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| M.COM.,  MARKETING MANAGEMENT |
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| **SYLLABUS**  **FROM THE ACADEMIC YEAR**  **2023 - 2024** |
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| **TAMILNADU STATE COUNCIL FOR HIGHER EDUCATION, CHENNAI – 600 005** |
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**M.COM., MARKETING MANAGEMENT**

**Programme Objectives:**

This Post Graduate Degree program encompasses diverse and trending aspects of marketing management with special reference to retail, services and production sectors. Latest practice relating to digital advertising, affiliate marketing, email marketing is covered in addition to the core business aspects relating to finance, management, accounting, law, taxation, entrepreneurship, organisational behaviour, computer applications, research, etc., to equip students with indepth knowledge and skills required to cope with the dynamics of the constantly changing business environment and technological upgradations.

This program provides the framework to enhance the learner’s acumen, logical and analytical thinking through mandatory internships and research projects which facilitates industry exposure, ensuring job readiness and confidence to become job providers.

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| **TANSCHE REGULATIONS ON LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK FOR POSTGRADUATE EDUCATION** | |
| **Programme** | **M.COM MARKETING MANAGEMENT** |
| **Programme Code** |  |
| **Duration** | **PG - Two Years** |
| **Programme Outcomes (Pos)** | **PO1: Problem Solving Skill**  Apply knowledge of Management theories and Human Resource practices to solve business problems through research in Global context.  **PO2: Decision Making Skill**  Foster analytical and critical thinking abilities for data-based decision-making.  **PO3: Ethical Value**  Ability to incorporate quality, ethical and legal value-based perspectives to all organizational activities.  **PO4: Communication Skill**  Ability to develop communication, managerial and interpersonal skills.  **PO5: Individual and Team Leadership Skill**  Capability to lead themselves and the team to achieve organizational goals.  **PO6: Employability Skill**  Inculcate contemporary business practices to enhance employability skills in the competitive environment.  **PO7: Entrepreneurial Skill**  Equip with skills and competencies to become an entrepreneur.  **PO8: Contribution to Society**  Succeed in career endeavors and contribute significantly to society.  **PO 9 Multicultural competence**  Possess knowledge of the values and beliefs of multiple cultures and  a global perspective.  **PO 10: Moral and ethical awareness/reasoning**  Ability to embrace moral/ethical values in conducting one’s life. |
| **Programme Specific Outcomes**  **(PSOs)** | **PSO1 – Placement**  To prepare the students who will demonstrate respectful engagement with others’ ideas, behaviors, beliefs and apply diverse frames of reference to decisions and actions.  **PSO 2 - Entrepreneur**  To create effective entrepreneurs by enhancing their critical thinking, problem solving, decision making and leadership skill that will facilitate startups and high potential organizations.  **PSO3 – Research and Development**  Design and implement HR systems and practices grounded in research that comply with employment laws, leading the organization towards growth and development.  **PSO4 – Contribution to Business World**  To produce employable, ethical and innovative professionals to sustain in the dynamic business world.  **PSO 5 – Contribution to the Society**  To contribute to the development of the society by collaborating with stakeholders for mutual benefit. |

**Template for P.G., Programmes**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester–I** | **Credit** | **Hours** | **Semester-II** | **Credit** | **Hours** | **Semester-III** | **Credit** | **Hours** | **Semester–IV** | **Credit** | **Hours** |
| 1.1. Core-I | 5 | 7 | 2.1. Core-IV | 5 | 6 | 3.1. Core-VII | 5 | 6 | 4.1. Core-XI | 5 | 6 |
| 1.2 Core-II | 5 | 7 | 2.2 Core-V | 5 | 6 | 3.2 Core-VIII | 5 | 6 | 4.2 Core-XII | 5 | 6 |
| 1.3 Core – III | 4 | 6 | 2.3 Core – VI | 4 | 6 | 3.3 Core – IX | 5 | 6 | 4.3 Project with viva voce | 7 | 10 |
| 1.4 Discipline Centric  Elective -I | 3 | 5 | 2.4 Discipline Centric  Elective – III | 3 | 4 | 3.4 Core – X | 4 | 6 | 4.4Elective - VI (Industry / Entrepreneurship)  20% Theory  80% Practical | 3 | 4 |
| 1.5 Generic Elective-II: | 3 | 5 | 2.5 Generic Elective -IV: | 3 | 4 | 3.5 Discipline Centric Elective - V | 3 | 3 | 4.5 Skill Enhancement course / Professional Competency Skill | 2 | 4 |
|  |  |  | 2.6 NME I | 2 | 4 | 3.6 NME II | 2 | 3 | 4.6 Extension Activity | 1 |  |
|  |  |  |  |  |  | 3.7 Internship/ Industrial Activity | 2 | - |  |  |  |
|  | **20** | **30** |  | **22** | **30** |  | **26** | **30** |  | **23** | **30** |
| **Total Credit Points -91** | | | | | | | | | | | |

**Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credits and Hours Distribution System**

**for all Post – Graduate Courses including Lab Hours**

**First Year – Semester – I**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credits** | **No. of Hours** |
|  | Core – I | 5 | 7 |
| Core – II | 5 | 7 |
| Core – III | 4 | 6 |
| Elective – I | 3 | 5 |
| Elective – II | 3 | 5 |
|  |  | **20** | **30** |

**Semester-II**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credits** | **No. of Hours** |
|  | Core – IV | 5 | 6 |
| Core – V | 5 | 6 |
| Core – VI | 4 | 6 |
| Elective – III | 3 | 4 |
| Elective – IV | 3 | 4 |
| Skill Enhancement Course [SEC] - I | 2 | 4 |
|  |  | **22** | **30** |

**Second Year – Semester – III**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credits** | **No. of Hours** |
|  | Core – VII | 5 | 6 |
| Core – VIII | 5 | 6 |
| Core – IX | 5 | 6 |
| Core (Industry Module) – X | 4 | 6 |
| Elective – V | 3 | 3 |
| Skill Enhancement Course - II | 2 | 3 |
|  | Internship / Industrial Activity [Credits] | 2 | - |
|  |  | **26** | **30** |

**Semester-IV**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credits** | **No. of Hours** |
|  | Core – XI | 5 | 6 |
| Core – XII | 5 | 6 |
| Project with VIVA VOCE | 7 | 10 |
| Elective – VI (Industry Entrepreneurship) | 3 | 4 |
| Skill Enhancement Course – III / Professional Competency Skill | 2 | 4 |
| Extension Activity | 1 | - |
|  |  | **23** | **30** |

**Total 91 Credits for PG Courses**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **METHODS OF EVALUATION** | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | **25 Marks** | |
| Assignments / Snap Test / Quiz | |
| Seminars | |
| Attendance and Class Participation | |
| **External Evaluation** | End Semester Examination | | **75 Marks** | |
| **Total** | | | **100 Marks** | |
| **METHODS OF ASSESSMENT** | | | |
| **Remembering (K1)** | | * The lowest level of questions require students to recall information from the course content * Knowledge questions usually require students to identify information in the text book. | |
| **Understanding (K2)** | | * Understanding of facts and ideas by comprehending organizing, comparing, translating, interpolating and interpreting in their own words. * The questions go beyond simple recall and require students to combine data together | |
| **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. | |
| **Analyze (K4)** | | * Analyzing the question is one that asks the students to break down something into its component parts. * Analyzing requires students to identify reasons causes or motives and reach conclusions or generalizations. | |
| **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. | |
| **Create (K6)** | | * The questions of this category challenge students to get engaged in creative and original thinking. * Developing original ideas and problem solving skills | |

**PROGRAMME OUTCOMES (PO) - PROGRAMME SPECIFIC OUTCOMES (PSO) MAPPING**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **PROGRAMME SPECIFIC OUTCOMES (PSO)** | | | | | |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **PSO1** | **3** | **3** | **3** | **3** | **3** |
| **PSO2** | **3** | **3** | **3** | **3** | **3** |
| **PSO3** | **3** | **3** | **3** | **3** | **3** |
| **PSO4** | **3** | **3** | **3** | **3** | **3** |
| **PSO5** | **3** | **3** | **3** | **3** | **3** |

