

**Draft Structure and Syllabi of Four Yearunder Graduate Programme (FYUGP) 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	

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks
2	4 th	Major (Core)	1	C-5	Business Environment	4	
			1	C-6	Advanced Marketing Management	4	
			1	C-7	Advanced Financial Management	4	
			1	C-8	Business Statistics	4	
		Minor 4	1	Minor 4	Consumer Affairs and Consumer Care	4	The course shall be taken by students from disciplines other than Marketing .
		Total				20	
		Grand Total (Semester I, II, III, IV)			U G Diploma	80	
<p>The students on exit shall be awarded Undergraduate Diploma after securing the requisite 80 credits on completion of Semester IV provided, they secure additional 4 credit in skill based vocational courses offered during First year or second year summer term.</p>							

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks
3	5 th	Major (Core)	1	C-9	Advanced Human Resource Management	4	
			1	C-10	Business Law	4	
			1	C-11	Consumer Behaviour	4	
		Minor 5	1	Minor5	Direct marketing	4	The course shall be taken by students from disciplines other than Marketing.
			1		2+2 (Internship + Community Engagement) OR 4(Internship) / 4 (Community Engagement)	4	
		Total					
Grand Total (Semester I, II, III, IV, V)						100	

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks
3	6 th	Major (Core)	1	C-12	Indian Financial System	4	
			1	C-13	Service Marketing	4	
			1	C-14	Advanced Advertising management	4	
			1	C-15	Agriculture and Rural Marketing	4	
		1	Minor 6	Digital Marketing	4	The course shall be taken by students from disciplines other than Marketing	
		Total				20	
Grand Total (Semester I, II,III,IV,V and VI)					U G Diploma	120	
The students on exit shall be awarded Bachelor of Commerce) Honours (3 years) after securing the requisite 120 credits on completion of semester 6							

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

**FOUR YEAR UNDER GRADUATE PROGRAMME (FYUGP) 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	COURSE CONTENTS	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:

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

(40 Marks)

10 x 2= 20 marks

10 x 2= 20 marks

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. VikasPubilcations.

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

**FOUR YEAR UNDER GRADUATE PROGRAMME (FYUGP) 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 POSITIONING (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 STRATEGY (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 STRATEGY (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

Suggested Readings:

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: Latest edition of textbooks may be used.

SEMESTER-II

Title of the Course	: SALES MANAGEMENT
Course Code	: GEC-2B
Nature of the Course	: Generic Elective Course (GEC)
Course Credit	: 03 credit
Distribution of Marks	: 60 (End Sem) + 40 (In-Sem)

COURSE OBJECTIVES:

- To make the students acquainted with sales and Sales Management Process, its role in overall marketing policy and strategies, effective sales techniques and controlling sales process.

COURSE OUTCOME:

CO 1: Recognize the Role of Personal Selling and Sales Management:

LO 1.1: Explain the significance of personal selling in marketing strategy and business operations.

LO 1.2: Employ a variety of selling methods in hypothetical sales scenarios.

CO 2: Organize effective sales tactics:

LO 2.1: Evaluate the importance of sales department and distribution network relationships in improving sales effectiveness.

LO 2.2: Develop strategies to strengthen the relationship between the sales department and the distribution network.

CO 3: Manage Sales Force Effectively:

LO 3.1: Examine the obstacles of managing a sales staff and how to overcome them.

LO 3.2: Design a thorough sales force management strategy that covers recruiting, training, motivating, and compensation techniques.

CO 4: Develop and Implement Sales Strategies:

LO 4.1: Examine the role of various sales tactics across different sales scenarios.

LO 4.2: Construct an elaborate sales strategy which coincides with corporate objectives.

CO 5: Effectively handle Personal Selling Objectives and Sales Cycle.

LO 5.1: Implement the steps of the sales cycle in actual scenarios.

LO 5.2: Analyze personal experiences with the sales cycle to find best practices and areas for improvement.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

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

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

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

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

10 x 2= 20 marks

10 x 2= 20 marks

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.

**FOUR YEAR UNDER GRADUATE PROGRAMME (FYUGP) IN COMMERCE
DETAILED SYLLABUS OF 3RD SEMESTER**

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	-	-

UNIT	Contents	L	T	P
	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
 - Seminar Presentation
 - Assignment

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

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

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	-

UNIT	CONTENTS	L	T	P
	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.

**FOUR YEAR UNDER GRADUATE PROGRAMME (FYUGP) IN COMMERCE
DETAILED SYLLABUS OF 4th SEMESTER**

4th Semester

Title of the course: Business Environment

Course Code: C-5

Nature of the Course: CORE

Course Credit: 4

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

COURSE OBJECTIVE:

1. To impart knowledge about business and the external forces that influence business.

Course Outcome:

- ✚ CO1: Understand the concept of Business environment.
- ✚ LO1.1: Cite examples of different factors that affect a business establishment.
- ✚ CO2: Demonstrate the factors of Business environment and their impact on business.
- ✚ LO2.1: Identify the various factors and how they affect in business policy decisions and its implementation.
- ✚ CO3: Analyse the ethical issues in business, Environmental Scanning.
- ✚ LO3.1: Explain the ethical business issues and scanning of the same to judge the impact
- ✚ CO4: Identify various internal and external factors that affect a business. Apply the theories of motivation
- ✚ LO4.1: Explain and differentiate contemporary theories of motivation.
- ✚ CO5: Analyze the impact of various such factors and how it play role in business performance.
- ✚ LO5.1: Explain various environmental factors and can identify the positive and negative factors that contribute to business environment.
- ✚ LO5.2: Implement suitable strategies to deal with different factors of business environment.
- ✚ CO6: Apply the concepts of Business process outsourcing (BPO), KPO in the business on experimental basis.
- ✚ LO6.1: Explain the ways how to take advantage of BPO, KPO, digital economy, E-Commerce platform.
- ✚ CO7: Identify the legal provision relating to protection under the cyber law, analyse the impact of information technology and its impact on business environment.
- ✚ LO7: Use the advantage of cyber laws for protecting from financial scam under the provisions of IT Laws.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

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

Mapping of Course Outcomes to Program Outcomes

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

Unit	Contents	L	T	P
Unit 1 Marks 15	Meaning- Scope and Characteristics of Business Environment—Factors affecting micro and macro environment, Significance for economic policies and decisions in organizations; ethical issues in business. Environmental Scanning. Economic Environment. Characteristics of the Indian Economy, factors affecting the economy, economic resources (natural, industrial and technological) impact of liberalization, privatization, globalization and digitisation on Indian business.	12	1	1
Unit 2 Marks 15	Environment- Internal to the Enterprise---(Micro) -Value System, Management Structure and Nature, Human Resource, Company Image and Brand Value, Physical Assets, Facilities, Research & Development, Value creation of Intangibles, Competitive Advantage. External to the Enterprise (Micro--(Macro) Suppliers, Customers, Market Intermediaries; Macro Demography, Natural, Legal & Political, Technological, Economy, Competition, Socio-cultural and International;	14	1	1
Unit 3 Marks 15	Business Environment with reference to Global Integration; Comparative Analysis of Business Environment: India and Other Countries. Emerging Trends in Business Concepts, Advantages and Limitations-Franchising, Aggregators, Business Process Outsourcing (BPO) & Knowledge Process Outsourcing (KPO); E-Commerce, Digital Economy.	12	2	2
Unit 4 Marks 15	Elements of Information Technology Act Cyberspace; Cyber laws; Scope of Cyber Laws; Classification of Cyber Crime; Information Technology Act 2000 (with latest amendments); Regulation of Certifying Authorities; Adjudication. Financial scam and its impact on business environment.	12	2	2
Total		50	6	6

L= Lectures, T= Tutorials and P= Practical

Modes of Semester Assessment

40 Marks

- Two sessional examination 10 marks each
- Others (any one of the following) 10 marks each
 - ✚ Seminar presentation on any of the relevant topics
 - ✚ Study (by visiting) one select organisation.
 - ✚ Assignment from a real life situation of an organisation.

