



St. Xavier's College – Autonomous Mumbai

Syllabus For 6th Semester Courses in **COMMERCE** (June 2016 onwards)

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)

Meaning and Importance – Personal Selling – Direct Marketing – Trade Exhibitions – Events Management in Marketing – Advertisements – Audio and Visual – Importance Advantages and Limitations.

UNIT 2(15 lectures)

Distribution management: Meaning – channels for consumer products – Channels for industrial products, retailing in India – E-Commerce – Importance – Advantages – Problems.

UNIT 3

Marketing Information and Marketing Research:

(15 lectures)

MIS – Significance – Requisites of Good MIS – Features – Database – Marketing Intelligence – MR - Meaning – Importance – Steps – Advantages & Limitations – Problems in Conducting MR.

UNIT 4

Marketing of Services:

(15 lectures)

Meaning – Features – Problems – Use of BPO in Services Marketing – Growth of Service Marketing in India. Rural Marketing: Meaning – Characteristics – Problems – Factors for the Growth of Rural Market

List of Recommended Reference Books

1. Philip Kotler and Gary Armstrong – Principal 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 Hill 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.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)

Human Resource Management- Concept, nature and scope, HRM and Personnel Management, Changing environment of HRM; Challenge for HR Manager.

UNIT 2

(15 lectures)

Human Resource Planning: Importance - Definition - Need - Process of Human Resource Planning Job - Job Analysis - Job Description, Job Specification and Purpose or Uses of Job analysis; Content of Job analysis.

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

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.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

Special References : M Y Khan and P K Jain Management Accounting , Text Problems and Cases (5th Edition), Tata McGraw Hill Education Private Limited.

Other references :

- Colin Drury, Management and Cost Accounting, ELSEVIER COLLEGE