

**Draft Structure and Syllabi of Five Year Integrated Post Graduate Programme (FYIPGP)
In Commerce of Dibrugarh University and Its Affiliated Colleges as Per UGC DRAFT
RELEASED On 12/12/2022.**

MARKETING (MAJOR)

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks
		Major (Core)	1	C-1	Business Organization and Management	4	
1	1 st	Minor	1	Minor 1	Marketing Management	4	The course shall be taken by students from disciplines other than Marketing.
		Multi-Disciplinary Generic Elective Course: Natural Sciences-I/ Social Science/Humanities-I/ Commerce-I	4	GEC- 1B	Marketing for Beginners	3	The Course shall be taken by students from disciplines other than Marketing.
		AEC Language (MIL/Regional Language)	1	AEC 1		4	The students shall have to take one of the language disciplines offered by DU.
		Value Added Course-1 Understanding India	1	VAC 1		2	The students shall have to take the course offered by DU.
		Skill Enhancement Course	2	SEC- 1A	MS-Excel and its Application in Business	3	The students shall have to take any of the courses offered by DU and also by the Commerce Stream.
				SEC- 1B	Tourism Management		
		Total				20	

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks
		Major (Core)	1	C-2	Financial Accounting	4	
1	2 nd	Minor	1	Minor 2	Advertising management	4	The Course shall be taken by students from disciplines other than Marketing.
		Multi-Disciplinary Generic Elective Course: Natural Sciences-I/ Social Science/Humanities-I/ Commerce-I	4	GEC- 2B	Sales Management	3	The Course shall be taken by students from disciplines other than Marketing.
		Ability Enhancement Course: English Language and Communication Skills	1	AEC 2		4	The students shall have to take one of the language disciplines offered by DU.
		Value Added Course-3 Environmental Science	1	VAC 2		2	The students shall have to take the course offered by DU.
		Skill Enhancement Course	2	SEC-2	Event management	3	The students shall have to take any of the courses offered by DU and also by the Commerce Stream.
		Total					20
Grand Total (Semester I and II)						40	
Students on exit shall be awarded Undergraduate Certificate (in the Field of Study/Discipline) after securing the requisite 40 credits in semesters I and II							

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks
		Major (Core)	2	C-3	Business Economics	4	
				C-4	Entrepreneurship	4	
2	3 rd	Minor	1	Minor 3	Consumer Behaviour-I	4	The Course shall be taken by students from disciplines other than Marketing.
		Multi-Disciplinary Generic Elective Course: Natural Sciences-I/ Social Science/Humanities-I/ Commerce-I	4	GEC- 3B	Retail Marketing	3	The Course shall be taken by students from disciplines other than Marketing.
		Value Added Course: Digital and Technological Solution / Digital Fluency	1	VAC 3		2	The students shall have to take one of the language disciplines offered by DU.
		Skill Enhancement Course	2	SEC- 3A	Introduction to Investing and Trading	3	The students shall have to take any of the courses offered by DU and also by the Commerce Stream.
				SEC- 3B	Hospitality Management		
		Total				20	
		Grand Total (Semester I, II and III)				60	

Note: - For Core and GEC Courses, the code:

'A' stands for Finance Major;

'B' stands for Marketing Major;

'C' stands for Human Resource Management (HRM) Major; and

'D' stands for Banking and Insurance Major

Abbreviations Used:

- **C = Core/Major**
- **GEC = Generic Elective Course / Multi Disciplinary Course**
- **AEC = Ability Enhancement Course**
- **SEC = Skill Enhancement Course**
- **VAC = Value Added Course**

**FIVE YEAR INTEGRATED POST GRADUATE PROGRAMME (FYIPGP) IN
COMMERCE DETAILED SYLLABUS OF 1ST SEMESTER**

SEMESTER I

Course Title: BUSINESS ORGANISATION AND MANAGEMENT

Course Code: C-1

Nature of the Course: CORE

Course Credit: 04 Credits

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Objective :

- To gain a basic understanding of the structure and forms of business organisations and the primary functions of management that are vital for the smooth operation of business organisations.

Course Outcome:

- CO1: Demonstrate the distinctive features of various business organizations.
 - ✓ LO1.1: Cite examples of different forms of organizations.
 - ✓ LO1.2: Explain the functioning of different forms of business organizations, their formation and ownership.
- CO2: Demonstrate the understating of different functions of management.
 - ✓ LO2.1: Explain planning, organizing, controlling and other functions of management.
 - ✓ LO2.2: Develop strategic approaches in respect of managerial decision making in case-based events.
- CO3: Apply the various concepts of authority, delegation of authority and decentralization.
 - ✓ LO3.1: Explain how authority and its delegation is to be implemented.
 - ✓ LO3.2: Project leadership and team behaviour in classroom role plays that act as prep ups for real organizational contexts.
- CO4: Apply the theories of motivation for managing human resources in organizations.
 - ✓ LO4.1: Explain and differentiate contemporary theories of motivation.
 - ✓ LO4.2: Discuss the role and applicability of each motivation theory in the modern organizational context.
- CO5: Analyze the stand and role of Indian ethos in the context of management in Indian organizations.
 - ✓ LO5.1: Explain Indian ethos in the context of Indian organizations.
 - ✓ LO5.2: Implement suitable strategies to deal with different Indian values and philosophies in managerial decision making
- CO6: Analyze the role and pattern of communication in organizations.
 - ✓ LO6.1: Explain formal and informal communication channels and processes.
 - ✓ LO6.2: Describe the challenges of communication in organizations.
- CO7: Apply the concepts of subaltern management ideas in real work situation
 - ✓ LO7.1: Project the of practice work-life balance, flexi time etc on job situation.
 - ✓ LO7.2: Describe diversity and inclusion in work place.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2				
Conceptual knowledge		CO1,CO2	CO3,CO4,CO7	CO6		
Procedural knowledge			CO3,CO4,CO7	CO7		
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	M	M	S	S	M	M	M	M
CO2	M	M	M	M	S	S	M	M	M	M
CO3	M	M	M	M	S	S	M	M	S	S
CO4	M	M	M	M	S	S	M	M	S	S
CO5	M	M	M	M	S	S	M	S	S	M
CO6	M	M	M	M	S	S	M	M	S	S

UNIT	Contents	L	T	P
I (12 Marks)	Forms of Business Organisation – Sole Proprietorship; Joint Hindu Family Firm; Partnership Firm; Joint Stock Company; Cooperative Society; Limited Liability Partnership	05	-	-
	Forms of Public Enterprises; International Business – Types	05	02	
II (12 Marks)	Planning, Organising and Decision Making; Policy and Strategy Formulation	06	-	-
	Departmentation – Functional, Project, Matrix and Network	04	-	-
III (12 Marks)	Authority Relationships – Line and Staff; Delegation of Authority; Decentralisation; Groups and Teams; Reporting and Accountability	06	02	-
	Leadership – Nature, Types, Leadership Theories	04	-	-
IV (12 Marks)	Motivation – Theories and Practices: Herzberg's Theory, Vroom's Expectancy Theory, Z-theory, Control – Concept and Process	06	-	-
	Communication and Coordination – Process of Communication; Formal and Informal Channels of Communication; Leakages in Organisational Communication; Interpersonal Communication.	05	02	-

UNIT	Contents	L	T	P
V (12 Marks)	Indian Ethos for Management: Value-Oriented Holistic Management; Business Process Reengineering (BPR), Learning Organisation, Outsourcing	05	-	-
	Subaltern Management Ideas from India; Diversity & inclusion; Work-life Balance; Freelancing; Flexi-time and work from home; Co-sharing/co-working.	06	02	-
	TOTAL	52	08	-

L= Lectures, T= Tutorials, P= Practicals

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- ❖ Two Sessional Examination - **10 x 2= 20 marks**
- ❖ Other (any two) **10 x 2= 20 marks**
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics

Recommended Books:

- O.P. Gupta, Business Organisation and Management (According to National Education Policy 2020), SBPD Publications
- P.C. Tulsian, Business Organisation and Management, Pearson India
- Anthony, Lakshmi, Padmavathi and Satyavathi, Business Organisation and Management, Himalaya Publishing House
- Sharma, Gupta and Sharma, Business Organisation and Management, Kalyani Publications

SEMESTER-I
Title of the Course: MARKETING MANAGEMENT
Course Code: MINCOM1
Nature of the Course: Minor
Course Credit: 04 credits
Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Objective: The objective in this course is to help students to understand the concept of marketing and its applications.

