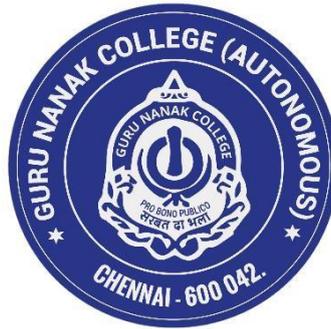


GURU NANAK COLLEGE (AUTONOMOUS)

GURU NANAK SALAI, VELACHERY, CHENNAI – 600042

(Re-accredited at 'A-Grade' by NAAC) Affiliated to University of Madras



B.Com. (MARKETING MANAGEMENT)

(SEMESTER PATTERN WITH CHOICE BASED CREDIT SYSTEM)

SYLLABUS

(For the candidates admitted for the Academic year 2022-23 and thereafter)

PREAMBLE

B.Com (Marketing Management)

The curriculum of B.Com (Marketing Management) is structured in a way that the students acquire in-depth knowledge in marketing. It includes an overview of marketing, marketing concepts, marketing mix, international marketing, trade blocs, consumer and organizational behaviour, marketing management and entrepreneurship. The course provides a platform for the students to pursue Marketing Management as a profession. The programme provides a holistic orientation of emerging marketing trends with the practical skills required to analyse consumer data, create marketing campaigns, develop digital / social media content and make successful marketing decisions. It equips students to be innovative, technically competent and think critically through experiential and student-centric teaching approaches.

The programme is structured around the critical challenges that influence the changing global, political, economic and socio-cultural systems in the marketing environment. The programme recognizes the value of real-world experience provides its students practical exposure and strongly encourages them to undertake Internships and Projects. Students learn to drive industry initiatives that develop customer satisfaction and retention, contribute to company profits and build connections with suppliers, distributors and the community. Students gain hands-on experience by identifying problems, developing plans and implementing effective marketing programs. The comprehensive curriculum design bestows excellent career opportunities to explore new vistas in the present competitive corporate arena.

LEARNING OUTCOME BASED CURRICULUM FRAMEWORK

From the Academic Year 2022- 23 and there after

Vision

- To inculcate Etiquettes of Marketing with Professional Values and to cultivate the spirit of entrepreneurship among students.

Mission

- To train the students to take up marketing as a career path by providing opportunity to interact with Marketing professionals through Guest lectures and Marketing conclaves.
- To develop students as creative thinkers
- To empower the students by building a strong foundation in the field of Business, marketing &Accounting.

Programme Outcomes

B.Com. (Marketing Management)

PO 1: Preparing the students in sales management

PO 2: Encouragement problem solving skills pertaining to sales and Marketing

PO 3: Introducing the Digital Marketing techniques

PO 4: Encouragement interest in entrepreneurship among students

PO 5: Sensitising the students to different business environment

Programme Specific Outcomes

B.Com. (Marketing Management)

PSO 1: Training students in challenges in the field of Marketing

PSO 2: Exposing students to different and latest formats of Marketing

**B.Com. (MARKETING MANAGEMENT)
COURSE STRUCTURE 2022-25 Batch onwards**

Semester	Part	Course	Title	Hours	Credits	Internal	External	Total
I	I	Language- I	Language-I	6	3	50	50	100
	II	English -I	English - I	4	3	50	50	100
	III	Core Paper I	Financial Accounting (Common to B.Com (GEN), B.Com (AF), B.Com (MM), B.Com (ISM), BBA)	6	4	50	50	100
	III	Core Paper II	Principles of Management (Common to B.Com (GEN), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)	5	4	50	50	100
	III	Allied Paper-I	Business Economics	5	5	50	50	100
	IV	NME-I	Green Marketing	2	2	50	50	100
	IV	Soft Skills - I	Introduction to Study Skills	2	3	50	50	100
Total Credits: 24 / Total Hours per week: 30								
II	I	Language- II	Language- II	6	3	50	50	100
	II	English -II	English - II	4	3	50	50	100
	III	Core Paper III	International Marketing	6	4	50	50	100
	III	Core Paper IV	Marketing Management (Common to B.Com (GEN), B.Com B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)	5	4	50	50	100
	III	Allied Paper-II	Banking (Common to B.Com (A&F) &B. Com (MM))	5	5	50	50	100
	IV	NME -II	Creative Advertising	2	2	50	50	100
	IV	Soft Skills - II	Life Skills	2	3	50	50	100
Total Credits: 24 / Total Hours per week: 30								
III	III	Core Paper V	Corporate Accounting (Common to B.Com (GEN), B.Com (AF), B.Com (MM))	6	4	50	50	100
	III	Core Paper VI	Management Accounting (Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (MM), B.Com (ISM), BBA)	6	4	50	50	100
	III	Core Paper VII	Business Communication (Common to B.Com (GEN), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)	5	4	50	50	100
	III	Core Paper VIII	Legal Aspects Of Business (Common to B.Com (GEN), B.Com (A&F), B.Com (MM), B.Com (BM), B.B.A)	5	4	50	50	100
	III	Allied Paper - III	Business Statistics - I (Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)	6	5	50	50	100
IV	Soft Skills - III	Job Oriented Skills	2	3	50	50	100	
Total Credits: 24 / Total Hours per week: 30								

**B.Com. (MARKETING MANAGEMENT)
COURSE STRUCTURE 2022-25 Batch onwards**

Semester	Part	Course	Title	Hours	Credits	Internal	External	Total
IV	III	Core Paper IX	Sales and Distribution Management	6	4	50	50	100
	III	Core Paper X	Financial Management (Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)	5	4	50	50	100
	III	Core Paper XI	Research Methods in Business	5	4	50	50	100
	III	Core Paper XII	Digital Marketing	5	4	50	50	100
	III	Allied-IV	Business Statistics – II (Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com(ISM), BBA)	5	5	50	50	100
	IV	Soft Skills - IV	Computing Skills	2	3	50	50	100
	IV	EVS	Environmental Studies	2	2	50	50	100
Total Credits: 26 / Total Hours per week: 30								
V	III	Core Paper XIII	Cost Accounting (Common to B.Com (GEN), B.Com (AF), B.Com (MM)	6	4	50	50	100
		Core Paper XIV	Entrepreneurial Development (Common to B.Com (GEN), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)	6	4	50	50	100
	III	Core Paper XV	Retail Marketing	6	4	50	50	100
	III	Core Paper XVI	Brand Management	6	4	50	50	100
	III	Elective - I (IDE)	IDE – Tourism Management	5	5	50	50	100
	IV	Value Education	Value Education	1	2	50	50	100
	V		Internship	-	2	50	50	100
Total Credits: 25 / Total Hours per week: 30								
VI	III	Core Paper XVII	Supply Chain Management	6	4	50	50	100
	III	Core Paper XVIII	Advertising Management and Sales Promotion (Common to B.Com (MM) and BBA)	6	4	50	50	100
	III	Core Paper XIX	Service Marketing (Common to B.Com (MM) and BBA)	6	4	50	50	100
	III	Elective - II	Human Resource Management (Common to B. Com (GEN), B. Com (AF), B.Com (MM), B.Com (ISM), BBA)	6	5	50	50	100
	III	Elective - III	Project Work	6	5	50	50	100
	V	Extension Activities	Community service	-	1	-	-	-
Total Credits: 23 / Total Hours per week: 30								
Grand Total Credits: 146 / Total Hours : 180								

***Internship:**

Students have to work in any business organization for a period of 30 days and to submit a written report of their performance in the organization

** The Project Work will be evaluated jointly by Project Guide and Head of the Department (i.e. one for Internal and the other for External) for a Maximum of 100 Marks (5 Credits).

The Viva-voce will be conducted by Two Examiners (i.e. one for Internal and the other for External) for a Maximum of 50 Marks.

SEMESTER - I

CORE PAPER – I
FINANCIAL ACCOUNTING

SUBJECT CODE:	THEORY & PROBLEM	MARKS: 100
SEMESTER: I	CREDITS: 4	TOTAL HOURS:90

(Common to B.Com (GEN), B.Com (AF), B.Com (MM), B.Com (ISM), BBA)

COURSE FRAMEWORK:

Introduction to fundamental concepts of Financial accounts , Single & double entry systems, Depreciation, BRS and Departmental Accounts.

COURSE OUTCOME

On completion of the course, the students will be able to

1. Comprehend the basics of Accounting concepts
2. Demonstrate Single entry system and Double entry system
3. Demonstrate Depreciation and methods of Depreciation
4. Compute the Bank Reconciliation Statement
5. Compute Departmental accounting and Preparation of Departmental profit and loss account.

UNIT I

(20 Hours)

Meaning and Scope of Accounting - Branches of Accounting – Objectives of Accounting - Brief outline on Indian Accounting Standards - Preparation of Final Accounts - Trading Account- Profit & Loss Account - Balance Sheet – Adjusting Entries – Closing Stock, Outstanding Expenses, Prepaid Expenses, Depreciation, Accrued Income, Income received in Advance, Bad Debts, Provision for Bad and doubtful debts, Interest on Capital and Interest on Drawings.

UNIT II

(20 Hours)

Accounts from incomplete records (Single Entry System) – Meaning, Features, Defects, Differences between Single entry and Double entry system - Net worth method - Conversion method.

UNIT III

(18 Hours)

Depreciation - Meaning – Causes – Difference among Depreciation, Amortization and Depletion - Concept of Depreciation – Different Methods of Depreciation-providing Depreciation as per Indian Accounting Standard - Straight Line Method and Written Down Value Method (Change in method excluded)

UNIT IV

(17 Hours)

Bank Reconciliation statement-Insurance claims, claim for loss of stock destroyed including Average Clause

UNIT V

(15 Hours)

Departmental Accounting need, features, Basis of Apportionment of Expenses, treatment of Inter - Departmental Transfers at cost or Selling Price-Treatment of Expenses that cannot be apportioned -Preparation of Departmental profit and loss account.

THEORY: 20% PROBLEMS: 80%

RECOMMENDED TEXTBOOKS

1. Gupta .R.L & Gupta .V.K, 2005, Financial Accounting, Sultan Chand & Sons, New Delhi, 6th edition.
2. Reddy T.S & Murthy.A, 2007, Financial Accounting, Margham Publications, Chennai, 5th edition.
3. Dr.S.Manikandan, Financial Accounting, Scitech Publications, Chennai.

REFERENCE BOOKS

1. Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
2. Jain .S.P & Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition.
3. Rakesh Shankar. R & Manikandan.S, Financial Accounting, SCITECH, 3rd edition.
4. Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons, New Delhi, 15th edition.
5. Tulsian P.C., 2006, Financial Accounting, Pearson Education.

E-LEARNING RESOURCES

1. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
2. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
3. <https://www.profitbooks.net/what-is-depreciation/>
4. <https://books.google.co.in/books?isbn=8126909935>
5. <https://books.google.co.in/books?isbn=9966254455>
6. <https://books.google.co.in/books?isbn=0470635290>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions	20-23	20	40
TOTAL MARKS				100

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	1	-	1
II	1	1	-	1	-	1
III	1	1	-	1	-	1
IV	2	1	1	1	-	-
V	1	1	-	1	-	1
TOTAL	7	5	2	5	-	4
SECTION A - 12			SECTION B - 7		SECTION C - 4	

CORE PAPER – II
PRINCIPLES OF MANAGEMENT

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: I	CREDITS: 4	TOTAL HOURS: 75

(Common to B.Com (GEN), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)

Course Framework:

Introduction to fundamental Concepts & Functions of Management.

Course Outcome:

On completion of the course, the students will be able to

1. Get an overview of the fundamentals of management principles
2. Evaluate the applicability of various management theories
3. Evaluate the importance of Planning, types, process and techniques of decision making
4. Demonstrate the Organisation structure of an organisation and its importance
5. Analyse the various coordination and controlling techniques

UNIT I

(20 Hours)

Management- Definition- Importance- Is Management art or science- Functions of Management- Role and Functions of a Manager- Levels of Management- Application of management in various functional areas- Production, Accounting and Finance, Marketing and Human Resource Management.

