

**PUNYASHLOK AHILYADEV
HOLKAR SOLAPUR UNIVERSITY,
SOLAPUR**



**NAAC Accredited-2015
'B' Grade (CGPA 2.62)**

Name of the Faculty: Commerce & Management

Revised Semester Pattern Syllabus

CHOICE BASED CREDIT SYSTEM

Name of the Programme: M.Com. I (Sem. - II)

Name of the Course:

Functional Areas of Management

(Syllabus to be implemented from w.e.f. June 2020)

Total Credits (4)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Revised Semester Pattern Syllabus

Choice Based Credit System (CBCS)

M.Com. Part-I (Sem.-II)

Name of the Course:

Functional Areas of Management

w. e. f. June 2020

Title of the Programme: **M.Com. [Duration 2 Years]**

Medium of Instruction: **English**

Eligibility: **B.Com. Pass**

Functional Areas of Management

[Generic Elective Paper]

Semester Pattern Syllabus for M. Com-I, Semester- II

[With effect from June 2020]

Lectures- **4 per week**

Total marks- UA **70**+CA **30=100**

Preamble:

When we start a business, one must have a business plan. This plan is not, as many believe, merely a document prepared for business lenders and other investors. It's also a guide to how the business will be shaped and managed. A plan services the person starting a business to examine and understand all phases of organizing and running it, so is an important management instrument. Many new business operators caught up in the ecstatic atmosphere of creating their own business avoid such essential pre-planning because it's not as stimulating as devising a product or selling a service. Generally, the six functional areas of business management comprise strategy, marketing, finance, human resources, technology and equipment, and operations. Therefore, it is essential for all business planners should concentrate on investigating and

methodically understanding these areas as they relate to the individual business.

Specific objectives:

- 1) The main objective of this course is to make the students understand functional areas of business management, which will assist for smooth function of business for long period.
- 2) To impart the core understanding of functional areas of business management, for effective decision making in the competitive changing business environment.

Course Outcome:

The students, ongoing through the course, will execute different functional areas of business management in effective manner and able to take the right decisions of the enterprise for success and to achieve its predetermined goals and objectives in best possible manner.

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Revised Semester Pattern Syllabus

Choice Based Credit System (CBCS)

M.Com. Part-I (Sem. II)

Functional Areas of Management

Course Code: Semester II

(Generic Elective Paper)

w. e. f. June 2020

Total Lectures- 60 Marks allotted=100

(University Exam + College Assessment) 70+30=100

Unit No.	Name of the Unit	Topics/Details	Lectures
1	Human Resource Management	A) Importance and Functions of HRM B) Sources of Recruitment C) Selection Process, Types of Selection Test and Types of Interviews. D) Methods/Types of Training and Development E) Methods/Techniques of Performance Appraisal/ Merit Rating F) Human Resource Information System (HRIS) G) Statutory and Non-Statutory/Voluntary Labour Welfare Facilities	15
2	Financial Management	A) Importance and Functions of Financial Management B) Scope and Element of Financial Management C) Sources of Finance/Funds D) Profit Planning and Profit Model E) Cost of Capital and Capital Budgeting F) Working Capital Management	15
3	Production Management	A) Objectives and functions of Production Management B) The Strategic Role of Production Operation C) Factors Considered while Designing New Product	15

		D) The Product Development Process E) Manufacturing Process Technology F) Factors Affecting Plant Location G) Types of Plant Layout	
4	Marketing Management	A) Importance and Functions of Marketing Management B) Difference between Selling and Marketing C) Marketing Environment D) Market Segmentation E) Factors Affecting Consumer Behaviour F) Marketing Mix (7 Ps of Marketing) G) Market Information System(MIS)	15

Reference Books

1. Principles of Business Management – T. Ramasamy, Himalaya Publication House Mumbai,
2. Principles and Practices of Management- L. M. Prasad, Sultan Chand & Sons-New Delhi (2019).
3. P. Subba Rao, Human Resource Management, Himalaya Publishing Company, Mumbai.
4. Beach Dale S., Personnel Management. Himalaya Publishing Company, Mumbai.
5. Vanhorne, Fundamentals of Financial Management, Prentice Hall, India Delhi.
6. I. M. Pandey, Financial Management, Vikas Publications House, New Delhi.
7. Chandra Prasanna, Financial Management, Tata McGraw Hill, Delhi.
8. K. Aswathappa, Production and Operations Management, Himalaya Pub. House, Mumbai.
9. Philip Kotler, Marketing Management, Prentice Hall, India, New Delhi.
10. William Stanton, Fundamentals of Marketing.
11. Kazmi, Business Policy, Tata McGraw Hill, Mumbai.
12. Tripathi Reddey, Principles of Management, Tata McGraw Hill, Mumbai.