

GURU NANAK COLLEGE (AUTONOMOUS)

A Sikh Minority Institution | Unit of Guru Nanak Educational Society (Regd.)

Affiliated to University of Madras | Approved by AICTE

Accredited at A++ Grade by NAAC (CGPA 3.68/4)

Guru Nanak Salai, Velachery, Chennai – 600042



SCHOOL OF MANAGEMENT

B.Com. Marketing Management

(Semester pattern with Choice Based Credit System)

Syllabus

(For the UG Batch of 2026 - 29 and thereafter)

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LOCF - LEARNING OUTCOME BASED CURRICULUM FRAMEWORK PREAMBLE

B.Com. Marketing Management

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 OBJECTIVES (PEOs)

PEO 1. Core Competence:

Graduates will demonstrate comprehensive knowledge of commerce, accounting, finance, and business practices, enabling them to pursue successful careers in corporate, entrepreneurial, and public sectors.

PEO 2: Problem-Solving Skills:

Graduates will apply problem solving and decision-making skills to address complex business and economic challenges in a dynamic global environment.

PEO 3: : Ethics and Social Responsibility:

Graduates will uphold ethical standards, integrity, and social responsibility in professional and personal contexts, contributing positively to sustainable development and societal well-being.

PEO 4: Communication and Leadership:

Graduates will exhibit effective communication, teamwork, and leadership abilities, preparing them to manage diverse organizational settings and collaborate across disciplines.

PEO 5: Lifelong Learning and Adaptability: Graduates will engage in continuous learning, research, and professional development, adapting to emerging technologies, global trends, and evolving business practices.

5. PROGRAMME OUTCOMES

PO1: Knowledge Management

Integrate theoretical concepts with practical applications to manage business operations effectively.

PO2: Problem Solving

Identify, analyse, and solve complex business and financial problems using appropriate quantitative and qualitative techniques.

PO3: Critical Thinking

Develop critical insights into business environments by assessing risks, opportunities, and ethical implications.

PO4: Individual and Team Work

Exhibit leadership, coordination, and responsibility while functioning effectively as a team member or leader.

PO5: Communication and Lifelong Learning

Adapt to changing business environments through continuous learning, skill development, and professional growth.

6. PROGRAMME SPECIFIC OUTCOMES**PSO1: SPECIALIZATION SUBJECTS AND UNIQUENESS**

Demonstrate specialised knowledge and domain expertise in advertising, marketing analytics, consumer behaviour, branding, sales promotion, and digital marketing to real-world business situations.

PSO2: EXPERIENTIAL AND TOOL USAGE

Apply marketing knowledge through internships, case studies, projects, and fieldwork to analyze market trends, customer needs, and competitive environments, and effectively use digital tools and platforms for learning, research, and professional practice.

PSO3: INVESTIGATION, RESEARCH AND SUSTAINABILITY

Evaluate and integrate ethical, social, and environmental implications in marketing decisions to promote responsible and sustainable business practices

PSO4: EMPLOYABILITY

Develop professional competence and practical exposure that enhance the employability in areas such as accounting, banking, digital marketing and entrepreneurship.

PSO5: INTERDISCIPLINARY AND MULTIDISCIPLINARY

Integrate interdisciplinary knowledge of commerce, economics, management, law, and statistics along with professional and soft skills to evaluate business situations, solve complex problems, and communicate effective solutions in diverse organizational context.

7. PEO – PO mapping

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

8. PEO – PSO mapping

	PEO 1	PEO2	PEO3	PEO4	PEO5
PSO 1	3	2	3	2	3
PSO 2	2	3	2	3	3
PSO3	2	3	3	2	3
PSO 4	3	2	3	3	2
PSO 5	2	3	2	3	2

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 B.Com. Marketing Management 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.

Duration of the Course

The B.Com. Marketing Management Programme is of three years duration with six 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.

Ability Enhancement Skills (I, II, III & IV Semesters)

Value Education (I Semester)

Self-Study Course (III Semester)

Indian Knowledge Systems (IV Semester)

Environmental Studies (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.

10. COURSE STRUCTURE

The B.Com. Marketing Management Programme consists of 19 Core courses with 4 credits each, 4 Allied courses with 5 credits each, 3 elective courses with 4 credits each, 4 Ability Enhancement Skill courses with two credits each, 2 Non-Major Elective courses with two credits each, 2 Life Skill courses (Value Education and EVS) with two credits each, 1 Self-study course with 2 credits and a domain specific IKS course with one credit. Internship is a compulsory component with 2 credits and Project is a compulsory core course with 4 credits for all the UG & PG programmes. Extension activity is a compulsory component with 1 credit.

Consolidated Credit Structure for all the 3 years

Course component		No. of Papers	Credits
Part 1	Language	2	6
Part II	English	2	6
Part III	Core	19	76
	Allied	4	20
	Elective	3	12
Part IV	NME	2	4
	Ability Enhancement Skills	4	8
	EVS	1	2
	Value Education	1	2
	IKS	1	1
	Internship	1	2
	Self-study course	1	2
Part V	Extension activity	1	1
Total		42	142

B.Com. MARKETING MANAGEMENT
COURSE STRUCTURE 2026-29 Batch onwards

Semester I		Subject	Credit	Hours per week	Marks		Total
Course Component					Internal	External	
Part I	Language	Tamil-I/Hindi-I/ Sanskrit-I/French-I	3	6	50	50	100
Part II	English	English – I	3	4	50	50	100
Part III	Core – I	Financial Accounting (Common to B.Com (GEN), B.Com (AF), B.Com (CA), 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), BBA & BBA(RM))	4	4	50	50	100
	Allied-I	Economics for Management Decision	5	5	50	50	100
Part IV	Non-Major Elective-I	Basic Tamil-I/ Advanced Tamil-I/ Green Marketing	2	2	50	50	100
	Life Skills - I	Value Education	2	2	50	50	100
	Ability Enhancement Skills-I	Communication skills and Personality Development skills	2	2	50	50	100
	Total		25	30			
Semester II		Subject	Credit	Hrs/ Week	Marks		Total
Course Component					Internal	External	
Part I	Language	Tamil-I/Hindi-I/ Sanskrit-I/French-I	3	6	50	50	100
Part II	English	English – II	3	4	50	50	100
Part III	Core –III	Accounting for Managers (Common to B.Com (MM) & BBA)	4	5	50	50	100

	Core-IV	Marketing Management and AI (Common to B.Com (MM), BBA & BBA (RM))	4	5	50	50	100
	Allied-II	Banking Operations and Insurance Services	5	6	50	50	100
Part IV	Non-Major Elective-II	Basic Tamil-II/ Advanced Tamil- II/ Creative Advertising	2	2	50	50	100
	Ability Enhancement Skills - II	Foundations of Quantitative Aptitude	2	2	50	50	100
Total			23	30			

Semester III		Subject	Credit	Hrs/ Week	Marks		Total
Course Component					Internal	External	
Part III	Core – V	Corporate Finance and Accounting	4	6	50	50	100
	Core-VI	International Marketing	4	6	50	50	100
	Core – VII	Business Communication for Managers (Common to B.Com (BM), B.Com (MM), BBA & BBA (RM))	4	5	50	50	100
	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	Statistics and Operations Research - I (Common to B.Com(GEN), B.Com (AF), B.Com (BM), B.Com (MM), B.Com(ISM) & BBA)	5	6	50	50	100
Part IV	Ability Enhancement Skills -III	Digital Productivity and AI	2	2	50	50	100
	Self- Study (Compulsory) Course	Indian Heritage and Knowledge Systems/ Contemporary World and Sustainable Development	2	-	-	100	100
Total			25	30			

Semester IV		Subject	Credit	Hrs/ Week	Marks		Total
Course Component					Internal	External	
Part III	Core -IX	Marketing Analytics & AI	4	5	50	50	100
	Core - X	Financial Management (Common to B.Com (GEN), B.Com (AF), B.Com (BM),B.Com (MM) & BBA)	4	5	50	50	100
	Core –XI	Retail Marketing	4	5	50	50	100
	Core-XII	Digital Marketing	4	6	50	50	100
	Allied-IV	Statistics and Operations Research - II (Common to B.Com (GEN), B.Com (AF), B.Com (ISM), B.Com (BM),B.Com (MM) & BBA)	5	6	50	50	100
Part IV	Indian Knowledge Systems	Guru Nanak Devji’s Principles in Business Management (Common to B.Com (BM), B.Com(MM), BBA & BBA (RM))	1	1	100	-	100
	Ability Enhancement Skills – IV	Resume Writing and Interview Skills	2	2	50	50	100
Total			24	30			

Semester V		Subject	Credit	Hrs/ Week	Marks		Total
Course Component					Inter	Extern	
Part III	Core –XIII				Entrepreneurial Development and Startups (Common to B.Com (A/F), B.Com (BM), B.Com (MM) ,BBA & BBA(RM))	4	
	Core-XIV	Cost Accounting (Common to B.Com. (GEN), B.Com (AF) & B.Com (MM))	4	6	50	50	100
	Core –XV	Research Methods in Business (Common to B.Com. (BM), B.Com (MM),BBA & BBA(RM))	4	6	50	50	100

	Core XVI	Brand Management	4	6	50	50	100
	Elective-I IDE (Inter Disciplinary Elective)	IDE – Tourism Management	4	5	50	50	100
Part IV	Life Skills- II	Environmental Studies	2	2	50	50	100
	Internship	Internship	2	-	-	-	-
Total			24	30			

Semester VI		Subject	Credit	Hrs/ Week	Marks		Total
Course Component					Internals	Externals	
Part III	Core XVII	Operations & Supply Chain Management	4	6	50	50	100
	Core XVIII	Advertising Management and Sales Promotion	4	6	50	50	100
	Core XIX	Project	4	6	50	50	100
	Elective- II	Human Resource Management (Common to B. Com (GEN), B.Com. (MM), B.Com (ISM), BBA & BBA(RM))	4	6	50	50	100
	Elective-III	Service Marketing (Common to B.Com. (MM), BBA & BBA(RM))	4	6	50	50	100
Part V	Extension Activity	Participation in NSS/NCC	1	-	-	-	-
Total			21	30			
Total Credits			142				
*** Programmes can choose one extra core course (optional) if they give four credit to allied courses							

11. EXAMINATION

Continuous Internal Assessment (CIA) will be for 50 percent and End Semester Examination (ESE) will be for 50 percent. The CIA marks for the two credit courses (NME, EVS, Value Education and Ability Enhancement skill courses) coming under Part IV, shall be awarded based on the nature of the course or at the course instructor's discretion. The mode of examination for IKS will be conducted through CIA with 5 out of 10 questions carrying 20 marks each.

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 85 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	50%
Model Examination	After 85 working days of the Semester	100%

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

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment			
Workbook/record book/notebook			
Class activity 1			5
Class activity 2			5
Class activity 3			5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50
The Mode of Evaluation for class activity can be based on the following parameters (these are suggestions, the faculty can add more if needed)			
1) Quiz with MCQ			
2) Case-Study analysis			
3) Debate			
4) Seminar/ Presentation			
5) Peer/Self-Assessment			
6) Role play			
7) Scrap book			
8) Monograph			
9) Puzzle			
10) Group Discussion			
11) Group activity			
12) Surprise Class Test			

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:

% of General Attendance	Marks Awarded
90-100	5
75-89	4
65-74	3
<65	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 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)

11. Mode of Evaluation

METHODS OF EVALUATION		
Internal Evaluation	Mid Sem Exam (10)	50 Marks
	Model Exam (10)	
	Assignment (10)	
	Class activity (15)	
	Attendance (5)	
External Evaluation	End Semester Examination	50 Marks
Total		100 Marks

12. Method of assessment

Remembering (K1)	• 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)	• Understanding off acts and ideas by comprehending organizing, comparing, translating, interpolating and interpreting in their own words. • The questions go beyond simple recall and require students to combined at altogether • Suggested Keywords: Classify, Compare, Contrast, Demonstrate, Explain, Extend, Illustrate, Infer, Interpret, Outline, Relate, Rephrase, Show, Summarize, Translate
Application (K3)	• Students have to solve problems by using / applying a concept learned in the classroom. • Students must use their knowledge to determine a exact response. • Suggested Keywords: Apply, Build, Choose, Construct, Develop, Experiment with, Identify, Interview, Make use of, Model, Organize, Plan, Select, Solve, Utilize

Analyze (K4)	- 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)	- 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)	- 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

FOUNDATION ENGLISH	BATCH: 2026- 2029
COURSE NAME: COMMUNICATIVE ENGLISH	COURSE CODE:26UENG221
SEMESTER: I	MARKS:100
CREDITS: 3	TOTAL HOURS: 60

COURSE OBJECTIVE:

The course will enable the students to know the basics of English Language.