COURSE OUTCOME:

CO 1: Understand firm grasp on the Fundamentals of Marketing:

LO 1.1: Identify key terms and definitions related to marketing, such as marketing mix, marketing environment, and online marketing.

LO 1.2: Describe the nature and scope of marketing and its importance to businesses.

CO 2: Analyze Consumer Behavior and Market Segmentation:

LO 2.1: Conduct a market segmentation analysis using demographic, psychographic, and behavioral criteria.

LO 2.2: Evaluate the influence of consumer behavior theories on marketing decisions.

CO 3: Explain functional Comprehension of branding and product development:

LO 3.1: Develop a product strategy encompassing development stages, package design, and after-sales support strategies.

LO 3.2: Evaluate personal experiences with branded products and their impact on purchase decisions.

CO 4: Evaluate pricing strategies and Their Significance:

LO 4.1: Discuss the importance of price in meeting marketing and business objectives. (Conceptual)

LO 4.2: Formulate a pricing strategy for a new product based on market conditions and cost considerations.

CO 5: Utilize Promotion Strategies:

LO 5.1: Analyze the effectiveness of different promotional campaigns through case studies.

LO 5.2: Reflect on the success of various promotional methods and how they correspond with marketing objectives.

CO 6: Employ effective Distribution Channels and Logistics Strategies:

LO 6.1: Reflect on the complexities of managing distribution channels in a global market.

LO 6.2: Examine the distribution strategies of successful businesses to gain insight into best practices.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO1					
Conceptual knowledge		CO1,CO4		CO2,CO5	CO5	CO3
Procedural knowledge						CO6
Meta-cognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	S	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	S
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	S	S	S	M	S	S	M	M	S
CO5	S	S	S	S	S	S	S	M	M	M
CO6	S	S	S	S	S	S	M	M	M	M

UNITS	COURSECONTENTS	L	T	P
I (15Marks)	Introduction: Nature and scope of marketing; Importance of marketing; Marketing concepts-traditional and modern; Marketing mix; marketing environment. Concept of Online Marketing.	12	02	-
II (15Marks)	Consumer behavior and market segmentation, meaning and significance of consumer behaviors; Market segmentation- meaning and importance; Bases for s market segmentation.	14	02	-
III (15Marks)	Product: Concept of product; Product planning and development; Packaging - role and functions; Brand name and trade mark; after sales service. Price: Significance & Types.	14	02	-
IV (15Marks)	Promotion: Meaning, needs and importance of promotion; Methods of promotion. Distributions Channels and Physical Distribution channels; Factors affecting choice of a distribution channel.	12	02	-
	TOTAL	52	08	-

Where, L=Lectures, T=Tutorials, P=Practicals

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Sessional Examination (Two) - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
- Group Discussion
- Assignment
- Seminar Presentation on any of the relevant topics
- Hands-on-learning

Suggested Readings:

1. Philip Kotler: Marketing Management, Prentice Hall, New Delhi.
2. Sontakki C.N: Marketing Management, Kalyani Publishers, New Delhi.
3. Evans: Marketing Management, Cengage Learning India Pvt. Ltd., Delhi
4. Sharlekar: Marketing Management, Himalaya publishing, New Delhi.
5. Dabur: Marketing Management, S. Chand, New Delhi.

Note: Latest edition of textbooks may be used.

SEMESTER-I

Course Title	: MARKETING FOR BEGINNERS
Course Code	: GEC-1B
Nature of the Course	: Generic Elective Course (GEC)
Course Credit	: 03 Credits
Distribution of Marks	: 60 (End Sem) + 40 (In-Sem)

Course Objectives:

- To help students understand the fundamentals of marketing concept.
- To help students understand the importance of Marketing in business.

COURSE OUTCOME:

CO 1: Understand operational grasp of the fundamentals of marketing:

LO 1.1: Discuss the process and importance of market segmentation, targeting, positioning, and repositioning.

LO 1.2: Develop a basic marketing strategy that includes segmenting a market, selecting a target market, and positioning a product.

CO 2: Develop efficient Product and Services Strategies:

LO 2.1: Explain the significance of product line and product mix decisions in marketing.

LO 2.2: Utilize product life-cycle strategies to manage a product over time.

CO 3: Utilize Pricing Frameworks and Strategies:

LO 3.1: Identify different pricing objectives and factors that affect pricing decisions.

LO 3.2: Explain the importance of price in the marketing mix and how it affects customer perception and business profitability.

CO 4: Develop and Implement Effective Promotional Strategies

LO 4.1: Identify the components of the promotion mix, which include advertising, sales promotion, public relations, and personal selling.

LO 4.2: Explain the function and significance of promotion within the marketing mix.

CO 5: Conceptual Clarity on Distribution Channels:

LO 5.1: List the elements that influence channel design decisions and physical distribution.

LO 5.2: Discuss the different types of distribution channels and the key considerations that go into channel design.

LO 5.3: Consider the complexity of maintaining distribution networks in an international marketplace.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	Create
Factual knowledge		CO1				
Conceptual knowledge		CO1,CO2 CO3			CO3	CO1,CO2
Procedural knowledge		CO5				CO4
Meta-cognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	S	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	S
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	S	S	S	M	S	S	M	M	S
CO5	S	S	S	S	S	S	S	M	M	M
CO6	S	S	S	S	S	S	M	M	M	M

UNIT	CONTENTS	L	T	P
I (15 Marks)	Introduction: Concept and importance of Marketing Market Segmenting, Targeting, and Positioning and Repositioning, Marketing Mix, <u>Targeted Marketing versus Mass Marketing.</u>	09	-	-
II (15 Marks)	Product and Services Strategy: Product, Product classifications, Individual product decisions, Product line decisions, Product mix decisions, New-Product Development and Product Life-Cycle Strategies; Service marketing.	09	01	02
III (15 Marks)	<u>The Pricing Framework and a Firm's Pricing Objectives, Factors That Affect Pricing Decisions, Pricing Strategies</u>	10	02	-
IV (15 Marks)	Promotion Mix; Distribution Channels and Logistics Management; The nature of distribution channels, Channel design decisions, Physical distribution and logistics management.	10	02	02
	TOTAL	38	05	04

L= Lectures, T= Tutorials, P= Practicals

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

❖ Sessional Examination (Two) -

10 x 2= 20 marks

❖ Other (any two)

10 x 2= 20 marks

- Group Discussion
- Assignment
- Seminar Presentation on any of the relevant topics

Suggested Readings:

Reference Book:

1. Principles Of Marketing: A Global Perspective- Philip Kotler, Gary Armstrong, SweeHoonAng, Prof SiewMeng Leong, Chin-Tiong Tan, Prof Oliver Hong-Ming Yau , Pearson Publication

Text Books:

