

UNIVERSITY OF MUMBAI

No. UG/154 of 2018-19

CIRCULAR:-

Attention of the Principals of the affiliated Colleges and Directors of the recognized Institutions in Humanities Faculty is invited to this office Circular No. UG/17 of 2012-13, dated 8th May, 2012, relating to syllabus as per the CBSGS in the course of Commerce (Paper II & III) for the Second Year (Sem III & Sem IV) of B.A. Programme and No. UG/29 of 2016-17, dated 1st July, 2016, relating to syllabus as per the CBSGS for the T.Y.B.A. (Commerce) (Sem. V & VI).

They are hereby informed that the recommendations made by the Board of Deans at its meeting held on 6th September, 2018 have been accepted by the Academic Council at its meeting held on 8th September, 2018 vide item No. 4.17 and that in accordance therewith, the changed paper pattern for 1) TYBA Commerce VII/X Introduction to Management – 100 marks 2) TYBA Commerce VIII/XI Human Resource Management – 100 marks 3) TYBA Commerce IX/XII Export Management i) Project of 20 marks per semester ii) Export Management Theory – 80 marks.

and

The changed syllabus & paper pattern for 1) SYBA Commerce III/V Financial Management – 100 marks, 2) SYBA Commerce IV/VI Introduction to Marketing Management – 100 marks, has been brought into force, accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI – 400 032

14th March, 2019

To

(Dr. Ajay Deshmukh)
REGISTRAR

The Principals of the affiliated Colleges and Directors of the recognized Institutions in Humanities Faculty. (Circular No.UG/334 of 2017-18 dated 9th January, 2018.)

A.C./4.17/08/09/2018

No. UG/154 -A of 2018

MUMBAI-400 032

14th March, 2019

Copy forwarded with Compliments for information to:-

- 1) The I/c Dean, Faculty of Humanities,
- 2) The Chairman, Board of Deans,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Professor-cum-Director, Institute of Distance and Open Learning (IDOL),
- 5) The Director, Board of Students Development,
- 6) The Co-ordinator, University Computerization Centre,

(Dr. Ajay Deshmukh)
REGISTRAR

AC - 08/09/2018

Item No. – 4.17

Item for the Academic Council

Sub:	Draft syllabus of S.Y.B.A. Commerce (Sem. III & IV) for (1) Financial Management, (2) Introduction of Marketing and syllabus for T.Y.B.A. (Sem. V & VI) Commerce paper
Preamble	<p>With reference to apropos subjects, it is submitted that, Principal, Vivekanand Education Society's College of Arts, Science & Commerce vide letter No. VC/265 of 2018 dated 2th August, 2018 had forwarded the proposed draft syllabus of (Sem. III & IV) for (1) Financial Management, (2) Introduction of Marketing and Dr. Anupama Nerurkar has submitted syllabus for T.Y.B.A. (Sem. V & VI) Commerce paper</p> <p>The Principal, Vivekanand Education Society's College of Arts, Science & Commerce has requested to add subject SYBA (R-16) on mum.digitaluniversity.ac.in portal from the A.Y. 2017-18.</p> <p>Therefore, considering the fact, said draft syllabus was forwarded to Dr. Ajay Bhamare, Dean (I/c), faculty of Commerce and Management for opinion.</p> <p>Dr. Ajay Bhamare, Dean (I/c), faculty of Commerce and Management vide email dated 28th August, 2018 has communicated to place an item before the Board of Deans as per the provision of Section 374(i) (b) of the Maharashtra Public University Act, 2016 and the Academic Council as per Section 33 (1) its approval. Accordingly the item was place before the Board of Deans at its meeting held on 4th September, 2018 vide item no. 29, when the board has resolved as under :</p> <p>"After due discussion & deliberations on the captioned matter, it was resolved that the changed paper pattern for 1. TYBA Commerce VII/X Introduction to Management-100 marks 2. TYBA Commerce VIII/XI Human Resource Management -100 marks 3. TYBA Commerce IX/XII Export Management (i)Project of 20 marks per semester (ii) Export Management Theory -80 marks, be approved and recommended to the Academic Council to consideration and approval.</p> <p>It was also resolved that the changed syllabus and paper pattern for SYBA Commerce 1.SYBA Commerce III/V Financial Management-100 marks, 2.SYBA Commerce IV/VI Introduction to Marketing Management -100 marks, be approved and recommended to the Academic Council to consideration and approval."</p>
Remarks for approval	Therefore, the resolution passed by the Board of Deans is being placed before Academic Council for its consideration and approval.



