

**M.Com - I**  
**Semester No. II**  
**0901202 Perspectives of Management**

**Course Content:**

<b>Module No.</b>	<b>Topics / Chapters Name</b>
I	Financial Management <ul style="list-style-type: none"><li>• Capital Budgeting</li><li>• Working Capital</li><li>• Capital Structure</li><li>• Dividend Policy</li></ul>
II	Marketing Management <ul style="list-style-type: none"><li>• Market Research</li><li>• Product and Pricing</li><li>• Distribution Channels</li><li>• CRM and promotion</li></ul>
III	Human Resource Management <ul style="list-style-type: none"><li>• HR Planning</li><li>• HR Development</li><li>• Performance Appraisal</li></ul>
IV	Production Management <ul style="list-style-type: none"><li>• Scope of Production Management</li><li>• Production Planning and Control</li><li>• PLC</li></ul>