1. Marketing Management -R S N Pillai, V Bagavathi,S.ChandEdition: 1st edition, 2010
2. Marketing Management - Concepts, Cases, Challenges And Trends – GovindarajanMadabusi, PHI publication.
3. Marketing Management, Dr. Amit Kumar, Dr. B. Jagdish Rao, SahityaBhawan Publications 3rd Revised Edition 2017

Unit	Contents	L	T	P
1 Basics of MS Excel 20 marks	Managing Worksheets and Workbooks: Labelling and Naming Worksheets and Workbooks, Adding, Deleting and Saving Worksheets and Workbooks, Reposition Worksheets, Inserting, Deleting, and Renaming Worksheets, Copy Worksheets, Printing a Workbook, Formatting a Worksheet, Adding Elements to a Workbook, Protecting Worksheet and Workbook. Inserting and deleting rows and columns. Inserting and deleting cells.	12	01	02
2 Data Representation using MS Excel 20 Marks	Entering, Editing and Formatting Data, Uses of mathematical, logical and Financial and Date and Time formulas, Import external data, Creating Table, Sorting Data, Data Validation, Consolidation, Creating Pivot table. Charts: Chart elements: Titles, legend, data labels, creating a New Chart, Formatting Chart, Types of charts, Using Chart Templates, Pivot chart.	06 05	01 01	01 01
3 Preparation of Financial Statements 20 Marks	Preparation of Profit & Loss Account, Balance Sheet, Perform Ratio Analysis and Financial Statement Analysis using MS Excel.	12	01	02
	TOTAL	35	04	06

*L= Lecture, T= Tutorial, P= Practical

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- ❖ One Sessional Examination - **10 x 2= 20 marks**
- ❖ Other (any two) **10 x 2= 20 marks**
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics

Suggested Readings:

1. MS Office: Sanjay Saxena, Vikas Publishing House
2. Financial Modeling in Excel for Dummies by Danielle Stein Fairhurst
3. Microsoft Office Excel 2007 step by step: Frye, PHI

Note: Latest edition books shall be used

SEMESTER-I

Course Title: TOURISM MANAGEMENT

Course Code: SEC-1B

Nature of the Course: Skill Enhancement Course (SEC)

Course Credit: 03 Credits

Distribution of Marks: 60(End Sem) + 40 (In-Sem)

Course Objective:

- To understand some important concepts and practices of the tourism sector and shall throw light on the potentialities of tourism as a career and employment opportunity.

Course outcome:

CO1: Demonstrate understanding of tourism concepts and products.

- ✓ LO1.1: Cite examples of different types of tourism and tourism products.
- ✓ LO1.2: Describe their role in the tourism industry and in the region's economy.

CO2: Demonstrate understating of various primary constituents of the tourism industry.

- ✓ LO2.1: Explain the specific functions and role of logistic partners and facilitators of the tourism sector.
- ✓ LO2.2: Describe the functions and workings of various tourism intermediaries with regard to different tourism typologies.

CO3: Apply the various concepts of planning and development and other management functions in the context of the tourism industry.

- ✓ LO3.1: Explain how tourism planning is important for growth and conduct of the sector.
- ✓ LO3.2: Describe the tools and techniques of planning tourism development at different levels of management.

CO4: Analyze the importance and management of human resources in this people-centric industry.

- ✓ LO4.1: Compare different approaches and techniques of human resource management distinct to the tourism sector.
- ✓ LO4.2: Explain the complexities of diversity in human resource management in the context of this sector.

CO5: Analyze the marketing functions of tourism.

- ✓ LO5.1: Demonstrate the implications of the service marketing components in the context of tourism industry.
- ✓ LO5.2: Compare the differences in marketing strategies required for catering to the diversity evidenced in the tourism industry.

CO6: Apply the concepts of tourism management in tourism career choice and planning.

- ✓ LO6.1: Identify career opportunities in tourism.
- ✓ LO6.2: Describe the needs and requirements of various career choices in tourism.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2				
Conceptual knowledge		CO1,CO2	CO3,CO4,	CO4		
Procedural knowledge			CO3,CO4,	CO4		
Meta-cognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	M
CO2	S	S	S	S	S	M	S	S	S	M
CO3	S	S	S	S	S	M	S	M	S	S
CO4	S	S	S	S	S	S	S	M	S	S
CO5	S	M	M	S	S	S	M	S	S	M

UNIT	CONTENTS	L	T	P
I Tourism Management an overview 20 Marks	Concept of tourism, different types of tourism- Domestic, Foreign, Excursionist, Role of tourism in economic development	05	-	-
	Types of tourism product- Eco tourism, Nature tourism, Pilgrimage tourism, Heritage tourism, Cultural Tourism, Adventure tourism, Medical Tourism, Rural tourism	07	-	01
II Constituents of Tourism Industry 20 Marks	Transportation facility, accommodation, catering, food and entertainment, Banking and financial facilities	06	02	01
	Tourism Intermediaries: Travel Agent, Tour Operator, Duties function and responsibilities of tour operator, Host community involvement.	06	02	01
III Management Issues 20 Marks	Tourism planning and development, human resource management in tourism	06	02	01
	Marketing in Tourism, Careers in Tourism	05	-	-
	TOTAL	35	06	04

** L =Lectures, T =Tutorials, P =Practicals

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

❖ Two Sessional Examination -

10 marks each

❖ Other (any two)

10 x 2= 20 marks

▪ Assignment

▪ Seminar Presentation on any of the relevant topics

▪ Field visit

Recommended Books:

1. Roday, Biswal & Joshi: Tourism Operations and Management. Oxford University Press.
2. Swan & Mishra: Tourism Principles and Practices. Oxford University Press.
3. Gupta, Singh, Kirar&Bairwa: Hospitality and Tourism Management.Vikas Publications.

4. Kadam, Shaifaalee&Chainickaa: A Textbook of Tourism and Hospitality Management. Bookman Publications. New Delhi.

**FIVE YEAR INTEGRATED POST GRADUATE PROGRAMME (FYIPGP) IN
COMMERCE DETAILED SYLLABUS OF 2ND SEMESTER**

SEMESTER-II

Title of the Course: FINANCIAL ACCOUNTING

Course Code: C-2

Nature of the Course: CORE

Course Credit: 04credits

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

COURSE OBJECTIVES:

- To enable the students to acquire conceptual and practical knowledge of the Financial Accounting and to impart skills for recording various kinds of business transactions.

Course Outcome and Learning Outcome:

CO1: Analyzing Financial Statements to assess the financial health and performance of a company

- LO1.1: Explain the process of preparation of Trial Balance, Income Statement and Balance Sheet.
- LO1.2: Creating Trial Balance, Income Statement and Balance Sheet.

CO2: Application of Accounting Principles and Accounting Standards in the preparation of Financial Statements

- LO2.1: Explain accounting concepts, conventions, Ind-AS, IFRS etc.

CO3: Demonstrating the knowledge of Accounting for Partnership firm and Single-Entry System

- LO3.1: Discuss the admission, retirement, death, and dissolution of Partnership firm.
- LO3.2: Explain the statement of affairs, ascertainment of profit under single entry system and conversion into double entry system.

CO4: Creating Accounts of Non-Profit Organization

- LO4.1: Explain the preparation of Receipts and Payments Account, Income and Expenditure Account and Balance Sheet

CO5: Demonstrating the knowledge of Depreciation Accounting.

- LO5.1: Practice various methods of Depreciation Accounting.

CO6: Application of Hire Purchase and Installment System of Accounting in Business organizations

- LO6.1: Explain Accounting process of Hire Purchase and Instalment System

CO7: Demonstrating knowledge of Corporate Accounting.