UNIT II

(15 Hours)

Evolution of Management; Administrative Management: Henry Fayol, Scientific Management: F.W.Taylor, Modern Management – Peter Drucker.

UNIT III

(15 Hours)

Planning- Meaning- Objectives of planning- Importance of planning- Types of planning. Decision Making: Nature and Significance- Process of Decision Making- Types of Decision Making.

UNIT IV

(15 Hours)

Organizing- Meaning and definition of Organizing, Importance of Organizing, and Principles of Organizing. Types of Organizational Structure- Line Organizational Structure, Staff Organizational Structure, Divisional Organizational Structure, Product/Project Organizational Structure, Matrix Organizational Structure and Hybrid Organizational Structure.

UNIT V

(10 Hours)

Introduction to co-ordination- Need for co-ordination, Types of co-ordination and essential requisites for excellent co-ordination. Controlling: Meaning and Importance- Functions of controlling, Process of controlling and types of Control- Introduction to Management Information System (MIS).

PRESCRIBED TEXT BOOKS:

1. C.B.Gupta, Management Theory & Practice, Sultan Chand & Sons, New Delhi, 16th Edition.
2. L.M.Prasad, Principles & Practice of Management, Sulatan Chand & Sons, New Delhi, 8th Edition.

REFERENCE BOOKS:

1. P.C.Tripathi & P.N.Reddy, Principles of Managements, Tata Mc.Graw Hill, New Delhi, 5th Edition
2. Weihrich and Koontz, Management, A Global Perspective, 8th Edition.
3. N.Premavathy, Principles of Mangement, Sri Vishnu Publication, Chennai 8th Edition
4. J.Jayasankar, Business Management, Margham Publications, Chennai

E-LEARNING RESOURCES:

1. <http://www.12manage.com>
2. <http://www.businessballs.com>
3. http://www.tutotrialspoint.com/management_principles/management_principlestutorial.pdf
4. https://www.managementstudyguide.com/management_functions.htm
5. https://www.tutorialspoint.com/management_principles/management_principles_organizational_structure.htm
6. <https://www.futurelearn.com/courses/introduction-to-business-management>

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	1	-
II	2	-	1	-	1	-
III	3	-	1	-	2	-
IV	2	-	2	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

ALLIED - I
BUSINESS ECONOMICS

SUBJECT CODE:	THEORY	MARKS : 100
SEMESTER: I	CREDITS: 5	TOTAL HOURS: 75

COURSE FRAMEWORK

Introduction to business economic concepts, demand and supply functions, consumer behaviour, market structures and production analysis

COURSE OUTCOME:

On completion of the course, the students will be able to

1. Understand the economics concepts, tools and techniques for their applications in business decisions.
2. Understand demand and supply function
3. Understand the various economics models.
4. Exposure to the students on the role of cost and production
5. Learn the basic theories in economics connection with business.

UNIT I **(15 Hours)**

Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics - Scope and Importance of Business Economics -Concepts: Production Possibility Frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles – Concept of Efficiency.

UNIT II **(15 Hours)**

Demand and Supply Functions - Meaning of Demand – Determinants and Distinctions of demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Supply concept and Equilibrium.

UNIT III **(15 Hours)**

Consumer Behavior: Law of Diminishing Marginal utility – Equi-marginal Utility – Indifference Curve – Definition, Properties and equilibrium- Production: Law of Variable Proportion – Laws of Returns to Scale – Producer’s equilibrium.

UNIT IV **(15 Hours)**

Production analysis – factors of production – production function- different types of production functions- cost analysis – types of costs – short run cost and long run cost – cost functions

UNIT V **(15 Hours)**

Market structures – nature of competitions – features of perfect competitions – monopoly – oligopoly and monopolistic competitions – price and output determination in different markets – pricing – types of pricing – Break Even Analysis and cost volume profit analysis – macroeconomic parametrics.

RECOMMENDED TEXTBOOKS

1. S.Shankaran, Business Economics - Margham Publications - Ch -17
2. P.L. Mehta, Managerial Economics – Analysis, Problems & Cases - Sultan Chand & Sons - NewDelhi – 02.

REFERENCE BOOKS

1. Francis Cherunilam, Business Environment, Himalaya Publishing House -Mumbai – 04.
2. K. Jothi Sivagnanam & R. Srinivasan (2011) Business Economics, TATA McGraw Hillpublishing company.
3. Chaudhary,C.M, Business Economics , RBSA Publishers , Jaipur - 03.
4. H.L. Ahuja, Business Economics – Micro & Macro, Sultan Chand & Sons, New Delhi
5. Francis Cherunilam, International Trade and Export Management - Himalaya PublishingHouse - Mumbai – 04.
6. Paul.R.Krugman and Maurice Obstfeld, International Economics (Theory and Policy) -Pearson Education Asia - Addison Wesley Longman (P) Ltd -Delhi – 92.
7. Robert J.Carbaugh, International Economics - Thomson Information Publishing Group -Wadsworth Publishing Company - California.
8. H.G. Mannur, International Economics – Vikas Publishing House (P) Ltd - New Delhi

E-LEARNING RESOURCES

1. <https://www.investopedia.com/terms/b/business-economics.asp>
2. https://www.mindtools.com/pages/article/newSTR_69.htm

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	1	-
II	2	-	2	-	2	-
III	2	-	1	-	1	-
IV	2	-	1	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

**NON-MAJOR ELECTIVE – I
GREEN MARKETING**

SUBJECT CODE :	THEORY	MARKS : 100
SEMESTER : I	CREDITS : 2	TOTAL HOURS: 30

COURSE FRAMEWORK

Introduction of green marketing, enviropeneur marketing, initiatives, benefits of green marketing and E-wastage

COURSE OUTCOME

On completion of the course, the students will be able to

1. Understand the importance of environment
2. Understand the corporate values of protecting environment
3. Demonstrate the role on green marketing initiatives
4. Acquire knowledge on Benefits of green environment to the society.
5. Acquaint with the concepts E-waste

Unit-1

(6 Hours)

Green Marketing –Introduction- Importance and Benefits of Green marketing - Adoption of Green Marketing.

Unit-2

(6 Hours)

Green Spinning – Green Selling – Green Harvesting – Enviropreneur Marketing - Compliance Marketing – Green Washing – Climate Performance.

Unit-3

(6 Hours)

Green Marketing Initiatives -Green Firms – HCL’s Green Management Policy – IBM’s Green Solutions – IndusInd Bank’s Solar Powered ATMs – ITCs Paperkraft – Maruti’s Green Supply Chain – ONCGs Mokshada Green Crematorium – Reva’s Electric Car – Samsung’s Eco-friendly handsets- Wipro Infotech’s Eco-friendly computer peripherals.

Unit-4

(6 Hours)

Introduction of Environment - Importance of environmentalism - Environmental movement - Benefits of green environment to the society.

Unit-5

(6 Hours)

E-waste exchange - Extended Producer Responsibility Plan - Guidelines for Collection and Storage of E-Waste - Guidelines for Transportation of E-Waste - Guidelines for Environmentally Sound Recycling of E-Waste.

Text Books

1. Green Marketing and Environmental Responsibility in Modern Corporations, Esakki and Thangasamy, IGI Global, 2017
2. Green Marketing Management, Robert Dahlstrom, Cengage Learning, 2010.

Reference Books:

1. Green Marketing: Challenges and Opportunities for the New Marketing Age, Jacquelyn A. Ottman, NTC Business Books, 1993
2. The New Rules of Green Marketing, Jacquelyn A. Ottman, Berrett-Koehler Publishers, 2011.

E-LEARNING RESOURCES

1. <https://learndigital.withgoogle.com/digitalgarage/course/green-marketing>
2. <https://www.coursera.org/learn/wharton-marketing>
3. <https://www.udemy.com/courses/marketing/greenmarketing-fundamentals/>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Descriptive Questions Answer any 5 Questions Out of 10	1-10	10	50
	Total Marks			50

Break up of questions for theory

Sections	Units	No. of Problems
Section A	Unit – 1	2
	Unit – 2	2
	Unit – 3	2
	Unit – 4	2
	Unit – 5	2
Total No of Questions		10

SOFT SKILLS – I
INTRODUCTION TO STUDY SKILLS

SUBJECT CODE:	THEORY	MARKS : 100
SEMESTER : I	CREDITS : 2	TOTAL HOURS: 30

COURSE FRAMEWORK:

- To help, develop and improve the vocabulary of the learners
- To help the learners develop the skill of inference
- To help the learners to acquire writing skills in English

Use of Dictionary and Dictation

Speech Sounds in English & Right Pronunciation Stress & Intonation

Vocabulary Building Exercises Listening and Reading Comprehension Paragraph and Essay Writing

Books for Reference:

1. Hewings, Martin. 1999. Advanced English Grammar: A Self- study Reference and Practice Book for South Asian Students. Reprint 2003. Cambridge University Press. New Delhi.
2. Lewis Norman. 1991. Word Power Made Easy.
3. Mohan, Krishna & Meenakshi Raman. 2000. Effective English Communication. TataMcGraw Hill Publishing Company Ltd.
4. Mohan, Krishna & Meera Banerji. 2001. Developing Communication Skills. Macmillan.
5. Syamala. 2002. Effective English Communication for You. Emerald Publishers, Chennai.
6. Harishankar, Bharathi. Ed. Essentials of Language and Communication. University of Madras.
7. Swan, Michael and Catherine Walter. 1990. The Cambridge English Course- 2. Cambridge University Press.

SEMESTER - II

CORE – III
INTERNATIONAL MARKETING

SUBJECT CODE :	THEORY	MARKS : 100
SEMESTER : II	CREDITS : 4	TOTAL HOURS: 90

COURSE FRAMEWORK

Introduction of international trade and marketing, markets, pricing, advertising and WTO

COURSE OUTCOME:

On completion of the course, the students will be able to

1. Comprehend the meaning, functions, need and importance of international marketing
2. Analysis the meaning of balance of payments and design the balance of trade
3. Get an overview in detail about various pricing strategies
4. Determine the documentation procedures on import and export trading
5. Understand the WTO and global markets

UNIT – I

(18 Hours)

Need and importance of international marketing – entry strategy – international trade theories – BOT, BOP

UNIT – II

(18 Hours)

International markets – consumer behaviour – market research – product market strategies.
(20 Hours)

UNIT – III

(18 Hours)

Pricing – terms – FOB – CIF – foreign exchange fluctuations – channels of distributors.

UNIT – IV

(18 Hours)

Advertising and sales promotion – insurance and Risk coverages – institutions for promotion of international marketing – marketing assistance – documentation procedures in export & import trading.

UNIT – V:

(18 Hours)

WTO – Trade Blocks – EU – Globalisation – Global Markets.

RECOMMENDED TEXTBOOKS

1. Varshney and Bhattacharya, 1999, International Marketing, Bookwell Publishers, New Delhi,.
2. Philys Cateora and John Graham, 1999., International Marketing, Tata Mc Graw Hill

REFERENCE BOOKS

1. Srinivasan : International Marketing – Prentice Hall of India
2. Fayerweather – International Marketing – Prentice Hall of India
3. Keith Lewis and Mathew Housden – Introduction to International Marketing
4. Alan Branch – International Purchasing and Management – Thomson

E-LEARNING RESOURCES

1. <http://www.economicdiscussion.net/>
2. <http://www.yourarticlelibrary.com/trade-2/world-trade-organization-wto-objectives-and-functions/23529>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	1	-
II	2	-	1	-	1	-
III	3	-	1	-	2	-
IV	2	-	2	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

CORE PAPER – IV
MARKETING MANAGEMENT

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: II	CREDITS: 4	TOTAL HOURS:75

(Common to B.Com (GEN), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)

COURSE FRAMEWORK

Fundamentals of marketing management, buyer behavior CRM and customer satisfaction

COURSE OUTCOME

On completion of the course, the students will be able to

1. Understand the fundamentals of marketing and relationship of marketing with other functional areas
2. Analyse the concept of buyer behaviour and market segmentation
3. Understand the characteristics of product and pricing.
4. Elaborate on the channels of distribution
5. Understand the impact of promotion and advertising.

