

VEER NARMAD SOUTH GUJARAT UNIVERSITY
S. Y. B.COM
BUSINESS ADMINISTRATION
(INFORCE FROM 2011 – 2012)

OBJECTIVE OF THE COURSE:-

1. To impart to the students the conceptual and procedural knowledge in the functional areas of management like human resources management, labour management and marketing management.
2. To enable the students to understand concepts, principles and techniques to be applied in the above functional areas of management.
3. To develop the analytical and decision making abilities of the students through case studies.
4. To impart the knowledge of cyber laws of India to the students.

COURSE CONTENTS

PART I: Human Resource Management & Labour Relations [40%]

1. **Human Resource Management:** - Meaning of Human resources, Human Resource Management, Human Resource Management and Personnel Management, Concept and meaning of Talent Management.
2. **Job Requirement:-** Meaning and importance of Job Analysis, Job Description and Job Requirements (Job Specification)
3. **Human Resource Planning and Development:-** Meaning, Importance, Process, and factors affecting of Human Resources Planning, Meaning of HRD, introductory idea of the different elements of HRD.
4. **Career Planning & Training and Development**
 - a. Concept of career, career planning and succession planning
 - b. Career Stages
 - c. Elements of career development programmes
 - d. Steps in Career development system
 - e. Advantages, limitations of career planning & development
 - f. Meaning, importance, objectives of Training
 - g. Training Need Assessment or identification
 - h. Designing training programmes
 - i. Training Methods (on the job and off the job methods)
 - j. Evaluation of training programmes
 - k. Induction training
5. **Trade Union:** - Definitions, functions, rights and responsibilities of registered trade unions.
6. **Industrial Unrest:** - Meaning, different forms of industrial disputes, causes, effects, remedial measures, industrial peace and industrial harmony.

PART II: Marketing Management

[35%]

1. **Concepts:** - Meaning of Market, Marketing and Marketing Management & scope of marketing management
Concept of Marketing: - Production concept, Selling Concept, Marketing Concept, and Social marketing concept. Concept of retail marketing & green marketing
2. **Marketing Mix and marketing Environment**
 - Marketing Mix :- Meaning & its elements
 - Marketing Environment: - Meaning & factors of micro and macro environment.
 - Product:- concept of Product, Product Item, Product Line, Product Mix, Optimum Product mix and its importance, Product life cycle, Product development, concept of Brand and it's need.
 - Pricing: - Objectives and methods of pricing, Different pricing policies and factors affecting pricing policies.
 - Promotion: - Meaning, importance and elements of promotion mix.
3. **Markets and Market Segmentation:-**
 - **Markets:** -Types and characteristics of markets – Consumer Market, Producer Market, Resellers Market and Government Market.
 - **Market Segmentation:** - Meaning and basis of Market segmentation and its advantages.
4. **Marketing Research:** - Meaning, objectives, importance, scope and process of Marketing Research. Meaning and importance of marketing control

PART III: Cyber Law of India

[10%]

Cyber Concept, Requirement of Cyber Law in India, E-mail related crime (1) E-mail Spoofing (2) E-mail Spamming (3) E-mail Bombing. Cyber Terrorism, E-Commerce / Investment Frauds.

Note: - Case Study

[15%]

The above mentioned topics included in part I & II should be thought with the help of case studies.

Note: Paper setter should consider syllabus and not any reference books or text books.

Books of References

1. Human Resource Management and Human Relations – V. P. Michael
2. Human Resource Management – V.V. Khanzode
3. Management of Human Resources – Lallan Prased, A.M. Bannerjee
4. The Personnel Management Processes – Wendall French
5. Principles of Personnel Management – Edwin Flippo
6. Personnel Management and Industrial Relations – Dale Yoder.
7. Industrial Relations and Personnel Management in india – R.S. Davar.
8. Marketing Management – Philip Kotler.
9. Modern Marketing Management – R.S. Dawar.

10. Marketing Management – Sherlekar
11. Organizational Behavior - K. Ashwathappa
12. Organizational Behavior - L.M. Prasad.
13. Marketing Management: Baghvathi Pillai.
14. An introduction to Cyber crime and Cyber Laws – Dr. R.K. Choubay. Kamal Law House, Kolkata.
15. કોમેન્ટ્રી ઓન સાયબર ક્રાઇમ્સ (ગુજરાતીમાં) - જગરૂપ જી. રાજપુત અને મેવાડા સોનલ દિલીપકુમાર- રાજસ્થાન લો હાઉસ - નોબલ લો પબ્લીશર્સ
16. www.cyberlawofindia.com.