



# St. Xavier's College – Autonomous Mumbai

## Syllabus For 5<sup>th</sup> Semester Courses in **COMMERCE** (June 2016 onwards)

Contents:

Theory Syllabus for Courses:

A.COM.5.01 - Introduction to Marketing -I

A.COM.5.02 - Organizational Behaviour

A.COM.5.03 - Entrepreneurship and Management of Small and Medium Enterprises

**T.Y. B.A.**

**Course: A.COM.5.01**

**Title: Introduction to Marketing-I**

**Learning Objectives:**

The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

**Number of lectures: 60**

**UNIT 1**

**Introduction to Marketing:**

**(15 lectures)**

Definition of Marketing – Different concepts in marketing - difference between Selling & Marketing – Marketing Mix.

Need to analyze Marketing Environment – Macro Environment & Micro Environment – Indian Marketing Environment.

**UNIT 2(15 lectures)**

**Buyer Behaviour:**

Types of Buyers – Factors Influencing Buyer Behaviour – Buying Motives – Buying Process – Broad profile of Indian Consumers – Middle Class Explosion in India – Buyers Satisfaction – Meaning and need in Marketing.

**UNIT 3**

**(15 lectures)**

**Market Segmentation and Target Market:** Segmenting Market – Bases used for Market Segmentation – Choosing the Target Market – Importance.

**UNIT 4**

**(15 lectures)**

**Product Management:** Definition, Classification, Product Mix - Product Differentiation – Product Positioning -Brands, Product Life Cycle – Meaning, Stages of Product Life Cycle, Product Development – Designing test Marketing – Commercialisation of Product, Pricing - Factor Influencing Pricing, Objectives and Methods of Pricing.

**List of Recommended Reference Books**

1. Philip Kotler Gary Armstrong – Principals of marketing (Pearson education)
2. Philip Kotler, Kevin Lane, Abraham Koshley, Mithilesh wav Jha – Marketing management (Pearson education)
3. William D. Perreault, Jr. E Jerome, Mc Carthy – Basic marketing ( Tata Mcgraw Mill Publishing Co. Ltd)
4. Russel S. Winer – Marketing Management (Pearson education)
5. V. S. Ramaswamy, S. Namakumari – Marketing management (Macmilan)

**T.Y. B.A.**

**Course: A.COM.5.02**

**Title: Organizational Behaviour**

**Learning Objectives:**

To help students recognize and understand the dynamics of individual, group and system relationships to achieve organizational goals.

**Number of lectures: 60**

**(15 lectures)**

**UNIT 1**

Concept and nature of Organizational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Human needs - Meaning - Changing nature of human needs - Management's role in need fulfillment.

Group dynamics: Features, Function & Goals of formal groups - informal groups - Need for Grouping - Process of Group Formation & its size - characteristics of Groups - Conflicts & Managing the Conflicts.

**UNIT 2**

**Human Relations and Motivation:**

**(15 lectures)**

Definition - Objectives, Scope, Fundamental concept in human relations, Measures to be taken by Management to improve relations.

Motivation - Types of Motivation - steps involved in Motivation - Management techniques to increase Motivation. Detailed study of financial & non-financial Motivations, Important theories of Motivation by Maslow, Mc-Gregor, Herzberg, Vroom.

Employee Morale Definition & features - Factors influencing Morale - Measurement of morale & improving Morale.

**UNIT 3**

**Communication:**

**(15 lectures)**

Definition & Characteristics, Importance, Objectives process, formal & informal communication, written & oral communication, vertical & horizontal communication, verbal & non-verbal, transmission of informal messages, Media of Communication, Significance of informal communication to Management, Barriers to communication, removing the barriers.

**UNIT 4**

**Leadership**

**(15 lectures)**

Definition - Characteristics - Roles expected from leader - function of the leader - Qualities of the leader - Styles of leadership - Different approaches to leadership (trait-oriented, situational, transformational, transactional).

**List Of Recommended Reference Books**

1. Fred Luthans : Organisational Behaviour, Mc Graw hill, New York
2. L. M Prasad, Organisational Behaviour, S. Chand Publishers, New Delhi.
3. Mathur, B.L. - Human Resource Development, Arihant Publication
4. V.S.P. Rao - Human Resource Management in Small Industry, Discovery Publication
5. Bhatia SK - Strategic Human Resource Management Winning through people, Deep & Deep Publication
6. Prakash Ved - Human Resource Management, Anmol Publication

**T.Y. B.A.**

**Course: A.COM.5.03**

**Title: Entrepreneurship and Management of Small and Medium Enterprises I**

**Learning Objectives:**

To enable the students -

- To view Entrepreneurship as a desirable and feasible career option and develop necessary competencies.
- To understand the various aspects in the management of small scale industrial units
- To understand the significance and role of SMEs in developing economies.

**Number of lectures: 45**

**UNIT 1 (20 lectures)**

**Entrepreneurship and Micro, Small and Medium Enterprises:**

- Concept of business groups and role of business houses and family business in India. The contemporary role models in Indian business: their values, business philosophy and behavioral orientations.
- Setting up of Small business enterprise: Idea generation, Identifying business opportunities, environmental scanning, project identification, project selection, project report content & formulation, Project appraisal- (economic oriented, financial, market oriented appraisal, technological feasibility and managerial competency), clearance and permit, Licensing & registration.

**UNIT 2**

**(20 Lectures)**

**Financial and Marketing Aspects of MSMEs**

- Financial: preparation of budgets, integrated ratio analysis, assessing business risks (leverage analysis). SME funding- Capital requirement, sources of finance, Working Capital Management, Production management, Materials management, Productivity, Break Even Analysis, Total Quality management.
- Marketing: product planning & development, creating and protecting market niche, sales promotion, advertising and product costing and pricing policies. HR issues in small business. Institutes supporting Small business enterprises (Financial & non-Financial): Central level-(SIDO, NSIC, EDI, KVICetc), State level (DI, DICs, SFCs, SIDC), Specialized training institutes, other important supporting institutes.

**UNIT 3**

**(5 lectures)**

**Concession and Reliefs to SSI's**

Major problems of SSIs, Sickness in Small-Scale Industries- Reasons and Remedies, Global strategies, Concessions and Reliefs by the Central Government, Concessions and Reliefs by State Government, Future Growth.

**List of Recommended Reference Books**

1. Dr. Vasant Desai, "Small scale industries and entrepreneurship", Himalayan Publishing House
2. Entrepreneurial Development: C.B. Gupta and N.P. Srinivasan Management of small scale industry, Himalaya Pub. House, Sultan chand

3. Dr. Vasant Desai, “Dynamics of entrepreneurial development and Management”  
Himalayan Publishing House
4. The Oxford Handbook of Entrepreneurship
5. Collins and Lazier W, “Beyond entrepreneurship”, Prentice Hall , New Jersey, 1992
6. Dr. Vasant Desai, “Small scale industries and entrepreneurship”, Himalayan  
Publishing House
7. Entrepreneurial Development: C.B. Gupta and N.P. Srinivasan Management of small  
scale industry, Himalaya Pub. House, Sultan chand
8. Dr. Vasant Desai, “Dynamics of entrepreneurial development and Management”  
Himalayan Publishing House
9. The Oxford Handbook of Entrepreneurship
10. Collins and Lazier W, “Beyond entrepreneurship”, Prentice Hall , New Jersey, 1992
11. Hisrich Peters Shephard, “Entrepreneurship”, Tata McGraw Hill