**Level of Correlation between PO’s and PSO’s**

*(Suggested by UGC as per Six Sigma Tool – Cause and Effect Matrix)*

Assign the value

**1 – Low**

**2 – Medium**

**3 – High**

**0 – No Correlation**

**Credit Distribution for PG Programme in Commerce**

**M.Com. (Marketing Management)**

**First Year**

**Semester I**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Course** | **Credit** | **Hours per Week** |
| Part I | Core I - Business Finance | 5 | 7 |
| Core II - Digital Marketing | 5 | 7 |
| Core III - Banking and Insurance | 4 | 6 |
| Elective I A- Retail Marketing  (or) I B - Marketing of Services | 3 | 3 |
| Elective II A – Social Media Marketing  (or) II B – Product and Brand Management | 3 | 5 |
|  |  | 20 | 30 |

**Semester II**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Course** | **Credit** | **Hours per Week** |
| Part I | Core IV - Strategic Cost Management | 5 | 6 |
| Core V - Corporate Accounting | 5 | 6 |
| Core VI - Setting up of Business Entities | 4 | 6 |
| Elective III A – Digital Advertising  (or) III B – Advertising Management | 3 | 4 |
| Elective IV A – Affiliate Marketing  (or) IV B – Email Marketing | 3 | 4 |
| Part II | Skill Enhancement | 2 | 4 |
|  |  | 22 | 30 |

**Second Year**

**Semester III**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Course** | **Credit** | **Hours per Week** |
| Part I | Core VII - Taxation | 5 | 6 |
| Core VIII - Research Methodology | 5 | 6 |
| Core IX - Computer Applications in Business | 5 | 6 |
| Core X - Corporate and Economic Laws | 4 | 6 |
| Elective V A - Logistics and Supply Chain Management  (or) V B - Customer Relationship Management | 3 | 3 |
| Part II | Skill Enhancement | 2 | 3 |
| Internship/Industrial Activity | 2 | - |
|  |  | 26 | 30 |

**Semester IV**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Course** | **Credit** | **Hours per Week** |
| Part I | Core XI Industry Module | 5 | 6 |
| Core XII - Human Resource Analytics | 5 | 6 |
| Elective VI A– Rural and Agricultural Marketing  (or) VI B – Industrial Marketing | 3 | 4 |
| Project with Viva | 7 | 10 |
| Part II | Skill Enhancement | 2 | 4 |
| Extension Activity | 1 | - |
|  |  | **23** | **30** |
|  | **Overall Total (Semester I to IV)** | **91 credits** |  |

**M.Com. (Marketing Management)**

**First Year Core –ISemester I**

**BUSINESS FINANCE**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **BUSINESS FINANCE** |  | 6 | - | - | - | 4 | 6 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1 | To outline the fundamental concepts in finance |
| 2 | To estimate and evaluate risk in investment proposals |
| 3 | To evaluate leasing as a source of finance and determine the sources of startup financing |
| 4 | To examine cash and inventory management techniques |
| 5 | To appraise capital budgeting techniques for MNCs |

**Course Units**

|  |
| --- |
| **UNIT I (18 hrs)**  **Introduction to Business Financeand Time vale of money**  Business Finance: Meaning, Objectives, Scope -Time Value of money: Meaning, Causes – Compounding – Discounting – Sinking Fund Deposit Factor – Capital Recovery Factor – Multiple Compounding– Effective rate of interest – Doubling period (Rule of 69 and Rule of 72) – Practical problems. |
| **UNIT II(18 hrs)**  **Risk Management**  Risk and Uncertainty: Meaning – Sources of Risk – Measures of Risk – Measurement of Return – General pattern of Risk and Return – Criteria for evaluating proposals to minimise Risk (Single Asset and Portfolio) – Methods of Risk Management–Hedging currency risk. |
| **UNIT III (18 hrs)**  **Startup Financingand Leasing**  Startup Financing: Meaning, Sources, Modes (Bootstrapping, Angel investors, Venture capital fund) - Leasing: Meaning – Types of Lease Agreements – Advantages and Disadvantages of Leasing – Financial evaluation from the perspective of Lessor and Lessee. |
| **UNIT IV (18 hrs)**  **Cash, Receivable and Inventory Management**  Cash Management: Meaning, Objectives and Importance – Cash Cycle – Minimum Operating Cash – Safety level of cash – Optimum cash balance - Receivable Management: Meaning – Credit policy – Controlling receivables: Debt collection period, Ageing schedule, Factoring – Evaluating investment in accounts receivable - Inventory Management: Meaning and Objectives – EOQ with price breaks – ABC Analysis. |
| **UNIT V (18 hrs)**  **Multi National Capital Budgeting**  Multi National Capital Budgeting: Meaning, Steps involved, Complexities, Factors to be considered– International sources of finance – Techniques to evaluate multi-national capital expenditure proposals: Discounted Pay Back Period, NPV, Profitability Index, Net Profitability Index and Internal Rate of Return – Capital rationing -Techniques of Risk analysis in Capital Budgeting. |