COURSE OUTCOMES:

After successful completion of the course, the students will be able to:

1. Listen actively to live Speeches/Lectures to identify the keywords and comprehend the content.
2. Read passages, Newspaper articles and express their ideas fluently.
3. Develop the given hints to produce meaningful writing cohesively and coherently.
4. Make short speeches and hold real life conversations and draft letters.
5. Learn language through literature.

UNIT-I

Prose- *Spoken English and Broken English*- G.B. Shaw

Poetry- *All the World's a Stage*- William Shakespeare

UNIT-II

Prose- *Magic Formulae for Success*- Dr. C. N. Eswari

Poetry- *On Killing a Tree*- Gieve Patel

UNIT-III

Prose- *My Lost Dollar* - Stephen Leacock

Poetry- *A Mountain and a Squirrel*- Muhammed Iqbal

UNIT -IV LANGUAGE SKILLS

1. Empower your Vocabulary

Vocabulary used in the following fields:

Internet & Email

Holiday

Travel & Tour

Wildlife

Health & Nutrition

- 2.Synonyms

- 3.Antonyms

- 4.Homonyms

- 5.Coining New Words

- 6.Palindromes

- 7.Tongue Twisters

- 8.Parts of Speech

The Noun and its Kinds

The Pronoun and its Kinds

The Adjective and its Kinds

The Verb and its Kinds

The Adverb and its Kinds

The Preposition and its Kinds

9. Correction of Error

UNIT -V FUNCTIONAL ENGLISH

1. Developing the Hints
2. Spoken English: Real Life Conversations
3. Letter Writing
4. Reformulation (Letter Writing)
5. News Today

Evaluation Method: Seminars, Quiz, Assignments, Classroom Activities, Midsemester Exam, Model Examination and End Semester Examination.

Note: Questions in Grammar to be more functional and application oriented

Recommended Texts

1. Krishnaswamy, N. (1995) *Teaching English Grammar: A Modern Guide to an Interactive Approach* (Resource books for teachers of English) T.R.Publications
2. Murphy, Raymond (2024) *Essential English Grammar with Answers*, 2nd Edition Cambridge University Press.
3. Swan, Michael(2016) *Oxford Practical English Usage*, Fully Revised International Edition
4. Wren & Martin (2022) *High School English Grammar and Composition* (Reg Ed).

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH:2026-2029
PART: III	COURSE COMPONENT: CORE - I
COURSE NAME: FINANCIAL ACCOUNTING	COURSE CODE: 26UCOM301
SEMESTER: I	MARKS:100
CREDITS:4	TOTAL HOURS: 75
THEORY AND PROBLEMS	
(Common to B.Com. (GEN), B.Com (A&F), B.Com (ISM), B.Com (CA), B.Com (MM) & BBA)	

COURSE OBJECTIVE

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

COURSE OUTCOMES

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

1. Evaluate the basic accounting concepts in the preparation of final accounts.
2. Appraise the procedures followed under the single-entry system.
3. Compare the various methods of charging depreciation and their effects on financial statements.
4. Investigate the process involved in preparing insurance claims, average due date and account current
5. Analyze the concept of departmental accounts into its components.

UNIT I

(15 Hours)

Meaning and Scope of **Accounting** - Branches of Accounting – Objectives of Accounting - Brief outline on Indian Accounting Standards (AS) -1,2,4,5,10,11,12 and 26 - 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

(15 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

(15 Hours)

Insurance claims, claim for loss of stock destroyed including Average Clause- Average due date and Account current.

UNIT V

(15 Hours)

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

THEORY- 20% PROBLEMS - 80%

RECOMMENDED 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	

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	0	3
CO 2	2	3	3	0	3
CO 3	3	3	3	2	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.8	3	3	1.6	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	2	0	0	3
CO 2	2	0	0	0	3
CO 3	2	2	2	3	3
CO 4	2	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.2	2	1.6	1.8	3

PO-PSO-CO-question paper mapping

CO No:	COURSE OUTCOMES	PO ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Evaluate the basic accounting concepts in the preparation of final accounts.	PO 1,2,3	PSO 1,4 & 5	K1, K2, K3, K4, K5
CO 2	Appraise the procedures followed under the single-entry system.	PO 1,2,3	PSO 1 & 4	K1, K2, K3, K4, K5
CO 3	Compare the various methods of charging depreciation and their effects on financial statements.	PO 1,2& 3	PSO 1,3 & 4	K1, K2, K3, K4
CO 4	Investigate the process involved in preparing insurance claims, average due date and account current.	PO 1 & PO 3	PSO 2,3 & 4	K1, K2, K3, K4
CO 5	Analyse the concept of departmental accounts into its components.	PO 2 & 4	PSO 1,3, 4 & 5	K1, K2, K3, K4

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

FINANCIAL ACCOUNTING

Continuous Internal Assessment – Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Completeness - 3, Accuracy - 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Formula Drill Game (Correct Formula Recall - 3, Application - 2) / Others	5	5
Class activity 2	Problem Solving (Correct Answer - 3, Proper Steps - 2) / Error Detection Activity (Identification of Errors - 3, Reasoning - 2) / Scrap Book	5	5

	(Relevance of Content - 3, Creativity and Presentation - 2) / Others		
Class activity 3	Real-Life Application Task (Understanding of Concept - 3, Application of Real Situation - 2) / Real-Life Billing Activity (Preparation - 3, Presentation - 2) / Peer Quiz Creation (Quality of Questions - 3, Relevance to Topic - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE-II
COURSE NAME: PRINCIPLES OF MANAGEMENT	COURSE CODE:26UCOM302
SEMESTER: I	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

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

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 completion of this course the student will be able to:

1. Explain management functions, managerial roles, and management theories to support effective business decision-making.
2. Apply planning concepts and decision-making process in managerial situations.
3. Illustrate organizing principles and organizational structures for efficient business operations.
4. Examine staffing procedures and evaluate leadership styles to improve workforce effectiveness.
5. Analyze coordination requirements and controlling techniques to enhance organizational performance.

UNIT-I: (15 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: (10 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: (15 Hours)

Organizing– Meaning and definition of Organizing, Importance of Organizing, and Principles of Organizing. Types of organizational structure- Line organizational structure- Staff organizational structure-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.

PRESCRIBED TEXT BOOKS:

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

REFERENCE BOOKS :

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

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	0	3
CO 2	3	3	3	2	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	2.20	3

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	2	3	0	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.80	3	2.40	3	3

PO-PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOMES	PO ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Explain management functions, managerial roles, and management theories to support effective business decision-making.	PO 1,3, 4 &5	PSO 1,4 & 5	K1, K2, K3, K4, K5
CO2	Apply planning concepts and analyze the decision-making process in managerial situations.	PO 1,3,4 & 5	PSO 1,2, 3,4 & 5	K1, K2, K3, K4, K5
CO3	Illustrate organizing principles and organizational structures for efficient business operations.	PO 1,3 &5	PSO 1,2,4 & 5	K1, K2, K3, K4, K5
CO4	Examine staffing procedures and evaluate leadership styles to improve workforce effectiveness.	PO 1,3 &5	PSO 1,2,3,4 & 5	K1, K2, K3, K4, K5
CO5	Analyze coordination requirements and controlling techniques to enhance organizational performance.	PO 1, 3, 4 &5	PSO 1,2,3,4 & 5	K1, K2, K3, K4, K5

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

PRINCIPLES OF MANAGEMENT

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: ALLIED-I
COURSE NAME: ECONOMICS FOR MANAGEMENT DECISIONS	COURSE CODE: 26UCMM3A1
SEMESTER: I	MARKS:100
CREDITS: 5	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVES:

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

COURSE OUTCOME:

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

1. Define the meaning, scope, and importance of Business Economics and the role of a business economist.
2. Explain demand and supply concepts, elasticity of demand, demand forecasting, and market equilibrium.
3. Describe consumer behavior theories and production laws to identify consumer and producer equilibrium.
4. Analyze production functions, factors of production, isoquants, and different types of costs in business.
5. Describe market structures, pricing methods, break-even analysis, and basic macroeconomic concepts.

UNIT I

(15 Hours)

Definition – Nature, Scope and Importance of Business Economics- Role of Business Economist- Positive and Normative Economics.

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 Behaviour Theories; Law of Diminishing Marginal utility – Equi-marginal Utility – Indifference Curve & its Properties and equilibrium. Production: Law of Variable Proportion – Laws of Returns to Scale – Producer's equilibrium.

UNIT IV

(15 Hours)

Production function- different types of production functions- factors of production – Law of Variable Proportion- Law of Returns to Scale – ISO Quants, Cost analysis – types of costs – short run cost and long run cost.

UNIT V**(15 Hours)**

Market structures- Types of market – price determination – pricing – types of pricing – Break Even Analysis and cost volume profit analysis – macroeconomic parametric.

RECOMMENDED TEXTBOOKS

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

REFERENCE BOOKS :

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

E-LEARNING RESOURCES

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

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

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

Break up of questions for theory

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

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	0	3
CO 2	3	3	3	3	2
CO 3	2	2	2	0	2
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.8	2.8	2.8	1.8	2.6

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	2	3	3
CO 2	3	3	2	3	3
CO 3	2	2	0	2	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.8	2.8	2	2.8	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Define the meaning, scope, and importance of Business Economics and the role of a business economist.	PO 1,3,4 &5	PSO1,PSO2,PSO3,PSO4,PSO5	K1, K2, K3, K4
CO2	Explain demand and supply concepts, elasticity of demand, demand forecasting, and market equilibrium.	PO 1,3,4 &5	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO3	Describe consumer behavior theories and production laws to identify consumer and producer equilibrium.	PO 1,3,4 &5	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO4	Analyze production functions, factors of production, isoquants, and different types of costs in business.	PO 1,3,4,&5	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4, K5
CO5	Describe market structures, pricing methods, break-even analysis, and basic macroeconomic concepts.	PO 1,3,4 & 5	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4

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

ECONOMICS FOR MANAGEMENT DECISION

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: NME I
COURSE NAME: GREEN MARKETING	COURSE CODE: 26UNME4A045
SEMESTER: I	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

COURSE OBJECTIVE:

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

COURSE OUTCOMES:

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

1. Identify importance of environment
2. Access the corporate values of protecting environment
3. Recall the role on green marketing initiatives
4. Access the knowledge on Benefits of green environment to the society.
5. List the concepts E-waste

Unit-I

(6 Hours)

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

Unit-II

(6 Hours)

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

Unit-III

(6 Hours)

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

Unit-IV

(6 Hours)

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

Unit-V

(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: 2026-2029
PART: IV	COURSE COMPONENT: LIFE SKILL- I
COURSE NAME: VALUE EDUCATION	COURSE CODE: 26UVED401
SEMESTER: I	MARKS:100
CREDITS: 2	TOTAL HOURS:30
THEORY	

COURSE OBJECTIVE:

To inculcate human values, ethical principles, social responsibility, and awareness of responsible technology use for holistic personal and societal development

COURSE OUTCOMES:

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

1. Recall core value systems and their relevance to real-life situations and ethical decision-making in personal and social contexts.
2. Describe the role of culture and civilization in shaping individual and collective identities.
3. List salient values for life such as forgiveness, sacrifice, self-esteem, teamwork, and creative thinking.
4. Describe the role of human rights, social values, and ethical use of Artificial Intelligence in addressing contemporary social issues.
5. Recall the teachings of Guru Nanak Dev Ji and describe their connection to values and sustainable living.

UNIT I: EDUCATION AND VALUES

(6 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 VALUE EDUCATION AND PERSONAL DEVELOPMENT

(6 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 HUMAN RIGHTS AND MARGINALIZED PEOPLE

(6 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, transgender, 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: VALUE EDUCATION TOWARDS NATIONAL AND GLOBAL DEVELOPMENT

(6 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 for Humanistic values for espousing peace in society.

Conflict of cross-cultural influences, cross-border education.

Emerging Technologies and Human Values: (Ethical and responsible use of Artificial

Intelligence, digital citizenship, privacy, academic integrity and technology for social good).

UNIT V

(6 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.

REFERENCES

1. Dr. Abdul Kalam. My Journey-Transforming Dreams into 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)
5. <http://www.ncert.nic.in/rightside/links/pdf/framework/english/nf2005.pdf>
6. Saptarsi Goswami, Amit Kumar Das and Amlan Chakrabarti, AI for Everyone: A Beginner's Handbook for Artificial Intelligence (AI), Pearson India Education Services Pvt. Ltd., First Edition, 2024. ISBN: 978-9361590832.

Question paper pattern-MCQs

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: IV	COURSE COMPONENT: ABILITY ENHANCEMENT SKILL- I
COURSE NAME: COMMUNICATION SKILLS & PERSONALITY DEVELOPMENT SKILLS	COURSE CODE: 26USKL401
SEMESTER: I	MARKS:50
CREDITS: 2	TOTAL HOURS:30
THEORY	

COURSE OBJECTIVE:

To build communication skills for personal and professional development.

