



### University of Kerala

Discipline	BUSINESS MANAGEMENT				
Course Code	UK1DSCMGT104				
Course Title	MANAGEMENT FUNCTIONS AND SPECIALISATIONS				
Type of Course	DSC				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4hours	-	-	4
Pre-requisites	1. 2.				
Course Summary	Familiarises the concept of management and its functional areas.				

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>		<b>Management</b>	<b>12</b>
	1	Meaning- Definition	
	2	Applications	
	3	Functions- Planning- Organising- Staffing- Directing – Controlling – Budgeting	
<b>II</b>		<b>Operations Management</b>	<b>12</b>
	4	Plant Location and Layout	
	5	Capacity Management and scheduling	
	6	Quality Management- Supply Chain Management	
<b>III</b>		<b>Marketing Management</b>	<b>12</b>
	8	Meaning and Objectives	
	9	Evolution of Marketing	
	10	Nature and Scope of Marketing	
	11	Functions of Marketing	
	12	Marketing Mix	
<b>IV</b>		<b>Human Resource Management</b>	<b>12</b>
	14	Meaning and Nature	
	16	Manpower Planning- Recruitment- Selection- Training and Development- Placement	
	17	Compensation Methods	
	18	Employee Engagement – Quality of Work Life	
<b>V</b>		<b>Financial Management</b>	<b>12</b>
	19	Meaning- Definition	
	20	Objectives- Profit and Wealth Maximisation	
	21	Scope- Investment Decision- Financing Decisions- Dividend Decisions- Working Capital Management.	