

**UNIVERSITY OF KERALA**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**SEMESTER – V**

**OPEN COURSE (FOR STUDENTS OF OTHER DISCIPLINE)**

**OPEN COURSE 2:       BM 1551.2- FUNCTIONAL MANAGEMENT**

No. of Credits: 2

No. of instructional Hours: 3 per week

Course Objectives: To provide a theoretical base so as to enable the students to acquire theoretical knowledge of the functional areas of management.

**Module 1**

Management-meaning-definition-applications-functions-planning-organising-staffing-directingcontrolling (10 hrs)

**Module 2**

Production Management-concepts-meaning of plant-firm-industry-plant location- Quality Management, Production planning and control-plant-layout-factors-types-inventory management (10 hrs)

**Module 3**

Marketing Management-meaning and objectives-Evolution of marketing-Marketing concepts- Nature and Scope of Marketing-Functions of Marketing, marketing Mix-Standardization-grading and branding-packaging-transportation (12hrs)

**Module 4**

Human Resource Management-meaning and nature-qualities or HR managers-Man power planning-recruitment-selection-training and development-placement-compensation-methods of wage payment-incentives-monetary and non-monitory (10hrs)

**Module 5**

Financial Management-meaning-definition-objectives-profit maximization vs. wealth maximization-scope of financial management-investment decisions- financing decisions dividend decisions-working capital (12hrs)

Books Recommended:

1. Richard Pettiger. Introduction to Management, Palgrave Macmillan, New York.
2. M.J.Mathew,Functional Management, RBSA Publishers, Jaipur.
3. Meenakshy Gupta . Principles of Management, PHI, New Delhi.
4. Koonts and Heinz Wehrich. Essentials of Management, Tata McGraw-Hill  
Publishing  
1. Co.Ltd. New Delhi.  
2. 52
5. Bhooshan Y.K. Business Organisation and Management, Sultan Chand & Sons New  
3. Delhi.
6. Bhatia R.C. Business Organisation and Management, Ane Books Pvt. Ltd. New  
Delhi.