- LO7.1: Define the concept of Corporate Accounting and its legal provisions.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO2	CO2, CO3 CO7		CO1		
Conceptual knowledge		CO2,CO3 CO5	CO6	CO1		CO4
Procedural knowledge			CO6			CO4
Meta-cognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	M	M
CO2	S	S	S	S	S	S	S	M	M	M
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	M	S	S	S	S	S
CO5	S	S	S	S	M	S	S	S	S	M
CO6	S	S	S	S	M	S	S	S	S	S
CO7	S	S	S	S	M	S	S	S	S	S

UNIT	Contents	L	T	P
I Recording and Presentation of Accounting Transactions (15 Marks)	Preparation of Financial Statements: Preparation of Trial Balance including adjustments and preparation of Financial Statements.	08	-	-
	Financial Accounting Principles: The nature of financial accounting principles – Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.	02	-	-
	Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. Salient features of First-Time Adoption of Indian Accounting Standard (Ind-AS), International Financial Reporting Standards (IFRS): - Need and procedures.	03	-	-
II Accounting Process (15 Marks)	Accounting for Partnership Firm: Admission, Retirement, Death and Dissolution of Firms;	10	02	01
	Single Entry System: Meaning of single entry or incomplete records and distinction between single entry v/s double entry; statement of affairs and ascertainment of profit under single entry system; conversion into double entry system – steps involved – missing figures – comprehensive problems	05	02	01

	relating to conversion.			
III Accounting for Not-for-profit Organisation and Depreciation Accounting (15 Marks)	Preparation of Accounts of Not-for-profit Organisation: Introduction, Preparation of Receipts and Payment Account, Income and Expenditure Account, Balance Sheet, Distinction between Receipts and Payments account and Income and Expenditure Account, Peculiar items used in the Accounts of Non-Trading Concerns.	06	01	01
	Depreciation Accounting: The nature of depreciation. The accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; Disposal of depreciable assets-change of method.	04	01	01
IV Accounting for Hire Purchase, Instalments, and Introduction to Corporate Accounting (15 Marks)	Hire Purchase and Instalment System: Calculation of interest, partial and full repossession, Hire purchase trading (total cash price basis), stock and debtors' system; Instalment Purchase System.	06	01	01
	Introduction to Corporate Accounting: Meaning and Importance of Corporate accounting. Books of Accounts; legal provisions relating to books of accounts, legal provisions relating to financial statements. Report of Director's or Board's Report, audit of company accounts. (As per Company's Act, 2013). Book-Building process of allotment of shares	07	01	01
	TOTAL	49	08	06

MODES OF IN-SEMESTER ASSESSMENT:

- Two Sessional Examination -
- Other (any two)
- Seminar Presentation on any of the relevant topics
- Assignment

(40 Marks)

10 marks each

10 x 2= 20 marks

Suggested Readings:

1. S.N. Maheshwari, and. S. K. Maheshwari. *Financial Accounting*. Vikas Publishing House, New Delhi.
2. Deepak Sehgal. *Financial Accounting*. Vikas Publishing H House, New Delhi.
3. Bhushan Kumar Goyal and HN Tiwari, *Financial Accounting*, International Book House
4. Goldwin, Alderman and Sanyal, *Financial Accounting*, Cengage Learning
5. Tulsian, P.C. *Financial Accounting*, Pearson Education.
6. *Compendium of Statements and Standards of Accounting*. The Institute of Chartered Accountants of India, New Delhi

Note: Latest edition of the text books should be used.

SEMESTER-II
Title of the Course: ADVERTISING MANAGEMENT
Course Code: MINCOM2
Nature of the Course: Minor
Course Credit: 04 credits
Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Objective: To acquaint the students with the meaning of Advertising and its planning as well as Decision Making for the selection of the target market, segmentation, media as well as the creative contents.

Course Outcome:

- CO1: Demonstrate understanding of the field of advertising
 - ✓ LO1.1: Cite examples of different facilitators and components of advertising.
 - ✓ LO1.2: State the need and process of planning for designing the advertising framework.
 - ✓ LO1.3: Describe the variables influencing decision making in advertising.
- CO2: Demonstrate the process and significance of goal setting in advertising.
 - ✓ LO2.1: Explain the communication and behavioural interfaces in setting advertising goals.
 - ✓ LO2.2: Justify the significance of segmentation and positioning for designing advertising strategies.
- CO3: Integrate the different aspects of marketing for advertising.
 - ✓ LO3.1: Explain the use of segmentation, targeting and positioning for designing situation and customer-specific advertising.
 - ✓ LO3.2: Explain the elements of marketing mix that requires focus in advertising.
- CO4: Apply the knowledge of message theories to strategize message development and usage in advertising.
 - ✓ LO4.1: Compare the distinctive message characteristics required to be focused upon for designing advertisements for different advertising forums.
 - ✓ LO4.2: Demonstrate the application of human attitudes and behaviour in message design.
- CO5: Analyze media strategies for advertising in different contexts and situations.
 - ✓ LO5.1: Explain the use of copywriting, media tactics and vehicles in designing media strategies.
 - ✓ LO5.2: Design suitable media strategies to deal with different consumer attitudes and different advertising tools.
- CO6: Analyze the dynamics of media budgeting.
 - ✓ LO6.1: Describe the economics of media budgeting.
 - ✓ LO6.2: Apply the various techniques of analysis like economic analysis and regression analysis for better budgetary decision making.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO1					
Conceptual knowledge	CO1	CO2	CO3, CO4			
Procedural knowledge			CO4	CO6		CO5, CO6
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	S	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	S
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	S	S	S	M	S	S	M	M	S
CO5	S	S	S	S	S	S	S	M	M	M
CO6	S	S	S	S	S	S	M	M	M	M

UNITS	COURSECONTENTS	L	T	P
I FOUNDATION OF ADVERTISING (15Marks)	Field of Advertising (Advertiser, facilitating Institutions, Perspectives on Advertising) Advertising Planning (Framework, Situation Analysis, marketing Plan) Decision Making in Advertising (Persuasion Process, Facilitating Agencies,	12	02	-
II OBJECTIVE SETTING AND POSITIONIN G (15Marks)	Integrated marketing Communication (sales promotion, action-oriented Communication, Public Relations, Integrating the Different Elements) Setting Goals and Objectives (Behavioural Dynamics, DAGMAR Approach, Specifying the target Segment) Segmentation and Possitioning (Determinants, strategies for segmentation and position, decision making)	14	02	-
III MESSAGE STRATEG Y (15Marks)	Attention and Comprehension (Recall, Comprehension, and Interpretation) Understanding Benefit based attitude (level and components, attributes, multi-attribute models (2 nos.)) Word-of-mouth Advertising	14	02	-
IV MEDIA STRATEG Y (15Marks)	Art of Copy Writing (Illustrating, layout, Types of Commercials, Creative Styles) 6 - - II III Setting Media Budget(Economic analysis, market experimentation and Budgeting, Regression analysis for Budgeting) Media tactics (Media class, vehicles, option decisions)	12	02	-
TOTAL		52	08	-

Where, L=Lectures, T=Tutorials, P=Practicals

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Sessional Examination(Two) - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
- GroupDiscussion
- Assignment
- SeminarPresentationonanyoftherelevanttopics
- Hands-on-learning

SuggestedReadings:

1. Baines P., Fill C., Page K., adapted by Piyush K. Sinha, Marketing, Asian Edition, Oxford University Press.
2. Philip Kotler, Kevin Lane Keller, Marketing Management, Pearson Education Ltd.
3. Jaishri Jethwaney, Shruti Jain, Advertising Management, Oxford University Press, India.
4. Rajeev Batra, John G Myers and David A Aaker, Advertising Management, Eastern Economy Edition, Prentice Hall India.
5. Frank Jefkins – Revised by Daniel Yadin, Advertising, Pearson Education Ltd.
6. Geeta Naidu, Pooja Dhaktod, Advertising Management, Sai Jyoti Publication.

