

Discipline	COMMERCE				
Course Code	UK2DSCCOM101				
Course Title	Functional Management				
Type of Course	DSC				
Semester	II				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	0	4
Pre-requisites	Basic knowledge regarding the principles and functions of management				
Course Summary	This course is to develop an understanding of the application of the basic principles and concepts of management in the different areas of business organisations.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Management		12
	1	Management- Features-Concepts	
	2	Significance-Management and Administration.	
	3	Management - Functions	
	4	Different Functional Applications of management.	
II	Financial Management		12
	5	Concept of finance- Meaning, Definition-Functions	
	6	Scope and Objectives of Financial Management-	
	7	Role of finance manager	
	8	Source of finance- short term and long term	
III	Marketing Management		12
	10	Marketing-Meaning- Definition-Concept-Importance-Marketing and selling- Modern Marketing Concept	
	11	Marketing management - Importance – Role of Marketing manager-	
	12	Marketing mix –Elements – Importance- The traditional 4 P's: the Modern components of the Mix	
	13	Digital marketing – Social media marketing- Features – Scope and challenges	
	14	Customer Relationship marketing Social Marketing-Direct Marketing-Network marketing	
	15	Service marketing-Scope and Importance	
IV	Human Resource Management		12
	16	Meaning- Definition- Personnel management-Functions and importance of HRM	
	17	Duties and qualities of HR Manager -HR Planning-Job analysis-Job description -Job specification Human and Industrial Relations -QWL	

	18	Recruitment-Sources of recruitment-Selection process- Interview-Tests-Placement- Induction	
	19	Performance appraisal and Job Evaluation – Wage and Salary Administration – Incentives – Bonus – Fringe Benefits – Social Security Measures.	
V	Operations Management		12
	20	Meaning- Scope- Production function in an organisation	
	21	Routing-scheduling and dispatching	
	22	Facility Location – Factors influencing –location analysis – Plant Layout – Objectives, Principles, Factors for good Layout	
	23	Material Management- Material Requirement Planning (MRP) and Control- Quality Control-TQM Inventory Control Systems- Importance – Tools – ABC, VED, FSN Analysis –purchase management –stores management- JIT (Elementary level)	
	24	Safety consideration and environmental aspects	