REFERENCES:

1. K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House Pvt. Ltd, Ninth Edition 2007.
2. Rosy Joshi, Sangam Kapoor, Business Environment, Kalyani Publishers, Third Revised edition 2011.
3. Francis Cherunilam, Business Environment, Himalaya Publishing House, Himalaya Publishing House Pvt. Ltd., 22nd Edition 2013.
4. M.Adhikari- Business Environment. Sultan Chand & Sons. Delhi
5. Misra and Pun- Business Environment

6. Dutta R. and Sundaram, K.P.S - Business Environment
7. Chidambara K- Business Environment, Vikas Publishing House

4th Semester

Course Title: Advanced Marketing Management

Course Code: C-6

Nature of the Course: CORE

Course Credit: 4

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

Course Objectives:

The objective of the course is to help the students understand:

- The concepts of marketing.
- The knowledge of consumer behavior.
- The process of market segmentation.
- The concept of marketing mix.
- The significance of marketing research.

COURSE OUTCOME:

CO 1: Grasp the Components of the Marketing Mix:

LO 1.1: Discuss how the various aspects of the marketing mix interact to achieve marketing objectives.

LO 1.2: Develop a detailed marketing strategy for different product or service.

CO 2: Analyze Consumer Behavior and Product Strategies

LO 2.1: Explain product characteristics, classifications, planning and development, product mix, and product life cycle.

LO 2.2: Assess the influence of customer behavior understanding on product strategy design.

CO 3: Explore Promotion Strategies and Service Marketing

LO 3.1: Discuss the unique challenges and strategies of service marketing.

LO 3.2: Develop a promotion strategy incorporating various elements of the promotion mix.

CO 4: Have a firm Grasp the concepts and importance of branding and packaging.

LO 4.1: Outline different types of brands and packaging features and types.

LO 4.2: Assess the value of excellent branding and packaging in establishing a strong market presence.

CO 5: Develop and Apply Marketing Research:

LO 5.1: Identify the objectives, importance, and methods of marketing research.

LO 5.2: Analyze marketing research data to gain meaningful insights and guide marketing initiatives.

CO 6: Get acquainted with emerging marketing concepts and trends.

LO 6.1: Identify key emerging marketing concepts such as service marketing, social marketing, and online marketing.

LO 6.2: Apply emerging marketing concepts to develop innovative marketing strategies.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

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

UNIT	CONTENTS	L	T	P
Unit 1 Marks 15	*Meaning, Definition and Classification of Market. *Marketing: Concepts, Features, Objectives, Importance. *Marketing Functions, Marketing Environment. *Market Segmentation: Bases and Criteria *Marketing Mix: The 4 + 3 Ps of Marketing	12	2	2
Unit 2 Marks 15	*Consumer Behavior: Need and Importance, Buying Motives, Consumer Decision Making Process, Types of Consumer Behaviour. *Product: Features, Classification, Product Planning and Development, Product Mix, Product Life Cycle	12	2	2
Unit 3 Marks 15	*Place: Virtual and Physical Markets. Channels of Distribution: Types, Functions, Choice of Distribution Channels. *Price: Importance of Price. Pricing: Objectives, Determinants, Methods.	12	2	2
Unit 4 Marks 15	*Promotion: Need, Importance and Objectives, Promotion Mix.Ps of Service Marketing. * Brand: Brand vs Branding, Types of Brands, Need for Branding, Process of Branding. *Packaging: Features and Types *Marketing Research: Objectives, Importance and Methods. *Some Important Marketing Concepts: Service Marketing, Social Marketing, Online Marketing.	12	2	2

	TOTAL	48	8	8
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L= Lectures, T=Tutorials, P=Practical

Modes of In-Semester Assessment:

(40 Marks)

- Two Sessional Examination **10x2=20 marks.**
- Other (Any Two) **10x2=20 marks.**
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics

Suggested Readings:

Reference Books:

- Principles of Marketing: A Global Perspective by Philip Kotler et al, Pearson Publication
- Text Books:
- Marketing Management by RSN Pillai and V Bhagavathi, S. Chand, 1st Edition, 2010
 - Marketing Management: Concepts, Cases, Challenges and Trends by Govindarajan Madabusi, PHI Publication
 - Marketing Management by Amit Kumar and Jagdish Rao, Sahitya Bhawan Publications, 3rd Revised Edition, 2017

4th Semester

Course Title: Advanced Financial Management

Course Code: C-7

Nature of the Course: CORE

Course Credit: 04 Credits

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

Course Objective: To familiarize with the concepts of advanced financial management and the role of financial Accountant in Financing decision making.

Course Outcome:

CO1: Demonstrate the overview of Financial Management

LO1.1: Explain the concept and objective of Financial Management

CO2: Application of Theories of Capital Structure.

LO2.1: Explain the concept, determinants, and theories of capital structure by showing examples.

LO2.2: Discuss the Operating and Financial Leverage

CO3: Analyse the concept of Cost of Capital and its practical application

LO3.1: Discuss the methods of Cost of Capital

LO3.2: Examine the use of cost of capital in investment decision making

CO4: Demonstrate understanding of different theories of Dividend

LO4.1: Explain the concept and determinants of Dividend decisions.

LO4.2: Discuss MM Model and Walters Model of Dividend decisions

CO5: Apply the techniques of working capital management in Investment Decision making.

LO5.1: Explain each component of working capital.

LO5.2: Examine methods of Inventory, cash, and receivables management.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1				

Conceptual knowledge		CO2,CO4	CO5	CO3		
Procedural knowledge			CO2,CO3, CO5		CO5	
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

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

Unit	Contents	L	T	P
I (15 Marks)	Financial Management: Concept and Objective of Financial Management Capital Structure Decisions: Concept & importance, Determinants of capital structure, theories of capital structure, optimum capital structure, financial indifference point; Leverage: Operating, financial & combined leverage, .	12	2	2
II (15 Marks)	Cost of Capital- Meaning, Definition and Sources of long-term financing; Estimation of components of cost of capital; Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC) (Theory and Numerical). Capital Investment Decisions with Risk Analysis	12	2	2
III (15 Marks)	Dividend Decisions: Types & determinants of dividend decisions, Dividend models- relevance theory-Walters Model; Irrelevance theory-MM Model, corporate dividend practices in India.	12	2	2
IV (15 Marks)	Working Capital Management: Concept, Objective, Need. Sources of Working Capital, Estimation of working capital; Management of Cash, Management of Inventories, techniques of inventory management- EOQ, Stock levels, ABC analysis, maintaining stock levels, Management of Receivables, policies for managing receivables.	12	2	2
		48	8	8

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

MODES OF IN-SEMESTER ASSESMENT: (40 Marks)

- Two sessional Examination - 10 Marks each
- Others (Any two) - 10 Marks each
 - Seminar Presentation on any of the relevant topics
 - Assignment
 - Field Survey

Suggested Readings:

1. Khan, Y. M., & Jain, K. P. (2018) Financial Management (text, problems and cases). Chennai: Tata McGraw Hill Publication.
2. Sharma, R. K., & Gupta, K. S. (2011). Financial Management. New Delhi: Kalyani Publication.
3. Pandey, I.M. (2011).Financial Management. New Delhi: Vikas Publication.

