Objectives of the Course:

1. To impart to the students the conceptual and procedural knowledge in the functional areas of management like financial, material and Production management.
2. To enable the students to understand the concept, principles and techniques to be applied in the different functional areas of management.
3. To develop the analytical and decision-taking abilities in the students through Case Studies.
4. To expose the students to the concept of M-Commerce, its technological foundations and applications and impact on E-Commerce.

Course Contents:

PART-1: Financial Management

1. Financial Management: Meaning and Functions.

PART-2: Materials and Production Management

(A) Material Management:

1. Concept, Importance and Scope of Materials Management.
2. Purchasing policies
3. Inventory Control: Meaning and Importance.

(B) Production Management

1. Meaning and scope of Production Management and Meaning of Productivity
2. Plant Location and Layout
3. Production Planning and Control

PART-3: Disaster & Stress Management

2. Meaning of Stress and Job Stress, Effect of Stress, Factors leading to Job Stress, Cost & Physiology of Stress. Techniques of stress Management

PART-4: Social Responsibilities of Business and Business Ethics

A. Social Responsibilities of Business:
Meaning, Nature and Strategies of Social Responsibilities- Arguments for and against social Responsibilities- Barriers to social Responsibilities - Limitations of Social Responsibilities - Common characteristics of Social Responsibilities - Indian Scenario.

B. Business Ethics :
Meaning, Nature and Importance of ethics- Sources of ethics(Religious, Cultural Experience- Legal system) - Ethical Dilemmas - (Face to Face , Corporate Policy Ethics - Functional Area Ethics- Improving Ethical Decision Making - Difficulties in Decision Making - Suggestions for making Ethical Decisions.

PART- 5 : M. Commerce: 05%
M.-Commerce operation, On line Banking, Stock Marketing - Trading and Shopping.

NOTE: Case Study : 15%
The weightage of case study pertaining to the above topics 1, 2, 3 and 4 will carry 15%.

Books for Reference:

1. Management Finance – J. Fred Weston and Bringham
3. Financial Organisation and Management of Business – Gerstenberg
4. Principles of Management Accounting – Man Mohan & Goyal
5. Corporation Finance – S.C. Kuchhal
7. Materials Management – N.K. Nair
8. Hand-Book of Business Administration – Edited by Maynard
9. Lectures on Costing – Swaminathan
10. Production Management – H.N. Broom
11. Factory Management – K.G. Lockyer
13. Industrial Organisation and Management – Lawrence L.
   a. Bethel, Franklin and Others
15. Factory Organisation and Management – S.P. Roy
18. Disaster Management By Dhaval Mehta.
20. Organisational Behaviour - K. Ashvaththapa

Suggested Readings for M-Commerce

4. Schiller Jochen: Mobile Communications: Addison- Wesley (Low Price Edition)