V.E.S.
Since 1962

Vivekanand Education Society

College of Arts, Science & Commerce

(Re-accredited by NAAC ('A' Grade), Best College Award (Urban Area: Year 2012-2013 (University of Mumbai))

Recipient of FIST Grant (DST) **Recipient of STAR College Grant (DBT)**

Dr. (Mrs.) Jayashree Phadnis
Principal

Ref. VC/265 Of 2018

To
Pro-Vice Chancellor
University of Mumbai,
M.G.Road, Fort, Mumbai-400 032

Date :02/08/2018

Sub : Urgent request to add subject SYBA (R-16) on
Mum.digitaluniversity.ac.in portal from the A.Y.2017-18.

Respected Sir,

This is to inform you that our college has offered following Subjects

- 1) SYBA -Commerce III (Financial Management) SEM -III
- 2) SYBA-Commerce IV (Financial Management) SEM-IV
- 3) SYBA -Commerce III (Introduction to Marketing) SEM -III
- 4) SYBA -Commerce IV (Introduction to Marketing) SEM -IV

However, these subjects are not reflected on <http://www.mum.digitaluniversity.ac/InstituteDefinition/AffiliateSubject.aspx> portal from the Academic Year 2017-18.

We request you to look into the matter at the earliest and inform the concerned authorities to incorporate the subjects in the Mumbai digital university portal.

Thanking You,

With regards,

J. Phadnis
Principal

Encl:-Syllabus Copy of SYBA-Commerce

CC:- 1) I/C, Director, Arts Unit, Board of Examination and Evaluation
2) MKCL Office, University of Mumbai Kalina, Mumbai

Sindhi Society, Chembur, Mumbai - 400 071. INDIA.

Phone : (O) : +91 22 2522 7470 / +91 22 2527 7791 / +91 22 2528 4132 • Dir : +91 22 2522 7514

Email : vesasc.admin@ves.ac.in • website : ves.ac.in/vesasc

SYLLABUS FOR S.Y.B.A. (COMMERCE – III, IV,V,VI)

SEMESTER III& IV

Credit Based Semester and Grading System

w.e.f. the Academic year 2015 - 2016

Commerce III (Financial Management) SEM III

Module I

Introduction to Financial Management- Objectives – Functions , Importance. (10 lectures)

Module II

Financial Planning- Importance – Scope – Objectives – Essentials of Sound Financial Plans. (10 lectures)

Module III

Capital Structure — Importance – Determinants of Capital Structure – Sources of Capital – Owned Capital – Borrowed Capital – Long term Capital – Short Term Capital – Comparative Study of Sources of Capital.(14lectures)

Module IV

Long term finance– Venture Capital – Initial Public offer – New Issue of Shares – Right Issue– Types of Shares – Types of Debentures – Financial institutions – Ploughing Back of Profit – Public Deposits.(11 lectures)

Commerce IV (Financial Management) SEM IV

Module I

Fixed capital and working capital- Meaning – Importance – Sources – Determinants of Fixed Capital. Management of Working Capital – Meaning – Importance – Classification of Working Capital – Factors Affecting Working Capital Requirement – Sources of Working Capital.(14 lectures)

Module II

Capital Market -Importance – Functions – Growth – Primary Market – Methods of Marketing Securities in Primary Market – Secondary Market – SEBI – (Formation – Objectives – Functions) (11 lectures)

Module III

Mutual Funds- Functions – Advantages – Status in India. (10Lectures)

Module IV

Foreign Direct Investment -Meaning – Importance – FDI policy of government in different sectors, Public Opinion on FDI. (10Lectures)

Question Paper Pattern for Semester End Examination (Sem III & IV) :

1. For 60 marks:

- Q1. Answer any two out of three – Module I – 15marks.
- Q2. Answer any two out of three – Module II – 15 marks.
- Q3. Answer any two out of three – Module III – 15 marks.
- Q4. Answer any two out of three – Module IV – 15 marks.