COURSE OUTCOMES:

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

1. 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. Articulate thoughts, ideas, and information clearly and concisely, using appropriate language and structure to convey messages effectively in both written and verbal communication
3. 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. Demonstrate 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. 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

FOUNDATION ENGLISH	BATCH: 2026- 2029
COURSE NAME: COMMUNICATIVE ENGLISH	COURSE CODE:26UENG222
SEMESTER: II	MARKS:100
CREDITS: 3	TOTAL HOURS: 60

COURSE OBJECTIVE:

The course will enable the students to enter into the Intermediary Level of English Language Learning.

COURSE OUTCOMES:

After successful completion of the course, the students will be able to:

1. Improve their efficiency in active listening skills.
2. Develop their intensive and extensive reading ability.
3. Identify and rectify the common errors in their English usage.
4. Condense the passage through precis writing with just the vital information in it.
5. Learn language through various literary genres.

UNIT I

Prose - *Mother Teresa's Acceptance Speech on receiving the Nobel Peace Prize.*

Short Story - *Doctor Goldsmith* - James Baldwin

UNIT II

Prose - *Motivational speech* by Sundar Pitchai

Short Story - *Witches' Loaves* - O'Henry

UNIT III

Prose - *On Saying Please* - A. G. Gardiner

Short Story - *Thank you Ma'am* - Langstone Hughes

UNIT IV LANGUAGE SKILLS

1. Empower your Vocabulary
Vocabulary used in the following fields:
Food and Health
Crime and punishment
Higher Education
The Mass Media
The Social Media
2. Coining New Words
3. Heteronyms
4. Anagrams
5. The Subject and the Predicate
6. Types of Sentences
7. The Conjunctions, The Interjections and their Kinds
8. The Articles and their Kinds

- 9. Finite Verbs and Non-finite Verbs
- 10. Correction of Errors

UNIT V FUNCTIONAL ENGLISH

- 1. Precis Writing
- 2. Real Life Conversations
- 3. Comprehension
- 4. News Today

Evaluation Method: Seminars, Quiz, Assignments, Classroom Activities, Midsemester Exam, Model Examination and End Semester Examination.

Note: Questions in Grammar to be more functional and application oriented

Recommended Texts

- 1. N. Krishnaswamy (2000) *Modern English: A Book Of Grammar, Usage And Composition*, Macmillan
- 2. Leech, Geoffery (2003) *A Communicative Grammar of English* – Longman
- 3. Murphy, Raymond (2024) *Essential English Grammar with Answers*, 2nd Edition Cambridge University Press.
- 4. Wren & Martin (2022) *High School English Grammar and Composition* (Reg Ed).

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE-III
COURSE NAME: ACCOUNTING FOR MANAGERS	COURSE CODE: 26UBBA303
SEMESTER: II	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY & PROBLEM	

Common to B.Com.(MM), BBA

COURSE OBJECTIVE:

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

COURSE OUTCOMES:

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

1. Examine the basic concepts and tools of 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. Comprehend the concepts and importance of Ratio analysis
4. Analyse the concepts of Funds flow
5. Synthesize related information and evaluate options for most logical and optimal solution such that they would be able to predict and control cost incurrence and improve results

UNIT I (15 Hours)

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

UNIT II (20 Hours)

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

UNIT III (20 Hours)

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

UNIT IV (20 Hours)

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

UNIT V**(15 Hours)**

Budgets and Budgetary Control- Meaning-objectives-advantages-Limitations-Classifications of Budgets based on Time, Functions and Flexibility. Preparation of Budgets (Sales, Production, Master, Cash, Flexible Budget) - P/V Ratio - Break Even Point - Margin of Safety

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

Break up of questions for theory and problem

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

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	0	0	2	0	3
CO 2	3	3	3	3	3
CO 3	3	3	3	0	3
CO 4	2	2	3	0	3
CO 5	3	3	3	3	3
Ave.	2.2	2.2	2.8	1.2	3

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	2	3	0	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.8	3	2.40	3	3

PO-PSO-CO-question paper mapping

CO No:	COURSE OUTCOMES	PO ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 toK6)
CO1	Acquaint with the basic concepts and tools Management Accounting	PO 1,2,3	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO2	Prepare statement like cash flow, fund flow and budgets etc. so as to enable the managementto make meaningful decision and correct decision	PO 1,2 &3	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO3	Comprehend the concepts and importance of Ratio analysis	PO 1,2,&3	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4

CO4	To perceive the concepts of Funds flow	PO 1,2 &3	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	PO 1,2 &3	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4

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

ACCOUNTING FOR MANAGERS

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE-IV
COURSE NAME: MARKETING MANAGEMENT AND AI	COURSE CODE: 26UBBA304
SEMESTER: II	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

(Common to B.Com (MM), BBA& BBA (RM))

Course Objectives:

To acquaint students with the fundamental concepts, principles and functions of marketing in a dynamic, technology-driven business environment, with special emphasis on the role of Artificial Intelligence and digital innovations transforming modern marketing practices.

COURSE OUTCOME

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

1. Comprehend the basics, importance, and approaches of marketing in business.
2. Explain buyer behaviour, customer relations, STP approach, and AI tools used in marketing.
3. Describe product management, new product development, and AI applications in customer engagement.
4. Comprehend marketing research, distribution channels, demand forecasting, and AI-based market analysis.
5. Explain advertising methods, digital marketing trends, and ethical issues in AI-driven marketing.

UNIT I

(15 Hours)

Definition, Role and Significance in Modern Business-Definition and Core Concepts of Marketing – Role and Importance of Marketing in Business – Relationship of Marketing with other functional areas – Marketing Mix – Marketing Approaches

UNIT II

(15 Hours)

Nature & scope of customer Relations- Buyer Behavior- differences between Consumers and Industrial Buyer -Types of Buyers – STP Approach-The Buying Process –Factors Influencing Buyer Behaviour – Chat bots, Virtual Assistants - Predictive Analytics.

UNIT III

(15 Hours)

Meaning, Need and Basis – Importance-Product – Product Characteristics and Benefits – Product Classification – New Product Development Process (NPD)- Email campaigns- Lead Scoring- Customer Journey Mapping using AI.

UNIT IV

(15 Hours)

Meaning and Importance of Marketing Research –Nature & scope of Channels of Distribution Consumer -Goods – Factors influencing of choice of distribution– Consumer Behaviour Prediction- Demand Forecasting- need for quick commerce -AI tools monitoring brand perception in real time.

UNIT V

(15 Hours)

Meaning, Objectives and Types of Advertising- Importance – Programmatic Advertising- Hyper-Personalization, Dynamic Ad Creation — Direct Selling Social Marketing - AI-generated influencers- Fake follower detection- Data Privacy, Algorithmic Bias, Deep fake Advertising concerns.

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.*
3. *Artificial Intelligence in Marketing Management-* Dr. Jitendra Pandey, Dr. Surendara Mohan

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: Astrategicdecision-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	

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	0	0	2	0	3
CO 2	3	3	3	3	3
CO 3	3	3	3	0	3
CO 4	2	2	3	0	3
CO 5	3	3	3	3	3
Ave.	2.2	2.2	2.8	1.2	3

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	2	3	0	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.8	3	2.4	3	3

PO- PSO-CO-question paper mapping

CO No:	COURSE OUTCOMES	POs & PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Comprehend the basics, importance, and approaches of marketing in business.	PO 1,3 &5 PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO2	Explain buyer behaviour, customer relations, STP approach, and AI tools used in marketing.	PO 1,3,4 &5 PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4

CO3	Describe product management, new product development, and AI applications in customer engagement.	PO 1,3,4 &5 PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO4	Comprehend marketing research, distribution channels, demand forecasting, and AI-based market analysis.	PO 1,3,4 &5 PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4, K5
CO5	Explain advertising methods, digital marketing trends, and ethical issues in AI-driven marketing.	PO 1,3, &4 PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4

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

MARKETING MANAGEMENT AND AI

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz (MCQ on Marketing Basics – Correct Answers - 3, Speed - 2) / Product Identification Activity (Understanding - 3, Accuracy - 2) / Others	5	5
Class activity 2	Group Discussion (Market Trends – 3, Communication Skills – 2) / Case Study (Application of Marketing Concepts – 3, Analysis – 2) / Others	5	5
Class activity 3	Think-Pair-Share (Marketing Ideas – 3, Sharing – 2) / Role Play (Sales Pitch – 3, Creativity – 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: ALLIED-II
COURSE NAME: BANKING OPERATIONS AND INSURANCE SERVICES	COURSE CODE: 26UCMM3A2
SEMESTER: II	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

COURSE OBJECTIVE:

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

COURSE OUTCOMES:

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

1. Analyze the provisions of banking regulation, functions of RBI, and the impact of monetary policy and traditional banking systems
2. Apply the principles of banker–customer relationships, KYC norms, and customer service practices in banking operations.
3. Evaluate the effectiveness of digital banking services and compare them with traditional banking methods
4. Comprehend the principles, types, and regulatory framework of insurance and insurance contracts
5. Evaluate insurance processes including underwriting, claims settlement, and customer grievance redressal mechanisms

UNIT – I

(15 Hours)

Banking Regulation Act, 1949 – Definition of Banking, Licensing of Banks and Opening of Branches, Functions of Banks, Inspection and Control of Banks, Role and Functions of Reserve Bank of India, Monetary Policy and Credit Control, Indigenous Banking Practices in Ancient and Medieval India, Role of Traditional Banking Communities such as Shroffs and Chettiers, Insights from Arthashastra relating to finance and treasury,

UNIT – II

(15 Hours)

Relationship between Banker and Customer, Know Your Customer (KYC) Norms, Procedure for Opening of Bank Accounts- Cheques- Meaning- Crossing- Types of Crossing- Types of Deposit Accounts- Closure of Accounts, Customer Relationship Management (CRM) in Banking, Customer grievances and redressal – Functions, Powers & Duties.

UNIT – III

(15 Hours)

Commercial Banks – Functions, E-Banking Services, Card-Based Banking Services, Electronic Fund Transfer (EFT), Electronic Clearing System (ECS), Digital Payment Systems including UPI and Mobile Banking, Indigenous Methods of Credit such as Hundi System, Comparison between Traditional and Modern Banking Systems.

UNIT – IV**(15 Hours)**

Meaning and Principles of Insurance, Types of Insurance including Life, General and Health Insurance, Insurance versus Assurance, Essentials of Insurance Contract, Role of Insurance Regulatory and Development Authority of India, Insurance Intermediaries including Agents and Brokers.

UNIT – V**(15 Hours)**

Insurance Policies including Life and General Insurance Products, Underwriting and Risk Assessment, Claims Settlement Procedure, Customer Relationship Management in Insurance, Customer Grievances and Redressal Mechanism, Ombudsman – Functions, Powers and Duties, Service Quality and Customer Satisfaction in Insurance Sector.

RECOMMENDED TEXTBOOKS

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

REFERENCE BOOKS:

1. Vasant Desai, 1997, Indian banking, Book well Publishers, New Delhi,
2. Mathur, 2000 Indian Banking, Performance, Problems and Challenges, Book well Publishers, 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.advocatekhoj.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	

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	2	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	2	2	3	2	3
CO 5	3	3	3	3	3
Ave.	2.8	2.8	3	2.6	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	0	2	2	2	3
CO 2	2	2	2	2	3
CO 3	3	3	3	3	3
CO 4	2	2	3	2	3
CO 5	3	3	3	3	3
Ave.	2	2.4	2.6	2.4	3

PO-PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PO ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Analyze the provisions of banking regulation, functions of RBI, and the impact of monetary policy and traditional banking systems	PO 1,3 & 4	PSO1,PSO2,PSO3,PSO4,PSO5	K1, K2, K3, K4
CO2	Apply the principles of banker–customer relationships, KYC norms, and customer service practices in banking operations.	PO 1,3,4 & 5	PSO1,PSO2,PSO3,PSO4,PSO5	K3, K4
CO3	Evaluate the effectiveness of digital banking services and compare them with traditional banking methods	PO 1,3,&4.	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO4	Comprehend the principles, types, and regulatory framework of insurance and insurance contracts	PO 1,3,4 &5	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4, K5
CO5	Evaluate insurance processes including underwriting, claims settlement, and customer grievance redressal mechanisms	PO 1,3 & 5	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4

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

BANKING OPERATIONS AND INSURANCE SERVICES

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: NME - II
COURSE NAME: CREATIVE ADVERTISING	COURSE CODE: 26UNME4B045
SEMESTER: II	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

COURSE OBJECTIVE:

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

COURSE OUTCOMES:

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

1. Recall the basics of Advertising
2. Access the techniques in Creative Advertising
3. Identify practical problems in the real life situations.
4. List about knowledge on creativity in advertising
5. To select the 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: ALL UG	BATCH: 2026 – 2029
PART: IV	COURSE COMPONENT: ABILITY ENHANCEMENT SKILL-II
COURSE NAME: FOUNDATIONS OF QUANTITATIVE APTITUDE	COURSE CODE: 26USKL402
SEMESTER: II	MARKS:100
CREDITS: 2	TOTAL HOURS: 60
THEORY AND PROBLEMS	

COURSE OBJECTIVE:

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

COURSE OUTCOMES:

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

1. Apply the concepts of number systems, divisibility rules, and number series to solve numerical problems.
2. Compute HCF and LCM of numbers using prime factorization method.
3. Apply percentage concepts to solve problems involving profit, loss, cost price, and selling price.
4. Compare simple interest and compound interest to solve financial problems.
5. Interpret data from tables and graphs to draw meaningful conclusions.