UNIT I

(14 Hours)

Fundamentals of Marketing – Role of Marketing – Relationship of Marketing with other functional areas – concept of marketing mix-marketing approaches – various Environmental factors affecting the marketing functions.

UNIT II

(14 Hours)

Consumer – Customer – Buying Process – Introduction to Buyer Behavior – Factors influencing buyer Behaviour, Market segmentation – Need and basis of Segmentation – Targeting – Positioning – CRM and Customer Satisfaction.

UNIT III

(17 Hours)

The Product – Goods - Services – Ideas - Characteristics – benefits – Classifications – Consumer goods – Industrial goods- Difference between Consumer goods and Industrial goods -New Product Development process – Product life Cycle – Introduction ,Growth , Maturity, Decline. Branding – Packaging & Labeling – Pricing – Meaning, Objectives and Types of Pricing.

UNIT IV

(16 Hours)

Physical Distribution: Importance – Channels of Distribution of consumer goods, Distribution of industrial goods and Distribution of Agricultural goods – Levels of channels: Zero level, one level, two levels and three level channel- Distribution issues-online Marketing-Green Marketing.

UNIT V

(14 Hours)

Promotion – Meaning, Objective, Types – A brief overview of Advertising – Different types of Advertising - Publicity – Public Relations – personal selling – Direct selling and Sales promotion– Dealer Promotion –Customer Promotion

RECOMMENDED TEXTBOOKS

1. Kotler, P. (2007). Marketing Management–The Millennium Edition Prentice Hall of India Private Limited. *New Delhi*, 35-8.
2. Pillai & Bagavathi, R. S. N. (1999). Marketing Management. *S. Chand & Co. Ltd.*

REFERENCE BOOKS

1. Joshi, G. (2009). *Information Technology for retail*. Oxford University Press, Inc..
2. Mullins, J., Walker, O. C., & Boyd Jr, H. W. (2012). *Marketing management: A strategic decision-making approach*. McGraw-Hill Higher Education.
3. Pradhan, S. (2011). *Retailing management: Text and cases*. Tata McGraw-Hill Education.
4. Ramaswamy, V. S., & Namakumari, S. (2009). *Marketing management: Global perspective, Indian context*. Macmillan.
5. Withey, F. (2006). *Marketing Fundamentals. The Official CIM Coursebook 06/07*. Taylor & Francis.

E-LEARNING RESOURCES

1. <https://iedunote.com/marketing-definition-functions-importance-process>
2. <http://www.yourarticlelibrary.com/marketing/top-10-advantages-of-marketing/53152>
3. <http://www.notesdesk.com/notes/marketing/the-marketing-mix-4-ps-of-marketing/>
4. <https://www.enotesmba.com/2013/03/marketing-notes-marketing-mix.html>
5. <https://www.marketingtutor.net/consumer-decision-making-process-stages/>
6. <https://courses.lumenlearning.com/boundless-marketing/chapter/ethics-in-marketing/>
7. <https://www.youtube.com/watch?v=Mco8vBAwOmA>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	1	-
II	2	-	1	-	1	-
III	2	-	2	-	2	-
IV	2	-	1	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

**ALLIED - II
BANKING**

SUBJECT CODE :	THEORY	MARKS : 100
SEMESTER : II	CREDITS : 5	TOTAL HOURS: 75

(Common to B.Com (A&F) & B.Com (MM))

COURSE FRAMEWORK

Introduction of banking system, KYC norms and types of customers and CRM

COURSE OUTCOME:

On completion of the course, the students will be able to

1. Understand the a thorough working knowledge of banks
2. Utilise the different activities of the bank
3. Analyse the theoretical knowledge of bank account.
4. To know the customer relationship management and also the roll of ombudsman in banking
5. Explain the various types of negotiable instruments and its practical application

UNIT –I

(15 hours)

Banking Regulation Act, 1949 (Definition of Banking, Licensing, opening of branches, Functions of Banks, Inspection) – Role of RBI and their functions.

UNIT –II

(15 hours)

Relationship between Banker and Customer – KYC norms - Opening of an Account – Types of Deposit Account – Types of Customers (individuals, firms, Trusts, and Companies) – Closure of an account.

UNIT –III

(15 hours)

Commercial Banks – Functions – Accepting Deposits – Lending of Funds, E-Banking, ATM Cards , Debit Cards, Personal Identification Number – Online Enquiry and update facility- Electronic Fund Transfer- Electronic Clearing System.

UNIT-IV

(15 hours)

CRM – Meaning - Importance of customer relations – Customer grievances and redressal – Ombudsman – Functions, Powers & Duties.

UNIT-V

(15 hours)

Negotiable Instruments: Promissory Notes – Bills of Exchange, Cheque, Draft – Definitions, Features – Crossing – Endorsement – Material Alteration – Paying Banker – Rights and Duties – Statutory Protection – Dishonour of Cheques - Role of Collecting Banker

RECOMMENDED TEXTBOOKS

1. Varshney and Sundaram, 2000, Banking and financial system of India, Sultan Chand Publishers,
2. Sekar, 1999, Banking theory & practice, Vikas Publishing House,

REFERENCE BOOKS:

1. Vasant Desai, 1997, Indian banking, Book well Publishers, New Delhi,
2. Mathur, 2000 Indian Banking, Performance, Problems and Challenges, Book wellPublishers, New Delhi,
3. B. Santhanam, Banking and Financial Systems, Margham Publishers.
4. S.N. Maheswari, Banking Law, Theory and Practice, Kalyani Publications.

E-LEARNING RESOURCES

1. <https://www.advocatekhoj.com/library/bareacts/bankingregulation/index.php?Title=Banking%20Regulation%20Act,%201949>.
2. <https://www.investopedia.com/articles/investing/112614/increasing-importance-reserve-bank-india.asp>
3. <https://testbook.com/blog/functions-of-reserve-bank-of-india-gk-notes-pdf/>

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	3	-	2	-	1	-
III	2	-	1	-	2	-
IV	2	-	2	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

NON-MAJOR ELECTIVE -II
CREATIVE ADVERTISING

SUBJECT CODE :	THEORY:	MARKS : 100
SEMESTER : II	CREDITS : 5	TOTAL HOURS : 30

COURSE FRAMEWORK:

- Introduction to creative approaches to marketing through the medium of advertising

COURSE OUTCOME

On completion of the course, the students will be able to

1. Understand the basics of Advertising
2. Understand the techniques in Creative Advertising
3. Apply the practical problems in the real life situations.
4. Acquire knowledge on creativity in advertising
5. Understand on components of print advertising

UNIT- I (6 hours)

Advertising- definition, scope & role; Importance of Advertising; History of Advertising Abroad & India; Advertising- functions & types; Advertising- impact & ethics.

UNIT- II (6 hours)

Advertising Agency- structure & functions; Types of Advertising Agency- full service, independent, In-house & specialized agencies; Advertising agencies- legal & ethical issues; Advertising agencies in India & abroad.

UNIT- III (6 hours)

Branding management- brand image, brand personality, brand awareness, brand extension & brand equity; brand positioning strategies; Unique selling proposition (USP).

UNIT – IV (6 hours)

Creativity- definition & concepts; role of creativity in advertising; elements of creative advertising; client brief & account planning; planning creative strategy; creative process; style & appeals of advertising; conceptualization & ideation;

UNIT- V (6 hours)

Copywriting- role of copywriting; layouts- stages of layout & types of layout; components of print advertising; headlines- importance & types of headlines; writing style- typography, scripting & story board; Advertising Media- Print, Electronic Media & Online Advertising.

REFERENCES

1. George E Belch (2010). Advertising and Promotion, First Edition, Tata McGraw Hill company Ltd., New Delhi
2. Vilanilam .J.V (2004). Advertising Basics A Resource Guide for Beginners, Second Edition, Jain Books, New Delhi
3. David Ogilvy (1985). Ogilvy on Advertising, Fifth Edition, Random House, USA

E-LEARNING RESOURCES

1. <https://www.dontpaniclondon.com/importance-of-creativity-in-advertising/>
2. https://archive.mu.ac.in/myweb_test/sybcom-avtg-eng.pdf
3. <https://www.studocu.com/en-us/document/indiana-university-bloomington/prin-of-creative-advertising/notes/1924785>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Descriptive Questions Answer any 5 Questions Out of 10	1-10	10	50
	Total Marks			50

Break up of questions for theory

Sections	Units	No. of Problems
Section A	Unit – 1	2
	Unit – 2	2
	Unit – 3	2
	Unit – 4	2
	Unit – 5	2
Total No of Questions		10

SECOND SEMESTER: Life Skills

CREDITS:2

30hrs.

Objectives

- To build the confidence of learners to face the challenges of a globalized society
- To sensitize learners' ethical, moral and social values in their work environment
- To help them understand how to overcome stress- related problems
- To train the learners to use their time effectively

SWOC Analysis

Etiquette

Stress Management

Time Management

Discussion of Success Stories

- i. Auto-suggestions
- ii. Problem solving
- iii. Decision Making
- iv. Presentation Skills-Oral/PPT

Books for Reference:

1. Pease, Allen. 1998. Body Language: How to read other's thoughts by their gestures. Sudha Publications. New Delhi.
2. Powell. In Company. MacMillan
3. <http://www.essentiallifeskills.net/>

SEMESTER - III

CORE - 5 CORPORATE ACCOUNTING

SUBJECT CODE:	THEORY & PROBLEM	MARKS: 100
SEMESTER: III	CREDITS: 4	TOTAL HOURS:90

(Common to B.Com (GEN), B.Com (AF), B.Com (MM))

COURSE FRAMEWORK

- Introduction of companies account, kinds of shares underwriting ,companies final accounts and valuation of goodwill and alteration of share capital

COURSE OUTCOME

On completion of the course, the students will be able to

1. Understand the meaning of shares
2. Understand the Financial Statement
3. Equip the knowledge on the accounting of share and company final accounts.
4. Understand the Methods of valuation of good will
5. Evaluate the procedure of alteration of share capital and internal reconstruction

UNIT I

(20 Hours)

Meaning of shares – Kinds of Shares – Issue of shares- Forfeiture and Reissue- Underwriting of shares-Determination of the liability of underwriters-Complete underwriting- partial underwriting- Firm underwriting.

UNIT II

(17 Hours)

Redemption of preference shares- Profit prior to incorporation, Treatment of Profit or Loss Prior to Incorporation in Financial Statement as per revised format of Companies Act 2013 – Basis of Apportionment of expenses (Simple problems only).

UNIT III

(18 Hours)

Company final accounts- Preparation of statement of profit& loss and company balance sheet as per Revised format (Schedule VI) of companies Act.- Computation of Managerial Remuneration.

UNIT IV

(16 Hours)

Valuation of Goodwill - Meaning – Nature – Factors affecting goodwill – Methods of valuation of goodwill - Valuation of Shares – Need – Methods of valuation of shares.

