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| **Course code** | **Course Title** | **Teaching Scheme** | | | |
| **L** | **T** | **P** | **Credits** |
| LS1109 | Managing Business Functions | 3 | 0 | 0 | 3 |

**Course Objectives:** This course provides an overview of important functional verticals of any business organizations which work in integrated manner to ensure business performance The course will provide an in-depth understanding of how management principles gets reflected in its practices and processes. The students will gain holistic understanding about how businesses run and relevance of its each functional departments in contributing towards its goal achievement. The students would discuss and diagnose real case scenarios to gain clarity about business function, identify problems and recommend practical solutions.

**Learning Outcomes:**

On successful completion of this course, the students should be able to

1. Appreciate multiple functional verticals of business organizations.
2. Comprehend the connectedness of functional verticals in building successful business strategy.
3. Evaluate and analyse real business problems through an accurate synthesis of the information.
4. Identify the forces in business environment impacting organizations and its management practices.
5. Apply managerial knowledge, method and research techniques to identify and solve management problems

**Topics :**

1. **Introduction** to core business functional areas and its integration
2. **Excelling Through People:** Overview of HRM, Functions of HR-Recruitment and Selection, Training and Development, Performance management, Employee relations, HR information management, Compensation, Workplace Health & Safety.
3. **Accounting and Financial Analysis:** Understanding Accounting as the Language of Business, Key Financial terms and concepts, Reading and analysis of Financial Statement, Ratio Analysis and interpretation.
4. **Operations Management:** Introduction to Operations Management, Operations Strategy, Quality Management, Supply Chain Management.
5. **Creating and delivering Customer value:** Overview of Marketing, Marketing Environment, Consumer Markets, Business Markets, Segmentation, Targeting & Positioning, Branding, Product, Price, Place, Promotion.

**Readings:**

1. Dessler, G. (2018) – Fundamentals of Human Resource Management, 4e, India, Pearson Publications.
2. Rao VSP (Latest Edition)– Human Resource Management, Text and Cases,Excel Book, New Delhi
3. Kotler, P., Armstrong, G. and Agnihotri, P. (2022). Principles of Marketing. New Delhi: Pearson Education.
4. Ramaswamy, V. S., & Namakumari, S. (2018). Marketing Management: Global Perspective, Indian Context. New Delhi: SAGE Publications India Pvt. Ltd.
5. Ramachandran N & Kakani K.Ram.(2017). How to Read a Balance Sheet,2/e. New Dehi: Mc Graw Hill Publications.
6. Mott Graham. (2008). Accounting for Non-Accountants: A Manual for Managers and Students. Kogan Publication.
7. Goyal, V.K. & Goyal, Ruchi. (2016). Financial Accounting, 4/e, New Delhi: PHI Learning Pvt. Ltd.[ ISBN.-978-81-203-4626-0]
8. Russell, R. S., & Taylor-Iii, B. W. (2008). *Operations management along the supply chain*. John Wiley & Sons.
9. Heizer, J., Render, B., & Munson, C. (2017). *Operations management*. Pearson Education Limited.

**MOOC**

* Operations Management: Analysis and Improvement Methods by University of Illinois (Coursera): <https://www.coursera.org/programs/j-k-lakshmipat-university-on-coursera-kzogk?collectionId=&productId=schck0kuEealsQ4S5bCf-Q&productType=course&showMiniModal=true>
* Marketing Management-I: University of Illinois at Urbana-Champaign: 24 hourshttps://www.my-mooc.com/en/mooc/marketing-management-i/
* Understanding Financial Statements: Company Performance by University of Illinois (Coursera): https://www.coursera.org/learn/income-statement?action=enroll#modules
* HR for Non HR Managers: <https://onlinecourses.swayam2.ac.in/cec23_mg23/preview>? (Swayam)

**Course Assessment:**

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| **Prerequisites** | | | Transmission and Distribution | |
| **Sr. No.** | **Evaluation Component** | **Marks** | |
| 1 | **Attendance** | Nil | |
| 2 | **Assignment** | 20 | |
| 3 | Class Participation | Nil | |
| 4 | Quiz | 20 | |
| 5 | Theory Exam-I | 15 | |
| 6 | Theory Exam-II | 15 | |
| 7 | Theory Exam-III | 30 | |
| 8 | Report-I | Nil | |
| 9 | Report-II | Nil | |
| 10 | Report-III | Nil | |
| 11 | Project-I | Nil | |
| 12 | Project-II | Nil | |
| 13 | Project-III | Nil | |
| 14 | Lab Evaluation-I (Continuous) | Nil | |
| 15 | Lab Evaluation-II (End term Exam) | Nil | |
| 16 | Course Portfolio | Nil | |
| 17 | Presentation | Nil | |
| 18 | Viva | Nil | |
|  | **Total** | **100** | |

**\*\* The University attendance policy is applicable in the course**