Question Paper Pattern for Semester End Examination (Sem III & IV) :

2. For 75 marks:

- Q.1. Answer any two out of three – Module I – 15marks.
- Q2. Answer any two out of three – Module II – 15 marks.
- Q3. Answer any two out of three – Module III – 15 marks.
- Q4. Answer any two out of three – Module IV – 15 marks.
- Q5. A] Fill in the blanks with the appropriate words.—5 marks
- B] State whether following statements are true or false.-5 marks
- C] Match the following.-5 marks

S SYLLABUS FOR S.Y.B.A. (COMMERCE – III, IV,V,VI)

SEMESTER III& IV

Credit Based Semester and Grading System

w.e.f. the Academic year 2015 - 2016

SYBA Commerce IV (Introduction to Marketing) SEM III

Module I

Introduction to Marketing- Nature, Importance and scope of Marketing- Difference between marketing and selling, Different concepts of Marketing-exchange, production, product, societal, holistic etc, functions of marketing manager. (12 Lectures)

Module II

Market Segmentation and Consumer Behaviour-Nature and factors influencing consumer behaviour-Buying process, types of buyers, buying motives, Importance and bases of market segmentation (12 Lectures)

Module III

Recent trends in Marketing-Service marketing, Rural marketing, digital marketing, Green marketing etc, features, advantages and disadvantages. (11 Lectures)

Module IV

Market Research and MIS-Nature, Importance and steps in marketing research, Marketing environment factors. (10 Lectures)

SYBA Commerce VI (Introduction to Marketing) SEM IV

Module I

Marketing Mix-Elements of Marketing Mix—4Ps –Product, Price, Place and Promotion
–Product Mix-Classification of products-, Branding-importance-branding strategies, brand equity.. (12 Lectures)

Module II

Product Life Cycle –stages-strategies at various levels of PLC, Strategies of leader , challenger, follower and nicher. New Product Development- stages. (11 Lectures)

Module III

Promotion Mix- Elements of promotion mix- Role of Advertising, publicity. Sales promotion, public relations and personal selling in promotion of goods and services- Importance of promotion-New tools in promotion mix. (10 Lectures)

Module IV

Place Mix-Channels of distribution-Factors affecting channels of distribution-Direct and Indirect channels-E-commerce –Advantages-Logistics.

Price Mix- Factors influencing price-pricing strategies-pricing methods. (12 Lectures)

REFERENCES:-

1. Marketing Management :An Asian Perspective- Philip Kotler, Siew Meng Leong, Swee Hoon Ang, Chin Tiong Tan; Prentice Hall.
2. Marketing Management- Dr. C.B. Gupta, Dr. N. Rajan Nair; Sultan Chand and Sons.
3. Marketing Management in MNCs- P.K. Ravishankar; Pacific Publication.

4. Consumer Behaviour and Retail Management-A. Hari Hara Nath Reddy. G. Rama. Krishna, K. Venugopal Rao; Manglani Publications.
5. Marketing Management- Rajan Saxena; Tata McGraw- Hill Publishing Company Limited.
6. Basics Marketing Management: Theory and Practice- Dr. R.B. Rudani; S. Chand.
7. Marketing management – V. Ramaswamy , S. Namakumar, McMillan.
8. Marketing Management- C.B. Mamoria, R. K. Suri, Kitab Mahal
9. Marketing- Shelekar S. A –Himalya Publications.

Question Paper Pattern for Semester End Examination (Sem III & IV) :

1. For 60 marks:

- Q1. Answer any two out of three – Module I – 15marks.
- Q2. Answer any two out of three – Module II – 15 marks.
- Q3. Answer any two out of three – Module III – 15 marks.
- Q4. Answer any two out of three – Module IV – 15 marks.

