

GUJARAT TECHNOLOGICAL UNIVERSITY

DIPLOMA IN COMPUTER AIDED COSTUME DESIGN AND DRESS MAKING

Semester: 4

Subject Name BUSINESS MANAGEMENT

Sr.No	Course content
1.	GENERAL MANAGEMENT. 1.1 Definition of Management. 1.2 Scope and importance of management. 1.3 Principles of Management. 1.4 Functions of Management
2.	MARKETINGMANAGEMENT. 2.1 Meaning of Marketing. 2.2 Objectives of Marketing. 2.3 Functions of Marketing. 2.4 Definition of Market. 2.5 Types of Market. 2.6 Kinds of Goods. 2.7 Selling Concept. 2.8 Marketing Concept. 2.9 Marketing Mix. 2.9.1 Product Mix. 2.9.1.1 <i>Brand</i> 2.9.1.2 <i>Style</i> 2.9.1.3 <i>Colour</i> 2.9.1.4 <i>Design</i> 2.9.1.5 <i>Product line</i> 2.9.1.6 <i>Package</i> 2.9.1.7 <i>Guarantee</i> 2.9.1.8 <i>Service</i> 2.9.2 Promotion Mix. 2.9.2.1 <i>Personal Mix.</i> 2.9.2.2 <i>Advertising Advantages & Disadvantages.–</i> (Definition & types of advertisement) 2.9.2.3 <i>Publicity</i> 2.9.2.4 <i>Sales promotion.(Dealer's aid & consumer aid)</i> 2.9.3 Price Mix. 2.9.3.1 <i>Pricing Strategy</i> 2.9.3.2 <i>Pricing Policy</i> 2.9.3.3 <i>Terms of Credit</i> 2.9.3.4 <i>Discounts</i> 2.9.3.5 <i>Allowances</i> 2.9.4 Distribution Channels. 2.9.4.1 <i>Factors of channel choice.(Product, Consumer characteristics, Middle-man, Company, Marketing environment, Competitors.)</i> 2.9.4.2 <i>Wholesalers.(Functions and services of wholesalers services to the manufacturer, retailers)</i> 2.9.4.3 <i>Retailers(Functions of retailers)</i>

	2.9.4.4 Common - channels(Manufacturer-Consumer.) (Manufacturer-Wholesaler-Consumer.) (Manufacturer-Wholesaler-Retailer-Consumer.) (Manufacturer-Agent-Wholesaler-Retailer-Consumer.) (Manufacturer -Retailer-Consumer.) (Manufacturer-Agent-Industrial user.) (Manufacturer-Wholesaler-Industrial user.) (Manufacturer-Branched-Industrial user.) 2.9.4.5 Wholesale trade & Retail trade. 2.9.5 Market research. 2.9.5.1 Definition of Market research. 2.9.5.2 Objective of Marketing research. 2.9.5.3 Areas of Marketing research. Marketing research process..
3.	LAW OF DEMAND & SUPPLY, PRICE, LAW OF UTILITY, DEMAND FORECAST. 3.1 Law of demand. 3.2 Law of supply. 3.3 Relationship between demand & supply. 3.4 Price. 3.5 Relationship between demand, supply and price. 3.6 Law of utility. 3.7 Law of marginal utility. 3.8 Demand forecast-(Definition and process of demand forecast.)
4.	BUSINESS LETTERS. 4.1 Inquiry order. 4.2 Quotation order. 4.3 Cancellation order. 4.4 Invoice Debit. 4.5 Credit Note. 4.6 Statement of Account. 4.7 Preparation of delivery Chalan important commercial terms & abbreviations.
5.	HUMAN RELATIONS.
6.	SMALL SCALE INDUSTRIES. 6.1 Meaning of small-scale industry. 6.2 Role of small scale industry
7.	RELATIONSHIP BETWEEN THE CONSUMER AND THE BUYER.

Reference Books :

1. Marketing Management by Philip Kotler.
2. Marketing Management by Sherlekar
3. Business Management