

GUJARAT UNIVERSITY
SYLLABUS FOR S.Y B.Com
SEMESTER III
CE 201 C – CORE ELECTIVE ADVANCED BUSINESS MANAGEMENT
ADVANCED HUMAN RESOURCE MANAGEMENT

Objective:

To acquaint the students with the Human Resource Management its different functions in an organization and the Human Resource Processes that are concerned with planning, motivating and developing suitable employees for the benefit of the organization

Number of credits: 3

Lectures per week: 3 of one hour each

Hours: 40

Unit	Weight-age
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I

- Concepts and Perspectives on Human Resource Management
- Human Resource Management in Changing Environment
- Human Resource Management System

Unit II

- Corporate Objective & Human Resource Planning
- Job analysis and role description
- Method of Manpower search
- Attracting, Selecting and Recruiting Human Resource
- Induction and Socialization
- Manpower Training and development
- Performance Appraisal and Potential Evaluation
- Career planning

Unit III

- Internal Mobility
- Job Evaluation and Wage Determination
- Salary Structure
- Wage Policies and Regulations
- Human Resource maintenance
- Personnel Audit

Unit IV

- Industrial Relations and Trade Unions
- Collective Bargaining – Concept, Pre-Requisites and Principles
- Dispute Resolution and Grievance Management
- Employee Empowerment
- Workers Participation in Management

Text Books:

- 1) Human Resource Management: By Aswathappa, Himalaya

Reference Book:

- 1) Personnel management & HRM: C. S. Venkata, Ratnam, Tata McGraw-Hill.
- 2) Designing and Managing HRM: By Parikh U. and Rao T. V., Wiley.
- 3) Human Resource Management: By
- 4) Personnel Management: By Monoppa and Sayadain, Tata McGraw-Hill

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SEMESTER III
CE 202 C CORE ELECTIVE ADVANCED BUSINESS MANAGEMENT
ADVANCED MARKETING MANAGEMENT

Objective:

To help students to understand the concept of marketing and its applications. Also to expose the students to the latest trends in marketing

Number of credits: 3

Lectures per week: 3 of one hour each

Hours: 40

Unit	Weight-age
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I

Introduction to Marketing

- Marketing Concepts,
- Functions of Marketing
- Importance of Marketing
- Difference between Marketing & Selling
- Marketing Environment

Planning And Marketing MIX

- The Element of marketing mix
- The place of marketing mix in marketing planning
- The relationship between marketing mix and marketing strategy
- The Concept of optimum marketing mix

Unit II

Market Segmentations & Targeting

- The concept of market
- The concept of segment
- Bases for segmentation
- Positioning

Marketing Research and its Application

- Definition and Purpose of Marketing Research
- Scope of Marketing Research
- Marketing Research Procedure
- Application of Marketing Research
- Limitations of Marketing Research

Unit III

Marketing of Services

- The concept of service
- Reasons for the growth of the service sector
- Characteristics of services
- Elements of Marketing mix in Service Marketing

Consumer Behavior

- Importance of consumer behavior for markets
- Types of consumer
- Models of consumer behavior
- Factor influencing consumer behavior

Product and Product Policies

- Product life cycle
- Product Planning and Development
- Product decisions and strategies
- Overview of Branding
- Packaging and Labeling

Unit IV

Pricing Policies

- Determinations of Pricing
- Pricing methods
- Objective of pricing policy

Advertising Management

- Advertising Management
- Objectives and function of Advertising
- Media of Advertising
- Publicity
- Public Relations

Sales Promotion & Distribution

- Sales promotions objectives
- Sales promotions methods
- Personal selling and its role
- Distribution channels – Role, factors affecting channel choice, Exclusive channel choice Role of Retailing in Channelising.

Text Books:

- 1) Marketing Management: By Varshney & Gupta

Reference Book:

- 1) Marketing Management: By Rajan Saxena
 - 2) Marketing in India: By S. Neelamegham
 - 3) Marketing Management: By Philip Kotler
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GUJARAT UNIVERSITY
SYLLABUS FOR S.Y B.Com
SEMESTER IV
CE 203 C - CORE ELECTIVE ADVANCED BUSINESS MANAGEMENT

ORGANIZATIONAL BEHAVIOUR

Course Objectives:

- (a) To make the participants acquaint themselves about the important concepts and issues, so as to improve their competences in the area of organizational behaviour.
- (b) To help the participants develop as effective professional managers and leaders.
- (c) To help the participants in developing analytical abilities.