Question Paper Pattern for Semester End Examination (Sem III & IV) :

2. For 75 marks:

- Q.1. Answer any two out of three – Module I – 15marks.
- Q2. Answer any two out of three – Module II – 15 marks.
- Q3. Answer any two out of three – Module III – 15 marks.
- Q4. Answer any two out of three – Module IV – 15 marks.
- Q5. A] Fill in the blanks with the appropriate words.—5 marks
B] State whether following statements are true or false.-5 marks
C] Match the following.-5 marks

Semester Based Credit and Grading System

Syllabus for T.Y.B.A.

Semester V

Commerce Paper Commerce Paper VIII Human Resource Management w.e.f.2016-2017

1. Module I – Human Resource Management - I (10 Lectures)

- 1.1 Human Resource Management – Meaning, Features, Significance, Scope, Functions, Challenges.
- 1.2 Human Resource Planning – Meaning, Need, Process, Factors, Benefits.
- 1.3 Job Analysis – Meaning, Contents, Uses, Process, Techniques.

2. Module II – Human Resource Management - II (10 Lectures)

- 2.1 Recruitment – Meaning, Sources, Factors, Policy.
- 2.2 Selection – Meaning, Process, Selection Tests, Induction.
- 2.3 Interview – Meaning, Types, Limitations, Effective Interview.

3. Module III – Human Resource Development – I (13 Lectures)

- 3.1 Training – Meaning, Importance, Methods, Effective Training.
- 3.2 Performance Appraisal – Meaning, Uses, Methods, Limitations, Process.
- 3.3 Management Development – Meaning, Objectives, Concepts, Importance, Components, Techniques.
- 3.4 Organisational Development – Meaning, Characteristics, Objectives, Process.

4. Module IV – Human Resource Development – II (12 Lectures)

- 4.1 Promotion – Meaning, Objectives, Policy.
- 4.2 Transfer – Meaning, Purpose, Policy.
- 4.3 Separation – Meaning, Causes.
- 4.4 Absenteeism – Meaning, Causes, Effect, Remedial Measures.
- 4.5 Turnover – Meaning, Causes, Effect, Remedial Measures.

Paper Pattern

Total marks-75

Duration –Two and Half hours

Note- All questions are compulsory.

Figures to the right indicate full marks.

Q 1. Answer any two questions from the following. (Module I) (15)

a)

b)

c)

Q.2 Answer any two questions from the following. (Module II) (15)

a)

b)

c)

Q.3. Answer any two questions from the following. (Module III) (15)

a)

b)

c)

Q.4 Answer any two questions from the following. (Module III) (15)

a)

b)

c)

Q.5. A) Fill in the blanks with appropriate word. (5)

B) State whether following statements are True or False. (5)

C) Match the following. (5)

Syllabus for T.Y.B.A.

Semester VI

Commerce Paper Commerce Paper VIII Human Resource Mangement **w.e.f.2016-2017**

1. Module V – Human Relations - I

(12 Lectures)

- 1.1 Human Relations – Meaning, Features, Importance, Fundamental Concepts, Measures for Improvement.
- 1.2 Human Needs – Meaning, Concept of Needs, Changing Nature of Needs, Need Satisfaction Process, Behavioral Effect of Unsatisfied Needs, manager's Role in Need Fulfillment.
- 1.3 Employee Morale – Meaning, Characteristics, Factors, Effect of High Morale, Measures for Improvement.

2. Module VI – Human Relations - II

(12 Lectures)

- 2.1 Motivation – Meaning, Features, Factors, Importance, Theories (Maslow, Herzberg, McGregor).
- 2.2 Leadership – Meaning, Styles, Theories (Trait, Transactional, Transformational), Selection of Leadership Style.
- 2.3 Group Dynamics – Meaning, Characteristics, Types of Group, Objectives of Group Formation, Process of Group Formation, Conflict (Causes, Stages, Resolution).

3. Module VII – Industrial Relations

(11 Lectures)

- 3.1 Industrial Relations – Meaning, Importance, Disputes (Causes, Effects, Settlement Procedure).
- 3.2 Grievance – Meaning, Features, Causes, Redressal Procedure.
- 3.3 Employee Safety – Meaning, Importance, Accidents(Causes, Effects, Safety Measures).

