

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**  
**MASTER OF BUSINESS ECONOMICS**  
**SEMESTER-III**  
**PAPER-XI**

**PRINCIPLES OF MANAGEMENT**

Concept of Management, Management and Profession, Management as a art, science or both. Evolution of Modern Management thought. Approaches to Managerial Thought, Process of Management, Coordination as a essence of Management, Planning steps, Long term and short term plan. Management by Objectives, Decision making, Departmentation, Delegation of Authority, Centralization and Decentralization of authority. Line and staff relationships. Conflict and coordination, Management by Exception, Organization structures and its types. Communication, barriers in Communication, Management control and process. Management Audit, Social Audit, Leadership and its applicability in organization. Motivation and theories.

**SELECTED REFERENCES:**

1. **Stoner and Freeman-** *Management* (Text Book)
2. **Haynes & Masse-***Management Analysis, Concepts and Cases*
3. **Koontz O Donnell**, (1999) 5<sup>th</sup> ED, *Essentials of Management*, Tata McGraw Hill Publication.
4. **Koontz O Donnell** – *Management*
5. **Gita Piramal** – *Business Maharajas*.
6. **Rustomji & Parkinson** – *Great Ideas in Management*.
7. **L.M.Prasad**, (2000) 5<sup>th</sup> ED, *Principles and Practices of Management*, Sultan Chand and Sons Education Publishers, New Delhi.
8. **Peter Drucker**, (2001) 1st ED, Butter worth Heinemann, , New-Delhi.

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**MASTER OF BUSINESS ECONOMICS**  
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**PAPER-XII**

**ECONOMICS OF HUMAN RESOURCES**

1. Nature and scope of Economics of Human Resources.
2. Definition and Problem of Unemployment-Types of Unemployment – Causes and remedies of the Problem in India Employment Policy in India.
3. Main Characteristics of the Indian Labor Force – Characteristics of the Indian Labor Market - Urbanization – Migration – Labor reforms in India
4. Trade Union Movement – Types of Trade Unions –Weaknesses of trade Unions in India – Remedies –Views of National Commissions on Labor- Importance of Social Security – Types and Schemes implemented by the Government of India-Industrial Disputes-Causes-Methods to solve industrial disputes.
5. Training – Types of Training – OJT –Importance of Manpower Planning
6. Occupational Hazards : Definition – types – chemical, biological, physical, mechanical, psychological: a measures for preventing them
7. Business Environment – Business Interlinks: Types of pollution

**SELECTED REFERENCES:**

1. **Park K** (2000) 16<sup>th</sup> ED, *Text book of preventive and social Medicine*, M/s Banaradidas Publishers, Bhanot, Jabalpur.
2. **Rao V.S.P** (2000)1<sup>st</sup> ED, *Human Resource Management Text and Cases*, Excel, New Delhi.
3. **Blaug**, *Mark Economics of Education Vol. I & II*.
4. **Meier G.M**, *Leading Issues in Economic Development*.
5. **Todaro M**, (2000) 7<sup>th</sup> ED, *Economic Development*, Addison Wesley Longman Pvt Ltd, New Delhi.
6. **Ruddar Dutt & Sundaram**, (2000) 45<sup>th</sup> ED, *Indian Economy*, S. Chand & Co. Ltd, New Delhi.
7. **Kothari V.N**, *Issues in Human Capital Theory...*
8. **Becker Gray**, *Human Capital*.
9. **Shah, K.R**, *Essays in Economics of Human Resources*.

10. **Rao T.V**, (1996) 1<sup>st</sup> ED, *Human Resource Development*, Sage Publication, New Delhi.
11. **Gupta G.S**, (2002) 1<sup>st</sup> ED, *Macro Economics*, Tata McGraw Hill Publication, New Delhi.
12. **King Jean**, *Labour Economics*
13. **Samuelson Paul**, (1998) 16<sup>th</sup> ED, *Economics*, Tata McGraw Hill Publication, New Delhi.
14. **Kapila Uma**, (2004) 15<sup>th</sup> ED, *Indian Economy*, Academic Foundation, New Delhi.
15. **Smith Maccormick**, *Labour Economics*.
16. **Mamoria C B**, (2002) 14<sup>th</sup> ED, *Dynamics of Industrial Relations*, Himalaya Publishing House, Mumbai.
17. **Monappa Arun**, (2001) 19<sup>th</sup> ED, *Industrial Relations*, Tata McGraw Hill publication, New Delhi.
18. **Singh Jwiteshkumar**, *Labour Economics*.
19. **Jhingan, Desai & Bhatt**, (2003) 1<sup>st</sup> ED, *Demography*, Vrinda Publications Pvt Ltd.
20. **Hand Book of Labour Economics**, North Holland.
21. **Rees Albert**, *Economics of Work and Pay*.
22. **Reynolds L.G**, *Economics of Labour and Labour Relations*.
23. **Blaug Mark**, *Economics of Education Vol I & II*.
24. **Rao, V.S.P**, (2002) 1<sup>st</sup> ED, *Human Resource Management*, Excel Books, New Delhi.
25. **N. Manivasakam**, *Environmental Pollution*
26. **Sama A.M**, *Industrial Health and Safety Management*.

