



**JAI HIND COLLEGE
BASANTSING INSTITUTE OF SCIENCE
&
J.T.LALVANI COLLEGE OF COMMERCE
(AUTONOMOUS)**

"A" Road, Churchgate, Mumbai - 400 020, India.

**Affiliated to
University of Mumbai**

Program : B. A.

Proposed Course : Commerce

Semester V

**Credit Based Semester and Grading System (CBCS) with effect from the
academic year 2020-21**

T.Y.B.A Syllabus

Academic year 2020-21

Semester V			
Course Code	Course Title	Credits	Lectures /Week
ACOM501	Introduction to Management	5	4
ACOM502	Human Resource Management I	5	4
ACOM503	Export Management I	4.5	3



Semester V – Theory

Course: ACOM501	Introduction to Management (Credits : 5 Lectures/Week: 4)	
	<p>Objectives: 1. To provide basic conceptual and applicative knowledge about management 2. To develop the student's employability and interpersonal 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>Introduction to Management</p> <ul style="list-style-type: none"> • Definition, features, need and importance, Managerial Skills & Competencies, levels of Management. • Management functions - Managerial skills, Mintzberg's Managerial Roles, management levels • Henry Fayol's Principles (understanding with the use of caselets) • Modern Management Approach- Peter Drucker's dimensions of management, Indian Management thoughts: Origin & Significance of Indian Ethos to Management. 	15 L
Unit II	<p>Planning and Decision making</p> <ul style="list-style-type: none"> • Planning – features – need and importance - Types /components of planning • Planning process –limitations – essentials of good plan – SWOT • M.B.O -Process, Advantages, Management By Exception- Advantages, Management Information System- Concept, Components • Decision making process – importance – techniques – procedure and limitations. 	15 L
Unit III	<p>Organising & Delegation</p> <ul style="list-style-type: none"> • Organising – principles • line – functional – line and staff organisation • Committee– matrix –organisational charts • Delegation – decentralisation – formal and informal organisation, centralization & decentralization. 	15 L
Unit IV	<p>Departmentation , Directing and Controlling</p> <ul style="list-style-type: none"> • Departmentation – span of control – Gracunias's theory – Tall span and wide span, Tall & Flat organisations. • Motivation–Concept, Importance, Influencing factors • Leadership- Concept, Functions, Styles, Qualities of a good leader. • Controlling–Concept, Steps, Essentials of good control system, Techniques of Controlling -PERT, CPM, Budgetary Control, Management Audit. 	15 L
<p>Textbook& References:</p> <ol style="list-style-type: none"> 1. Management Today Principles& Practice- Gene Burton, ManabThakur, Tata McGraw-Hill,PublishingCo.Ltd. 2. Management – JamesA.F.Stoner, Prentice Hall, Inc .U.S.A. 3. Management : Global Prospective –Heinz Weihrich& Harold Koontz, Tata McGraw- Hill, Publishing Co.Ltd. 4. Essential of Database Management Systems -AlexisLeon ,MathewsLeon 5. Management –Task ,Resp, Practices – PetaDruche “willian Heinemann LTD 		

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

- (i) C.A.-I : Test – 20 Marks of 30 mins. duration
- (ii) C.A.-II : 20 Marks Project Work and Class Presentations