Note:Latesteditionof textbooksmaybeused.

UNIT	CONTENTS	L	T	P
I (15 Marks)	Personal Selling and Marketing Strategy: Sales Management and the Business Enterprise; Personal Selling and Salesmanship; Personal Selling Objectives; Types of Selling- Transaction, Relationship, Solution and Partnership; Sales Cycle.	12	01	-
II (15 Marks)	Organizing the Sales Efforts: The Effective Sales Organization; Sales Department Relations and Distribution Network Relations	10	02	02
III (15 Marks)	Sales Force Management: Personal Management in the Selling Field; Recruiting Sales Personnel; Planning Sales Training Programmes; Executing and Evaluating Sales Training Programmes; Motivating Sales Personnel; Compensating Sales Personnel;	10	02	02
IV (15 Marks)	Controlling and Sales Effort: The Sales Budget; Quotas; Sales Territories; Sales Control and Cost analysis.	07	01	-
	TOTAL	39	04	04

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Sessional Examination(Two) -
- Other (any two)
- Seminar Presentation on any of the relevant topics
- Assignment
- Field Visit

10 x 2= 20 marks

10 x 2= 20 marks

Suggested Readings:

1. George E. Belch & Michael A. Belch: Advertising and Promotion; published by Tata Mc.Graw Hill.
2. B. Ghosh: Fundamentals of Marketing Management published by Books & Allied (P) Ltd.
3. Kotter, Keller, Kashey&Jha: Marketing Management, published by Prentice Hall; India.
4. Mike Gale & Julian Clay: The Sales Manager's-A Handbook; Crest publishing House, India.
5. Richard R. Still, Edward W. Cundeff& Norman A.P. Govoni: Sales Management. published by Prentice Hall India.

SEMESTER-II

Title of the Course : **EVENT MANAGEMENT**
Course Code : **SEC-2**
Nature of the Course : **Skill Enhancement Course (SEC)**
Course Credit : **03 credit**
Distribution of Marks : **60 (End Sem) + 40 (In-Sem)**

COURSE OBJECTIVES:

- To understand the various concepts and technical nitty-gritties of the event management industry.

Course Outcome: After studying this course, the students should be able to identify the various prospects and operational mechanics of the event management industry.

- CO1: Demonstrate understanding of the basic characteristics of events and principles of event management.
 - ✓ LO1.1: Explain the historical and modern perspectives of event management.
 - ✓ LO1.2: Explain the scope of the events market and the role of the event manager.
- CO2: Demonstrate understating of the logistics and budgetary dimensions of event management.
 - ✓ LO2.1: Enlist and explain the workings of various constituents of the logistics framework of event management.
 - ✓ LO2.2: Draw focus to the budgetary considerations of managing events.
- CO3: Analyze the various aspects of event planning.
 - ✓ LO3.1: Examine and explain the interplay of event protocol, planning tools and staff management in event planning.
 - ✓ LO3.2: Explain the need and importance of work permits of varying types.
 - ✓ LO3.3: Describe different types of leadership abilities and skills required for managing employees as well as customers while managing events.
- CO4: Analyze various components of the event marketing function.
 - ✓ LO4.1: Demonstrate the application of marketing mix elements in event marketing.
 - ✓ LO4.2: Demonstrate the application of promotion mix elements in event marketing.
 - ✓ LO4.3: Explain the need for branding in event management.
- CO5: Analyze the role of communication and public relations in event marketing.
 - ✓ LO5.1: Explain the methods and techniques of employee communication in context to the industry.
 - ✓ LO5.2: Describe the challenges of effective communication in the context of employees and customers.
- CO6: Demonstrate knowledge about the risk elements associated with event management.
 - ✓ LO6.1: Describe the characteristics of different stakeholders and their share in associated risks.
 - ✓ LO6.2: Evaluate possible risks associated with event management and ways to handle the same.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2 CO3				
Conceptual knowledge		CO2,CO3,		CO4,CO5		
Procedural knowledge						
Meta-cognitive knowledge					CO6	

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	S	S	M	M	M	M
CO2	S	M	M	M	S	S	M	M	M	M
CO3	S	S	S	S	S	S	M	M	M	M
CO4	S	S	S	S	S	S	M	M	M	M
CO5	S	S	S	S	S	S	S	S	S	S
CO6	S	S	S	S	S	S	M	M	M	S

UNIT	CONTENTS	L	T	P
I. Principles of Event Management 20 marks	Historical perspective, Introduction to Event Management, Characteristics of events, Scope of Events Market, Requirements of Events Manager	07		
	Logistics of Event Management, Initial Planning, Visualisation, Monitoring the Budget, Critical Path	05		02
II. Event Planning and Marketing 20 Marks	Preparing event protocol, use of planning tools, dress code, staging, staffing, leadership skill and management, guest demographics, work permits	06	02	02
	Process of event marketing, marketing mix, sponsorship, advertising, event publicity, image and branding, use of other non-conventional mode for event marketing	06	02	
III. Communication, Public Relations and Risk Handling 20 Marks	Public Relations – Overview, Strategy & Planning, Techniques, Journalism, Blogs, Employee communications, Lobbying, Community Relations,	07	02	
	Event Risk Assessment, Various Service Providers / Organizations / Stakeholders, Crisis Communications	04		
	TOTAL	35	06	04

** L =Lectures, T =Tutorials, P =Practical

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Sessional Examination - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
- Seminar Presentation on any of the relevant topics
- Field Visit
- Assignment

References:

Abson, E., Kennell, J., Wilde, N., Bladen, C. (2017). Events Management: An Introduction. United Kingdom: Taylor & Francis.

Genadinik, A. (2015). Event Planning: Management & Marketing for Successful Events. United States: CreateSpace Independent Publishing Platform.

Quinn, B. (2013). Key Concepts in Event Management. United Kingdom: SAGE Publications.

The Business of Events Management. (2014). United Kingdom: Pearson Education.

Shone, A., Parry, B. (2013). Successful Event Management: A Practical Handbook. United Kingdom: Cengage Learning.

SEMESTER III
Title of the Course: BUSINESS ECONOMICS
Course Code: C-3
Nature of the Course: CORE
Course Credit: 04 Credits
Distribution of Marks: 60 (End Sem) + 40 (In- Sem)

Course Objectives:

To gain understanding of the various economic concepts and theories that influence business operations and decisions and that determine the market forces and overall business environment.

Course Outcome: The student should be able to consider and interpret the primary economic factors that influence business operations and thereby, be able to take more calculated business decisions.

