

1.6 Industrial Psychology and Practicals based on theory management including marketing

1. Management: Meaning, Evolution (Scientific administrative and human relation approach) and process of management (planning, organizing staffing, directing, coordinating and controlling- a preliminary idea of their concepts, processes and techniques), Functional areas of management: production management, marketing management, personnel management, financial management (their meaning and functions).
2. Production Management: Production planning and control, production processes: mass, job and project, materials management and inventory control: plant location and layout; work study (preliminary idea only).
3. Marketing Management: Evolution of modern concept; market segmentation; concept of marketing mix; market research; product planning, pricing, promotion; channels of distribution; Indian marketing environment.
4. Industrial psychology: Transactional analysis (meaning, ego status, types of transactions and life positions- a preliminary idea), Organization development (Preliminary idea), Motivation- Maslow's theory. Approaches and styles of leadership (preliminary idea).
5. Personnel Management: Recruitment and selection of man power, wage and salary administration, retrenchment, lay off and discharge.

Books Recommended:

1. Tripathi, P.C. and Reddy, P.N.: Management; Tata McGraw Hill.
2. Shukla, M.C. Business organization and management; S. Chand and Company.
3. Sherlakar, S.A. Business Organisation and Management; Himalaya.
4. Filippo, E.B. Personnel Management; McGraw Hill.
5. Kotler Philip Marketing Management, Prentice Hall of India.
6. Rao and Narayan, Organisational Behaviour, Konark Publishers.
7. Tripathi P.C. Personnel Management; S Chand & Co.
8. Memoria C.B. Principle and Practice of Marketing in India.