4. Gupta, P., & Arora, A. K. (2013). Financial Management. New Delhi: Vayu
Note: Advised to refer latest edition of text books.

4th Semester

Course Title: Business Statistics

Course Code: C-8

Nature of the Course: CORE

Course Credit: 04

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

Course Objective: To familiarise students with the basic concepts of statistical tools used for managerial decision-making in the face of uncertainty.

Course Outcome:

CO1: Understand the meaning of central tendency and various methods of measures of central tendency.

LO1.1: Explain the process of measuring various central values for different kinds of data.

LO1.2: Explain the importance of skewness and kurtosis in statistics and elaborate how they are measured.

LO1.3: Explain the concept of population and sample in statistics.

CO2: Understand various methods of data analysis and their working mechanism.

LO2.1: Explain various how correlation and regression is performed and elaborate how their results can be analysed and applied in real life situations.

CO3: Understand the concept of probability and various theories under probability.

LO3.1: Explain how probability differently theories are performed numerically and how they can be applied in real life situations.

CO4: Understand the concept of index numbers and its types.

LO4.1: Explain how index numbers can be generated and justify their significance in economic transactions.

LO4.1: Explain what are time series data and its relevance in statistics

LO4.2: Explain what is forecasting and different methods of forecasting.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1				
Conceptual		CO1,CO2,				

knowledge		CO3,CO4				
Procedural knowledge		CO1		CO4		
Metacognitive knowledge		CO2				

Mapping of Course Outcomes to Program Outcomes

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

UNIT	CONTENTS	L	T	P
I (15 Marks)	Descriptive Statistics: Measures of Central Tendency; Measures of Dispersion; Concept of Skewness and Kurtosis. Concept of Sampling: Population and Sample, Parameter and Statistic; Sampling methods (including Simple Random sampling, Stratified sampling, Systematic sampling, Judgement sampling, and Convenience sampling).	12	2	2
II (15 Marks)	Simple Correlation and Regression Analysis: Meaning of Correlation and its different types, Scatter diagram, Pearson's co-efficient of correlation; Rank Correlation. Concept of Regression, Regression equations and estimation; Properties of regression coefficients.	12	2	2
III (15 Marks)	Fundamentals of Probability and Probability Distributions: Definitions of Probability, Addition and multiplication laws of probability, Conditional probability and Bayes' Theorem. Mathematical Expectation and variance of a random variable. Standard probability distributions: Binomial, Poisson and Normal.	12	2	2
IV (15 Marks)	Index Number: Meaning, types and uses, Methods of constructing price and quantity indices (simple and aggregate); Tests of adequacy; Chain base index numbers; Base shifting, Splicing and deflating, Problems in constructing index numbers, Consumer price index and Important share price indices. Time Series Analysis: Components of time series; Additive and multiplicative models; Moving averages; Determination of Trend: Fitting of trend line (only linear trend). Seasonal variations: Measurement of Seasonal effects using Simple averages and Ratio-to-trend method.	12	2	2
Total		48	8	8

L = Lectures, T = Tutorials, P = Practicals

MODES OF IN-SEMESTER ASSESSMENT: (40 Marks)

Two Sessional Examinations - 10 marks each

Other (any two) 10 marks each

- Group Discussion
- Assignment
- Seminar Presentation on any topic from the syllabus contents.

Suggested Readings:

1. Sharma, J.K., Business Statistics, Pearson India.
2. Gupta, S.C. and Kapoor, V.K., Fundamentals of Mathematical Statistics, Sultan Chand and Sons, New Delhi.

3. Gupta, S.C. and Kapoor, V.K., Fundamentals of Applied Statistics, Sultan Chand and Sons, New Delhi.
4. Hazarika, P., A Textbook of Business Statistics, S Chand & Company.
5. Vohra N. D., Business Statistics, McGraw Hill Education.
6. Siegel Andrew F. Practical Business Statistics. McGraw Hill Education.

4thSemester

Course Title: Consumer Affairs and Customer Care

Course Code: Minor 4

Nature of Course –Minor

Course Credit –4

Distribution of marks – 60 (End Sem) + 40 (In-Sem)

CourseObjective:

- This paper seeks to familiarise the students with of their rights as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights.
- It also provides an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards.

COURSE OUTCOME:

- CO 1: Define and Explain Key Consumer Concepts.
 - ✓ LO 1.1: Analyze the impact of pricing strategies on consumer behavior.
 - ✓ LO 1.2: Explain the concept of price in retail and wholesale settings.
 - ✓ LO 1.3: Define fair price and its significance for consumers.
- CO 2: Analyze consumer behavior and redress mechanisms.
 - ✓ LO 2.1: Analyze different types of consumer complaints and grievances.
 - ✓ LO 2.2: Evaluate the effectiveness of available alternatives for dissatisfied consumers.
- CO 3: Employ the Consumer Protection Act (CPA) principles.
 - ✓ LO 3.1: Identify different types of unfair and restrictive trade practices.
 - ✓ LO 3.2: Evaluate the effectiveness of the CPA in protecting consumer rights.
- CO 4: Utilize Grievance Redress Mechanisms under the CPA.
 - ✓ LO 4.1: Recognize the grounds for filing a consumer complaint.
 - ✓ LO 4.2: Outline the remedies available under the CPA (such as compensatory damages, replacement, and so on).

- ✓ LO 4.3: Recognize the consequences of frivolous and vexatious complaints.
- CO 5: Develop Critical Thinking Skills for Consumer Advocacy.
 - ✓ LO 5.1: Develop strategies to advocate for consumer rights and ethical business practices.
 - ✓ LO 5.2: Evaluate the strengths and weaknesses of the consumer protection system in India.