- CO1: Demonstrate basic understanding of the nature and scope of business economics.
 - ✓ LO1.1: Explain the salient features of business economics.
 - ✓ LO1.2: Discuss the application of economic concepts in taking different types of business decisions.
- CO2: Demonstrate the understating of differences between micro and macro economics.
 - ✓ LO2.1: Describe the features of micro and macro economics.
 - ✓ LO2.2: Describe the features of static and dynamic economy.
- CO3: Apply the knowledge of demand and supply in interpreting economic theories in the context of business decisions.
 - ✓ LO3.1: Explain the theory of demand and its prime variables.
 - ✓ LO3.2: Explain the law of supply and the exceptions to the law.
 - ✓ LO3.3: Explain the factors influencing demand and supply.
 - ✓ LO3.4: Cite examples to relate the laws of demand and supply to actual business decision making.
- CO4: Apply the theories costs in calculation and management of business costs.
 - ✓ LO4.1: Draw the interface between costs, prices and profits.
 - ✓ LO4.2: Explain the treatment of different types of costs in business.
 - ✓ LO4.3: Apply understanding of costs to design different methods of pricing.
 - ✓ LO4.4: Describe the applicability of various profit theories in actual business context.
- CO5: Analyze the consumption theories and relate them to business decisions in respect of demand, supply, procurement, production and others.
 - ✓ LO5.1: Compare and contrast between production function and production possibility.
 - ✓ LO5.2: Explain the application of different consumption theories to draw opinions about production possibility.
- CO6: Demonstrate understanding of different types of market structure.
 - ✓ LO6.1: Explain the characteristics of different types of markets.
 - ✓ LO6.2: Explain price-output determination under each of the market situations.
- CO7: Apply the knowledge about factors of production in interpreting production decisions.
 - ✓ LO7.1: Explain the characteristics of the four primary factors of production.
 - ✓ LO7.2: Describe the salient considerations of factor pricing.
 - ✓ LO7.3: Demonstrate knowledge of factors of production in the context of national and international trade.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO1	CO1,CO2				
Conceptual knowledge		CO1,CO2 CO6	CO3,CO4, CO7	CO5 ,CO6		CO7

Procedural knowledge			CO3,CO4, CO7			CO7
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	M	M	S	S	M	S	S	M
CO2	M	M	M	M	S	S	M	S	S	M
CO3	M	M	M	M	S	S	M	S	S	S
CO4	M	M	M	M	S	S	M	S	S	S
CO5	M	M	M	M	S	S	M	S	S	M
CO6	M	M	M	M	S	S	M	S	S	S
CO7	M	M	M	M	S	S	M	S	S	S

Course Contents:

UNIT	Contents	L	T	P
I (15 Marks)	Nature and Scope of Business Economics; Role and Responsibility of a Business Economist	06	-	-
	Micro and Macro Economics – features, scope, merits and demerits; Static and Dynamic Analysis	06	02	-
II (15 Marks)	Demand – Law of Demand, Determinants of Demand, Need and Types of Demand Analysis	06	02	-
	Supply – Law of Supply, Exceptions to the Law, Determinants of Supply; Market Equilibrium – Concept and Determinants	06	-	-
III (15 Marks)	Theory of Consumption; Theory of Production – Production Function, Production Possibility	07	02	-
	Cost Theories, Types of Costs; Price and Pricing – Features, Types and Process; Profit – Features, Theories of Profit	06	02	-
IV (15 Marks)	Market Structure, Types of Market Competition – Monopoly, Duopoly, Oligopoly, Monopolistic	08	02	-
	Factors of Production, Factor Pricing; Trade Cycles; National Income and International Trade – Features and Types	07	-	-
	TOTAL	52	08	-

L= Lectures, T= Tutorials, P= Practicals

MODES OF IN-SEMESTER ASSESSMENT:

- Two Sessional Examination -
- Other (any two)
 - Group discussion
 - Seminar Presentation
 - Assignment

(40 Marks)

10 x 2= 20 marks

10 x 2= 20 marks

Recommended Books:

- C. Snyder and W. Nicholson, Fundamentals of Microeconomics, Cengage Learning (India)
- Aryasri and Murthy, Business Economics, Tata McGraw Hill
- Mithani, Fundamentals of Business Economics, Himalaya Publishing House
- V.C. Sinha, Business Economics (According to Minimum Uniform Syllabus prescribed by National Education Policy 2020), Sahitya Bhawan

SEMESTER-III
Title of the Course: Entrepreneurship
Course Code : C-4
Nature of the Course: CORE
Course Credit: 04 Credits
Distribution of Marks: 60 (End Sem) + 40 (In- Sem)

Course Objective: This paper shall help students to understand some important concepts and practices of entrepreneurship and induce them to undertake entrepreneurship as a career.

COURSE OUTCOME:

- **CO 1:** Explore the fundamental concepts of entrepreneurship:
 - ✓ LO 1.1: Identify important concepts and terms related to entrepreneurship.
 - ✓ LO 1.2: Explain the behavioural patterns of entrepreneurs and how they differ from managers.
- **CO 2:** Analyze competing theories of entrepreneurship:
 - ✓ LO 2.1: Identify key theories of entrepreneurship, such as those advanced by Schumpeter, Walker, and Drucker.
 - ✓ LO 2.2: Apply the theory of transaction cost to analyze entrepreneurial decisions.
- **CO 3:** Evaluate the relationship between entrepreneurship and economic development:
 - ✓ LO 3.1: Explore the opportunities, challenges, and solutions for entrepreneurial development, particularly in the Northeast region.
 - ✓ LO 3.2: Assess the impact of entrepreneurial development on economic growth and recommend solutions to regional entrepreneurial issues.
- **CO 4:** Study the Behavioural Patterns of Entrepreneurs
 - ✓ LO 4.1: Explore how psychological and social factors influence entrepreneurial activity.
 - ✓ LO 4.2: Consider their personal behavioral tendencies and how they connect or differ from successful entrepreneurial traits.
- **CO 5:** Analyze Industrial Policies and Their Impact on Entrepreneurship.
 - ✓ LO 5.1: Develop recommendations for policy changes to more effectively encourage entrepreneurship.
 - ✓ LO 5.2: Consider the effectiveness of governmental policies in promoting entrepreneurial growth and development.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2		CO2		
Conceptual knowledge				CO4	CO3	
Procedural knowledge			CO5	CO4,CO5	CO5	CO5
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	M	M	S	S	M	S	S	M
CO2	M	M	M	M	S	S	M	S	S	M
CO3	M	M	M	M	S	S	M	S	S	S
CO4	M	M	M	M	S	S	M	S	S	S
CO5	M	M	M	M	S	S	M	S	S	M

UNIT	CONTENTS	L	T	P
1 (15 Marks)	Introduction – The Entrepreneur – Definition; Evolution of the term entrepreneur, who is an entrepreneur, entrepreneur and enterprise, entrepreneurs and managers, behavioural pattern of entrepreneurs.	09	-	-
2 (15 Marks)	Competing Theories of Entrepreneurship – Definitions of entrepreneurship, characteristics of entrepreneurship, A conceptual model, views of Schumpeter, Walker and Drucker. Theories of entrepreneurship, The theory of invisible cost or the theory of transaction cost.	13	02	02
3 (15 Marks)	Entrepreneurship and Economic Development: Factors impeding the growth of entrepreneurship, how to encourage entrepreneurship; Prospects, problems and solutions for entrepreneurial development (with special reference to North East). Industrial Policies of the state of Assam	16	02	-
4 (15 Marks)	Entrepreneurial Development Programmes in India: entrepreneurial development programmes – their relevance and achievements, role of government in organising such programmes.	12	03	04
	TOTAL	50	07	06

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Sessional Examination - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
 - Group discussion
 - Seminar Presentation
 - Assignment

Suggested readings:

1. Khanka S S: "Entrepreneurial Development" S Chand; Reprint Edn. 2006 edition (December 1, 2007)
2. Dr P T Vijayashree & M Alagamma: "Entrepreneurial Development and Small Business Management" Margham Publications; 2016th edition (1 January 2010)
3. Vasant Desai: "Entrepreneurial Development" Himalaya Publishing House (1 September 2014)

SEMESTER-III

Title of the Course: CONSUMER BEHAVIOUR-I

Course Code: MINCOM3

Nature of the Course: Minor

Course Credit: 04 credits

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Objective: The course aims at perceiving the students the principle factors influencing Consumer Behaviour and Consumer Market.

