

**GUJARAT UNIVERSITY**  
**SYLLABUS - TYBBA**  
**ADVANCED FINANCIAL MANAGEMENT (ELECTIVE)**  
**Effective from June 2008**

**Module (I)**

**(A) COST OF CAPITAL**

Meaning , Importance, Explicit and Implicit Costs, Measurement of Specific Costs  
Weighted Average and Marginal Cost of Capital  
(Including sums using market and book value weights)  
Capital Asset Pricing Model (CAPM – Excluding Sums)  
(Recommended books Khan & Jain, I.M. Pandey, Prasanna Chandra)

**B) VALUATION OF SECURITIES**

Valuation of Bonds/Debentures (Including Calculation of Yield to Maturity)  
Valuation of Preference Shares and Valuation of Equity Shares  
(Recommended books Khan & Jain, I.M. Pandey)

**Module (II)**

**(A) CAPITAL BUDGETING**

Application of the following Capital budgeting Techniques for evaluating below mentioned decisions

Net Present Value, Profitability Index, Pay Back Profitability Index and  
Internal Rate of Return

Decisions to be included:

Replacement  
Mutually Exclusive  
Unequal Lives

(Sums pertaining to WDV, SLM, Block of Assets are included)  
(Recommended Books Khan & Jain, I .M. Pande, Prasanna Chandra)

**(B) ANALYSIS OF RISK AND UNCERTAINTY Only Theory**

Definition of Risk & Uncertainty, Sensitivity Analysis  
Risk Evaluation Approaches, Risk Adjusted Discount Rate  
Certainty Equivalent Approach and Decision Tree Approach  
(Recommended Book Khan & Jain)

**Module (III)**

**(A) WORKING CAPITAL MANAGEMENT**

**Working Capital Financing**

- (i) By Banks
- (ii) Factoring
  - Meaning, Types, Mechanism, Charges (Costs), Benefits and Functions of a Factor
- (iii) Meaning of Forfeiting
  - Difference between Factoring and Forfeiting

### **Working Capital Planning (Estimation)**

(Sums excluding double shift)  
(Recommended Book Khan & Jain)

### **(B) LEVERAGE**

Definition and Concept of Financial Break Even Point (With Sums)  
Concept of Indifference Point and its computation  
(Without EBIT - EPS Analysis, simple computation of Operating, Financial & Combined Leverage should be ignored)  
(Recommended Book Khan & Jain)

### **MODULE (IV)**

#### **(A) DIVIDEND DECISION**

Objectives of Dividend, Determinants of Dividend Policy, Forms of Dividend, Legal, Procedural and Tax aspects of Dividend, Share Split, Share Buyback  
(Only Theory Excluding Sums)  
(Recommended Books I.M. Pandey , Khan & Jain, Prassanna Chandra))

#### **(B) VENTURE CAPITAL**

Meaning, Features, Stages & Process of Venture Capital Financing  
Forms of Venture Capital Financing, Dis-investment mechanisms  
(Recommended Book I.M.Pandey)

### **MODULE (V)**

#### **(A) MUTUAL FUNDS**

Meaning and Definition, Benefits and Drawbacks of Mutual Funds  
Types of Mutual Fund Schemes, Net Asset Value (Excluding Sums)  
Introduction to Sponsors, Trustee and AMC  
(Without Obligations of an AMC, SEBI Regulations)  
(Recommended Book Bharti V. Pathak)

#### **(B) INSURANCE**

Meaning, Definition, Role of Insurance in Economic Growth, Principles of Insurance

## **Life Insurance**

Benefits of Life Insurance and Life Insurance Product

## **Non Life Insurance**

(i) General Insurance

Meaning and General Insurance Products

(a) Fire

(b) Motor

(c) Marine Cargo

## **Health Insurance**

### **Insurance Intermediaries**

(Agents, Surveyors & Loss Assessors, Brokers, Third Party Administrators)

### **Bancassurance**

### **Risk Management**

(Recommended Book Bharti V. Pathak)

## **MODULE (VI)**

### **TERMS RELATED TO FINANCIAL MARKETS AND INSTITUTIONS: (Ref. Book : Bharti Pathak)**

1. FDI
2. Book Building
3. BRLM – Book Running Lead Manager
4. RHP- Red Herring Prospectus
5. Floor Price
6. Cap Price
7. Collar Price
8. Price Band
9. QIBs
10. HNIs
11. Green Shoe Option
12. FPO- Follow On Public Offer
13. ADR
14. GDR
15. ECB
16. FCCB
17. Euro Issue
18. Demutualization
19. Circuit Breaker
20. Trading and Settlement
21. Dematerialization of Securities
22. A Group
23. B1 Group
24. B2 Group

25. F category
26. Z Group
27. Depository
28. Physical Share
29. Rematerialization
30. NSDL
31. DP
32. SHCIL
33. NSDL
34. CDSL
35. Custodians
36. Floating Rate Bonds
37. Zero Interest Bonds
38. DDBs (Deep Discount Bonds)
39. SPNs(Secured Premium Notes)
40. NCDs
41. Differential Shares
42. Securitized Paper
43. Municipal Bonds
44. Disinvestment
45. Derivatives
46. Forwards
47. Futures
48. Options
49. Swaps (interest rate and currency swap)
50. Hedger
51. Speculator
52. Arbitrageur
53. Spot Price
54. Contract Size
55. Contract Cycle
56. Initial Margin
57. F&O Segment
58. Marking to Market
59. Long
60. Short
61. Future Price
62. Expiry Date
63. Spread
64. Underlying
65. Option Premium
66. Exercise Date
67. Option Holder
68. Option Seller (Writer)
69. Call
70. Put
71. CRISIL(Credit Rating Information Services of India Limited)
72. ICRA(Investment Information and Credit Rating Agency)

73. CARE(Credit Analysis and Research Limited)
74. Self Help Group
75. Microfinance
76. NBFCs
77. RRBs
78. Retail Banking
79. SCRA (Securities Contract Regulation Act)
80. Credit Card
81. Debit Card
82. ATM
83. SEBI
84. DICGC
85. ECGC
86. IRDA
87. Nifty
88. Sensex
89. Market Capitalization
90. Mid & small cap

#### TABLE OF WEIGHTS

MODULE	WEIGHT %	OUT OF 70 (Marks)
<b>MODULE I</b>		
Cost of Capital	10%	07
Valuation of Securities	10%	07
<b>MODULE II</b>		
Capital Budgeting	14%	10
Analysis of Risk & Uncertainty	06%	04
<b>MODULE III</b>		
Working Capital Management	10%	07
Leverage	10%	07
<b>MODULE IV</b>		
Dividend Decision } Venture Capital }	10% (Combined)	07
<b>Module V</b>		
Mutual Funds	10%	07
Insurance	10%	07
<b>Module VI</b>		
Terms	10%	07
<b>TOTAL</b>	<b>100%</b>	<b>70 Marks</b>

## **Recommended Books**

(i) Financial Management  
Text Problems and Cases  
By M.Y. Khan & P.K. Jain  
5<sup>TH</sup> Edition  
Tata MCGraw Hill Publishing Company Limited

(ii) Financial Management  
By I.M. Pandey  
9<sup>TH</sup> Edition  
Vikas Publishing House Pvt. Ltd.