UNIT V

(19 Hours)

Bank Accounts – Non-Performing Assets (NPA) provision for doubtful debts – Rebate on Bills Discounted - Preparation of Profit and Loss account – Preparation of Balance sheet (as per revised new format) (Simple problems only)

THEORY: 20% PROBLEMS: 80%

RECOMMENDED TEXTBOOKS

1. Corporate Accounting : Gupta R.L and Radhaswamy M., Sultan Chand & Sons, NewDelhi. (2013)
2. Corporate Accounting: Reddy T.S &.Murthy A, Volume 1 & 2, Sixth Edition , MarghamPublications, Chennai. (2014)

REFERENCE BOOKS

1. Corporate Accounting: Arulanandam M.A. and Raman K.S-Himalaya Publishing House.
2. Corporate Accounting-I:Jain S.P, Narang K.L, Agrawal Simmi & Sehgal MonikaNinth Edition , Kalyani Publishers, Ludhiana (2018).
3. Advanced Accountancy : Maheswari S.N; Volume 1,10th Edition; Vikas Publishing.
4. Shukla M.C, Grewal T.S. and.Gupta S.C, Corporate Accounting; S Chand & Sons, New Delhi.;

E-LEARNING RESOURCES

1. <https://commerceease.com/terms-of-issue-of-shares/>
2. <https://edurev.in/studytube/ICAI-Notes-of-Ch-9-3-Redemption-of-Preference-Shares/>
3. <https://blog.ipleaders.in/rules-share-capital-alteration/>
4. <https://books.google.co.in/books?isbn=8131754510>
5. <https://books.google.co.in/books?isbn=8120346270>
6. <https://books.google.co.in/books?isbn=8126908394>
7. <https://youtube.com/@aksamazingaccountancy>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions	20-23	20	40
TOTAL MARKS				100

Break up of questions for theory and problem

Sections	Units	No. of Questions	
		Theory	Problems
Section A (Answer any 10 out of 12 questions) 3 marks each	1	3	-
	2	1	1
	3	1	2
	4	1	1
	5	1	1
Section B (Answer any 5 out of 7 questions) 6 marks each	1	-	1
	2	1	1
	3	-	1
	4	1	1
	5	-	-
Section C (Answer any 2 out of 4 questions)	1	-	1
	2	-	1
	3	-	1

20 marks each

4	-	1
5	-	1
12	7	4

CORE - 6 MANAGEMENT ACCOUNTING

SUBJECT CODE:	THEORY & PROBLEM	MARKS: 100
SEMESTER: III	CREDITS: 4	TOTAL HOURS: 90

(Common to B. Com (GEN), B.Com (CS), B.Com (AF), B.Com (MM), B.Com (ISM), BBA)

COURSE FRAMEWORK

Fundamentals of management Accounting, Financial statement, Ratio analysis funds flow analysis.

COURSE OUTCOME

On completion of the course, the students will be able to

1. Acquaint with the basic concepts and tools of Cost and Management Accounting
2. Prepare statement like cash flow, fund flow and budgets etc. so as to enable the management to make meaningful decision and correct decision
3. Understand the concepts and importance of Ratio analysis
4. Understand the concepts of Funds flow
5. Synthesize related information and evaluate options for most logical and optimal solution such that they would be able to predict and control cost incurrence and improve results

UNIT I

(15 Hours)

Management Accounting: Meaning- nature, scope and functions of management accounting- role of management accounting in decision making; management accounting vs. financial accounting- tools and techniques of management accounting. Financial statements- meaning and types of financial statements - objectives and methods of financial statements analysis comparative, common size statements and Trend analysis.

UNIT II

(20 Hours)

Ratio Analysis – Interpretation, benefits and limitations - Classification of ratios – Liquidity, Profitability and turnover ratios.

UNIT III

(20 Hours)

Funds flow statement - objectives - uses and limitations - preparation of funds flow statement - schedule of changes in working capital – non fund items - adjusted profit and loss account.

UNIT IV

(20 Hours)

Cash flow statement – significance preparation of cash flow statement as per IND AS3- Cash from Operating, Investing and Financing activities.

UNIT V

(15 Hours)

Budgets and Budgetary Control- Meaning-objectives-advantages-Limitations-Installations of Budgetary control system-Classifications of Budgets based on Time, Functions and Flexibility. Preparation of Budgets (Sales, Production, Flexible, Cash, Master Budget and Raw Material Purchase Budget)

THEORY: 20% PROBLEMS: 80%

RECOMMENDED TEXTBOOKS

1. Maheswari, D. S, "Principles of Management Accounting" Sultan Chand & Sons. Delhi-53, 17th Edition
2. Reddy, T. S., & Dr.Y.HariPrasad Reddy, Management accounting. Margham Publication, 15th Edition.

REFERENCE BOOKS

1. Gupta, S. K., & Sharma, R. K., Management Accounting: Principles and Practice.
2. Hingorani, R. (2005). Grewal. Management Accounting.
3. Khan, M. Y., & Jain, P. K. (2017). Management Accounting and Financial Analysis.
4. Murthy, A. & Gurusamy, S. Management Accounting Theory and Practice, Vijay Nicole
5. Srinivasan, N. P., & Murugan, M. S., Accounting for management. S. Chand.

E-LEARNING RESOURCES

1. <https://www.wallstreetmojo.com/ratio-analysis/>
2. <https://books.google.co.in/books?isbn=0070620237>
3. <https://books.google.co.in/books?isbn=1853963836>
4. <https://books.google.co.in/books?isbn=8131731782>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions (each in 1200 words)	20-23	20	40
TOTAL MARKS				100

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	1	-	-
II	1	2	-	1	-	1
III	1	1	-	1	-	1
IV	1	1	-	1	-	1
V	1	1	1	1	-	1
TOTAL	6	6	2	5	-	4
SECTION A - 12			SECTION B - 7		SECTION C - 4	

CORE 7
BUSINESS COMMUNICATION

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: III	CREDITS: 4	TOTAL HOURS : 75

(Common to B.Com (GEN), B.Com (A&F), B.Com (BM), B.Com (MM), B.Com (ISM) & BBA)

COURSE FRAMEWORK:

Introduction to fundamental concepts of letter writing and report writing

COURSE OUTCOME:

On completion of the course, the students will be able to

1. Appreciate the importance and essentials of communication in business activities
2. Draft the various types of business letters.
3. Handle the various types of business enquiries, bank and insurance correspondence.
4. Demonstrate the elements of business presentation through power point mode
5. Posses the skills of report writing, e-mail etiquettes and video conferencing

UNIT I

(15 Hours)

Meaning and Definition of Business Communication – Process – need – Methods: oral or verbal, non-verbal – written Communication – Audio – Video Communication - channels of communication: formal, in-formal – dimensions of communication: upward, downward, horizontal, diagonal – Principles of Effective Communication – Barriers to Communication.

UNIT II

(15 Hours)

Understanding the purpose of writing a Business Letter – 4 C's of Good Communication: correctness – Clarity – Conciseness – Courtesy – Characteristics of a Good Business Letter - Stages of writing Business Letters – Lay out - Kinds of Business Letters.

UNIT III

(15 Hours)

Persuasive Letters – Enquiries – Replies – Orders – Sales Letters – Circulars – Complaints- Bank Correspondence – Insurance Correspondence – Correspondence with shareholders, Directors.

UNIT IV

(15 Hours)

Patterns of Business Presentation – Chronological – Categorical – Cause and Effect – Problem Solution – Elements of presentation- Rules of making effective PowerPoint presentations- Effective Sales Presentation.

UNIT V

(15 Hours)

Importance of Report Writing - Kinds of reports- Business Meetings -Agenda – Minutes of the Meeting – Modern forms of Communication. – Social Media – Email Etiquettes – Video Conferencing

PRESCRIBED TEXT BOOKS:

1. Rajendra Pal and Korlahalli, 2011, Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
2. N.S.Raghunathan, R.Santhanam, Business Communication, Margham Publications

REFERENCE BOOKS:

1. Rajendra Pal and Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
2. Shirley Taylor, Communication of Business- Pearson Publication, New Delhi
3. K.Sundar, A.Kumararaj, Business Communication, Vijay Nichole Imprints Pvt.Ltd.

E-LEARNING RESOURCES:

1. <https://books.google.co.in/books?isbn=130556023X>
2. <https://books.google.co.in/books?isbn=0618990488>
3. <https://books.google.co.in/books?isbn=0538466251>
4. https://books.google.co.in/books?id=3D4QxKvEejsC&printsec=frontcover&dq=2.%09N.S.Ragunathan,.,Business+Communication-&hl=en&newbks=1&newbks_redir=1&sa=X&ved=2ahUKEwi44oaTpf_2AhVizTgGHZw5ALoQ6AF6BAgFEAI

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory and Letter writing

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	LETTER WRITING	THEORY	LETTER WRITING	THEORY	LETTER WRITING
I	2	-	1	-	2	-
II	2	-	1	1	-	1
III	3	-	1	2	-	1
IV	3	-	-	-	-	1
V	2	-	1	-	1	-
TOTAL	12	-	4	3	3	3
SECTION A - 12			SECTION B - 7		SECTION C - 6	

CORE 8
LEGAL ASPECTS OF BUSINESS

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: III	CREDITS: 4	TOTALHOURS : 75

(Common to B.Com (GEN), B.Com (A&F), B.Com (MM), B.Com (BM), B.B.A)

COURSE FRAMEWORK:

Introduction to fundamental concepts of Legal aspects in the business

COURSE OUTCOME:

On completion of the course, the students will be able to

1. Explain the legal methodology involved in business.
2. Comprehend the rules and regulations regarding performance and discharge of contracts as per Indian Contract Act, 1872.
3. Emphasise the importance of company form of business organization and framing of Memorandum of Association and Articles of Association as per The Companies Act 2013
4. Possess knowledge on the appointment of directors including women directors and on the procedure of conduct of the meetings.
5. Elaborate on the resolutions and procedure of winding up of the company

UNIT I

(12 Hours)

Law of Contract –Essential elements of a valid contract- Classification of Contracts - Offer and Acceptance – Capacity of parties to Contract – Free Consent – Consideration – Agreements Declared Void.

UNIT II

(21 Hours)

Contingent Contracts- Performance of Contract - Discharge of Contract -Remedies for breach of contract - Quasi Contracts.

UNIT III

(18 Hours)

Company – Definition – Characteristics – Kind of Companies – Formation – Incorporation of Company – Memorandum of Association – Contents – Articles of Association – Contents – Prospectus – Contents – Types – Liability in Misstatements of Prospectus. (As per Companies Act, 2013.)

UNIT IV

(12 Hours)

Company Directors – Appointment – Independent Director – Women Director, Powers – Duties of Director – Meetings – Annual General Meeting – Extra – ordinary General Meeting – Procedure of the conduct of the meetings (Meaning of Notice, Agenda, Quorum, Voting, Proxy, Minutes).

UNIT V

(12 Hours)

Resolution- Meaning and Types of Resolution – Winding up of companies – Compulsory winding up - Voluntary winding up.

PRESCRIBED TEXT BOOKS:

1. N.D. Kapoor, Business Laws, Sultan Chand Publications, 15th Edition
2. Kapoor N. D, 2019, Elements of Company Law, Sultan Chand Publications.
3. P. Saravanavel , S. Sumathi, (2011) Legal Systems in Business, Himalaya Publishing House,.

REFERENCE BOOKS

1. Murugasen S Dr., Dr. T. K. Avvai Kothai, Dr. G. Ravi and Dr. E. Viswanathan , Business Laws, Himalaya Publishing House.
2. P.C.Tulsian, Business Laws, Tata Mc Graw Hill, 2nd Edition.
3. M.R. Sreenivasan, Business Laws, MarghamPublications , Chennai
4. S.S. Gulshan and G.K. Kapoor, Business Law including Company Law, 12th Edition, New Age International (P) Ltd. Publishers.

E-LEARNING RESOURCES

1. https://www.google.co.in/books/edition/Business_and_Corporate_Laws/MjJIDwAAQBAJ?hl=en&gbpv=1&dq=business+and+corporate+laws&printsec=frontcover
2. https://www.google.co.in/books/edition/Business_Corporate_Laws/5NZGDST7SnoC?hl=en&gbpv=1&dq=business+and+corporate+laws&printsec=frontcover
3. https://onlinecourses.swayam2.ac.in/cec20_hs23/preview
4. https://onlinecourses.nptel.ac.in/noc22_mg52/preview
5. https://iica.nic.in/Forthcoming_Programmes.aspx

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	1	-
II	2	-	2	-	1	-
III	3	-	1	-	2	-
IV	2	-	1	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

ALLIED PAPER – 3
BUSINESS STATISTICS - I

SUBJECT CODE:	THEORY&PROBLEM	MARKS: 100
SEMESTER: III	CREDITS: 5	TOTAL HOURS : 90

(Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)

COURSE FRAMEWORK:

Introduction to fundamental concepts of Measures of Central Tendency, Measures of Dispersion, Measures of skewness & Probability

COURSE OUTCOME

On completion of the course, the students will be able to

1. Discuss quantitative and qualitative data, primary and secondary data, collection of data, census method and sampling method
2. Create the Diagrammatic and graphical representation of data using Simple bar diagram, Multiple bar diagram, sub-divided bar diagram, Deviation bar diagram, Histogram and Pie diagram.
3. Evaluate the Measures of Central tendency – Mean, median and mode for the given data
4. Find the measure of Dispersion - Range, Quartile Deviation, Mean Deviation , Standard Deviation
Compute measures of Skewness for various types of data
5. Convert real-world problems into probability models. Discuss the concepts of probability, conditional probability and Baye's theorem and its applications.

