

**B.A.LL.B FIVE YEARS INTEGRATED COURSE**

**II – SEMESTER**

**Paper 1.4      204 - Functional Management**

**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.

**Marketing** – Concept and Functions, Meaning and Importance of Marketing Research, Product Planning, Pricing, Channels of Distribution Promotion.

**Personnel** – Meaning and Scope, Functions and Duties of Personnel Manager, Introduction of Recruitment, Selection Placement, Training and Development.

**Finance** – Meaning and Scope, Duties of Financial Manager, Basic Concepts of Financial Management, Sources of Long Term and Short Term Finance, Borrowing, Internal Financing.

**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. शर्मा जैन : क्रियात्मक प्रबन्ध
3. M.J. Methew : Functional Management

