

Organisational Behaviour

1. Organisational Behaviour – concept, significance, conceptual framework in understanding OB -(5 lectures)
2. Individual Behaviour - Understanding of individual Behaviour; determinants of individual Behaviour - values, attitude, personality, emotions, perceptions learning [only concept -(10 lectures)
3. Group Dynamics - concept and significance group development stages; group cohesiveness and its relation with productivity – (3 lectures)
4. Interpersonal Behaviour - conflict, functional vs. dysfunctional conflicts, conflict management.
5. Communication – definition,, objectives significance, channels, feedback, types;verbal and non-verbal communication, oral and written, formal and informal, barriers to effective communication.
6. Motivation – Concept, significance, theories - MasJow, McGregor, Herzberg.
7. Leadership – concept, importance, formal and informal leaders; theories – Trait theory, Behavioural theories. [University of Michigan Studies] Managerial Grid, Tannenbaum & Schmidt
8. Case studies .

Suggested Readings

1. Robbins, S.P. - Organisational Behaviour, Prentice Hall, India
2. Luthans F.- Organisational Behaviour;McGrawHill-Irwin, New Yory
3. Hersey H.G. & Blamchard K. H. - Management of Organisational Behaviour, Pearson Education, India

SEMESTER IV

Functional Management

GROUP A - Marketing Management (25 MARKS)

1. Concept, definition and difference between – market, marketing, and marketing management (2 Lectures)
2. Evolution of marketing concepts: product-orientation, production-orientation, selling-orientation, marketing-orientation, societal-marketing, orientation concept of integrated marketing (2 lectures)
3. Function of Marketing: Characteristics, opportunities and challenges of marketing in India (2 lectures)
4. Marketing mix: concepts, components (2 lectures)
5. Product: Definition, Characteristics, Product Life Cycle, strategies at different stages of the PLC (3 lectures)
6. Branding: Meaning, definition, importance
7. Packaging: importance (2 lectures)
8. Pricing: Concepts, importance, factors determining pricing decision, pricing strategies for a new product, for an established product, skim-the crème pricing, penetration pricing, psychological pricing (4 lectures)
9. Promotion: meaning, importance, promotion mix – concepts (advt., personal selling, sales promotion and public relations) and their comparative merits and demerits. (4 lectures)
10. Methods of distribution: meaning, importance, different channels, public vs. private distribution system. (3 lectures)

GROUP B – Human Resource Management (25 Marks)

1. HRM: concepts, definition, difference between Personnel Management and Human Resource Management, Scope and importance of HRM, functions of HRM (3 lectures)
2. Recruitment: meaning, methods; selection: process, difference with recruitment process, placement and orientation: concepts. HR Planning – definition, objectives (3 lectures)
3. Promotion: Meaning and importance, basis-seniority vs. merit. (2 lectures)
4. Performance appraisal and Job evaluation: meaning, definition, difference between Performance appraisal and Job evaluation; methods-traditional and modern (4 lectures)
5. Industrial relation: concept, definition; Industrial Discipline: need for industrial discipline, guiding principles (3 lectures)
6. Labour welfare: concepts, importance, methods (1 lecture)
7. Trade Unions: definition, historical background, objectives, need for trade union and role played in a globalised world (2 lectures)

Suggested Readings

1. Kotler. P., Marketing Management, Prentice Hall, New Delhi.
2. Nama Kumari & Ramaswamy, Marketing Management, Macmillan
3. Plippo, E. B., Personnel Management, McGraw Hill.
4. Mamoria, C. B., Personnel Management, Himalya.

SEMESTER : VI

SPECIALISATION PAPER IV

CONSUMER BEHAVIOUR AND MARKETING RESEARCH(HONS.)

CHAPTERS:

1. Introduction to consumer Behaviour- concept, definition, applying consumer behaviour knowledge, Modelling consumer behaviour, market segmentation, marketing ethics.
2. Determinants of consumer Behaviour - consumer as an individual- needs, motivation, personality, perception, learning attitude, communication, persuasions, consumers in social and cultural settings- family, social class and cross cultural consumer Behaviour.
3. Consumer's decision making process – Steps in decision making process, personal leadership, influence, opinion, diffusion of innovations(concept and importance).
4. Consumer Behaviour and Society- Healthcare marketing, political, social, environmental marketing, public policy and consumer protection.
5. Introduction to marketing research- Nature and importance of marketing research, marketing information system, major techniques of marketing research.
6. Methodology in marketing research- Developing research objectives, primary data collection methods, designing primary research, analysis, report preparation.

References:

- For first 3 chapters: (1) Schiffman and Kanul, Consumer Behaviour, Prentice Hall
(2) Batra and Kazm, Consumer Behaviour, Text and Cases- Excel Books
- For rest 3 chapters: (1) G.C. Beri, Marketing Research, Tata Mc. Graw Hill.
(2) Bradley: Marketing Research, Oxford Univ. Press

CIA GUIDELINES

Semester II & IV

Seminar (Attendance & Assignment)	2.5
Class Attendance	2.5
CIA Exams (written)	5.0
	10

Semester VI

Seminar (Attendance & Assignment)	5.0
Class Attendance	5.0
CIA Exams (written)	10.0
	20

HONOURS

Guidelines for Answering Pattern

Short Question: (4 marks)	Minimum 2 points to be mentioned and well explained in brief.
Semi-Long Question: (8 marks)	A brief introduction to the concept/definition to be given along with an explanation of minimum 4 points, preferably with examples/illustration
Long Questions: (12 marks)	There should be creativity/originality involved in the answers that test students own understanding of the concept and ability of expression. Answers should be detailed consisting of definition & explanation of 6 points (minimum), preferably with examples and illustration. Diagrammatic representation is desirable, and should be given due credit.

GENERAL

Guidelines for Answering Pattern

Short Question:
(2 marks)

Minimum 2 points to be mentioned and well defined.

Semi-Long Question:
(6 marks)

A introduction to the concept along with an explanation and examples. In certain answer if required specific points to be mentioned, at least four (4) points.

Long Questions:
(12 marks)

Students should explain the answer with illustrations and detailed analysis must be given with minimum of six (6) points. Diagrammatic representation is desirable where necessary.

Structure for setting questions for paper I, II, III, IV & V for marketing management Specialisation for B. COM (H) III rd year (Sem V & VI). Each Paper is of 100 marks.

4 Questions out of 6 set X 4 marks each = 16 marks

6 Questions out of 9 set X 8 marks each = 48 marks

3 Questions out of 5 set X 12 marks each = 36 marks

100 marks

Structure for setting questions for paper I, II, III & IV for marketing management Specialisation for B. COM (G) IIIrd year (Sem V & VI). Each Paper is of 50 marks.

4 Questions out of 6 set X 2 marks each = 8 marks

3 Questions out of 5 set X 6 marks each = 18 marks

2 Questions out of 3 set X 12 marks each = 24 marks

50 marks