

**Certificate Course in Business Management for the M.Tech. courses under  
Department of Technology, Shivaji University**

**Syllabus**

Three papers, all compulsory  
(Each paper of 100 Marks, Total Lectures = 40 per paper)

**Paper – I Human Resource Management**

1. H.R.M. – Meaning, Objectives, Scope, functions of HRM (3)
2. Human Resource Planning – Objectives, importance, Human Resource Planning Process, Barriers to HRP (3)
3. Recruitment – Sources of Recruitment, Recruitment Process, Recruitment practices in India (4)
4. Selection – Need for scientific selection, Selection Method/Process. Placement, Induction & Socialisation
5. Employee Training – Need for training types of training, steps in training programme (4)
6. Wage and Salary administration – Objectives, Methods of wage payment incentives & benefits (5)
7. Trade Unions – Meaning, Types, Trade union Legislation, Trade Union movement in India Problems of Trade Unions, Collective Bargaining – Process, Conditions for effective bargaining (8)
8. Performance Appraisal – Purpose, Process, Methods of Performance Appraisal, Problems of Performance Appraisal, Potential Appraisal (8)

**Recommended Books**

- (1) Human Resource Management by S. S. Khanha
- (2) Personnel & Human Resource Management by Ashwathappa
- (3) Personnel/Human Resource Management by Robbins
- (4) Personnel Human Resource Management by P. Subba Rao
- (5) Personnel Human Resource Management by A. M. Sharure

**Paper – II Financial Management**

1. Financial Management – Meaning, Objectives Scope and Functions of Financial Management, Relationships between Financial Management & other areas of Management (5)
2. Sources and forms of Finance Shares – Equity and Preference shares Bonds & debentures Stock Markets in India – Functions of stock market Securities & Exchange Board of India (SEBI) (7)  
Term Loans – , Trade Credit.

E:\eback\Syllabi 2007-08\Engg\Certificate Course in Management for M.Tech.doc

3. Institutional Financing – Commercial Banks, Financial Institutions State Financial Corporations (SFC), LIC, UTI, Merchant Banking, Mutual Funds (7)
4. New Modes of financing  
Leasing – Forms of Leasing, Leasing in India  
Venture Capital – Functions of Venture Capital,  
Venture Capital in India. Factoring – Types of Factoring, Functions of Factoring  
Commercial Paper. Financial Derivatives – Types. Securitization of Assets (7)
5. Project Management. Preparation of Project Report. Project Appraisal Programme evaluation and review technique (PERT) (7)
6. Industrial Sickness. Meaning, Causes of industrial Sickness. Remedies of industrial Sickness (7)

### **Books**

- (1) Financial Management by Dr. Ravi M. Kishore
- (2) Financial Management by Dr. S. N. Maheshwari
- (3) Financial Management by Dr. I. M. Pandey
- (4) Financial Management by Dr. Prasanne Chandra
- (5) Essentials of Business Finance by Dr. R. M. Srivastava

### **Paper -III Marketing Management**

1. Marketing Functions – Concepts of Selling, marketing and market research Marketing Functions, (4)
2. Marketing Mix – I : Product  
Product Concept, Branding, Packaging, Labelling, Product life cycle, Product innovation, Product planning & Development Strategy , (6)
3. Marketing Mix – II, : Price  
Pricing Objectives, Pricing Policies, Sales Forecasting  
Methods of Sales forecasting, Pricing Methods – Penetration and Skimming Pricing. (6)
4. Marketing Mix – II : Promotion  
Sales Promotion – Kinds of Sales Promotion  
Advertising – Types of Advertising, Evaluation of Advertisement (6)
5. Marketing Mix – IV : Distribution  
Common Channels, Channel Choice  
Wholesalers – Functions and Services of Wholesaler  
Typical Wholesale Services,  
Retailers – Functions; Types, Large scale retail Organizations, (6)

6. Marketing Research – Functions, Objectives, Process (6)
7. Export and Import Management
  - Concept, duties and antidumping duty,
  - Costs involved in exporting a product
  - Govt's. assistance for export promotion
  - EPZs, EOUs, TPs & SEZs, export houses and trading houses

**Books –**

- (1) Marketing Management by Phillip Kotler
- (2) Modern Business Organisation & Management – S.A. Sherleker &  
V. S. Sherlewer
- (3) International Business – Francis Cherunilum
- (4) International Business Environment – Prancis Cherunilam

## **Structure**

- The course is optional and being introduced on demand from the students
- There will be three compulsory papers namely
  1. Finance Management, 2. Marketing Management, and
  3. Human Resource Management.
- Each paper will be covered in 40 lectures
- The portion is to be covered in two lectures per week and during vacations in 2007-2008 for M.Tech semester III & IV
- The papers are to be taught in the Management Department by the recognized PG teachers from Management Department and the contributory faculty as per the university rules.
- Syllabus of the three papers with reference books for each paper is enclosed
- Common lectures for all the four M.Tech. courses (Semester III & IV) will be conducted in Management Department from August 2007.

## **Evaluation**

- The examination will be conducted annual i.e. in April/ May every year
- Each paper will be of 100 marks with passing at 40 marks
- There will be subjective questions with internal options. Any five out of seven are to be answered. Each question will carry 20 marks.
- Duration of the paper will be three hours.
- The passing in this certificate course is independent of the regular M.Tech. degree course.