COURSE OUTCOME:

CO 1: Understand the fundamentals of consumer behaviour:

LO 1.1: Explain crucial terms including consumer behavior, customer engagement, and the decision-making process.

LO 1.2: Apply consumer behaviour theories to develop marketing strategies.

CO 2: Demonstrate functional knowledge of the Consumer Decision-Making Process

LO 2.1: Apply decision rules and evaluation criteria to real-world consumer decision-making scenarios.

LO 2.2: Describe how consumers search for information and evaluate criteria to make decisions.

CO 3: Understand the concept of Consumer Needs and Motives:

LO 3.1: Explain how needs and motives influence consumer choices and brand preferences.

LO 3.2: Evaluate how well marketing strategies address consumer needs and motives.

LO 3.4: Develop marketing campaigns that target unique customer requirements and motives.

CO 4: Analyze socio-cultural factors influencing consumer behavior:

LO 4.1: Explain how social factors such as reference groups, family, and roles shape consumer behavior.

LO 4.2: Reflect on the importance of socio-cultural awareness in developing effective marketing strategies.

CO 5: Integrate Psychological Insights into Marketing Strategies:

LO 5.1: Recognize the key psychological elements influencing customer behavior.

LO 5.2: Evaluate the effectiveness of psychologically-informed marketing strategies in achieving business objectives.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2,CO3				
Conceptual knowledge		CO1,CO2,CO3		CO4	CO3,CO5	
Procedural knowledge						CO3,CO4
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	S	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	S
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	S	S	S	M	S	S	M	M	S
CO5	S	S	S	S	S	S	S	M	M	M

UNITS	CONTENTS	L	T	P
I (15Marks)	Introduction to Consumer Behavior-Consumer Behaviour as a Marketing Discipline- Consumer Involvement and Decision Making Process	12	02	-
II (15Marks)	Information search process- Evaluation criteria & Decision Rules; Consumer Need & Motives.	14	02	-
III (15Marks)	Socio-Cultural Factors of Consumer Behavior: Buyers Black Box Cultural Factors- Culture, Sub-Culture, Social Class- Social Factors Reference Groups, Family, Rules and Status..	14	02	-
IV (15Marks)	Personal and Psychological Factors of Consumer Behaviour: Personal Factors- Age and Life Cycle stage, Economic Circumstances, Life Style, Personality & Self Concept, Psychological Factors. M	12	02	-
	TOTAL	52	08	-

Where, L=Lectures, T=Tutorials, P=Practicals

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Sessional Examination(Two) - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics
 - Hands-on-learning

Suggested Readings:

1. Hawkins: Consumer Behaviour: Building Marketing Strategy. Tata McGRaw. New Delhi.
2. Loudon: Consumer Behaviour: Corporate Application. Tata Mc Graw . New Delhi.
3. Peler: Consumer Behaviour and Marketing Strategy. Tata Mc. GRaw New Delhi.
4. Kumar: Consumer Behaviour and Branding: Concepts, Reading and Cases, Pearson, New Delhi

Note: Latest edition of textbooks may be used.

SEMESTER-III

Title of the Course : **RETAIL MARKETING**
Course Code : **GEC-3B**
Nature of the Course : **Generic Elective Course (GEC)**
Course Credit : **03 Credits**
Distribution of Marks : **60 (End Sem) + 40 (In- Sem)**

Course Objectives:

- To acquaint the students with the concept, evolution, and classification in retailing.
- To familiarise the students with the various strategies used for retail store location and layout
- To familiarise the students with the different strategies used for retail product planning, pricing and promotion.
- To highlight some of the ethical and legal requirements specific to retailing.

Course Outcome:

- CO1: Demonstrate understanding of the basic elements of retailing.
 - ✓ LO1.1: Cite the evolution of retailing as a subject of study and in practice.
 - ✓ LO1.2: Explain the functions and types of retailing.
- CO2: Analyze various aspects of store location and layout.
 - ✓ LO2.1: Describe the influence of determinants of location on choice of retail location.
 - ✓ LO2.2: Explain the primary considerations in retail store layout like display, floor space and others.
- CO3: Apply the knowledge of marketing mix to implement necessary steps in retail product planning and management.
 - ✓ LO3.1: Explain how product and product mix can be useful for retail product planning.
 - ✓ LO3.2: Discuss attributes of marketing management and their influence in retail product management.
- CO4: Apply the knowledge of marketing mix to implement necessary steps in retail pricing and promotion.
 - ✓ LO4.1: Discuss pricing variables and methods in the context of retail pricing decisions.
 - ✓ LO4.2: Apply the elements of promotion mix to design retail promotion strategy.
- CO5: Demonstrate Knowledge about the functioning of non-store based retailing.
 - ✓ LO5.1: Enlist and explain the various types of non-store retailing.
 - ✓ LO5.2: Distinguish store based retailing from non-store based retailing.
- CO6: Analyze the ethical dimensions of retailing.
 - ✓ LO6.1: Relate retail ethics with social responsibility.
 - ✓ LO6.2: Draw an interface between ethics and consumerism in the context of retailing.
- CO7: Apply knowledge about legal issues of retailing in decision making.
 - ✓ LO7.1: Apply the knowledge about trade license, ethics and other laws and provisions in retail decision making.
 - ✓ LO7.2: Discuss various legal issues that may arise in retailing with cues taken from actual case

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1		CO2		
Conceptual knowledge		CO1		CO2,CO6		
Procedural knowledge		CO5	CO3,CO4,CO7			CO7
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	S	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	S
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	S	S	S	M	S	S	M	M	S
CO5	S	S	S	S	S	S	S	M	M	M
CO6	S	S	S	S	S	S	M	M	M	M
CO7	S	M	M	M	S	S	S	S	M	M

Course Contents:

UNIT	Contents	L	T	P
I (15 Marks)	Introduction to retailing: Meaning, Scope and functions of retailing	02		
	Evolution of retailing, Retail as a career option	02	02	-
	Types of retailing: Organised and unorganised retail stores	02		-
II (15 Marks)	Store Location: Types of retail locations, determinants of choosing a retail store location	03	02	-
	Store Layout: Types, Key considerations and steps in designing layout	03	02	-
III (15 Marks)	Retail Product Planning and Management: Product Selection and Assortment, Retail Brand Equity and Retail Branding Strategies	04	01	-
	Retail Price: Pricing strategies in retail, factors influencing setting of retail prices	02	02	-
	Retail Promotion: Advertising, Public Relations, Personal Selling, Sales Promotion	04	02	-
(15 Marks)	Non-store based retailing: Direct Marketing, Direct Selling, Vending Machines, Electronic Retailing	02	02	-
	Ethical performance and relationships in retailing: ethics, social responsibility and consumerism	03	02	-
	Legal issues in retailing; Pharma retailing, jewellery retailing, e-retailing	03		-
	TOTAL	30	15	-

* L= Lecture, T= Tutorial, P= Practical

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Sessional Examination(Two) -
- Other (any two)
 - Group discussion
 - Seminar Presentation
 - Assignment

10 x 2= 20 marks

10 x 2= 20 marks

Suggested Readings:

Reference Books:

Retail Marketing Management by David Gilbert, Pearson Education Pvt Ltd, Delhi
Retail Management by Rogre Cox, Pearson Education Pvt Ltd, Delhi
Retailing Management –Text and Cases by S. Pradhan, Tata McGraw Hill, Delhi

Text Books:

Retail Marketing by A. Sivakumar, Excel Books, New Delhi

Retail Management: A Strategic Approach by Barry Berman et al., Pearson Education Pvt.Ltd.,Delhi

Retail Management by Arif I. Sheikh and Dr. Kaneez Fatima, Himalaya Publishing House Pvt. Ltd., Mumbai

Retail Marketing by Sudarshan Seshanna and Raghu Prasad, McGraw Hill Education (India) Pvt. Ltd., New Delhi

SEMESTER-III

Title of the Course: Introduction to Investing and Trading

Course Code: SEC-3A

Nature of the Course: Skill Enhancement Course

Course Credit: 03 Credits

Distribution of Marks:60 (End Sem) + 40 (In- Sem)

COURSEOBJECTIVES:

- The students will be able to understand the basics of Investing and Trading
- They will understand the avenues of investment and also analyse the Risk and return associated with it.
- They will learn the process of trading and Investment which can be carried out through demat account.

