

JAI HIND COLLEGE AUTONOMOUS



Syllabus for T.Y.BCom

Course : Commerce

Semester : VI

Credit Based Semester & Grading System

With effect from Academic Year 2018-19

List of Courses

Course: Commerce

Semester: VI

SR. NO.	COURSE CODE	COURSE TITLE	NO. OF LECTURES / WEEK	NO. OF CREDITS
TYBCom				
1	CCOM601	Human Resource Management	03	04
2	CCOM602	Management and Organization Development	04	05
3	CCOM603AC	EXPORT MARKETING	03	03

Semester VI – Theory

Course: CCOM601	Course Title: Human Resource Management (Credits : 4 Lectures/Week: 3)	
	<p>Objectives: 1.To provide basic conceptual and applicative knowledge about human resource management 2. To develop the student's employability skills</p> <p>Outcomes: Unique methodology of teaching and learning will provide the students basic conceptual and applicable knowledge and an excellent opportunity to develop industry level skill set</p>	
Unit I	<p>Human Resource Management</p> <ul style="list-style-type: none"> • Human Resource Management – Concept, Functions, Importance, Traditional v/s Strategic Human Resource Management. • Human Resource Planning- Concept Steps in Human Resource Planning • Job Analysis-Concept, Components, Job design- Concept, Techniques, Job Enlargement & Job Enrichment • Selection - Concept , process , Techniques of E-selection • Interview & Employment Test- Meaning & Types. 	Lectures 12
Unit II	<p>Human Resource Development</p> <ul style="list-style-type: none"> • Human Resource Development- Concept, functions Training- Concept, Process of identifying training and development needs, Methods of Training & Development (Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In, basket, management games)Evaluating training effectiveness- Concept, Methods • Performance Appraisal- Concept, Benefits, Limitations, Methods, Potential Appraisal-Concept, Importance • Career Planning- Concept, Importance • Succession Planning- Concept, Need • Mentoring- Concept, Importance • Counselling- Concept, Techniques. 	Lectures 11
Unit III	<p>Human Relations</p> <ul style="list-style-type: none"> • Human Relations- Concept, Significance • Leadership –Concept, Transactional & Transformational Leadership • Motivation- Concept, Theories of Motivation,(Maslow’sNeed HierarchyTheory, McGregor’s Theory X and Theory Y, Herzberg’s motivational factor theory. • Employees Morale- Concept, Factors affecting Morale, Measurement ofEmployees Morale Emotional Quotient and Spiritual Factors affecting EQ & SQ • Conflict Management Overview of Conflict, Organisational Conflict- causes, Conflict Outcomes, Conflict Management Strategies. • Group Behaviour & Dynamics-Team Effectiveness- High performing teams, Team Roles Cross functional & self-directed 	Lectures 11

	teams.	
Unit IV	<p>Trends In Human Resource Management</p> <ul style="list-style-type: none"> • HR in changing environment: Competencies- concept, classification learning organizations- Concept, Creating an innovative organization Innovation culture- Concept, Need, Managerial role. • Trends in Human Resource Management. Employee Engagement- Concept, Types Human resource Information System (HRIS) – Concept, Importance, Changing patterns of employment, HR challenges in Family managed business. • Challenges in Human Resource Management: Employee Empowerment, Workforce Diversity. Attrition, Downsizing, Employee Absenteeism, Work life Balance, Sexual Harassment at work place, Millennial (Gen Y)Competency Mapping 	Lectures 11
<p>Textbook & References:</p> <ul style="list-style-type: none"> • Phillip Kotler. (2005) Marketing Management, Englewood cliffs, Prentice Hall, NJ • Richard M. S Wilson, Colin Gilligan, Strategic Marketing Management, Viva Books Pvt. Ltd., 2003. • Walker –Boyd, Larreche , Marketing Strategies –Planning Implementations, TataMacGraw Hill. 2004. • Neelamegam, S. (2007) Marketing in India : Cases and Readings, Vikas, New Delhi • Kotler, P., Keller, K.L. Koshy, A. & Jha. M. (2009). Marketing Management: A South Asian Perspective. (Thirteenth Ed). Pearson Education, New Delhi. • Gandhi, J.C. Marketing a Managerial Introduction TataMcGrawHill. • Maheshwari, R.P., Jindal, Lokesh, (2011). Marketing Management Theory and Practice. • Sherlekar, S.A. Marketing Management. Himalaya Publishing House. • Saxena, Rajan. Marketing Management • Ramaswamy & Kumari Nama. Marketing Management 		