(iii) Financial Management  
Theory & Practice  
By Prasanna Chandra  
6<sup>TH</sup> Edition  
TATA Mc Graw Hill Publishing Company Limited

(iv) The Indian Financial System  
Markets Institutions and Services  
By Dr. Bharti V. Pathak  
2<sup>ND</sup> Edition  
Pearson Education

**NO OF LECTURES PER DIVISION PER WEEK – 4 (FOUR)**

**SYLLABUS  
TYBBA  
ADVANCED HUMAN RESOURCE MANAGEMENT(ELECTIVE)  
EFFECTIVE FROM JUNE 2008**

**MODULE I STRATEGIC HUMAN RESOURCE MANAGEMENT & HR ENVIRONMENT**

**(A) STRATEGIC HUMAN RESOURCE MANAGEMENT**

**(i) *ROLE OF HUMAN RESOURCES IN STRATEGY***

Strategic Human Resource Management (SHRM)  
Definition and Components  
Human Resources as assets  
The Investment Perspective of Human Resources  
Risks involved in Investing in Human Assets  
Factors Determining the Investment Orientation of an Organization

**(ii) *EVOLUTION OF SHRM***

From Personnel Management to SHRM  
From HRM TO SHRM  
Objectives of SHRM  
Difference between Traditional HRM V/S SHRM  
Difference between SHRM & HR Strategies  
Link between HR Strategy & Business Strategy

**(B) HUMAN RESOURCE ENVIRONMENT**

**(i) *HUMAN RESOURCE ENVIRONMENT: A BRIEF OVERVIEW***

Environmental Trends Affecting HRM  
Trends in Business Environment  
Changing Nature of Work  
Demographic, Societal and Workforce Trends  
Changing Nature of Employment Relationship

**(ii) *HRM A CHANGING FUNCTION***

Roles Associated with Management of HR  
Partnership of HR & Line Managers

(Reference Book Tanuja Agarwala)

## **MODULE II**

### **(A) PERSONNEL PLANNING AND RECRUITING**

Meaning

Steps in Recruitment and Selection Process

(In brief as given in Gary Dessler)

### **(B) EMPLOYEE TESTING AND SELECTION**

(i) Importance of Careful Selection

(ii) Basic Testing Concepts (in detail)

Reliability

Validity

### **(C) INTERVIEWING CANDIDATES**

(i) Meaning

(ii) Designing & Conducting Effective Interview

(ii) Structured, Situational Interview and its Process

(iii) How to Conduct a more Effective Interview?

Structure

Presentation

Establish Rapport

Ask Questions

Close Interview

Review Interview

(Reference Book Gary Dessler)

## **MODULE III**

### **MAINTAINING SATISFIED WORKFORCE**

#### **(A) PERFORMANCE MANAGEMENT AND APPRAISAL**

(i) Comparison of Performance Appraisal and Performance Management

(ii) Why Performance Management?

(iii) The Supervisor's Role in Appraising Performance

(iv) Methods of Performance Appraisal with Important Advantages and Disadvantages

Graphic Rating Scale

Alteration Ranking Method

Paired Comparison Method

Forced Distribution Method

Critical Incident Method

Computerized and Web Based Performance Appraisal

Electronic Performance Monitoring (EPM)

(vii) How to Avoid Appraisal Problems?



## **(B) DETERMINING STRATEGIC PAY PLANS**

- (i) Determining Pay Rates
- (ii) Union Influence on Compensation
- (iii) Corporate Strategy, Competitive Strategy and Compensation
- (iv) Equity and its impact on Pay Rates
- (v) Competency Based Pay
  - Meaning
  - Reasons for use of Competency Based Pay
  - Advantages & Disadvantages of Competency Based Pay
- (vi) Other Compensation Trends
  - Broad Banding
  - Strategic Compensation
  - Comparable Worth

## **(C) EMPLOYEE BENEFITS**

### Flexible Benefits Program

- (i) The Cafeteria Approach
  - (ii) Flexible Work Arrangements
    - Flex Time
    - Compressed Work week
    - Effectiveness of Flex Time and Compressed Work week
  - (iii) Other Flexible Work Arrangements
    - Job Sharing
    - Work Sharing
    - Tele communicating
- (Reference Book Gary Dessler)

## **(D) EMPLOYEE DISCIPLINE**

Concept & Definitions  
Objectives  
Causes of Indiscipline  
Types of Discipline  
Essentials of a good disciplinary system  
Code of Discipline  
Procedure  
Kinds of punishments/Penalties  
Role of HR Manager in maintaining discipline  
Statutory provisions concerning discipline  
Guidelines of a disciplinary action  
Principles of effective discipline  
(References P.G.Aquinas & S.S.Khanka)

## **MODULE IV**

### **HUMAN RESOURCE DEVELOPMENT**

#### **(A) TRAINING AND DEVELOPMENT OF HUMAN RESOURCES**

##### **(i) *SIGNIFICANCE OF TRAINING AND DEVELOPMENT***

Training as a Strategic Organizational Activity

##### **(ii) *LINKAGE BETWEEN BUSINESS STRATEGY AND TRAINING***

Defender Strategy

Prospector Strategy

##### **(iii) *THE PROCESS OF TRAINING AND DEVELOPMENT***

Needs Assessment (Diagnostic Stage)

Programme design and development

Programme Implementation

Evaluation

##### **(iv) *SPECIAL FORMS OF TRAINING AND DEVELOPMENT***

Team Training

Diversity Training

Training for Global Assignments

Training for Leadership Skills

Orientation Training

#### **(B) MANAGING CAREERS**

##### **(i) *CAREER PLANNING METHODS/PRACTICES***

Objectives of Career Planning Methods/ Practices

Career Planning Methods used by Organizations

Concerns and Planning Methods at each Career Stage

##### **(ii) *CAREER DEVELOPMENT***

Career Development Interventions for Each Career Stage

Roles of Employee and Employer in Career Development

#### **(C) MENTOR RELATIONSHIPS**

##### **(i) *THE CONCEPT OF MENTORING***

Mentoring v/s Coaching, Training and Counseling

Mentors and Proteges

Functions of Mentoring

Formal Informal Mentoring Relationships

***(ii) OUTCOMES OF MENTORING PROGRAMMES***

Job Performance, Socialization, HR & Succession Planning, Leadership,  
Cultural Diversity, Political Sponsorship,  
Positive Outcomes of Mentoring  
Negative Mentoring Experiences  
Costs –Risks Associated with Mentoring Relationships

