

Govind Guru University
Department of Business Management
Syllabus
Advanced Business Management
F.Y.B.Com Semester - I

**TITLE OF THE PAPER - SALES MANAGEMENT (Subject Elective &
Core elective subject)
(Subject code: SE – 101 E and CE-101 C)**

UNITS	MODULES / SUB-MODULES
1. Sales Management Strategies	<ul style="list-style-type: none">• Introduction• Selling & Buying Styles• Selling Situations• Selling Skills
2. Sales Organization	<ul style="list-style-type: none">• Sales Organization• Factors affecting sales organization design & size• Types of Sales organization• Methods determining number of salespeople: Affordability Method, Incremental Method & Workload Method.
3. Recruitment & Selection	<ul style="list-style-type: none">• Hiring Process• Challenges in sales force Selection• Planning for recruitment• Sales Force Recruitment• Selection of a salesperson.
4. Sales Promotion Strategies	<ul style="list-style-type: none">• Definition of Sales Promotion• Trade Promotion tools• Consumer Promotion tools
	Revision and Exam

Text Books:

1. Sales & Distribution Management: By Dr. S.L.Gupta Excel Book

Recommended Reading:

1. Sales & Distribution Management: By Tapan. K. Panda & Sunil Sahadev, Oxford University Press, 2005.
2. Channel Management: By Ansaree, PHI (EEE)
3. Sales Management by Pradipkumar Mallik, Oxford University Press.

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F.Y.B.Com Semester - II

TITLE OF THE PAPER - DISTRIBUTION MANAGEMENT
(Core Elective Subject: CE – 102 C and SE-102 E)

UNITS	MODULES / SUB-MODULES
1. Distribution System	<ul style="list-style-type: none">• Distribution Channels why are they required?• Activities that a typical distribution channel perform• Distribution Channel Strategy• Distribution Channel Management
2. Distribution costs, control & customer service	<ul style="list-style-type: none">• Designing customer oriented marketing channels• Conceiving the Channel Flows• Linking the Service Output objectives to the flows• Conducting Cost Analysis• Designing the Ideal Channel• Comparing the Ideal with the reality
3. Selection of Channel & Selection of Ideal Channel Partners	<ul style="list-style-type: none">• Channel Relationships• Channel Control• Channel Power• Channel Positioning
4. Motivational Tools of Distribution Channels	<ul style="list-style-type: none">• Channel Influence Strategies• Managing Channel Conflicts• Promotion and Payment systems as a tool of Motivating Channel Members
	Revision and Exam

Recommended Reading:

1. Sales & Distribution Management: By Tapan. K. Panda & Sunil Sahadev, Oxford University Press, 2005.

S.Y.B.COM SEM-III
Advanced Business Management (Core Elective Paper)
Advanced Human Resource Management. (Subject code: CE 201 C.)

Topic
<p><u>Unit -1 A) Human Resource Management.</u> Concept and Scope. Human Resource Functions.</p> <p>B) Employee Recruitment. Sources of Manpower supply. Methods and Techniques of Recruitment.</p>
<p><u>Unit -1 C) Employee selection.</u> Selection Process. Interview Techniques.</p> <p><u>Unit -2 A) Employee Competency Developments.</u> Classification of Competencies. Assessment of Competencies.</p> <p>B) Employee Compensation. Compensation Function, Objectives and Policy.</p>
<p><u>Unit -2 C) Employee Promotion, Demotion and Transfer.</u> Promotion, Demotion and Transfer policies. Types of Transfer.</p> <p><u>Unit-3 A) Job Analysis.</u> Objective, Benefits and Methods.</p> <p>B) Employee Performance Appraisal. Objectives, Uses and Planning the Appraisal. Approaches to Performance Appraisal. Steps and Methods of Performance Appraisal.</p>
<p><u>Unit – 3 C) Employee Participation.</u> Concept of Participation. Forms of Participation – Committees, Suggestion Schemes, Quality Circles.</p> <p><u>Unit-4 A) Industrial Relations.</u> Nature and Importance of Industrial Relations. Approaches to Industrial Relations. Parties to Industrial Relations.</p>
<p><u>Unit-4 B) Industrial Disputes.</u> Nature of Industrial Disputes. Causes of Industrial Disputes. Settlement of Industrial Disputes.</p>

Text Books:

- 1) Personnel and Human Resource Management: By A.M.Sarma, Himalaya Publishing House.
- 2) Human Resource and Personnel Management – By Aswathappa. Tata McGraw Hill.