\* **Reports**

1. **Economic Survey** (GOI, New Delhi)
2. **Indian Development Report** (IGIDR, Mumbai)
3. **Human Development Report** (UNDP)
4. **Ward Development Report** (WB)

\* **For Data**

1. **CMIE Volumes** (Mumbai)
2. **INDIA** (GOI, New Delhi)
3. **Economic Survey** (GOI, New Delhi)
4. **India-Statistics** (Rupa & Co. New Delhi)
5. **Manpower Profiles** (IAMR, New Delhi)
6. **Human Resource Profiles** (IAMR, New Delhi)

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**PAPER-XIII**

**PRINCIPLES OF ECONOMICS LEGISLATION**

Indian Contract Act. 1872- Essential of Valid Contract, Void Agreement, Performance of Contracts, Breach of Contract and its Remedies, Quasi Contracts, Offer, Acceptance, Lapse of offer. Lapse of Acceptance, Parties competent to contract.

Sale of Goods Act, 1930 - Introduction, Definitions, Types of Goods, Essentials of Valid sale contract. Difference between sale and Agreement to sale. Conditions and warranties. Unpaid seller and his rights.

Indian Partnership Act, 1932- Essential of Partnership, rights and duties of partners, minor as a partner, Partnership properties, resolution of partnership.

Negotiable Instruments Act, 1881- Definition of negotiable instrument, types of negotiable instruments which are cheque, promissory notes, bills of exchange and their Features, holder and holder in due course, endorsement and its rules, banker and his relation with clients, rights and obligations of banker, dishonor of cheques and the consequences.

Companies Act, 1956- History of Companies Act, Meaning of Company, types of companies. Formation of Companies, Promoters and their duties. Memorandum of Association, Articles of Association, Doctrine of Indoor management. Doctrine of Ultra vires. Prospectus, Directors and their duties and liabilities. Winding up. Meetings and their Resolutions, Conversion of Companies.

Consumer Protection Act 1986- History of consumer protection Act, right and duties of a consumer, consumer redressal agencies, forms of consumer exploitation, recent amendment in the act, Consumerism movement in India.

**SELECTED REFERENCES:**

1. **Sudhir Prakashan**, Business laws.
2. **Avatar Singh**-Company law
3. **Kherganwala J.S.**- Negotiable Instruments Act.
4. **Shah S.M**, *Lectures on Company Law*.
5. **Tuteja S.K.**- Business Law for Managers.
6. **Punekar S.D. and other**, (2004) 13<sup>th</sup> ED, *Labour Welfare, Trade Unionism and Industrial Relations*, Himalaya Publishing House "Ramdoot ", Mumbai.
7. **Tulsian P.C**, *Business Law*, (2000) 2<sup>nd</sup> ED, Tata McGraw hill Publishing Co. Ltd, New-Delhi.

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**SEMESTER-III**  
**[A] BANKING**

**ANY TWO PAPAERS FROM THE FOLLOWING GROUPS (PAPER XIV & XV)**

- **CREDIT MANAGEMENT**

Credit management overview. Credit policy of Banks. Prudential Norms, Objectives in Credit management. Principles of Credit Management, Types of borrowers. Credit Deployment, Documentation, Regulatory framework, MIS and credit monitoring. Follow up and Recover management. Debt Recovery Tribunal. Asset Reconstruction fund. The Securitization Ordinance 2002, Case studies, current development. Bank for International Settlement, CRAMEL rating systems for Banks, study of interest rates in India and world. Movement of the interest rates and their causes. Credit policy and its impact on Consumer demand.

- **COMMERCIAL BANKING**

Overview of Commercial banking. Banker customer relationship. Retail banking. Deposit products in India and abroad. Pricing of deposits. Fee based services. Corporate banking. General appraisal criteria. Credit assessment-fund based and working capital management. Financing International Projects, Financing Small Enterprises, Credit Uisbursal and Monitoring, international Perspective, Case study. Role of new private banks in India, Customer expectations from the hanks.

**SELECTED REFERENCES:**

1. **ICFAI journals** for banking
2. **RB1** bulletins
3. **BS SHAH** publications

## [B] INSURANCE

- **GENERAL INSURANCE-PERSONAL**

Principles of General Insurance. Personal General Insurance Products like fire, personal liability, homeowners, personal motor and miscellaneous insurance ), Terminology, Perils, Clauses and Covers. Risk Assessment. Underwriting and Ratemaking, Product design, development and evaluation, Loss prevention and Control, Claims management. Reinsurance, Marketing and Servicing, IT applications. Legal framework and documentation. Case studies.