(Reference Book Tanuja Agarwala)

**MODULE V**

**CONTEMPORARARY ISSUES OF HR**

***(I) INTERNATIONAL HUMAN RESOURCE MANAGEMENT***

Types of International Organizations  
International Human resource Management(IHRM)  
Difference Between IHRM & Domestic HRM  
Reasons for Increasing Importance of IHRM  
External Environment and HRM

***IHRM PRACTICES***

International Staffing  
Pre-Departure Training for International Assignments  
Repatriation  
Performance Management in International Assignments  
Compensation Issues in International Assignments  
(Reference Book Tanuja Agarwala)

***(II) CHALLENGES FACED BY HR IN KNOWLEDGE ECONOMY***

Reference: Exhibit 2.2 (Pages 81-83)-Tanuja Agarwala

***(III) ROLE OF HR IN MANAGING CULTURE CHANGE***

Reference: (Page 104-107) Tanuja Agarwala

***(IV) HUMAN RESOURCE RECORDS AND INFORMATION SYSTEM (HRIS)***

References: (P.G Aquinas & S.S. Khanka)

***(V) MANAGING HR IN VIRTUAL ORGANIZATIONS***

(HRM Text & Cases, S.S.Khanka,S.Chand)

## **SUGGESTED REFERENCE BOOKS**

1. Human Resource Management  
By Gary Dessler  
Pearson Prantice Hall  
Tenth Edition
2. Strategic Human Resource Management  
By Tanuja Agarwala  
2007 –Edition  
Oxford University Press
3. Human Resource Management Principles and Practice)  
By P.G. Aquinas  
Vikas Publishing House Pvt. Ltd.) (Reprinted in 2007)
4. Human Resource Management (Text and Cases)  
By S.S. Khanka  
S.Chand & Company Limited  
(Reprint 2007)

### **NOTE:**

The topics under contemporary issues may be reviewed every two years

## **TABLE OF WEIGHTS**

Module	% Weight	Out of 70 Marks
Module I	20%	14
Module II	20%	14
Module III	20%	14
Module IV	20%	14
Module V	20%	14

## **NUMBER OF LECTURES PER DIVISION PER WEEK 4- (FOUR)**

**GUJARAT UNIVERSITY**

**Syllabus**

**TYBBA**

**BUSINESS ENVIRONMENT & POLICY**

**Effective from June 2008**

**MODULE-1 (20%)**

1.1 Introduction to Business Environment (10%)

-Concept, Definition & Importance of Business Environment, Internal & External environment of business

1.2 Introduction to Strategic Management (10%)

- Meaning of Strategy, Strategic Management, Core Competence, Tactic, Long- term objectives

- Advantages of Strategic Management, Process of Strategic Management, Different levels of Strategy, Factors to be considered while determining Mission & Vision

**MODULE-2 (20%)**

2. Economic Environment

- Reforms in Indian Money Market, Primary Capital Market & Secondary Capital Market

- Union Budget: Concept, Main constituents of Budget, Various types of Budgetary Deficits

-Price & Distribution controls: Objectives, Price controls; Direct Vs Indirect, Administered prices, Dual pricing, Subsidisation, Public Distribution System

- Privatisation: Concept, Ways of privatisation, Disinvestment process in India.

- Exit Policy

**MODULE-3 (20%)**

3. Global Environment

- Globalisation: Definition, Meaning & indicators of Globalisation

- Foreign Investment Flows: Concepts of FDI , FPI & Role of Foreign Investments

- Introduction of GATT, The Uruguay Round, Origin & Objectives of WTO, Impact of WTO on Indian Economy
- MNCs: Meaning of MNC & TNC, Benefits from MNCs, Problems brought by MNCs
- Export Promotion & Import Substitution policy: Meaning & Arguments in Favour & Against it
- EXIM Policy (2004-2009)

#### **MODULE-4 (20%)**

##### 4.1 Social Environment (10%)

- Meaning of Social Responsibility of Business & social responsibility of Business
- Business Ethics: Meaning & Its importance
- Consumerism: Concept, Consumer Rights & Consumerism in India

##### 4.2 Strategic Analysis (10%)

- Internal Analysis: Concept, Tools for Internal Analysis-Concepts of BCG Matrix, GE9 & Value- Chain
- Concept of External Analysis (PEST)
- Concept of SWOT Analysis

#### **MODULE-5 (20%)**

##### 5.1 Technological & Natural Environment (10%)

- Technology & Innovation, Sources of Technology Dynamics
- Concept of Natural Environment & its impact on Business
- Meaning of Sustainable Development & its need
- The Global Environmental Concerns

##### 5.2 Strategic Alternatives (10%)

- Concepts of Growth & Expansion, Diversifications, Stability, Retrenchment, Turnaround, Liquidation, Mergers & Acquisitions

#### Reference Books:

1. Business Environment, Francis Cherunilam, Himalaya Publishing House, Edition: 1997
2. Business Environment: Text & Cases, Francis Cherunilam, Himalaya Publishing House, Edition:
3. Essentials of Business Environment, K.Ashwathappa, Himalaya Publishing House, Edition: 6th

4. Indian Economy, S.K.Misra & V.K.Puri, Himalaya Publishing House, Edition:25<sup>th</sup>
5. Indian Economy, Ruddar Datt & K.P.M Sundharam, S.Chand & Company Ltd.,57th Edition
6. Strategic Management, U.C.Matur, Mc.Millan Publication
7. Business Policy & Strategic Management, W.F.Glueck, Mc. Grew Hill
8. Strategic Management, Upendra Khachru, Excel Book

Module	Weightage
1	20%
2	20%
3	20%
4	20%
5	20%

NO. OF LECTURES PER WEEK PER DIVISION: 3

# **IT TOOLS AND APPLICATIONS**

**(For TYBBA)**

**Total Lectures/Lab Sessions=25**

## **Introduction to Computers (1)**

Computer system components, Input devices, Output devices, Storage devices, computer storage elements, Types of computer, Applications of computers, advantages of using computer

## **Operating System (1)**

Computer Software categories, Operating System, Types of User interfaces, Functions of Operating Systems, Types of Operating systems, Examples of Operating Systems,

## **Windows Utilities and Virus (2)**

Control panel (Managing users, date and time settings, display settings, adding/removing hardware, programs ), Search, System tools

What is Virus, Types of computer viruses, Anti virus, diagnosing a virus infection, Preventive measures

## **Internet and Outlook (2)**

What is internet, Most popular internet services and their functions (e-mail, world wide web, FTP, Usenet, Internet relay chat, instant messaging, Internet telephony, How internet works, connecting to the internet

Managing e-mails, Using address book, working with task list, scheduling appointments