**Theory 40%; Problems: 60%**

## **CourseOutcomes**

Studentswillbeableto

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| CO 1 | Explain the important finance concepts | K2 |
| CO 2 | Estimate risk and determine its impact on return | K5 |
| CO 3 | Examine leasing and other sources of finance for startups | K4 |
| CO 4 | Summarise cash,receivable and inventory management techniques | K2 |
| CO 5 | Evaluate techniques of long term investment decision incorporating risk factor | K5 |

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| **Books for study:**   1. Maheshwari S.N., (2019), “Financial Management Principles and Practices”, 15th Edition, Sultan Chand &Sons, New Delhi. 2. Khan M.Y &Jain P.K, (2011), “Financial Management: Text, Problems and Cases”, 8th Edition, McGraw Hill Education, New Delhi. 3. Prasanna Chandra, (2019), “Financial Management, Theory and Practice”, 10thEdition, McGraw Hill Education, New Delhi. 4. Apte P.G, (2020), “International Financial Management” 8th Edition, Tata McGraw Hill, New Delhi. |
| **Books for reference:**   1. Pandey I. M., (2021), “Financial Management”, 12thEdition, Pearson IndiaEducation Services Pvt. Ltd, Noida. 2. Kulkarni P. V. &Satyaprasad B. G., (2015), “Financial Management”, 14thEdition, Himalaya Publishing House Pvt Ltd, Mumbai. 3. RustagiR. P., (2022), “Financial Management, Theory, Concept, Problems”, 6thEdition, Taxmann Publications Pvt. Ltd, New Delhi. 4. Arokiamary Geetha Rufus, Ramani N. & Others, (2017), “Financial Management”, 1st Edition, Himalaya Publishing House Pvt Ltd, Mumbai. |
| **Web references:**   1. <https://resource.cdn.icai.org/66674bos53808-cp8.pdf> 2. <https://resource.cdn.icai.org/66677bos53808-cp10u2.pdf> 3. <https://resource.cdn.icai.org/66592bos53773-cp4u5.pdf> 4. <https://resource.cdn.icai.org/65599bos52876parta-cp16.pdf> |

Note: Latest edition of the books may be used

**Mapping of Course Outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **1** | **2** | **3** |
| CO1 | 3 | 3 | 1 | 3 | 3 | 3 | 2 | 2 | 2 |
| CO2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 2 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 2 |
| CO4 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO5 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**First Year Core – IISemester I**

**DIGITAL MARKETING**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **DIGITAL MARKETING** |  | 6 | - | - | - | 4 | 6 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1 | To assess the evolution of digital marketing |
| 2 | To appraise the dimensions of online marketing mix |
| 3 | To infer the techniques of digital marketing |
| 4 | To analyse online consumer behaviour |
| 5 | To interpret data from social media and to evaluate game based marketing |