UNIT I: Number system and Number series

(6 Hours)

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

(6 Hours)

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

(6 hours)

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**(6 Hours)****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****(6 hours)**

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

RECOMMENEED BOOKS:

1. Quantitative Aptitude by Abhijit Guha, Fourth Edition.
2. Quantitative Aptitude by Ramandeep Singh.
3. Quantitative Aptitude by R.S. Agarwal

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 III

PROGRAMME: B.COM MARKETING MANGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE-V
COURSE NAME: CORPORATE FINANCE AND ACCOUNTING	COURSE CODE: 26UCMM305
SEMESTER: III	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY & PROBLEM	

COURSE OBJECTIVE:

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

COURSE OUTCOME

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

1. To interpret the meaning of shares
2. To Examine the Financial Statement
3. Equip the knowledge on the accounting of share and company final accounts.
4. Comprehend 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://commerceatease.com/terms-of-issue-of-shares/>
2. <https://edurev.in/studytube/ICAI-Notes-of-Ch-9-3-Redemption-of-Preference-Shares/>
3. <https://blog.ipleaders.in/rules-share-capital-alteration/>
4. https://youtu.be/zWZpI1e7WZU?si=evzUViL_sCfcNcxx
5. <https://youtu.be/hNu5BwZ0l60?si=ClwPGwxHXiC1xrw2>
6. https://youtu.be/SQOOX_zLWfk?si=auNV3skaNIXHGHaj

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	

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	0	2	2	0	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.	2.4	2.8	2.8	2.4	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	2	2	2	3
CO 2	3	3	2	2	3
CO 3	2	0	2	3	3
CO 4	2	2	3	3	3
CO 5	2	2	3	3	3
Ave.	2.2	1.8	2.4	2.6	3

PO-PSO-CO Question paper mapping

CO No:	COURSE OUTCOME	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	To interpret the meaning of shares	PO 1,2 & 3	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO2	To Examine the Financial Statement	PO 1,2& 3	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.	PO 1,2& 3	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO4	Comprehend the Methods of valuation of goodwill	PO 1,2& 3	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	PO 1,2& 3	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

CORPORATE FINANCE AND ACCOUNTING

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Completeness - 3, Accuracy – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Formula Drill Game (Correct Formula Recall - 3, Application - 2) / Others	5	5
Class activity 2	Problem Solving (Correct Answer - 3, Proper Steps - 2) / Error Detection Activity (Identification of Errors - 3, Reasoning - 2) / Scrap Book (Relevance of Content - 3, Creativity and Presentation - 2) / Others	5	5
Class activity 3	Real-Life Application Task (Understanding of Concept - 3, Application of Real Situation - 2) / Real-Life Billing Activity (Preparation - 3, Presentation - 2) / Peer Quiz Creation (Quality of Questions - 3, Relevance to Topic - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE-VI
COURSE NAME: INTERNATIONAL MARKETING	COURSE CODE: 26UCMM306
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 completion 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. To Experiment in detail about various pricing strategies
4. Determine the documentation procedures on import and export trading
5. To Explain the importance of WTO and global markets

UNIT – I

(20 Hours)

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

UNIT – II

(20 Hours)

International markets – consumer behaviour – market research – product market strategies.

UNIT – III

(15 Hours)

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

UNIT – IV

(20 Hours)

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

UNIT – V:

(15 Hours)

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

RECOMMENDED TEXTBOOKS

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

REFERENCE BOOKS

1. Srinivasan : International Marketing – Prentice Hall of India
2. Fayer weather – 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	

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	0	0	2	0	3
CO 2	3	3	3	3	3
CO 3	3	3	3	2	3
CO 4	2	2	3	0	3
CO 5	3	3	3	3	3
Ave.	2.2	2.2	2.8	1.6	3

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	2	3	0	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.8	3	2.4	3	3

PO- PSO-CO-question paper mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Comprehend the meaning, functions, need and importance of international marketing	PO 1,3& 4	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	PO 1,3 & 4	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO3	To Experiment in detail about various pricing strategies	PO 1,3,4 &5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO4	Determine the documentation procedures on import and export trading	PO 1,3 & 4	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO5	To Explain the importance of WTO and global markets	PO 1,3,4 & 5	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

INTERNATIONAL MARKETING

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE-VII
COURSE NAME: BUSINESS COMMUNICATION FOR MANAGERS	COURSE CODE: 26UBBA307
SEMESTER: III	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

(Common to B.Com (MM), (BM), BBA & BBA (RM))

Course Objectives:

To equip students with effective business communication, professional correspondence, writing, interview, and digital communication skills for modern organizational environments

Course Outcome:

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

1. Discuss the concepts, process, methods, channels, principles, and barriers of business communication.
2. Explain the purpose, characteristics, stages, layout, and types of business letters.
3. Describe various trade-related business correspondences and their execution procedures.
4. Discuss bank and insurance correspondence along with the principles of effective presentation.
5. Examine the importance of report writing, business meetings, and modern forms of communication.

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 - Characteristics of a Good Business Letter – Stages of writing Business Letters – Layout - Kinds of Business Letters.

UNIT III

(15 HOURS)

Trade Enquiries – Orders and their Execution – Credit and Status Enquiries – Complaints and Adjustments – Collection Letters – Sales Letters – Circulars.

UNIT IV

(15 HOURS)

Bank correspondence - insurance correspondence - elements of presentation - Rules of making effective 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 & J.S. Korlahalli, Essentials of Business Communication-Sultan Chand & Sons- New Delhi.
2. Gupta and Jain, Business Communication, Sahityabahvan Publication, New Delhi.
3. K.P. Singha, Business Communication, Taxmann, New Delhi.
4. R. S. N. Pillai and Bhagavathi. S, Commercial Correspondence, Chand Publications, New Delhi.
5. M. S. Ramesh and R. Pattenshetty, Effective Business English and Correspondence, S. Chand & Co, Publishers, New Delhi.

Reference Books

1. V.K. Jain and Om Prakash, Business Communication, S.Chand, New Delhi.
2. Rithika Motwani, Business Communication, Taxmann, New Delhi.
3. Shirley Taylor, Communication for Business-Pearson Publications - New Delhi.
4. Bovee, Thill, Schatzman, Business Communication Today - Pearson Education, Private Ltd-NewDelhi.
5. Penrose, Rasbery, Myers, Advanced Business Communication, Bangalore.

Web Resources

1. www.businesscommunication.org
2. <https://www.testpreptraining.com/business-communications-practice-exam-questions>
3. <https://bachelors.online.nmims.edu/degree-programs>

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	

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	2	2	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.	2.8	2.8	3	3	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	2	2	3
CO 2	0	0	2	0	3
CO 3	3	3	2	3	3
CO 4	2	2	3	2	3
CO 5	2	3	3	3	3
Ave.	2	2.2	2.4	2	3

PO-PSO-CO-question paper mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Discuss the concepts, process, methods, channels, principles, and barriers of business communication.	PO 1, 3, & 4	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO2	Explain the purpose, characteristics, stages, layout, and types of business letters	PO 1,3,& 4	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO3	Describe various trade-related business correspondences and their execution procedures.	PO 1,3,& 4	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO4	Discuss bank and insurance correspondence along with the principles of effective presentation.	PO 1,3,4 & 5	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4 ,K5
CO5	Examine the importance of report writing, business meetings, and modern forms of communication	PO 1,3 & 4	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4

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

BUSINESS COMMUNICATION FOR MANAGERS

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE-VIII
COURSE NAME: LEGAL ASPECTS OF BUSINESS	COURSE CODE: 26UCOM308
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 completion of this course the student will be able to:

1. Explain fundamental legal principles governing business contracts and Agreements.
2. Apply provisions of the Indian Contract Act to solve business-related cases.
3. Analyze legal aspects of sale of goods and consumer protection laws.
4. Evaluate legal provisions relating to partnership and LLP operations.
5. Interpret company law provisions and assess corporate legal compliance.

UNIT I

(15 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

(20 Hours)

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

UNIT III

(20 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

(20 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

(15 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, Margham Publications , Chennai
4. S.S. Gulshan and G.K. Kapoor, Business Law

E-LEARNING RESOURCES

1. https://www.google.co.in/books/edition/Business_and_Corporate_Laws/MjJlDwAAQBAJ?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://youtu.be/rDzljfToXEE?si=-1aSN5Vc9lcmjRah>
5. <https://youtu.be/JdjxI1wKQh8?si=oxvC7Xht25FcNf59>
6. https://youtu.be/Qg0TiM705z0?si=CT_7-8opGblQinCO

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	

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	0	2	3	0	3
CO 2	3	3	3	2	3
CO 3	3	3	3	2	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.4	2.8	3	2	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	2	0	0	3
CO 2	0	0	2	2	3
CO 3	3	3	3	2	3
CO 4	2	2	3	3	3
CO 5	2	3	3	3	3
Ave.	1.8	2	2.2	2	3

PO-PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 toK6)
CO1	Explain fundamental legal principles governing business contracts and agreements.	PO 1,3,4 &5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Apply provisions of the Indian Contract Act to solve business-related cases.	PO 1 ,3& 4	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO3	Analyze legal aspects of sale of goods and consumer protection laws.	PO 1,3 & 4	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO4	Evaluate legal provisions relating to partnership and LLP operations.	PO 1,3& 4	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO5	Interpret company law provisions and assess corporate legal compliance.	PO 1,3, 4 & 5	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

LEGAL ASPECTS OF BUSINESS

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: ALLIED-III
COURSE NAME: STATISTICS AND OPERATIONS RESEARCH - I	COURSE CODE: 26UCOM3A3
SEMESTER: III	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
THEORY AND PROBLEM	

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

COURSE OBJECTIVE:

To strengthen the knowledge on statistics and operations research

COURSE OUTCOMES:

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

1. Appraise diagrammatic and graphical representations of data and measures of central tendency.
2. Assess measures of dispersion such as range, quartile deviation, mean deviation, and standard deviation.
3. Compute correlation using Karl Pearson's coefficient and Spearman's rank correlation, and determine regression lines and coefficients for given data.
4. Formulate linear programming problems in operations research and solve them using graphical and algebraic methods.
5. Analyze network analysis techniques using PERT and CPM.

UNIT I

(15 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

(15 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

(15 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

(15 Hours)

Linear Programming Problem: Introduction, formulation, Graphical method.

UNIT V

(15 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_operations_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

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	0	0	2	0	3
CO 2	3	3	3	3	3
CO 3	3	3	3	0	3
CO 4	2	2	3	0	3
CO 5	3	3	3	3	3
Ave.	2.2	2.2	2.8	1.2	3

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	2	3	0	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.80	3	2.4	3	3

PO-PSO – CO question paper mapping

CO No:	COURSE OUTCOME	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Appraise diagrammatic and graphical representations of data and measures of central tendency.	PO 1,2 & 3	PSO 1,3 & 5	K1, K2, K3, K4, K5
CO 2	Assess measures of dispersion such as range, quartile deviation, mean deviation, and standard deviation.	PO 1,2 & 3	PSO 1,3 & 5	K1, K2, K3, K4, K5

CO 3	Compute correlation using Karl Pearson's coefficient and Spearman's rank correlation, and determine regression lines and	PO 1,2&3	PSO 1,3, 4 & 5	K1, K2, K3, K4
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	coefficients for given data.			
CO 4	Formulate linear programming problems in operations research and solve them using graphical and algebraic methods.	PO 1,2 & 3	PSO 2,3, 4 & 5	K1, K2, K3, K4
CO 5	Analyze network analysis techniques using PERT and CPM.	PO 1,2 & 3	PSO 2,3,4 & 5	K1, K2, K3, K4

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

STATISTICS AND OPERATIONS RESEARCH – I

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Out of 3 will choose any 2(for each assignment Content -3, Presentation - 2)	10	10
Class activity 1	Seminar (power point presentation for slides - 5, seminar - 5	10	10
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2)	5	5
Attendance	Marks will be given based on the attendance percentage of respective course	5	5
Total			50

PROGRAMME: For All Non-IT students	BATCH: 2026-2029
PART: IV	COURSE COMPONENT: ABILITY ENHANCEMENT SKILL-III
COURSE NAME: DIGITAL PRODUCTIVITY AND AI	COURSE CODE:26USKL403
SEMESTER: III	MARKS:100
CREDITS: 2	TOTAL HOURS: 30
PRACTICAL	

(Common to non-IT Students)

COURSE OBJECTIVE:

To build job-ready digital skills by training students in MS Office, Google Workspace, and AI productivity tools

COURSE OUTCOMES:

After successful completion of this course, students will be able to:

1. Create and format professional business documents, including reports, letters, and proposals, using MS Word / Google Docs.
2. Build and manage spreadsheets with formulas, charts, and data tools using MS Excel / Google Sheets.
3. Design and deliver impactful business presentations using MS PowerPoint / Google Slides.
4. Communicate and collaborate effectively using professional email, Google Meet, and cloud-based tools.
5. Apply AI-powered productivity tools to automate, enhance, and accelerate routine office tasks.