UNIT-I

(15 Hours)

Origin Meaning, Definition and Characteristics of Statistics – Uses and Limitations - Sources of Statistical data – Primary and Secondary – Collection of Primary Data – Direct Personal, Indirect Oral, Mailed Questionnaire and Schedule Methods – Editing of Secondary Data-Scatter diagram.

UNIT-II

(20 Hours)

Measures of Central Tendency / Averages – Arithmetic Mean, Median, Quartiles, Deciles, and Percentiles, Mode, Geometric Mean, Harmonic Mean, Combined Mean and Weighted Mean.

UNIT-III

(20 Hours)

Measures of Dispersion – Range, Quartile Deviation, Mean Deviation and Standard Deviation – Co-efficient of Variation.

UNIT-IV

(15 Hours)

Measures of Skewness – Meaning, Definition and Types – Karl Pearson's coefficient of Skewness and Bowley's Coefficient of Skewness.

UNIT-V

(20 Hours)

Probability – Addition and Multiplication Theorem – Conditional probability – Bayer's Theorem (without proof) – Simple problems.

THEORY: 20% PROBLEMS: 80%

RECOMMENDED TEXTBOOKS

1. S.P.Gupta ,Statistical Methods ,Sultan Chand & Sons, 2011
2. P.R.Vital ,Business Statistics, Margham Publications.

REFERENCE BOOKS

1. E.L.Lehmann , Elements of Statistical Hypothesis , Johu Wiley & Sons.
2. R.S.N.Pillai & B.Bhagavathi, Practical Statistics,S.Chand& Company.

E-LEARNING RESOURCES

1. <https://books.google.co.in/books?isbn=0764142399>
2. <https://books.google.co.in/books?isbn=8122400116>
3. <https://books.google.co.in/books?isbn=8131726029>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions (each in 1200 words)	20-23	20	40
TOTAL MARKS				100

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	-	-
II	2	-	-	1	-	1
III	1	3	-	2	-	1
IV	1	1	-	1	-	1
V	1	1	-	1	-	1
TOTAL	7	5	2	5	-	4
SECTION A - 12			SECTION B - 7		SECTION C - 4	

SOFT SKILLS - III
JOB ORIENTED SKILLS

SUBJECT CODE:	THEORY	MARKS 100
SEMESTER: III	CREDITS: 3	TOTAL HOURS: 30

COURSE FRAMEWORK:

- To prepare the students to be job-ready.
- To help learners use English Language appropriately to the role or situation.
- To develop confidence in them to face Interviews.
- To train them to prepare their own CV/Resume

Different kinds of Interviews Letter of Application
and CV

Technical Writing - Circulars, Memos, Agenda and Minutes Group

Discussion

Review

1. Books
11. Films

BOOKS FOR REFERENCE:

1. Harishankar, Bharathi. ed. Essentials of Spoken and Presentation Skills. University of Madras.
2. John, Seely. 1998. The Oxford Guide to writing and speaking. Oxford UP, 1998, Delhi.
3. The Princeton Language Institute and Lanny Laskowski.2001. 10 days to more confident Public Speaking. Warner Books.
4. <http://jobsearch.about.com/cs/curriculumvitae.html//>
5. <http://www.cvtips.com//>

QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
A	Answer any 5 out of 7	1-7	2	10
B	Answer any 4 out of 6	8-13	5	20
C	Answer Internal Choice	14 & 15	10	20
TOTAL MARKS				50

SEMESTER-IV

CORE 09 - SALES AND DISTRIBUTION MANAGEMENT

SUBJECT CODE :	THEORY	MARKS : 100
SEMESTER : IV	CREDITS : 4	TOTAL HOURS : 90

COURSE FRAMEWORK:

Introduction to fundamental sales management, planning, recruitment, channels of distribution and SCM concepts

COURSE OUTCOME

On completion of the course, the students will be able to

1. Understand the role and responsibilities of a sales manager and sales force
2. Demonstrate the various types of sales distribution
3. Comprehend the Recruitment and selection of sales force
4. Elaborate on the channels of distribution
5. Understand the Potential in distribution in India

UNIT – I

(18 Hours)

Sales objectives – Functions of Sales Management – Duties and responsibilities of Sales Manager – Types of Salesmanship – Advantages and Limitations of Salesmanship.

UNIT – II

(18 Hours)

Sales Planning, Sales policy – Sales organization, Structuring and managing sales force, designing sales territories – fixing sales, quota, controlling and motivating sales force.

UNIT – III

(18 Hours)

Recruitment and selection of sales force – training of salesman Supervising Salesman – Appraising Salesman's performance – methods of appraisal – Compensation of sales force – methods of compensation

UNIT – IV

(18 Hours)

The Channel of distribution – Its importance – types of channels. Wholesalers & Retailers – Brokers, Commission agents - dealers sole selling agents.

UNIT – V

(18 Hours)

Potential in distribution in India – Logistics – Physical Distribution – Supply Chain Management. Field Trip to understand the various Practical concepts of SCM

RECOMMENDED TEXTBOOKS

1. Bestrand Canfield & Englan Cliff, Sales Administration, Prentice Hall.
2. Richard R Still and Edward W. Cundiff, Sales Management, Prentice Hall.

REFERENCE BOOKS

1. Albert New Guard – The Field Sales Manager – Taraporewala
2. V.S. Ramasamy, Marketing Management, MacMillan.

E-LEARNING RESOURCES

1. www.tutorialspoint.com/sales_planning/sales_planning_introduction.html.
2. <https://www.businessmanagementideas.com/products/channels-of-distribution-of-products-meaning-functions-factors-and-types/2276>

GUIDELINES TO THE QUESTION PAPER SETTERS Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	1	-
II	2	-	2	-	1	-
III	3	-	1	-	2	-
IV	2	-	1	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

CORE 10
FINANCIAL MANAGEMENT

SUBJECT CODE:	THEORY & PROBLEM	MARKS: 100
SEMESTER: IV	CREDITS: 4	TOTAL HOURS:75

(Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)

COURSE FRAMEWORK:

- Introduction to fundamental concepts of Cost of Capital, Capital Structure, Dividend policy and Working Capital management

COURSE OUTCOME

On completion of the course, the students will be able to

1. Gain insight into wealth maximization and profit maximization.
2. Compute and analyse the cost of capital of the firm.
3. Demonstrate the Theories of capital structure.
4. Comprehend dividend policy and formulate dividend decisions in a firm.
5. Select and apply techniques for short term financial needs of the firm using working capital management concepts.

UNIT I

(12 Hours)

Financial Management – Introduction – Scope – Finance and other related disciplines –Function of Finance

– Functions of Finance Manager in 21st Century. Financial Goals: Profit Maximization Vs Wealth Maximization – Time value of money-perpetuity –CMI Amortization.

UNIT II

(17 Hours)

Cost of Capital – Significance of the cost of Capital – Determining Component costs of Capital – Cost of Equity - Cost of Preference share capital – Cost of Debt - Cost of Retained Earnings – Weighted Average cost of capital.

UNIT III

(17 Hours)

Capital structure – Importance – Factors affecting Capital structure - Determining Debt – Equity proportion - Theories of capital structure –Net Income Approach – Net Operating Income Approach – M.M Approach & Traditional Approach - Leverage concept –Operating Leverage – Financial Leverage and Combined Leverage.

UNIT IV

(12 Hours)

Dividend policy – Objective of Dividend Policies - Types of Dividend Policies - Factors Affecting Dividend Policy – Dividend Theories: Walter’s - Gordons’s – M.M Hypothesis – Forms of Dividend

UNIT V

(17 Hours)

Working Capital – Components of working Capital – Operating Cycle – Factors influencing working capital-Determining working capital requirements. Capital Expenditure, Capital Budgeting Techniques: Discounted Cash flow technique: Net Present Value - Internal Rate of Return- Profitability Index, Non – Discounted Cash flow Techniques: Pay back methods – Accounting Rate of Return

RECOMMENDED TEXTBOOKS

1. M.Y.Khan and P.K.Jain Basic Financial Management, Tata McGraw-Hill Education
2. Dr. A. Murthy, Financial Management, Margham Publications

REFERENCE BOOKS

1. Pandey I.M.: Financial Management, Vikas Publishing House Pvt Ltd
2. Maheswari . S.M.: Financial Management, Sultan Chand & Sons
3. Prasanna Chandhra :Financial management theory and practice, McGraw-Hill Education
4. Dr. Rustagi P R, Fundamentals of Financial management , Taxman's publication,14th edition
5. Paramasivan C & Subramanian T, Financial Management, New Age International Publishers

E-LEARNING RESOURCES

1. <https://www.managementstudyguide.com/financial-management.htm>
2. <https://corporatefinanceinstitute.com/resources/knowledge/finance/cost-of-capital/>
3. <https://www.investopedia.com/terms/c/capitalbudgeting.asp>
4. <https://efinancemanagement.com/dividend-decisions>
5. <https://cleartax.in/s/working-capital-management-formula-ratio>
6. <https://books.google.co.in/books?isbn=812591658X>
7. <https://books.google.co.in/books?isbn=8174465863>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions (each in 1200 words)	20-23	20	40
TOTAL MARKS				100

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	-	-	-
II	2	1	-	1	-	1
III	1	1	1	1	-	1
IV	1	1	-	1	-	1
V	1	1	-	2	-	1
TOTAL	7	5	2	5	-	4
SECTION A 12			SECTION B 7		SECTION C 4	

CORE 11

RESEARCH METHODS IN BUSINESS

SUBJECT CODE:	THEORY	100 MARKS
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 75

COURSE FRAMEWORK:

- Fundamentals of research concepts. Sampling methods, hypothesis, report writing

COURSE OUTCOME:

On completion of the course, the students will be able to

1. Gain knowledge about the importance of research in business
2. Gain insight into acquire skills to locate problem areas in organization settings, and plan, organize, design, and conduct research to help solve the identified problems.
3. Understand of the basic framework of research designs and techniques
4. Understand of various research designs and techniques
5. Demonstrate conduct research in a more appropriate manner.

Unit I

(15 Hours)

Fundamentals of Research: **Meaning, Objectives and Significance. Types of Research:**

- Descriptive vs. Analytical, Applied vs. Fundamental, Quantitative vs. Qualitative, Conceptual vs. Empirical. **Approaches to Research-** Quantitative approach, Qualitative approach.

Unit II

(15 Hours)

Defining the research problem, selecting the problem; technique involved in selecting a problem. Research design – Meaning, need, features of good research design. **Sample design** – Meaning- Steps in sampling design – Characteristics of Good Sample Design –Classification of Sampling design: Brief about Probability sampling, Non- probability sampling, restricted, un- restricted sampling. Types: Quota sampling, Cluster sampling, Area sampling, Multi stage sampling, convenience sampling and purposive sampling.

Unit III

(15 Hours)

Sources and Methods of data collection - Primary and Secondary data. Meaning and Definition of Primary sources - Observation, Interview and Questionnaire. Meaning and definition of Secondary sources - Data processing – Tabulation – Data analysis and Interpretation.

Unit IV

(15 Hours)

Meaning, definition and importance of Hypothesis –Types: Simple hypothesis, Null hypothesis, alternate hypothesis and complex hypothesis. Formulation of hypothesis and various methods of testing of hypothesis - (**Theoretical explanation only**) Chi-square test, Correlation Co-efficient and Regression analysis.

Unit V

(15 Hours)

Report writing – layout of research report – Steps in report writing- Importance of research in management decisions- Application of research in various areas - Marketing Research, Government policies and economic systems, Social relationship.

