

VEER NARMAD SOUTH GUJARAT UNIVERSITY

T.Y.B.Com

Business Administration Paper III

Syllabus

(In force from July 2008)

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

20%

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:- Meaning & Concept and Principal of Capitalisation, Under and over capitalization, Meaning, Causes, Effects, Remedies. Capital Structure: Meaning, Affecting Factors, Characteristics, Types. Concept of Trading on Equity & Leverage
4. Working Capital:- Meaning, affecting Factors, Types, Sources Including NRI Fund , Components.

PART-2: Materials and Production Management

25%

(A) Material Management:

1. Concept, Importance and Scope of Materials Management.
2. Purchasing policies
3. Inventory Control: Meaning and Importance.

(B) Production Management

1. Meaning and scope of Production Management and Meaning of Productivity
2. Plant Location and Layout
3. Production Planning and Control

PART- 3: Disaster & Stress Management

15%

1. Meaning, Nature and Classification of Disaster.
. Meaning of Stress and Job Stress, Effect of Stress, Factors leading to Job Stress, Cost & Physiology of Stress. Techniques of stress Management

PART- 4 : Social Responsibilities of Business and Business Ethics: 20%

- A. Social Responsibilities of Business:

Meaning, Nature and Strategies of Social Responsibilities- Arguments for and against social Responsibilities- Barriers to social Responsibilities - Limitations of Social Responsibilities - Common characteristics of Social Responsibilities - Indian Scenario.

B. Business Ethics :

Meaning , Nature and Importance of ethics- Sources of ethics(Religious, Cultural Experience- Legal system) - Ethical Dilemmas - (Face to Face , Corporate Policy Ethics - Functional Area Ethics- Improving Ethical Decision Making - Difficulties in Decision Making - Suggestions for making Ethical Decisions.

PART- 5 : M. Commerce:

05%

M.-Commerce operation, On line Banking, Stock Marketing - Trading and Shopping.

NOTE: Case Study :

15%

The weightage of case study pertaining to the above topics 1, 2, 3 and 4 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.
19. Essentials of Business Environment. - K. Ashvaththapa
20. Organisational Behaviour - K. Ashvaththapa

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)