

व्यवसाय प्रशासन ॥

(मानवी संसाधन विकास आणि विपणन)

Prof. Dr. Shirish N. Gawali
Prof. Dr. Sadashiv L. Shirgave
Prof. S. D. Pawar

T.Y.B.Com.



As Per New
Syllabus
June
2015

23



SUCCESS PUBLICATIONS



Prof. Dr. Shirish N. Gawali

M.Com., M.Phil., Ph. D., Rayat Shikshan Sanstha Satara's Chandraroop Dakale Jain College of Commerce, Shirampur.

Prof. Dr. Shirish N. Gawali is a Associate Professor in Commerce in Rayat Shikshan Sanstha's Chandraroop Dakale Jain College of Commerce, Shirampur. He has a rich teaching experience of 30 years for U.G. and 25 years for P.G. He is head of the Department of Business Practices. He is the Author, Co-author and Editor of number of books on Business Practices, Business Management, Business Administration and Auditing. He is a appored guide for M.Phil and Ph.D. Course of Pune University. He is the winner of number of awards such as 1) Prof. G. B. Kulkarni Award for the Best Teacher in Commerce, University of Pune 2) Bar. P. G. Patil Best Teacher Award Sponsored by Prin. M. M. Swami through Rayt Shikshan Sanstha, Satara 3) Mahakavi Waman Dada Kardak Award for the Best Teacher at Sate level by Milind Sanstha, Nashik (4) Dr. Radha Krishan Gold Medal Award by GEPR (Tamil Nadu) (5) Bodhisatwa Dr. Babasaheb Ambedkar Samata Award for the Best Teacher at Sate level by PBSS Sanstha Naldurg (Osmanabad). Dr. Shirish Gawali is the Member of Board of Studies of Business Practices and Member of Commerce faculty in Pune University for the period of 2000 to 2015. He has presented number of research papers on state, National and International levels Conference. He is Working as Major Rank for N.C.C.



Prof. Dr. Sadashiv L. Shirgave

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Prof. Dr. Sadashiv Laxman Shirgave is the Head of the Department of Business Practices in Daund Taluka Arts & Commerce College Daund, Dist. Pune. He is renowned and popular Professor of Accountancy, Mathematics & Statistics. He is the author of number of books for F.Y./S.Y./T.Y./B.Com. Prof. Dr. Sadashiv L. Shirgave is the Member of Board of Studies of Business Practices & Commerce Faculty in Pune University. He is working as a Associate Professor for thirty years. He has attended & participated various National & International Seminars. His Five Research Papers are Published in International Journals. He worked as the Chairman & Member of number of committees in Pune University. At present he is the Chairman of Maharashtra Veersshiv Sabha, Branch Daund. He has been awarded as 'Best Teacher' by Dr. Manibhai Manav Seva Trust of Urali Kanchan.



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Prof. S. D. Pawar is working in Marathwada Mitra Mandal, College of Commerce, Pune. He complited M.Com. degree and appearing for M.Phil degree. His teaching experience course 24 years for the graduate and post graduate courses. He worked as local enquiry committee memeber of Pune University. His various books and research papers are published. He also involved in various academic programme activities.

ISBN : 978-93-5158-213-7



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सदर संदर्भ क्रमिक पुस्तक हे व्यवसाय प्रशासन - II (मानवी संसाधन विकास आणि विपणन) या विषयाशी संबंधित स्पर्धा परीक्षा तसेच पुणे विद्यापीठ आणि महाराष्ट्रातील इतर विद्यापीठांच्या या विषयाशी संबंधित परीक्षांसाठी उपयुक्त आहे.

व्यवसाय प्रशासन - II

(मानवी संसाधन विकास आणि विपणन)

T.Y.B.Com.

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किंमत रु. २७५/-



SUCCESS PUBLICATIONS

SYLLABUS

T. Y. B.Com.

Business Administration - II (Human Resource Development & Marketing)

Unit	Contents	No of Sessions
1.	<p style="text-align: center;"><u>Term - I</u></p> <p>Human Resource function :</p> <p>1.1 Meaning, Objectives of Human Resource Function, Difference between H.R.M. and H.R.D.</p> <p>1.2 Organisation, Scope and functions of Human Resource Department in Modern Business.</p> <p>1.3 Human Resource Planning - Nature and Scope, Job analysis - Job description - Job specification.</p> <p>1.4 Emerging Concept of H.R.D. - Quality Circles -Kaizen - Voluntary Retirement Schemes.</p>	14
2.	<p>Recruitment and Training :</p> <p>2.1 Methods or sources of Recruitment of manpower, Role of Recruitment Agencies- Selection Process.</p>	10

Unit	Contents	No of Sessions
	2.2 Types of Interviews- Interview Techniques. 2.3 Objectives and importance of Training and Development. 2.4 Types and Methods of Training Programmes.	
3.	Employee Career and Succession planning : 3.1 Aims and objectives of career planning. 3.2 Career Planning Process - Career Planning Structure. 3.3 Succession Planning - Meaning Need and importance. 3.4 Types of Career Opportunities : A) Public Sector:- State and Local Government level - Personnel officer, Purchasing officer, secretary, Director of Administration Accountant etc. B) Private sector:-Marketing and Sales, Production and Material Management, Financial sector, Management as a profession, Insurance Industry, Accounting and Management Information System.	12

Unit	Contents	No of Sessions
4.	Performance Appraisal Management : 4.1 Concept and Importance. 4.2 Performance Appraisal Process. 4.3 Methods and Techniques. 4.4 Merits and limitations of performance appraisal.	12
	Total	48
5.	Introduction : 5.1 Meaning and scope of Marketing. 5.2 Objectives of Marketing. 5.3 Classification of marketing. 5.4 Functions of Marketing.	10
6.	Marketing Mix : 6.1 Meaning and Importance of Product, Product mix, product life cycle. New product development- Types of new product, Branding, Packaging, Labeling. 6.2 Price - Meaning, Factors affecting Pricing Decisions, Methods of Pricing. 6.3 Place - Functions of distribution channels, Types of distribution channels, Impact of technology on Distribution.	13

Unit	Contents	No of Sessions
	6.4 Promotion - Meaning of sales promotion, Importance, Methods and New techniques of sales promotion.	
7.	Advertising : 7.1 Advertising- Meaning, Scope, Importance, Role of advertising in modern business, Criticism on Advertising practices. 7.2 Advertising media - Different medias of advertising, Selection of advertising media. 7.3 Ethics in advertising- Ethics and appeals in Advertising, Advertising Standards Council of India. 7.4 Future of advertising - Advertising in depression and crisis, Employment opportunities in advertising field.	13
8.	Modern Marketing Trends : 8.1 Global marketing - Meaning, Scope, Importance, International marketing Challenges and Problems. 8.2 Marketing Research- Meaning, Scope and Methods of Marketing research. 8.3 Retailing- Meaning, New Trends in Marketing, Direct Marketing, Malls, Franchising.	12

Unit	Contents	No of Sessions
	8.4 Recent Trends in Marketing- i) E-Marketing ii) Telemarketing iii) Internet Marketing iv) M-Marketing	
	Total	48