4. Module VIII – Current Issues

(10 Lectures)

- 4.1 Human Resource Research.
- 4.2 Human Resource Audit.
- 4.3 Human Resource Accounting.
- 4.4 Employee Participation.
- 4.5 Exit Policy.
- 4.6 Women At Workplace.

Paper Pattern

Total marks-75

Duration –Two and Half hours

Note- All questions are compulsory.

Figures to the right indicate full marks.

Q 1. Answer any two questions from the following. (Module I) (15)

- a)
- b)
- c)

Q.2 Answer any two questions from the following. (Module II) (15)

- a)
- b)
- c)

Q.3. Answer any two questions from the following. (Module III) (15)

- a)
- b)
- c)

Q.4 Answer any two questions from the following. (Module III) (15)

- a)
- b)
- c)

Q.5. A) Fill in the blanks with appropriate word. (5)

B) State whether following statements are True or False. (5)

C) Match the following. (5)

Suggested References:

1. Export Management-P.K. Khurana, Galigoth Publishing Co, New Delhi
 2. Export Management-T.A.S.Balagopal-Himalaya Publishing House, Mumbai.
 3. Export Management-D.C.Kapoor-VikasPublishing, New Delhi.
 - 4 Export Management-Francis Cherunilam, Himalaya Publishing House, Mumbai.
- International Marketing and Export Management-Pearson Publications,New Delhi.
- International Marketing-P.K.Vasudeva, Excel Books, New Delhi
- International Marketing Management, An Indian Perspective, R.L.Varshney and B. Bhattacharya, Sultan Chand & Sons
- Pepsi handbook of India exports, Global Business Press, New Delhi.

Semester Based Credit and Grading System

Syllabus for T.Y.B.A.

Semester V

Commerce Paper IX-Export Management w.e.f .2016-2017

Module I

Introduction to Export Management

(12 lectures)

- a) Definition of Export Management-Need for Export for country and the firm-Features – Functions of Export manager-Distinction between domestic marketing and export marketing-Challenges in Export Marketing
- b) India's Export Trade-Composition and Direction of India's export trade-Export of services from India-Reasons of India's poor share in the world trade

Module II

International Trade

(12 lectures)

- a) Definition of International Trade-Problems in International Trade-Trade Barriers-Tariff and Non –tariff barriers-Distinction between Tariff and Non- tariff barriers.
- b) Regional Trading blocs-Working of EU(European Union), ASEAN(Association of South East Asian Nations),NAFTA(North American Free Trade Association) and SAARC(South Asian Association For Regional Co-operation)-Effects of Trade blocs on International Trade.
- c) WTO –World Trade Organisation-Objectives –Agreements-Role of WTO in International trade.

Module III

Export Marketing and Promotional Organisations in India

(11 lectures)

- a) Export Marketing Organisations in India-Manufacturer Exporter-Merchant Exporter-Export houses-Canalising agencies-Export Consortia.
- b) Export Promotion Organisations in India-Features-Export Promotion Council-Commodity Boards-Federation of Indian Exporters' Organisation (FIEO),Indian Institute of Foreign Trade(IIFT),Indian Institute of Packaging(IIP),Export Inspection Council(EIC),Director General of Foreign Trade (DGFT)
- c)Special Economic Zones(SEZ),100 % Export Oriented units(EOU),Software Technology Parks(STP),
Electronic Hardware Technology Parks (EHTP)

MODULE IV

Foreign Trade Policy and Export incentives-

- a) Objectives and main highlights of FTP-2015-2020.-Implications of FTP on India's export trade.
- b) Export Assistance and Incentives-Main export incentives extended to Indian exporters by Government of India—Duty Drawback, EPCG (Export Promotion Capital Goods Scheme),MDA (Marketing Development Assistance),MAI(Market Access Initiative)Deemed export, ASIDE(Assistance to States for Infrastructure Development of Exports),Tax holidays

Paper Pattern

Total marks-75

Duration –Two and Half hours

Note- All questions are compulsory.

Figures to the right indicate full marks.

