FUNCTIONAL MANAGEMENT

Financial Management: Meaning & sources of finance (shares, debentures) capital structure: types of capital structure, factors affecting capital structure, leverage

Marketing Management: Meaning of Marketing, Difference of marketing & selling, Marketing mix, advertisement and Marketing, Types of Advertisement, Legal & Ethical issues in Advertisement.

Unit III: Production Management: Meaning, Objective and Function of Production Management, Objective of Production Planning and Control, Objective Inventory Control: Meaning & Importance.


Unit V: Strategic Management: Business Policy as field of study, nature & scope of Strategic Management, Synergy & its relevance to Strategic.
WAGES & SALARY ADMINISTRATION

Introduction: Employee compensation – definition, objective, types factor affecting employee compensation, employee compensation planning, problem in compensation, planning, behavioral aspect of employee compensation.

Wage Administration: Need for rational wage policy, components of Industrial pay structure, concept relating to minimum wage & living wage, Methods of wage fixation

III: Salary Administration: Principle, Aim components of salary administration salary structure, salary progression, employee stock option plan, salary administration procedure.

Unit IV: System of Reward & Incentives: Fringe benefit concept, philosophy, principles classification necessity & importance of Fringe benefit & recent job satisfaction trends in fringe benefit in Indian Industries.

Allownace: Dearness Allowance & other Allowance

Unit V: Wage & Productively – Concept of productively & efficiency of Labour & payment of wage.

Job pricing technique: Pricing of managerial job

Suggest Reading:

- Flippo Edwin B.
- C.B. Mamuna
- Subramaniam K. N.

- Principles of personal management
- Personal management
- Wages in India
RESEARCH METHODOLOGY

Unit I: Introduction: Meaning of research, Objectives, Motivation, Significance of research, types of research, (Research Approaches), Research Process, Criterion of good research, Problems encountered by researcher in India, Research Methodology defined.

Unit II: Defining the Research problems and techniques involved in defining the research problems, Research Design, Meaning, Needs and feature, Different Research design: Exploratory, Descriptive and Experimental Research designs.


Unit IV: Interpretation and report writing: Meaning, Techniques, Precaution and Significance of report Writing, Types of reports.

Unit V: Introduction to Social Research: Classification of sciences, Objectives and assumptions of social research, Difference between Social Research and physical Science, Objectivity in social research, Significance of social research, Difficulties of social Research in India.

Suggestive Readings:-


Unit I – **Introduction:** Origin & Growth of social security, scope, Difference between social insurance Commercial Insurance and Social assistance benefits & limitations of social security.

Unit II – **Social security in India:** Growth of social security basic knowledge of SS scheme in India under workmen Compensation Act, Employee Provident fund Act, Maternity Benefit Act & Employee State Insurance Act, and Interpretation of SS Scheme in India.

Unit III – **Labour Welfare:** Concept & scope significance of Labour welfare, Industrial Labour in India (organized & unorganized sector)

Unit IV – **Labour Welfare in India:** Basic knowledge of Labour welfare measure applied in Indian industry cotton & textile, Railway Jute Mills super Industry, Role of Labour welfare officer.


**Suggested Readings:**
- Bhagoliwal T N
- Saxena S. C.
- Labour Economics
- Labour Problem & Social Welfare.
MANAGEMENT INFORMATION SYSTEM


Suggested Reading –
2. Ross and Murdick Management: Information System for Modern
3. Kantar Jerone: Management Information System

Dispersion and Skewness: Concept of dispersion; methods of measuring dispersion quartile deviation, mean deviation and standard deviation. Co-efficient of variation, Co-efficient of Skewness method by Karl Pearson's and Bowley's.

Correlation and Analysis: Concept and Importance of Correlation. Types of correlation, Co-efficient of correlation method by Karl Pearson's Spearman's and concurrent deviations. Probable error.

UNIT-IV

(A) Regression Analysis: Meaning and uses of Regression Analysis, Regression Lines Regression Co-efficient. Regression Equation by using method of least square.

(B) Index Numbers: Meaning and uses of Index number. Methods of constructing Index numbers – Simple Aggregate method, Weighted Aggregates methods, Fisher's Ideal method.

Meaning and Importance of the concept of probability, Calculation of Probability: Addition Theorem, multiplication theorem and Bayes theorem (Simple problems)

(B) (Chi-square Test: Meaning and uses of chi-square measure. Degrees of Freedom computation of the value of Chi-square Yate's correction.

(C) Tests of Hypothesis: Test of significance of small samples - 't' test and 'F' test.

Suggestive Readings:-

1- Elhance & Elhance - Statistics

2- S. P. Gupta - Statistics