

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

