

GUJARAT UNIVERSITY
SYLLABUS FOR --- TY B.COM.

SEMESTER V

Course Code: FC-301 A

NAME OF THE COURSE: BUSINESS ETHICS

Objectives:

To Sensitise the Student on the various Ethical Aspects concerning the Functioning of Business Enterprises, within the Organizations and in their Relationship with the External World.

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions : 24

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I

- Introduction To Business Ethics
- Ethics and Organizations.
- Employee Duties and Rights.

Unit II

- Discriminatory and Prejudicial Employee Practices.
- Downsizing the Workforce.
- Handling Ethical Dilemmas at Work.

Unit III

- Marketing Strategy and Ethics.
- Ethical Practices in Market Place.
- Ethics and Finance.

Unit IV

- Business and the Environment.
- Corporate Responsibility, Social Audit and Ethical Investing.
- Computers and Ethics.
- Case Studies.

Reference:

1. Business Ethics, Ethical Decision Making & Cases, Ferrell, O.C., Fraedrich, John, and Ferrell, Linda. 7th Edition. Prentice Hall.
2. Business Ethics for the 21st Century, D. Adams & E. Maine (eds.), Mayfield Publishing Company, 1998
3. Ethical Choices in Business, R.C. Sekhar, Response Books, 1997
4. Ethics of International Business, Thomas Donaldson, Oxford University Press, 1989
5. Business ethics and managerial values, Bhatia SK, Deep and Deep Publications, 2001.

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SEMESTER V

Course Code: FC-302 B

NAME OF THE COURSE: RURAL MARKETING

Objectives:

The objective of this course is to expose the student to various aspects of rural, event and direct marketing as an integral part of marketing management, and develop an understanding of rural, event and direct marketing

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions : 24

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I

- Introduction to Rural Marketing
- Structure and types of agricultural markets
- Rural production and products
- Agricultural and non-agricultural products

Unit II

- Types of rural production and products
- Market functionaries
- Information system for rural marketing
- Product strategy for rural marketing

Unit III

- Concept of supply chain management and Value Addition
- Involved in marketing of agricultural and non-agricultural products (with special reference to artisanal products)

Unit IV

- Problems of marketing;
- Role of co-operative agencies in marketing of agricultural and non-agricultural product.
- Promotion towards rural audience
- Case Study

Reference:

1. Rural Marketing - Text and Cases, CSG Krishnamacharyulu and Lalitha Ramakrishnan, Pearson Education.
2. Event Marketing & Management, S.S. Gaur and S.V. Saggre, Vikas
3. Rural Marketing - Environmental Problems and Strategies, T.P. Gopalswamy, Wheeler Pub
4. Rural Development: Putting the last first, Robert Chambers, Pearson education
5. The Growing Rural Market Market in India. Ganguly A.S. (1985). Grameen Foundation: New Delhi.

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SEMESTER V

Subject Code: FC 301 D

NAME OF THE COURSE: TOURISM MARKETING

Objectives:

The course includes the operation techniques of tourism marketing. The students are expected to attain a basic knowledge of marketing principals, study to suitability of alternative promotional approaches to and formulate marketing plans and promotional approaches to tourism.

Number of credits: 3

Lectures per week: 3 of one hour each

Total sessions: 45

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit – I

Core concepts in marketing; Needs, Wants, Demands, Products markets. Marketing management philosophies-Production, Product, Selling, Marketing and societal perspectives. Economic importance of marketing.

Analysis and selection of market: Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP)

Unit – II

Developing marketing environment, Consumer buying behaviour, Competitive differentiation and competitive marketing strategies. New Product development. product life cycle, Customer satisfaction and related strategies in internal and' external marketing; Interactive and relationship marketing.

Unit – III

Product and product strategies; Product line, Product mix Branding and packaging. Pricing considerations. Approaches and strategies. Distribution channels and strategies.

Unit – IV

Service characteristics of tourism. Unique features of tourist demand and tourism product, Tourism marketing mix.

Marketing of Tourism Services : Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services-Challenges and strategies..

Reference:

1. Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing
2. Jha S.M. – Service marketing – Himalaya Publishing House, Mumbai.
3. Singh Raghubir, Marketing and Consumer Behaviour
4. Tourism Management -Wahab and Salah-Tourism International Press London

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SEMESTER V

Subject Code: FC 301 E

NAME OF THE COURSE: DISASTER MANAGEMENT

Objectives:

Introductory-level concepts and practical aspects involved in disaster management. Relating personal or community experiences of disasters. To define and describe disaster management, hazard, emergency, disaster, vulnerability, and risk;

Number of credits: 3

Lectures per week: 3 of one hour each

Total sessions: 45

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I Understanding disaster

Concept of disaster - Different approaches - Concept of Risk - Levels of disasters
Disaster phenomena and events (*Global, national and regional*)

Unit II Hazards and Vulnerability

Natural and man-made hazards; response time, frequency and forewarning levels of different hazards - Characteristics and damage potential of natural hazards; hazard assessment - Dimensions of vulnerability factors; vulnerability assessment- Vulnerability and disaster risk - Vulnerabilities to flood and earthquake hazards

Unit III Disaster management mechanism

Concepts of risk management and crisis management - Disaster management cycle
Response and Recovery - Development, Prevention, Mitigation and Preparedness
Planning for relief

Unit IV Planning for disaster management

Strategies for disaster management planning - Steps for formulating a disaster risk reduction plan - Disaster management Act and Policy in India - Organizational structure for disaster management in India - Preparation of state and district disaster management plans

Reference:

1. Alexander, D. Natural Disasters, ULC press Ltd, London, 1993.
2. Carter, W. N. Disaster Management: A Disaster Management Handbook, Asian Development Bank, Bangkok, 1991.
3. Chakrabarty, U. K. Industrial Disaster Management and Emergency Response, Asian Books Pvt. Ltd., New Delhi 2007.
4. Disaster Management Act. (2005), Ministry of Home Affairs, Government of India, New Delhi, 2005