RECOMMENDED TEXTBOOKS

1. Dr.P.Ravilochanan, 2012 Research Methodology, Margham Publications
2. Research Methodology: Methods and Techniques Paperback by C R Kothari – New AgeInternational Publishers
3. P.C. TRIPATHI , Research Methodology in social sciences – Sultan Chand & Sons.

REFERENCE BOOKS:

1. Ranjit Kumar – Pearson. 2005, Research Methodology: A Step by Step Guide forBeginners,

E-LEARNING RESOURCES

<http://study.com/academy/lesson/research-methodology-approaches-techniques-quiz.html>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	2	-	2	-	2	-
III	3	-	1	-	1	-
IV	2	-	2	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

CORE PAPER 12
DIGITAL MARKETING

SUBJECT CODE:	THEORY	MARKS:100
SEMESTER : IV	CREDITS:4	TOTAL HOURS:75

COURSE FRAMEWORK:

- Introduction of digital marketing ,SEO,E-marketing, and social media platform marketing

COURSE OBJECTIVE:

On completion of the course, the students will be able to

1. Understand the confluence of marketing, operations, and human resources in real-time delivery.
2. Gain exposure in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
3. Evaluate issues in adapting to globalised markets that are constantly changing and increasingly networked.
4. Comprehend the importance of conversion and working with digital relationship marketing
5. Gain knowledge about cross-cultural and ethical issues in globalised digital markets

UNIT: I

(14 Hours)

Introduction to Digital Marketing, Digital Marketing Plan and Strategy, Situation Analysis and GoalSetting and Planning Digital Marketing Campaigns.

UNIT: II

(17 Hours)

Introduction to Search Engine Optimization (SEO), Keyword Research, Design, Competitive Analysis, Pay per click, advantages and disadvantages, Introduction to SocialMedia, advantages and disadvantages, Digital marketing measurement, Traditional vs SEO, Pay Per Click (PPC.)

UNIT: III

(17 Hours)

Introduction to Email Marketing, Advantages and Disadvantages of E-mail Marketing, Legal Framework of E-mail Marketing, Combining Email with Other Channels, Types of email marketingand Practices for bulk mailing and more - Affiliate Marketing and its importance.

UNIT: IV

(14 Hours)

Introduction to Social Media Marketing- Engagement Strategies, Content Posting, Different Typesof Advertisement and Images, Boosting Post, Create Campaign, Tracking, Re-Targeting, Event Posting, Conversion Rate, Analytics, Uploading Products Videos, Video Marketing and Traffic Generating Strategies.

UNIT: V

(13 Hours)

Selling Products through Social Media Platform, Listing of Products, Dealing with Customer Care,Paid Promotion via Social Media websites, and Online Promotion.

Recommended Text Books:

1. Puneet Singh Bhatia, Fundamentals of Digital Marketing, Pearson Publisher, 2017.
2. Swaminathan T. N./Karthik Kumar, Digital Marketing: From Fundamentals to Future, Cengage Publisher, 2019.

Reference Books:

1. Ian Dodson, The Art of Digital Marketing: Wiley Publisher, 2016
2. Damian Ryan, Calvin Jones, Understanding Digital Marketing, Kogan Page Publishers, 2012

E learning Resources:

1. <https://ondigitalmarketing.com/learn/course-syllabus-for-digital-marketing-analytics/>
2. <https://www.digitalmarketer.com/digital-marketing/>

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	1	-
II	3	-	1	-	1	-
III	2	-	1	-	1	-
IV	2	-	2	-	2	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
Section A-12			Section B-7		Section C-6	

ALLIED IV
BUSINESS STATISTICS – II

SUBJECT CODE:	THEORY & PROBLEM	MARKS: 100
SEMESTER: IV	CREDITS: 5	TOTAL HOURS:75

(Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)

COURSE FRAMEWORK:

- Introduction to fundamental concepts of Business Statistics

COURSE OUTCOME:

On completion of the course, the students will be able to

1. Outline Index Numbers: Simple aggregative, simple average of price relative method, weighted average of price relative method and weighted aggregative method, Fixed and Chain base Index, Cost of Living Index
2. Do Analysis of sampling method, sampling error, central limit theorem and estimating population parameters, computing mean population for large sample and small sample
3. Evaluate correlation between two variables and identify its types with use of rank correlation.
4. Formulate the simple linear regression equation for a set of data, uses of regression, and difference between correlation and regression.
5. Discuss about the Time Series Analysis using Secular trend: Graphic or free hand method, Method of semi average, Moving average and least square
6. Explain Method of least squares to fit a straight line-Seasonal variation: Method of simple average..

UNIT I

(15 Hours)

Correlation Analysis – Meaning, Definition, Significance and Types of Correlation, Karl Pearson’s Coefficient of Correlation – Spearman’s Rank Correlation.

UNIT II

(15 Hours)

Regression Analysis- Meaning and Importance – Regression Lines and Regression equations- X on Y, Y on X, and Properties of Regression Coefficients – Uses of Regression – Difference between Correlation & Regression.

UNIT III

(15 Hours)

Time Series Analysis – Meaning, Need and Components of Time Series – Different Methods – Simple Average Method- Free Hand, Semi Average, Moving Average and Least Square Method- Seasonal Indices.

UNIT IV

(15 Hours)

Index Numbers – Definition Usage, Methods of Construction of Index Numbers – Types – Unweighted and weighted Index Numbers Simple, Aggregate, Price Relative Methods- Laspeyres, Paasche’s, Bowley’s and Fisher’s Index Numbers – Time and Factor Reversal Tests – Cost of Living Index.

UNIT V**(15 Hours)**

Meaning of Sampling - Probability sampling Methods : Simple Random Sampling -Stratified sampling-Systematic sampling-Cluster Sampling-Multi stage Sampling, Non-probability sampling methods: Convenience Sampling -Judgmental Sampling-Quota Sampling -Snowball Sampling- Sampling error and standard error - relationship between sample size and standard error.

THEORY: 20% PROBLEMS: 80%**RECOMMENDED TEXTBOOKS**

1. Statistical Methods- S.Gupta – Sultan Chand & Sons
2. Statistics –P.R.Vital- Margham Publications.

REFERENCE BOOKS

1. Elements of Statistical Hypothesis – E.L.Lehmann – Johu Wiley & Sons.
2. Practical Statistics – R.S.N.Pillai & B.Bhagavathi – S.Chand & Company.

E-LEARNING RESOURCES

1. <https://books.google.co.in/books?isbn=8122415229>
2. <https://books.google.co.in/books?isbn=8131301362>
3. <https://books.google.co.in/books?isbn=8122415229>

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions (each in 1200 words)	20-23	20	40
TOTAL MARKS				100

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	1	-	1
II	1	1	-	1	-	1
III	1	1	-	2	-	1
IV	1	1	-	1	-	1
V	2	1	1	-	-	-
TOTAL	7	5	2	5	-	4
SECTION A 12			SECTION B 7		SECTION C 4	

ENVIRONMENTAL STUDIES

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: IV	CREDITS: 2	TOTAL HOURS:30

COURSE FRAMEWORK:

- Introduction to fundamental concepts environmental studies

COURSE OUTCOME:

On completion of the course, the students will be able to

1. Demonstrate the significance of environmental economics
2. Analyze the existing renewable and non-renewable resources
3. Get an overview of the conventional and non-conventional energy resources
4. Acquire knowledge on different pollution control measures
5. Demonstrate different international environmental policies

UNIT I: MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES

Definition, scope and importance-Need for public awareness.

UNIT II: NATURAL RESOURCES:

Renewable and non-renewable resources: Natural resources and associated problems.

- a) **Forest resources:** Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
- b) **Water resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- c) **Mineral resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) **Food resources:** World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) **Energy resources:** Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
- f) **Land resources:** Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

UNIT III: ECOSYSTEMS:

Concept of an ecosystem.

- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystem :-

- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

UNIT IV: BIODIVERSITY AND ITS CONSERVATION:

- Introduction – Definition: genetic, species and ecosystem diversity.
- Biogeographically classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic And option values
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation, Hot-spots of biodiversity.
- Threats to bio diversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

UNIT V: ENVIRONMENTAL POLLUTION:

Definition: Cause, effects and control measures of:-

- a. Air pollution
- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear hazards
- Solid waste Management: Causes, effects and control measures of urban and Industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- **Disaster management: floods, earthquake, cyclone and landslides.**

PRESCRIBED BOOKS:

1. Environmental studies-St Joseph College Edition
2. Environmental studies- Dr. D.D.Mishra – S.Chand

REFERENCE BOOKS:

1. Environmental studies – Dr. J.P.Sharma – University Science Press.
2. Introduction to Environmental Studies – Dr.MahaintaK.Kalita – Asiau Books.

**SOFT SKILLS IV
COMPUTING SKILLS**

SUBJECT CODE:	PRACTICAL	MARKS :100
SEMESTER : IV	CREDIT :2	NO.OF.HOURS PER WEEK:3

(For the following UG Departments)

SHIFT-I:

B.A. (Economics), B.A. (Defence and Strategic Studies), B.Sc. Mathematics, B.Sc. Physics, B.Sc. Chemistry, B.Sc. Zoology, B.Sc. Plant Biology and Plant Biotechnology, B.Com (General), B.Com (Corporate Secretaryship)

SHIFT-II:

BBA, B.Sc. Visual Communication, B.Com (General), B.Com (Accounting & Finance), B.Com (Corporate Secretaryship), B.Com (Information System Management), B.Com (Banking Management) and B.Com (Marketing Management)

COURSE OBJECTIVES

- The major objective in introducing the Computer Skills course is to impart training for students in Microsoft Office which has different components like Ms word, MS Excel, Ms Access, Power point etc., at two levels based on their knowledge and exposure.
- It provides essential skills for the user to get adapted to any work environment, as most of the systems in any workplace have Ms Office installed for their day to day activities. The course is highly practice oriented rather than regular class room teaching

Unit I : *Word Processing* - Open, Save and close word document; Editing text- tools, formatting, bullets; Spell Checker; Navigating in word - keyword, Mouse; document formatting- paragraph alignment, indentation, headers and footers, numbering; printing• preview, options

Unit II : *Spreadsheets* - MS Excel- opening, entering text and data, formatting, navigating; Formulas - entering, handling and copying; Charts -creating, formatting and printing, header and footer, centering data, printing.

UNIT III: *Presentations* - Power point - exploring, creating and editing slides, inserting tables and charts - Special effects - Clip Art, creating and drawing shapes, inserting multimedia content - Presentations - planning, animation, handouts, slideshow.

Unit VI: *Networks-Internet Explorer*- components; www-working, browsing, searching, saving
- Bookmark - favorite, create, delete - Printing a web page; email- creating, receiving, reading and sending messages

Unit V: *HTML* - Defining HTML paragraph and spacing - HTML styles, that include Background color
- Text color - Text Fonts - Text that includes Bold, Italic, Underline, Superscript and Subscript.

Note: *Unit II to Unit V needs exposure thru Practicals*

REFERENCE BOOKS:

Introduction to Computers - Peter Norton, Tata McGraw Hill Microsoft 2003 - Jennifer Ackerman Kettell,
Guy Hat-Davis, Curt Simmons, Tata McGraw Hill

SEMESTER-V

CORE 13
COST ACCOUNTING

SUBJECT CODE:	THEORY & PROBLEM	MARKS: 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS:90

Common to B.Com (GEN), B.Com (AF), B.Com (MM)

COURSE FRAMEWORK

- Fundamentals of cost accounting, concepts of labour cost, material and overheads

COURSE OUTCOME

On completion of the course, the students will be able to

1. Understand the methods of cost accounting
2. Demonstrate the methods of application in cost accounting
3. Demonstrate how materials, labor and overhead costs are added to a product at each stage of the product cycle
4. Comprehend how cost accounting is used for decision making and performance evaluation
5. Acquaint with the overhead using predetermined rates and activity – based costing

UNIT I (15 Hours)

Definition, Nature and scope of Cost Accounting, Cost analysis, concepts and Classifications. Installation of costing systems, cost centres and profit centers.