UNIT 1: PROFESSIONAL DOCUMENT CREATION

(6 Hours)

Business Documents with MS Word / Google Docs: Setting up a professional document – Page layout, margins, and orientation – Styles and headings for structured documents – Formatting paragraphs, line spacing, and indentation – Inserting tables, images, and shapes – Headers, footers, and page numbers – Mail Merge: creating personalized letters and labels – Track Changes and Comments for document review – Exporting documents as PDF.

AI Integration: Using Microsoft Copilot in Word to draft, summarise, and rewrite content – Grammar and style checking with Grammarly.

UNIT 2: DATA MANAGEMENT WITH SPREADSHEETS

(6 Hours)

MS Excel / Google Sheets — Core Skills: Creating and formatting worksheets – Entering and editing data – Cell referencing: relative and absolute – Essential formulas: SUM, AVERAGE, MIN, MAX, COUNT, IF, VLOOKUP – Sorting and filtering data – Conditional formatting to highlight key data – Freezing rows and columns – Data validation and drop-down lists – Protecting sheets and cells. AI Integration: Using Copilot in Excel / Google Duet AI to generate formulas from plain English Auto-generating insights from data.

UNIT 3: DATA VISUALISATION AND REPORTING

(6 Hours)

Charts and Dashboards in Excel / Google Sheets: Types of charts: bar, column, line, pie, and combo charts – Inserting and formatting charts – Choosing the right chart for the right data – Creating a basic dashboard with multiple charts – Pivot Tables: summarizing and analyzing large datasets – Pivot Charts: visualizing pivot data – Slicers for interactive filtering – Printing and sharing reports professionally.

AI Integration: Using AI to suggest the best chart type for a dataset – Auto-generating summaries of spreadsheet data using Copilot.

UNIT 4: BUSINESS PRESENTATIONS

(6 Hours)

MS PowerPoint / Google Slides — Professional Presentations: Designing a presentation structure: title, agenda, content, and closing slides – Applying themes, colour schemes, and fonts consistently – Working with slide layouts and master slides – Inserting charts, tables, SmartArt, and icons – Slide transitions and entrance/exit animations – Presenter View: notes, timer, and laser pointer – Exporting as PDF and video – Introduction to Canva for Presentations as an alternative tool.

AI Integration: Using Microsoft Copilot in PowerPoint to generate a full presentation from a prompt – Gamma AI for instant AI-generated presentations – Designing visuals using Canva AI.

UNIT 5: DIGITAL COMMUNICATION AND WORKPLACE COLLABORATION (6 Hours)

Professional Email and Communication: Writing effective professional emails: structure, tone, and etiquette – CC, BCC, Reply All best practices – Email signatures and templates in Gmail / Outlook – Managing inbox: labels, filters, and folders – Scheduling meetings using Google Calendar / Outlook Calendar – Introduction to Microsoft Teams and Google Meet for virtual collaboration.

Cloud-Based Collaboration Tools: Google Drive / OneDrive: organizing and sharing files and folders – Real-time collaboration on Docs, Sheets, and Slides – Version history and restoring previous versions

AI Integration: Using AI email assistants: Gmail Smart Compose, Outlook Copilot – Summarizing long email threads with AI

E-LEARNING RESOURCES

<https://support.microsoft.com/en-us/word>

<https://support.microsoft.com/en-us/excel>

<https://support.microsoft.com/en-us/powerpoint>

<https://workspace.google.com/learning-center/>

<https://www.w3schools.com/excel/>

<https://learn.microsoft.com/en-us/copilot/microsoft-365/>

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH:2026-29
PART: IV	COURSE COMPONENT: SELF STUDY COURSE
COURSE NAME: 1. Indian Heritage and Knowledge System Or 2. Contemporary World and Sustainable Development	COURSE CODE:26USSP401/26USSP402
SEMESTER: III	MARKS:100
CREDITS: 2	TOTAL HOURS: 30 Hrs.
THEORY	

Indian Heritage and Knowledge System

Course Description: This course explores the rich tapestry of Indian heritage, delving into diverse South-Indian cultures and ancient knowledge systems that have shaped the nation's unique identity. It unveils the wisdom enshrined in ancient knowledge systems like Yoga, Ayurveda, and Siddha, understanding their core principles and their profound impact on various facets of Indian life and society.

Course Objectives:

After successful completion of this course the students will be able to:

- 1: Recall the key features of Indian heritage and its role in shaping cultural identity.
- 2: Identify the artistic, architectural, and literary achievements of South India and other regions.
- 3: List traditional practices preserved through folklore across India.
- 4: Recall the principles of ancient Indian sciences related to physical, mental, and spiritual well-being.
- 5: Describe the connections between spiritual, medicinal, and artistic elements in Indian heritage.

Learning Outcomes:

- To develop a comprehensive understanding among students of Indian heritage, its richness and diversity, and its role in shaping the nation's cultural identity.
- 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.
- To enhance students' cultural literacy by gaining insights into traditional practices preserved through folklore across India.
- To acquire knowledge among students of ancient Indian sciences for holistic well-being, promoting physical, mental, and spiritual health.
- Students will develop a deeper understanding of the interconnectedness of spiritual, medicinal, and artistic dimensions within Indian Heritage systems.

Course Structure:

Unit 1: 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

(6 Hours)

- **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

(6 Hours)

- **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

(6 Hours)

- **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.

Question paper pattern-MCQ

2. Contemporary World and Sustainable Development

Course Overview: This dynamic course delves into the global institutions, pressing challenges, and evolving dynamics of the contemporary world, with a specific lens on South Asia and India's contribution to achieving global sustainability goals.

Course Objectives:

After successful completion of this course the students will be able to:

1. Identify the key actors and institutions that shape the contemporary world order.
2. Describe the political, economic, and security challenges in major Asian regions.
3. Recall the causes and human impact of recent wars and conflicts.
4. Describe the principles of sustainable development and their relevance at local, national, and global levels.
5. Identify India's contributions to the SDGs through Tamil Nadu's programs.

Learning Outcomes:

- Students will gain a comprehensive understanding of the key actors, institutions, and dynamics shaping the contemporary world order.
- Students will acquire the ability to analyze the political, economic, and security challenges within major Asian regions, fostering informed perspectives on these critical issues.
- 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.
- 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.
- 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.

Course Structure:

Unit 1: 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 2: 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 3: 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 4: 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 5: 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)

Kalaingar 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 Naatheey 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: 2026-2029
PART: III	COURSE COMPONENT: CORE-IX
COURSE NAME: MARKETING ANALYTICS AND AI	COURSE CODE: 26UCMM309
SEMESTER: IV	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

COURSE OBJECTIVES:

To provide students with a fundamental understanding of marketing analytics concepts and tools, enabling them to analyze marketing data and support decision making using AI

COURSE OUTCOME:

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

1. Comprehend the concepts, scope, importance, and applications of marketing analytics and AI in marketing decision-making.
2. Apply basic data analysis techniques using MS Excel to summarize, visualize, and interpret marketing data for business insights
3. Analyze customer behavior, customer journey, and customer value using customer analytics tools and AI-enabled applications.
4. Evaluate customer segments and profiles using data-driven approaches to support targeted and personalized marketing strategies.
5. Assess promotional effectiveness through marketing analytics and examine the role of AI and emerging trends in marketing promotion and personalization

UNIT – I

(15 Hours)

Meaning, Need and Scope of Marketing Analytics; Marketing Analytics and Marketing Research; Role of Marketing Analytics in Decision-Making; Marketing Metrics and Key Performance Indicators (KPIs); Types and Sources of Marketing Data; Introduction to Artificial Intelligence (AI) in Marketing; Applications, Tools, Benefits and Challenges of AI in Marketing.

UNIT – II

(20 Hours)

Meaning and Types of Marketing Data; Classification and Sources of Data; Data Summarization and Descriptive Analysis; Introduction to MS Excel for Marketing Analytics; Data Visualization using Charts and Graphs; Basics of Pivot Tables; Interpretation of Sales and Customer Data; Marketing Reports and Dashboard Concepts; Role of Data Analytics in Marketing Decisions

UNIT – III

(20 Hours)

Meaning and Importance of Customer Analytics; Customer Behaviour and Buying Process; Customer Journey and Customer Persona; Customer Acquisition, Retention and Loyalty; Customer Lifetime Value (CLV); AI Applications in Customer Analytics; Chatbots and Virtual Assistants; Ethical Issues in Customer Data Usage

UNIT – IV**(20 Hours)**

Meaning of Customer Segmentation; Data-Driven Segmentation; Types of Customer Data (Demographic, Geographic, Behavioural, Transactional); Customer Profiling; Concept of Customer Clustering; Identification of Target Customer Groups; Role of Segmentation in Personalised Marketing.

UNIT – V**(15 Hours)**

Meaning and Scope of Promotion Analytics; Promotional Tools and Metrics; Sales Promotion and Discount Analysis; Evaluation of Promotional Effectiveness; Marketing Campaign Analysis; AI Applications in Marketing Promotion and Personalization; Future Trends in Marketing Analytics and AI.

RECOMMENDED TEXTBOOKS

1. Introduction to Marketing Analytics- Prof.R.Gopal, Prof.Dr.Gagandeep, Dr.Priya
2. Marketing Research and Analytics- Dr.Sanjeev Kumar, Dr.Ragavendhra
3. Essentials of Marketing Analytics- Joseph F.Hair, Dana.E.harrison, Hayya Anjan- Mcgraw Hill

REFERENCE BOOKS

1. Marketing Analytics for Strategic Decision Making- Moutusy maity, Pavan Kumar- Oxford University Press
2. Marketing Analytics- Seema Gupta, Avadooth Jathar- Wiley India

E-LEARNING RESOURCES

- https://youtu.be/CIjSY7daEE?si=Xp4vTTVV_JH2d40m
- <https://www.marketingevolution.com/marketing-essentials/marketing-analytics>
- <https://hightouch.com/blog/marketing-analytics>

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	

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	3	3
CO 2	3	3	2	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	2.8	3	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	2	2	0	3	3
CO 3	3	3	3	3	3
CO 4	2	3	0	3	3
CO 5	3	3	3	3	3
Ave.	2.6	2.8	1.8	3	3

PO-PSO-CO-question paper mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Comprehend the concepts, scope, importance, and applications of marketing analytics and AI in marketing decision-making.	PO 1,2,3,4 &5	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO2	Apply basic data analysis techniques using MS Excel to summarize, visualize, and interpret marketing data for business insights	PO 1,3,4,&5	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO3	Analyze customer behavior, customer journey, and customer value using customer analytics tools and AI-enabled applications.	PO 1,3,4& 5	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO4	Evaluate customer segments and profiles using data-driven approaches to support targeted and personalized marketing strategies.	PO 1,3,4 & 5	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4, K5
CO5	Assess promotional effectiveness through marketing analytics and examine the role of AI and emerging trends in marketing promotion and personalization	PO 1,3,& 4	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4

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

MARKETING ANALYTICS AND AI

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE-X
COURSE NAME: FINANCIAL MANAGEMENT	COURSE CODE: 26UCOM310
SEMESTER: IV	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY & PROBLEM	

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

COURSE OBJECTIVE:

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

COURSE OUTCOMES:

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

1. Explain financial management concepts and evaluate profit vs. wealth maximization decisions.
2. Analyze cost of capital and measure the impact of leverage and capitalization.
3. Evaluate different capital structure theories and their practical implications.
4. Examine dividend policies and factors influencing dividend decisions.
5. Apply working capital and its components, operating cycle and to determine working capital requirements.