**Course Units**

|  |
| --- |
| **UNIT I (18 hrs)**  **Introduction to Digital Marketing**  Digital Marketing – Transition from traditional to digital marketing – Rise of internet – Growth of e-concepts – Growth of e-business to advanced e-commerce – Emergence of digital marketing as a tool – Digital marketing channels – Digital marketing applications, benefits and challenges – Factors for success of digital marketing – Emerging trends and concepts, Big Data and IOT, Segments based digital marketing, Hyperlocal marketing - Opportunities for digital marketing professionals. |
| **UNIT II (18 hrs)**  **Online marketing mix**  Online marketing mix – E-product – E-promotion – E-price – E-place – Consumer segmentation – Targeting – Positioning – Consumers and online shopping issues – Website characteristics affecting online purchase decisions – Distribution and implication on online marketing mix decisions – Digitization and implication on online marketing mix decisions. |
| **UNIT III (18 hrs)**  **Digital media channels**  Digital media channels – Search engine marketing – ePR – Affiliate marketing – Interactive display advertising – Opt-in-email marketing and mobile text messaging, Social media and viral marketing – Online campaign management using – Facebook, Twitter, Instagram, Snapchat, Pinterest – Metaverse marketing -Advantages and disadvantages of digital media channels – Metaverse marketing. |
| **UNIT IV (18 hrs)**  **Online consumer behavior**  Online consumer behavior – Cultural implications of key website characteristics – Dynamics of online consumer visit – Models of website visits – Web and consumer decision making process – Data base marketing – Electronic consumer relationship management – Goals – Process – Benefits – Role – Next generation CRM. |
| **UNIT V (18 hrs)**  **Analytics and Gamification**  Digital Analytics – Concept – Measurement framework – Demystifying web data - Owned social metrics – Measurement metrics for Facebook, Twitter, YouTube, Slide Share, Pinterest, Instagram, Snapchat and LinkedIn – Earned social media metrics - Digital brand analysis – Meaning – Benefits – Components – Brand share dimensions – Brand audience dimensions – Market influence analytics – Consumer generated media and opinion leaders – Peer review – Word of mouth – Influence analytics – Mining consumer generated media – Gamification and game based marketing – Benefits – Consumer motivation for playing online games. |

**Course Outcomes:**

Studentswillbeableto:

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| CO 1 | Explain the dynamics of digital marketing | K2 |
| CO 2 | Examine online marketing mix | K4 |
| CO 3 | Compare digital media channels | K4 |
| CO 4 | Explain online consumer behavior | K2 |
| CO 5 | Analyse social media data | K4 |

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| **Books for study:**   1. Puneet Singh Bhatia, (2019) “Fundamentals of Digital Marketing”, 2ndEdition,Pearson Education Pvt Ltd, Noida. 2. Dave Chaffey, Fiona Ellis-Chadwick,(2019) “Digital Marketing”, Pearson Education Pvt Ltd, Noida. 3. Chuck Hemann& Ken Burbary, (2019) “Digital Marketing Analytics”, Pearson Education Pvt Ltd, Noida. 4. Seema Gupta,(2022) “Digital Marketing” 3rdEdition, McGraw Hill Publications Noida. 5. Kailash Chandra Upadhyay,(2021) “Digital Marketing: Complete Digital MarketingTutorial”, Notion Press, Chennai. 6. Michael Branding, (2021) “Digital Marketing”, Empire Publications India Private Ltd, New Delhi. |
| **Books for reference:**   1. Vandana Ahuja, (2016) “Digital Marketing”, Oxford University Press. London. 2. Ryan Deiss& Russ Henneberry, (2017) “Digital Marketing”, John Wiley and Sons Inc. Hoboken. 3. Alan Charlesworth,(2014), “Digital Marketing - A Practical Approach”, Routledge, London. 4. Simon Kingsnorth, Digital Marketing Strategy,(2022) “An Integrated approach to Online Marketing”, Kogan Page Ltd. United Kingdom. 5. MaityMoutusy,(2022) “Digital Marketing” 2ndEdition, Oxford University Press, London. |
| **Web references:**   * 1. <https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf>   2. <https://uwaterloo.ca/centre-for-teaching-excellence/teaching-resources/teaching-tips/educational-technologies/all/gamification-and-game-based-learning>   3. <https://journals.ala.org/index.php/ltr/article/download/6143/7938> |

Note: Latest edition of the books may be used

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **1** | **2** | **3** |
| **CO1** | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 |
| **CO4** | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 1 | 3 | 3 | 2 | 3 | 3 | 2 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**First Year Core – IIISemester I**

**BANKING AND INSURANCE**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **BANKING AND INSURANCE** |  | 6 | - | - | - | 4 | 6 | 25 | 75 | 100 |

|  |  |
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|  | **Learning Objectives** |
| 1 | To understand the evolution of new era banking |
| 2 | To explore the digital banking techniques |
| 3 | To analyse the role of insurance sector |
| 4 | To evaluate the mechanism of customer service in insurance and the relevant regulations |
| 5 | To analsye risk and its impact in banking and insurance industry |

