

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
CLASS: SECOND YEAR B.COM (External)
SUBJECT: BUSINESS ADMINISTRATION
COURSE TYPE: MAJOR – 4 CREDIT
EFFECTIVE FROM ACADEMIC YEAR 2024-25 ONWARDS

OBJECTIVES:

1. To give knowledge of concept and process in Functional area of management like Human Resource management, labour relationship.
2. To enable the students about career planning, career development and give awareness about e-training and e- selection.
3. To make the students aware about Human Resource morales and Human Resource challenges.
4. To give knowledge in the Functional Area of marketing management, its process and concepts.
5. To make the students aware about marketing environment, pricing, promotion, market demand.
6. To make the students aware about marketing segmentation and consumer behavior, modern marketing.
7. To enable students marketing research, marketing control and nonprofit marketing.
8. To impart knowledge of online marketing.
9. To develop the analytical and decision making abilities through Case studies.

OUT COMES: Student's capacity building as under

1. Knowledge of Human Resource management and Planning.
2. Decision making by research when facing challenges.
3. Career development & Trade Unions.
4. Knowledge of concepts and process of marketing management.
5. Developed analytical research and decision making abilities according to market environment and situation like pricing, promotions, demand, quality and consumer behavior
6. Decision making while facing challenges of modern marketing

COURSE CONTENT:

Unit No.	Content	Weightage
1	<u>Human Resource Management, e-Selection and e-Training, Human Resource Planning:</u> Meaning of Human Resources, Human Resources Management, Human Resource Management and Personal management, e-Selection and Procedure, e-Training and its Advantages and Disadvantages. Qualities of H.R. manager, Roles of H.R. manager. Human Resource Planning- Meaning, Importance, Process and factors affecting Human Resource Planning, Benefits and Limitations of H.R. Planning, Human Resource Audit - Aspects of Utilization, Methods of Assessing Manpower Utilisation.	15

2	<p><u>Career Planning, Career Development, Training and Executive Development:</u> Concept of Career, Career Planning and Succession planning, Career Stages, Elements of Career Development Programmed, Steps in Career Development System, Advantages and Limitations of Career Planning and Development. Training: Meaning, needs, objectives - procedure of training, methods of Training and its advantages. Meaning and Methods of Executive Development.</p>	10
3	<p><u>Trade Unions, Industrial Unrest, Human Resource Morale and Human Resource Challenges</u> <u>Trade Unions:</u> Definitions, functions, Rights & Responsibilities of Registered Trade unions. <u>Industrial Unrest:</u> Meaning, Different Form of Industrial Disputes, causes, effects, Remedial Measures, Industrial peace and Industrial Harmony. HR Morale: ➤ Introduction and Definitions ➤ Importance of Morale ➤ Factors Affecting Morale ➤ Measures to Improve Morale HR challenges: ➤ Outsourcing ➤ Business process outsourcing - 1) Advantages of BPO, 2) Role of H.R. Manager in BPO, ➤ Call-centers, ➤ Work-life Balance ➤ Managing Diversity, ➤ Ethical Issues.</p>	18
4	<p><u>Marketing Management, Market Segmentation and Consumer Behaviour</u></p> <ul style="list-style-type: none"> • Meaning of Market, Types of Market, Marketing & Marketing management & Scope of Marketing Management. • Concept of Marketing; Production concept, selling concept, marketing concept, social concept, product concept, • Traditional Retail marketing (Store and without store), Online Retail Marketing (meaning, Elements, Advantages & Disadvantages). • Modern Marketing: Meaning, Advantages & Disadvantages of Modern Marketing, Difference between Traditional Marketing and modern Marketing. • <u>Market Segmentation-</u> Meaning and basis of Market segmentation and Its Advantages. • <u>Consumer Behaviour -</u> Factors influencing Consumers behaviour, buying behaviour Process. 	20

5	<u>Marketing Mix & Marketing Environment:</u> <ul style="list-style-type: none"> • Marketing Mix: Meaning Elements, 4P's and Dhaval Mehta's 8P's • Marketing Environment: Meaning, Factors of Micro and Macro Environment. • Product: Concept of Product, Product Life Cycle and Strategies, Product Development, Concept of Brand and Its Need. • Pricing: Objectives and Methods of Pricing, Different Pricing Policies and Factors Affecting Pricing Policies. • Promotion: Meaning, Importance and Elements of Promotion Mix. • Market Demand: Meaning, Factors Affecting, Marketing in Different Situation of Market Demand 	12
6	<u>Marketing Research and Control, Non Profit Marketing:</u> - <u>Marketing Research-</u> Meaning, objectives, Importance, Scope and process of marketing research, <u>Marketing Control -</u> Meaning, Importance & process. <u>Non Profit Marketing:</u> Introduction, How Non-profit Marketing Differs, scope of Non-Profit marketing Fundamentals of Marketing and its Application to Nonprofits, Applying the fundamentals to Nonprofits.	10
7	<u>Case Study</u>	15

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7. Industrial Relations and Personnel management in India – R.S. Davar.
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