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,CO3, CO4		CO1,CO2	CO3, CO4	
Procedural knowledge						CO5
Metacognitive knowledge		CO5			CO5	

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

UNIT	CONTENT	L	T	P
Unit 1 Marks 15	Conceptual Framework Consumer and Markets: Concept of Consumer, Nature of markets, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP) and Local Taxes, Fair Price, labeling and packaging Experiencing and Voicing Dissatisfaction: Consumer Satisfaction/dissatisfaction-Grievances complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Internal and External Complaint handling: Corporate Redress Systems and Public Redress Systems.	12	2	2
Unit 2 Marks 15	The Consumer Protection Act, 1986 (CPA) Objectives and Basic Concepts: Consumer, goods, service, defect in goods, deficiency in service, spurious goods and services, unfair trade practice, restrictive trade practice. Organizational set-up under the Consumer Protection Act: Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels, Basic Consumer Rights; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA.	12	2	2
Unit 3 Marks 15	Grievance Redress Mechanism under the Consumer Protection Act, 1986: Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy to be provided; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties. Seven Leading Cases decided under Consumer	12	2	2

	Protection Act: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity, Water, and Telecom Services; Education; Defective Product; Unfair Trade Practice.			
Unit 4	Industry Regulators and Consumer Complaint Redress Mechanism	12	2	2
Marks 15	i. Banking: RBI and Banking Ombudsman ii. Insurance: IRDA and Insurance Ombudsman iii. Telecommunication: TRAI iv. Food Products: FSSAI (an overview) v. Electricity Supply: Electricity Regulatory Commission vi. Advertising: ASCI			
	TOTAL	48	8	8

Modes of In- Semester Assessment:

(40 Marks)

- Two Sessional Examination **10x2=20 Marks**
- Other (Any Two) **10x2=20 Marks**
- o Group Discussion
- o Assignment
- o Seminar Presentation on any of the relevant Topic

Suggested Readings:

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. Consumer Affairs” (2007) Delhi University Publication. 334 pp.
2. Aggarwal, V. K. (2003). Consumer Protection: Law and Practice. 5th ed. Bharat Law House, Delhi, or latest edition.
3. Girimaji, Pushpa (2002). Consumer Right for Everyone Penguin Books.
4. Nader, Ralph (1973). The Consumer and Corporate Accountability. USA, Harcourt Brace Jovanovich, Inc.
5. Sharma, Deepa (2011). Consumer Protection and Grievance-Redress in India: A Study of Insurance Industry (LAP LAMBERT Academic Publishing GmbH & Co.KG, Saarbrucken, Germany. 263 pp.
6. Empowering Consumers e-book, www.consumeraffairs.nic.in
7. The Consumer Protection Act, 1986.

Journals

1. Journal of Consumer Affairs - Wiley Online Library
2. Journal of Retailing and Consumer Services - Elsevier

**FOUR YEAR UNDER GRADUATE PROGRAMME (FYUGP) IN COMMERCE
DETAILED SYLLABUS OF 5th SEMESTER**

5th Semester

Course Title: Advanced Human Resource Management

Course Code: C 9

Nature of Course: Core

Total Credit:4

Total Marks: 60 (End Sem) + 40 (In Sem)

Course Objective:

The objective of the course is to understand the various functions of Human Resource Management. It helps students develop the knowledge, skills and concepts needed to resolve actual HR issues.

Course Outcome:

- CO1: Demonstrate knowledge of basic HR concepts.
 - ✓ LO1.1: Explain basic HR concepts and functions.
 - ✓ LO1.2: Apply the knowledge of basic Hr concepts and practices to arrive at the need and significance of HRM.
- CO2: Analyze various aspects of HRP.
 - ✓ LO2.1: Explain and compare the processes of job evaluation, job analysis and job specification.
 - ✓ LO2.2: Describe the phases of the recruitment and selection process and the sources of recruitment.

- CO3: Demonstrate understanding of the training and development process adopted by organizations.
 - ✓ LO3.1: Differentiate between training and development.
 - ✓ LO3.2: Describe the various methods of training and development.
- CO4: Analyze various modern concepts and practices in HRM.
 - ✓ LO4.1: Elaborately outline the process and application of HR Mapping.
 - ✓ LO4.2: Discuss the concepts and application of Emotional Intelligence Management and Intellectual Asset Management.
- CO5: Demonstrate understanding of compensation management.
 - ✓ LO5.1: Enlist and explain the various components of compensation.
 - ✓ LO5.2: Explain different schemes in respect of compensation.
- CO6: Analyze different contemporary dimensions of HRM.
 - ✓ LO6.1: Explain the process and application of personnel audit and Human Resource Research functions.
 - ✓ LO6.2: Describe the stand of workforce diversity in modern organizations and their influence thereof.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

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

UNIT	CONTENT	L	T	P
Unit 1 Marks 15	Introduction to Human Resource Management Concept and nature of HRM, Objectives, Evolution of Human Resource Management, Function and scope of HRM, Environmental factors of HRM, Challenges to HRM, Business Strategy and Human Resource Strategy.	13	2	-
Unit 2 Marks 15	Human Resource Planning-Process and levels. Job analysis and Job Design: Job analysis techniques, job evaluation techniques, job description, job specification, job design approaches, job characteristics, approach to job design. Factors affecting recruitment, sources of recruitment (internal and external), basic selection model, psychological tests for selection. Emerging Trends in HRM: Outsourcing and its HR dimensions; Downsizing	12	2	2
Unit 3	Training and development-Concept and need, designing a training programme- methods of training, evaluating training effectiveness. Potential Appraisal, HR Mapping and career Development, Emotional	12	2	2

Marks 15	intelligence management and Intellectual Asset Management.			
Unit 4	Compensation-meaning and objective. Components of compensation system. incentives schemes, fringe benefits. Personnel audit and research. Diversity at work: Managing diversity, the paradox of diversity, diversity with special reference to differently abled, women and aging. Empowerment and gender issues.	13	2	-
Marks 15				
	TOTAL	50	8	4

L= Lectures, T= Tutorials, P= Practical

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

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

Suggested Readings:

De Cenzo and Robins, Fundamentals Human Resource Management, Prentice Hall of India, Decenzo, David A. and Robbins, S.P. Fundamentals of Human Resource Management Wiley and Sons Ltd., John.

Raymond, N. and Kodwani, A.D., Employee training and development, McGrawHill Education India

Rao, T.V., HRD score card 2500: Based on HRD audit, Response Books, SAGE Publications.

Flippo, EdwinB., Personnel Management, McGraw Hill, Tokyo, 1984-2000.

5th Semester

Course Title – Business law

Course Code – C 10

Nature of Course –Core

Course Credit –4

Distribution of marks – 60 (End Sem) + 40 (In-Sem)

Course Objectives

To impart basic knowledge and understand some important concept and practices of Business Law. To be acquainted with the essential provisions relating to Business Law.

COURSE OUTCOMES:

CO1: Analysing various concepts of contracts and understand the requisites of valid contract and sale:

LO1.1: Explain the different types of contracts and essentials of a valid contract

LO1.2: Understanding the process of discharge of a contract and its breach.

