

# VEER NARMAD SOUTH GUJARAT UNIVERSITY

## T.Y.B.Com Business Administration Paper III Syllabus

(In force from July 2004)

### Objectives of the Course:

- (1) To impart to the students the conceptual and procedural knowledge in the functional areas of management like financial, material and Production management.
- (2) To enable the students to understand the concept, principles and techniques to be applied in the different functional areas of management.
- (3) To develop the analytical and decision-taking abilities in the students through Case Studies.
- (4) To expose the students to the concept of M-Commerce, its technological foundations and applications and impact on E-Commerce.

### Course Contents:

- PART-1: Financial Management** **25%**
1. Financial Management :- Meaning and Functions.
  2. Financial Planning :- Meaning, Importance, affecting Factors, Types (Only concept of short term and long term financial planning), Process, Guiding principles.
  3. Capitalisation :- Concept, Theory of Capitalisation, Under and over capitalization, Meaning, Causes, Effects, Remedies. Capital Structure: Meaning, Affecting Factors, Characteristics, Types. Concept of Trading on Equity.
  4. Working Capital:- Meaning, affecting Factors, Types, Sources, Components.
- PART-2: Materials Management** **20%**
1. Concept, Importance and Scope of Materials Management.
  2. Purchasing policies and procedures
  1. Inventory Control: Meaning, Objectives, Importance.
  2. Importance and Methods of Material Handling
- PART-3: Production Management** **20%**
1. Meaning and scope of Production Management
  2. Plant Location and Layout
  3. Production Planning and Control
  4. Productivity: Meaning, Importance and Measures
- PART-4: Crisis & Disaster Management** **10%**
1. Crisis : Meaning, Types, Causes and Resolution.
  2. Meaning, Nature and Classification of Disaster.

**PART-5: Fundamentals of M- Commerce**

**10%**

UNIT-I Introduction to E-Commerce: Concept of WAP; Technological Foundations of WAP; WAP vs E-Commerce; WAP vs traditional business operations; Global Growth projections.

UNIT-2 M-Commerce operations: In banking, stock marketing, trading and shopping.

**NOTE: Case Study :**

**15%**

The weightage of case study pertaining to the above topics 1,2 and 3 will carry 15%.

**Books for Reference:**

1. Management Finance – J. Fred Weston and Bringham
2. Working Capital Management – V.E. Ramamoorthy
3. Financial Organisation and Management of Business – Gerstenberg
4. Principles of Management Accounting – Man Mohan & Goyal
5. Corporation Finance – S.C.Kuchhal
6. Financial Management – S.C.Kuchhal
7. Materials Management – N.K.Nair
8. Hand-Book of Business Administration – Edited by Maynard
9. Lectures on Costing – Swaminathan
10. Production Management – H.N. Broom
11. Factory Management – K.G. Lockyer
12. Factory Management and Business Organisation – A.S. Deshpande
13. Industrial Organisation and Management – Lawrence L.
  - a. Bethel, Franklin and Others
14. Business Administration and Factory Management – B.K. Acharya
15. Factory Organisation and Management – S.P. Roy
16. Organisational Behaviour by L.M.Prasad.
17. Organisational Behaviour by Stephen Robbins.
18. Disaster Management By Dhaval Mehta.

**Suggested Readings for M-Commerce**

1. Agarwala Kamlesh N. and Agarwala Prateek: WAP the Net: An Introduction to Wireless Application Protocol; Macmillan India Ltd. New Delhi.
2. Agarwala Kamlesh N. and Agarwala Prateek: M-commerce; Macmillan India Ltd. New Delhi.
3. Dorman Andy: the Essential Guide to Wireless Communications Applications; Pearson Education Asia (Low Price Edition)
4. Schiller Jochen: Mobile Communications: Addison- Wesley (Low Price Edition)