Reference Books:

- 1) Personnel management & HRM: C. S. Venkata, Ratnam, Tata McGraw-Hill.
- 2) Designing and Managing HRM: By Parikh U. and Rao T. V., Wiley.
- 3) Personnel Management: By Monoppa and Sayadain, Tata McGraw-Hill

S.Y.B.COM SEM-III

Advanced Business Management (Core Elective Paper)

Title of the Paper - Advanced Marketing Management. (Subject code: CE 202 C.)

Topic
<p><u>Unit -1</u> Introduction to Marketing Development of Marketing as a Concept or Idea. Marketing Concepts. Functions of Marketing. Importance of Marketing. Difference between Marketing & Selling.</p>
<p><u>Unit -1</u> Marketing Management Process. Process of Marketing Management. Nature and Contents of a Marketing Plan.</p> <p><u>Unit -2</u> Market Segmentation The concept of Market Segmentation. Importance of Segmentation. Bases for segmentation.</p>
<p><u>Unit -2</u> Marketing Research. Definition and Purpose of Marketing Research. Scope of Marketing Research. Marketing Research Procedure. Ethical Issues in Marketing Research.</p> <p><u>Unit-3</u> Marketing of Services The concept of service. Reasons for the growth of the service sector. Characteristics of services. Difference between Marketing of Services and Marketing of Products.</p> <p>Consumer Behavior Importance of consumer behavior for markets. Types of consumer. Factor influencing consumer behavior.</p>
<p><u>Unit – 3</u> Product and Product Policies Meaning of a Product. Product life cycle. Overview of Branding. Packaging and Labeling.</p>

Unit-4 Pricing Policies

Pricing methods.

Objective of pricing policy.

Advertising Management

Advertising Management.

Objectives, Advantages, Disadvantages of Advertising.

Medias of Advertising.

Publicity.

Public Relations.

Unit-4 Sales Promotion.

Sales promotions objectives.

Sales promotions methods.

Revision and Exam**Text Books:**

- 1) Marketing Management: By Varshney & Gupta.
- 2) Marketing Management: By Philip Kotler.

Reference Book:

- 1) Marketing Management: By Rajan Saxena
- 2) Marketing in India: By S. Neelamegham.

S.Y.B.com Semester IV
Advanced Business Management (Core Elective Paper)

Subject Title - Organizational Behaviour.- CE 203 C

Topic
<p><u>Unit-1</u> Introduction to OB Concept and importance Complementing Intuition with systematic study Contributing disciplines to the OB field</p>
<p><u>Unit-1</u> Individual Behaviour Ability Biographical Characteristics Personality and personality determinants</p> <p><u>Unit-2</u> Perception Concept Factors influencing perception Perceptual errors</p>
<p><u>Unit-2</u> Values and Attitudes Importance of values Types of values Values across cultures Main components of attitudes Major job attitudes Measurement of employee attitudes</p> <p><u>Unit-3</u> Power and politics, Conflict and inter-group behavior Definition of Power and Politics Bases of Power The Dependency Postulate Power tactics Factors leading to political behavior Outcomes of organizational politics Conflicts Definition of Conflict The conflict process Inter-group behavior Types of groups</p>
<p><u>Unit-3</u> Cultural systems Concept Strong Versus Weak cultures Culture's Functions Culture as a Liability Creating and Sustaining Culture</p> <p><u>Unit-4</u> Stress Management Concept Understanding stress and its consequences Potential sources of stress</p>

Managing stress

Unit -4 Organization change and development

Forces for change

Planned change

Factors for Resistance to change

Overcoming Resistance to change

Lewin's Three step model of change

Concept and various intervention strategies

Revision and Exam

Text Books:

1) Organisational Behaviour: By Robins & Sanghi, Pearson Education

2) Organisational Behaviour: By Kanka, S Chand.

Reference Book:

1) Organisational Behaviour: By Luthans, Tata McGraw-Hill.