CO2: Understanding the rules as to a contract of sale:

LO2.1: Analysing the essentials of a contract of sale

LO2.2: Explain the rights exercised by an unpaid seller and the concepts of Conditions and Warranties

CO3: Demonstrating the knowledge of Negotiable Instruments Act, 1881:

LO3.1: Discuss the features and types of negotiable instruments

LO3.2: Analysing the rules as to cheque, bill of exchange and promissory note

CO4: Demonstrating the knowledge of Consumer Protection Act. 1986:

LO4.1: Learning the rules regarding the Consumer Protection Act, 1986

LO4.2: Explain the various machineries for grievance redressal

CO5: Demonstrating the provisions of Partnership Act, 1932 and LLP Act, 2008:

LO5.1: Analysing the provisions of the Partnership Act and understanding the rights and duties of partners

LO5.2: Explain the need of LLP and differences between Partnership and LLP

Cognitive Map of Course Outcomes with Bloom's Taxonomy

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

UNIT	CONTENTS	L	T	P
I (Marks 15)	Indian contract Act, 1872 <ul style="list-style-type: none"> Definition of contract, Nature and essentials elements of contract, Classifications of contracts, Consideration, Essentials of valid Consideration. Modes of Discharge and remedies for Breach 	12	2	2

II (Marks 15)	Sales of Goods Act, 1930 <ul style="list-style-type: none"> • Definition of sale as per contract, Essentials elements of contract of sale • Caveat Emptor, Exemptions of Caveat Emptor • Unpaid Seller, Rights of an Unpaid seller against the goods and the buyer • Conditions and Warranties Negotiable Instruments Act, 1881 <ul style="list-style-type: none"> • Definition, Features and Types of Negotiable Instruments • Bills of Exchange, Promissory Note and Cheque • Endorsement – Meaning, Types of Endorsement, Discharge of Parties Holder and Holder in Due Course 	12	2	2
III (Marks 15)	Consumer Protection Act,1986 Concept of Consumer, Types of Consumers, need for consumer protection, methods of consumer protection Measures of Consumer Protection in India, Basic Provision of Consumer protection Act,1986,Oraganisational set up: National and State Consumer Protection Council, District Forum, State Commission and National Commission, Their Functions, Powers and jurisdiction.	12	2	2
IV (Marks 15)	Partnership Laws <ul style="list-style-type: none"> • The Partnership Act, 1932 – Definition, Characteristics, Partnership Deed, Types, Rights and Duties of Partners. • LLP Act, 2008 – Definitions, Salient features of LLP, Advantages and Disadvantages of LLP, Incorporation of LLP, Conversion of LLP, Difference between LLP/Partnership/Company 	12	2	2
TOTAL		48	8	8

L =Lecturers, T= Tutorials, P=Practical

Modes of In-Semester Assessment

- Two Sessional Examination
- Other (Any One)
 - Assignment
 - Seminar Presentation on any of the relevant topics
 - Case Studies

40 Marks

10 Marks each

10 marks each

Suggested Readings:

1. N. D. Kapoor – elements of business Law – S. Chand & Sons
2. P. R. Chadha – Business Law – Galgotia Publishing Company
3. Dr. P. K. Pnadey – Business Law – Mahaveer Publications

5thSemester

Course Title: Consumer Behaviour

Course Code: C-11

Nature of the Course: Core

Total Credit: 4 Credit
Marks: 60(End Sem) + 40(In Sem) = 100

Course Objective:

The course aims at perceiving the students the principal factors influencing Consumer Behaviour and Consumer Market, as well as develops an understanding of underlying concepts in Consumer Behaviour.

Course Outcome:

- CO1: Analyze the consumer decision-making process:
 - ✓ LO1.1: Apply the model of the consumer decision-making process to evaluate consumers behaviour in market place
 - ✓ LO1.2: Describe the various stages of consumer involvement in a decision
- CO2: Efficiently apply Different Consumer Behaviour Models:
 - ✓ LO2.1: Compare and contrast different consumer behaviour models like economic, psychological, learning, and stimulus-response models
 - ✓ LO2.2: Apply the models to real-world consumer behaviour scenarios.
- CO3: Evaluate the socio-cultural influences on consumers:
 - ✓ LO3.1: Define key concepts like culture, subculture, social class, and reference groups
 - ✓ LO3.2: Analyze how social and cultural factors impact customer behavior within the framework of the "buyer's black box"
- CO4: Design strategies based on customer data:
 - ✓ LO4.1: Apply learning's about consumer behaviour to develop effective marketing strategies with the help of consumer data.
 - ✓ LO4.2: Critically evaluate the effectiveness of marketing strategies based on consumer data.
- CO5: Analyze Personal and Psychological Influences on Consumer Behaviour:
 - ✓ LO5.1: Explain how age and life stage variations impact consumer needs, preferences, and purchase behaviour.
 - ✓ LO5.2: Segment consumers based on lifestyle characteristics and tailor marketing messages accordingly

Cognitive Map of Course Outcomes with Bloom's Taxonomy

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

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

UNIT	CONTENTS			L	T	P
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Unit 1 Marks 15	Introduction to Consumer Behaviour-scope, Importance, Determinants. Consumer Behaviour as a Marketing Discipline – Consumer Involvement and Decision-Making Process.	13	2	
Unit 2 Marks 15	Information search process – Evaluation criteria & Decision Rules- Consumer Need & Motives. Consumer behaviour Model: economic model, psychological model, learning model and stimulative responds Model.	13	2	
Unit 3 Marks 15	Socio-Cultural Factors of Consumer Behaviour: Buyers Black Box- Cultural Factors- Culture, Sub-Culture, Social Class- Social Factors- Reference Groups, Family, Rules and Status.	13	2	
Unit 4 Marks 15	Personal and Psychological Factors of Consumer Behaviour: Personal Factors- Age and Life Cycle stage, Economic Circumstances, Life Style, Personality & Self Concept, Psychological Factors.	13	2	
TOTAL		52	8	

Where: L=Lectures, T=Tutorials, P=Practical

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

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

Text and Reference Books:

- 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.

5th Semester
Course Title: Direct Marketing
Course Code: Minor 5
Nature of the Course: Minor
Course Credit: 4
Marks: 60 (End Sem) +40(In Sem) = 100

Course Objectives:

- To introduce students to the main principles of Direct Marketing.
- Understand the importance of Direct Marketing in today s digital business environment
- Understand the importance of building customer relationships for successful implementation of direct marketing

Course Outcome:

- CO1: Grasp the basic concepts of direct marketing.
 - ✓ LO1.1: Identify the definition, objectives, size, and scope of direct marketing.
 - ✓ LO1.2: Reflect how direct marketing has developed and its place in current marketing techniques.
- CO2: Develop Effective Customer Relationships Through Direct Marketing:
 - ✓ LO2.1: Explain the strategies used by direct marketers to build customer relationships.
 - ✓ LO2.2: Analyze the effectiveness of various media in direct marketing campaigns.
- CO3: Develop effective direct marketing offerings.
 - ✓ LO3.1: Explain the importance of customer obligations and how they influence direct marketing offers
 - ✓ LO3.2: Plan and develop offers for multistage marketing initiatives that will entice prospects to respond.
- CO4: Get acquainted with the Elements of the Direct Marketing Offer.
 - ✓ LO4.1: Segment a market and develop a targeting and positioning strategy for a direct marketing campaign.
 - ✓ LO4.2: Explain how to plan offers for multistage marketing programs.
- CO5: Leverage Internet Marketing and Advertising to achieve business objectives.
 - ✓ LO5.1: Explain the advantages and disadvantages of Internet advertising and its role in direct marketing.
 - ✓ LO5.2: Measure the effectiveness of web advertising and integrate it with other promotional tools.
 - ✓ LO5.3: Analyze the strategic relevance of Internet marketing and its influence on the overall direct marketing strategy.
- CO6: Utilizing Data and Analytics in Direct Marketing.
 - ✓ LO6.1: Discuss how data-driven insights could potentially improve direct marketing efforts.
 - ✓ LO6.2: Employ data analytics tools to monitor and evaluate the effectiveness of direct marketing initiatives.