UNIT I

(15 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

(15 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 (15 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

(15 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

(15 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	

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	2	3	3	2	3
CO 2	3	3	3	2	3
CO 3	2	3	3	2	3
CO 4	3	3	3	2	3
CO 5	3	3	3	3	3
Ave.	2.6	3	3	2.2	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	0	2	2	3
CO 2	2	2	2	3	3
CO 3	0	2	2	3	3
CO 4	2	2	3	2	3
CO 5	0	2	3	3	3
Ave.	1.2	1.6	2.4	2.6	3

PO-PSO-CO-question paper mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Explain financial management concepts and evaluate profit vs. wealth maximization decisions.	PO 1,2 &3	PSO1,PSO2,PS O3,PSO4,PSO5	K1, K2, K3, K4
CO2	Analyze cost of capital and assess the impact of leverage and capitalization.	PO 1,2 & 3	PSO1,PSO2,PS O3,PSO4,PSO5	K1,K2,K3,K4
CO3	Evaluate different capital structure theories and their practical implications.	PO 1,2 & 3	PSO1,PSO2,PS O3,PSO4,PSO5	K1,K2,K3,K4
CO4	Examine dividend policies and factors influencing dividend decisions.	PO 1,2 & 3	PSO1,PSO2,PS O3,PSO4,PSO5	K1,K2,K3,K4, K5
CO5	Apply working capital and its components, operating cycle and to determine working capital requirements.	PO 1,2 &3	PSO1,PSO2,PS O3,PSO4,PSO5	K1,K2,K3,K4

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

FINANCIAL MANAGEMENT

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE-XI
COURSE NAME: RETAIL MARKETING	COURSE CODE: 26UCMM311
SEMESTER: IV	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

COURSE OBJECTIVE:

- Basic concepts of retail marketing and environment

COURSE OUTCOMES:

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

1. Explain the evolution of retailing and analyze the changing marketing environment,
2. Comprehend about the pricing strategies and Buying behavior
3. Apply knowledge in information strategies of retailing sector.
4. Evaluate an outline on Marketing Mix, Merchandising and ethics in retailing.
5. Explore future trends of retail in India and International retail structure.

UNIT – I

(15 Hours)

Introduction to retailing--Definition and scope - Evolution of retailing - Types of retailing - Benefits of retailing - Retailing environment - Retail Life Cycle – Key Retail sectors and formats

UNIT – II

(15 Hours)

Buying decision process-- Store layout – design- Visual Merchandising – Pricing strategies- – private brands – national brands –Merchandising- buying and handling.

UNIT – III

(15 Hours)

Information system in retailing--Acquiring and using information strategies - Technology in retail - Information sources - Retail information system

UNIT – IV

(15 Hours)

Retail Marketing Mix – 4 Ps – Merchandise Management - Ethical and legal issues in Retailing: Dealing with ethical issues - Social responsibility –Rural Marketing

UNIT – V

(15 Hours)

Evolution and trends in organized retailing - International retail structures - FDI in Indian organized retail sector - Retail scenario in India - future trends of retail in India.

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. Swapna Pradhan (2020), Retail Management Text & Cases, 6th Edition, Tata Mc Grawhill Publication
4. Sherlekhar, Dr. K. Nirmala Prasad and S.A. Salvardine Victor, Principles of Marketing.
5. Michael Levy and Barton Weitz and Dhruv Grewal (2021), Retailing Management. 11th Edition

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	

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	3	3
CO 2	3	3	3	2	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	2	3
Ave.	3	3	3	2.6	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	2	3	3
CO 2	3	3	0	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	2	3	3

PO-PSO-CO-question paper mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Explain the evolution of retailing and analyze the changing marketing environment,	PO 1,3,4 & 5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO2	Comprehend about the pricing strategies and Buying behavior	PO 1,3 & 4	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO3	Apply knowledge in information strategies of retailing sector.	PO 1, 3, 4& 5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO4	Evaluate an outline on Marketing Mix, Merchandising and ethics in retailing.	PO 1,3 & 4	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO5	Explore future trends of retail in India and International retail structure.	PO 1, 3 & 4	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

RETAIL MARKETING

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: B.COM (MARKETING MANAGEMENT)	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE-XII
COURSE NAME: DIGITAL MARKETING	COURSE CODE: 26UCMM312
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 completion of this course the student will be able to:

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

UNIT: I

(15 Hours)

Introduction to Digital Marketing, Traditional marketing vs Digital marketing Growth of Digital Marketing in India- , Digital Marketing Plan and Strategy, Situation Analysis and Goal Setting, Planning Digital Marketing Campaigns.

UNIT: II

(20 Hours)

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

UNIT: III

(20 Hours)

Introduction to Email Marketing – Meaning, Types of Emails – Email Marketing Strategy Advantages and Disadvantages of E-mail Marketing, Content Marketing – Meaning, Content Marketing Tools, Phases of Content Marketing - Affiliate Marketing and its importance.

UNIT: IV

(20 Hours)

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

UNIT: V

(15 Hours)

Selling Products through Social Media Platform, Listing of Products, Dealing with Customer Care, Paid Promotion via Social Media websites, and Online Promotion. Google Analytics – Meaning, Applications, Google Analytics Reports – Google Ad words.

RECOMMENDED TEXT BOOKS:

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

REFERENCE BOOKS:

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

E LEARNING RESOURCES:

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

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

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

Break up of questions for theory

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

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
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	2	3	3
CO 5	3	3	3	3	3
Ave.	3	3	2.8	3	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	3	0	3	3
CO 2	3	3	2	3	3
CO 3	3	3	3	3	3
CO 4	3	3	2	2	3
CO 5	3	3	3	2	3
Ave.	2.8	3	2	2.6	3

PO-PSO-CO-question paper mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Comprehend the confluence of marketing, operations, and human resources in real-time delivery.	PO 1, 3, 4 & 5	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.	PO 1,3,& 4	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.	PO 1,3 & 4	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	PO 1,3,4& 5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO5	Gain knowledge about cross-cultural and ethical issues in globalized digital markets	PO 1,3,4& 5	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

DIGITAL MARKETING

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content Creation (Digital Campaign Plan – 3), Creativity & Presentation – 2	5	5
Workbook/record book/ notebook	Completeness - 3, Accuracy – 2	5	5
Class activity 1	Quiz (MCQ on SEO, Social Media Tools – Correct Answers - 3, Speed - 2) / Live Tool Demo (Execution - 3, Accuracy - 2) / Others	5	5
Class activity 2	Case Study (Digital Campaign Analysis – 3, Strategy Evaluation – 2) / Group Discussion (Trends in Digital Marketing – 3, Communication – 2) / Others	5	5
Class activity 3	Think-Pair-Share (Content Ideas – 3, Presentation – 2) / Role Play (Client Pitch Simulation – 3, Team Coordination – 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026 -2029
PART: III	COURSE COMPONENT: ALLIED-IV
COURSE NAME: STATISTICS AND OPERATIONS RESEARCH - II	COURSE CODE: 26UCOM3A4
SEMESTER: IV	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
THEORY AND PROBLEM	

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

COURSE OBJECTIVE:

To strengthen the knowledge on statistics and operations research

COURSE OUTCOMES:

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

1. Assess time series analysis using secular trend and least squares method, including seasonal variation.
2. Analyse sampling techniques, types of samples, and sampling procedures.
3. To Analyze index numbers such as weighted and unweighted price relative methods and the cost of living index.
4. Formulate linear programming problems for transportation and obtain initial basic feasible solutions using Northwest corner, least cost, and Vogel's approximation methods, and test optimality using the MODI method.
5. Solve linear programming problems related to assignment using minimization and maximization cases with the Hungarian model.

UNIT I

(15 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

(15 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

(15 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

(15 Hours)

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

UNIT V

(15 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/202003291612342405mukeshsrivastava_businessstatistics3.pdf
2. <https://www.qualtrics.com/au/experience-management/research/sampling-methods/>
3. https://www.lkouniv.ac.in/site/writereaddata/siteContent/202004160626023624RajivSaksena_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

PO – CO Mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	0	0	2	0	3
CO 2	3	3	3	3	3
CO 3	3	3	3	0	3
CO 4	2	2	3	0	3
CO 5	3	3	3	3	3
Ave.	2.2	2.2	2.8	1.2	3

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	2	3	0	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.8	3	2.4	3	3

PO-PSO – CO question paper mapping

CO No:	COURSE OUTCOME	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Assess time series analysis using secular trend and least squares method, including seasonal variation.	PO 1,2 & 3	PSO-1,2,3,4,5	K1, K2,K3,K4
CO 2	Critique sampling techniques, types of samples, and sampling procedures.	PO 1,2 & 3	PSO-1,2,3,4,5	K1, K2,K3,K4
CO 3	To Analyze index numbers such as weighted and unweighted price relative methods and the cost of living index.	PO 1,2 & 3	PSO-1,2,3,4,5	K1, K2,K3,K4
CO 4	Formulate linear programming problems for transportation and obtain initial basic feasible solutions using Northwest corner, least cost, and Vogel's approximation methods, and test optimality using the MODI method.	PO 1,2 & 3	PSO-1,2,3,4,5	K1, K2,K3,K4
CO 5	Solve linear programming problems related to assignment using minimization and maximization cases with the Hungarian model.	PO 1,2 & 3	PSO-1,2,3,4,5	K1, K2,K3,K4

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

STATISTICS AND OPERATIONS RESEARCH-II

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Out of 3 will choose any 2(for each assignment Content -3, Presentation - 2)	10	10
Class activity 1	Seminar (power point presentation for slides - 5, seminar - 5	10	10
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2)	5	5
Attendance	Marks will be given based on the attendance percentage of respective course	5	5
Total			50

PROGRAMME: B.COM. MARKETING MANAGEMENT	BATCH: 2026-2029
PART: IV	COURSE COMPONENT: IKS
COURSE NAME: GURU NANAK DEVJI'S PRINCIPLES IN BUSINESS MANAGEMENT	COURSE CODE:26UIKS408
SEMESTER: IV	MARKS:100
CREDITS: 1	TOTAL HOURS: 15
THEORY	

(Common to B.Com (MM), BM, BBA & BBA (RM))

COURSE OBJECTIVE:

To provide students with knowledge of Guru Nanak Dev Ji's teachings and their application in ethical leadership, business management, and sustainable organizational practices.

COURSE OUTCOMES:

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

1. Explain the teachings and philosophy of Guru Nanak Dev Ji in relation to business and management.
2. Apply Guru Nanak Dev Ji's ethical and leadership principles in workplace and organizational practices.
3. Analyze the relevance of Guru Nanak Dev Ji's teachings in sustainability and corporate social responsibility.

UNIT I

(5 HOURS)

Life and philosophy of Guru Nanak Dev Ji- Relevance of Guru Nanak's teachings in business and management- Guru Nanak Dev Ji's- Three Golden Rules - Leadership Principles: Kirat Karo (Honest Work & Integrity), Vand Chhako (Sharing and Empowering), Naam Japna (Mindfulness and Self-Reflection).

UNIT II

(5 HOURS)

Guru Nanak Dev Ji's Ethical Principles in Business- - Ethical Decision-Making in Organizations- Guru Nanak Dev Ji's Teachings on Work Culture- Equality, Respect, and Harmony in the Workplace Leadership qualities inspired by Guru Nanak Dev Ji.

UNIT III

(5 HOURS)

Contemporary Applications in Business Management- Guru Nanak's principles in global business environment- Application of Oneness in Modern Business Practices- Environmental Stewardship in

Business- Pavan Guru, Pani Pita, Maata Dharat (Ecological awareness and sustainable business models)- Corporate Social Responsibility.

REFERENCE BOOKS:

1. Singh, Pashaura (2004) , The Life and Teachings of Guru Nanak, Oxford University Press
2. Roopinder Singh (2007), Guru Nanak His Life and Teachings, Rupa.co
3. Jasleen Kaur (2011), Management Perspectives in Sikhism, Lap Lambert Academic Publishing

E-LEARNING RESOURCES:

1. <https://vajiramandravi.com/upsc-exam/what-were-the-major-teachings-of-guru-nanak-explain-their-relevance-in-the-contemporary-world/>
2. <https://www.wticabs.com/blog/india/festival/teachings-of-guru-nanak-dev-ji-peaceful-life>

Examination

Continuous Internal Assessment(CIA) will be for 50 percent and End Semester Examination(ESE) will be for 50 percent. The CIA marks for the two credit courses (NME, EVS, Value Education and Ability Enhancement skill courses) and one credit course on Indian Knowledge System coming under Part IV, shall be awarded based on the nature of the course or at the course instructor's discretion (Assignment/project/presentation). The mode of examination for IKS will be conducted through CIA with 5 out of 10 questions carrying 20 marks each.

