

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SECOND YEAR B.COM. (EXTERNAL- YEARLY)

BUSINESS ADMINISTRATION

(Syllabus effective from Academic Year 2022-23)

Objectives:

1.To impart to the students the conceptual and procedural knowledge in the functional areas

of human resources management and labour management.

2. To enable to students to understand concept and knowledge of human resource management, trade unions and labour relations.

3. To develop the analytical and decision making abilities of the students through case studies.

4.To impart to the students the conceptual and procedural knowledge in the functional areas

Of Marketing Management.

5. To enable to students to understand concept and knowledge of Marketing, Pricing, Product, Product life cycle, Marketing Research and Control, Marketing Environment.

6. To impart the knowledge of online marketing, Digital Marketing.

7. To develop the analytical and decision making abilities of the students through case studies.

Unit	Course Contents	Weightage
1.	<u>Human Resource Management & Labour Relations :</u> Human Resource Management: Meaning of Human Resources, Human Resource Management, Human Resource Management and Personnel Management, E-Selection and Procedure, E-Training and its Advantages and Disadvantages.	10%

2.	Human Resource Planning: Meaning, Importance, Process and Factors Affecting Human Resource Planning. Human Resource Audit- Aspects of Utilization, Methods of Assessing Manpower Utilization.	5%
3.	Career Planning, Career Development and Personality Development: Concept of Career, Career Planning and Succession Planning, Career Stages, Elements of Career Development Programmes, Steps in Career Development System, Advantages and Limitations of Career Planning and Development, Methods of Executive Development.	10%
4.	Trade Unions: Definitions, Functions, Rights and Responsibilities of Registered Trade Unions.	5%
5.	Industrial Unrest: Meaning, Different Forms of Industrial Disputes, Causes, Effects, Remedial Measures, Industrial Peace and Industrial Harmony.	10%
6.	<u>Marketing Management:</u> <ul style="list-style-type: none"> • 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 (Store and without Store), Online Retail Marketing(Meaning, Elements, Advantages And 	15%

	Disadvantages), Introduction of Digital Marketing	
7.	<u>Marketing Mix and Marketing Environment:</u> <ul style="list-style-type: none"> • Marketing Mix: Meaning & Elements, 4Ps and Dhaval Mehta's 8Ps • Marketing Environment: Meaning & Factors of Micro and Macro Environment. • Product: Concept of Product, Product Life Cycle and its strategies, Product Development, Concept of Brand and its need. • Pricing: Objectives and Methods of Pricing, Different Pricing Policies and Factors Affecting Pricing Policies. • Promotion: Meaning, Importance and Elements of Promotion Mix. 	10%
8.	Market Segmentation: Meaning and Basis of Market Segmentation and its Advantages.	5%
9.	Marketing Research: Meaning, Objectives, Importance, Scope and Process of Marketing Research. Meaning, Importance & Process of Marketing Control.	10%
10.	Case Study	20%

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 – LallanPrased, 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.essentiallifeskilis.net/improveyourpersonality.html
- 15.En.wikipedia.org
16. General Psychology David C Edwards, The macmillan com.- New York
- 17.આધુનિક માનસશાસ્ત્ર પરિચય – બી .એ. પરીખ Popular Prakashan, Surat
- 18.મનોવિજ્ઞાન for NET/SLET – ડૉ. બી.બી.ભીલા, યુનિ. ગ્રંથ નિર્માણ બોર્ડ, અમદાવાદ
- 19.Marketing Management – Philip Kotler.
- 20.Modern Marketing Management – R.S.Dawar
- 21.Marketing Management – Sherlekar
- 22.Marketing Management – Bhagvathi Pillai
- 23.Frontiers of Electronic Commerce – Ravi Kalakota,AndrewB.Whinston
Published by Pearson Education Pvt. Ltd.
- 24.www.slideshare.net/priyankasinde351/online-marketing-ppt
- 25.www.slideshare.net/Ankitha2404/emarketing-ppt
- 26.www.webopedia.com
- 27.www.techopedia.com
- 28.Human Resource Development & Planning Management – Sudhir Dawra