Course Outcomes

CO1: Demonstrating understanding of investing and trading.

LO1.1: Explain the avenues of investment in stock market.

LO1.2: Discuss the concept of time value of money to beat the inflationary effect

CO2: Analyze the structure of capital market of India

LO2.1: Define the concept of primary and secondary market

LO2.2: Discuss regulations of Indian FINANCIAL MARKET

CO3: Demonstrate Understanding of major stock exchange of India

LO3.1: Explain different types of market indices

LO3.2: Discuss depositaries and their role.

CO4: Investing and trading in stock market by opening DEMAT account

LO4.1: Explain process and documentation to open a DEMAT account and its application.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO3	CO1,CO2				
Conceptual knowledge		CO1,CO2	CO4	CO2		
Procedural knowledge			CO4			
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	M
CO2	S	S	S	S	S	M	S	S	S	M
CO3	S	S	S	S	S	M	S	M	S	S
CO4	S	S	S	S	S	S	S	M	S	S
CO5	S	M	M	S	S	S	M	S	S	M

Units	Contents	L	T	P
I (15Marks)	Introduction: Meaning of Investing and Trading, Difference between Savings and Investment, Risk and Return, Time value of Money .Investment Opportunities: Savings Bank Deposits, Fixed Deposits, Post office Deposits-its Schemes, Recurring Deposits ,RealEstate, Gold ,Mutual Funds, Stocks ,ETF,Crypto Currencies	9	1	1
II(15 Marks)	Capital Market: Structure of capital market of India, Meaning of Primary and Secondary Markets, Instruments of Primary and Secondary Markets, Regulators regulating Indian Financial Markets.	9	1	1
III(15 Marks)	Share Market: Introduction to BSE and NSE,Introduction to Market Indices, Depositories and their Role, Methods of Analyzing the Share Market, Credit Rating, and its Role.	9	1	2
IV(15 Marks)	Role of Demat Account Trading and Investing in Share Market, Process, and documentation to open a demat account, Introduction to Mobile Application based trading and investing.	9	1	4
	TOTAL	36	4	8

Here,L=Lecture,T=Tutorial,P=Practical.

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Sessional Examination - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
 - Group discussion
 - Seminar Presentation
 - Assignment

Suggested Readings

- Pathak.B, 'IndianFinancialSystem', PearsonIndia Pvt.Ltd,5thEdition, 2018.
- KhanM. Y.,IndianFinancialSystem,TataMcGrawHillCompany,10thEdition 2017.
- Bhole:IndianFinancialSystem:HimalayaPublishers, Mumbai.
- Madura:InternationalCorporateFinance:Thomsons,USA

SEMESTER-III

Title of the Course	:	Hospitality Management
Course Code	:	SEC-3B
Nature of the Course	:	Skill Enhancement Course (SEC)
Course Credit	:	03 Credits
Distribution of Marks	:	60 (End Sem) + 40 (In- Sem)

Course objective:

This paper shall introduce students to some of the basic but significant aspects of the Hospitality Industry.

Course Outcome

- CO1: Demonstrate understanding of the concept and dimensions of hospitality.
 - LO1.1: Cite examples of different types of hospitality products.
 - LO1.2: Explain the various components of the hospitality industry.
- CO2: Demonstrate understating of hospitality management in the context of economic development.
 - LO2.1: Explain the influence of internal and external factors in the operation of hospitality establishments.
 - LO2.2: Explain the influence oof controllable and uncontrollable factors in the operation of hospitality establishments.
- CO3: Apply the understanding of basic types of hospitality sector to differentiate their functioning and management.
 - LO3.1: Differentiate between commercial and non-commercial establishments.
 - LO3.2: Distinctively explain the operations and management treatment of commercial and non-commercial establishments.
- CO4: Analyze the marketing and legal aspects of hospitality management.
 - LO4.1: Discuss the various specifications and laws relating to hotel grading, amenities and management.
 - LO4.2: Explain the distinctive challenges and practices in respect of communication in the hospitality sector.
- CO5: Analyze the functioning of key departments and services in hospitality establishments.
 - LO5.1: Explain the operations of various key departments of hospitality establishments.
 - LO5.2: Explain the significance and role of services in the hospitality sector.
- CO6: Analyze the management of finance and tracking mechanisms in hospitality.
 - LO6.1: Discuss the critical considerations in managing finance in hospitality establishments.
 - LO6.2: Cite examples to explain the significance and role of proper tracking mechanism in hospitality

Cognitive Map of Course Outcomes with Bloom’s Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2				
Conceptual knowledge		CO1,CO2	CO3,CO4,	CO5,CO6		
Procedural knowledge			CO3,CO4,			
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	M
CO2	S	S	S	S	S	M	S	S	S	M

CO3	S	S	S	S	S	M	S	M	S	S
CO4	S	S	S	S	S	S	S	M	S	S
CO5	S	M	M	S	S	S	M	S	S	M

UNIT	CONTENTS	L	T	P
I. Concept and Types of Hospitality Industry	Definition of Hospitality management, meaning & significance of hospitality management, basic components of hospitality, history of hospitality industry, hospitality products, importance of hospitality management for the economic development of the country	06		-
	Hospitality Industry Services: Accommodation, Food & Beverages, Entertainment, Event Management, Recreation, Functions & Banquets, Business Centre Services, Security, Gaming- seminars, conferences, exhibitions & sales meet, Tourism, Aviation, Railway Catering, Cruise Line Services	07	02	02
II. Factors Influencing Operation of Establishment	Internal and external factors, controllable and uncontrollable factors; market needs and expectations, economics, climate, seasonal conditions, industry regulations	08	02	-
	Commercial and Non-commercial Establishment; Marketing Communications, Hotel Grading and Laws governing the Hotel Industry	06	02	02
III. Key Department and Service	Front Office, Housekeeping, Food & Beverages, Sales & Marketing, Human Resources, Front Office Accounting, Finance: Maintenance of accounts, Tracking Transactions	06		02
	TOTAL	33	06	06

** L =Lectures, T =Tutorials, P =Practicals

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Sessional Examination - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
 - Group discussion
 - Seminar Presentation
 - Assignment

Suggested Readings:

1. Wood, R. C. (2015). Hospitality Management: A Brief Introduction. United Kingdom: SAGE Publications.
2. Reynolds, D. R., Rahman, I., Barrows, C. W. (2021). Introduction to Hospitality Management. United Kingdom: Wiley.
3. Pont, L. (2014). Hospitality Management: People Skills and Manners on and Off the Job. United States: Universe.
4. Key Concepts in Hospitality Management. (2013). India: SAGE Publications.
5. Manohar, G. (2009). Hospitality Management. India: Laxmi Publications Pvt Limited.
6. Tesone, D. (2017). Principles of Management for the Hospitality Industry. United Kingdom: Taylor & Francis Group.