II. Semester End Examination (SEE)- 60 Marks



Semester V – Theory

Course: ACOM502	Human Resource Management I (Credits : 5 Lectures/Week:4)	
	Objectives: To provide basic conceptual and applicative knowledge about human resource management and human relations. Outcomes: To understand and internalise the HR skills required to be a successful manager.	
Unit I	Human Resource Management – I <ul style="list-style-type: none"> • Human Resource Management- Meaning, Features, Significance, Scope, Functions, Challenges • Human Resource Planning- Meaning, Need, Process, Factors, Benefits • Job Analysis- Meaning, Contents, Uses, Process, Techniques 	15 L
Unit II	Human Resource Management – II <ul style="list-style-type: none"> • Recruitment- Meaning, Sources, Factors, Policy • Selection- Meaning, Process, Selection Tests, Induction • Interview- Meaning, Types, Limitations, Effective Interview 	15 L
Unit III	Human Resource Development – I <ul style="list-style-type: none"> • Training- Meaning, Importance, Methods, Effective Training • Performance Appraisal- Meaning, Uses, Methods, Limitations, Process • Management Development- Meaning, Objectives, Concepts, Importance, Components, Techniques • Organisational Development- Meaning, Characteristics, Objectives, Process 	15 L
Unit IV	Human Resource Development – II <ul style="list-style-type: none"> • Promotion- Meaning, Objectives, Policy • Transfer- Meaning, Purpose, Policy • Separation- Meaning, Causes • Absenteeism- Meaning, Causes, Effect, Remedial Measures • Turnover- Meaning, Causes, Effect, Remedial Measures • Future of work with example of Google. 	15 L
Textbook& References: <ul style="list-style-type: none"> • Bernardin, John H: Human Resource Management, Tata McGraw Hill, New Delhi 2004. • Arthur M, Career Theory Handbook, Prentice Hall Inc, Englewood Cliff. • Belkaoui, A.R. and Belkaoui ,JM, Human Resource Valuation: A Guide to Strategies and Techniques, Quarum Books, Greenwood, 1995. • Dale, B, Total Quality and Human Resources: An Executive Guide, Blackwell, Oxford. • Greenhaus, J.H., Career Management, Dryden, New York. • Mabey, C and Salama, G., Strategic Human Resource Management, Blackwell, Oxford. • Aswathappa. K, Human Resource Management • Subba Rao, Human Resources Management. • Michael Porter, HRM and Human Relations. 		

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Semester V – Theory

Course: ACOM503	Export Management I(Credits : 4.5 Lectures/Week: 3)	
	<p>Objectives: 1. to provide basic conceptual and applicative knowledge about exports and imports 2. to develop the student's employability and interpersonal 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>Introduction to Export Management</p> <ul style="list-style-type: none"> • Definition of Export Management-Need for Export for country and the firm- • Features –Functions of Export manager-Distinction between domestic marketing and export marketing-Challenges in Export Marketing • India's Export Trade , Global exports, Reasons of India's performance (positive & negative) in the world trade 	12 L
Unit II	<p>International Trade</p> <ul style="list-style-type: none"> • Definition of International Trade-Problems in International Trade-Trade Barriers-Tariff and Non –tariff barriers-Distinction between Tariff and Non-tariff barriers. • Regional Trading blocs-Working of EU(European Union), ASEAN(Association of South East Asian Nations),NAFTA(North American Free Trade association), SAARC(South Asian Association For Regional Co-operation)-Effects of Trade blocs • Features of Pre-Shipment and Post-shipment finance; • Procedure to obtain Export Finance Export Finance; • Distinction between Pre-shipment Finance and Post Shipment 	12 L
Unit III	<p>Product Planning and Pricing Decisions for Export Marketing</p> <ol style="list-style-type: none"> a) Planning for Export Marketing with regards to Product, Branding, Packaging b) Need for Labelling and Marking in Exports, Factors determining Export Price; Objectives of Export Pricing c) Problems on FOB quotation 	11L
Unit IV	<p>Export Distribution and Promotion</p> <ol style="list-style-type: none"> a) Factors influencing Distribution Channels; Direct and Indirect Exporting Channels; Distinction between Direct and Indirect Exporting Channels b) Components of Logistics in Export marketing; Selection criteria of Modes of Transport; Need for Insurance in Export Marketing c) Sales Promotion Techniques used in Export Marketing; Importance of Trade Fairs and Exhibitions; Benefits of Personal Selling; Essentials of Advertising in Export Marketing; 	10 L
<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. • New Import Export Policy - Nabhi Publications, 2017 • Export Management, T.A.S.Balagopal , Himalaya Publishing House, Mumbai, 2014 		

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