

University, Gadchiroli
M.Com – I (Sem. I)
Foundation Course : Compulsory Foundation
MARKETING MANAGEMENT

Objectives : The objectives of this course is to facilitate understanding of the conceptual frame work of Marketing and its applications in decision making under various environmental constraints.

Periods Allotment

Unit – I :

15

Introduction : Concept, nature, scope and importance of marketing, marketing concept & its evolution, Marketing mix, Strategic Marketing Planning -an overview.

Unit – II :

15

Market Analysis and Selection: Marketing environment – Macro and Micro components and their impact of Marketing decision, Market Segmentation and Positioning, Buyer behavior, Consumer versus organizational Buyers, Consumer decision Making Process. Measuring advertising effectiveness promotional scene in India. Client Relationship.

Unit – III :

15

Product Decisions : Concept of Product, Classification of Products, Major Product decision, Product line and Product mix, Branding, Packaging and labeling, Product life cycle – Strategic amplification, New product development and consumer adoption process.

Unit – IV :

15

Pricing decision : Factor affecting price determination, Pricing policy and strategies, Discounts and Rebates.

Reference Books :

1. विपणन व्यवस्थापन : डॉ. प्रकाश सोमलकर, प्रा. राजेश डोंगरे
2. Modern Marketing : R.S.N. Pillai & Bhagwathi Chand & Co. New Delhi
3. Principles of Marketing -: Kotler Philip and GaryArmstrong, Prentice Hall, New Delhi
4. Marketing Management : Kotler Philip, Prentice Hall, New Delhi
5. Product Management in India: Mujumdar And Ramanuj, Prentice Hall, New Delhi
6. Basic Marketing :McCarthy, E Jenome and William D, Perreault
7. Marketing Management: Ramaswamy, V.S. and Namakumari,S. Mcicivlillan India, new Delhi
8. Case Study in Marketing : The Indian Context : Srinivasan, R. Prentice Hall, New Delhi
9. Fundamental of Marketing : Stanton, William J, and Charles Futrell McGraw Hill Publishing Co. New York.
10. Sales Management : Decision, Strategies and Cases : Still, Richard R, Prentice Hall, New Delhi
11. Principles and Practice of Marketing : Frain A. H. Wheeler.

GONWANA UNIVEERSITY, GADCHIROLI

M. Com. Part – I (SEMISTAR- II)

Foundation Course : Elective Foundation

HUMAN RESOURCE MANAGEMENT

Objectives : To provide a basis of understanding to the students of the concepts of Human Resource Management.

Periods

Allotment

Unit – I : 15

Human factor in Organization : Nature, concept and significance of human resource in the organization. Meaning, scope and role of human resource management. Image and qualities of HRM manager. Indian approach human resource management.

Unit – II : 15

Recruitment and Selection : Source of recruitment. Recruitment and selection process, methods of recruitment and types of test- principles of testing. Interviewing methods and types of counseling for selection, placement, promotions and exit. Induction and placement : concept of placement – concept and objectives of induction, orientation. Induction in Indian industries. Inputs of induction and orientation programmes. How to make induction effective. Advantages of formal induction and orientation.

Unit – III : 15

Promotions and Transfers : Concept, objectives, of promotions and transfers. Distinguishing features of promotions, transfers and up-gradation. Advantages & Significance to organization & Employees, promotions & transfers vies-a-versa productivity & efficiency. Job operator & process policies & case studies.

Unit – IV : 15

Job evaluation and job design : Concept, importance and objectives, methods and procedures, Job specifications and job descriptions, job design, approaches and methods. Merit rating and performance appraisal: concept of scientific merit rating, methods, performance standers and its evaluation. Training and development: concept, assessment of training needs, importance, objectives. Effectiveness evaluation.

Reference Books :

1. Human Resource Management- Bhattacharyya Dipak Kumar, Excel Books New Delhi
2. Personal & Human Resource Management- Subba Rao, Himalaya Publishing House
3. Managing Human Resource- Monappa Arun, Macmillan Publisher India
4. Human Resource development- Arya, tendon, Deep & Deep Publication New Delhi.
5. Strategic Human Resource Management- Agarwala Tanuja, Oxford University Press.
6. Human Resource Management- Noe, Hollenbeck, Gerhart, wright, Tata McGrow- Hill Publishing Ltd, Delhi