

MANAGEMENT DAILY ANSWER WRITING PROGRAMME

Improve your Answer writing expression in matured manner over the Practice of more than 40 to 44 trial Test. Identify your mistakes & rectify solutions for those deviations in your preparation.

Test No	Syllabus
PAPER I	
Day-1	1. Managerial Function and Process: Concept and Foundations of Management, Evolution of Management Thoughts; Managerial Functions – Planning, Organizing, Controlling;
Day-2	Decision making; Role of Manager, Managerial skills; Entrepreneurship; Management of innovation; Managing in a global environment,
Day-3	Flexible Systems Management; Social responsibility and managerial ethics; Process and customer orientation; Managerial processes on direct and indirect value chain
Day-4	2. Organisational Behaviour and Design: Conceptual model of organization behaviour; The individual processes – personality, values and attitude, perception, motivation, learning and reinforcement,
Day-5	work stress and stress management; The dynamics of organization behaviour – power and politics, conflict and negotiation, leadership process and styles, communication; The Organizational Processes - decision making
Day-6	job design; Classical, Neoclassical and Contingency approaches to organizational design; Organizational theory and design - organizational culture, managing cultural diversity
Day-7	learning organization; organizational change and development; Knowledge Based Enterprise – systems and processes; Networked and virtual organizations.
Day-8	3. Human Resource Management: HR challenges; HRM functions; The future challenges of HRM; Strategic Management of human resources;
Day-9	Human resource planning; Job analysis; Job evaluation; Recruitment and selection; Training and development; Promotion and transfer; Performance management; Compensation management and benefits;
Day-10	Employee morale and productivity; Management of organizational climate and Industrial relations; Human resources accounting and audit; Human resource information system; International human resource management.
Day-11	4. Accounting for Managers: Financial accounting – concept, importance and scope, generally accepted accounting principles, preparation of financial statements with special reference to analysis of a balance sheet and measurement of business income, inventory valuation and depreciation,
Day-12	financial statement analysis, fund flow analysis, the statement of cash flows; Management accounting – concept, need, importance and scope; Cost accounting – records and processes, cost ledger and control accounts, reconciliation and integration between financial and cost accounts; Overhead cost and control, Job and process costing,
Day-13	Budget and budgetary control, Performance budgeting, Zero-base budgeting, relevant costing and costing for decision-making, standard costing and variance analysis, marginal costing and absorption costing.
Day-14	5. Financial Management: Goals of finance function; Concepts of value and return; Valuation of bonds and shares; Management of working capital: Estimation and financing; Management of cash, receivables, inventory and current liabilities;

