciles,) frequency distribution, histogram, Ogive, Measures of Dispersion, regression and co-relation, index number , time series, hypothesis testing, estimation, ANOVA.</p>	10%
7.	<p><u>HRM:</u> 7.1 HRM, HRD: 7.1.1 Introduction to Human Resource Management. 7.1.2 Human Resource management - What and Why. 7.1.3 Model of Human Resource Management. 7.1.4 Management and Leadership. 7.1.5 Organization of Human Resource Management. 7.1.6 MFI Growth and Organizational Structure. 7.1.7 Recruitment and Selection - What and Why. 7.1.8 Recruitment and Selection Process. 7.1.9 Orientation Program. 7.1.10 Personnel Policies. 7.1.11 HR Policies - What and Why, tips of writing, Distributing and Staff Performance Management. 7.1.12 Staff Performance Management Process- What and Why.</p>	10%

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	<p>7.1.13 Ongoing Performance and Feedback.</p> <p>7.1.14 The Annual Performance Appraisal.</p> <p>7.1.15 Training and Staff Development- What and Why.</p> <p>7.1.16 Personal Development Plans.</p> <p>7.1.17 HR role in Training and Staff Development.</p>	
<p align="center">8.</p>	<p><u>BUSINESS COMMUNICATION AND REPORT WRITING:</u></p> <p>8.1 Effective communication in business.</p> <p>8.1.1 Its definition, characteristics, process, forms, channels and importance, different kinds of communication.</p> <p>8.1.2 Its features, elements, concepts.</p> <p>8.2 Verbal and nonverbal communication.</p> <p>8.3 Process of preparing effective business messages.</p> <p>8.4 Basic organizational plans.</p> <p>8.5 Composition of the message.</p> <p>8.5.1 Effective communication principles.</p> <p>8.6 Styles of communication.</p> <p>8.7 7C.s of communication, gestures; manners; presentations and follow-up or Feedback.</p> <p>8.8 Interviewing skills, listening skills, organizing and conducting meetings, business group discussions, communication within and outside the organization, open communication climate, communication barriers, interpersonal communication, intercultural communication, ethical communication, legal aspects of communication, the role of technology in communication.</p> <p>8.9 Types of business letters:</p> <p>8.9.1 Writing styles; informal(friendly) letters; business or formal letters; writing a note/memo/circulars, direct request inquiries claims and requests for adjustments; requests regarding routine business or public causes; invitations; preparing proposals/feasibilities, documentation, orders; reservations; favorable replies; unsolicited favorable messages; request; sales letters; evaluating, achievements; market research; making preliminary career decisions; resume and job application letter.</p> <p>8.10.2 Classification of business reports, main parts of the report, organization and outline of report body, visual aids, short reports, informational</p>	<p align="center"><i>10%</i></p>

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	<p>memorandum reports, analytical memorandum reports with graphs, informational and analytical letter reports, working plans, prefatory parts,documentation and other notes, supplementaryparts, presentation of the formal reports.</p> <p>8.10 Common myths about presentational ability:</p> <p>8.10.1 Difference between speech and presentation;categories presentations according to their purpose; analysis of the audience before making a presentation; evaluating the appropriateness of the setting and venue of presentation; the steps in planning a presentation; some common symptoms of stage fright and measures to overcome it; some do.s and don.ts of verbal and non-verbal communication; selecting, designing and using appropriate visual aids; handling audience questions effectively; delivering a short formal presentation on an assigned topic,</p> <p>Interviews, meetings.</p>	
<p>9.</p>	<p><u>MICRO ECONOMICS:</u></p> <p>9.1 Introduction.</p> <p>9.2 Objective of micro economics.</p> <p>9.3 Theory of Demand and supply:</p> <p>9.3.1 Equilibrium of Demand and Supply.</p> <p>9.3.2 Elasticity of Demands.</p> <p>9.3.3 Demand Supply and Substitute Goods.</p> <p>9.1 Factors of production:</p> <p>9.1.1 Law of increasing return.</p> <p>9.1.2 Law of constant Return.</p> <p>9.1.3 Law of decreasing return.</p> <p>9.2 Utility:</p> <p>9.2.1 Law of marginal utility.</p> <p>9.3 What is competition?</p> <p>9.3.1 Perfect competition.</p> <p>9.3.2 Monopoly.</p> <p>9.3.3 Duopoly.</p> <p>9.3.4 Oligopoly.</p>	<p>5%</p>

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10.	<u>Macro Economics:</u> What is macro economics, objective of macro economics, GDP, GNP, NNP, GNI, NNI, how to measure GNP & NNP, Expenditure report, income approach, GDP deflator, Relation ship among Investment , Income and Expenditure, inflection, defilation, and Stage flat ion, Balance of Payment, Law of competitive advantages.	5%
Total		100%

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