

5306 NEW M. COM. (FINAL) BUSINESS ADMINISTRATION

7.1 STRATEGIC MANAGEMENT

Unit – I

Concept of strategy and Strategic Management, Strategic Decision Making, Process of Strategic Management, Mission and Purpose, Business Definition and Objectives. Difference Between Goals and Objectives of Business, Core competencies of Business

Unit – II

Environment Appraisal: Components of environmental analysis, Diagnosis of the environment. Internal Analysis and Diagnosis: Internal Factors to be analyzed, Diagnosis and Analysis of Strengths and Weaknesses.

Unit – III

Strategic Alternatives: Strategic alternatives, Stability strategies, Expansion strategies, Retrenchment strategies, Combination strategies, Knowledge management strategies. Strategies for multinational companies

Unit – IV

Strategic choice: Process of strategic choice, Corporate portfolio analysis, Contingency strategies, Choosing international strategies, Business Plans and Business Ventures

Unit – V

Implementation: Resources allocation, Organisational considerations, Functional plans and Behaviour considerations.

Strategic Alliance: Meaning and Types.

Suggested Readings

1. Ansoff, J.I. Corporate Strategy, McGraw.
2. Chatterjee, S.S.: Principles of Management.
3. Glueck and Jauch: Business Policy and Strategic Management.
4. Kazmi, Azhar: Business Policy.
5. Khan, U.I. Business Policy.
6. Luthans Fred: Organisational Behaviour.

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7.2 SALES AND ADVERTISING MANAGEMENT

Unit – I

Sales Organisation: Purpose of organisation, basic types of sales organisation structure, Sales manager qualities and functions. Introduction to Sales Management

Unit – II

Sales force management: Personnel management in the selling field, recruitment selection and training sales personnel, remuneration of sales personnel, motivation of sales personnel.

Unit – III

Sales fields and salesmen's territories, Work assignment and quotas.

Unit – IV

Advertising as management function, Role of advertising process, Historical Perspective of Advertising, Consumer orientation in advertising, Objectives of advertising, Advertising department and Advertising agency.

Unit – V

Advertising appeal, Selecting the appeal, Advertising layout, Advertising copy, Creative advertising, Advertising media, Meaning, types, selection of media (factors). Uses and abuses of Advertising: Social Responsibility.

Suggested Readings

1. Agrawal, J.K. and Agrawal, R.K.: Sales Management (Hindi).
2. Bhadada, B.M., Porwal, B.L.: Sales Management (Hindi), Ramesh Book Depot, Jaipur.
3. Cundiff, Still and Gowani: Sales Management, Prentice Hall of India.
4. Dashora, M.L.: Sales Manship (Hindi) (Kalyani).
5. Davar, R.S.: Salesmanship and Advertising.
6. Jain, S.C.: Vikraya Prabandh – Sales Management (Hindi), Sahitya Bhawan, Agra.
7. Srivastava, P.K.: Vipran Prabandh, Marketing Management (Hindi), Publishing House, Himalaya.

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7.3 MARKETING RESEARCH

Unit – I

Nature, Scope and Definition of Marketing Research, Market Research Need and Importance, Problems, Steps in Marketing Research.

Marketing decision, Symptoms, Problem, Decision, Intuitive decision, Recurring decision, scientific decision, Decision process, Research inputs in decision.

Unit – II

Research Design: Definition, Steps in research plan, exploratory research design, Descriptive research design, Diagnostic research design, and Experimental research design.

Unit – III

Marketing Data, Primary and Secondary Data – Questionnaire, Schedule, Classification and Tabulation of Data, Analysis and Interpretation of Data Research Report.

Unit – IV

Tools and Techniques of Research: Sampling-Survey and Panel Research, Observation and Experiment.

Unit – V

Areas of Application of Marketing Research: Product Research, Advertising Research- Qualitative and Motivational Research – Marketing Research in India.