Cognitive Map of Course Outcomes with Bloom’s Taxonomy

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

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	Course Contents	L	T	P
Unit 1 Marks 15	Introduction to Direct Marketing: Definition of direct marketing; objectives for direct marketing programs; size and scope of direct marketing industry, Factors influencing emergence of Direct-marketing	10	2	2
Unit 2 Marks 15	Building customer relationships: The media of direct marketing- telephone; broadcast and electronic media; direct mail; the Internet; Strategies for direct marketers; the strategic planning process; the campaign; defining the product-market; marketing opportunity analysis; identification of strategic issues and options; selection of strategies.	12	2	2
Unit 3 Marks 15	Elements of the direct marketing offer: the required elements; the optional elements; customer's obligations; planning offers for multistage marketing programs; motivation of prospects to respond; Segmentation; Targeting and developing positioning strategy	12	2	2
Unit 4 Marks 15	Developing campaigns: Developing direct-mail campaigns; advantages/disadvantages of direct mail; Contemporary telephone marketing; basic types of telephone marketing; Direct response in print media; Direct response in broadcast media; the development of direct response television; Marketing on the Internet; web participants; web objectives and strategies; advantages and disadvantages of Internet advertising; measuring the effectiveness of web advertising; Internet advertising and other promotional tools.	14	2	2
TOTAL		48	8	8

L= Lecture, T= Tutorial, P= Practical

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

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

Text and Reference Books:

- Direct Marketing by Robert Hayes-McCoy, Jaico Publishing House, July 2008
- Direct Marketing in Practice by Mathew Houston, Routledge Publication, 1st Edition, February 2002
- Marketing Management by Philip Kotler, Kevin Lane and Keller, Pearson Education, 2016
- Direct and Digital Marketing by Brian Thomas and Matthew Housden, Bloomsbury Business, 3rd Edition, June 2017

**FOUR YEAR UNDER GRADUATE PROGRAMME (FYUGP) IN COMMERCE
DETAILED SYLLABUS OF 6th SEMESTER**

6th Semester

Course Title: Indian Financial System

Course Code: C - 12

Course Credit: 4

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

Course objectives:

On successful completion of the course, the Students will be able to

- Understand the financial system, Institutions, financial markets and services.
- Analyse the concepts relevant to Indian financial market and relevance.
- Understand concept of financial services, types and functions.
- Understand the types of financial Instruments.
- Demonstrate an understanding the functioning of stock markets

COURSE OUTCOMES:

CO1: Demonstrate an understanding on the structure of Financial System in India:

LO1.1: Explain the constituents of Financial System.

LO1.2: Discuss overview of Financial System in India.

CO2: Understanding the functioning of Financial Institutions:

LO2.1: Discuss the working mechanism of various types of financial institutions in India

CO3: Demonstrating the knowledge of Financial Services and Mechanism of Stock Exchange in India:

LO3.1: Discuss the various types of financial services provided in India.

LO3.2: Explain the functioning of the stock market and gaining knowledge on trading of securities in the stock exchange

CO4: Demonstrating the constituents of Financial Market:

LO4.1: Explain the constituents of financial markets and their working mechanism.

LO4.2: Discuss the various instruments traded in financial markets.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

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

Units	Course Contents	L	T	P
Unit I (15 Marks)	Overview of financial system:-Introduction to Financial System – Features, Constituents of Financial System; Financial Institutions; Financial Services; Financial Markets and Financial Instruments.	12	2	2
Unit II (15 Marks)	Financial Institutions:-Characteristics of Financial Institutions, Broad Categories – Money Market Institutions and Capital Market Institutions. Objectives and Functions of Industrial Finance Corporation of India, Industrial Development Bank of India, National Small Industrial Development Corporation, National Industrial Development Corporation, RBI Measures for NBFCs.	12	2	2
Unit III (15 Marks)	Financial Services :- Meaning, Objectives, Functions, Characteristics; Types of Financial Services - Merchant Banking – Functions and Operations, Leasing, Mutual Funds, Venture Capital & Credit Rating; Functions of Stock Exchange; Stock Market Operations - Trading, Settlement and Custody (Brief discussion on NSDL & CSDL); Brief discussion of BSE, NSE	12	2	2
Unit IV (15 Marks)	Financial markets and instruments:- Meaning and Definition, Role and Functions of Financial Markets, Constituents of Financial Markets; Money Market Instruments, Capital Market and Instruments; SEBI guidelines for Listing of Shares and Issue of Commercial Papers.	12	2	2
	TOTAL	48	8	8

L= Lectures, T= Tutorials and P= Practical

Modes of Semester Assessment

40 marks

Two sessional examination

10 marks each

- Others (any one of the following) 10 marks each
- Visit any financial institution and prepare a report regarding its structure, functions and performance.
- Presenting the report in a class room seminar.

Reference Books

- L.M. Bhole, Financial Institutions & Markets, McGraw Hill
- Khan, M.Y, Indian Financial System, McGraw Hill
- Sharma, Meera, Management of Financial Institutions, Eastern Economy Edition
- Bhole and Mahakud, Financial Institutions and Markets – Structure, Growth and Innovations, McGraw Hill • Guruswamy, S., Financial Services and System, McGraw Hill
- Edminister. R.O, Financial Institutions, Markets & Management, McGraw Hill
- Khan. M.Y, Indian Financial System, Vikas Pub. House
- H.R Machiraju, Indian Financial System, Vikas Pub. House
- E. Gorden & K. Nataraj, Financial Markets and Services, HPH

Note: Latest edition of text books may be used.

6thSemester
Course Title: Service Marketing
Course Code: C-13
Nature of the Course: CORE
Course Credit: 04 Credits
Distribution of Marks: 60 (End Sem) +40 (In-Sem)

Course Objectives: The students will be able to:

- To identify the importance of service marketing in the economy
- To familiarize with the special characteristics of services relevant for marketing
- To analyse the customer satisfaction and complaint management in services
- To evaluate the financial implications of improvement in services, and
- To acquaint with CRM-application in service Marketing.

Course Outcome:

- CO1: Demonstrate a firm comprehension of the fundamentals of service marketing:
 - ✓ LO1.1: Identify and comprehend the nature and characteristics of services and the extended marketing mix (3Ps).
 - ✓ LO1.2: Explain the Four I's of services – Intangibility, Inconsistency, Inseparability, and Inventory.
 - ✓ LO1.3: Classify different types of services and analyze their significance in the Indian economy.
- CO2: Develop and manage service products and brands:
 - ✓ LO2.1: Evaluate the role of Total Quality Management (TQM) in enhancing service quality and customer satisfaction.
 - ✓ LO2.2: Develop a branding strategy for a service, incorporating brand equity and the service life cycle.
- CO3: Apply pricing strategies for services:
 - ✓ LO3.1: Explain the factors influencing service pricing.
 - ✓ LO3.2: Analyze the effectiveness of different pricing methods in various service contexts.
- CO4: Develop the capability to offer quality services and manage customer expectations.
 - ✓ LO4.1: Discuss the importance of delivering quality services in maintaining customer satisfaction.
 - ✓ LO4.2: Reflect on the importance of maintaining service quality and the impact of communication on customer perceptions.
- CO5: Analyze the service marketing environment:
 - ✓ LO5.1: Discuss the trends and changes in the service marketing environment.
 - ✓ LO5.2: Explain how different environmental factors influence service marketing.
 - ✓ LO5.3: Analyze the service marketing environment to identify opportunities and threats.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

