

GURU NANAK COLLEGE (AUTONOMOUS)

(Affiliated to University of Madras and Accredited at A++ Grade By NAAC)

Guru Nanak Salai, Velachery, Chennai - 600042



SCHOOL OF MANAGEMENT

B.Com. MARKETING MANAGEMENT

(SEMESTER PATTERN WITH CHOICE BASED CREDIT SYSTEM)

(Effective from 2024-27 batch onwards)

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LOCF - LEARNING OUTCOME BASED CURRICULUM FRAMEWORK

Preamble

1. About the Programme

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.

2. Vision

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

3. 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.

4. PROGRAMME EDUCATIONAL OUTCOMES(PEOs)

PEO 1. Values of Life, Ethics & Social Concern

The graduates exhibit truth, loyalty, and love as integral moral principles, thereby contributing to a society characterized by enhanced well-being and fundamental goodness in behavior.

PEO 2: Employability & Entrepreneurship

The graduates apply analytical, logical, and critical problem-solving skills in professional contexts, elevating employability and cultivating entrepreneurial capabilities through upskilling.

PEO 3: Regional/National/Global Relevance & Competency

The graduates foster advanced analytical skills and a heightened appreciation for current Regional/National/Global perspectives, enabling informed and sustainable decision-making in a dynamic environment.

PEO 4: Skill Enhancement, Self-Directed & Lifelong Learning

The graduates independently engage in skill-based learning, utilizing infrastructure and opportunities for continuous upskilling, enabling self-evaluation and lifelong excellence attainment.

PEO 5: Research Skills & Innovation

The graduates proficiently apply scientific reasoning, fostering creativity, strategic thinking, and effective problem-solving skills. They demonstrate a core competency in generating innovative ideas for advancements and inventions.

5. Programme Outcomes(POs)

PO 1 KNOWLEDGE MANAGEMENT AND PROFESSIONAL COMPETENCY

To understand the fundamental business concepts including accounting, finance, banking, taxation, marketing and management.

PO 2 CRITICAL THINKING AND PROBLEM SOLVING

To develop critical thinking skills, cultivating the capacity to address challenges and find effective solutions in a business context.

PO 3 TEAM WORK AND LEADERSHIP

To foster the ability to work collaboratively in teams and assume leadership roles.

PO 4 COMMUNICATION SKILLS AND DIGITAL LITERACY

To enhance written and verbal communication skills essential for effective business correspondence and also to be proficient in using relevant business technologies and software.

PO 5 MULTICULTURAL ETHICS AND COMPETENCE

To understand the impact of globalization on business and to develop a sense of Multicultural ethical decision-making in international business environments.

6. Programme Specific Outcomes (PSOs)

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

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

PSO 3: Evaluating the impacts of using different digital marketing strategies for different goods and services

PSO 4: Understanding the international marketing scenario

PSO 5: Determining the functional areas of management such as human resource Management, Marketing, Finance, IT, Productions and Purchasing

7. PEO – PO MAPPING

	PEO 1	PEO2	PEO3	PEO4	PEO5
PO 1	3	3	3	3	3
PO 2	3	3	3	3	3
PO3	3	3	3	3	3
PO 4	3	3	3	3	3
PO 5	3	3	3	3	3

8. PO – PSO MAPPING

	PO 1	PO2	PO3	PO4	PO5
PSO 1	3	3	3	3	3
PSO 2	3	3	3	3	3
PSO3	3	3	3	3	3
PSO 4	3	3	3	3	3
PSO 5	3	3	3	3	3

9. CHOICE BASED CREDIT SYSTEM (CBCS)

The College follows the CBCS with Grades under the Semester pattern. Each course is provided with a credit point based on the quantum of subject matter, complexity of the content and the hours of teaching allotted. This is done after a thorough analysis of the content of each subject paper by the members of the Board of Studies and with the approval of the Academic Council. Students are also offered a variety of Job oriented Elective, Multidisciplinary skill-based courses as part of the curriculum. Students can earn extra credits by opting for Massive Open Online Courses (MOOCs) and Certificate Courses.

The evaluation method under CBCS involves a more acceptable grading system that reflects the personality of the student. This is represented as Cumulative Grade Point Average (CGPA) and Grade Point Average (GPA) which are indicators of the Academic Performance of the student. It provides students with a scope for horizontal mobility and empowers them with the flexibility of learning at their convenience.

ELIGIBILITY FOR ADMISSION

Candidates admitted to the first year of the UG programme should have passed the higher Secondary Examinations (Academic or Vocational Stream) conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereof by the Syndicate of the University of Madras. Students applying for the PG programme should have taken the UG degree in the relevant subject from a recognized university as per the norms of the University of Madras.

B.Com. (Hons): Candidates admitted to the first year of the B.Com. (Hons.) programme should have passed the higher secondary examinations conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereof by the Syndicate of the University of Madras with 75 % cut-off in Commerce/Business studies, Accountancy, Economics and Business Mathematics/Mathematics.

MBA: The basic requirement for admission to the MBA programme is a Bachelor's degree in any discipline with a minimum of 50% marks in aggregate and satisfactory test score in MAT Entrance Test conducted by AIMA, New Delhi / TANCET for MBA conducted by Government of Tamil Nadu / CAT / XAT or any other approved MBA Entrance Tests.

MCA: Only those candidates who have passed B.C.A/B.Sc. in Computer Science or any other equivalent degree OR passed B.Sc./B.Com/BA with Mathematics at 10 + 2 level or at graduation level (with Optional bridge course in Mathematics), provided they have undergone the course under 10+2+3 pattern and obtained at least 50% of marks (45 % marks in case of candidates belonging to reserved category) in the qualifying examination shall be eligible for admission to the M.C.A. Programme.

DURATION OF THE COURSE

The UG programme is of three years duration with six semesters and the PG programme is of two years duration with four semesters. The period from June to November is termed as the odd semester and the period from December to April is referred to as the even semester. Each semester must compulsorily have 90 working days before the students appear for the final End Semester Exam.

COURSE OF STUDY

The main course of study for the Bachelor's Degree shall consist of the following:

Foundation Courses

PART - I: Tamil/ Hindi /Sanskrit/French

PART - II: English

Core Courses

PART - III: Consisting of (a) Main subject (b) Allied Subjects (c) Elective subjects related to the main subject of study and project work.

PART – IV: Those who have not studied Tamil up to XII standard and have taken a non- Tamil language under Part – I, shall opt for Basic Tamil in the first two semesters.

Those who have studied Tamil up to XII standard, and taken a non -Tamil language under Part – I, shall opt for Advanced Tamil in the first two semesters.

Others, who do not come under either of the clauses mentioned above, can choose a Non-Major Elective (NME) in the first two semesters.

Soft Skills (I, II, III & IV Semesters)

Self-Study (Compulsory) Course (III Semester)

Environmental Studies (IV Semester)

Value Education (V Semester)

Summer Internship (After IV Semester)

PART - V: Compulsory Extension Services

A Student shall be awarded one credit for compulsory extension service. A student must enroll in NSS / NCC /Sports & Games/ Citizen Consumer Club / Enviro Club or any other service organization in the College and should put in compulsory minimum attendance of 40 hours, which shall be duly certified by the Principal of the College. If a student lacks 40 hours compulsory minimum attendance in the extension services in any Semester, s/he shall have to compensate the same, during the subsequent Semesters.

COURSE STRUCTURE

The UG programme consists of 15-19 Core courses with 3-4 credits for each paper, 3 Elective courses and 4 Allied courses with 4-5 credits for each paper in addition to 4 Soft Skill courses with two credits each. Internship as a compulsory component carries 2 credits. The B.Com. (Hons) course has 31 core courses of 4 credits each and project with 8 credits.

The MBA programme has 15 core courses including project work with 4 credits, 6 elective courses with 3 credits, 2 extra disciplinary courses with 3 credits, Four Soft Skill courses with two credits each.

The MCA programme has 15 core courses of 2-4 credits, 5 Elective courses of 3 credits, 2 Extra-disciplinary courses of 3 credits and a project work of 17 credits.

Internship training is a compulsory component for all the UG & PG programmes.

The details of the course structure are given in the following program wise table:

10.Consolidated Credit Structure for all the 3 years

Course Component		No. of Courses	Credits
Part I	Language	2	6
Part II	English	2	6
Part III	Core	19	76
	Allied	4	20
	Elective	3	15
Part IV	NME	2	4
	Soft Skills	4	8
	EVS	1	2
	Value Education	1	2
	Internship	1	2
	Self-study course	1	2
Part V	Extension activity	1	1
Total		41	144

Credit Distribution for Each Semester:

Semester	Part	Course Component	Name of the Course	Credits	Hours/week	CIA	ESE	Total
I	I	Language I	Language-I	3	6	50	50	100
	II	English I	English I	3	4	50	50	100
	III	Core I	Financial Accounting (Common to B.Com (GEN), B.Com (AF), B.Com (MM), B.Com (ISM), BBA)	4	5	50	50	100
		Core II	Principles of Management (Common to B.Com (GEN), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)	4	5	50	50	100
		Allied I	Business Economics	5	6	50	50	100
	IV	NME I	Green Marketing	2	2	50	50	100
		Soft Skills I	Communication skills and Personality Development skills	2	2	50	50	100
Total				23	30	350	350	700

Semester	Part	Course Component	Name of the Course	Credits	Hours/week	CIA	ESE	Total
II	I	Language II	Language II	3	6	50	50	100
	II	English	English	3	4	50	50	100
	III	Core III	Accounting for Managers	4	5	50	50	100
		Core IV	Marketing Management (Common to B.Com (GEN), B.Com B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)	4	5	50	50	100
		Allied II	Banking (Common to B.Com (A&F) & B.Com (MM))	5	6	50	50	100
	IV	NME II	Creative Advertisings	2	2	50	50	100
		Soft Skills II	Interview skills and Resume writing	2	2	50	50	100
+Total				23	30	350	350	700

Semester	Part	Course Component	Name of the Course	Credits	Hours/week	CIA	ESE	Total
III	III	Core V	Corporate Accounting (Common to B.Com (GEN), B.Com (AF), B.Com (MM))	4	6	50	50	100
		Core VI	International Marketing	4	5	50	50	100
		Core VII	Business Communication	4	6	50	50	100

			(Common to B.Com (GEN), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)					
		Core VIII	Legal Aspects Of Business (Common to B.Com(GEN), B.Com (A&F), B.Com (MM), B.Com (BM), B.B.A)	4	5	50	50	100
		Allied 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)	5	6	50	50	100
	IV	Soft Skills III	Digital Proficiency and Multimedia skills	2	2	50	50	100
		Self-study paper (Compulsory Course) Can choose any one from the two given	1. Indian Heritage and Knowledge System/ 2. Contemporary World and Sustainable Development	2	-	-	100	100
Total				25	30	300	400	700
Semester	Part	Course Component	Name of the Course	Credits	Hours/week	CIA	ESE	Total
IV	III	Core IX	Sales and Distribution Management	4	5	50	50	100
		Core X	Financial Management (Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)	4	5	50	50	100
		Core XI	Research Methods in Business	4	5	50	50	100
		Core XII	Digital Marketing	4	5	50	50	100
		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	6	50	50	100
	IV	Soft Skills IV	Foundations of Quantitative Aptitude	2	2	50	50	100
		EVS	Environmental Studies	2	2	50	50	100
Total				25	30	350	350	700
Semester	Part	Course Component	Name of the Course	Credits	Hours/week	CIA	ESE	Total
V		Core XIII	Cost Accounting (Common to B.Com (GEN), B.Com (AF), B.Com (MM))	4	6	50	50	100

