

VEER NARMAD SOUTH GUJARAT UNIVERSITY
S. Y. B.COM
Semester-III
BUSINESS ADMINISTRATION
(INFORCE FROM 2015 – 2016)

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 .
2. To enable the students to understand concepts, principles and techniques to be applied in the above functional areas of management.
3. To impart the knowledge of personality development
4. To develop the analytical and decision making abilities of the students through case studies.

COURSE CONTENTS

Human Resource Management & Labour Relations

1. Human Resource Management: - Meaning of Human resources, Human Resource Management, Human Resource Management and Personnel Management, Concept and meaning of Talent Management. [20%]

2. Human Resource Planning :- Meaning, Importance, Process, and factors affecting of Human Resources Planning. [15%]

3. Career Planning, Career Development and Personality Development: [20%]

- 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. Personality Development(meaning,importance,methods,factor-affecting)
- g. Methods of Executive Development

4. Trade Union: - Definitions, functions, rights and responsibilities of registered trade unions. [15%]

5. Industrial Unrest: - Meaning, different forms of industrial disputes, causes, effects, remedial measures, industrial peace and industrial harmony. [15%]

Case Study

[15%]

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. Organizational Behavior - K. Ashwathappa
9. Organizational Behavior - L.M. Prasad.
10. General Psychology-Garret HF
11. Introduction to General psychology-Mc Graw Hill
12. Personality Development and career management: A pragmatic perspective-R.M. Onkar
13. Personality Development-Alok Kumar Dubey
14. www.essentiallifeskills.net/improveyourpersonality.html
15. en.wikipedia.org
16. General psychology-David c. Edwards, The macmillan com.-New york
17. ટ યક્તિ ટ વકામનો વિજ્ઞાનકુમારસિંહ આશીષકુમારસિંહ
જૈનેન્ ડ્ર પ્રેક્ષોતીલાલબનારસી -A/45, નારાયણાફેજ-1 , નર્ડિ દલ સી ૦૦૨૮
18. આધુનિક માનસશાસ્ત્ર પરિચય બી.એ.પરી પ્રપોપular prakashan, surat
19. મનોવિજ્ઞાન for NET-SLET-ડો.બી.બી.ભીલા, યુનિ. ગ્રંથનિર્માણ બોર્ડ, અમદાવાદ

VEER NARMAD SOUTH GUJARAT UNIVERSITY

S. Y. B.COM

Semester-IV

BUSINESS ADMINISTRATION

(INFORCE FROM 2015 – 2016)

OBJECTIVE OF THE COURSE:-

1. To impart to the students the conceptual and procedural knowledge in the functional areas of marketing management .
2. To enable the students to understand concepts of marketing , pricing ,product and product life cycle , marketing research and control ,marketing environment.
3. To impart the knowledge of online marketing.
4. To develop the analytical and decision making abilities of the students through case studies.

COURSE CONTENTS

Marketing Management

[25%]

1. **Concepts:** - Meaning of Market, Types 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 ,Traditional Retail marketing(Stores and without stores),Online Retail marketing(meaning ,elements, advantages and disadvantages ,Business model)

2. Marketing Mix and marketing Environment

[30%]

Marketing Mix :- Meaning & its elements

Marketing Environment: - Meaning & factors of micro and macro environment.

Product:- concept of Product, 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. Market Segmentation

[10%]

- Meaning and basis of Market segmentation and its advantages.

4. **Marketing Research:** - Meaning, objectives, importance, scope and process of Marketing Research. Meaning, Importance & Process of marketing control. [20%]

- 3 -

Case Study

[15%]

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

Books of References

1. Marketing Management – Philip Kotler.
2. Modern Marketing Management – R.S. Dawar.
3. Marketing Management – Sherlekar
4. Marketing Management: Baghvathi Pillai.
5. www.slideshare.net/priyankashinde351/online-marketing-ppt
6. www.slideshare.net/Ankitha2404/emarketing-ppt
7. Frontiers of Electronic commerce-Ravi Kalakota, Andrew B. Whinston
Published by Pearson Education Pte. Ltd.
8. www.webopedia.com
9. www.techopedia.com