2) Organisational Behaviour: By Margie Parikh, Rajen Gupta, Tata McGraw-Hill

3) Organisational Behaviour: By Neeraj Kumar, Himalaya

4) Organisational Behaviour: By S. S. Khanka, Vikas

S.Y.B.com Semester IV
Advanced Business Management (Core Elective Paper)
Subject Title - Advanced Financial Management. - CE 204 C

Topic
<p><u>Unit-1 Introduction to Financial Management</u></p> <p>A) Finance Function: Meaning, Scope, Classification of functions (Long term-short term; Executive-Routine). Organisation of Finance Function (status and duties of a Financial manager : Treasurer and Controller) Objectives/Goals of Financial Management.</p> <p>B) Raising Long Term Finance: Venture capital, IPO, Secondary Public Offer, Right Issue, Private Placement.</p>
<p><u>Unit-2 Working Capital Management</u></p> <p>A) Management of working capital: Concept, Types, Factors affecting working capital needs. Cash Management: Meaning, Motives of holding cash, Functions/objectives of cash management, Factors Determining Cash Flow. (Without numericals) Inventory Management: Meaning, Objectives of holding inventory, Factors affecting inventory. (Without numericals)</p>
<p><u>Unit-2 Recievables Management:</u> Meaning, Cost and benefits, size of receivables, optimum credit policy and credit policy variables. (Without numericals)</p> <p><u>Unit-3 Capital Sturcture and its Determinants & Leverage.</u></p> <p>A) Introduction to Capital Sturcture: Meaning, Factors affecting Capital Structure, Forms of Capital Structures, Cost of Capital. (Without numericals) B) Leverage: Operating leverage: Meaning, degree and effects of operating leverage on profits. (Without numericals) Financial leverage: Meaning and degree. (Without numericals) Combined leverage.</p>
<p><u>Unit-3 C) Financial Management in Sick Units.</u> Definition, Causes, symptoms, Revival, Turnaround Stories</p> <p><u>Unit-4</u> A) Meaning and significance fo captial budgeting, Types of capital budgeting decisions. B) Contemporary Financial Products: Mutual Funds , Types of Mutual Funds , Types of Schemes , Net Asset Value, Risk and Return aspect in investment in mutual funds.</p>

Unit -4 Insurance.

Insurance and its Regulation, Life Insurance , General Insurance, Health Insurance , Banc assurance , Reinsurance , Micro Insurance.

Revision and Exam**TEXT BOOKS:**

1. Financial Management: Text, Problems and cases: M.Y.Khan and P.K.Jain : Tata McGraw Hill Education Pvt. Ltd.
2. Financial Management : Prasanna Chandra. Tata McGraw Hill Education Pvt. Ltd.

REFERENCE BOOKS:

1. Financial Management P.V. Kulkarni and B.G. Satyaprasad.
2. Essentials of Financial Management: I.M.Pandey, Vikas Publishing House Pvt. Ltd.
3. Financial Management-Principles and Practice: C.Sudarsana Reddy, Himalaya
4. Financial Management : Dr. V. K. Palanivelu, S. Chand.
5. Financial Management : Sheeba Kapil, Pearson.
6. Financial Management : Rajiv Srivastav and Anil Mishra, Oxford university press.

T.Y.B.COM SEM-V
ADVANCED BUSINESS MANAGEMENT
Title of the Paper - Strategic Management (Subject code: CE 301 C)

Topic
<u>Unit -1</u> Meaning of strategy, characteristics of strategy, meaning of strategic management, characteristics of strategic management, Importance of strategic management, its limitations.
<u>Unit -1</u> Challenges for strategic management, process of strategic management. <u>Unit -2</u> Defining the company mission, formulation of the mission, Assessing the External Environment, Remote & operating environment.
<u>Unit -2</u> Conducting Industry Analysis, Michael porter's concept of Industry Environment, Formulation of strategy with reference to competitive forces.
<u>Unit - 2</u> Importance of Environmental forecasting, stages of Environment forecasting process. <u>Unit – 3</u> Meaning & steps of strategy Implementation, what are functional strategies, its objective and its importance.
<u>Unit-3</u> Organisational structures for strategy implementation, importance of organisation culture in strategy implementation. <u>Unit-4</u> Meaning of strategic Evaluation & control, Establishing strategic control, Methods of strategic control.
<u>Unit-4</u> stages of operating controls, Reward system Motivating execution & control. <u>Revision and Exam</u>

Reference Books

1. Strategic Management by John A. Pearce Richard B. Robinson -A.I.T.B.S. Publishers and Distribution, Delhi.
2. Strategic Management - Concepts and Cases by Upendra Kachru. – Excel Books.(2005)
3. Strategic Management and Business Policy (Third Edition) by Azhar Kazmi. Tata McGraw Hill. (2010)
4. Business Policy and Strategic Management by William F. Glueck, Mcgraw Hill, International Book Company.

