GUJARAT UNIVERSITY
SYLLABUS FOR --- TY B.COM.

SEMESTER V
Course Code: FC-301 A
NAME OF THE COURSE: BUSINESS ETHICS

Objectives:

To Sensitise the Student on the various Ethical Aspects concerning the Functioning of Business Enterprises, within the Organizations and in their Relationship with the External World.

Number of credits: 2
Lectures per week: 2 of one hour each
Total sessions : 24

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Unit I

- Introduction To Business Ethics
- Ethics and Organizations.
- Employee Duties and Rights.

Unit II

- Discriminatory and Prejudicial Employee Practices.
- Downsizing the Workforce.
- Handling Ethical Dilemmas at Work.

Unit III

- Marketing Strategy and Ethics.
- Ethical Practices in Market Place.
- Ethics and Finance.

Unit IV

- Business and the Environment.
- Corporate Responsibility, Social Audit and Ethical Investing.
- Computers and Ethics.
- Case Studies.

Reference:

Objective:

The objective of this course is to expose the student to various aspects of rural, event and direct marketing as an integral part of marketing management, and develop an understanding of rural, event and direct marketing.

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions : 24

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Unit I
Introduction to Rural Marketing
Structure and types of agricultural markets
Rural production and products
Agricultural and non-agricultural products

Unit II
Types of rural production and products
Market functionaries
Information system for rural marketing
Product strategy for rural marketing

Unit III
Concept of supply chain management and Value Addition
Involved in marketing of agricultural and non-agricultural products (with special reference to artisanal products)

Unit IV
Problems of marketing;
Role of co-operative agencies in marketing of agricultural and non-agricultural product.
Promotion towards rural audience
Case Study

Reference:

1. Rural Marketing - Text and Cases, CSG Krishnamacharyulu and Lalitha Ramakrishnan, Pearson Education.
2. Event Marketing & Management, S.S. Gaur and S.V. Saggre, Vikas
3. Rural Marketing - Environmental Problems and Strategies, T.P. Gopalswamy, Wheeler Pub
4. Rural Development: Putting the last first, Robert Chambers, Pearson education
Objectives:

The course includes the operation techniques of tourism marketing. The students are expected to attain a basic knowledge of marketing principals, study to suitability of alternative promotional approaches to and formulate marketing plans and promotional approaches to tourism.

Number of credits: 3

Lectures per week: 3 of one hour each

Total sessions: 45

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Unit – I

Core concepts in marketing; Needs, Wants, Demands, Products markets. Marketing management philosophies-Production, Product, Selling, Marketing and societal perspectives. Economic importance of marketing.
Analysis and selection of market: Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP)

Unit – II
Developing marketing environment, Consumer buying behaviour, Competitive differentiation and competitive marketing strategies. New Product development. product life cycle, Customer satisfaction and related strategies in internal and external marketing;
Interactive and relationship marketing.

Unit – III

Unit – IV
Service characteristics of tourism. Unique features of tourist demand and tourism product, Tourism marketing mix.

Marketing of Tourism Services : Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services-Challenges and strategies..

Reference:
1. Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing
3. Singh Raghbir, Marketing and Consumer Behaviour
Objectives:

Introductory-level concepts and practical aspects involved in disaster management. Relating personal or community experiences of disasters. To define and describe disaster management, hazard, emergency, disaster, vulnerability, and risk;

Number of credits: 3

Lectures per week: 3 of one hour each

Total sessions: 45

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Unit I Understanding disaster
Concept of disaster - Different approaches - Concept of Risk - Levels of disasters
Disaster phenomena and events (*Global, national and regional*)
Unit II Hazards and Vulnerability
Natural and man-made hazards; response time, frequency and forewarning levels of different hazards - Characteristics and damage potential of natural hazards; hazard assessment - Dimensions of vulnerability factors; vulnerability assessment- Vulnerability and disaster risk - Vulnerabilities to flood and earthquake hazards

Unit III Disaster management mechanism
Concepts of risk management and crisis management - Disaster management cycle Response and Recovery - Development, Prevention, Mitigation and Preparedness Planning for relief

Unit IV Planning for disaster management
Strategies for disaster management planning - Steps for formulating a disaster risk reduction plan - Disaster management Act and Policy in India - Organizational structure for disaster management in India - Preparation of state and district disaster management plans

Reference:

4. Disaster Management Act. (2005), Ministry of Home Affairs, Government of India, New Delhi, 2005