

T.Y. B.Com.

Business Administration Special Paper II

Subject Name :- Business Administration

Course Code :- 305 – a.

Objective :-

To acquaint the students with basic concepts & functions of HRD and nature of Marketing functions of a business enterprise.

Term I :- Human Resource Development.

Unit No.	Content	Lectures
1.	Human Resource function 1.1 Meaning, Objectives of Human Resource Function, Difference between H.R.M. and H.R.D. 1.2 Organization, Scope and functions of Human Resource Department in Modern Business. 1.3 Human Resource Planning – Nature and Scope, Job analysis - Job description - Job specification. 1.4 Emerging Concept of H.R.D. – Quality Circles –Kaizen - Voluntary Retirement Schemes.	14
2.	Recruitment and Training 2.1 Methods or sources of Recruitment of manpower, Role of Recruitment Agencies- Selection Process. 2.2 Types of Interviews- Interview Techniques. 2.3 Objectives and importance of Training and Development. 2.4 Types and Methods of Training Programmes.	10
3.	Employee Career and Succession planning 3.1 Aims and objectives of career planning. 3.2 Career Planning Process – Career Planning Structure. 3.3 Succession Planning - Meaning Need and importance. 3.4 Types of Career Opportunities A) Public Sector :- State and Local Government level - Personnel officer, Purchasing officer, secretary, Director of Administration Accountant etc. B) Private sector :-Marketing and Sales, Production and Material Management, Financial sector, Management as a profession, Insurance Industry, Accounting and Management Information System.	12
4.	Performance Appraisal Management. 4.1 Concept and Importance. 4.2 Performance Appraisal Process. 4.3 Methods and Techniques. 4.4 Merits and limitations of performance appraisal.	12
	Total	48

Term II :- Marketing Functions.

Unit No.	Content	Lectures
1.	Introduction 1.1 Meaning and scope of Marketing. 1.2 Objectives of Marketing.	10

	1.3 Classification of marketing. 1.4 Functions of Marketing.	
2.	Marketing Mix 2.1 Meaning and Importance of Product, Product mix, product life cycle. New product development- Types of new product, Branding, Packaging, Labeling. 2.2 Price – Meaning, Factors affecting Pricing Decisions, Methods of Pricing. 2.3 Place – Functions of distribution channels, Types of distribution channels, Impact of technology on Distribution. 2.4 Promotion – Meaning of sales promotion, Importance, Methods and New techniques of sales promotion.	13
3.	Advertising 3.1 Advertising- Meaning, Scope, Importance, Role of advertising in modern business, Criticism on Advertising practices. 3.2 Advertising media – Different medias of advertising, Selection of advertising media. 3.3 Ethics in advertising- Ethics and appeals in Advertising, Advertising Standards Council of India. 3.4 Future of advertising – Advertising in depression and crisis, Employment opportunities in advertising field.	13
4.	Modern Marketing Trends 4.1 Global marketing – Meaning, Scope, Importance, International marketing Challenges and Problems. 4.2 Marketing Research- Meaning, Scope and Methods of Marketing research. 4.3 Retailing- Meaning, New Trends in Marketing, Direct Marketing, Malls, Franchising. 4.4 Recent Trends in Marketing- i) E-Marketing ii) Telemarketing iii) Internet Marketing iv) M-Marketing.	12
	Total	48

Recommended Books

1. Personnel and Human Resource Management – A M Sharm(Himalaya PublishingHouse)
2. Personnel Management and Industrial Relations- R S Davar (Vikas PublishingHouse)
3. Human Resource Development and Management- Biswanath Ghosh (Vikas Publishing House)
4. Personnel Management – C.B. Mamaria, S V Gankar (Himalaya Publishing House)
5. Human Resource Management – AShwathappa
6. Basics of Marketing- Cannon
7. Marketing Management, Philips, Kotler
8. Marketing – Gandhi
9. Principles of Marketing – Sherlekar S.A.
10. International Marketing- P. Saravanavel (Himalaya Publishing House)
11. Modern Marketing Management- R.S. Davar