T.Y.B.com Semester Five
ADVANCED BUSINESS MANAGEMENT
Subject Title - Market Research (CE-302C)

Topic
<u>Unit -1</u> Meaning of Marker Research & Marketing Research, Role of Marketing Research in Marketing Management.
<u>Unit -1</u> Process of Marketing Research, Ethical Issues in Marketing Research, Nature & contents of Ethical Issues. <u>Unit-2</u> Consumer Research - Meaning & Scope.
<u>Unit-2</u> Consumer Research - Need, Functions. Product Research - Meaning & Scope, Importance. Advertising Research - What to Test, When to Test.
<u>Unit-2</u> Media Research - Functions of Media Research. Motivational Research - Meaning uses & Limitations. Techniques - Marketing Research in India. <u>Unit-3</u> Marketing Research Proposal – Meaning, Elements of Research Proposal.
<u>Unit-3</u> Marketing Research Design – Its Meaning, Its Importance, Types of Research Design, Criteria of good Research Design. Scales of Measurement – Meaning of Measurement in Marketing Research, criteria of sound Measurement of Marketing Research.
<u>Unit-4</u> Meaning of sampling, steps of sampling process, Types of sampling plans, Meaning of Marketing Research Report, writing criteria of Marketing Research Report, Proforma /Format of a Market Research Report, Types of Research Report. <u>Revision and Exam</u>

Reference Books.

1. Essentials of Marketing Research By S.A.Chunawala – Himalaya Publishing House.
2. Marketing Research By B.S.Goel - Pragati Prakashan, Meerut (UP)
3. Marketing Management by Kotler, Keller, Koshy, Jha, (13th Edition Pearson.)

T.Y.B.com Semester Six
Advanced Business Management (Core Elective Paper)
Subject Title - Management Information System - CE 303 C

Topic
<u>Unit-1</u> MIS Definition, Evolution of Modern day concept of MIS, MIS & other Disciplines, Need for MIS, Purpose & objective of MIS.
<u>Unit-1</u> Role & place of MIS in Business organisation, MIS as a organizational change Agent. <u>Unit-2</u> Definition of Information Technology, Meaning of computer, concepts of Data storage & processing, quick response systems, classification of Information systems in Business.
<u>Unit-2</u> Information - A Fundamental Element, Information Revolution, Data & information, Types of Information. Humans as information processors. <u>Unit-3</u> Accounting Information system, Marketing information system, Inventory Information system, Manufacturing Information system.
<u>Unit-3</u> Human Resource Information system, MIS application in service sector. <u>Unit-4</u> Introduction, Effectives & Efficiency, Factors influencing Development & implementation of MIS, Approach towards Development & implementation of MIS.
<u>Unit -4</u> New Concepts Related to MIS - Data Warehousing, Data Mining, knowledge Management, Business Intelligence, Information cycle Management. <u>Revision and Exam</u>

Reference Books

1. Management Information System.
By Dr. Milind. Oka
Everest Publishing House 13th Edition.
Pune – 411030
2. Managemet Information System.
By W.S.Jawadekar 2nd Edition
Tata MC-graw-Hill Publishing Company
New Delhi.

T.Y.B.com Semester Six

Adv. Business Management

Core Elective - CE 304 C

Title of the Paper - Advanced Marketing Management

UNITS

MODULES / SUB-MODULES

1. Unit One. (25%)

Marketing as a field of study. Definition of Market and Marketing. Marketing Concept. Marketing Decision Making.

Buyers' Behaviour

Consumer goods buyers' behaviour psychological, economic and socio – cultural aspects, industrial products buyers' behaviour, institutional buyers' behaviour, Government buyers' behaviour. Concept of market segmentation market segmentation and marketing strategy.

2. Unit Two. (25%)

Product Policy and Decision Making.

Products and their marketing characteristics, classification of products into consumer products and industrial products, product life cycle, product planning decisions, new product decisions and product research, product positioning, product profitability.

Pricing Decisions and Policies

Pricing strategy and procedures, different types of price policies, discount structures, etc.

3. Unit Three. (25%)

Formulating Physical Distribution Policy

Direct sale and indirect sale, retail and wholesale distribution, different marketing channels, physical distribution problems, working with channel members.

Promotion Policy

Formulation of Promotional strategy, Primary Vs. Selected demand formulation, promotional mix, promotional budget or appropriation.

4. Unit Four. (25%)

Advertising Decision. Advertising campaigns, budget, media mix decisions and sales promotion decisions.

Sales Management

Recruiting, training, supervising and controlling salesmen, sales territory design, salesmen's compensation methods.

Marketing Planning and Strategy

With product change, without product change, marketing strategy for new products Vs. Penetration strategies for old products, marketing strategies for rural markets, international markets, marketing planning and programming, annual marketing plans.

Text Books:

1. Marketing Management- Philip Kotler