	III	Core XIV	Entrepreneurial Development (Common to B.Com (GEN), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA	4	6	50	50	100
		Core XV	Retail Marketing	4	6	50	50	100
		Core XVI	Brand Management	4	6	50	50	100
		Elective I – IDE	IDE – Tourism Management	5	5	50	50	100
	IV	Value Education	Value Education	2	1	50	50	100
		Internship	Internship	2	-	-	-	-
Total				25	30	300	300	600
Semester	Part	Course Component	Name of the Course	Credits	Hou rs/w eek	CIA	ESE	Total
VI	III	Core XVII	Operations & Supply Chain Management	4	6	50	50	100
		Core XVIII	Advertising Management and Sales Promotion (Common to B.Com (MM) and BBA)	4	6	50	50	100
		Core XIX	Service Marketing (Common to B.Com (MM) and BBA)	4	6	50	50	100
		Elective II	Human Resource Management (Common to B. Com (GEN), B. Com (AF), B.Com (MM), B.Com (ISM), BBA)	5	6	50	50	100
		Elective III	Project Work	5	6	50	50	100
	V	Extension activity	Participation in NSS/NCC/ Enviro Club, etc.	1	-	-	-	-
Total				23	30	250	250	500
Grand Total				144	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.

EXAMINATION

Continuous Internal Assessment (CIA) will be for 50 percent and End Semester Examination (ESE) will be for 50 percent.

Continuous Internal Assessment (CIA)

Every semester will have a mid-semester examination which will be conducted on completion of 45 working days in each semester. A Model exam for three hours duration will be conducted on completion of 80 working days in each semester. For the courses coming under Part IV, ESE will be conducted in MCQ pattern. Internship credits will be given in semester V after verification of documents by the respective Heads.

The schedule for these tests is as follows:

CIA	Schedule	Syllabus Coverage
Mid Semester Examination	After 45 working days of the Semester	60%
Model Examination	After 80 working days of the Semester	95%

The components for the CIA (Theory & Practical) are as follows:

Internal Components			
Assessment Type	Nature	Maximum Marks	% of Weightage
CIA	Mid Semester Examination	50	10
Model	Model Examination	100	10
	Assignment		10
	Class activities		15
	Attendance		5
Total			50

The class activity relates to a programme of accepted innovative techniques such as Seminar, Quiz, Portfolio creation, PowerPoint presentation, Objective tests, Role play, Group discussion, Case Study etc. The mode of evaluation of the class activity will be fixed before the commencement of the semester and an approval will be obtained from the Head of the programme/wing. The students will be informed of the various methods of evaluation once the semester begins.

A record of all such assessment procedures will be maintained by the department and is open for clarification. Students will have the right to appeal to the Principal in case of glaring disparities in marking. CIA marks for practical subjects will be awarded by the respective faculty based on the performance of the student in the model practical examination, observation notebook, submission of record books, regularity and attendance for the practical classes. The attendance particulars for practical classes will be maintained by the concerned faculty. The marks for attendance will be awarded as per the following:

Percentage of General Attendance	Marks Awarded
90-100	5
75-89	4
60-74	3
<60	0

End Semester Examinations (ESE)

After the completion of a minimum of 90 working days each semester, the End Semester Examinations will be conducted. Examinations for all UG and PG programmes will be held for all courses in November/December and April/May. Practical examinations will be conducted only during the end of the odd / even semester before, during or after the commencement of the theory exam. The schedule for ESE Practicals will be notified by the Controller of Examinations in consultation with the Dean (Academics)

MODE OF EVALUATION

Methods of Evaluation	Components	Marks
Internal Evaluation	Mid Semester Examination (10)	50 Marks
	Model Examination (10)	
	Assignment (10)	
	Class Activity (15)	
	Attendance (5)	
External Evaluation	End Semester Examination	50 Marks
Total		100 Marks

METHOD OF ASSESSMENT

Remembering (K1)	<ul style="list-style-type: none">• The lowest level of questions requires students to recall information from the course content• Knowledge questions usually require students to identify information in the textbook.• Suggested Keywords: Choose, Define, Find, How, Label, List, Match, Name, Omit, Recall, Relate, Select, Show, Spell, Tell, What, When, Where, Which, Who, Why
Understanding (K2)	<ul style="list-style-type: none">• Understanding of facts and ideas by comprehending organizing, comparing, translating, interpolating and interpreting in their own words.• The questions go beyond simple recall and require students to combine them altogether• Suggested Keywords: Classify, Compare, Contrast, Demonstrate, Explain, Extend, Illustrate, Infer, Interpret, Outline, Relate, Rephrase, Show, Summarize, Translate
Application (K3)	<ul style="list-style-type: none">• Students have to solve problems by using / applying a concept learned in the classroom.• Students must use their knowledge to determine an exact response.• Suggested Keywords: Apply, Build, Choose, Construct, Develop, Experiment with, Identify,

	Interview, Make use of, Model, Organize, Plan, Select, Solve, Utilize
Analyze (K4)	<ul style="list-style-type: none"> Analyzing the question is one that asks the students to breakdown something into its component parts. Analyzing requires students to identify reasons causes or motives and reach conclusions or generalizations. Suggested Keywords: Analyze, Assume, Categorize, Classify, Compare, Conclusion, Contrast, Discover, Dissect, Distinguish, Divide, Examine, Function, Inference, Inspect, List, Motive, Relationships, Simplify, Survey, Take part in, Test for, Theme
Evaluate (K5)	<ul style="list-style-type: none"> Evaluation requires an individual to make judgment on something. Questions to be asked to judge the value of an idea, a character , a work of art, or a solution to a problem. Students are engaged in decision-making and problem–solving. Evaluation questions do not have single right answers. Suggested Keywords: Agree, Appraise, Assess, Award, Choose, compare, Conclude, Criteria, Criticize, Decide, Deduct, Defend, Determine, Disprove, Estimate, Evaluate, Explain, Importance, Influence, Interpret, Judge, Justify, Mark, Measure, Opinion, Perceive, Prioritize, Prove, Rate, Recommend, Rule on, Select, Support, Value
Create (K6)	<ul style="list-style-type: none"> The questions of this category challenge students to get engaged in creative and original thinking. Developing original ideas and problem solving skills Suggested Keywords: Adapt, Build, Change, Choose, Combine, Compile, Compose, Construct, Create, Delete, Design, Develop, Discuss, Elaborate, Estimate, Formulate, Happen, Imagine, Improve, Invent, Make up, Maximize, Minimize, Modify, Original, Originate, Plan, Predict, Propose, Solution, Solve, Suppose, Test, Theory

SEMESTER - I

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH:2024-27
PART: III	COURSE COMPONENT: CORE - I
COURSE NAME: FINANCIAL ACCOUNTING	COURSE CODE:
SEMESTER: I	MARKS:100
CREDITS:4	TOTAL HOURS: 75
THEORY AND PROBLEMS	

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

COURSE OBJECTIVE

Introduction to basic concepts of Single-entry system, Depreciation, BRS and Departmental accounts.

COURSE OUTCOMES

After successful learning of this course the student will be able to:

1. Acquire the basic concepts of accounting and preparation of final accounts.
2. Understand the procedures of Accounting under Single entry system.
3. Know the different methods of charging depreciation.
4. Exposure regarding insurance claims and Bank reconciliation statement.
5. Obtain knowledge and applicability of Departmental accounts.

UNIT I

(17 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

(17 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

(15 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

(14 Hours)

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

UNIT V**(12 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 TEXT BOOKS**

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 Financial 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 problems

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	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Acquire the basic concepts of accounting and preparation of final accounts.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO2	Understand the procedures of Accounting under Single entry system.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5,5	K3,K4
CO3	Know the different methods of charging depreciation.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO4	Exposure regarding insurance claims and Bank reconciliation statement.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO5	Obtain knowledge and applicability of Departmental accounts	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4

K1=Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE-II
COURSE NAME: PRINCIPLES OF MANAGEMENT	COURSE CODE:
SEMESTER: I	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

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

COURSE OBJECTIVE:

To enable the students to acquire knowledge on principles, concepts and functions of management and inherit the importance of decision making.

COURSE OUTCOMES:

After successful learning of this course the student will be able to:

1. Comprehend the basic functions of management, its theories and the application of management in the various functional areas.
2. Understand the core function of planning, its types and the decision-making process.
3. Get an overview on organizing function, types of organisational structure and bases of departmentation.
4. Know the importance of staffing, directing and styles of leadership.
5. Obtain a complete understanding of the need for coordination, it's types, and the control process

UNIT-I: (20 Hours)

Management: Importance–Definition–Functions of Management: POLC framework- Role and Functions of Managers– Managerial skills–Levels of Management–Application of management in various functional areas - Production, Accounting, Finance, Marketing and Personnel Management. Evolution of management, Administrative Management by Henri Fayol - Scientific Management by F.W. Taylor - Human Relations Management by Elton Mayo -Modern Management by Peter Drucker.

UNIT-II: (15 Hours)

Planning- Definition, Objectives of planning - Importance of Planning- Types of Plans–Decision making: Nature and Significance-Process of Decision Making-Types of Decisions making.

UNIT-III: (20 Hours)

Organizing– Meaning and definition of Organizing, Importance of Organizing, and Principles of Organizing. Types of organizational structure- Line organizational structure- Staff organizational structure-line and staff– Divisional Organization structure, Product/ Project organizational structure, Matrix Organizational Structure and Hybrid Organizational Structure–Bases of Departmentation- Departmentation by functions, Departmentation by products, Departmentation by territories, Departmentation by customers, Departmentation by process.

UNIT-IV: (10 Hours)

Staffing– Meaning, Importance-Staffing Process, Benefits. Directing-Meaning-Importance of Directing- Leadership - Styles of leadership- Authoritative leadership (Autocratic),(Democratic)- (Laissez-faire) Leadership, Transformational leader and Transactional leadership

UNIT-V:**(10 Hours)**

Co-ordination: Meaning-Need for Co - ordination, Types of co-ordination, Essential requisites for excellent co-ordination. Controlling: Meaning and Importance, Functions of Controlling, Process of controlling and types of Control -Introduction to MIS.

