

B.A. LL.B FIVE YEARS INTEGRATED COURSE

II – SEMESTER

PAPER – IV Functional Management

- UNIT-I** **Introduction** : Concept, Nature, Process and Significance of Management ; An overview of Functional Areas of Management ; Development of Management Thought Functions of Management and Co-ordination.
- UNIT-II** **Marketing** – Concept and Functions, Meaning and Importance of Marketing Research, Product Planning, Pricing, Channels of Distribution Promotion.
- UNIT-III** **Personnel** – Meaning and Scope, Functions and Duties of Personnel Manager, Introduction of Recruitment, Selection Placement, Training and Development.
- UNIT-IV** **Finance** – Meaning and Scope, Duties of Financial Manager, Basic Concepts of Financial Management, Sources of Long Term and Short Term Finance, Borrowing, Internal Financing.
- UNIT-V** **Production** : Meaning and scope, Planning and Control of Production Process, Basic Elements and Purpose of Routing, Scheduling, Dispatching and Follow-up.

SUGGESTED READINGS :

1. G.S. Sudha : Functional Management
2. M.J. Methew : Functional Management

