

Management –II (Management Applications)

TYBAF SEM V
SYLLABUS

SYLLABUS OBJECTIVES

- To apply concepts and techniques in marketing so that they become acquainted with the duties of a marketing manager both strategic and managerial.
- To understand integration of numerous activities and processes to produce products and services in a highly competitive global environment by production management.
- To help students become better leaders by enhancing their effectiveness in managing human resources.
- To learn fundamental HRM frameworks and analyse the overall role of HRM in business.
- To demonstrate understanding of the goals of the finance manager.
- To Identify the basic financial environment and institutions

Marketing Management

- Meaning and Definition of Marketing – 4 Ps of Marketing, Importance
- Product Management – Meaning & Definition – Product Development Strategies, Product life cycle, Branding-Meaning, Factors influencing branding
- Price Management – Meaning and Definition – Factors affecting pricing decisions, Pricing Strategies
- Place (Distribution) Management – Meaning and Definition – Factors Governing Distribution Decisions – Types of Distribution Channels
- Promotion Management – Meaning – Promotion Strategies, Integrated marketing communication
- Case studies based on the above topics



Production Management

- Meaning and Definition of Production Management – Scope of Production Management, Steps in Production Planning and Control
- Meaning of Productivity - Measurement of Productivity – Measure to increase Productivity – Productivity Movement in India
- Meaning and Definition of Quality Management – TQM – Quality Circles – ISO 9000/14000
- Inventory Management – Meaning and Methods
- Case studies based on the above topics

Human Resource Management

- Human Resource Management – Meaning, Nature, Functions of Human Resource Management
- Human Resource Planning- Meaning, Process of Human Resource Planning
- Human Resource Development- Methods of Developing Human Resource
- Performance Appraisal – Meaning and Definition – Traditional and Modern Methods of Appraisal
- Employee retention
- Leadership- Traits, Styles
- Motivation- Factors of Motivation, Theories of Motivation- Maslow's Theory, Douglas MacGregor's Theory X and Theory Y
- Case studies based on the above topics



Financial Management

- Meaning and Definition of Financial Management – Functions of Financial Management
- Capital Budgeting- Introduction, Importance and Process
- Capital Structure- Meaning, Factors affecting Capital Structure
- Capital Market – Meaning and Constituents – Functions
- Fundamental Analysis – Technical Analysis - Venture Capital – DEMAT Account - Futures and Options
- Case studies based on the above topics

SYLLABUS OUTCOMES

- Acquired analytical skills in solving marketing related problems and challenges and be familiar with the strategic marketing management process.
- Exposed to the development, evaluation, and implementation of marketing management in a variety of business environments.
- Cases, discussions, exercises and activities, participants would be given opportunities to perform the role of a marketing manager.
- Understand the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
- Learn administer and contribute to the design and evaluation of the performance management program.
- Acquired skill to develop, implement, and evaluate employee orientation, training, and development programs.
- Perform analytical reviews of financial results, proposals, and plans.