

ગુજરાત ડીયું

GUJARAT UNIVERSITY
SYLLABUS FOR — TY B.COM.

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

આ ધેપરની આરિની મારે ડી. જૈમિનીલેગ સોલેકીની
સોપરે સુરધે

SOFT SKILL

GUJARAT UNIVERSITY
SYLLABUS FOR — TY B.COM.

SEMESTER V
Course Code: SS 301 A
NAME OF THE COURSE: Market Research

Objectives:

The course is meant to make the student aware of the research angle to marketing at a basic level.

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 (25%)

Marketing Research-Basic understanding.

Meaning of Market Research & Marketing Research, Role of Marketing Research in Marketing Management, process of Marketing Research, Ethical Issues in Marketing Research, Nature & contents of Ethical Issues.

Unit II (25%)

Branches of Marketing Research.

Consumer Research - Meaning & Scope, Need, Functions.

Product Research - Meaning & Scope, Importance.

Advertising Research - What to Test, When to Test.

Media Research - Functions of Media Research.

Motivational Research - Meaning uses & Limitations.

Techniques - Marketing Research in India.

Unit III (25%)

Marketing Research Proposal & Design & Scales of Measurement.

Marketing Research Proposal - Meaning, Elements of Research Proposal.

Marketing Research Design - Its Meaning, Its Importance, Types of Research Design, Criteria of good Research Design.

Scales of Measurement - Meaning of Measurement in Marketing Research, criteria of sound Measurement of Marketing Research.

Unit IV (25%)

Sampling in Marketing Research & Marketing Research Report.

Meaning of sampling, steps of sampling process, Types of sampling plans, Meaning of Marketing Research Report, writing criteria of Marketing Research Report, Proforma / Format of a Market Research Report, Types of Research Report.

Reference Books.

1. Essentials of Marketing Research By S.A.Chunawala - Himalaya Publishing House.
2. Marketing Research By B.S.Goel - Pragati Prakashan, Meerut (UP)
3. Marketing Management by Kotler, Keller, Koshy, Jha, (13th Edition Pearson.)

આ પેપરની માહિતી મારે પ્રો. રોબિન વોરનો
સંપર્ક કરવો