## **Advanced Features of MS Word (6)**

Creating a document , formatting text of a document, formatting a document, Inserting and removing page breaks, Inserting headers and footers, viewing a document, Page set up of document, printing a document, working with tables and graphics, working with objects, Mail merge and labels, spelling and grammar tools, Autocorrect, Autotext, Autoformat, Inserting Endnotes, foot notes, working with columns, inserting comments, creating index and tables from the content of document , counting words, saving document with passwords

## **Working with Advanced Features of Spreadsheets (7)**

Pivot table, Creating and editing charts, goal seek, scenario manager, protecting worksheet , Data analysis (Standard deviation, Variance, Correlation, Z-test, chi-square )



## **Working with Presentation Software (6)**

Creating a basic presentation, Formatting slide contents, linking multiple slides using hyperlinks and advance buttons, using slide layouts, adding notes to the slides, editing and formatting slides, working with slide masters, inserting objects on the slide, Animating objects, Slide transitions, choosing preset animations, triggering animations, Applying sound effects to animation effects, playing videos, Rehearsing timings, Slide show, slide show options (using pen pointer, highlighter)

### **Books:**

- 1. Master Microsoft Office 2003 Visually by Michael S. Toot, Wiley-DreamTech 2003**
- 2. IT Tools and Applications by Sanjay Saxena and Prabhpreet Chopra, Vikas Publishing 2005**
- 3. MicroSoft Office 2003, Kettell, Osborne 2003**

**Proposed Syllabus**  
**T.Y. BBA**  
**Industrial & Commercial Laws**

**SECTION 1: COMMERCIAL LAWS ( 70% )**

**Module I. Indian Contract Act, 1872 ( 30% )**

- Introduction to Contract Act-Definition, Essential Elements for a valid Contract
- Offer
- Acceptance
- Consideration
- Capacity of Parties ( Minor's Agreement )
- Void, Void able & illegal Agreements
- Contingent Contracts
- Discharge Of Contract
- Remedies for Breach Of Contract
- Quasi-Contract
- Bailment Contract-Definition, Requisites for a Valid Bailment, Rights-Duties & Liabilities of Bailor & Bailee, Finder of Goods
- Doctrine Of Frustration
- Doctrine Of Quantum Merit

**Module II Sale Of Goods Act, 1930 ( 10% )**

- Definition- Sale, Goods, Types Of Goods, Documents of Title to Goods
- Distinction between – Sale & Agreement to Sell
- Unpaid Seller- Definition & Rights Of an Unpaid Seller
- No Seller Has A Better Title Than What He Himself Has ( Sale By Non Owners )
- Doctrine Of Caveat Emptor ( Buyer's Beware )
- CIF & FOB Contracts

**Module III Negotiable Instrument Act, 1881 ( 5% )**

- Promissory Note- Definition, Characteristics
- Bills Of Exchange- Definition, Characteristics
- Cheque-Definition, Types Of Cheques, Types of Crossing Of Cheques & its Advantages,
- Distinction between- Promissory Note, Bills Of Exchange & Cheque
- Holder & Holder In Due Course

**Module IV Consumer Protection Act, 1986 (5%)**

- Introduction & Objects Of Consumer Protection Act
- Definition- Consumer, Service, Deficiency In Service, Unfair Trade Practice, Monopolistic & Restrictive Trade Practice
- Authorities for settlement of Consumer Dispute – District Forum & State Commission

**Module V Information Technology Act, 2000 ( 10% )**

- What Is Cyber Law & Cyber Crime
- Offences (Sec. 65 to 78 of Information Technology Act, 2000)
- Cyber Regulations Appellate Tribunal (Sec 48 to 64 )

**Module VI Intellectual Property Act – Trade Marks Act (10% )**

- Trade Mark – Introduction & Definition
- Procedure for Registration Of Trade Mark
- Passing Off & Infringement Of a Trade Mark

## **SECTION 2:Industrial Laws : ( 30% )**

### **Module 7 Industrial Dispute Act, 1947**

- Definition- Industry, Industrial Dispute, Workmen
- Strike- Definition, Types & circumstances under which it become illegal
- Lockout-Definition & circumstances under which it become illegal
- Lay-Off & Retrenchment
- Various Authorities for Settlement of Industrial Dispute Act, 1947

### **Module VIII Factories Act, 1948**

- Definition- Factory, Hazardous Process, Manufacturing Process, Occupier, Worker
- Provisions Related to Worker
- (a) Health – Sec 11 to 20
- (b) Safety – Sec 21 to 41
- (c) Welfare – Sec 42 to 50
- (d) Working Hours of Women & Children- Sec 51 to 66
- (e) Annual Leave with Wages

### **Module IX. Workmen’s Compensation Act, 1923**

- Definition & Scope of Workmen’s Compensation Act
- Accident
- Dependent
- Disablement
- Entitlement Conditions for getting Compensation

### **Module X Employees Provident Fund Act, 1952**

- Introduction & Scope Of Employees Provident Fund Act, 1952
- Contribution
- Employees P.F. Scheme
- Family Pension Scheme
- Employees Deposit Linked Insurance Funds Scheme

### **Recommended Books :**

- 1) Elements Of Merchantile Law – N. D. Kapoor ( Module I, II, III, IV, VII, VIII, IX & X )
- 2) Contract Act – Avtaar Singh ( Module I, II & III )
- 3) Labour Laws – Jhabwala ( Module VII, VIII, IX & X )
- 4) Intellectual Property Act – Narayan ( Module VI )
- 5) Information Technology Act -( Module V )

## Allocation of weight to the topics

### **SECTION 1: Commercial Laws ( 70% )**

Module I	Indian Contract Act, 1872	30%
Module II	Sale Of Goods Act, 1930	10%
Module III	Negotiable Instrument Act, 1881	5%
Module IV	Consumer Protection Act, 1986	5%
Module V	Information Technology Act, 2000	10%
Module VI	Intellectual Property Act – The Trade Marks Act	10%

### **SECTION 2:Industrial Laws ( 30% )**

Module VII	Industrial Disputes Act, 1947
Module VIII	Factories Act, 1948
Module IX	Workmen's Compensation Act, 1923
Module X.	Employees Provident Fund Act,1952

(Questions need to be framed in a manner which cover all the modules of this section i.e although clubbing of modules is allowed, no module should be exempted completely)

**GUJARAT UNIVERSITY**  
**SYLLABUS**  
**EFFECTIVE FROM JUNE 2008**  
**T.Y.B.B.A.**  
**INDIRECT TAXES (ELECTIVE)**

**Module-I**

**CENTRAL EXCISE**

- Nature of excise duty, legislative history, coverage; levy and collection of excise duties under the Central Excise Act.
- Definitions and types of excise duty
- Provisions governing manufacture and removal of excisable goods, Valuation under the Central Excise Act, 1944, Central Excise Valuation (Determination of Price of Excisable Goods) Rules, 2000.
- Classification of goods under Central Excise Tariff Act, 1985, with reference to Rules of Interpretation.
- Assessment including provisional assessment, self-removal procedure, payment of duty, and rate of duty. Record-based control and production-based control.
- Registration procedures.
- Procedure for exports, duty draw back.
- Provisions relating to CENVAT.
- Exemptions for small scale industries.

