

INDIAN INSTITUTE OF MANAGEMENT  
AHMEDABAD

FIRST YEAR CURRICULUM : 1968/69

<u>Course Title</u>	<u>Duration</u>	<u>Reference - Page Nos.</u>
Business History	1/3 Term	1-5
Finance	Two Terms	6-9
Manager and the Indian Economy ..	Two Terms	10-14
Managerial Accounting	Two Terms	15-22
Marketing	Two Terms	23-35
Mathematics and Statistics for Management	Three Terms	36-38
Organizational Behaviour	Two Terms	39-45
Personnel & Industrial Relations	One Term	46-47
Production Management	Two Terms	48-51
Written Analysis and Communication	Two Terms	52-55

SECOND YEAR CURRICULUM : 1969-70

Business Policy	Two Terms	56-58
Budgetary Control Systems	One Term	59-60
Advertising Management	One Term	61-67
Historical Perspective of Business	One Term	68-70
Current Problems in Financial Accounting	One Term	71-74
Seminar on Corporate Tax Planning	One Term	75-77
Economic Analysis for Business Planning	One Term	78-80
Economic Models for Decision Making	One Term	81-84
Industrial Marketing and Procurement	One Term	85-88
Industrial and Labour Relations	One Term	89-90
International Marketing	One Term	91-100
Management of Change	One Term	101-102
Seminar on Authority	One Term	103
Management of Agricultural Inputs	One Term	104-105
Management of Production Operations	One Term	106-107
Management Control Systems	One Term	108-110
Management of Financial Institutions	One Term	111-112
Marketing Research	One Term	113-115
Management Information Systems	One Term	116
Monetary Policy and Portfolio Management	One Term	117-119
Seminar on Models in Marketing	One Term	120-122
Seminar on Manufacturing Management	One Term	123-124
Management of the Corporate Accounting Function	One Term	125-129
Operations Research	Two Terms	130-131

A ONE-TERM COURSE CONSISTS OF 35 CLASS SESSIONS AND THE CLASS SESSIONS ARE OF 70 MINUTES' DURATION. Contd..2

SECOND YEAR CURRICULUM : 1969-70 (Contd.)

<u>Course Title</u>	<u>Duration</u>	<u>Reference - Page Nos.</u>
Organization Structure	One Term	132-133
Production Planning & Control	One Term	134-135
Personnel Management	One Term	136
Seminar on Probability & Statistics for Dec. Making	One Term	137-139
Research Methods in Organizational Behaviour	One Term	140-144
Seminar on Computer Aided Analysis	One Term	145
Seminar on Administrative Problems of the Supervisor	One Term	146
Seminar on Capital Market	One Term	147-148
Seminar on Funds Allocation and Management	One Term	149-153
Sales Management	One Term	154-157
Technological Innovation	One Term	158-159
Worker Organization and Industrial Relations	One Term	160-163
Project Courses		164-186