

## **Course Title: Human Resource Management**

**Paper: UBATC301**

**Total Marks: 100**

**Credit: 6**

**Internal Assessment: 20**

**Contact Hours: 45**

**External Examination: 80**

**Duration of Examination: 2 ½ hours**

**(For the Examinations to be held for Semester-III at undergraduate level under CBCS in December 2017, 2018 and 2019)**

### **Objective**

The objective of this course is to sensitize the students with the various facets of managing people and to create an understanding of the various policies and practices of Human Resource Management.

### **Unit-I**

Human Resource Management (HRM): Concept, Nature, Scope and Importance; Personnel Management vs. HRM, Functions of the HRM, Role and responsibilities of HR managers, HRM in a dynamic environment.

### **Unit-II**

Manpower Planning: Job design and Job analysis, Recruitment and Selection Processes, Induction and Placement, Promotions and Transfers, Coaching and Mentoring, Work stress and Counselling.

### **Unit-III**

Training and Development: Training need analysis, methods of training, Career Development; Performance appraisal: process and techniques, Compensation Management: rewards, incentives and other benefits.

### **Unit-IV**

Worker's participation and empowerment, Work life balance and Quality of Work Life, Human Resource Information System (HRIS), Knowledge Management and Human Resource Management.

### **Note for Paper Setter:**

The paper shall consist of following:

1. Five (5) short questions of 3 marks each at least One from each Unit. (All Compulsory) (5\*3=15)
2. Five (5) short questions of 7 mark each. (All Compulsory) (5\*7=35)
3. Four/Five (4/5) long Questions Only Two (2) be attempted of 15 marks each at least One from each Unit. (2\*15=30)

### **Suggested Readings**

1. A framework for Human Resource Management: Dessler. Gary, Published by Pearson education (2010), 7th Edition.
2. Human Resource management Text and cases: Rao. VSP, Excel books (2010), 3<sup>rd</sup> edition.
3. Training for Development: Lynton R.P., Pareek Uday. Sage publication India Pvt. Ltd (2011) 3<sup>rd</sup> edition
4. Managing Human Resources: Cascio W.F., Nambudiri Ranjeet, Tata McGraw- hill (2010) 8<sup>th</sup> edition.
5. Managing Human Resources: Mejjia L.R.G, Balkin D.B, Cardy R.L., PHI learning private limited (2012), 7<sup>th</sup> edition.
6. Human Resource management: Haldar Uday, Sarkar Juthika, Oxford University Press (2012) 1<sup>st</sup> edition.

## **Course Title: Marketing Management**

**Paper: UBATC401**

**Total Marks: 100**

**Credit: 6**

**Internal Assessment: 20**

**Contact Hours: 45**

**External Examination: 80**

**Duration of Examination: 2 ½ hours**

**(For the Examinations to be held for Semester-IV at undergraduate level under CBCS in May 2018, 2019 and 2020)**

### **Objective:**

To introduce the concepts, principles and techniques of Marketing Management

### **UNIT I**

Meaning of market and marketing; The marketing Mix and the role of marketing in a developing economy like India; Social marketing; Difference between marketing of product and services; Marketing function and approaches; Marketing versus Selling; The modern concept of marketing.

### **UNIT II**

Concept of product; Product decision and strategies; Classification of products; Product life cycle; New product development process; Why products fail?

Branding and packaging decisions; Marketing segmentation and its bases; Considerations involved and methods of designing a marketing organisation; Meaning of marketing research-its applications; Procedure and the marketing research scenario in India.

### **UNIT III**

Concept of price; Pricing policies and strategies; Factors determining pricing decisions; Role of cost in pricing; Pricing methods and objectives.

Meaning of sales forecast; Approaches to and methods of forecasting; Importance and objectives of channels of distribution; Major channels of distribution; Functions and services of wholesalers and retailers; Selection of a channel of distribution; Physical distribution tasks and decisions on channels of distribution.

### **UNIT IV**

Concept and importance of consumer behaviour; Types of consumers; Models of consumer behaviour; Factors influencing consumer behaviour; Consumer decision making process and stages; Indian consumer environment; Consumerism.

**Note for Paper Setter:**

The paper shall consist of following:

1. Five (5) short questions of 3 marks each at least One from each Unit. (All Compulsory) (5\*3=15)
2. Five (5) short questions of 7 mark each. (All Compulsory) (5\*7=35)
3. Four/Five (4/5) long Questions Only Two (2) be attempted of 15 marks each at least One from each Unit. (2\*15=30)

**Suggested Readings:**

1. Marketing Management: Philip Kotler
2. Basic Marketing: Cundiff, Still and Govani
3. Modern Marketing Management: R. S. Davar
4. Fundamentals of Marketing: William J. Stanton
5. Marketing Principles and Methods: Philips and Duncon
6. Marketing Management in Indian Perspective: Jha and Singh
7. Marketing Management: Ramaswami and Namakumari

## **Course Title: Financial Management**

**Paper: UBATC501**

**Total Marks: 100**

**Credit: 6**

**Internal Assessment: 20**

**Contact Hours: 45**

**External Examination: 80**

**Duration of Examination: 2 ½ hours**

**(For the Examinations to be held for Semester-V at undergraduate level under CBCS in December 2018, 2019 and 2020)**

### **Objective:**

The objective of this course is to impart basic knowledge about the aspects of finance and its application to the business decisions and to acquaint participants with the nuances of banking and finance.