RECOMMENDED TEXT BOOKS

1. C.B.Gupta,ManagementTheory&Practice-SultanChand&Sons-NewDelhi,16THEdition.
2. L.M.Prasad,Principles&PracticeofManagement -SultanChand&Sons- NewDelhi,8thEdition

REFERENCE BOOKS :

1. P.C.Tripathi&P.NReddy,PrinciplesofManagements-TataMc.GrawHill- NewDelhi,5th Edition
2. Wehrichand Koontz,Management–AGlobalPerspective,8thEdition.
3. N.Premavathy, PrinciplesofManagement-SriVishnuPublication–Chennai8thEdition
4. J.Jayashankar,BusinessManagement–MarghamPublications–Chennai

E-LEARNING RESOURCES

1. <http://www.12manage.com>
2. <http://www.businessballs.com>
3. https://www.tutorialspoint.com/management_principles/management_principles_tutorial.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
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

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Comprehend the basic functions of management, its theories and the application of management in the various functional areas.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO2	Understand the core function of planning, its types and the decision-making process.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO3	Get an overview on organizing function, types of organisational structure and bases of departmentation.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO4	Know the importance of staffing, directing and styles of leadership.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO5	Obtain a complete understanding of the need for coordination, its types, and the control process	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5

PROGRAMME: B.COM MARKETINGMANAGEMENT	BATCH:2024-27
PART:III	COURSE COMPONENT: ALLIED I
COURSE NAME: BUSINESS ECONOMICS	COURSE CODE:
SEMESTER: I	MARKS:100
CREDITS: 5	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

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

COURSE OUTCOMES:

After successful learning of this course the student 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

(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

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

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

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	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	2
CO 3	3	3	3	2	3
CO 4	2	2	3	2	3
CO 5	3	3	3	3	3
Ave.	2.8	3	3	2.8	2.8

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Understand the economics concepts, tools and techniques for their applications in business decisions.	PSO1,PSO2,PSO3,PSO4,PSO5	K1, K2, K3, K4
CO2	Understand demand and supply function	PSO1,PSO2,PSO3,PSO4,PSO5	K3, K4
CO3	Understand the various economics models	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO4	Exposure to the students on the role of cost and production	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4, K5
CO5	Learn the basic theories in economics connection with business.	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4

K1=Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: IV	COURSE COMPONENT: NME I
COURSE NAME: GREEN MARKETING	COURSE CODE:
SEMESTER: I	MARKS:100
CREDITS:2	TOTAL HOURS:30
THEORY	

COURSE OBJECTIVE:

- Introduction of green marketing, Enviropreneur marketing, initiatives, benefits of greenmarketing and E-wastage

COURSE OUTCOMES

After successful learning of this course the student 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 – Indus Ind Bank’s Solar Powered ATMs – ITCs Paper kraft – 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.

REFERENCE BOOKS :

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

RECOMMENDED BOOKS:

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

E-LEARNING RESOURCES

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

Question paper pattern : MCQs

PROGRAMME: B.COM. MARKETING MANAGEMENT	BATCH:2024-27
PART: IV	COURSE COMPONENT: SOFT SKILL-I
COURSE NAME: COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT SKILLS	COURSE CODE:
SEMESTER: I	MARKS:100
CREDITS: 2	TOTAL HOURS: 30

COURSE OBJECTIVE:

To build communication skills for personal and professional development.

COURSE OUTCOMES:

1. Students will demonstrate the ability to actively listen to others, understand diverse perspectives, and paraphrase key points accurately, enhancing their comprehension skills in various personal and professional contexts.
2. Students will be able to articulate thoughts, ideas, and information clearly and concisely, using appropriate language and structure to convey messages effectively in both written and verbal communication
3. Students will develop confidence in expressing opinions, asserting boundaries, and advocating for themselves and others, leading to enhanced self-assurance and effectiveness in interpersonal and group communication.
4. Students will learn to adapt their communication style and approach based on the audience, context, and purpose of communication, fostering flexibility and versatility in interacting with diverse individuals and groups.
5. Students will acquire techniques for resolving conflicts, managing disagreements, and negotiating mutually beneficial outcomes through effective communication strategies, promoting constructive problem-solving and collaboration in personal and professional settings.

UNIT I Types of Communication (6 Hours)

Verbal Communication - Nonverbal Communication - Visual Communication - Written Communication - Interpersonal Communication - Group Communication - Mass Communication - Digital Communication- Barriers – Language- Cultural- Psychological- Semantic- Technological Barriers

UNIT II Etiquette & Ethical Practices in Communication (6 Hours)

Active Listening - Respectful Language - Clarity and Conciseness – Truthfulness-Professionalism-Tone - Timeliness - Constructive Feedback - Confidentiality - Cultural Sensitivity - - Emotional Intelligence- Social Intelligence- Social Etiquettes-Accountability

UNIT III Self Actualization (6 Hours)

SWOC Analysis- Self Regulation-Self Evaluation, Self-Monitoring, Self- Criticism, Self- Motivation, Self-awareness and Reflection:

UNIT IV III Leadership and Teamwork (6 Hours)

Leadership Skills: Leadership styles- Goal-setting and decision-making- Motivation and influence- Team

Dynamics: Team building activities- Conflict resolution- Collaborative problem-solving

UNIT V Stress and Time Management (6 Hours)

Definition of Stress, Types of Stress, Symptoms of Stress, Stress coping ability, Stress Inoculation Training, Time Management and Work-Life Balance: Self-discipline Goal-setting

RECOMMENDED TEXTBOOKS

1. Goleman, Daniel (2006) *Emotional Intelligence*, Bantam Books
2. Linden, Wolfgang (2004) *Stress Management- From Basic Science to Better Practice-* University of British Columbia, Vancouver, Canada.
3. Hasson, Gill (2012) *Brilliant Communication Skills*. Great Britain: Pearson Education.
4. Monippally, Matthukutty, M. *Business Communication Strategies*. New Delhi: Tata McGraw-Hill Publishing Company Ltd., 2001.
5. Raman, Meenakshi & Sangeetha Sharma (2011) *Communication Skills*, Oxford University Press.

REFERENCE BOOKS

1. N.Krishnaswamy *Current English for College* (1st Edition) - Trinity Press
2. Wood, Julia T (2015) *Interpersonal Communication: Everyday Encounters* 8th Edition, Cengage Learning.

E-LEARNING RESOURCES

<http://www.albion.com/netiquette/corerules.html>

<http://www.englishdaily626.com/c-errors.php>

<https://www.helpguide.org/articles/relationships-communication/nonverbal-communication.htm>

<https://www.communicationtheory.org/verbal-vs-non-verbal-communication-with-examples/>

<https://letstalkscience.ca/educational-resources/backgrounders/digital-citizenship-ethics>

<https://www.switchboard.app/learn/article/teamwork-leadership-skills>

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
A	Answer any 5 out of 7 questions (answer in 50 words)	1-7	2	10
B	Answer any 4 out of 6 questions (answer in 300 words)	8-13	5	20
C	Answer any two(Internal (Choice)	14-15	10	20
	Internal & Viva Voce		50	50

BREAK UP OF QUESTIONS

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

SEMESTER II

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE-III
COURSE NAME: ACCOUNTING FOR MANAGERS	COURSE CODE: 20UCOM308
SEMESTER: II	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

COURSE OBJECTIVE:

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

COURSE OUTCOMES:

After successful learning of this course the student 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

(12 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

(17 Hours)

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

UNIT III

(17 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

(17 Hours)

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

UNIT V**(12 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 TEXT BOOKS:**

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	Number	Mark	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	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Acquaint with the basic concepts and tools of Cost and Management Accounting	PS-O1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO2	Prepare statement like cash flow, fund flow and budgets etc. so as to enable the management to make meaningful decision and correct decision	PSO1,PSO2,PSO3,PSO4,PSO5	K3,K4
CO3	Understand the concepts and importance of Ratio analysis	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO4	Understand the concepts of Funds flow	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4, K5
CO5	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	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE-IV
COURSE NAME: MARKETING MANAGEMENT	COURSE CODE: 20UCOM305
SEMESTER: II	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

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

Course Objective:

- Fundamentals of marketing management, buyer behavior CRM and customer satisfaction

COURSE OUTCOMES:

After successful learning of this course the student 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	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Understand the fundamentals of marketing and relationship of marketing with other functional areas	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO2	Analyse the concept of buyer behaviour and market segmentation	PSO1,PSO2,PSO3,PSO4,PSO5	K3,K4
CO3	Understand the characteristics of product and pricing.	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO4	Elaborate on the channels of distribution	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4, K5
CO5	Understand the impact of promotion and advertising.	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4

Remember, K1= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: ALLIED-II
COURSE NAME: BANKING	COURSE CODE: 20UCAF306
SEMESTER: II	MARKS:100
CREDITS:4	TOTAL HOURS:90
THEORY	

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

COURSE OBJECTIVES:

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

COURSE OUTCOME:

After successful learning of this course the student 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

(18 hours)

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

UNIT –II

(18 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

(18 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

(18hours)

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

UNIT-V

(18 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 **(15 hours)**

RECOMMENDED TEXTBOOKS

1. Varshney and Sundaram, 2000, Banking and financial system of India, Sultan ChandPublishers,
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

- <https://www.advocatekhaj.com/library/bareacts/bankingregulation/index.php?Title=Banking%20Regulation%20Act,%201949>.
- <https://www.investopedia.com/articles/investing/112614/increasing-importance-reserve-bank-india.asp>
- <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	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	2
CO 3	3	3	3	2	3
CO 4	2	2	3	2	3
CO 5	3	3	3	3	3
Ave.	2.8	3	3	2.8	2.8

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Understand the a thorough working knowledge of banks	PSO1,PSO2,PSO3,PSO4,PSO5	K1, K2, K3, K4
CO2	Utilise the different activities of the bank	PSO1,PSO2,PSO3,PSO4,PSO5	K3, K4
CO3	Analyse the theoretical knowledge of bank account.	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO4	To know the customer relationship management and also the roll of ombudsman in banking	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4, K5
CO5	Explain the various types of negotiable instruments and its practical application	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: IV	COURSE COMPONENT: NME - II
COURSE NAME: CREATIVE ADVERTISING	COURSE CODE:
SEMESTER: II	MARKS:100
CREDITS:2	TOTAL HOURS:30
THEORY	

COURSE OBJECTIVE:

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

COURSE OUTCOMES:

After successful learning of this course the student 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.

