

SHRI GOVIND GURU UNIVERSITY
SYLLABUS
(IN EFFECT FROM JUNE 2018 TILL FURTHER NOTIFICATION)

B.Com Syllabus

Semester-5

Subject : Advance Business Management
(Strategic Management) Core Elective

Topic

- Unit 1: - Meaning of strategy, characteristics of strategy, meaning of strategic management, characteristics of strategic management, importance of strategic management, its limitations.
- Challenges for strategic management, process of strategic management
- Unit 2: - Definition the company mission, formulation of the mission, assessing the External Environment, Remote & operating environment.
- Conducting Industry Analysis, Micheal porter's concept of Industry Environment, formula on of strategy with reference to competitive forces.
- Importance of Environment forecasting stages of Environment forecasting process.
- Unit 3: - Meaning & steps of strategy Implementation, what are functional strategies, its objective and its importance.
- Organizational structures of strategy implementation, importance of Organizational culture in strategy implementation.
- Unit 4: - Meaning of strategic Evaluation & control, Establishing strategic control, methods of strategic control.
- Stages of operating controls, Reward system Motivating executing & control.

Revision and Exam

Reference Books :

1. Strategic Management by John A. pearce Richard B.Robinson, A.I.T.B.S. Publishers and Distribu on Delhi.
2. Strategic Management - Concepts and Cases by Upendra Kachru. - Excel Books.(2005)
3. Strategic Management and Business Policy (Third Edi on) by Azhar Kazmi. Tata Mcgraw Hill. (2010)
4. Business Policy and Strategic Management by William F. Gleuck, Mcgraw Hill, Interna onal Book Company.

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Semester-5

Subject : Advance Business Management
(Market Research) Core Elective

Topic

- Unit 1: - Meaning of Market Research & Marketing Research, Role of Marketing Research in Marketing Management.
- Process of Marketing Research, Ethical Issues in Marketing, Research, Nature & Contents of Ethical Issues.
- Unit 2: - Consumer Research - Meaning & Scope
- Consumer Research - Need, Functions, Product Research, Meaning & Scope, Importance. Advertising Research - What to Test, When to Test.
- Media Research - Functions of Media Research. Motivational Research - Meaning uses & Limitations. Techniques, Marketing Research in India.
- Unit 3: - Marketing Research Proposal - Meaning Elements of Research Proposal.
- Marketing Research Design - its Meaning its importance, Types of Research Design, Criteria of good Research Design. Scales of Measurement - Meaning of Measurement in Marketing Research, criteria of sound Measurement of Marketing Research.
- Unit 4: - Meaning of sampling, steps of sampling process, Types of sampling plans, Meaning of Marketing Research Report, writing criteria of Marketing Research Report, Performa/Format of a Market Research Report, Types of Research Report.
Revision and Exam

Reference Books :

1. Essentials of Marketing Research By S.A. Chunawala - Himalaya Publishing House.
2. Marketing Research By B.S.Goel - Pragati Prakashan, Meerut (UP)
3. Marketing Management by Kotler, Keller, Koshy, Jha, (13th Edition Pearson.)

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B.Com Syllabus

Semester-6

Subject : Advance Business Management
(Management Information System) Core Elective

Topic

- Unit 1: - MIS Definition, Evolution of Modern day concept of MIS, MIS & other Disciplines, Need for MIS, Purpose & objective of MIS.
- Role & place of MIS in Business organization, MIS as a organizational charge Agent.
- Unit 2: - Definition of Information Technology, Meaning of computer, concepts of data storage & processing, quick response systems, classification of Information system in Business.
- Information - A Fundamental Element, Information Revolution, Data & Information, Types of Information. Humans as information processors.
- Unit 3: - Accounting Information system, Marketing information system, Inventory information system, Manufacturing Information system.
- Human Resource Information system, MIS application in service sector.
- Unit 4: - Introduction Effectives & Efficiency, Factors influencing Development & implementation of MIS, Approach towards Development & implementation of MIS.
- New Concept Related to MIS - Data Warehousing, Data Mining, knowledge Management, Business Intelligence, Information cycle Management.

Revision and Exam

Reference Books :

1. Management Information System, By Dr.Milind. Oks, Everest Publishing House 13th Edi. on., Pune - 411030
2. Management Information System, By W.S.Jawadekar 2nd Edi. on Tata MC-graw Hill Publishing Company New Delhi.

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B.Com Syllabus

Semester-6

Subject : Advance Business Management
(Advanced Marketing Management) Core Elective

- Unit 1: Marketing as a field of Study. Definition of Market and Marketing. Marketing Concept. Marketing Decision Making.
- Buyer's Behaviour
Consumer goods buyer's behavior psychological, economic and socio-cultural aspects, industrial products buyer's behaviour, institutional buyer's behavior. Concept of market segmentation market segmentation and marketing strategy.
- Unit 2: Product Policy and Decision Making
- Product and their marketing characteristics, classification of product into consumer product and industrial products, product life cycle, product planning decisions, new product decisions and product research, product positioning, product profitability.
Pricing Decisions and Policies
 - Pricing strategy and procedures, different types of price policies, discount structures etc,
- Unit 3: Formulating Physical Distribution Policy
- Direct sale and indirect sale, retail and wholesale distribution, different marketing channels, physical distribution problems, working with channel members.
Promotion Policy
 - Formulation of Promotion strategy, Primary Vs. Selected demand formulation, promotional mix, promotional budget or appropriation.
- Unit 4: Advertising Decision
- Advertising campaigns, budget, media mix decisions and sales promotion decisions
Sales Management
 - Recruiting, training, supervising and controlling salesman, sales territory design, salesman's compensation method.
Marketing Planning and strategy
 - With product change, without product change, marketing strategy for new products Vs. penetration strategies for old products, marketing strategies for rural markets, international markets, marketing planning and programming annual marketing plans.

Reference Books :

1. Marketing Management - Philip Kotler