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Day-15	Cost of capital; Capital budgeting; Financial and operating leverage; Design of capital structure: theories and practices; Shareholder value creation: dividend policy, corporate financial policy and strategy, management of corporate distress and restructuring strategy;
Day-16	Capital and money markets: institutions and instruments; Leasing, hire purchase and venture capital; Regulation of capital market; Risk and return: portfolio theory; CAPM; APT; Financial derivatives: option, futures, swap; Recent reforms in financial sector.
Day-17	6. Marketing Management: Concept, evolution and scope; Marketing strategy formulation and components of marketing plan; Segmenting and targeting the market; Positioning and differentiating the market offering;
Day-18	Analyzing competition; Analyzing consumer markets; Industrial buyer behaviour; Market research; Product strategy; Pricing strategies; Designing and managing Marketing channels;
Day-19	Integrated marketing communications; Building customer satisfaction, Value and retention; Services and non-profit marketing; Ethics in marketing; Consumer protection; Internet marketing; Retail management; Customer relationship management; Concept of holistic marketing.
PAPER II	
Day-20	1. Quantitative Techniques in Decision Making: Descriptive statistics – tabular, graphical and numerical methods, introduction to probability, discrete and continuous probability distributions,
Day-21	inferential statistics sampling distributions, central limit theorem, hypothesis testing for differences between means and proportions, inference about population variances,
Day-22	Chi-square and ANOVA, simple correlation and regression, time series and forecasting, decision theory, index numbers; Linear programming – problem formulation, simplex method and graphical solution, sensitivity analysis.
Day-23	2. Production and Operations Management: Fundamentals of operations management; Organizing for production; Aggregate production planning, capacity planning, plant design: process planning, plant size and scale of operations, Management of facilities; Line balancing;
Day-24	Equipment replacement and maintenance; Production control; Supply chain management - vendor evaluation and audit; Quality management; Statistical process control, Six Sigma; Flexibility and agility in manufacturing systems;
Day-25	World class manufacturing; Project management concepts, R&D management, Management of service operations; Role and importance of materials management, value analysis, make or buy decision; Inventory control, MRP; Waste management.
Day-26	3. Management Information System: Conceptual foundations of information systems; Information theory; Information resource management; Types of information systems;
Day-27	Systems development - Overview of systems and design; System development management life-cycle, Designing for online and distributed environments; Implementation and control of project; Trends in information technology; Managing data resources - Organising data;
Day-28	DSS and RDBMS; Enterprise Resource Planning (ERP), Expert systems, e-Business architecture, e-Governance; Information systems planning, Flexibility in information systems; User involvement; Evaluation of information systems.
Day-29	4. Government Business Interface: State participation in business, Interaction between Government, Business and different Chambers of Commerce and Industry in India; Government's policy with regard to Small Scale Industries; Government clearances for establishing a new enterprise
Day-30	Public Distribution System; Government control over price and distribution; Consumer Protection Act (CPA) and The Role of voluntary organizations in protecting consumers' rights; New Industrial Policy of the Government: liberalization, deregulation and privatisation;
Day-31	Indian planning system; Government policy concerning development of Backward areas/regions; The Responsibilities of the business as well as the Government to

	protect the environment; Corporate Governance; Cyber Laws.
Day-32	5. Strategic Management: Business policy as a field of study; Nature and scope of strategic management, Strategic intent, vision, objectives and policies; Process of strategic planning and implementation; Environmental analysis and internal analysis
Day-33	SWOT analysis; Tools and techniques for strategic analysis - Impact matrix: The experience curve, BCG matrix, GEC mode, Industry analysis, Concept of value chain; Strategic profile of a firm; Framework for analysing competition; Competitive advantage of a firm; Generic competitive strategies;
Day-34	Growth strategies – expansion, integration and diversification; Concept of core competence, Strategic flexibility; Reinventing strategy; Strategy and structure; Chief Executive and Board; Turnaround management; Management of strategic change; Strategic alliances, Mergers and Acquisitions; Strategy and corporate evolution in the Indian context.
Day-35	6. International Business: International Business Environment: Changing composition of trade in goods and services; India's Foreign Trade: Policy and trends; Financing of International trade; Regional Economic Cooperation; FTAs;
Day-36	Internationalisation of service firms; International production; Operation Management in International companies; International Taxation; Global competitiveness and technological developments; Global e-Business; Designing global organisational structure and control; Multicultural management; Global business strategy; Global marketing strategies;
Day-37	Export Management; Export- Import procedures; Joint Ventures; Foreign Investment: Foreign direct investment and foreign portfolio investment; Cross-border Mergers and Acquisitions; Foreign Exchange Risk Exposure Management; World Financial Markets and International Banking; External Debt Management; Country Risk Analysis.
Day-38	4 Comprehensive Test for each papers (from Test 38 - Test 45)

Features of Test Series:

- ✓ 37 Topic wise Test (Question cum answer spacing format exam)
- ✓ 8 Comprehensive Test
- ✓ Evaluation + Discussion
- ✓ One to one Interaction for every student for rectifying your mistakes in answer writing framework.

Note: The Dates of Examinations are Liable to Alteration, if the Circumstances so Warrant.

So I hope that this Mains Test Series Programme will help conceptually for your UPSC mains preparation. For more details please contact office.

With All The Best. Jai Hind!!!

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