Q 1. Answer any two questions from the following. (Module I) (15)

- a)
- b)
- c)

Q.2 Answer any two questions from the following. (Module II) (15)

- a)
- b)
- c)

Q.3. Answer any two questions from the following. (Module III) (15)

- a)
- b)
- c)

Q.4 Answer any two questions from the following. (Module III (15)

a)

b)

c)

Q.5. A) Fill in the blanks with appropriate word. (5)

B) State whether following statements are True or False. (5)

C) Match the following. (5)

References-

Semester Based Credit and Grading System

Syllabus for T.Y.B.A.

Semester VI

Commerce Paper IX-Export Management w.e.f .2016-2017

Module V

Preliminaries for starting export business

(12 lectures)

- a) Overseas Marketing Research-Identifying foreign markets-Factors affecting selection of product in foreign market-
- b) Product Planning-International Product Life cycle-New product development process-Product branding, labelling and packaging.
- c) Methods of entry in foreign market-Channels of distribution in export market-Export marketing plan

Module VI

(12 lectures)

Export Pricing

- a) Factors affecting export price-Pricing methods-Marginal costing and Breakeven pricing-Export pricing strategies
- b) Export pricing quotations-INCO terms-Major export price quotations-FOB price-CIF price- C& F price-Distinction between FOB price and CIF price
- c) Methods of payment in export marketing-Letter of credit-types-process of opening letter of credit.

Module VII

(11 lectures)

Export Finance-

- a) Types of Export Finance-Pre-shipment (Packing) credit-Post- shipment credit-Features, process of obtaining credit-Distinction between pre-shipment and Post-shipment finance-Deferred payment.
- b) Role of EXIM bank, Commercial bank, SIDBI in export finance-Role of ECGC in export finance.

Module VIII

Export Documentation and Procedure

(11 lectures)

- a) Main documents used in export and their importance-Commercial Invoice , Consular Invoice, Shipping bill, Certificate of Origin ,Consular Invoice, Shipping bill, Mate's receipt, Bill of Lading and G.R. form.
- b) Stages in export procedure-Registration stage-Pre-shipment stage-Shipment stage-Post-shipment stage-Role of CHA in export procedure.

Paper Pattern

Total marks-75

Duration –Two and Half hours

Note- All questions are compulsory.

Figures to the right indicate full marks.

Q 1. Answer any two questions from the following. (Module V) (15)

a)

b)

c)

Q.2 Answer any two questions from the following. (Module VI) (15)

a)

b)

c)

Q.3. Answer any two questions from the following. (Module VII) (15)

a)

b)

c)

Q.4 Answer any two questions from the following. (Module VIII) (15)

a)

b)

c)

Q.5. A) Fill in the blanks with appropriate word. (5)

B) State whether following statements are True or False. (5)

C) Match the following. (5)

Suggested Reading Material:-

Jagaiah – Training and Development Executives
M.N. Rubra Basavraj – Human Factor in Management
V.P. Michael – Management for Managers.
Keith Davis – Human Behavior at work
Chris Libert – The Human Organisation
Koontz & O'Doneill – Management
Richards / Nilondar – Reading in Management
Donald J. Clough – Concepts in Management Science, Prentice Hall
Herbert G. Hicks – The Management & Organisation
Hersey Paul – Utilizing Human Resource
Parek Udai – Motivatiing Oraganisational Roles
Parek Udai – Organisational Behaviour Process, Rawat Publication
M. Gangadhar Rao – Organisation Behaviour Text, Konark Publication
Mheta, KIK – Organisatioanl Behaviour, Prentwell Publication
Altman, Steven – Reading in Organisational Behaviour
Greenberg & Boron – Behaviour in Organisation, Prentice Hall
Mogab J.W. / Cole – Improving Organisation
Mathur, B.L. - Human Resource Development, Arihant Publication
Rao T.V. & Verma K.K. - Alternative Approaches & Strategies of Human Resource
V.S.P. Rao – Human Resource Management in Small Industry, Discovery Publication
Verma – Human Resource Development, Geetanjali Publication
Bhatia, S.K. – Strategic Human Resource Management Winning through people, Deep & Deep
Prakash Ved - Human Resource Management, Anmol Publication

Semester Based Credit and Grading System

Syllabus for T.Y.B.A.