RECOMMENDED TEXT BOOK:

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

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

Question paper pattern: MCQs

PROGRAMME: B.COM. MARKETING MANAGEMENT	BATCH:2024-27
PART: IV	COURSE COMPONENT: SOFT SKILL-II
COURSE NAME: INTERVIEW SKILLS AND RESUME WRITING	COURSE CODE:
SEMESTER: II	MARKS:100
CREDITS: 2	TOTAL HOURS: 30

COURSE OBJECTIVE:

To equip the students to acquire the relevant skills for better employability

COURSE OUTCOMES:

1. Students will gain an overall understanding of the concept, the purpose, and the objectives of an interview
2. Students will become aware of the various types of interviews and the nuances of each one of them
3. Students will understand and equip themselves with the techniques and strategies required to ace an interview
4. Students will be able to draft a biodata /CV/Resume in the proper format
5. Students will embark on acquiring the relevant skills and will learn to leverage them effectively for better employability

UNIT I Introduction to Interview Skills (6 Hours)

Definition- meaning- concept of interview –Purpose- Objectives of interview-Characteristic features of job interviews

UNIT II Types of Interview (6 Hours)

Traditional one on one job interview- Panel interview- Behavioral interview-Group interview- Phone Interview- Preliminary Interview-Patterned Interview Depth Interview, Stress Interview, Exit Interview- Interview through tele and video conferencing

UNIT III Interviews: Techniques and Strategies (6 Hours)

Preparing for the Interview Process- Before the interview-During the interview-After the interview -Tips to ace an interview -Commonly asked questions in interview -Do's and Don'ts of interview - Reasons for rejections

UNIT IV Preparing Biodata/CV/Resume (6 Hours)

Essential characteristics of a job Application-Difference between Biodata- CV-Resume-covering letter-Tips to draft an application

UNIT V Leveraging Employability Skills (6 Hours)

Personality Development-Organizational skills-Time Management–Stress Management-Effective Communication Skills -Reasoning Ability-Verbal Ability- Group Discussion-Technical skills -Presentation skills

RECOMMENDED TEXTBOOKS

1. Monipally, Matthukutty M. (2017) *Business Communication: From Principles to Practice*
2. Peter, Francis. (2012) *Soft Skills and Professional Communication*. New Delhi: Tata McGraw Hill.

REFERENCE BOOKS

1. Higgins, Jessica JD (2018) *10 Skills for Effective Business Communication: Practical Strategies from the World's Greatest Leaders*
2. Nicholas, Sonji (2023) *Interviewing: Preparation, Types, Techniques, and Questions*, Pressbooks
3. Storey, James (2016) *The Art of The Interview: The Perfect Answers to Every Interview Question*

E-LEARNING RESOURCES

<https://careermobilityoffice.cs.ny.gov/cmo/documents/Resume%20&%20Interviewing%20Handout.pdf>

<https://edu.gcfglobal.org/en/interviewingskills/interview-etiquette/1/>

<https://findjobhub.com/en/types-of-interviews>

<https://egyankosh.ac.in/bitstream/123456789/23411/1/Unit-2.pdf>

https://bharatskills.gov.in/pdf/E_Books/CTS/ES/English/ES_Part_1_62%20hour_English.pdf

https://bharatskills.gov.in/pdf/E_Books/CTS/ES/English/ES_Part2_58hour_English.pdf

GUIDELINES TO THE QUESTION PAPER SETTERS QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
A	Answer any 5 out of 7 questions (answer in 50 words)	1-7	2	10
B	Answer any 4 out of 6 questions (answer in 300 words)	8-13	5	20
C	Answer any two(Internal (Choice)	14-15	10	20
	Internal & Viva Voce		50	50

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
I	2	2	----
II	2	1	1
III	1	1	1
IV	1	1	1
V	1	1	1
TOTAL			
SECTION A – 7		SECTION B - 6	SECTION C - 4

SEMESTER III

PROGRAMME: B.COM (MARKETING MANGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE-V
COURSE NAME: CORPORATE ACCOUNTING	COURSE CODE: 22UCOM307
SEMESTER: III	MARKS:100
CREDITS:4	TOTAL HOURS:90
THEORY AND PROBLEMS	

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

Course Objective:

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

COURSE OUTCOMES

After successful learning of this course the student will be able to:

1. Understand the meaning of shares
2. Understand the FinancialStatement
3. Equip the knowledge on the accounting of share and company final accounts.
4. Understand the Methods of valuation of goodwill
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, New Delhi. (2013)
2. Corporate Accounting: Reddy T.S & Murthy A, Volume 1 & 2, Sixth Edition, Margham Publications, 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 Monika Ninth 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/>
4. <https://blog.ipleaders.in/rules-share-capital-alteration/>
5. <https://books.google.co.in/books?isbn=8131754510>
6. <https://books.google.co.in/books?isbn=8120346270>
7. <https://books.google.co.in/books?isbn=8126908394>

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	-	-
III	1	1	-	1	-	1
IV	2	1	1	1	-	1
V	1	1	-	1	-	1
TOTAL	7	5	2	5	-	4
SECTION A – 12			SECTION B - 7		SECTION C - 4	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

Question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Understand the meaning of shares Evaluate the procedure	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO2	Understand the concept of Financial Statement	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO3	Equip the knowledge on the accounting of share and company final accounts	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO4	Understand the Methods of valuation of goodwill	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO5	Evaluate the procedure of alteration of share capital and internal reconstruction	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE-VI
COURSE NAME: INTERNATIONAL MARKETING	COURSE CODE: 20UCMM304
SEMESTER: III	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

COURSE OBJECTIVE:

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

COURSE OUTCOMES:

After successful learning of this course the student 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 **(15 Hours)**
 Need and importance of international marketing – entry strategy – international trade theories – BOT, BOP

UNIT – II **(15Hours)**
 International markets – consumer behaviour – market research – product market strategies.
(20 Hours)

UNIT – III **(15 Hours)**
 Pricing – terms – FOB – CIF – foreign exchange fluctuations – channels of distributors.

UNIT – IV **(15 Hours)**
 Advertising and sales promotion – insurance and Risk coverages – institutions for promotion of international marketing – marketing assistance – documentation procedures in export& import trading. **(15 Hours)**

UNIT – V: **(15 Hours)**
 WTO – Trade Blocks – EU – Globalisation – Global Markets.

RECOMMENDED TEXTBOOKS

1. Varshney and Bhattacharya, 1999, International Marketing, Book well Publishers, NewDelhi,.
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 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	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Comprehend the meaning, functions, need and importance of international marketing	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO2	Analysis the meaning of balance of payments and design the balance of trade	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K3,K4
CO3	Get an overview in detail about various pricing strategies	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO4	Determine the documentation procedures on import and export trading	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO5	Understand the WTO and global markets	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE-VII
COURSE NAME: BUSINESS COMMUNICATION	COURSE CODE: 20UCOM309
SEMESTER: III	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

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

Course Objective:

Introduction to fundamental concepts of letter writing and report writing

Course Outcomes:

After successful learning of this course the student 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. Possess 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

RECOMMENDED 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
3. K.Sundar, A.Kumararaj, Business Communication, Vijay Nichole Imprints Pvt.Ltd.

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

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.Raghunathan., Business +Communication->
5. https://books.google.co.in/books?id=3D4QxKvEejsC&printsec=frontcover&dq=2.%09N.S.Raghunathan., Business +Communication-&hl=en&newbks=1&newbks_redir=1&sa=X&ved=2ahUKEwi44oaTpf_2AhVIzTgGHZw5ALoQ6AF6B_AgFEAI

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	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Appreciate the importance and essentials of communication in business activities	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO2	Draft the various types of business letters.	PSO1,PSO2,PSO3,PSO4,PSO5	K3,K4
CO3	Handle the various types of business enquiries, bank and insurance correspondence	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO4	Demonstrate the elements of business presentation through power point mode	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4, K5
CO5	Possess the skills of report writing, e-mail etiquettes and video conferencing	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE-VIII
COURSE NAME: LEGAL ASPECTS OF BUSINESS	COURSE CODE: 22UCOM310
SEMESTER: III	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

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

Course Objective:

Introduction to fundamental concepts of Legal aspects in the business

Course Outcomes:

After successful learning of this course the student 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.

RECOMMENDED 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 L
5. 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	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	2
CO 3	3	3	3	2	3
CO 4	2	2	3	2	3
CO 5	3	3	3	3	3
Ave.	2.8	3	3	2.8	2.8

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Explain the legal methodology involved in business.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Comprehend the rules and regulations regarding performance and discharge of contracts as per Indian Contract Act, 1872	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K3, K4
CO3	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	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO4	Possess knowledge on the appointment of directors including women directors and on the procedure of conduct of the meetings	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO5	Elaborate on the resolutions and procedure of winding up of the company	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: ALLIED-III
COURSE NAME: STATISTICS AND OPERATIONS RESEARCH - I	COURSE CODE:
SEMESTER: III	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
THEORY AND PROBLEMS	

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

COURSE OBJECTIVE:

To strengthen the knowledge on statistics and operations research

COURSE OUTCOMES:

1. Create the Diagrammatic and graphical representation of data. Evaluate the Measures of Central tendency: Mean, Median and Mode for the given data.
2. Find the measure of Dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation.
3. Compute the Correlation – Karl Pearson’s Coefficient of Correlation – Spearman’s Rank Correlation for the given data and Find the Regression Lines and Coefficients for the given data.
4. Outline Operation Research and Formulate the Linear Programming –Formulation – Graphical and Algebraic Solution.
5. Discuss Network Analysis using PERT and CPM.

UNIT I

(18 Hours)

Introduction to Statistics and Measures of Central Tendency: Introduction, Definition and limitations of statistics, Graphical representation: Bar diagram, Pie chart, Histogram, Frequency polygon. Mean, Median, Mode and their applications.

UNIT II

(18 Hours)

Measures of Dispersion: Measures of dispersion: Range, Quartile deviation, coefficient of quartile deviation, Mean deviation, coefficient of mean deviation, Standard deviation, coefficient of variation.

UNIT III

(18 Hours)

Correlation and Regression: Correlation: Meaning, Applications, types of degree of correlation, Scatter diagram, Karl Pearson’s Coefficient of Correlation, Spearman’s Rank Correlation. Regression: Meaning, uses, Difference between correlation and regression, linear regression equations.

UNIT IV

(18 Hours)

Linear Programming Problem: Introduction, formulation, Graphical method.

UNIT V

(18 Hours)

Network Analysis: Introduction, planning, scheduling, control, basic technologies, rules for constructing a project network, network construction, Program Evaluation Review Techniques. (PERT) – Critical Path Method (CPM).

RECOMMENDED TEXT BOOKS

1. Statistical methods by S.P. Gupta.
2. Resource Management Techniques by V. Sundaresan, K.S. Ganapathy Subramanian, Ganesan. – ARS Publications.

REFERENCE BOOKS:

1. Statistical and numerical methods – P.R. Vittal – Margham Publications.
2. Operations Research - P.R. Vittal – Margham Publications.