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Semester End Examination (SEE)- 100 Marks

Semester VI – Theory

Course: CCOM 602	Course Title: Management & Organisational Development (Credits : 5 Lectures/Week: 4)	
	Objectives: 1. To provide basic conceptual and applicative knowledge about management 2. To develop the student's employability and interpersonal skills Outcomes: Unique methodology of teaching and learning will provide the students basic conceptual and applicable knowledge and an excellent opportunity to develop industry level skill set.	
Unit I	Organisational Development <ul style="list-style-type: none"> • Organisational Development-Meaning, Features, Objectives, Significance, Process. • Relevance of OD for Managers, O.D – HRD Interface, Participation of Top Management in O.D • Emerging Trends in O.D • O.D in Global Setting • O.D effectiveness- Issues faced in O.D, Issues related to client relationship, Power individual skills and attributes as a source of power, Power and influence tactics • Values and ethics in O.D-Professional Values, value conflicts and dilemma. • Factors influencing ethical judgement, Ethical guidelines for O.D Professionals • Parameters for judging Organisational effectiveness, ways to enhance organisational effectiveness. 	Lectures 12
Unit II	Employee Relations & Participative Management <ul style="list-style-type: none"> • Employee Relations- Meaning, Scope, ways to improve employee relations. • Collective Bargaining – Meaning, Characteristics, Need and Importance. • Ethics, justice & fair treatment in Human resource management • Employee welfare- Organisational commitment towards health & safety of HR, safety measures & safety programmes, ensuring mental & physical health. • Workers Participation in Management – Concept, Pre-requisites, forms & levels of participation, Benefit of Workers Participation in Management. • Employee Grievance – Meaning, Features, Causes and Effects of Employee Grievances, Employee Grievance Handling Procedure, Effective Ways of Handling Grievance 	Lectures 12
Unit III	Knowledge Management <ul style="list-style-type: none"> • Role of HR in Knowledge management. 	Lectures 10

	<ul style="list-style-type: none"> • Knowledge management & culture • Why should an individual share knowledge & how organisational culture can help to mitigate individual fears. • Knowledge Management-The Indian Experience- Case analysis of Infosys, Tata Steel • Problems Indian Organisations face with respect to knowledge Management. 	
Unit IV	Contemporary Issues in Management <ul style="list-style-type: none"> • Challenges in organisational growth and development – management Perspective • OD & Change management. • Importance of time management and tools for effective time • Addressing diversity due to human resource mobility. • Conflict management • Introduction to ERP & E-HR. 	Lectures 10
Textbook& References: <ul style="list-style-type: none"> • <i>Essentials of Management by Koontz and Wehrich / McGraw Hill</i> • <i>Principles of Management by Koontz and O. Donnel/ Tata McGraw Hill, New Delhi</i> • <i>Principles of Management: Theory and practices by Sarangi S.K. VMP Publishers and Distributors.</i> • <i>Guide to Management Ideas by Tim Hindle, The Economist</i> • <i>Principles of Management by Terry G.R. AITBS</i> • <i>Business Organization and Principles of Management by Dutta Chowdury, Central Education</i> • <i>Principles of Management, Daver Rustoms, Crown</i> • <i>Management by Ricky W. Griffin, 8th Edition, 2005.</i> • <i>Management by Ricky W. Griffin, 8th Edition, 2009 (India Edition)</i> • <i>Management: A Global Perspective by Koontz and Wehrich, 10th Edition.</i> 		