**Module-II**

**SERVICE TAX**

- Evolution and Need of Service Tax, Advantages of Service Tax,
- Disadvantages of Service Tax
- Definitions and taxable services :-
- Classification of Taxable Services
- Valuation of Taxable Services
- Payment of Service Tax
- Registration Procedure
- procedures for returns
- Service Tax Credit Rules
  - Definitions
  - Service Tax Credit (Meaning etc.)
  - Utilisation of Service Tax Credit
  - Transfer of service tax credit
  - Documents & Accounts
- Information about different forms ST-1 to ST-7 and TR-6

## **Module-III**

### **CUSTOM DUTY**

- Principles governing levy of customs duty, types of duty including protective duty, safeguard duty, countervailing duty and anti-dumping duty and exemption from customs duties.
- Basic principles of classification of goods and valuation of goods.
- Customs authorities, appointment of customs ports, warehousing stations.
- Provisions governing conveyance, importation and exportation of goods, special provisions regarding baggage, goods imported or exported by post, and stores.
- Detailed procedure in relation to transportation and warehousing.
- Drawback of customs duties paid.

## **Module-IV**

### **GUJARAT VAT**

- Introduction and concept of vat and sales tax
- Advantages of VAT as to sales tax
- Scope and applicability of act (Including exemption from tax.
- Registration Provisions
- Various definitions under the act
  - Goods and Capital Goods
  - Sale
  - Dealer
  - Resale
  - Manufacturer
  - Person
  - Taxable Turnover
  - Business
- Incident of Tax, Tax Rate and Tax credit concepts.
- Returns (challens) and Statement of VAT and different types of Assessment scheme.

## **Module-V**

### **OBJECTIVES AND CASE STUDIES FROM MODULE I TO IV**

*Recommended Books*

- Indirect Taxes By Bangur – Adhya Prakashan
- VAT and Service Tax by V. S. Datey - Taxmann
- Indirect Taxes – Law and Practice By V. S. Datey -Taxmann

**Total No of Lectures required 3 per week per division.**

**ALLOCATION OF MARKS**

<b>MODULE</b>	<b>PERCENTAGE</b>	<b>MARKS OUT OF 70</b>
<b>I</b>	<b>30</b>	<b>21</b>
<b>II</b>	<b>15</b>	<b>10</b>
<b>III</b>	<b>15</b>	<b>11</b>
<b>IV</b>	<b>20</b>	<b>14</b>
<b>V</b>	<b>20</b>	<b>14</b>

**PROPOSED SYLLABUS  
T.Y.B.B.A.  
INDIRECT TAXES (ELECTIVE)**

**Module-I**

**CENTRAL EXCISE**

- Nature of excise duty, legislative history, coverage; levy and collection of excise duties under the Central Excise Act.
- Definitions and types of excise duty
- Provisions governing manufacture and removal of excisable goods, Valuation under the Central Excise Act, 1944, Central Excise Valuation (Determination of Price of Excisable Goods) Rules, 2000.
- Classification of goods under Central Excise Tariff Act, 1985, with reference to Rules of Interpretation.
- Assessment including provisional assessment, self-removal procedure, payment of duty, and rate of duty. Record-based control and production-based control.
- Registration procedures.
- Procedure for exports, duty draw back.
- Provisions relating to CENVAT.
- Exemptions for small scale industries.

**Module-II**

**SERVICE TAX**

- Evolution and Need of Service Tax, Advantages of Service Tax,
- Disadvantages of Service Tax
- Definitions and taxable services :-
- Classification of Taxable Services
- Valuation of Taxable Services
- Payment of Service Tax
- Registration & Procedure
- Returns & Periodicity and its procedures
- Service Tax Credit Rules
  - Definitions
  - Service Tax Credit (Meaning etc.)
  - Utilisation of Service Tax Credit
  - Transfer of service tax credit
  - Documents & Accounts
- Information about different forms ST-1 to ST-7 and TR-6



## **Module-III**

### **CUSTOM DUTY**

- Principles governing levy of customs duty, types of duty including protective duty, safeguard duty, countervailing duty and anti-dumping duty and exemption from customs duties.
- Basic principles of classification of goods and valuation of goods.
- Customs authorities, appointment of customs ports, warehousing stations.
- Provisions governing conveyance, importation and exportation of goods, special provisions regarding baggage, goods imported or exported by post, and stores.
- Detailed procedure in relation to transportation and warehousing.
- Drawback of customs duties paid.

## **Module-IV**

### **GUJARAT VAT**

- Introduction and concept of vat and sales tax
- Advantages of VAT as to sales tax
- Scope and applicability of act (Including exemption from tax.
- Registration Provisions
- Various definitions under the act
  - Goods and Capital Goods
  - Sale
  - Dealer
  - Resale
  - Manufacturer
  - Person
  - Taxable Turnover
  - Business
- Incident of Tax, Tax Rate and Tax credit concepts.
- Returns (challens) and Statement of VAT and different types of Assessment scheme.

## **Module-V**

### **OBJECTIVES AND CASE STUDIES FROM MODULE I TO IV**

*Recommended Books*

- Indirect Taxes By Bangur – Adhya Prakashan
- VAT and Service Tax by V. S. Datey - Taxmann
- Indirect Taxes – Law and Practice By V. S. Datey -Taxmann

**Total No of Lectures required 3 per week per division.**

**ALLOCATION OF MARKS**

<b>MODULE</b>	<b>PERCENTAGE</b>	<b>MARKS OUT OF 70</b>
<b>I</b>	<b>30</b>	<b>21</b>
<b>II</b>	<b>15</b>	<b>10</b>
<b>III</b>	<b>15</b>	<b>11</b>
<b>IV</b>	<b>20</b>	<b>14</b>
<b>V</b>	<b>20</b>	<b>14</b>