Suggested Readings

1. David J. Luck, Huge: Marketing Research (Prentice Hall), G. Wales and Donal A. Taylor.
2. Doriald S. Tule and Dale Hawkings: Marketing Research Macmillan.
3. Harper W. Byod and Ralph Westfah: Marketing Research (Richard Erwin).
4. John Z. Krech: Marketing Research in the Developing Countries A Handbook (Preeger Publisher, N.Y.).
5. Kulkarni, P.V., Pradhan, Homi and Others: Modern Marketing Research, Himalaya Publishing House, Bombay.
6. Livingeston, J.M.: A Management Guide to Marketing Research, Macmillan. 7. Paul E. Green and Donald S. Tull: Research for Marketing Decision.
8. Richard D. Crisp: Marketing Research (Richard Erwin).
9. Robert Ferber and Verdoon: Research Methods in Economics and Business.
10. Srivastava, P.K.: Marketing Research, Rajasthan Hindi Granth Academy, Jaipur, 2nd Ed. 1987.

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7.4 LABOUR LEGISLATION IN INDIA

Unit – I

A Critical Appraisal of the following: The Industrial Disputes Act, 1947: Authorities: Reference of disputes to Boards, Course of tribunals strikes and lockouts, lay-off, Retrenchment and closure, unfair labour practices, penalties, The Workman's Compensation Act. 1923.

Unit – II

The Trade Unions Act, 1926: Registration of Trade Unions, Right and Liabilities of Registered Trade Unions, Penalties, the Bonus Act, 1965.

Unit – III

The Payment of Wages Act, 1936, Importance definition Provisions recording payment of wages deduction fines, Authorities and Penalties, The Employee's Provident Fund Act, 1952.

Unit – IV

The Industrial Employment (Standing Orders) Act, 1946 provisions regarding submission, Certification operation, Posting, Duration and Modification of standing orders penalties. The Apprentices Act, 1961, Important definitions apprentice and their training.

Unit – V

The Employee's Training Insurance Act, 1948, The Maternity Benefit Act, 1961.

Suggested Readings

1. Chopra, D.S.: Industrial Law.
2. Kumawat: Audyogik Sanniyam (Hindi).
3. Mullic: Industrial Law.
4. Mishra, S.N.: An Introduction to Labour and Industrial Laws.
5. Saxena, Sharma and Porwal: Audyogik Sanniyam (Hindi).
6. Sen and Mitra: Industrial Law.
7. Venkat Raman, C: Industrial Relation and Law, Prentice hall.

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7.5 LABOUR WELFARE AND INDUSTRIAL RELATIONS

Unit – I

Trade Unions in India, Obstacles in their growth, Industrial disputes in India – Their causes, Machinery for prevention settlement of disputes (Voluntary and statutory). Biggest Trade Unions in India INTUC, AITUC, BMS, HMS

Unit – II

Collective Bargaining: Benefits: How it works, Types of negotiating procedures, Collective bargaining in India, Workers participation in Management. Conciliation

Unit – III

Objectives and Scope of social security, Social Assistance and Social Insurance growth and development of Social Security in India, Social Security Act, 1935

Unit – IV

Labour welfare, Objectives, Scope, Agencies, Welfare work done and its evaluation, Labour administration: Central and state bodies, Indian constitution and labour policy.

Unit – V

International Labour organization (I.L.O) Constitution functions important, Conventions and Recommendations.

Suggested Readings

1. Govt. of India: Report of the Labour Welfare Committee, 1969.
2. Memoria and Dashora: Bhartiya Sharma Smasyaen
3. Mathur, A.S.: Labour Policy and Industrial Relations in India.
4. Mamoria, C.B.: Principles and Practice social security housing of Industrial Workers and its problems Housing Schemes undertaken by Govt. of India Labour Administration.
5. Monga, I.N.: Reading in Indian Labour and Social Welfare. 6. Pant, S.C.: Indian Labour Problems.
6. Report of the National Commission on Labour, 1969. 8. Vaid, K.N.: Labour Welfare in India.

Suggestion:

All students how are securing more than 55% marks in M.Com Previous should be given option to choose **Dissertation** in M.Com Final and should be exempted from one paper.