Evaluation Scheme

[A] Evaluation scheme for Theory courses

II. Semester End Examination (SEE)- 100 Marks

Semester VI – Theory

Course: CCOM603AC	Course Title: Export Marketing (Credits : 3 Lectures/Week: 3)	
	<p>Objectives: 1. To provide basic conceptual and applicative knowledge about exports and imports 2. To develop the student's employability skills</p> <p>Outcomes: Unique methodology of teaching and learning will provide the students basic conceptual and applicable knowledge and an excellent opportunity to develop industry level skill set.</p>	
Unit I	<p>Module 1: Product and pricing Decisions in Export Marketing</p> <ul style="list-style-type: none"> • Product related decisions: Product Planning, branding, packaging, labelling and marking. • Factors determining export price, numerical. • Export pricing strategies, methods. • Case study 	11 Lectures
Unit II	<p>Module 2: Export Finance & Risk Insurance</p> <ul style="list-style-type: none"> • Methods of payment, Features of pre-shipment, Packing credit, post shipment finance, Procedure of export finance • Role of financial institutions-commercial banks, Exim Bank and SIDBI. • Risks in export marketing, marine insurance procedure, Role of ECGC. 	12 Lectures
Unit III	<p>Module 3: Export Procedure</p> <ul style="list-style-type: none"> • Registration with different authorities, role of Custom House Agents, (CHA). • Quality control and Inspection-Objectives • Pre-shipment procedure including central excise clearance and custom clearance, shipment procedure and realisation of export proceeds • Export of services. 	10 Lectures
Unit IV	<p>Module 4: Export Documents</p> <ul style="list-style-type: none"> • Main document used in export trade-commercial invoice, shipping bill, certificate of origin, consular invoice, mate's receipt, bill of lading, GR form, Bill of exchange 	12 Lectures
<p>Textbook& References:</p> <ul style="list-style-type: none"> • Export Policy Procedures& Documentation– M. I. Mahajan, Snow White Publications Pvt. Ltd, 26th Edition, • International Business, K. Aswathappa, McGraw-Hill Education (India) Pvt. Ltd.,6th Edition • Export Import Procedures - Documentation and Logistics, C. Rama Gopal, New Age International Publishers, 2006 / Reprint Jan 2016 • International Trade and Export Management, Francis Cherunilam, Himalaya 		

- Publishing House, 20th Edition, 2017
- R. K. Jain's, Foreign Trade Policy & Handbook of Procedures [With Forms, Circulars & Public Notices], Centax Publication, 2017
 - EXIM Policy & Handbook of EXIM Procedure – VOL I & II
 - International Marketing and Export Management, Gerald Albaum, Edwin Duerr, Alexander Josiassen, Pearson Publications, 8th Edition, June 2016
 - International Marketing Strategy, Isobel Doole and Robin Lowe, 5th Edition, Thomson Learning, 2008.
 - Global marketing, Warren J. Keegan 9th Edition Pearson Education, Delhi,
 - New Import Export Policy - Nabhi Publications, 2017
 - P.K. Khurana, Export Management, Galgotia Publishing Co, New Delhi
 - P.K. Vasudeva, International Marketing-, Excel Books, fourth edition, New Delhi
 - Paras Ram, Export documentation and procedure A-Z
 - Export: What, Where, How? Paras Ram, & Nikhil K. Garg, Anupam Publishers, 47th Edition, 2016-17
 - International Marketing, Mary C. Gilly, John L. Graham, Philip R. Cateora, 14th Edition, Tata McGraw-Hill Co. Ltd., 2014
 - International Marketing Management, An Indian Perspective, R.L. Varshney and B. Bhattacharya, Sultan Chand & Sons, 24th Edition, 2012
 - International Marketing Analysis and Strategy, SakOnkvisit, John J. Shaw, Prentice-Hall of India Pvt. Ltd., 5th Edition, 2008
 - International Marketing, Subhash C. Jain, South-Western, 6th Edition, 2001
 - Export Management, T.A.S. Balagopal, Himalaya Publishing House, Mumbai, 2014
 - Michael R. Czinkota and Iikka A. Ronkainen, International Marketing, South-Western, 10th Edition, 2012
 - Export-Import and Logistics Management, Charlie Hill, Random Publications, 2014
 - International Marketing Management, M.V. Kulkarni, Everest Publishing House

Evaluation Scheme

[A] Evaluation scheme for Theory courses

III. Semester End Examination (SEE)- 100 Marks