Contents:
Theory Syllabus for Courses:
A.COM.6.01 – Introduction to Marketing -II
A.COM.6.02 - Human Resource Management
A.COM.6.03 – Costing Accumulation Accounting
T.Y. B.A. Course: A.COM.6.01
Title: Introduction to Marketing II

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
Marketing Communication: (15 lectures)

UNIT 2 (15 lectures)

UNIT 3
Marketing Information and Marketing Research: (15 lectures)

UNIT 4
Marketing of Services: (15 lectures)

List of Recommended Reference Books

1. Philip Kotler and Gary Armstrong – Principal Of marketing (Pearson education)
2. Philip Kotler, Kevin Lane, Abraham Koshley, Mithiles wav Jha – Marketing management (Pearson education)
4. Russel S. Winer – Marketing Management (Pearson education)
5. V. S. Ramaswamy, S. Namakumari – Marketing management (Macmillan)
T.Y. B.A. Course: A.COM.6.02
Title: Human Resource Management

Learning Objectives:
To help students understand the managing of human behaviour in organizations for optimal organizational effectiveness and individual outcomes.

Number of lectures: 60

UNIT 1
Introduction to Human Resource Management: (10 lectures)

UNIT 2

UNIT 3
Recruitment and Selection Process (15 lectures)
Introduction - Factors governing Recruitment - Constraints of Manager to Recruit - Sources of Recruitment - Internal and External, Selection Procedures - Steps involved.
Psychological testing - Purpose, Characteristics, Classification, Advantages, Basic guidelines. Interviews - Objectives of Interviews - Types of Interviews - Guidelines for effective Interview, Interview Techniques (Preparation, Physical setting, Conduct, Close and Evaluation) errors in interviewing, Interview Guidelines for Interviewee, Induction - Objectives of Induction, Considerations in Developing Orientations (formal/informal), individual or collective, fixed or variable time, orientation process.

UNIT 4
Training, Development and Performance Appraisal (20 lectures)
Introduction - Distinction between Training and Development - Training - Need, Principles of Training, Steps in Training program, Training methods / Techniques, Training evaluation, Managerial Development - Importance, Characteristics of Manager, Skills of Manager, Purpose and Objects of Manager, Components of MD program – Basic requirements for the success of the program - on-the-job training (Coaching, Job rotation, Assignment, Participating in Committees) off-the-job training (Case study, Incident method, Role playing etc.). Appraisal Process - Methods (traditional and new), Contents of Appraisal - Problems.

List of Recommended Reference Books
T.Y. B.A. Course: A.COM.6.03
Title: Cost Accumulation Accounting

Learning Objectives:
To enable the students -
- To understand the costing side of the business
- To make them understand actual calculation of various types of costs

Number of lectures: 45

UNIT 1 (15 Lectures)
Cost Concepts and Management Needs
- Cost concepts relating to Income measurement
- Cost concepts relating to Profit Planning
- Cost concepts for control
- Cost concepts for decision making

UNIT 2 (15 lectures)
Costing and Control of Materials
- Costing and control of labour
- Costing and control of factory (manufacturing overheads)
- Costing and control of administrative, selling and distribution overheads

UNIT 3 (15 lectures)
Activity based costing system
- Job order, batch and service costing
- Process, joint and by-product costing
- Variable costing and absorption (full) costs


Other references :
- Colin Drury, Management and Cost Accounting, ELSEVIER COLLEGE