E - LEARNING RESOURCES:

1. <https://www-statisticshowto-com.webpkgcache.com/doc/-/s/www-statisticshowto-com/probability-and-statistics/statistics-definitions/mean-median-mode/>
2. <http://www.uop.edu.pk/ocontents/Chatper%202.pdf>
3. https://udrc.lkouniv.ac.in/Content/DepartmentContent/SM_d89ccf05-7de1-4a30-a134-3143e9b3bf3f_38.pdf
4. https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/mathematics/14_operation_s_research/01_linear_programming_problem_mathematical_formulation_of_lpp_and_graphical_method_for_solving_lpp/et/9218_et_et.pdf
5. <https://www.slideshare.net/KamelAttar/operation-researchnetwork-analysis-critical-path-metho>

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 PROBLEMS

UNITS	SECTION A	SECTION B	SECTION C
I	2	1	1
II	2	1	1
III	2	1	1
IV	2	1	1
V	2	1	1
Any Unit	2	2	1
TOTAL	12	7	6
SECTION A - 12		SECTION B - 7	SECTION C - 6

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	2	3	2
CO 2	2	2	3	2	3
CO 3	2	3	2	3	2
CO 4	3	2	3	2	3
CO 5	2	3	2	3	2
Ave.	2.4	2.6	2.4	2.6	2.4

PSO – CO question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Create the Diagrammatic and graphical representation of data. Evaluate the Measures of Central tendency – Mean, median and mode for the given data.	0	K1
CO 2	Find the measure of Dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation.	PSO-1,2,3,4,5	K1,K2
CO 3	Compute the Correlation – Karl Pearson’s Coefficient of Correlation – Spearman’s Rank Correlation for the given data and Find the Regression Lines and Coefficients for the given data.	PSO-1,2,3,4,5	K3
CO 4	Outline Operation Research and Formulate the Linear Programming –Formulation - Graphical and Algebraic Solution.	PSO-1,2,3,4,5	K3,K4
CO 5	Discuss Network Analysis using PERT and CPM.	PSO-1,2,3,4,5	K4,K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM. MARKETING MANAGEMENT	BATCH: 2024-27
PART: IV	COURSE COMPONENT: SOFTSKILL III
COURSE NAME: DIGITAL PROFICIENCY AND MULTIMEDIA SKILLS	COURSE CODE:
SEMESTER: III	MARKS:100
CREDITS: 2	TOTAL HOURS: 30
PRACTICAL	

(Common to non IT Students)

COURSE OBJECTIVE:

To equip students with essential computing skills.

COURSE OUTCOMES:

1. Design document using salient features of MS-Word.
2. Utilize MS-Excel to manipulate data and prepare dynamic presentation using MS-PowerPoint.
3. Develop a static web page using HTML.
4. Exhibit proficiency in multimedia creation using GIMP.
5. Demonstrate expertise in data visualization with Raw Graphs.

UNIT 1: MS-Word: Creating, Editing, Formatting and Printing of Documents - Headers and Footers -Spell check- Insert/Draw Tables, Table Auto format – Page Borders and Shading - Mail Merge. **MS-Excel:** Creating a new worksheet – Entering, editing and formatting the text, numbers – Formatting cells.

UNIT 2: Inserting Rows/Columns - Changing column widths and row heights – Freezing Titles, splitting screen - Formulae for calculation - Changing font sizes and colours, Sort. **MS-PowerPoint:** Creating a Presentation - Inserting and Deleting Slides in a Presentation – Adding Text/Clip Art/Pictures - Slide Transition – Custom Animation.

UNIT 3: Web designing using HTML: Basic tags – heading tags – paragraph, bold, italic, underline tags – font tags – ordered and unordered list – inserting images – hyperlinks.

UNIT 4: Multimedia applications using GIMP: Interface and Drawing Tools in GIMP- Applying Filters - Creating and handling multiple layers - Using Stamping and Smudging tools - Importing pictures.

UNIT 5: Data visualization using RawGraphs: Importing and exploring data - Basic chart types -mapping - customizing visualizations - Exporting visualizations.

E-LEARNING RESOURCES:

1. <https://www.javatpoint.com/ms-word-tutorial>
2. <https://www.w3schools.com/excel/>
3. <https://www.tutorialspoint.com/html/>
4. <https://www.gimp.org/tutorials/>
5. <https://www.rawgraphs.io/learning>

**SELF-STUDY COURSE
(COMPULSORY)**

PROGRAMME: B.COM. MARKETING MANAGEMENT	BATCH:2024-27
PART: IV	COURSE COMPONENT: Self-study
COURSE NAME: 1.INDIAN HERITAGE AND KNOWLEDGE SYSTEM OR 2.CONTEMPORARY WORLD AND SUSTAINABLE DEVELOPMENT	COURSE CODE:
SEMESTER: III	MARKS:100
CREDITS: 2	TOTAL HOURS: Nil
QUESTION PAPER PATTERN: MCQ	
THEORY	

1.INDIAN HERITAGE AND KNOWLEDGE SYSTEM

COURSE OBJECTIVE:

Delving into Indian Heritage, this course focuses on South Indian cultures and ancient knowledge like Yoga, Ayurveda, and Siddha, shaping the Nation's identity.

COURSE OUTCOMES:

1. To develop a comprehensive understanding among students of Indian heritage, its richness and diversity, and its role in shaping the nation's cultural identity.
2. Students will gain an enhanced insight into the artistic, architectural, and literary achievements of South India and other regions, fostering a sense of pride in Indian cultural heritage.
3. To enhance students' cultural literacy by gaining insights into traditional practices preserved through folklore across India.
4. To acquire knowledge among students of ancient Indian sciences for holistic well-being, promoting physical, mental, and spiritual health.
5. Students will develop a deeper understanding of the interconnectedness of spiritual, medicinal, and artistic dimensions within Indian Heritage systems.

Unit I: Introduction to Indian Heritage

- **Concept of Heritage:** Definition, the importance of studying heritage, and its diverse forms.
- **Cultural Landscape of India:** Overview of major cultural zones in India, with a focus on South India.

Key Concepts: Cultural heritage, diversity, tangible heritage (e.g., monuments), intangible heritage (e.g., traditions, practices).

Unit II: Cultural Tapestry of South India

- **Literature:** The classical Tamil literature of *Sangam poetry*, the epic Kannada works like the "*Kuvempu Ramayana*," the Telugu compositions of *Annamacharya*, and the poetic Malayalam works of Kerala's rich literary tradition.
- **Painting:** The intricate gold leaf work of *Tanjore painting*, the intricate patterns of *Mysore painting*, hand-painting or block-printing of *Kalamkari*.
- **Theatre:** The ancient art form of *Koothu* and the elaborate dance-dramas of *Bhagavata Mela* in Tamil Nadu, and the colourful folk theatre of *Yakshagana* in Karnataka.
- **UNESCO Indian Heritage Sites:** *Great Living Chola Temples* artistry, *Hampi-Virupaksha Temple* and the *Vijaya Vittala Temple, Mahabalipuram*- a treasure trove of Pallava art, *Mysore Palace*-Indo-Saracenic architecture, *Periyar National Park*- Western Ghats, *Kanchipuram*-City of Thousand Temples.

UNIT III: Tamil Nadu Folklores

- **Origins and Significance:** Historical background of Tamil Nadu folklore and its cultural significance.
- **Folk Dances:** Exploration of traditional Tamil folk dances like *Karakattam*, *Kolattam*, and *Kummi*.
- **Folk Music:** Overview of folk music traditions in Tamil Nadu, including *Parai Attam* and *Villu Paatu*.
- **Rituals and Festivals:** Understanding the role of folklore in Tamil Nadu's rituals and festivals- *Pongal* and *Jallikattu*.

Key Concepts: *Karakattam*, *Kolattam*, *Parai Attam*, *Villu Paatu*, Tamil folk tales, cultural rituals.

UNIT IV: Unveiling the Knowledge Systems

- **Cultural Landscape of India:** Overview of major cultural zones in India, with a focus on South India.
- **Yoga:** Exploring the various aspects of Yoga - its philosophy, Eight Limbs, practices (e.g., *Asanas*, *Pranayama*), and benefits for physical and mental well-being.
- **Ayurveda:** Understanding the core principles of Ayurveda - its focus on holistic health, diagnosis, and treatment methods.

Key Concepts: Yoga philosophy, *Asanas*, *Pranayama*, *Tridosha theory* (Ayurveda), *Doshas* (*Vata*, *Pitta*, *Kapha*), *Panchakarma*, herbal medicine, Ayurvedic lifestyle.

UNIT V: Siddha Tradition and Other Knowledge Systems

- **Siddha Tradition:** Origins, philosophy, medicinal practices, and spiritual aspects.
- **Other Important Knowledge Systems:** *Jyotish Shastra* (Indian astrology), *Natya Shastra* (Treatise on performing arts).

Key Concepts: Siddha literature, alchemy, and spirituality in Siddha tradition. *Pancha Boothas* (Siddha), herbal remedies, Planetary influences, elements of classical Indian dance and music, and aesthetics in *Natya Shastra*.

2.CONTEMPORARY WORLD AND SUSTAINABLE DEVELOPMENT

COURSE OBJECTIVE:

Delving into global dynamics, this course highlights Asia and India's pivotal role in achieving global sustainability objectives.

COURSE OUTCOMES:

1. Students will gain a comprehensive understanding of the key actors, institutions, and dynamics shaping the contemporary world order.
2. Students will acquire the ability to analyze the political, economic, and security challenges within major Asian regions, fostering informed perspectives on these critical issues.
3. Through the study of recent wars, students will develop critical thinking skills to assess the root causes, human costs, and potential solutions to contemporary conflicts.
4. Students will gain a deeper understanding of the principles and challenges of sustainable development, empowering them to advocate for responsible solutions at local, national, and international levels.
5. Students will be equipped to critically evaluate India's contributions to the SDGs, particularly through specific programs implemented in Tamil Nadu, and assess their effectiveness in achieving sustainable development goals

Unit I: Global Governance and Institutions

- **State & Non-State Actors:** Definition, types (nation-states, failed states), functions.

Key Actors: International states, Intergovernmental organizations (IGOs), nongovernmental organizations (NGOs), multinational corporations (MNCs).

- **United Nations (UN):** Structure, key organs (General Assembly, Security Council), functions, WB, & others.

Key Concepts: United Nations General Assembly, United Nations Security Council.

- **Regional Organizations:** European Union (EU), African Union (AU), North Atlantic Treaty Organization (NATO)

Key Concepts: European Union Commission, African Union Commission, North Atlantic Treaty Organization.

- **International Law and Treaties:** Significance, role in addressing global challenges.

Key Concepts: International Court of Justice, International Criminal Court, Geneva Conventions.

Unit II: Contemporary Asia

Major Geographical Regions

- **Middle East:** Characterized by rich oil reserves, Complex political dynamics, and ongoing conflicts.

Key countries: Iran, Iraq, Israel, Saudi Arabia, Syria, Turkey

- **Southeast Asia:** Rapid economic growth, Challenges- maritime security and environmental degradation.

Key countries: Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam

- **Far East:** Major economic powerhouses and Potential flashpoints.

Key countries: China, Japan, North Korea, South Korea

- **Rise of China:** Political-South China Sea, Territorial disputes and Competition for Resources. Economic- China's Belt and Road Initiative (BRI)
- **Major Economic Centers: Singapore-** Global financial hub, **Hong Kong-** Special Administrative Region of China, **United Arab Emirates (UAE)-** Diversified economy driven by oil and gas, tourism, and trade.

