

VEER NARMAD SOUTH GUJARAT UNIVERSITY

**S. Y. B.COM**

**Semester-IV**

**BUSINESS ADMINISTRATION**

**(INFORCE FROM 2012 – 2013)**

**OBJECTIVE OF THE COURSE:-**

1. To impart to the students the conceptual and procedural knowledge in the functional areas of management like human resources management, labour management and marketing management.
2. To enable the students to understand concepts, principles and techniques to be applied in the above functional areas of management.
3. To develop the analytical and decision making abilities of the students through case studies.
4. To impart the knowledge of cyber laws of India to the students.

**COURSE CONTENTS**

**Marketing Management**

1. **Concepts:** - Meaning of Market, Types of Market, Marketing and Marketing Management & scope of marketing management  
**Concept of Marketing:** - Production concept, Selling Concept, Marketing Concept, and Social marketing concept. Concept of retail marketing & green marketing [20%]
2. **Marketing Mix and marketing Environment** [25%]
  - Marketing Mix :- Meaning & its elements
  - Marketing Environment: - Meaning & factors of micro and macro environment.
  - Product:- concept of Product, Product life cycle, Product development, concept of Brand and it's need.
  - Pricing: - Objectives and methods of pricing, Different pricing policies and factors affecting pricing policies.
  - Promotion: - Meaning, importance and elements of promotion mix.
3. **Market Segmentation:-** [10%]
  - **Market Segmentation:** - Meaning and basis of Market segmentation and its advantages.
4. **Marketing Research:** - Meaning, objectives, importance, scope and process of Marketing Research. Meaning, Importance & Process of marketing control. [20%]

## 5. Cyber Law of India

[10%]

Cyber Concept, Requirement of Cyber Law in India, E-mail related crime (1) E-mail Spoofing (2) E-mail Spamming (3) E-mail Bombing. Cyber Terrorism, E-Commerce / Investment Frauds.

## Case Study

[15%]

**Note:** Paper setter should consider syllabus and not any reference books or text books.

## Books of References

- 1 Marketing Management – Philip Kotler.
- 2 Modern Marketing Management – R.S. Dawar.
- 3 Marketing Management – Sherlekar
- 4 Marketing Management: Baghvathi Pillai.
- 5 An introduction to Cyber crime and Cyber Laws – Dr. R.K. Choubay. Kamal Law House, Kolkata.
- 6 કોમેન્ટ્રી ઓન સાયબર ક્રાઈમ્સ (ગુજરાતીમાં) - જગરૂપ જી. રાજપુત અને મેવાડા સોનલ દિલીપકુમાર- રાજસ્થાન લો હાઉસ - નોબલ લો પબ્લીશર્સ
- 7 [www.cyberlawofindia.com](http://www.cyberlawofindia.com).