

VEER NARMAD SOUTH GUJARAT UNIVERSITY
S. Y. B.COM
Semester-III
BUSINESS ADMINISTRATION
(INFORCE FROM 2012 – 2013)

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

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 and Development** [15%]
 - 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. 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. [20%]
- 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.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

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Semester-IV

BUSINESS ADMINISTRATION

(INFORCE FROM 2012 – 2013)

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COURSE CONTENTS

Marketing Management

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 & green marketing [20%]
2. **Marketing Mix and marketing Environment** [25%]
 - 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%]
 - **Market Segmentation:** - 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%]

5. 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.

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 An introduction to Cyber crime and Cyber Laws – Dr. R.K. Choubay. Kamal Law House, Kolkata.
- 6 કોમેન્ટ્રી ઓન સાયબર ક્રાઈમ્સ (ગુજરાતીમાં) - જગરૂપ જી. રાજપુત અને મેવાડા સોનલ દિલીપકુમાર- રાજસ્થાન લો હાઉસ - નોબલ લો પબ્લીશર્સ
- 7 www.cyberlawofindia.com.