Regional Organizations:

- Association of Southeast Asian Nations (ASEAN)
- South Asian Association for Regional Cooperation (SAARC)
- Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC)
- Asia-Pacific Economic Cooperation (APEC)
- Shanghai Cooperation Organization (SCO)

Unit III: Recent Wars of the World

- **Syrian Civil War (2011-present):** Bashar al-Assad regime, Syrian opposition groups, ISIS.

Key Concepts: Origins of the conflict, humanitarian crisis, foreign intervention, refugee crisis.

- **Yemeni Civil War (2015-present):** Houthi rebels, Yemeni government, Saudi-led coalition.

Key Concepts: Proxy war dynamics, humanitarian crisis, role of Iran and Saudi Arabia, UN peace efforts.

- **Ukraine Conflict (2014-present):** Ukrainian government, Russian-backed separatists, Russia.

Key Concepts: Annexation of Crimea, Donbas region conflict, Minsk agreements, NATO-Russia tensions.

● **Ethiopia Civil War (2020-present):** Ethiopian government, Tigray People's Liberation Front (TPLF), Eritrean forces.

Key Concepts: Tigray conflict, humanitarian crisis, regional implications, efforts for ceasefire and peace talks.

● **Nagorno-Karabakh War (2020):** Armenia, Azerbaijan, Russia.

Key Concepts: Conflict over Nagorno-Karabakh region, ceasefire agreement, role of Turkey, peace negotiations.

● **Myanmar Civil War (2021-present):** Myanmar military (Tatmadaw), ethnic armed groups, and Civilian resistance.

Key Concepts: Coup aftermath, Rohingya crisis, ethnic conflicts, ASEAN mediation efforts.

Unit IV: Sustainable Development Goals

● **Definition of Sustainable Development:** Balancing economic, social, and environmental needs.

Page 4

Key Concepts: United Nations Development Programme (UNDP), World Wildlife Fund (WWF), Sustainable Development Solutions Network (SDSN).

● **UN Sustainable Development Goals (SDGs):** Overview, targets.

Key Concepts: United Nations, national governments, NGOs, private sector.

● **Challenges and Opportunities:** Achieving sustainability, global cooperation.

Key Concepts: United Nations, national governments, civil society organizations, multinational corporations.

Unit V: India's Role in Achieving Sustainable Development Goals (SDGs) with Tamil Nadu Initiatives

Addressing Basic Needs:

● **Goal 1: No Poverty**

National Rural Employment Guarantee Act (NREGA)

Kalaignar Kanchi Thalaiyalar Scheme

Ungal Thozhil Udhayanam (UTOY)

● **Goal 2: Zero Hunger**

National Food Security Act (NFSA)

Nutritious Noon Meal Programme

Annadhanam Scheme

Amma Unavagam

● **Goal 3: Good Health and Well-being**

National Health Mission (NHM)

Health Insurance of Tamil Nadu

Chief Minister's Comprehensive Health Insurance Scheme

Maruthuva Mitri

Amma Mini Clinics

Ensuring Essential Services:

● **Goal 4: Quality Education**

Sarva Shiksha Abhiyan (SSA)

Rashtriya Madhyamik Shiksha Abhiyan (RMSA)

Namakkal District Library Scheme

Pudhumai Penn Scheme under Higher Education Assurance Scheme (HEAS)

Free Coaching for Competitive Exams

● **Goal 6: Clean Water and Sanitation**

Swachh Bharat Mission (Clean India Mission)

National Rural Drinking Water Programme (NRDWP)

Jal Jeevan Mission Tamil Nadu

Namakku Naathey Scheme

Kudimaramathu Scheme

● **Goal 7: Affordable and Clean Energy**

National Solar Mission

Tamil Nadu Solar Energy Policy

Green House Scheme

Building Sustainable Communities:

● **Goal 11: Sustainable Cities and Communities**

Smart Cities Mission

Atal Mission for Rejuvenation and Urban Transformation (AMRUT)

Adi Dravidar Housing Scheme

● **Goal 13: Climate Action**

National Action Plan on Climate Change (NAPCC)

International Solar Alliance

Tamil Nadu Wind Energy Policy 2019

● **Goal 17: Partnerships for the Goals**

Development Assistance Programmes (DAPs)

International Development Cooperation (IDC)

SEMESTER IV

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE-IX
COURSE NAME: SALES AND DISTRIBUTION MANAGEMENT	COURSE CODE: 19UCMM321
SEMESTER: IV	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

COURSE OBJECTIVE:

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

COURSE OUTCOMES:

After successful learning of this course the student 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

(15 Hours)

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

UNIT – II

(15 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

(15 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

(15 Hours)

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

UNIT – V

(15 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

- www.tutorialspoint.com/sales_planning/sales_planning_introduction.html.
- <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
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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	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Understand the role and responsibilities of a sales manager and sales force	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO2	Demonstrate the various types of sales distribution	PSO1,PSO2,PSO3,PSO4,PSO5	K3,K4
CO3	Comprehend the Recruitment and selection of sales force	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO4	Elaborate on the channels of distribution	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4, K5
CO5	Understand the Potential in distribution in India	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE-X
COURSE NAME: FINANCIAL MANAGEMENT	COURSE CODE: 20UCOM313
SEMESTER: IV	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY AND PROBLEMS	

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

Course Objective:

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

COURSE OUTCOMES

After successful learning of this course the student 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 capitalmanagement 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	Number s	Mark s	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	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	2
CO 3	3	3	3	2	3
CO 4	2	2	3	2	3
CO 5	3	3	3	3	3
Ave.	2.8	3	3	2.8	2.8

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Gain insight into wealth maximization and profit maximization.	PSO1,PSO2,PSO3,PSO4,PSO5	K1, K2, K3, K4
CO2	Compute and analyse the cost of capital of the firm.	PSO1,PSO2,PSO3,PSO4,PSO5	K3, K4
CO3	Demonstrate the Theories of capital structure.	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO4	Comprehend dividend policy and formulate dividend decisions in a firm	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4, K5
CO5	Select and apply techniques for short term financial needs of the firm using working capitalmanagement concepts.	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE-XI
COURSE NAME: RESEARCH METHODS IN BUSINESS	COURSE CODE:
SEMESTER: IV	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

Course Objectives:

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

COURSE OUTCOME:

After successful learning of this course the student 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	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Gain knowledge about the importance of research in business	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO2	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	PSO1,PSO2,PSO3,PSO4,PSO5	K3,K4
CO3	Understand of the basic framework of research designs and techniques	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO4	Understand of various research designs and techniques	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4, K5
CO5	Demonstrate conduct research in a more appropriate manner.	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE-XII
COURSE NAME: DIGITAL MARKETING	COURSE CODE: 20UCMM315
SEMESTER: IV	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

COURSE OBJECTIVE:

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

COURSE OBJECTIVES:

After successful learning of this course the student 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 anddisadvantages, 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 CustomerCare, Paid Promotion via Social Media websites, and Online Promotion.

RECOMMENDED TEXT BOOKS:

neet Singh Bhatia, **Fundamentals of Digital Marketing**, Pearson Publisher, 2017.

1.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	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Understand digital marketing, operations, and human resources in real-time delivery.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO2	Gain exposure in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO3	Evaluate issues in adapting to globalized markets that are constantly changing and increasingly networked	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO4	Comprehend the importance of conversion and working with digital relationship marketing	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO5	Gain knowledge about cross-cultural and ethical issues in globalised digital markets	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024 -27
PART: III	COURSE COMPONENT: ALLIED-IV
COURSE NAME: STATISTICS AND OPERATIONS RESEARCH - II	COURSE CODE:
SEMESTER: IV	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
THEORY AND PROBLEMS	

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

COURSE OBJECTIVE:

To strengthen the knowledge on statistics and operations research

COURSE OUTCOMES:

1. Discuss about the time Series Analysis using Secular trend. Explain method of least squares to fit a straight line-Seasonal variation.
2. Discuss about Sampling Techniques, types of Sample and Sampling procedures
3. Outline Index Numbers such as weighted and unweighted price relative method, Cost of Living Index.
4. Formulate LPP to transportation problem and obtain initial basic feasible solution by Northwest corner, least cost, Vogel's approximation method, test for optimality using modified distribution method.
5. Formulate LPP to Assignment Problem and Find the solution of Minimization, Maximization case in assignment problem using Hungarian method.

UNIT I

(18 Hours)

Time Series: Meaning, need and components of time series, Measurement of trend: Free hand, Semi average, moving average and least square methods. Measurement of seasonal indices: Simple average, Ratio to trend and Ratio to moving average method.

UNIT II

(18 Hours)

Index Number: Meaning, Needs and components of time series, Types, Unweighted and Weighted index number Simple, Aggregative, Price relative methods, Laspeyres's, Paasche's, Bowley's and Fisher's index numbers, Time and Factor reversal tests, Cost of living index.

UNIT III

(18 Hours)

Sampling Methods: Meaning of sampling, probability sampling methods and non-probability sampling methods, sampling error and standard error.

Hypothesis: Meaning, types, standard hypothesis, null and alternative hypothesis, simple and composite hypothesis, type I and type II error, testing of hypothesis: t -test, F-test, Chi square.

UNIT IV**(18 Hours)**

Transportation Problem: Introduction, initial basic feasible solution, North West Corner Methods (NWCM), Least Cost Methods (LCM), Vogels Approximation Method (VAM), Modified Distribution Method (MODI) solution procedure without degeneracy.

UNIT V**(18 Hours)**

Assignment Problem: Introduction, Mathematical formulation of an assignment problem, Hungarian method for solving assignment problem, unbalanced assignment problem, minimization and maximization case in assignment problem.

RECOMMENDED TEXT BOOKS

1. Statistical methods by S.P. Gupta
2. Resource Management Techniques by V. Sundaresan, K.S. Ganapathy Subramanian, Ganesan. – ARS Publications.

REFERENCE BOOKS:

1. Statistical and numerical methods – P.R. Vittal – Margham Publications.
2. Operations Research - P.R. Vittal – Margham Publications.