UNIT II (19 Hours)

Simple Cost sheets- cost sheet with details of overheads- Stock of work in progress and finished goods, sales price computation- tenders and quotations.

UNIT III (19 Hours)

Material purchase control, Stock Levels, aspects, need and essentials of material control. Stores control – Stores Department, EOQ, Stores records, ABC analysis, VED analysis. Material costing-Issue of materials – FIFO, LIFO, HIFO, SAM, WAM, Market price, Base stock method , standard price method and Retail price Method .

UNIT IV (18 Hours)

Labour cost – Computation and control. Time keeping, Methods of wage payment – Time rate and piece rate system. Payroll procedures. Idle time and over time. Labour turnover.

UNIT V (19 Hours)

Overheads – Classification, Allocation, Apportionment and control of overheads – Manufacturing, Administration, Selling and Distribution (Primary and Secondary Distribution) Computation of Machine Hour Rate.

THEORY: 20% PROBLEMS: 80%

RECOMMENDED TEXTBOOKS

1. Jain S.P. and Narang K. L., Cost Accounting, Kalyani Publishers, Ludhiana, Eighth Edition
2. Reddy T.S. and Hari Prasad Reddy Y., Cost Accounting, Margham Publications, Chennai, Fourth Edition

REFERENCE BOOKS

1. Dr. Maheswari S.N, Principles of Cost Accounting, Sultan Chand & Sons, New Delhi
2. Pillai R. S. N. and Bagavathi V., Cost Accounting, S.Chand,New Delhi
3. Saxena V.K. and Vashist C.D, Cost Accounting, Sultan Chand & Sons, New Delhi
4. Shukla M.C., Grewal T .S. and Dr.Gupta M.P., Cost Accounting, S.Chand, New Delhi

E-LEARNING RESOURCES

- 1.<http://www.yourarticlelibrary.com/cost-accounting/cost-accounting-meaning>
- 2.<http://www.accountingnotes.net/cost-accounting/cost-sheet/cost-sheet-meaning-advantages- andpreparation/ 7505>
3. http://www.accountingexplanation.com/materials_and_inventory_cost_control.htm
4. <https://www.tutorsonnet.com/introduction-to-labour-remuneration-homework-help.php>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions (each in 1200 words)	20-23	20	40
TOTAL MARKS				100

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	-	-
II	1	1	1	1	-	1
III	1	1	-	2	-	1
IV	1	2	-	1	-	1
V	2	1	-	1	-	1
TOTAL	7	5	2	5	-	4
SECTION A 12			SECTION B 7		SECTION C 4	

CORE 14
ENTREPRENEURIAL DEVELOPMENT

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS:90

(Common to B.Com (GEN), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)

COURSE FRAMEWORK:

- Introduction to fundamental concepts of Entrepreneurial Development in India

COURSE OUTCOME:

On completion of the course, the students will be able to

1. Discuss about the basic concepts and functions of entrepreneurship, various types and classification of entrepreneurs and factors influencing entrepreneurship.
2. Gain deeper insight into the various Entrepreneurial Development Agencies, MSMEs and financial institutions prevailing in India and the schemes to develop entrepreneurship.
3. Create and demonstrate the complete Project management from Business idea generation, to appraisal and preparation of project report.
4. Explain the various Entrepreneurial development programmes and to elaborate on the role, relevance and achievements of EDII.
5. Communicate about the various roles of entrepreneur in entrepreneurial growth with respect to Economic development (special mention to Women entrepreneurs)

UNIT I (16Hours)

Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs.

UNIT II (23 Hours)

Entrepreneurial Development Agencies - Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organisation – Ministry of Micro, Small & Medium Enterprises (MSME)- Prime Minister Employment Generation Programme - Pradhan Mantri Yuva Yojana - All India Financial Institutions – IDBI – IFCI – ICICI - IRDBI.

UNIT III (18 Hours)

Project Management: Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities - Preparation of Project Report – Tools of Appraisal.

UNIT IV (15 Hours)

Entrepreneurial Development Programmes (EDP) – Role, relevance and achievements – Entrepreneurship Development Institute of India (EDII), Role of Government in organizing EDPs – Critical evaluation.

UNIT V (18 Hours)

Economic development and entrepreneurial growth – Role of entrepreneur in economic growth- Strategic approaches in the changing economic scenario for small scale entrepreneurs- Networking, Niche play, Geographic concentration, Franchising / Dealership – Development of Women entrepreneurship - problems – steps taken by government- Women and Self Help Groups.(SHGs)

RECOMMENDED TEXTBOOKS

1. Gupta, D. C., & Srinivasan, D. N. Entrepreneurship Development in India SultanChand & Sons, (2001).
2. Khanka, S. S. Entrepreneurial development. S. Chand Publishing, (2006).

REFERENCE BOOKS

1. Desingu Setty, E., & Krishna Moorthy, P. Strategies for developing womenentrepreneurship. Akansha Pub. House, (2010).
2. Drucker, P. F. Innovation and Entre-preneurship: Practice and Principles. Harper & Row,(1986).
3. Gupta, M. Entrepreneurial Development Raj Publishing House, (2006).
4. Shankar, R. Entrepreneurship Theory & Practice Vijay Nicole Imprints Private Ltd
5. Suresh, J. Entrepreneurial Development Margham Publications, (2002).

E-LEARNING RESOURCES

1. <http://www.yourarticlelibrary.com/entrepreneur/entrepreneurshipcharacteristicsimportancetypes-and-functions-of-entrepreneurship/5228>
2. <https://landor.com/thinking/eight-principles-of-innovation>
3. <http://www.simply-strategic-planning.com/innovation-and-entrepreneurship.html>
4. <https://www.slideshare.net/sahilkamdar1/institutional-support-in-entrepreneurship>
5. <https://www.businessmanagementideas.com/entrepreneurship-2/institutional-supportsystem- for-entrepreneurs/18184>
6. <https://www.entrepreneur.com/article/323660>
7. <https://www.entrepreneur.com/article/314723>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	1	-
II	3	-	2	-	2	-
III	2	-	1	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

CORE 15
RETAIL MARKETING

SUBJECT CODE :	THEORY	MARKS : 100
SEMESTER : V	CREDITS : 4	TOTAL HOURS : 90

COURSE FRAMEWORK:

- Basic concepts of retail marketing and environment

COURSE OUTCOME:

On completion of the course, the students will be able to

1. Understand the marketing environment
2. Understand the Consumer behavior
3. Demonstrate the brands, buying and handling.
4. Give an outline on Marketing Mix
5. Demonstrate the Consumerism and ethics

UNIT – I **(17 Hours)**

Introduction to Retail marketing – retail environment – the growing importance of retail industry.

UNIT – II **(17 Hours)**

Consumer behavior in the retail context – buying decision process – its implication for retail management.

UNIT – III **(19 Hours)**

Store layout – design – Merchandising – private brands – national brands – merchandising buying and handling.

UNIT – IV **(18 Hours)**

Retail Marketing Mix – 4 Ps – Merchandise Management – Negotiating Purchase – Rural Marketing.

UNIT – V **(19 Hours)**

Consumerism and ethics in retailing – international retail structures – future of retailing.

RECOMMENDED TEXTBOOKS

1. Andrew J. Navman and Peter Cullon – Retailing Environment – Thomson & Organisation
2. Berman: Retail management, Prentice Hall of India, 8th Edn.

REFERENCE BOOKS

1. Patrick M. Nunne, Robert F. Lusch and David A. Griffith – Retailing
2. David Gilbrath, Retail Marketing Management.
3. A. Nag, Marketing Strategy.
4. Sherlekar, Dr. K. Nirmala Prasad and S.A. Salvardine Victor, Principles of Marketing.

E-LEARNING RESOURCES

1. <https://www.managementstudyguide.com/store-design-and-layout.htm>
2. <https://www.ukessays.com/essays/marketing/what-is-the-concept-consumer-ethics-marketing-essay.php>
3. <https://shelfwiz.com/real-life/marketing-merchandising-what-do-they-mean-for-your-store.html>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	1	-
II	2	-	2	-	1	-
III	3	-	1	-	2	-
IV	2	-	1	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

CORE 16
BRAND MANAGEMENT

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS:90

COURSE FRAMEWORK:

- Introduction of brand management in India

COURSE OUTCOME

On completion of the course, the students will be able to

1. Understand the main concepts and explain the purpose of branding
2. Understand principles of Branding, role of brands, elements and components of brands, brand equity.
3. Understand the concepts of brand positioning and role of social media in Brand building
4. Demonstrate the implications of planning, implementing and evaluating Branding Strategies.
5. Understand the effective branding strategies for both consumer and business products/services with the insights from marketing

UNIT I

(18 Hours)

Introduction: Definition of Brand - Importance of Brands – Branding Challenges and Opportunities – Brand Equity Concept – Brand Equity Models — Brands vs. Products Constituents of a Brand: Brand Elements – Brand Identity - Image and Personality – Brand DNA, Kernel, Codes and Promises – Point of Distribution and Point of Purchase

UNIT II

(18 Hours)

Brand Positioning: Basic Concepts – Risks – Brands and Consumers – Competitive Advantage through Strategic Positioning of Brands – Points of Parity –Points of Difference – Brand Building: Designing Marketing Programmes to Build Brands – Role of Social Media in Brand Building – Managing and Sustaining Brands Long-Term.

UNIT III

(18 Hours)

Brand Image: Image Dimensions, Brand Associations & Image, Brand Identity: Perspectives, Levels and Prisms. Managing Brand Image – Stages – Functional, Symbolic and Experiential Brands – Brand Audits – Brand Loyalty – Cult Brands

UNIT IV

(18 Hours)

Brand Valuation: Methods of Valuation – Implications for Buying & Selling Brands. Leveraging Brands: Brand Extension – Brand Licensing – Co-branding – Brand Architecture and Portfolio Management

UNIT V

(18 Hours)

Branding in Practice: Handling Name Changes and Brand Transfer – Brand Revitalisation and Rejuvenation – Global Branding Strategies – Building and Managing Brands Across Boundaries – Branding Industrial Products, Services and Retailers – Building Brands Online – Indianisation of Foreign Brands and Taking Indian Brands Global.

Recommended text books

1. Dutta, K., Brand Management: Principles and Practices, Oxford University Press, 2012.
2. Gupta, N.R., The Seven Principles of Brand Management, Tata McGraw-Hill Education, 2011.

Reference Books

3. Aaker, D., Building Strong Brands, Simon & Schuster, 2010.
4. Chevalier, M. and Mazzalovo, G., Luxury Brand Management: A World of Privilege, 2nd Edition, John Wiley and Sons, 2012.
5. Kapferer, J.N., The New Strategic Brand Management: Advanced Insights and Strategic Thinking, 5th Edition, Kogan Page, 2012.

E-LEARNING RESOURCES

1. <https://timestsw.com/landing/iim-kashipur-executive-certificate-programme-in-product-and-brand-management>
2. <https://sp-sg.libguides.com/c.php?g=915400&p=6673981>
3. <https://study.sagepub.com/beverland>
4. <https://merlinone.com/brand-management-tips/>

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	2	-
II	3	-	2	-	1	-
III	2	-	1	-	-	-
IV	3	-	1	-	2	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 1 - 12			SECTION B - 7		SECTION C - 6	

ELECTIVE – I (IDE)
TOURISM MANAGEMENT

SUBJECT CODE :	THEORY:	MARKS : 100
SEMESTER : V	CREDITS : 5	TOTAL HOURS : 75

COURSE FRAMEWORK:

- Introduction to fundamental concepts of tourism management

COURSE OUTCOME:

On completion of the course, the students will be able to

1. Understand the various types of tourism sectors
2. Gain an impact of tourism in India's economy
3. Understand the skills and experience relating to the management and production of tourism in a professional setting
4. Demonstrate clearly and concisely in the conventions of tourism studies.
5. Gain an insight on Plan, lead, organize and control resources for effective and efficient tourism operations.