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

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	CONTENT	L	T	P
UNIT-1 20 MARKS Fundamentals of service marketing	Introduction: Nature & Characteristics of Services-extended marketing mix (3ps). Classification of services. Four I's of services – Intangibility, Inconsistency, Inseparability and Inventory. Importance of Services Marketing in Indian Economy, Growth of service sector in Indian Economy: Factors influencing, Service Marketing environment.	13	2	
UNIT-2 20 MARKS Service Product & Branding	What is a Service Product; Product Level Framework; Flower of Services; Branding Services; Brand Equity in Services; New Service Development; Service Life Cycle, TQM in service.	13	2	
UNIT -3 20 MARKS Price & Promotion of Services	Service Pricing- Role of pricing in service; Pricing methods for service; Factors influencing service pricing; Services promotions, Communication Strategy & Implementation, Advertising Services	13	2	
UNIT-4 20 MARKS Delivering Quality Services	Delivering Quality Services - Causes of Service-Quality Gaps - The Customer Expectations versus Perceived Service Gap Factors and Techniques to Resolve these Gaps in Service – Developing Appropriate and Effective Communication about Service Quality.	13	2	
		52	8	

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

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

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

Suggested Readings:

1. Ravi Shanker, SERVICES MARKETING: THE INDIAN PERSPECTIVE, Excel Books, New Delhi
2. Rajendra Nargundkar, SERVICES MARKETING: TEXT & CASES, Tata McGraw-Hill Publishing Company, New Delhi

3. Christopher H. Lovelock, SERVICES MARKETING: PEOPLE, TECHNOLOGY, STRATEGY, Pearson Education Asia.
4. R. Srinivasan, SERVICES MARKETING, Prentice Hall of India Private Limited, New Delhi.
5. Zeithaml, Parasuraman & Berry, DELIVERING QUALITY SERVICE, the Free Press, Macmillan. 2008

6thSemester

Course Title: Advanced Advertising Management

Course Code: C-14

Nature of the Course: CORE

Course Credit: 4 credits

Marks: 60 (End Sem) +40(In Sem) = 100

Course Objectives:

The objective of the course is to help the students understand:

- The broad concept of promotion inclusive of advertising.
- The minute details that determine promotion decisions.
- The financial and legal aspects of promotion.
- The types and components of advertising and promotion.

Course Outcome:

- CO1: Demonstrate firm grasp of the concepts and functions of advertising and promotion:
 - ✓ LO1.1: Explain the differences and relationships between advertising and promotion.
 - ✓ LO1.2: Analyze various types of advertising, including social media marketing, surrogate advertising, and relationship marketing.
- CO2: Craft effective advertising messages:
 - ✓ LO2.1: Explain the creative process of developing an advertising copy and the art of copywriting.
 - ✓ LO2.2: Create appealing print and broadcast copy using strong advertising appeals and execution methods.
- CO3: Develop advertising plans and make informed decisions:
 - ✓ LO3.1: Describe the five Ms of advertising (mission, money, message, media, and measurement).
 - ✓ LO3.2: Make informed decisions based on the persuasion process in advertising
- CO4: Demonstrate firm grasp of the concept of Integrating Promotion mix components:
 - ✓ LO4.1: Identify the components of the promotion mix, including sales promotion, personal selling, public relations, event marketing, and direct marketing.
 - ✓ LO4.2: Develop and execute promotional strategies that successfully combine various elements of the promotion mix.
- CO5: Gain proficiency in enhanced persuasion and communication in advertising:
 - ✓ LO5.1: Explain the role of persuasion in advertising and the factors that influence consumer behavior.
 - ✓ LO5.2: Identify the essential components of persuasive advertising and effective communication methods.
- CO6: Analyze the Effectiveness of Advertising Campaigns:
 - ✓ LO6.1: Implement measurement tools and techniques to assess the performance of advertising efforts.
 - ✓ LO6.2: Discuss the significance of various metrics and key performance indicators (KPIs) in evaluating advertising success.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

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

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
Unit 1 Marks 15	*Advertising vs Promotion: Concept, Objectives, Functions, Importance *Types of Advertising: Social Media Marketing, Surrogate Advertising, Relationship Marketing, Promotion Mix *Economic, Social, Ethical and Global issues in Advertising	13	2	
Unit 2 Marks 15	*Advertising Planning: Framework, Situation Analysis, Marketing Plan,5 Ms of Advertising. *Decision Making in Advertising: Persuasion Process	13	2	
Unit 3 Marks 15	*Message Strategy: Word-of-mouth Advertising, Advertising Copy (Creative process: Coming up with an idea), Advertising Appeals and Execution Styles *Elements of a print copy, Art of copywriting, Elements of Broadcast Copy * Process of developing an Ad Campaign	13	2	
Unit 4 Marks 15	*Media Planning: Emerging media and trends, Print, Broadcast and Interactive Online Media *Setting Media Budget (Economic Analysis, Market Experimentation and	13	2	

	Budgeting) *Media Tactics: Media class, vehicles, option decisions *Other Components of Promotion Mix: Sales Promotion, Personal Selling, Public Relations, Event Marketing, Direct Marketing, Consumer vs Trade Promotions			
	TOTAL	52	8	

L= Lecture, T= Tutorial, P= Practical

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

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

Suggested Readings:

Reference Books:

- Marketing, Baines. P, Fill C. and Page. K, Adapted by Piyush K. Sinha, Asian Edition, Oxford University Press
- Marketing Management, Philip Kotler and Kevin Lane Keller, Pearson Education Ltd
- Advertising Management, Jaishri Jethwani and Shruti Jain, Oxford University Press, India

Text Books:

- Advertising Management, Rajeev Batra, John G. Myers and David A. Aaker, Eastern Economy Edition, Prentice Hall, India
- Advertising, Frank Jefkins, Revised by Daniel Yadin, Pearson Education Ltd.
- Advertising Management, Geeta Naidu and Pooja Dhaktod, Sai Jyoti Publi

6thSemester
Course Title: Agricultural and Rural Marketing
Course Code: C-15
Nature of the Course: Core
Total Credit Assigned: 4 credits
Marks: 60 (End Sem) +40(In Sem) = 100

Course Objectives:

The objective of the course is to help the students understand:

- The status and scope of agricultural and rural markets vis-à-vis the respective marketing strategies in India.
- The distinctive features of these markets as compared to markets for other goods and services.
- The major schematic, institutional and policy initiatives available at different levels, specifically meant for agricultural and rural markets.