PROGRAMME: B.COM.MARKETING MANAGEMENT	BATCH: 2026-2029
COURSE NAME: RESUME WRITING AND INTERVIEW SKILLS	COURSE CODE: 26USKL405
SEMESTER: IV	MARKS:50
CREDITS: 2	TOTAL HOURS: 30

COURSE OBJECTIVE:

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

COURSE OUTCOMES:

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

1. Prepare professional resumes, CVs, biodata and covering letters suitable for job applications.
2. Apprise the fundamental concepts, purpose and characteristics of job interviews.
3. Identify various types of interviews and their expectations in recruitment processes.
4. Apply interview techniques and strategies to effectively handle different stages of the interview process.
5. Demonstrate employability skills such as communication, personality development, time management, and presentation skills for career readiness.

UNIT I: 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 II: Introduction to Interview Skills

(6 Hours)

Definition – Meaning – Concept of interview – Purpose – Objectives of interview – Characteristic features of job interviews.

UNIT III: Types of Interview

(6 Hours)

Traditional one-to-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 IV: 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 interview questions – Do's and Don'ts – Reasons for rejection.

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
	TOTAL MARKS			100

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 V

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE-XIII
COURSE NAME: ENTREPRENEURSHIP DEVELOPMENT AND START UP	COURSE CODE:26UBBA313
SEMESTER: V	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

(Common to B.Com (AF), B.Com (BM), B.Com (MM), BBA & BBA(RM))

COURSE OBJECTIVE:

- Introduction to fundamental concepts of Entrepreneurial Development in India

COURSE OUTCOMES:

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

1. Describe the concept and role of entrepreneurship in economic development.
2. Explain the concept of startups and various business models and develop entrepreneurial competencies.
3. Categorise the institutions supporting the business enterprises at central and state-level and other agencies.
4. Describe the economic, technological, and social environment affecting entrepreneurship.
5. Examine the growth and challenges of women and rural entrepreneurship.

UNIT-I:

(15 Hours)

Concept of Entrepreneurship: Entrepreneur - Meaning - Evolution - Functions of an entrepreneur - Traits of an Entrepreneur - Classification of Entrepreneurs –Concept of Intrapreneur – Entrepreneur Vs Intrapreneur -Concept of entrepreneurship –Factors affecting entrepreneurial growth – Role of entrepreneurship in economic growth- Barriers to entrepreneurship.

UNIT-II:

(20 Hours)

Start Up - An Overview: Business Model - Generation of Ideas - Sources of New Ideas - Methods of Generating Ideas, Opportunity Recognition – Feasibility Study: Market, Technical/Operational, Financial, Legal & Social - Opportunity Assessment–Developing an effective Business Plan-Execution of Business Plan - Student Start-up Policy – Government Schemes to support start-ups.

UNIT-III:

(20 Hours)

Resource Mobilization & Institutional Support: Angel Resource Mobilization & Institutional Support: Angel investors – Crowd-funding - Venture Capital Funds- Franchising – Stock Market – Supply Chain Finance - Institutional support to entrepreneurs – Need - DIC, TANSIM, NSIC, MSMEDI, SSIC, SIDCO, SIPCOT, IIC, KVIC - Entrepreneurial Development Programs (EDP) – Objective, Need and Relevance of EDPs – Problems of EDPs- Entrepreneurship Development Institute of India (EDII) and its functions

UNIT-IV:**(20 Hours)**

Managing Environments: Economic, Technological and Social Environment – Business Cycles – Industry Cycles - Role of Government in promoting entrepreneurship – Policies and Schemes for promotion of MSME in India – Incentives, subsidies & tax concessions – Supporting institutions -Failure, Causes and Preventive Measures – Turnaround Strategies

UNIT-V:**(15 Hours)**

Development of Women Entrepreneurship & Rural Entrepreneurship: Women Entrepreneurs – Concept – Growth – Challenges in the path of women entrepreneurship – Development of women entrepreneurship – Opportunities to Women Entrepreneurs – Initiatives, policies & schemes for women entrepreneurs – successful women entrepreneurs- Grassroot entrepreneurship through Self- Help Groups (SHGs)- Rural entrepreneurship – Need, Importance, Types –Opportunities for rural entrepreneurs – Risks and problems faced by rural entrepreneurs.

Educational Tour: 2 to 5 days

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/entrepreneurshipcharacteristicsimportanceand-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-support-system-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	

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	2	2	3	2	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.	2.80	2.80	3.00	2.80	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	2	2	3	2
CO 2	3	3	3	3	2
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	2	3	3	3
Ave.	2.80	2.60	2.80	3.00	2.60

PO-PSO-CO-question paper mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Describe the concept and role of entrepreneurship in economic development.	PO 1,3,4 & 5	PSO 1,4 & 5	K1, K2, K3, K4, K5
CO2	Explain the concept of startups and various business models and develop entrepreneurial competencies.	PO 1, 3, & 4	PSO 1,3, 4 & 5	K1, K2, K3, K4, K5
CO3	Categories the institutions supporting the business enterprises at central and state-level and other agencies.	PO 1,3,4 & 5	PSO 2, 3, 4 & 5	K1, K2, K3, K4
CO4	Describe the economic, technological, and social environment affecting entrepreneurship.	PO 1,3,4 &5	PSO 2, 3 & 4	K1, K2, K3, K4
CO5	Examine the growth and challenges of women and rural entrepreneurship.	PO 1,3,4 &5	PSO 1,3,4 & 5	K1, K2, K3, K4

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

ENTREPRENEURIAL DEVELOPMENT AND START UPS

Continuous Internal Assessment – Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Completeness - 3, Accuracy – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE-XIV
COURSE NAME: COST ACCOUNTING	COURSE CODE: 26UCOM314
SEMESTER: V	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY & PROBLEM	

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

COURSE OBJECTIVE :

To develop analytical and evaluative understanding of cost accounting principles, techniques, and cost control methods for effective decision-making.

COURSE OUTCOMES:

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

1. Apply the basics of cost accounting, its concepts, classification, costing systems, and reconciliation of cost and financial accounts.
2. Develop knowledge to draw cost sheets and compute total cost and selling price. Analyze work-in-progress and finished goods valuation, and apply concepts in tenders and quotations
3. Apply techniques of material control, including stock levels, EOQ, ABC/VED analysis, and store records. Evaluate and compute different material pricing methods.
4. Analyze and compute labour cost, wage systems, payroll procedures, idle time, overtime, and labour turnover for effective labour cost control.
5. Apply methods of overhead classification, allocation, apportionment, and absorption, and compute machine hour rates for cost control and decision-making.

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. Reconciliation of cost and financial accounting

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	

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	0	2	2	0	3
CO 2	2	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.	2.20	2.80	2.80	2.40	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	2	2	2	2
CO 2	2	2	3	3	3
CO 3	2	3	3	3	3
CO 4	2	3	2	3	3
CO 5	2	3	3	3	3
Ave.	2	2.6	2.6	2.8	2.8

PO-PSO-CO-question paper mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Apply the basics of cost accounting, its concepts, classification, costing systems, and reconciliation of cost and financial accounts.	PO 1,2,& 3	PSO 1,2,4 & 5	K1, K2, K3, K4,
CO2	Develop knowledge to draw cost sheets and compute total cost and selling price. Analyze work-in-progress and finished goods valuation, and apply concepts in tenders and quotations	PO 1,2,& 3	PSO 1,2, 3,4 & 5	K1, K2, K3, K4, K5
CO3	Apply techniques of material control, including stock levels, EOQ, ABC/VED analysis, and store records. Evaluate and compute different material pricing methods.	PO 1,2,&3	PSO 1,2, 3 & 4	K1, K2, K3, K4, K5
CO4	Analyze and compute labour cost, wage systems, payroll procedures, idle time, overtime, and labour turnover for effective labour cost control.	PO 1,2,&3	PSO 1,3 & 4	K1, K2, K3, K4,
CO5	Apply methods of overhead classification, allocation, apportionment, and absorption, and compute machine hour rates for cost control and decision-making.	PO 1,2,&3	PSO 1, 2, 3, 4 & 5	K1, K2, K3

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

COST ACCOUNTING

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Completeness - 3, Accuracy – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Formula Drill Game (Correct Formula Recall - 3, Application - 2) / Others	5	5
Class activity 2	Problem Solving (Correct Answer - 3, Proper Steps - 2) / Error Detection Activity (Identification of Errors - 3, Reasoning - 2) / Scrap Book (Relevance of Content - 3, Creativity and Presentation - 2) / Others	5	5
Class activity 3	Real-Life Application Task (Understanding of Concept - 3, Application of Real Situation - 2) / Real-Life Billing Activity (Preparation - 3, Presentation - 2) / Peer Quiz Creation (Quality of Questions - 3, Relevance to Topic - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE-XV
COURSE NAME: RESEARCH METHODS IN BUSINESS	COURSE CODE:26UBBA315
SEMESTER: V	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

(Common to B.Com (BM), (MM),BBA & BBA(RM))

COURSE OBJECTIVE:

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

COURSE OUTCOMES:

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

1. Explain the fundamentals, types, and process of research, including identification of research problems and review of literature.
2. Describe the concepts and classification of research design and sampling techniques used in research studies.
3. Analyse the sources, methods, and process of data collection, processing, analysis, and interpretation.
4. Explain the concept, types, formulation, and testing methods of hypothesis in research.
5. Describe the process of report writing and the application of research in management and social sciences.

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 Defining the research problem - identification of research problem -Review of literature , selecting the problem; technique involved in selecting a problem.

Unit II

(20 Hours)

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

(20 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**(20 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 – NewAgeInternational 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 GuideforBeginners,

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	

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	0	0	2	2	3
CO 2	3	3	3	3	3
CO 3	3	3	3	0	3
CO 4	2	2	3	3	3
CO 5	3	3	3	3	3
Ave.	2.2	2.2	2.8	2.2	3

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	2	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.8	3	2.8	3	3

PO-PSO-CO-question paper mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Explain the fundamentals, types, and process of research, including identification of research problems and review of literature.	PO 1,2,3,& 4	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2.K3,K4
CO2	Describe the concepts and classification of research design and sampling techniques used in research studies	PO 1,2,3	PSO1,PSO2,PSO3,PSO4,PSO5	K3,K4
CO3	Analyse the sources, methods, and process of data collection, processing, analysis, and interpretation.	PO 1,2,3 & 4	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO4	Explain the concept, types, formulation, and testing methods of hypothesis in research	PO 1,2,3 &4	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4, K5
CO5	Describe the process of report writing and the application of research in management and social sciences.	PO 1, 2,3 & 5	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4

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

RESEARCH METHODS IN BUSINESS

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE-XVI
COURSE NAME: BRAND MANAGEMENT	COURSE CODE: 26UCMM316
SEMESTER: V	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

COURSE OBJECTIVE:

- Introduction of brand management in India

COURSE OUTCOMES:

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

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

UNIT I

(15 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

(15 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

(15 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

(15 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

(15 Hours)

Branding in Practice: Handling Name Changes and Brand Transfer – Brand Revitalization and Rejuvenation – Global Branding Strategies – Building and Managing Brands Across Boundaries – Branding Industrial Products, Services and Retailers – Building Brands Online – Indianization 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](https://timestsw.com/landing/iim-kashipur-executive-certificate-programme-in-product-and-brand-management) 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

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	0	2	2	0	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.	2.4	2.8	2.8	2.4	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	2	0	2	3
CO 2	3	3	2	3	3
CO 3	3	3	3	2	3
CO 4	3	3	2	2	3
CO 5	3	3	3	2	3
Ave.	2.8	2.8	2	2.2	3

PO-PSO-CO-question paper mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Comprehend the main concepts and explain the purpose of branding	PO 1,3,4& 5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO2	Explain the principles of Branding, role of brands, elements and components of brands, brand equity.	PO 1,3,4& 5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K3,K4
CO3	Validate the concepts of brand positioning and role of social media in Brand building	PO 1,3,4& 5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO4	Explain the implications of planning, implementing and evaluating Branding Strategies.	PO 1,3,4& 5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO5	To extend the effective branding strategies for both consumer and business products/services with the insights from marketing	PO 1,3,4& 5	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

BRAND MANAGEMENT

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz (Brand Logos, Taglines – Correct Answers - 3, Speed - 2) / Brand Activity (Identification Skills - 3, Accuracy - 2) / Others	5	5
Class activity 2	Case Study (Brand Success/Failure – 3, Analytical Skills – 2) / Group Discussion (Brand Positioning – 3, Communication – 2) / Others	5	5
Class activity 3	Role Play (Brand Promotion Strategy – 3, Creativity – 2) / Think-Pair-Share (Brand Ideas – 3, Sharing – 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: ELECTIVE I
COURSE NAME: TOURISM MANAGEMENT	COURSE CODE:26UCMM3E1
SEMESTER: V	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

COURSE OBJECTIVE:

- Introduction to fundamental concepts of tourism management

COURSE OUTCOMES:

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

1. Comprehend the various types of tourism sectors
2. Develop an impact of tourism in India's economy
3. To Apply the skills and experience relating to the management and production of tourism in a professional setting
4. Illustrate clearly and concisely in the conventions of tourism studies.
5. Demonstrate the ability to 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.

