

COURSE WORK SYLLABUS

CORE PAPER-II(MANAGEMENT)

Paper Name -Fundamentals & Applications of Management

Total Hours -90 (6 Credits)

Max. Marks-100

UNIT-1 FUNDAMENTALS OF MANAGEMENT

15 Hour

History of management, Concept of management, Characteristics of management, Significance of management, Management as an art as well as science, Elements of management process/functions, Elements of planning, Types/forms of organization, Objective of staffing, Communication Process, Types of Leadership, Theories of Motivation, Principles of control.

Approaches to management, Development of various schools' approaches/ thought- scientific management to Modern management, factors /Components of organizational environment.

UNIT-2 INTRODUCTION TO MARKETING MANAGEMENT

15 Hour

Concept of marketing, Objectives of marketing, Consumer Vs. Customer, Evolution of marketing, Functions of marketing management, Elements of marketing mix, marketing process, Factors affecting marketing environment, Concept of consumer behavior, Factors influencing consumer behavior.

Concept of Product, Product Life Cycle, Product related strategies- Branding, Packaging, labeling , Pricing strategies, Channels of distribution, Wholesaling, Retailing, Advertising, Personal selling, Sales promotion, Rural marketing, Digital marketing.

UNIT-3 FINANCIAL MANAGEMENT APPLICATION

20 Hour

A brief introduction on securities, Types of securities: Equity securities; Debt securities; Hybrid securities; Derivative securities; Asset-backed securities. A brief explanation on shares (equity and preference), Debentures and bonds. How securities trade? Investing in securities; Regulation of securities; Residual securities and other types of securities valuation of straight and convertible bonds, Bond price volatility, Duration of bonds. Term structure of interest rates, Valuation of equity shares with and without bonus issues.

Capital structure introduction, Theories, Optimal capital structure decisions, financial mathematics-overview and its uses, Mathematics of finance for portfolio construction.

Markowitz theory of portfolio management- Introduction; Constructing portfolios, Assumptions of Markowitz theory, Diversification of Markowitz theory risk, Types of risks and measurement of risks, Diversification of unsystematic risk and portfolio construction. Optional portfolio selection through Markowitz model, Sharpe model, Lagrange multiplier techniques, Active portfolio management under CPP and CBP performance evaluation of portfolio.

UNIT-4 MANAGING HUMAN RESOURCE

16 Hour

Introduction to human resource management : Concept of HRM, Objective of HRM, HRD subsystem/mechanism, Role of HRD ministry, Types of human resource planning , Job analysis & job description, Recruitment, selection & placement process, Needs & methods of training for employees, Organizational development.

Job Evaluation & Performance appraisal, Promotion, Demotion, Transfer, Reward, Wages, Incentives, Employees participation in management, Strike Vs. lockout, Total quality management, Principles of learning, Motivation, Job satisfaction & frustration, Counseling, Industrial disputes Vs. Industrial unrest, Collecting bargaining, Health-safety and welfare scheme.

UNIT-5 FUNCTION OF OPERATION MANAGEMENT

24 Hour

Concept of operations management, Characteristics of manufacturing sector, Characteristics of service sector, Evolution of operations management discipline.

Concept of productivity, Calculations of productivity, Significance of productivity in production, Productivity techniques, Productivity improvements measures, Plant location, Plant layout, Demand forecasting, Materials handling, Quality control & inspection, Cost control & value analysis, Budgetary control, Break even analysis.

Suggested Readings:

1. Stoner James A. F., R. Edward Freeman and Daniel R, Gilbert Jr. (2010), "Management", 8th ed., Pearson, New Delhi.
2. Harald Koontz and Heinz Weihrich., (2012), "Elements of Management", 9th ed., TMH, New Delhi.
3. Gupta, R. N. (2010), "Principles of Management", S Chand publishing & Company Ltd.
4. Kotler Philip and Gray Armstrong., (2006), "Principles of Marketing", Pearson Prentice Hall, New Delhi.
5. Kotler Philip., (1997), "Marketing Management- Analysis, Planning, implementation and Control", Prentice Hall, New Delhi.
6. Stanton, Shallian J. and Charles Futrell., (1987), "Fundamentals of Marketing" McGraw hill, New York.
7. Chandra, Prashna., (2007), "Financial Management", McGraw Hill Education, India Pvt ltd.
8. Pandey, I. M., (2009), "Financial Management", Vikas Publishing Pvt. limited.
9. Khan and Jain., (2007), "Financial Management", McGraw Hill Education (India) Pvt Limited.

10. K. Aswathappa., (2005), "Human Resources & Personnel Management", Tata McGraw hill Publishing Company Limited.
11. Gomez-Mejia et. al., (1998), "Managing Human Resources", 2rd ed. Pearson Education.
12. Garg, Ajay., (2012), "Production and Operation Management" TMH, Delhi.
13. Adam and Ebert, Ronald J., (1989), "Production and Operation Management", PHI, New Delhi.
14. Chase, Richard, Shankar, R Jacobs., (2018), "Operation and Supply Management", TMH, Delhi.

PROGRAM OBJECTIVES (POs):

The Program Objectives are the knowledge skills and attributes which the researchers have at the time of PhD course work. At the end of the program, the researcher will be able to:

PO1	To develop the researchers who are well equipped to undertake research challenges of the future for the benefit of the society.
PO2	To extend knowledge about some topic – this knowledge is generated by the PhD scholar with guidance of his /her supervisor.
PO3	To provide training to the PhD scholars to develop competencies needed to be an effective researcher.
PO4	To develop wide knowledge in the close area of research. Only with extensive awareness and deep understanding of the work done so far can help a researcher to claim that the work he / she has done is new.
PO5	To develop the skill, building the knowledge base and identifying the gap between previous researches and current research work is a fundamental capacity of research.
PO6	To develop knowledge of management, marketing, finance, HRM & operation with the practical exposure helps the researcher to stand in organization/ academic carrier

Dr. S. B. D.

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	COURSE WORK (CORE PAPER II)		6 CREDITS
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Course Objectives:

- Research scholars are taught the need of commerce/management in current aspect to bring effective and efficient results.
- To acquaint research scholars with the techniques of financial application for business decision making.
- Apply the concept of marketing, operation management and human resource in efficient manner

Course Outcomes: At the end of the course, the researchers will be able to

CO1	Assume the roles and responsibilities associated with managerial functions.
CO2	Evaluate the major factors which affect the marketing environment.
CO3	Apply the concept of securities & capital structure in any investment/ financial decision.
CO4	Overview of the concept of human resource management/ human resource development including staffing ,recruitment , selection ,performance appraisal etc.
CO5	Understand the core concepts of operations management, including productivity measurement, plant location, layout design, demand forecasting, quality control, cost control, and budgetary analysis.

Mapping of Course Outcomes with the program Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	√	√	√	√	√	√
CO2	-	√	-	√	√	-
CO3	√	√	-	-	-	-
CO4	√	-	√	-	-	-
CO5	√	√	-	-	-	√

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Mapping of Course Outcomes Under Blooms Taxonomy Bloom's Level

At the end of the course , student will be able :	REMEMBER	UNDERSTAND	APPLY	ANALYZE	EVALUATE	CREATE
CO1	√	√	√	-	-	-
CO2	√	√	√	√	√	-
CO3	√	√	√	-	-	-
CO4	√	√	√	-	-	-
CO5	√	√	√	-	-	-

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