**Gujarat University**  
**Third Year B. B. A.**  
**Syllabus**  
**Management Accounting (Elective)**

Module No.	Contents	Weight (%)
1.	<p><b>Introduction to Cost and Management Accounting</b>            Basic Idea of Management Accounting, Tools and Techniques of Management Accounting, Cost - Financial - Management Accounting Comparison.            Cost Concepts, Direct and Indirect costs, Behaviouristic Classification of cost, Functional Classification of Cost, Overheads, Segregation of Semi Variable overheads and Allocation and Apportionment of overheads (Except Machine hour rate method)</p>	10%
2.	<p><b>Standard Costing</b>            Introduction to Standard costing and Variances, Calculation of Variances (Materials, Labour, Fixed &amp; Variable Overhead, Sales and Sales Margin Variances) Finding Missing items from variances NOT Expected.</p>	15%
3.	<p><b>Budgetary Control:</b>            Meaning &amp; Concept Budgets and Budgetary Control, Fixed Budgets, Flexible Budget, Zero Based Budgeting (ZBB) Various Functional Budgets like Production Budget, Purchase Budget, Sales Budget, Selling Overheads Budget. Cash Budget (Except constructing Balance Sheet from Cash Budget)</p>	15%
4.	<p><b>Cost - Volume - Profit Analysis:</b>            Interrelationship between Cost , Volume and Profits, Break Even Analysis Assumptions, Limitations , Margin of Safety, Profit Volume Ratio, Relevant Cost Concepts, Problems relating to Merging Plants.</p>	10%
5.	<p><b>Decision Making:</b>            Various Decisions and Relevant Cost Concepts:</p> <ol style="list-style-type: none"> <li>1. Key Factor/Limiting Factor/Optimum Product Mix (Problems with Multiple Key factors should be avoided)</li> <li>2. Make or Buy Decision</li> <li>3. Shut Down or Continue Decision</li> <li>4. Accept or Reject an order Decision</li> <li>5. Dropping of a Product Decision</li> <li>6. Replace or Continue Decision</li> </ol>	20%

- |    |  |     |
|----|--|-----|
| 6. | Reporting to Management  | 10% |
| 7. | Responsibility Accounting and Transfer pricing   | 10% |
| 8. | Contemporary Areas in management Accounting<br>(Theoretical Concept Only)                            | 10% |
|    | 1. Life Cycle Costing<br>Meaning, concept and uses of PLC costing, costs at different stages of PLC. |     |
|    | 2. Activity Based Costing  |     |
|    | 3. Target Costing  |     |
|    | 4. Uniform Costing   |     |

**Suggested Text Books:**

1. Cost and Management Accounting : M. N. Arora, Vikas Publishing House, 8<sup>th</sup> Edition.
2. Management Accounting : Dr. Jawaharlal, Himalaya Publishing House, 3<sup>rd</sup> Revised Edition.

**Reference Books:**

1. Advanced Management Accounting: Ravi M. Kishore, Taxmann Publications
2. Cost and Management Accounting : S. N. Maheshwari, Sultan Chand Publications
3. Management Accounting : J. Madegowda, Himalaya Publishing House
4. Management Accounting : Khan & Jain

Number of Lectures per week per division : 4



# Gujarat University Third Year B.B.A.

## Materials, Production and Operations Management

*Syllabus w.e.f. June 2008*

This paper has two sections of equal weightage . **Work Load:** 4 lectures per week

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### SECTION I- OPERATIONS RESEARCH – 50 %

#### MODULE I

##### 1. *Overview of Operations Research(OR)*

- 1.1 Origin of OR
- 1.2 OR Models and Modeling
- 1.3 Application and Scope of OR

##### 2. *Linear Programming Problem (LPP)*

- 2.1 Introduction and General Mathematical Formulation of LPP
- 2.2 Assumptions of LPP
- 2.3 Formulation of LPP – application of LPP
- 2.4 Graphical Solution
- 2.5 Simplex Method (Maximization cases only)
- 2.6 Concept of Duality – Formulating dual from primal problems

#### MODULE II

##### 3. *Transportation Problems (TP)*

- 3.1 General Mathematical Formulation of TP
- 3.2 IBFS using North West Corner Rule (NWCR), Least Cost Method (LCM) and Vogel's Approximation Method (VAM)
- 3.3 Optimum solution using Modified Distribution (MODI) method
- 3.4 Solutions of TP under special cases of degeneracy, multiple, unbalanced, restricted and maximization.

##### 4. *Assignment Problems(AP)*

- 4.1 General Mathematical Formulation of AP
- 4.2 Hungarian Method of solving AP
- 4.3 Solutions of AP under special cases of unbalanced , maximization & restricted
- 4.4 General Applications of AP like Airline – crew assignment

#### MODULE III

##### 5. *Network Models and Methods*

- 5.1 Introduction to network, network diagram, concepts of event and activity
- 5.2 PERT
- 5.3 CPM
- 5.4 Computation of floats: total, free, independent

## 6. Inventory Models

- 6.1 Concept, Terms and importance of inventory
- 6.2 Types of inventory and various costs associated with inventory
- 6.3 Classical Economic Order Quantity (EOQ) Model with & without Re-Order Point and Lead Time: Derivation and applications
- 6.4 Economic Lot Size (ELS) / Economic Batch Quantity (EBQ) model without derivation : Applications
- 6.5 EOQ model with price breaks (All units discount only): Applications

### Paper Scheme – Section A

Module	Topics	Weightage
I	1, 2	16 %
II	3, 4	17 %
III	5, 6	17 %
	<b>Total</b>	<b>50 %</b>

### Reference Books for Operations Research (Section A):

- (i) *An Introduction to Management Science: Quantitative Approach to Decision Making* by Anderson, Sweeney & Williams – Cengage (Erstwhile Thomson) Publications 11e
- (ii) *Practical Management Science* by Winston & Albright - Cengage (Erstwhile Thomson) Publications
- (iii) *Introduction to Operations Research* by Hillier & Lieberman – Tata McGraw Hill Publication
- (iv) *Introduction to Operations Research* by H. A. Taha – PHI Publication
- (v) *OR Techniques for Management* by V. K. Kapoor – Sultan Chand & Sons
- (vi) *OR Theory & Practice* – J. K. Sharma – McMillan Publications

**FOR SECTION A NO. OF LECTURES PER WEEK PER DIVISION: 2**



**GUJARAT UNIVERSITY**  
**SYLLABUS - TYBBA**  
**MATERIALS, PRODUCTION AND OPERATIONS MANAGEMENT**  
**SECTION II**

**Module – I ( 20%)**

**Nature and Scope of Production and Operations Management**

Readings :

Nature, Importance and Scope of Production and Operations Management, Evolution, Characteristics, Why Study production and production management ?

Types of Production : Intermittent – Continuous, One-time large project, Flow-Control, Open and Close Job Shop, Seasonal Manufacturing.