E - LEARNING RESOURCES:

1. https://www.lkouniv.ac.in/site/writereaddata/siteContent/202003291612342405mukes_hsrivastava_businessstastics3.pdf
2. <https://www.qualtrics.com/au/experience-management/research/sampling-methods/>
3. https://www.lkouniv.ac.in/site/writereaddata/siteContent/202004160626023624Rajiv_Saksena_INDEX_NUMBERS.pdf
4. https://www.acsce.edu.in/acsce/wp-content/uploads/2020/03/1585041316993_Module-4.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 AND PROBLEM

UNITS	SECTION A	SECTION B	SECTION C
I	2	1	1
II	2	1	1
III	2	1	1
IV	2	1	1
V	2	1	1
Any Unit	2	2	1
TOTAL	12	7	6
SECTION A - 12		SECTION B - 7	SECTION C - 6

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	2	3	2
CO 2	2	2	3	2	3
CO 3	2	3	2	3	2
CO 4	3	2	3	2	3
CO 5	2	3	2	3	2
Ave.	2.4	2.6	2.4	2.6	2.4

PSO – CO question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Discuss about the time Series Analysis using Secular trend. Explain method of least squares to fit a straight line-Seasonal variation.	PSO-1,2,3,4,5	K1
CO 2	Discuss about Sampling Techniques, types of Sample and Sampling procedures.	PSO-1,2,3,4,5	K1,K2
CO 3	Outline Index Numbers such as weighted and unweighted price relative method, Cost of Living Index.	PSO-1,2,3,4,5	K3
CO 4	Formulate LPP to transportation problem and obtain initial basic feasible solution by Northwest corner, least cost, Vogel's approximation method, test for optimality using modified distribution method.	PSO-1,2,3,4,5	K3,K4
CO 5	Formulate LPP to Assignment Problem and Find the solution of Minimization, Maximization case in assignment problem using Hungarian method.	PSO-1,2,3,4,5	K4,K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6 = Create

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: IV	COURSE COMPONENT: EVS
COURSE NAME: ENVIRONMENTAL STUDIES	COURSE CODE:
SEMESTER: IV	MARKS:100
CREDITS:2	TOTAL HOURS: 30
THEORY	

Course Objective:

- Introduction to fundamental concepts environmental studies

COURSE OUTCOMES:

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.
- Biogeographical 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.**

RECOMMENDED 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 – Asian Books.

Question paper pattern : MCQs

B.COM. MARKETING MANAGEMENT	BATCH: 2024 - 27
PART: IV	COURSE COMPONENT: SOFT SKILLS-IV
COURSE NAME: FOUNDATIONS OF QUANTITATIVE APTITUDE	COURSE CODE:
SEMESTER: IV	MARKS:100
CREDITS: 2	TOTAL HOURS: 30
THEORY AND PROBLEMS	

COURSE OBJECTIVE:

Develop learners' problem-solving skills and critical thinking abilities in the context of recruitment aptitude tests.

COURSE OUTCOMES:

1. The learner will be able to recognize, describe and represent patterns and relationships, as well as to solve problems using algebraic language and skills.
2. To learn about factors and multiples that numbers have in common with each other.
3. The student will analyses monthly profit and loss statements for a school store and calculate profit margin percentage.
4. Students learn what different types of interest are, where it occurs in real life and understand the concept of simple and compound interests.
5. The learner will draw, interpret and compare pie charts, bar charts and frequency diagrams.

UNIT I: Number system and Number series

Numbers: Numbers and their classification, test for divisibility of numbers, General properties of divisibility, division and remainder, remainder rules.

Number Series: Number series, three steps to solve a problem on series, two-line number series, sum rules on natural numbers.

UNIT II: HCF and LCM of Numbers

Factors, Multiples, Principal of Prime factorization, Highest Common Factor (HCF) and Least Common Multiple (LCM), Product of two numbers, Difference between HCF and LCM.

UNIT III: Percentage, Profit and Loss

Percentage: Introduction, fraction to rate percent, rate percent to fraction, rate percent of a number, express a given quantity as a percentage of another given quantity, convert a percentage into decimals and convert a decimal into percentage.

Profit and Loss: Gain/Loss and % gain and % loss, relation among Cost price, Sale price, Gain/Loss and % gain and % loss.

UNIT IV: Simple Interest and Compound Interest

Simple Interest: Definition, effect of change of P , R and T on Simple Interest, amount.

Compound Interest: Introduction, conversion period, basic formula, to find the Principal/Rate/Time, Difference between Simple Interest and Compound Interest.

UNIT V: Data interpretation

Tabulation, Bar Graphs, Pie Charts, Line Graphs, average.

RECOMMENDED TEXT BOOK:

Quantitative Aptitude by R.S. Agarwal

REFERENCE BOOKS:

1. Quantitative Aptitude by Abhijit Guha, Fourth Edition.
2. Quantitative Aptitude by Ramandeep Singh.

E - LEARNING RESOURCES:

1. <https://byjus.com/maths/numeral-system/#:~:text=crore%20is%207.-,International%20Numeral%20System,8%20%E2%80%93%20Ones>
2. <https://byjus.com/maths/hcf-and-lcm/>
3. <https://byjus.com/maths/profit-loss-percentage/>
4. <https://www.vedantu.com/jee-main/maths-difference-between-simple-interest-and-compound-interest>

QUESTION PAPER PATTERN

SECTION	QUESTION COMPONENT	NUMBERS	MARKS	TOTAL
A	Multiple Choice Questions: Answer 20 out of 20 questions (each question carries one mark)	1 - 20	20	20
B	Answer any 5 out of 7 questions (each question carries 6 marks)	21 - 27	6	30
TOTAL MARKS				50

BREAK UP OF QUESTIONS FOR PROBLEMS

UNITS	SECTION A	SECTION B
I	4	1
II	4	1
III	4	1
IV	4	1
V	4	1
Any Unit	-	2
TOTAL	20	7

SEMESTER V

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE-XIII
COURSE NAME: COST ACCOUNTING	COURSE CODE:
SEMESTER: V	MARKS:100
CREDITS:4	TOTAL HOURS:90
THEORY & PROBLEMS	

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

Course Objectives:

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

COURSE OUTCOME

After successful learning of this course the student 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

RECOMMENDED 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	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Understand the methods of cost accounting	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO2	Demonstrate the methods of application in cost accounting	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO3	Demonstrate how materials, labor and overhead costs are added to a product at each stageof the product cycle	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO4	Comprehend how cost accounting is used for decision making and performance evaluation	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO5	Acquaint with the overhead using predetermined rates and activity – based costing	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE-XIV
COURSE NAME: ENTREPRENEURIAL DEVELOPMENT	COURSE CODE:
SEMESTER: V	MARKS:100
CREDITS:4	TOTAL HOURS:90
THEORY	

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

Course Objective:

- Introduction to fundamental concepts of Entrepreneurial Development in India

COURSE OUTCOMES:

After successful learning of this course the student 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 women entrepreneurship. Akansha Pub. House, (2010).
2. Drucker, P. F. Innovation and Entrepreneurship: 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	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Basic concepts and functions of entrepreneurship, various types and classification of entrepreneurs and factors influencing entrepreneurship.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO2	Gain deeper insight into the various Entrepreneurial Development Agencies, MSMEs and financial institutions prevailing in India and the schemes to develop entrepreneurship	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K3,K4
CO3	Create and demonstrate the complete Project management from Business idea generation, to appraisal and preparation of project report.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO4	Explain the various Entrepreneurial development programmes and to elaborate on the role, relevance and achievements of EDII.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO5	Communicate about the various roles of entrepreneur in entrepreneurial growth with respect to Economic development (special mention to Women entrepreneurs)	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE-XV
COURSE NAME: RETAIL MARKETING	COURSE CODE:
SEMESTER: V	MARKS:100
CREDITS:4	TOTAL HOURS:90
THEORY	

Course Objectives:

- Basic concepts of retail marketing and environment

COURSE OUTCOME:

After successful learning of this course the student 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

- <https://www.managementstudyguide.com/store-design-and-layout.htm>
- <https://www.ukessays.com/essays/marketing/what-is-the-concept-consumer-ethics-marketing-essay.php>
- <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	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Understand the Retail Marketing Environment	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO2	Grasp the accounting treatment of bank reconciliation statement and Insurance claims.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO3	Understand and prepare Final accounts of Sole trading concern.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO4	Explain the accounting methods for special transactions	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO5	Convert single entry system into systematic accounting.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-2027
PART: III	COURSE COMPONENT: CORE-XVI
COURSE NAME: BRAND MANAGEMENT	COURSE CODE:
SEMESTER: V	MARKS:100
CREDITS:4	TOTAL HOURS:90
THEORY	

Course Objective:

- Introduction of brand management in India

COURSE OUTCOMES:

After successful learning of this course the student 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

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

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Understand the main concepts and explain the purpose of branding	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO2	Understand principles of Branding, role of brands, elements and components of brands, brandequity.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K3,K4
CO3	Understand the concepts of brand positioning and role of social media in Brand building	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO4	Demonstrate the implications of planning, implementing and evaluating Branding Strategies.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO5	Understand the effective branding strategies for both consumer and business products/serviceswith the insights from marketing	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: ELECTIVE I (IDE)
COURSE NAME: TOURISM MANAGEMENT	COURSE CODE:
SEMESTER: V	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

Course Objective:

- Introduction to fundamental concepts of tourism management

COURSE OUTCOMES:

After successful learning of this course the student 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 – Market segmentation.

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 Organization (WTO) - Role of travel agents and Employment opportunities.

RECOMMENDED TEXTBOOKS

1. "Tourism marketing", S.M.Jha, Himalaya Publishing House, Mumbai, 1st edition, 2010.
2. "Tourism management", Dr. Ravi Aluvala, Dr. Senthil Kumar JayaPrakash RedShine publications 2021

REFERENCE BOOK:

1. "Tourism management", Dr. Santhosh M. John, Ruby Santhosh Red Shine publications 2021.

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	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Understand the various types of tourism sectors	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO2	Gain an impact of tourism in India's economy	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO3	Understand the skills and experience relating to the management and production of tourism in a professional setting	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO4	Demonstrate clearly and concisely in the conventions of tourism studies	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO5	Gain an insight on Plan, lead, organize and control resources for effective and efficient tourism operations.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Creat

PROGRAMME: B.COM (Marketing Management)	BATCH: 2024-27
PART: IV	COURSE COMPONENT: VALUE EDUCATION
COURSE NAME: VALUE EDUCATION	COURSE CODE:
SEMESTER: V	MARKS:100
CREDITS:2	TOTAL HOURS:15
THEORY	

UNIT I

(3 Hours)

Definition, Concept, Classification, Theory, Criteria and Sources of values Aims and objectives of value education. Role and Need for value education in the contemporary society, Role of education in transformation of values in society. Role of parents, teachers, society, peer group and mass media in fostering values.

UNIT II

(3 Hours)

Human Values: Truthfulness, Sacrifice, Sincerity, Self-Control, Altruism, Scientific Vision, relevancy of human values to good life. Character Formation towards Positive Personality Modern challenges of adolescents: emotions and behavior Self-analysis and introspection: sensitization towards gender equality, differently abled, Respect for- age, experience, maturity, family members, neighbors, strangers, etc.

UNIT III

(3 Hours)

Concept of Human Rights–Principles of human rights–human rights and Indian constitution Rights of Women and children–violence against women–Rights of marginalized People Like women, children, minorities, trans gender, differently abled etc., Social Issues and Communal Harmony Social issues – causes and magnitude - alcoholism, drug addiction, poverty, unemployment – communal harmony –concept –religion and its place in public domain–secular civil society.

UNIT IV

(3 Hours)

Constitutional Values:(Sovereign, Democracy, Socialism, Secularism, Equality, Justice,Liberty, Freedom, Fraternity) - Social Values: (Pity and Probity, Self-Control, Universal Brotherhood) - Professional Values:(Knowledge Thirst, Sincerity in Profession, Regularity,Punctuality,Faith).