Number of credits: 3

Lectures per week: 3 of one hour each

Hours: 40

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I

Introduction to OB

- Concept and importance
- Complementing Intuition with systematic study
- Contributing disciplines to the OB field

Individual Behaviour

- Ability
- Biographical Characteristics
- Personality and personality determinants

Unit II

Perception and decision-making

- Concept
- Factors influencing perception
- Attribution theory
- Perceptual errors
- Rational decision making process
- Creativity in decision making
- Bounded rationality
- Intuition
- Common biases and heuristics

Values, Attitudes and Basic Motivation concept

- Importance of values
- Types of values
- Values across cultures
- Main components of attitudes

- Major job attitudes
- Measurement of employee attitudes

Motivation

- Concept
- Maslow's theory of motivation
- Two factor theory
- Theory X and Theory Y
- McClelland's theory of Needs
- Goal setting theory
- Expectancy theory
- Equity theory

Unit III

Power and politics, Conflict and inter-group behavior

- Definition of Power and Politics
- Bases of Power
- The Dependency Postulate
- Power tactics
- Coalitions
- Factors leading to political behavior
- Outcomes of organizational politics Conflicts
- Definition of Conflict
- The conflict process Inter-group behavior
- Types of groups
- Stages of group development
- Group decision making process

Cultural systems

- Concept
- Strong Versus Weak cultures
- Culture's Functions
- Culture as a Liability
- Creating and Sustaining Culture

Unit IV

Stress Management

- Concept
- Understanding stress and its consequences
- Potential sources of stress
- Managing stress

Organization change and development

- Forces for change
- Planned change
- Factors for Resistance to change
- Overcoming Resistance to change
- Lewin's Three step model of change
- Concept and various intervention strategies

Text Books:

- 1) Organisational Behaviour: By Robins & Sanghi, Pearson Education

Reference Book:

- 1) Organisational Behaviour: By Luthans, Tata McGraw-Hill.
- 2) Organisational Behaviour: By Kanka, S Chand.
- 3) Organisational Behaviour: By Margie Parikh, Rajen Gupta

GUJARAT UNIVERSITY
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SEMESTER IV
CE 204 C – CORE ELECTIVE ADVANCED BUSINESS MANAGEMENT
ADVANCED FINANCIAL MANAGEMENT

Course Objectives:

- (1) To familiarize students with the concepts, tools and practices of financial management.
- (2) To understand the decisions to be taken by financial managers of business firms.

Number of credits: 3

Lectures per week: 3 of one hour each

Hours: 40

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: Introduction to Financial Management

- A) **Finance Function:** Meaning, Scope, and Classification of functions (Long term-short term: Executive-Routine).
Organisation of Finance Function (status and duties of a Financial manager: Treasurer and Controller) Objectives/Goals of Financial Management.
- B) **Time Value of Money:** Concept and numericals of Compounding and Discounting including annuity (excluding valuation of securities).

Unit II: Working Capital Management

- A) **Management of working capital:** Concept, Types, Factors affecting working capital needs, Operating cycle approach, Dangers of excessive and inadequate working capital.
- B) **Cash Management:** Meaning, Motives of holding cash, Functions/objectives of cash management, Cash budget (with numericals).
- C) **Inventory Management:** Meaning, Objectives of holding inventory, Factors affecting inventory, Techniques of inventory management :**(1) EOQ** (with numericals including discount concept), ABC Analysis(without numericals) **(2) Reorder point** (without numericals),
- D) **Receivables Management:** Meaning, Cost and benefits, size of receivables, optimum credit policy and credit policy variables, (only simple numericals of receivables are expected.)

Unit III: Capital Structure and its Determinants

- A) **Introduction to Capital Structure:** Meaning, Factors affecting Capital Structure, Forms of Capital Structures, and Cost of Capital.
- B) **Leverage:** (numericals and theory)
Operating leverage: Meaning, degree and effects of operating leverage on profits.
Financial leverage: Meaning and degree

Trading on equity: Meaning, benefits and risks (including EBIT-EPS analysis)
Combined leverage.

C) Concept and numericals on : (a) Financial Break-Even, (b) Indifference point

Unit IV :Capital budgeting:

A) Meaning and significance of capital budgeting, Types of capital budgeting decisions.
B) Techniques: (Meaning, Accept-Reject criterion, Advantages and Disadvantages, comparison and numericals based on each method.)

1. Payback period
2. Average Rate of Return
3. Net present value
4. Profitability Index
5. Internal Rate of Return

TEXT BOOKS:

1. Financial Management: Text, Problems and cases: M.Y.Khan and P.K.Jain: Tata McGraw Hill Education Pvt. Ltd.

REFERENCE BOOKS:

1. Financial Management P.V. Kulkarni and B.G. Satyaprasad.
 2. Essentials of Financial Management: I.M.Pandey, Vikas Publishing House Pvt. Ltd.
 3. Financial Management: Prasanna Chandra.
 4. Financial Management-Principles and Practice: C.Sudarsana Reddy, Himalaya
 5. Financial Management: Dr. V. K. Palanivelu, S. Chand.
 6. Financial Management: Sheeba Kapil, Pearson.
 7. Financial Management: Rajiv Srivastav and Anil Mishra, Oxford university press.
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