Production function and Productivity – Methods of production, Production function-Productivity, meaning of each and difference between them, factors affecting productivity, measurement of productivity, How to effect Productivity increase and benefits from such an increase, Automation

**Module – II (20%)**

**Work Study – Motion Study (Method Study / Method Analysis)**

Readings :

Work Study and Productivity - Definition, Importance, Benefits, Relationship of work-study to time and motion study, Position of Work Study department, Qualities of Work-study men, Why good relations necessary before work-study, Work Study and the workers, Work Study and management, Work study procedure

Motion Study (Method Study / Method Analysis) – Definition, Aim / Objective, Advantages, Factors Facilitating, Procedure, Recording techniques used, Therbligs, Present Symbols, Cycle graph, Chronocycle graph, Motion Economy, Design of work-place layout, Analysis in the form of charts, Memomotion study

**Module – III (20%)**

**Materials Management**

Readings :

Materials Management, Purchasing, Purchase Organization, Purchasing Policies, Materials Storing, Stores and Store Keeping, Materials Handling

Materials Management and Inventory Control - Only Introduction, Scope, Importance and Objects

**Module – IV (20%)**

**Plant Location**

Readings :

Plant Location, Facility Location

**GUJARAT UNIVERSITY**  
**SYLLABUS - TYBBA**  
**MATERIALS, PRODUCTION AND OPERATIONS MANAGEMENT**  
**SECTION II**

**Module – V (20%)**

**Plant Layout**

Readings :

Plant Layout, Facility Layout – Excluding CRAFT and numericals

**Imp. Note : No Numericals to be taken in any modules nor to asked in the exams.**

Recommended Readings :

1. Production and Operations Management for Competitive Advantage by Chase, Jacobs, Aquilano, Agarwal – Tata McGraw Hill
2. Production and Operations Management by S N Chary – Tata McGraw Hill
3. Industrial Engineering and Management Science by Banga Agarwal Sharma – Khanna Publishers
4. Production and Operations Management by K Ashwathappa – Himalaya Publishing House
5. Production and Operation Management by Kanishka Bedi – Oxford University Press
6. Production and Operation Management by S A Chunawalla – Himalaya Publishing House

Module Number	Topic	Weight (%)
I	Nature and Scope of Production and Operations Management	20
II	Work-Study	20
III	Materials Management	20
IV	Plant Location	20
V	Plant Layout	20

**No. of lectures per week per division for this section of the paper : 2 (TWO)**

**GUJARAT UNIVERSITY**  
**SYLLABUS**  
**T.Y.B.B.A.**  
**ORANISATIONAL BEHAVIOUR**

**EFFECTIVE FROM JUNE 2008**

**MODULE- I**

Introduction to OB.

-Definition of OB.

-Contributing Disciplines to the field of OB

-Challenges and Opportunities for OB

- 1). Responding to globalization
- 2). Managing work force diversity
- 3). Improving quality and productivity
- 4). Responding to outsourcing
- 5). Improving customer service
- 6). Improving people skills
- 7). Empowering people
- 8). Stimulating innovation and change

(Only a brief introduction is expected i.e. without sub-points)

-Models of OB.

(Ref. Keith Davis & Newstrom -11th edition Pub: Tat McGraw)

- 1). Autocratic
- 2). Custodial
- 3). Supportive
- 4). Collegial
- 5). System

-Motivation models

- 1). ERG theory
- 2). David McClelland's need theory
- 3). Equity theory
- 4). Victor Vroom's expectancy theory

[With their implications for managers]

-Complete pay/reward pyramid (Ref. Keith Davis & Newstrom -11th edition  
 Pub. Tata McGraw)

-Performance appraisal and motivation

**MODULE- II**

Foundations of Individual behaviour

- 1) Biographical characteristics

\*age –gender –tenure – ability [including intellectual- physical and ability job fit] .)

- 2) Learning

-Introduction

-definition

- Shaping -as a managerial tool

### 3) Attitudes

-Types of attitudes

1. Job Satisfaction
2. Job Involvement
3. Organizational Commitment

-Job-satisfaction and Employee performance- effort loop (Ref. Keith Davis & Newstrom- 11th edition Pub: Tata McGraw)

### 4) Personality

-Meaning

- Major Personality Attributes influencing OB.

1. Locus of control
2. Machiavellianism
3. Self-Esteem
4. Self-monitoring
5. Risk-Taking
6. Type A-Type B
8. Proactive Personality

A Short Note together on following 3 concepts

### 5) Perception

-Meaning

-Selective Perception

### 6) Values

### 7) Emotions

## **MODULE-III**

### Foundations of group Behaviour

- Meaning

-Def.

-Stages of Group Development (5 stage Model)

-Role: meaning, role-identity, role perception, role expectation, role conflicts, role ambiguity

-Status:-meaning, Sources of Status, Significance of status (Ref. Keith Davis & Newstrom -11th edition Pub: Tata McGraw)

Economical And Psychological contract (Ref. Keith Davis & Newstrom 11th edition Pub: TataMcGraw)

-Techniques of Group-Decision making (Only the following two with their benefits and limitations)

- 1).Brainstorming
- 2).Nominal Group Technique

-Teams

-Type of Teams

- 1).Problem-Solving teams
- 2).self-managed teams
- 3).Cross-Functional teams
- 4).Virtual teams

-Skills used in team Building (Ref. Keith Davis & Newstrom 11th edition Pub: TataMcGraw)

Consultation skills

Research & Presentation skills

Interpersonal skills

#### **MODULE-IV**

##### Foundation of Organizational Structure

-Types of organizational structures

- 1).Matrix Organization
- 2).Virtual Organization
- 3).Boundary less Organization

-Power

Meaning & def.

Bases Of power

Power Tactics

-Managing Change (Ref. Keith Davis & Newstrom 11th edition Pub: Tata McGraw)

Meaning &def

Resistance to change (Types and Reasons)

Levin's 3 step model of change

Implementing change successfully (including building support for change)

-Organizational development.

Meaning & def

Benefits-limitations

Process of OD.

-Leadership theories

\*Fiedler's Contingency model

\*Path Goal Theory

\*Hersey and Blanchard's leadership Model

\*Short Notes on:

- 1).Mentoring
- 2).Self Leadership
- 3).Transformational leadership
- 4).Coaching

#### **MODULE-V**

##### Issues between individuals and organizations

-**Organizational Culture** (Ref.Keith Davis & Newstrom -11<sup>th</sup> edition Pub: Tata McGraw)

- Meaning& Definition
- Characteristics of Organizational Culture
- communication of organization culture through the process of Socialization and Individualization
- Conflicts** (Ref. Keith Davis & Newstrom -11<sup>th</sup> edition Pub: Tata McGraw)
  - meaning and definition
  - Functional and Dysfunctional conflicts
- Sources of Conflicts
- Conflict Resolution Strategies

### **-Counseling**

- meaning & definition .
- Functions of counseling
- Types of counseling
- Transactional analysis (Including interpersonal orientation and stroking) as a technique of resolving conflicts

### **-Stress**

- Meaning-Definition
- Stress and job performance relationship
- Approaches to stress management (Coping with stress)

Reference book( for the topics where specifically not mentioned)  
 Organizational Behavior  
 Authors-Stephen Robbins & Seema Sanghi  
 Publisher: Pearson Education (2006)

<b>Module</b>	<b>Weight</b>
I	20%
II	20%
III	20%
IV	20%
V	20%

**NUMBER OF LECTURES PER WEEK PER DIVISION :3**



**GUJARAT UNIVERSITY**  
**SYLLABUS**  
**T.Y.B.B.A.**

**DIRECT TAXES**

**Module-I**

Introduction to Income Tax

- Definition
- Residential Status And Incidence Of Tax
- Income Tax Authorities
- Tax Planning, Tax Avoidance, Evasion, Tax Management
- Computation Of Tax
- Assessment Procedure

**Module-II**

Income from Salary

- Different form of salary
- Allowances and perquisites
- Retirement Benefits
- Deductions
- Provisions regarding Employees Provident Fund
- Deductions under this head of Income
- Fringe Benefits

**Module-III**

- Unit-1 Income From House Property
- Unit-2 Capital Gain (Capital Assets, Long Term Capital Assets, Short Term Capital Assets, Long-Term Capital Gain/Loss Short term Capital Gain/Loss, Total or partial exemption of capital gains u/s 54, 54B, 54EA & 54EC (Any other deduction applicable to individual assessee)
- Unit-3 Income from other sources

**Module-IV**

- Income from Business and Profession
- Incomes covered under this head: allowable expenses, expressly disallowed expenses, and general deductions.
- Depreciation Sec.32: Concept of Block of Assets for tangible and intangible assets. Rules for computation of depreciation.