- **GENERAL INSURANCE-COMMERCIAL**

Commercial General Insurance Products like fire, motor, aviation. Engineering, agriculture marine, credit risk, liability. bonding, surety, workers compensation and miscellaneous insurance. Terminology, Perils, Clauses and Covers, Risk assessment. Underwriting and Ratemaking, Product design, development and evaluation. Loss Prevention and Control, Claims Management, Reinsurance, Marketing and Servicing, IT applications. Legal framework and documentation, case studies.

### SELECTED REFERENCES :

1. **Bodla B.S & others**, (2003) 1<sup>st</sup> ED, *Insurance: Fundamentals ,Environment and Procedures*, Deep & Deep Publication New Delhi.
2. **Taxmann**, (2004) 1<sup>st</sup> ED, *Insurance Law Manual with IRDA Circulars & Notifications*, Taxmann Publications (p) Ltd. 59/32,New Rohtak Road, New Delhi.
3. **Mishra M.N**, (2003) 1<sup>st</sup> ED, *Insurance- Principle and Practices*, Central Statistical Organisation, Ministry of Statistics and Programme Implementation Government of India , New Delhi.
4. **Mathew M.J.** (2001) 2<sup>nd</sup> ED, *Insurance Principles & Practices*, RBSA Publishers, Jaipur.

## [C] FINANCE

- **PORTFOLIO MANAGEMENT**

Introduction to Portfolio Management. An optimum Portfolio Selection Problem, Markowitz model, Sharpe Model, Risk and Return Analysis, Types of risk. Portfolio of two securities and more than two securities, Efficient frontier. Relationship between leveraged and unleveraged portfolio. Capital Asset Pricing Model, Portfolio Investment process. Bond portfolio Management Strategies, Investment timing and Evaluation of portfolio. Corporate Portfolio management in India, International Diversification, International Portfolio management.

- **MUTUAL FUNDS**

History of mutual funds in India, Meaning of Mutual funds, types of mutual funds. Advantages of mutual funds, limitations of mutual funds. New innovative mutual funds products, scenario of Indian mutual funds industry, world mutual funds scenario, financial planning role in mutual funds. Risk and returns analysis in mutual funds, regulatory framework for mutual funds, role of RBI and SEBI in development of mutual funds. Recent development of mutual funds and case studies of UTI mutual funds and Alliance Capital Mutual funds, late trading of mutual funds in the USA and its impact on Indian mutual funds. Share of mutual funds in household savings investments.

### REFERENCE BOOKS

1. **Gordon Natrajan**, *Financial Markets and Services*
2. **V K Bhalla**, (2002) 1<sup>st</sup> ED, *Investment Management*
3. **AMFI mutual funds** material issued by U 11.
4. **Alexander Gordon and Sharpe William**, *Fundamental of Investments*
5. **V.L. Bhalla**, *Investment Management*.
6. **Elton Edwin**, *Modem portfolio Analysis and Investment Analysis*.
7. **Lee cheng**, *Security analysis and portfolio management*.
8. **Harry marktowitz**, *Mean and Variance Analysis in Portfolio Choice and Capital Market*

## (D) MARKETING

### • ADVERTISING & SALES PROMOTION MANAGEMENT

Dimensions of Advertising Concepts and Advertising Management; Advertising and marketing mix; Advertising and other promotional tools - Purpose of Advertising, business of Advertising, Planning and Objective setting; Framework of the planning process. Communication and Persuasion Process; DAGMAR approach and positioning planning of an advertising campaign, Copywriting creative execution; Message Strategy; Copy testing; The advertising industry; Media Planning; Media objectives; Ethical aspects of advertising; Internet advertising; Evaluation of advertising campaign; Nature and Types of Sales Promotion; Impact on Sales; Designing Promotional Strategies

### • CONSUMER ANALYSIS AND MARKETING RESEARCH

Nature and Scope; Problem Formulation; Research Process; Research Designs - Exploratory, Descriptive and Experimental Research; Methods of Data Collection - Observational and Survey methods; Questionnaire Design; Attitude Measurement Techniques; Administration of Surveys; Sample Design; Field Work and Tabulation of Data; Analysis of Data

### REFERNECES:

1. **Suja A Nair**, (2001) 1<sup>st</sup> ED, Consumer Behaviour In Indian Perspective (Text and Cases), Himalaya Publishing House, Delhi.
2. **S.L.Gupta**, *Marketing Research*, New Addition, excel books, New-Delhi.
3. **Debashis Pati**, (2002), *Marketing Research*, Universities press pvt ltd, Hyderabad.