UNIT I **(15 Hours)**

Definition of Tourism Management – Need for tourism management – Factors influencing the growth of tourism – Effects of tourism – Tourism marketing - Tourism industry in India and abroad.

UNIT II **(15 Hours)**

Tourism product planning and development – User's profile – Tourism life study styles – Marketsegmentation.

UNIT III **(15 Hours)**

Tourism product strategy – Tourism Pricing strategy – Tourism promotion strategy – Tourism distribution strategy.

UNIT IV **(15 Hours)**

Typology of tourism – Different kinds of tourism – educational, religious, medical, entertainment, cultural, heritage, sports and adventurous tourism – Travel

UNIT V **(15 Hours)**

ITDC – World Tourism Organisation (WTO) - Role of travel agents and Employment opportunities.

RECOMMENDED TEXTBOOKS

1. "Tourism marketing", S.M.Jha, Himalaya Publishing House, Mumbai, 1st Edition, 2010.

E-LEARNING RESOURCES

1. <http://www.unto.org/index.php> <http://www.indiatourism.com/>
2. <http://www.tamilnadutourism.org> <http://www.incredibleindia.org>

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	1	-
II	2	-	2	-	1	-
III	3	-	1	-	2	-
IV	2	-	1	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

SEMESTER-VI

CORE 17
SUPPLY CHAIN MANAGEMENT

SUBJECT CODE :	THEORY	MARKS : 100
SEMESTER : VI	CREDITS : 4	TOTAL HOURS : 90

COURSE FRAMEWORK:

- Introduction to basic concepts and role of supply chain management in business

COURSE OUTCOME:

On completion of the course, the students will be able to

1. Understand the various types of Supply Chain Management in Business.
2. Understand the Motivation, training and evaluation of channel members.
3. Demonstrate the Types of transportation
4. Elaborate on the channels of distribution
5. Understand the Management of Inventory

UNIT – I:

Supply chain Management – Meaning, Definition, Functions, need – Marketing forces affecting supply chain activities – supply chain activities in India. **(20 Hrs)**

UNIT – II:

Supply Chain Intermediaries – Meaning, importance, objectives, functions – Types of intermediaries – Selection of channel members – Motivation, training and evaluation of channel members. **(20 Hrs)**

UNIT – III:

Transportation – Meaning, importance, Functions – Types of transportation – Methods of Selection of transportation – factors considering fixation of freight charges – Role of containers in modern Transportation. **(15 Hrs)**

UNIT – IV:

Warehousing – meaning, characteristics, importance, functions – Types of warehousing – Selection of transportation – warehouse locations – Packaging and material handling – Documents relating to warehousing – Warehousing in India. **(20 Hrs)**

UNIT-V :

Inventory Management – Meaning, Importance, Functions – Inventory Control – Inventory control under uncertainties – ABC Analysis – JIT – Cost of inventories – order processing – Customer Services. **(15 Hrs)**

Prescribed Texts:

1. Satish K. Kapoor and Purva Kamal, Basis of Distribution Management, Printice Hall of India, New Delhi , 2003.
2. Sunil Chopra, Supply Chain Management – Strategic planning and operations, 2004.

Reference Books:

1. Taylor, supply chain – A managers guide – Pearson Education – New Delhi – 2004.
2. David J. Bloomberg, Stephen Lemay, Joe E. Hanna, Logistics, Printice Hall of India, NewDelhi – 2002.
3. Dr. C.B. Gupta and Dr. N. Rajan Nair, Marketing management, Sultan Chand, New Delhi,2007.
4. Bowersox cross, Logistical Managemevil – The Intergrated supply chain Management, PrinticeHall of India, New Delhi – 2004.

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	1	-
II	2	-	2	-	1	-
III	3	-	1	-	2	-
IV	2	-	1	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

CORE 18
ADVERTISING MANAGEMENT AND SALES PROMOTION

SUBJECT CODE :	THEORY	MARKS : 100
SEMESTER : VI	CREDITS : 4	TOTAL HOURS : 90

(Common to B.Com (MM) and BBA)

COURSE FRAMEWORK:

- Introduction to fundamental in advertising management and sales promotion in india

COURSE OUTCOME:

On completion of the course, the students will be able to

1. Understand the basic concept of advertising and sales promotion
2. Understand the various types of advertising
3. Demonstrate the various tricks of sale promotion
4. Equip them to Identifying and describing the various types of advertising
5. Demonstrate the steps involved in sales force management

UNIT – I

(15 Hours)

Advertising: Definition, objectives, need & importance, growth of modern advertising – types & classification of advertisement, advertising spiral – market segmentation, promotional mix and target audience.

UNIT – II

(20 Hours)

Media: Mass Media-Selection, planning and scheduling – web advertising – integrated programme and budget planning –percentage of sales method, objective to task method, competitive parity, market share method, unit sales method, affordable method.

UNIT – III

(20 Hours)

Message and copy development – different types of copy; Art & layout of an advertisement: Principles of design, layout stages, difference in designing of television, audio & print advertisement – Advertising agencies – Organization and operation.

UNIT – IV

(20 Hours)

Management of sales promotion: Importance & need for sales promotion, planning for consumer schemes & contests, different types of consumer schemes.

UNIT – V

(15 Hours)

Control: Measurement of effectiveness – ethics, economics and social relevance.

REFERENCE BOOKS

1. Bhatia, T.K., 2007, Advertising and Marketing in Rural India, Macmillan India Ltd, 2nd Edition.
2. Hackley, C., 2010 Advertising and Promotion: An integrated communication approach, Sage Publications, 2nd Edition.
3. Aaker, Myers & Batra, Advertising Management, Prentice Hall.
4. Wells, Moriarty & Burnett: Advertising Principles & Practices, Prentice Hall.
5. Jefkins, F., 2002 Advertising, , Pearson, 4th Edition.
6. Wells, W.D., Burnett, J. and Moriarty, S. 2007, Advertising: Principles and Practices, 7th Edition.

E-LEARNING RESOURCES

1. <https://economictimes.indiatimes.com/definition/advertising>
2. <https://www.learnmarketing.net/mediaselection.html>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	1	-
II	3	-	2	-	1	-
III	3	-	1	-	2	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

CORE 19
SERVICES MARKETING

SUBJECT CODE :	THEORY	MARKS : 100
SEMESTER : VI	CREDITS : 4	TOTAL HOURS : 90

(Common to B.Com (MM) and B.B.A)

COURSE FRAMEWORK:

- Introduction of service marketing, marketing mix and quality services

COURSE OUTCOME:

On completion of the course, the students will be able to

1. Understanding the importance of Services in the Marketing arena
2. Apply the concepts of 7P'S in service marketing
3. Comprehend the understanding of the 'state of the art' service management thinking
4. Understand to Identify critical issues its service design including the service products and markets , building the service model and creating customer value
5. Demonstrate ability in evaluating service design

UNIT-I

(20 Hours)

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service and designing of the service, blueprinting using technology, developing human resources, building service aspirations.

UNIT-II

(20 Hours)

Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

UNIT-III

(18 Hours)

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

UNIT-IV

(20 Hours)

Delivering Quality Service: Causes of service - quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions - the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.

UNIT-V

(12 Hours)

Marketing of Service with Special Reference To: 1.Financial services, 2.Health services, 3.Hospitality services including travel, hotels and tourism, 4.Professional service, 5.Public utility service, 6.Educational services.

RECOMMENDED TEXTBOOKS

1. S.M. Jha, Services marketing, Himalaya Publishers, India
2. Sinha.P.K and Sahoo.S.C., 1994, Services Marketing Text and Reading, Himalaya Publishers House, India.

REFERENCE BOOKS

1. Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
2. Thakur .G.S. Sandhu Supreet & Dogra Babzan , Services marketing , kalyanni Publishers, Ludhianna .
3. Dr. B. Balaji , Services Marketing and Management ,S. Chand & Co , New Delhi .

E-LEARNING RESOURCES

1. <https://altitudemarketing.com/services/>
2. <https://courses.lumenlearning.com/boundless-marketing/chapter/service-quality/>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	1	-
II	2	-	1	-	1	-
III	3	-	1	-	2	-
IV	2	-	2	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12		SECTION B 7		SECTION C 6		

ELECTIVE - II
HUMAN RESOURCE MANAGEMENT

SUBJECT CODE :	THEORY	MARKS : 100
SEMESTER : VI	CREDITS : 5	TOTAL HOURS : 90

(Common to B.Com (GEN), B.Com (AF), B.Com (MM), B.Com (ISM), BBA)

COURSE FRAMEWORK:

- Introduction to HRM concepts, performance appraisal and HR audits

COURSE OUTCOME

On completion of the course, the students will be able to

1. Understand the nature of human resources and its significance to the organization
2. Gain an insight on Human Resource Planning, Recruitment and Selection
3. Demonstrate various training and development in HRM
4. Comprehend the various HR practices in organization.
5. Understand the various methods remuneration of personnel.

UNIT I

(16 Hours)

HRM Concepts and Functions, Role, Status and competencies of HR Manager - HR Policies – Emerging Challenges of Human Resource Management - Workforce diversity; Empowerment – Differences between personnel management and HRM

UNIT II

(20 Hours)

Human Resource Planning – Job Analysis – Job Description, Job Specification and Job Evaluation – Recruitment and Selection – meaning - Process of Recruitment – Sources of Recruitment – Internal Sources – External Sources - Meaning and Process of Selection – Selection Tests And Interviews – Placement

UNIT III

(18 Hours)

Induction – Mentoring – Concepts and Importance of Training and Development Needs- Training and Development Methods - on the Job Training – off the Job Training – Evaluating Training Effectiveness – Career Development.

UNIT IV

(20 Hours)

Objectives and importance of Performance Appraisal - Methods and techniques of Performance Appraisal – Potential Appraisal, Type of transfers and promotions – Problems in Performance Appraisal – Essentials of Effective Appraisal System – Termination of Services.

UNIT V

(16 Hours)

Compensation – Concept and Policies - Wage and Salary Administration – Methods of Wage Payments and Incentive Plans - Fringe Benefits – Performance linked compensation – Monetary and Non-Monetary benefits.

RECOMMENDED TEXTBOOKS

1. Aswathappa, K. (2013). *Human resource management: Text and cases*. Tata McGraw-Hill Education.
2. Gupta, C. B. (2011). *Human Resource Management: New Delhi. Sultan Chand & sons Educational publishers.*

REFERENCE BOOKS

1. Human Resource Management. Dr. T.K. Avvai Kothai, Charulatha Publications. s
2. DeCenzo, D. A., Robbins, S. P., & Verhulst, S. L. (2016). *Fundamentals of Human Resource Management*, John Wiley & Sons.
3. Dessler, G., & Varrkey, B. (2005). *Human Resource Management, 15e*. Pearson Education India.
4. Durai, P. (2009). *Human Resource Management* (Publisher: Dorling Kindersley (India) Pvt. Limited:
5. Prasad, L. M. (2006). *Human Resource Management* (Sultan Chand & Sons.
6. Rao, P. S. (2009). *Personnel and human resource management* (pp. 236-345). Himalaya Publishing House.

E-LEARNING RESOURCES

1. <https://bohatala.com/impact-of-internal-and-external-environment-on-human-resource-management>
2. <https://studiousguy.com/human-resource-planning/>
3. <https://corehr.wordpress.com/2013/12/04/transfer-and-promotion/>
4. <https://hrmppractice.com/employee-welfare/>
5. <https://www.mbaskool.com/business-concepts/human-resources-hr-terms/2390-quality-ofwork-life-qwl.html>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	1	-	1	-
II	3	-	2	-	2	-
III	2	-	2	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

ELECTIVE – III

PROJECT WORK

SUBJECT CODE :	THEORY & PRACTICALS	MARKS : 100
SEMESTER : VI	CREDITS : 5	TOTAL HOURS : 90

COURSE OUTCOME:

On completion of the course, the students will be able to

1. Understand the community needs, problems and develop social responsibilities
2. Students acquire leadership quality in group living
3. Understand Research and its role of youth in Research
4. Develop competence in documentation and report writing
5. Students are able to develop their Analytical Skills