**Module-V**

- Deductions U/S 80-c to 80-u (Applicable to Individual Assessee)
- Set Off and Carry Forward of Losses
- Clubbing Of Income
- Computation Of Total Income (only for individuals)

**Module-VI**

Wealth Tax



### Recommended Books

- Systematic Approach to Income Tax: Bharat Publications
  - Direct Taxes By B.Lal and Vashist -Pearson Education
  - Prayas Income Tax: Mundhra-Law Point Publications
- Direct Tax – V.K.Singhania

### **ALLOCATION OF MARKS**

<b>MODULE NO</b>	<b>PERCENTAGE OF MARKS</b>	<b>MARKS OUT OF 70</b>
I	20	14
II	15	10
III	20	14
IV	15	11
V	20	14
VI	10	7

**Total No of Lectures required 3 per week per division.**

**ADVANCED MARKETING MANAGEMENT( ELECTIVE )**

**EFFECTIVE FROM JUNE -2008**

**1.STRATEGIC BRAND MANAGEMENT**

**Ch:1 Brand and Brand Management**

What is Brand?

Factors determining enduring Brand Leadership

Branding Challenges and opportunities

Strategic Brand Management Process

- 1) Identifying and establishing brand positioning and values
- 2) Planning and implementing brand marketing programmes
- 3) Measuring and interpreting brand performance
- 4) Growing and Sustaining brand equity

**Ch:2 Customer based brand equity (CBBE)**

Concept of CBBE

Brand equity as a bridge

Making a strong brand

Brand Knowledge

Sources of Brand Equity

Brand Awareness

Brand Image

Building a strong brand

Brand Building Blocks

Brand Salience

Brand Performance

Brand Imagery

Brand Judgements

Brand Feelings

Brand Resonance

Brand Building Implications

Book: Strategic Brand Management, Kevin Lane Keller, Pearson Education, 4<sup>th</sup> Indian Reprint.

**2.MARKETING RESEARCH**

Definition of Marketing Research

Classification of Marketing Research

Marketing Research Process

Secondary Data Analysis and classification of secondary data

Classification of Marketing Research Designs

Primary versus Secondary Data

Advantages and uses of secondary data

Disadvantages of secondary data

Criteria for evaluating secondary data

Primary Data: Qualitative v/s Quantitative Research

Survey Methods:

Telephone Method

Personal Method

Mail Method

Electronic Method

Observation Methods:

Structured v/s unstructured observations

Disguised v/s undisguised methods

Natural v/s continued observation

Personal Observation

Mechanical Observation

Audit Observation

Content Analysis

Trace Analysis

Primary Scales of Measurement:

Nominal

Ordinal

Interval

Ratio

Itemized Rating Scales

Likert Scale

Sematic Differential Scale

Stapel Scale

Questionnaire

Definition

Objectives of questionnaire

Questionnaire design process

Observational Forms

Sampling Design Process

Sampling Techniques

Data Preparation Process (in brief)

Report Preparation and presentation process in brief.

Ref: Marketing Research - An Applied Orientation, Naresh K Malhotra, 4<sup>th</sup> Edition, Pearson Education.

### **3.RETAIL MANAGEMENT**

1. Introduction to Retailing (Chapter 1)  
What is Retailing?  
Characteristics of Retailing
2. Retail Location Strategy: (Chapter 6)  
Importance of Location Decision  
Determining factors  
Types of Retail Location

3. Product and Merchandise Management (Chapter 7)  
Merchandise Management:
  - Components of merchandise management
  - Key dimensions of the merchandise mix
  - Constraining factors influencing merchandise plan

4. Atmospheric and Retail Space Management

Atmospherics

- Role of atmospheric in Retail Strategy
- Immediate effects of Retail Unit Environment
- Key components of Retail Atmospheric

Name: Retail Management

Book: Chetan Bajaj and Rajnish Tuli and Nidhi V Srivastava; Publisher: Oxford

#### **4.SERVICES MARKETING**

Definition

Characteristics

Reasons for Growth of Service sector

Services Marketing Mix

Demand Situations

Demand Patterns

Demand Variations In services

Strategies for demand management

Determinants of Service Quality

Managerial Process for Service Quality

Total Quality Services Marketing

Terms: 1. Internal Marketing 2. External Marketing 3. Interactive Marketing

Gap Model (Material to be provided by the concerned Faculty to the students)

Book :- Services Marketing – K. Rama Mohana Rao, Pearson Education, 2<sup>nd</sup> Indian Reprint 2005

#### **5.INTERNATIONAL MARKETING MANAGEMENT**

1. Introduction

- (i)Organizing Global Marketing (1.9)

- (ii)Objectives of Global Marketing (1.11)

2. Study of Environment for International Marketing
  - a. Economic Environment
    - I Macro- Economic Environment (4.1)
    - II Micro-Economic Environment (4.2)
    - III Screening micro eco-parameters (Pg 14)
  - b. Cultural Environment
    - I Cultural Variables and International Business Environment (5.2)
    - II Cultural Influence on Marketing Mix (5.3)
  - c. Political Environment
    - I Political Interventions (6.2)
    - II Political Risks in International Marketing (6.4)
  
3. Modes of Entry into International Markets  
 (All modes in brief) (Pg 471 onwards)  
 Low Intensity mode of entry  
 Piggy backing  
 Go-To-Market  
 Exporting  
 Contractual Agreement  
 Licensing  
 Franchising  
 Joint Ventures  
 Strategic Alliances  
 Wholly Owned Subsidiaries

Book :- International Marketing – Raj Gopal (Vikas Publishing)

TOPIC	WEIGHTAGE (%)
STRATEGIC BRAND MANAGEMENT	20
MARKETING RESEARCH	20
RETAIL MANAGEMENT	20
SERVICES MARKETING	20
INTERNATIONAL MARKETING	20

**No. of Lectures per week per division: 4**