Religious and Moral Values: (Tolerance, Wisdom, character) - Aesthetic Values: (Love and Appreciation of literature, fine arts) - Environmental Ethical Values National Integration and international understanding. Need of Humanistic value for espousing peace in society. Conflict of cross-cultural influences, cross- border education.

UNIT V

(3 Hours)

Guru Nanak Devji's Teachings - Relevance of Guru Nanak Devji's teachings' relevance to Modern Society - The Guru Granth sahib - The five Ks - Values and beliefs - Rights and freedom (Right of equality, Right to Education, Right to Justice, Rights of women, Freedom of religion, Freedom of culture, Freedom of assembly, Freedom of speech) - Empowerment of women - Concept of Langar - Eminent Sikh personalities.

REFERENCE BOOKS

1. Dr. Abdul Kalam. My Journey-Transforming Dreams in to Actions. Rupa Publications, 2013.
2. Steven R Covey, 8th Habit of Effective People (From Effectiveness to Greatness), Free Press, New York, 2005.
3. Prem Singh, G.J. (2004). 'Towards Value Based Education', University News. Vol. 42(45): P.11-12.
4. V.R. Krishna Iyer. Dialectics & Dynamics of Human Rights in India (Tagore Law Lectures) The Yesterday, Today and Tomorrow, Eastern Law House (1999, Reprint 2018)

E-RESOURCES

1. <http://www.ncert.nic.in/rightside/links/pdf/framework/english/nf2005.pdf>

Question paper pattern: MCQs

SEMESTER VI

PROGRAMME: Marketing Management	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE
COURSE NAME: OPERATION AND SUPPLY CHAIN MANAGEMENT	COURSE CODE:
SEMESTER: VI	MARKS:100
CREDITS: 4	TOTAL HOURS: 90
THEORY	

COURSE OBJECTIVE:

- To impart knowledge about the various aspects of logistics and supply chainmanagement

COURSE OUTCOMES:

After successful learning of this course the student will be able to:

1. Understand the various types of operations & 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:

(Hours 15)

Introduction to operations management - Evolution - Nature and Importance - Components of Logistics Management- Competitive advantages of Logistics - Functions of Logisticsmanagement - Principles - Logistics Network- Integrated Logistics system, Supply chain management

UNIT II:

(Hours 15)

Elements of Logistics and Supply chain management – Inventory carrying – Ware housing, Technology in the ware house: Computerization, Barcoding, RFID and WMS – Material handling, Concepts and Equipment’s: Automated Storage and Retrieval Systems – Order Processing.

UNIT III:

(Hours 20)

Transportation – Position of Transportation in Logistics and Supply chain Management- Road, Rail, Ocean Transport - Ships- Types- Measurement capacity of ships – shipping information, Air, Transport Multi model transport – containerization– CFS – ICDS- Cross Docking- Selection of transportation mode – TransportationNetwork and Decision – Insurance aspects of logistic

UNIT IV:**(Hours 20)**

Logistical Information System (LIS) - Operations – Integrated IT solution for Logistics and supply chain management- Emerging technologies in Logistics and Supply chain management. --Distribution channels- Difference between warehouse and distribution Centre.

UNIT V:**(Hours 20)**

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

RECOMMENDED TEXT BOOKS:

1. John J.Coyle , C. John Langley .JR., Robert A. Novack , Brian J.Gibson – SupplyChainManagement A Logisticss Perspective – CENGAGE , New Delhi
2. Joel D.Wisner , Keah – Choon Tan , G.Keong Leong – Principles of SupplyChainManagement A Balanced Approach– CENGAGE, New Delhi

REFERENCE BOOKS:

1. 1. Agarwal, D.K., ‘Textbook of Logistics and Supply Chain Management’, MacMillan India Ltd, 2003.
2. Chase, R.B., Shankar, R and Jacobs, F.R. ‘Operations Management and SupplyChain Management’, McGraw Hill Publications, 13th edition, 2018.
3. Chopra, S., Meindl, P. and Kalra, D.V. ‘Supply Chain Management’, PearsonEducation India, 6th edition, 2016.
4. Krishnaveni Muthiah, ‘Logistics Management and Seaborne Trade’, HimalayaPublishing House, 2010.

E-LEARNING RESOURCES:

1. www.managementstudyguide.com
2. https://www.tutorialspoint.com/supply_chain_management/supply_chain_management_tutorial.pdf
3. <https://www.camcode.com/asset-tags/supply-chain-management-guide/>
4. <https://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Magement%20andOrganisation/fundamentals-of-supply-chain-management.pdf>
5. https://www.youtube.com/watch?v=PmR2SKeY9Ms&list=PLGit8yny_3ANzZMsJJje_ux_Mg-S0f0hGcn
6. <https://www.youtube.com/watch?v=IqmrNUoiy7g&list=PLF9071540F59BA1F>

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 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	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	2
CO 3	3	3	3	2	3
CO 4	2	2	3	2	3
CO 5	3	3	3	3	3
Ave.	2.8	3	3	2.8	2.8

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Understand the various types of operations & Supply Chain Management in Business.	PSO1,PSO2,PSO3,PSO4,PSO5	K1, K2, K3, K4
CO2	Understand the Motivation, training and evaluation of channel members.	PSO1,PSO2,PSO3,PSO4,PSO5	K3, K4
CO3	Demonstrate the Types of transportation	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO4	Elaborate on the channels of distribution	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4, K5
CO5	Understand the Management of Inventory	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE-XVIII
COURSE NAME: ADVERTISING MANAGEMENT AND SALES PROMOTION	COURSE CODE:
SEMESTER: VI	MARKS:100
CREDITS:4	TOTAL HOURS:90
THEORY	

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

Course Objective:

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

COURSE OUTCOMS:

After successful learning of this course the student 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

(20 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

(15 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.

RECOMMENDED TEXT 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.

REFERENCE BOOKS:

1. Wells, Moriarity & Burnett: Advertising Principles & Practices, Prentice Hall.
2. Jefkins, F., 2002 Advertising, , Pearson, 4th Edition.
3. 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	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Understand the basic concept of advertising and sales promotion	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO2	Understand the various types of advertising	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO3	Demonstrate the various tricks of sale promotion	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO4	Equip them to Identifying and describing the various types of advertising	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO5	Demonstrate the steps involved in sales force management	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: CORE-XIX
COURSE NAME: SERVICE MARKETING	COURSE CODE:
SEMESTER: VI	MARKS:100
CREDITS:4	TOTAL HOURS:90
THEORY	

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

Course Objective:

- Introduction of service marketing, marketing mix and quality services

COURSE OUTCOMES:

After successful learning of this course the student 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, public utility service, 6.Educational services.

RECOMMENDED TEXTBOOK

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

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Understanding the importance of Services in the Marketing arena	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2.K3,K4
CO2	Apply the concepts of 7P'S in service marketing	PSO1,PSO2,PSO3,PSO4,PSO5	K3,K4
CO3	Comprehend the understanding of the 'state of the art' service management thinking	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO4	Understand to Identify critical issues its service design including the service products andmarkets , building the service model and creating customer value	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4, K5
CO5	Demonstrate ability in evaluating service design	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.Com (MARKETING MANAGEMENT)	BATCH: 2024-27
PART: III	COURSE COMPONENT: ELECTIVE -II
COURSE NAME: HUMAN RESOURCE MANAGEMENT	COURSE CODE:
SEMESTER: VI	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
THEORY	

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

COURSE OBJECTIVE:

To make aware of students regarding Human Resource Management practices.

COURSE OUTCOMES:

After successful learning of this course the student will be able to:

1. Understand the role and importance of human resource management and to understand the challenges.
2. Outline the different methods of recruitment and its process. Learn the usage of AI in recruitment process.
3. Assess the different methods and techniques of training and the concept of Career Development.
4. Understand the concept, techniques of Performance appraisal.
5. Impart knowledge regarding grievance handling and settlement machinery, human resource and human resource information system.

UNIT-I

(20 Hours)

Human Resource Management-Concept and Functions, Role, Status and Competencies of HR manager, Emerging Challenges of Human Resource Management-Work force Diversity-Empowerment, Downsizing, Work Life Balance.

UNIT-II

(20 Hours)

Human Resource Planning – Job Analysis- Job description & Job Specification-Recruitment – Concepts & Sources –Selection – Methods of Selection – Process of Selection - Uses of various tests –Interview techniques in selection and placement- Application and Challenges of AI based Recruitment.

UNIT-III

(15 Hours)

Training and Development–Concept and importance- Methods – On the Job Training –Off the Job Training– Identification of the training needs – Effectiveness of Training- Career Planning and Development.

UNIT-IV**(20 Hours)**

Performance Appraisal – Nature and objectives, Methods-Traditional and Modern Methods of Appraisal- Transfer–Promotion and termination of services-Compensation-Concept and Policies- Individual, Group Incentive plans, Fringe Benefits, Performance linked compensation-Monetary and Non- monetary Benefit

UNIT-V**(15 Hours)**

Recent trends in HRM- Green HRM - Human Resource Audit–Nature–Benefits–Scope – Approaches- Human Resource Information System (HRIS)- Need- Benefits- Designing of HRIS- Computerized HRIS.

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. DeCenzo, D. A., Robbins, S. P., & Verhulst, S. L. (2016). *Fundamentals of Human Resource Management*, John Wiley & Sons.
2. Dessler, G., & Varrkey, B. (2005). *Human Resource Management, 15e*. Pearson Education India.
3. Durai, P. (2009). *Human Resource Management* (Publisher: Dorling Kindersley (India) Pvt. Limited:
4. Prasad, L. M. (2006). *Human Resource Management* (Sultan Chand & Sons.
5. 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://hrmpractice.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	Number	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	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Role and importance of human resource management and to understand the challenges.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO2	Outline the different methods of recruitment and its process. Learn the usage of AI in recruitment process	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO3	Assess the different methods and techniques of training and the concept of Career Development.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO4	Understand the concept, techniques of Performance appraisal.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO5	Impart knowledge regarding grievance handling and settlement machinery, human resource and human resource information system.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH:2024-27
PART:III	COURSE COMPONENT: ELECTIVE III
COURSE NAME: PROJECT	COURSE CODE: 19UCMM325
SEMESTER: VI	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
PRACTICAL	

COURSE OUTCOME:

After successful learning of this course the student 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

The main objective of the Final Year Project is to provide a platform for the students to demonstrate their ability to apply the knowledge and skills gained from coursework studies and practical work. This course helps them to gain confidence and experience in tackling project work which would contribute to their effective transition to the job market. A groupwise students will be engaged to undergo internships in reputed organization/business entities for 45 days for the project. After completion of projects students will be required to submit the project report. The project reports will be evaluated by the project guides and make them ready for the viva voce. The viva voce examination will be conducted by the External Examiner appointed by the Controller of examination. The marks and grade will be given based on the performance in the viva voce and preparation of the project report.