Semester V

Commerce Paper– Commerce paper VII (Introduction to management) w.e.f .2016-2017

Module I – (12 lectures)

- a) Definition of management – features – need and importance – Henri Fayal's principles –
- b) Management functions – managerial skills – management levels –
- c) Management as an art – management as science – management as a profession.

Module II – (12 lectures)

- a) Planning – features – need and importance - Types /components of planning –
- b) Planning process – limitations – essentials of good plan – SWOT - objectives (basic /organic, economic, social, human ,national) –
- c) Decision making process – importance – techniques – procedure and limitations.

Module III – (11 lectures)

- a) Organising – principles
- b) line – functional – line and staff organisation
- c) Committee – matrix –organisational charts

Module IV – (10 lectures)

- a) Delegation – decentralisation – formal and informal organisation
- b) Departmentation – span of control – Gricuna's theory – Tall span and wide span.

Paper Pattern

Total marks-75

Duration –Two and Half hours

Note- All questions are compulsory.

Figures to the right indicate full marks.

Q 1. Answer any two questions from the following. (Module I)

(15)

a)

b)

c)

Q.2 Answer any two questions from the following. (Module II)

(15)

a)

b)

c)

Q.3. Answer any two questions from the following. (Module III
(15)

a)

b)

c)

Q.4 Answer any two questions from the following. (Module III

(15)

a)

b)

c)

Q.5. A) Fill in the blanks with appropriate word. (5)

B) State whether following statements are True or False. (5)

C) Match the following.

(5)

Semester Based Credit and Grading System

Syllabus for T.Y.B.A.

Semester VI

Commerce paper X(Introduction to management) w.e.f .2016-2017I –

Module V — (10 lectures)

- a)Communication-Types of communication,Techniques of communication
- b) Controlling-Process of contolling, Techniques of controlling
- c)Co-ordination-Importance in Management

Module VI – – (12 lectures)

- a)Corporate Social Responsibility-Meaning,Scope,Advantages
- b)Corporate Governanace—Meaning,Need,Tests
- c) MIS-Meaning and advantages,challenges of managers.

Module VII — (12 lectures)

- a)Production management –objectives, functions, importance and scope –
- b) Production planning and control – objectives and steps,
- c)New product designing – factors, essentials of good product design, stages.

Module VIII — (11lectures)

- a)Types of production process technologies, Productivity – need,
- b) Factors affecting productivity, measuring and improving, difficulties in measuring,
- c) Plant location

Paper Pattern

Total marks-75

Duration –Two and Half hours

Note- All questions are compulsory.

Figures to the right indicate full marks.

Q 1. Answer any two questions from the following. (Module I) (15)

a)

b)

c)

Q.2 Answer any two questions from the following. (Module II) (15)

a)

b)

c)

Q.3. Answer any two questions from the following. (Module III) (15)

a)

b)

c)

Q.4 Answer any two questions from the following. (Module III) (15)

a)

b)

c)

Q.5. A) Fill in the blanks with appropriate word. (5)

B) State whether following statements are True or False. (5)

C) Match the following. (5)

Suggested Reading Material:-

H.R. Bower – Social Responsibility of Businessman
Fancis Charunilam – Business Environment – Himalaya Publishing House
Davis Keith – The Challenge of Business
Peter Drucker – The Practice of Management
K.M. Mittal – Social Responsibility of Business – Area and Progress
Pigore and Myres – Readings in Personnel Administration – McGraw Hill
R.S. Dwivedi – Management & Human Resources – Oxford and IBM, Publishing Co.
Bombay.
S.K. Warriar – Mannual of General and Personal Management – Asian Publication Services.
Vozder – Pitman – Personnel Management and Industrial Relations.
Koontz and O'Donneill – Management.
EFL Breach – Principles and Practice of Management.
Donald J. Clough – Concepts in Management Science- Prentice Hall.
Herbert G. Hicks – The Management and Organization
Stoneiz and Hague – Management
Kaste & Rosan Zweig – Organization and Management.