

GUJARAT TECHNOLOGICAL UNIVERSITY

B. E.

SEMESTER: V

Subject Name: **Management – II**

Course Objective:

The objective of the course is to provide an understanding and an introduction to the basic functional areas of management such as Marketing, Finance, Human Resources and Production. The emphasis of the course is to give basic introduction to the concepts. At the same time an attempt is made to incorporate relevant basic topics of strategic management.

(1) Introduction to Marketing Management

Sr. No.	Course Content
1.	Marketing Function: The four P's in Marketing, Different concepts in marketing, Production, Product, Selling, Marketing, Societal and holistic.
2.	Marketing Demand: Method of demand forecasting- survey of buyers' intentions, sales force opinion method, expert opinion method, market test method, time series analysis, statistical demand analysis(concepts only no examples).
3.	Market Segmentation: Meaning, Importance and different bases of market segmentation with reference to consumer product and industrial product.

(2) Introduction to Financial Management

Sr. No.	Course Content
1.	Meaning of finance and scope of financial management
2.	Finance functions.
3.	Financial management and role of financial manager.
4.	Objectives of financial management.

(3) Introduction to Production Management

Sr. No.	Course Content
1.	Meaning, characteristics , plant location, factors affecting location.
2.	Plant layout: Product and process layout – meaning, merits and demerits.
3.	Break-even analysis (sums).

(4) Introduction to Human Resource Management

Sr. No.	Course Content
1.	Importance
2.	Manpower planning : concept and features and objectives
3.	Manpower planning process
4.	Recruitment : sources
5.	Selection : process
6.	Selection tests : types of tests

(5) Introduction to Strategic Management

Sr. No.	Course Content
1.	Management by objectives.
2.	How strategic and operational plans differ.
3.	The evolution of the concept of strategy.
4.	Levels of strategy : Some key distinctions.
5.	The contents of a corporate strategy.

Reference Books:

1. Principles and Practices of Management by L. M. Prasad.
2. Principles of Management by Tripathy and Reddy.
3. Business Organization and Management by C. B. Gupta.
4. Organisation Behaviour by Fred Luthance.
5. Management Text and Cases by Saturaju and Parthasarthy.
6. Marketing Management, Philip Kotler.
7. Marketing Management, Rajen Saxena.
8. Financial Management, I.M. Pandey.
9. Financial Management, Khan and Jain.
10. Management by James Stoner and Edward Freeman.
11. Management by Herold Knootz and Heinz Wechnch.
12. Management by Bateman Snell.
13. Essentials of Management, Adrew J. Durbin.
14. Principles of Management, Charles WL.
15. Principles of Management, Richard L. Daft, Cengage Learning, 2009.
16. Human Resource and Personnel Management by K. Aswasthappa.