Course Outcome:

- CO1: Demonstrate a firm grasp of the relevant concepts Agricultural Marketing:
 - ✓ LO1.1: Describe the distinctive features and scope of agricultural marketing.
 - ✓ LO1.2: Analyze the status of agricultural marketing in both global and Indian contexts.
- CO2: Examine the Dynamics of Rural Marketing:
 - ✓ LO2.1: Explain rural marketing strategies, including segmentation, targeting, and positioning.
 - ✓ LO2.2: Design appropriate channels of distribution and promotional tactics for rural markets.
- CO3: Demonstrate a reasonable comprehension of Agri-logistics and Supply Chain Management:
 - ✓ LO3.1: Develop strategies for effective agricultural logistics, such as outsourcing, third-party logistics (3PLs), and fourth-party logistics (4PLs).
 - ✓ LO3.2: Implement CRM and IT solutions to enhance agricultural marketing.
- CO4: Analyze Financial Models for Agricultural and Rural Marketing:
 - ✓ LO4.1: Explain the role of government and NGOs in promoting agricultural and rural development.
 - ✓ LO4.2: Evaluate the effectiveness of different microfinance models in rural marketing.
 - ✓ LO4.3: Evaluate the influence of financial institutions and government policies on rural development.
- CO5: Apply Marketing Mix Principles to Rural Markets:
 - ✓ LO5.1: Explain the role of each element of the marketing mix in rural marketing.
 - ✓ LO5.2: Analyze the effectiveness of marketing mix strategies in achieving business objectives.
- CO6: Display improves comprehension of agricultural market environments:

- ✓ LO6.1: Explain the impact of liberalization, privatization, globalization, and digitization on Indian agriculture.
- ✓ LO6.2: Develop strategies to adapt to changes in the agricultural marketing environment.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1				
Conceptual knowledge		CO1,CO3, CO4, CO5, CO6	CO5	CO1, CO2, CO4,CO5	CO4	CO6
Procedural knowledge						CO2, CO3
Metacognitive knowledge		CO3, 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	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
Unit 1 Marks 15	*Agricultural Marketing: distinctive Features, Scope *Forms of Agri-business in India *Agri-business Co-operatives: An overview, Role, Formation, Functioning, Challenges *Status of Agricultural Marketing: Global and Indian Scenario *Channels of Distribution, Pricing	13	2	
Unit 2 Marks 15	Rural Marketing: Concept, Scope *Distinction of Rural Marketing from Agricultural Marketing *Rural Marketing Strategies with special reference to Segmentation, Targeting and Positioning, Products and Services in the Rural Market *Channels of Distribution, Rural Communication, Advertising and Promotion *Rural Marketing Mix, Rural Consumer Behaviour, Pricing in Rural Markets	13	2	
Unit 3	*Agri-logistics and Supply Chain: Meaning, Scope, Challenges *Demand Forecasting (with special reference to changing environment and planning for uncertainty)	13	2	

Marks 15	*Functions of Inventory, Warehousing and Distribution Centres *Transportation: Outsourcing and 3PLs (Third Party Logistics) and 4PLs (Fourth Party Logistics) *CRM and IT in Agricultural Marketing: An Overview			
Unit 4 Marks 15	*Micro Credit and Micro Finance Models for Agricultural and rural Marketing in India *Financial Institutions for Agri and rural development in India *The role of Government and NGOs *NABARD: Role, Policy and schemes	13	2	
	TOTAL	52	8	

L= Lecture, T= Tutorial, P= Practical

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

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

Suggested Readings:

Reference Books:

- Agricultural Marketing in India, 6th Edition, S.S Acharya and N.L Agarwal, Oxford University Press, India, 2017
- NABARD Publications

Text Books:

- Rural Marketing: Concepts and Practices, B. Dogra and K. Ghuman, Tata Mc Graw Hill, 2010
- Rural Marketing: Text and Cases, C.S.G Krishnama and Lalitha Ramakrishnan, Pearson Education, 2011
- New Perspectives in Rural and agricultural Marketing, Y. Ramkishen, Jaico Publishing House, 2005

6thSemester
Course Title: Digital Marketing
Course Code: Minor 6
Nature of the Course: Minor
Course Credit: 4 credits
Marks: 60 (End Sem) +40(In Sem) = 100

Course Objectives:

The objective of the course is to help the students understand:

- The basic concepts and applications of Digital Marketing.
- The workings of Digital Marketing Platforms for business ventures.
- The challenges associated with using digital platforms and ways to overcome the same.
- The legal and financial aspects requiring due consideration in using digital platforms.

Course Outcome:

- CO1: Demonstrate a firm grasp of the basics of Digital Marketing:
 - ✓ LO1.1: Differentiate between digital marketing, traditional marketing, and hybrid marketing.
 - ✓ LO1.2: Reflect on the evolution of marketing practices and the growing importance of digital marketing in today's business environment.
- CO2: Develop effective digital marketing plans:
 - ✓ LO2.1: Recognize the steps involved in creating an initial digital marketing plan.
 - ✓ LO2.2: Explain the importance of content management, SWOT analysis, and target group analysis throughout the planning stage.
- CO3: Utilize Digital Marketing Tools and Platforms to achieve organizational goals:
 - ✓ LO3.1: Identify key SEO techniques (on-page and off-page) and social media optimization strategies.
 - ✓ LO3.2: Develop and execute social media optimization plans across various platforms.
- CO4: Obtain capabilities to address challenges in digital marketing.
 - ✓ LO4.1: Recognize the major challenges associated with digital marketing, including cyber security, data protection, and privacy issues.
 - ✓ LO4.2: Explain the legal safeguards and regulations that govern digital marketing practices.
- CO5: Integrate Digital Marketing with Traditional Marketing:
 - ✓ LO5.1: Recognize the synergies between digital marketing and traditional marketing approaches.
 - ✓ LO5.2: Develop integrated marketing campaigns that combine digital and traditional marketing techniques.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

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

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
Unit 1 Marks 15	*Introduction to Digital Marketing: Concept and Scope; Digital vs Real Marketing, Hybrid marketing. *Digital Marketing Channels	13	2	
Unit 2 Marks 15	*Planning Phase: Creating the Initial Digital Marketing Plan; Content Management; SWOT Analysis; Target Group Analysis	13	2	
Unit 3 Marks 15	*Tools and Platforms: Difference between Blogs, Portals and Website; Search Engine Optimization (On-page and Off-page); Search Media Optimization (Facebook, Twitter, LinkedIn, Pinterest); Search Engine Marketing Tools and Techniques	13	2	
Unit 4 Marks 15	*Budget and Fund Management: Resource Planning; Cost Estimation; Cost Control, Mode of digital payment. *Associated Challenges: Cyber Security; Data Protection and Privacy; Legal Safeguards	13	2	
	TOTAL	52	8	

L= Lecture, T= Tutorial, P= Practical

MODES OF IN-SEMESTER ASSESSMENT:

- ❖ Two Sessional Examinations - **(40 Marks)**
10 x 2= 20 marks
- ❖ Other (any two) **10 x 2= 20 marks**
 - Assignment
 - Seminar Presentation on any of the relevant topics
 - Field visit

- Group Discussion

Suggested Readings:

Reference Books:

- The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted and Measurable Online Campaigns, Ian Dodson, Wiley Publications, 2016
- Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, 4th Edition, Damian Ryan, Kogan Page Ltd, 2016
- The essential Social Media Marketing Handbook – A New Roadmap for Maximising your Brand, Influence and Credibility, Gail Z. Martin, Rupa Publications

Text Books:

- Fundamentals of Digital Marketing, 2nd Edition, Puneet Singh Bhatia, Pearson Education, India, 2019
- Digital Marketing: An Insight to Fundamentals, Strategies and Implementations, Princi Gupta and Gaurab Kumar Sharma, Notion Press, India, 2019