### **UNIT I: INTRODUCTION**

Financial management- meaning and concept. Finance function and firm's objective. Emerging role of finance manager. Financial decision: an overview.

### **UNIT II: FINANCIAL PLANNING**

Concepts and steps in financial planning. Features of an appropriate financial plan. Determinants of capital structure. Overcapitalization and undercapitalization.

### **UNIT III: SOURCES OF FINANCE**

Bank finance and non banking finance companies. Equity shares and preference shares, debentures and other debt instruments.

### **UNIT IV: WORKING CAPITAL**

Working capital- meaning and types. Factors influencing working capital. Approaches to financing working capital.

### **Note for Paper Setter:**

The paper shall consist of following:

1. Five (5) short questions of 3 marks each at least One from each Unit. (All Compulsory) (5\*3=15)
2. Five (5) short questions of 7 mark each. (All Compulsory) (5\*7=35)
3. Four/Five (4/5) long Questions Only Two (2) be attempted of 15 marks each at least One from each Unit. (2\*15=30)

**Suggested Readings:**

1. Chandra Prsanna (2010), Financial Management, Tata Mc Graw Hill, Delhi.
2. Hampton John (2010), Financial Decision Making, Pretice Hall, Delhi.
3. Pandey I.M. (2010), Vikas Publishing House, Delhi.
4. Van Horne James C (2001), Financial Management Policy, Pretince Hall, Delhi.
5. Van horne, J.C. and J.M. Wacowicz Jr. (2011), Fundamentals of Financial Management, Pretince Hall, Delhi.

## **Course Title: E-Commerce and It Applications**

**Paper: UBATC602**

**Total Marks: 100**

**Credit: 6**

**Internal Assessment: 20**

**Contact Hours: 45**

**External Examination: 80**

**Duration of Examination: 2 ½ hours**

**(For the Examinations to be held for Semester-VI at undergraduate level under CBCS in May 2019, 2020 and 2021)**

### **Objective:**

The course imparts understanding of the concepts and various application issues of e-commerce like Internet infrastructure, security over internet, payment systems and various online strategies for e-business.

### **UNIT I**

Electronic Business, Electronic Commerce, Electronic Commerce Models, Types of Electronic Commerce, Value Chains in Electronic Commerce, E-Commerce in India. Internet, World Wide Web, Internet Architectures, Internet Applications, Web Based Tools for Electronic Commerce, Intranet, Composition of Intranet, Business Applications on Intranet, Extranets. Electronic Data Interchange, Components of Electronic Data Interchange, Electronic Data Interchange Communication Process.

### **UNIT II**

Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Security Protocols over Public Networks: HTTP, SSL, Firewall as Security Control, Public Key Infrastructure (PKI) for Security, Prominent Cryptographic Applications.

### **UNIT III**

Electronic Payment System, Concept of Money, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards and Electronic Payment Systems, Infrastructure Issues in EPS, Electronic Fund Transfer.

### **UNIT IV**

e-Business Applications & Strategies, Business Models & Revenue Models over Internet, Emerging Trends in e-Business, e-Governance, Digital Commerce, Mobile Commerce, Strategies for Business over Web, Internet based Business Models

### **Note for Paper Setter:**

The paper shall consist of following:

1. Five (5) short questions of 3 marks each at least One from each Unit. (All Compulsory)  
(5\*3=15)
2. Five (5) short questions of 7 mark each. (All Compulsory) (5\*7=35)
3. Four/Five (4/5) long Questions Only Two (2) be attempted of 15 marks each at least One from each Unit. (2\*15=30)

### **Suggested Readings**

1. Whitley, David (2000). e-Commerce Strategy, Technologies and Applications. Tata McGraw Hill.
2. Schneider Gary P. and Perry, James T (1st Edition 2000). Electronic Commerce. Thomson Learning.
3. Bajaj, Kamlesh K and Nag, Debjani (1st Edition 1999). E-Commerce: The Cutting Edge of Business. Tata McGraw Hill, Publishing Company Ltd., New Delhi.
4. Treese G. Winfield & Stewart C. Lawrance (1st, Edition 1999). Designing Systems for Internet Commerce. Addison Wesley.
5. Trepper Charles (1st Edition 2000). E-Commerce Strategies. Prentice Hall of India, New Delhi.
6. Rehman S.M. & Raisinghania (1st Edition 2000). Electronic Commerce Opportunity & Challenges. Idea Group Publishing, USA.
7. Knapp C. Michel (1st Edition, 2003). E-commerce Real Issues & Cases. Thomson Learning.