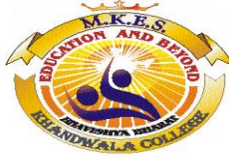


Nagindas Khandwala College

AUTONOMOUS



Courses of Bachelor of Commerce (B. Com.) Programme

For

T. Y. B.Com

Subject: Marketing & Human Resource Management (MHRM)

Marketing- Semester - V

Human Resource Management- Semester - VI

Syllabus and Question Paper Pattern

Under Academic Autonomy & Credit, Grading and Semester System

With effect from Academic Year 2018-2019

Syllabus of Course of B. Com. Program at T.Y.B.Com

Core Course

COMMERCE- V

Marketing Semester- V

Course Objectives:

To make students acquainted with-

- Marketing concept, significance & scope and its evolution
- Recent trends and challenges in marketing
- Customer Insights through Marketing Information(MIS), Marketing Research and Consumer Behaviour
- Customer-driven strategy through Segmentation, Targeting and Positioning (STP)
- Marketing-mix elements (4Ps of marketing)
- Competitive advantage and strategies

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Marketing	12
Module 2	Customer Insights through MISm and STP	11
Module 3	Marketing Mix (I)	11
Module 4	Marketing Mix (II), Competitive Advantage and Competitive Strategies	11
Total		45

Detailed Syllabus

Module -1: Introduction to Marketing (12 Lectures)

- 1.1 Marketing: Meaning-Features-Significance-Scope
- 1.2 Evolution of Marketing/Marketing Management Orientations: Production Concept- Product Concept-Selling Concept-Marketing Concept-comparison between Selling & Marketing -Holistic Concept.
- 1.3 Marketing Challenges: Ethical issues- Challenges of marketing sustainability, global competition, technological breakthroughs, compressed PLC, emergence of social media and increasing consumer awareness, etc.
- 1.4 Recent Trends in Marketing:
 - i) Social and Cause-related Marketing: Concept and Importance
 - ii) Green Marketing: Concept and Importance
 - iii) Customer Relationship Management (CRM): Concept-Benefits-Techniques of CRM

Module-2: Customer Insights Through: (11 Lectures) Management Information System in Marketing (MISm) & Marketing Research, Consumer Behaviour, Market Segmentation, Targeting and Positioning (STP)

- 2.1 Marketing Information System (MIS): i) Meaning & Features ii) Components of MIS ii) Essentials of a good MIS
- 2.2 Marketing Research: Concept and Process
- 2.3 Consumer Behaviour: i) Meaning and Factors influencing Consumer Behaviour- ii) Buying Decision Process- steps
- 2.4 Market Segmentation: i) Concept and Importance ii) Bases of Segmentation
- 2.5 Market Targeting: Meaning and Selecting Target Market Segments- Undifferentiated/Mass Marketing- Differentiated Marketing - Concentrated/Niche Marketing- Micro Marketing
- 2.6 Positioning: i) Meaning and Importance

Module-3: Marketing Mix (I)

(11 Lectures)

3.1 Marketing Mix: Concept- Elements

3.2 Product: i) Concept of Product, Services, Experiences, Organizations, Persons, Places and Ideas

ii) Product Classification: a) Consumer Products including Convenience Products, Shopping Products, Specialty Products and Unsought Products b) Industrial Products

iii) Product-related Decisions: Product Attributes (including Product quality, features, style & design) - Product Name/Brand Name -Packaging- Labeling- Product Support Services

iv) Product- Mix Decisions: a) Meaning of Product Mix and Product Line b) Product Mix Dimensions such as Product Width, Length, Depth and Consistency c) Concept of Product Life Cycle

v) Branding: i) Meaning and Factors influencing Branding ii) Concepts and benefits of Brand Extension, Brand Loyalty and Brand Equity

3.3 Price-Mix: i) Meaning of Pricing and Factors influencing Pricing

ii) Pricing Strategies

Module-4

(11 Lectures)

Marketing Mix (II), Competitive Advantage and Competitive Strategies

4.1 Place Mix: i) Meaning of Marketing/Distribution Channel and Factors influencing Channel Selection Decision ii) Types of Distribution Channels- Direct and Indirect Channels (Channel Levels) iii) Direct and Online Marketing: Concept-Benefits-Limitations (brief mention of its forms such as Direct-Mail, Internet, Tele-marketing, Kiosk, etc) iv) Recent Trends in Distribution: Horizontal-Vertical-Multichannel Distribution Systems

4.2 Promotion-Mix: i) Meaning of Promotion and Integrated Marketing Communications (IMC) and Importance

4.3 Competitive Advantage: Meaning and Nature of Competitive Advantage and Competitor Analysis

4.4 Competitive Strategies: Meaning and Types: a) Market Leader Strategies b) Market Challenger Strategies c) Market Follower Strategies and d) Market Nicher Strategies

Books:

1. Principles of Marketing- A South Asian Perspective- 13th edition Philip Kotler, Gary Armstrong, Prafulla Agnihotri and Ehsan ul Haque- Prentice Hall-Pearson
2. Marketing Management- 12th edition- Philip Kotler and Kevin Lane Keller- Prentice Hall-Pearson
3. Marketing Management- Indian Context- Global Perspective- 5th edition- V. S. Ramaswamy and S. Namakumari- McGraw Hill Education

COMMERCE- VI**Human Resource Management
Semester- VI**

Course Objectives:

- Human Resource Management- Concept, Features, Significance & Scope/ Functions
- Human Resource Planning and Practices such Recruitment and Selection, Placement & Induction
- Human Resource Training & Development
- Performance Appraisal and Compensation Management
- Career Planning and Succession Planning
- Human Relations- Leadership & Motivation and Grievance Handling

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Human Resource Management (HRM)	11
Module 2	Procurement and Development Functions: Human Resource Planning (HRP) and HRD- Training and Development	12
Module 3	Performance Appraisal and Compensation Management	12
Module 4	Human Relations	10
	Total	45

Detailed Syllabus

Module-1

Introduction to Human Resource Management (HRM) (11 Lectures)

1.4 HRM: Meaning-Features-Significance-Scope/Functions

1.5 Strategic HRM: Concept and Comparison with Traditional HRM

1.6 Human Resource Information System (HRIS): Meaning & Importance

1.7 Recent Trends in HRM:

iv) Human Resource Accounting- Meaning, Advantages and Limitations

v) Human Resource Audit- Meaning and Benefits

vi) Emotional Quotient(EQ/EI)- Meaning and Importance

vii) Spiritual Quotient(SQ)- Meaning and Factors Influencing SQ

viii) Mentoring- Meaning and Benefits

ix) Challenges in HRM: HR Diversity, Attrition & Downsizing, Ethical Issues such as Sexual Harassment and Discrimination

Module-2

Procurement and Development Functions: Human Resource Planning (HRP) and HRD- Training and Development (12 Lectures)

2.1 Human Resource Planning (HRP): Meaning & Steps

2.2 Job Analysis: Concept – Components- Benefits

2.3 Job Design: Meaning- Factors influencing Job Design- Techniques

2.4 Recruitment: Meaning & Sources of Recruitment

2.5 Selection: i) Concept and Steps in Selection Process ii) Employee Tests & Interviews: Meaning & Types

2.6 Placement and Induction: i) Concept of Placement ii) Meaning and Importance of Induction

2.7 HRD: Meaning and Scope

2.8 Employee Training: Meaning and Importance

2.9 Management Development: Meaning and Methods (On-the-Job & Off-the-Job)

2.10 Principles/Guidelines for making Training & Development Effective

Module-3

Performance Appraisal and Compensation Management (12 Lectures)

- 3.1 Performance Appraisal: Concept- Benefits-Limitations-Methods (Traditional & Modern Methods)
- 3.2 Career Planning & Development: Meaning and Benefits
- 3.3 Succession Planning: Concept & Importance
- 3.4 Transfer and Promotion: i) Meaning and Objectives of Transfer
ii) Meaning and Benefits of Promotion -Seniority & Merit as the basis of promotion-
Meaning and comparison between Seniority and Merit Bases
- 3.5 Concept of Compensation Management- i) Factors influencing Wages & Salaries ii)
Time and Piece Wage Payment Systems- Merits & Limitations iii) Essentials of a Sound
Wage & Salary Payment System

Module-4

Human Relations (10 Lectures)

- 4.1 Human Relations: Meaning and Significance
- 4.2 Leadership: i) Meaning and Importance ii) Leadership Styles
iii) Theories of Leadership: Trait Theory, Transactional Theory and
Transformational Theory
- 4.3 Motivation: i) Concept & Importance of Motivation
ii) Factors influencing Motivation
iii) Motivation Theories: i) Maslow's Theory ii) Herzberg's Theory iii)
McGregor's Theory X & Theory Y iv) Alderfer's ERG Theory v) William Ouchi's
Theory Z
- 4.4 Employee Morale: Meaning and Factors influencing Morale
- 4.5 Grievance Handling: i) Meaning and Causes of Grievances
ii) Grievance Handling Procedure

References:

- 1) Human Resource Management- Gary Dessler- Prentice Hall-Pearson**
- 2) Human Resource Management- Dr. C. B. Gupta- Sultan Chand & Sons**
- 3) Human Resource Management and Personnel Management- K. Aswathappa- Tata McGraw-Hill Publishing Company Limited**
- 4) Human Resource Management: Text & Cases- Sharon Pande and Swapnalekha Basak- Pearson Learning**

Evaluation Pattern

The performance of the learners shall be evaluated into two components viz. by Continuous Internal Evaluation (CIE) or Internal Assessment with 25% marks in the first component and by conducting the Semester-End Examinations (SEE) with 75% marks as the second component. The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:

A) Continuous Internal Evaluation (CIE)

-25 Marks

It will include:

1. Class Test / Case Study/ Project Assignment/ Book Review/ Viva Voce or any such thing decided by the respective department, to be conducted in the given semester
-20 Marks
2. Active participation in routine class instructional deliveries, overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities, and completed note book with all class work and home work for the term
-05 Marks

B) Semester End Examinations (SEE)**-75 Marks**

Question Paper Pattern: Maximum Marks: 75 Questions to be set: 5

All questions are compulsory.

Q. 1 a) b) c)	Answer any two out of three questions	15 Marks
Q. 2 a) b) c)	Answer any two out of three questions	15 Marks
Q. 3 a) b) c)	Answer any two out of three questions	15 Marks
Q. 4 a) b) c)	Answer any two out of three questions	15 Marks
Q. 5 a) b)	Objective type of questions (Multiple Choice/ True or False/Match the columns/fill in the blanks) Explanation of Concepts/Terms	05 Marks 10 Marks