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	

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	0	2	2	0	2
CO 2	2	3	3	2	3
CO 3	3	3	3	3	3
CO 4	2	2	2	2	2
CO 5	3	3	3	3	3
Ave.	2	2.6	2.6	2	2.6

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	2	3	3	2	3
CO 5	3	3	3	3	3
Ave.	2.6	3	3	2.8	3

PO-PSO-CO-question paper mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Comprehend the various types of tourism sectors	PO 1,3,4& 5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO2	Gain an impact of tourism in India's economy	PO 1,3,4& 5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO3	To Apply the skills and experience relating to the management and production of tourism in a Professional setting	PO 1,3,4& 5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO4	Illustrate clearly and concisely in the conventions of tourism studies.	PO 1,3,4& 5	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.	PO 1,3,4& 5	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

TOURISM MANAGEMENT

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: LIFE SKILLS-II
COURSE NAME: ENVIRONMENTAL STUDIES	COURSE CODE: 26UEVS401
SEMESTER: V	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

COURSE OBJECTIVES:

- Introduction to fundamental concepts environmental studies

COURSE OUTCOMES:

After successful completion of the course, the students will be able to:

1. Define the scope and importance of environmental studies and its relevance to sustainable development.
2. Identify different types of natural resources and classify them as renewable, non-renewable, and potentially renewable.
3. Describe the concept of biodiversity and list major conservation strategies.
4. Identify the causes and types of environmental pollution and recall common prevention measures.
5. List basic disaster management plans for common environmental hazards and recall preparedness measures at community level.

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.
- Bio geographically 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 – Asiau Books.

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH:2026-29
PART: IV	COURSE COMPONENT: INTERNSHIP
COURSE NAME: INTERNSHIP	COURSE CODE: 26UINT401
SEMESTER: V	MARKS: NIL
CREDITS: 2	TOTAL HOURS: NIL
PRACTICAL	

COURSE OBJECTIVE:

To obtain hands on experience and practical knowledge/skill facilitating better employment opportunities.

COURSE OUTCOMES:

After successful completion of internship, the students will be able to:

1. Apply academic knowledge
2. Develop professional skills, domain skills and multi-disciplinary skills
3. Gain industry exposure
4. Practice ethical and sustainable approaches
5. Enhance career preparedness

An internship is a unique learning experience that integrates studies with practical work. Students will be sent for Summer Internship to any business organization of their choice for a period of 30 days after the completion of 4th Semester. Students will be informed to submit Log book on the work carried out by them during the period of internship. Students need to submit internship report carried out by them for evaluation. Students need to obtain Letter of Acceptance initially and letter of completion. It shall serve to clarify the internship educational purpose and ensure an understanding of the total learning experience. Students shall submit a Internship Report at the end of 5th Semester before the commencement of the End Semester Examination. The Internship credit will be awarded.

SEMESTER VI

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: COREXVII
COURSE NAME: OPERATIONS AND SUPPLY CHAIN MANAGEMENT	COURSE CODE:26UCMM317
SEMESTER: VI	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

COURSE OBJECTIVE:

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

COURSE OUTCOMES:

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

1. Comprehend the various types of operations & Supply Chain Management in Business.
2. Explain the Motivation, training and evaluation of channel members.
3. Identify different Types of transportation
4. Elaborate on the channels of distribution
5. To explain the Management of Inventory

UNIT I:

(15 Hours)

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

UNIT II:

(20 Hours)

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:

(20 Hours)

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 – Transportation Network and Decision – Insurance aspects of logistic

UNIT IV:**(20 Hours)**

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:**(15 Hours)**

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 ABalanced 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

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	

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	2	3	3	0	2
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.8	3	3	2.4	2.8

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	3	3	3	3
CO 2	3	3	3	3	3
CO 3	0	0	2	0	2
CO 4	3	3	3	3	3
CO 5	2	3	3	3	3
Ave.	2	2.4	2.8	2.4	2.8

PO-PSO-CO-question paper mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Comprehend the various types of operations & Supply Chain Management in Business.	PO 1,3,4 & 5	PSO1,PSO2,PSO3,PSO4,PSO5	K1, K2, K3, K4
CO2	Explain the Motivation, training and evaluation of channel members.	PO 1,3,4 & 5	PSO1,PSO2,PSO3,PSO4,PSO5	K1, K2, K3, K4
CO3	Identify different Types of transportation	PO 1,3,4 & 5	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO4	Elaborate on the channels of distribution	PO 1,3,4& 5	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4, K5
CO5	To explain the Management of Inventory	PO 1,3,4& 5	PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4

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

OPERATIONS AND SUPPLY CHAIN MANAGEMENT

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz (MCQ on Operations & SCM – Correct Answers - 3, Speed - 2) / Process Mapping (Understanding - 3, Accuracy - 2) / Others	5	5
Class activity 2	Case Study (Supply Chain Issues – 3, Problem Solving – 2) / Group Discussion (Logistics & Inventory – 3, Communication – 2) / Others	5	5
Class activity 3	Role Play (Supply Chain Simulation – 3, Team Coordination – 2) / Puzzle (Logical Thinking – 3, Speed – 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE-XVIII
COURSE NAME: ADVERTISING MANAGEMENT AND SALES PROMOTION	COURSE CODE:26UCMM318
SEMESTER: VI	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

COURSE OBJECTIVES:

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

COURSE OUTCOMES:

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

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

UNIT – I

(15 Hours)

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

UNIT – II

(20 Hours)

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

UNIT – III

(20 Hours)

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

UNIT – IV

(20 Hours)

Management of sales promotion: Importance & need for sales promotion,- tools of 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.
4. Wells, Moriarty & Burnett: Advertising Principles & Practices, Prentice Hall.
5. Jefkins, F., 2002 Advertising, , Pearson, 4th Edition.
6. Wells, W.D., Burnett, J. and Moriarty, S. 2007, Advertising: Principles and Practices, 7th Edition.

E-LEARNING RESOURCES

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

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

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

Break up of questions for theory

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

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	0	0	0	0	2
CO 2	2	2	2	2	2
CO 3	2	3	3	3	3
CO 4	2	3	2	2	2
CO 5	3	3	3	3	3
Ave.	1.8	2.2	2	2	2.4

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	0	0	0	0	2
CO 2	3	3	2	2	3
CO 3	3	3	3	2	3
CO 4	3	3	3	2	3
CO 5	3	3	3	3	3
Ave.	2.4	2.4	2.2	1.8	2.8

PO-PSO-CO-question paper mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Comprehend the basic concept of advertising and sales promotion	PO 1,3,4 & 5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO2	Recite the various types of advertising	PO 1,3,4 & 5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
CO3	Illustrate the various tricks of sale promotion	PO 1,3,4 & 5	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	PO 1,3,4 & 5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO5	Analyse the steps involved in sales force management	PO 1,3,4 & 5	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:2026-29
PART:III	COURSE COMPONENT: CORE XIX
COURSE NAME: PROJECT	COURSE CODE: 26UCMM319
SEMESTER: VI	MARKS:100
CREDITS: 4	TOTAL HOURS: 90
PRACTICAL	

COURSE OBJECTIVE:

To develop the ability to evaluate marketing practices and recommend effective solutions for achieving organizational goals and customer satisfaction..

COURSE OUTCOMES:

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

- 1: Apply domain-specific theories, principles, and methodologies to design and execute meaningful projects.
- 2: Identify complex problems and develop innovative, practical, and multidisciplinary solutions.
- 3: Demonstrate the ability to conduct research, analyse data, and interpret findings to support informed decision-making.
- 4: Integrate ethical practices, sustainability, and social responsibility into project work, contributing positively to society.
- 5: Present and document project outcomes, while cultivating adaptability and continuous learning.

GUIDE LINES FOR INTERNAL ASSESSMENT- PROJECT WORK

The students will study and Analyse the marketing management practices of the chosen company and present their findings. The analysis will cover financial analysis, market analysis, consumer behavior, marketing strategies branding, advertising, sales promotion, and digital marketing strategies.

The Project marks shall consist of the following:

Viva Voce	50 Marks
Project Evaluation	50 Marks
Total	100 Marks

Break up details for Evaluation:

Methodology	15 Marks
Analysis	25 Marks
Summary	10 Marks
Total	50 Marks

The students shall submit a Project Report at the end of 6th Semester before the commencement of the End Semester Examination. The Project evaluation and Viva-voce examination shall be done internally

PROGRAMME: B.Com MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: ELECTIVE -II
COURSE NAME: HUMAN RESOURCE MANAGEMENT	COURSE CODE:26UCOM3E2
SEMESTER: VI	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
THEORY	

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

COURSE OBJECTIVE:

To make aware of students regarding Human Resource Management practices.

COURSE OUTCOMES:

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

1. Evaluate the role and importance of human resource management and its challenges.
2. Assess different methods of recruitment and their processes, including the use of AI in recruitment.
3. Evaluate various methods and techniques of training and the concept of career development.
4. Interpret the concept and techniques of performance appraisal.
5. Summarize grievance handling, settlement machinery, human resource management, and human resource information systems.

UNIT-I

(15 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

(20 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**(15Hours)**

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. Human Resources Management- Dr.T.K.Avvai Kothai, Charulatha Publication
2. Aswathappa, K. (2013). *Human resource management: Text and cases*. Tata McGraw-Hill Education.
3. 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	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

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

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
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.	3.00	3.00	3.00	3.00	3.00

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.	3.00	3.00	3.00	3.00	3.00

PO-PSO-CO-question paper mapping

CO No:	COURSE OUTCOMES	POs PSOs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Evaluate the role and importance of human resource management and its challenges.	PO 1,3,4 & 5	PSO 1,3 & 5	K1, K2, K3, K4 & K5
CO2	Assess different methods of recruitment and their processes, including the use of AI in recruitment.	PO 1,3,4 & 5	PSO 1,2, 4 & 5	K1, K2, K3, K4 & K5
CO3	Evaluate various methods and techniques of training and the concept of career development.	PO 1,3, 4 & 5	PSO 1,2 & 4	K1, K2, K3, K4
CO4	Interpret the concept and techniques of performance appraisal.	PO 1,3,4 & 5	PSO 1,3 & 4	K1, K2, K3, K4
CO5	Summarize grievance handling, settlement machinery, human resource management, and human resource information systems.	PO 1,3,4 & 5	PSO 1,2,4 & 5	K1, K2, K3, K4

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

HUMAN RESOURCE MANAGEMENT

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity - 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: B.COM MARKETING MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: ELECTIVE-III
COURSE NAME: SERVICE MARKETING	COURSE CODE:26UBBA3E3
SEMESTER: VI	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

(Common to B.Com (MM), BBA & BBA(RM))

COURSE OBJECTIVE:

- Introduction of service marketing, marketing mix and quality services

COURSE OUTCOMES:

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

1. Comprehend 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. Analyse critical issues its service design including the service products and markets , building the service model and creating customer value
5. To determine ability in evaluating service design

UNIT-I

(15 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

(20 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**(15 Hours)**

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

RECOMMENDED TEXTBOOKS

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

REFERENCE BOOKS

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

E-LEARNING RESOURCES

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

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

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

Break up of questions for theory

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

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	0	0	2	0	3
CO 2	3	3	3	3	3
CO 3	3	3	3	0	3
CO 4	2	2	3	0	3
CO 5	3	3	3	3	3
Ave.	2.2	2.2	2.8	1.2	3

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	2	3	0	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.8	3	2.4	3	3

PO- PSO-CO-question paper mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Comprehend the importance of Services in the Marketing arena	PO 1,3,4 & 5	PSO1 ,PSO2,PS O3,PSO4,PSO5	K1,K2,K3,K4
CO2	Apply the concepts of 7P'S in service marketing	PO 1,3,4 & 5	PSO1 ,PSO2,PS O3,PSO4,PSO5	K1,K2,K3,K4
CO3	Comprehend the understanding of the 'state of the art' service management thinking	PO 1, 3,4 & 5	PSO1 ,PSO2,PS O3,PSO4,PSO5	K1,K2,K3,K4
CO4	To Analyse critical issues its service design including the service products and markets , building the service model and creating customer value	PO 1,3,4 & 5	PSO1 ,PSO2,PS O3,PSO4,PSO5	K1,K2,K3,K4, K5
CO5	To determine ability in evaluating service design	PO 1,3,4 & 5	PSO1 ,PSO2,PS O3,PSO4,PSO5	K1,K2,K3,K4

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

SERVICE MARKETING

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity - 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50