**Course Units**

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| **UNITI (18 hrs)**  **Introduction to Banking**  Banking:Brief History of Banking - Rapid Transformation in Banking: Customer Shift - Fintech Overview - Fintech Outlook - The Financial Disruptors - Digital Financial Revolution - New Era of Banking.Digital Banking – Electronic Payment Systems–Electronic Fund Transfer System – Electronic Credit and Debit Clearing – NEFT – RTGS –VSAT–SFMS–SWIFT. |
| **UNIT II (18 hrs)**  **Contemporary Developments in Banking**  Distributed Ledger Technology – Blockchain: Meaning - Structure of BlockChain - Types of Block Chain - Differences between DLT and Blockchain - Benefits of Blockchain and DLT - Unlocking the potential of Blockchain –Crypto currencies, Central Bank Digital Currency (CBDC) - Role of DLT in financial services - AI in Banking: Future of AI in Banking - Applications of AI in Banking - Importance of AI in banking - Banking reimagined with AI. Cloud banking - Meaning - Benefits in switching to Cloud Banking. |
| **UNITIII (18 hrs)**  **Indian Insurance Market**  HistoryofInsuranceinIndia – DefinitionandFunctionsofInsurance–InsuranceContract – IndianInsuranceMarket – ReformsinInsuranceSector – InsuranceOrganisation – Insuranceorganisationstructure.InsuranceIntermediaries:InsuranceBroker – InsuranceAgent-SurveyorsandLossAssessors-ThirdPartyAdministrators(HealthServices) – Procedures-CodeofConduct. |
| UNITIV (18 hrs)Customer Services in Insurance Customer Service in Insurance – Quality of Service-Roleof Insurance Agents in Customer Service-Agent’s Communication and Customer Service –EthicalBehaviourinInsurance – GrievanceRedressalSysteminInsuranceSector –IntegratedGrievanceManagementSystem-InsuranceOmbudsman - Insurance Regulatory and Development Authority of India Act (IRDA) – Regulations and Guidelines. |
| **UNIT V (18 hrs)**  **Risk Management**  Risk Management and Control in banking and insurance industries – Methods of Risk Management – Risk Management by Individuals and Corporations – Tools for Controlling Risk. |

**Course Outcomes**

Studentswillbeableto

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| CO 1 | Relate the transformation in banking from traditional to new age | K2 |
| CO 2 | Apply modern techniques of digital banking | K3 |
| CO 3 | Evaluate the role of insurance sector | K5 |
| CO 4 | Examine the regulatory mechanism | K4 |
| CO 5 | Assess risk mitigation strategies | K5 |

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| --- |
| **Books for study:**   1. Indian Institute of Banking and Finance (2021), “Principles & Practices of Banking”, 5th Edition, Macmillan Education India Pvt. Ltd, Noida, Uttar Pradesh. 2. Mishra M N & Mishra S B, (2016), “Insurance Principles and Practice”, 22nd Edition, S. Chand and Company Ltd, Noida, Uttar Pradesh. 3. Emmett, Vaughan, Therese Vaughan M., (2013), “Fundamentals of Risk and Insurance”, 11th Edition, Wiley & Sons, New Jersey, USA. 4. [Theo Lynn](https://www.amazon.in/Theo-Lynn/e/B09BW7SC5Z/ref=dp_byline_cont_book_1) , [John G. Mooney](https://www.amazon.in/s/ref=dp_byline_sr_book_2?ie=UTF8&field-author=John+G.+Mooney&search-alias=stripbooks), [Pierangelo Rosati](https://www.amazon.in/s/ref=dp_byline_sr_book_3?ie=UTF8&field-author=Pierangelo+Rosati&search-alias=stripbooks), [Mark Cummins](https://www.amazon.in/s/ref=dp_byline_sr_book_4?ie=UTF8&field-author=Mark+Cummins&search-alias=stripbooks) (2018), Disrupting Finance: FinTech and Strategy in the 21st Century (Palgrave Studies in Digital Business & Enabling Technologies), Macmillan Publishers, NewYork (US) |
| **Books for reference:**   1. SundharamKPM & Varshney P. N., (2020), “Banking Theory, Law and Practice”, 20th Edition, Sultan Chand & Sons, New Delhi. 2. Gordon & Natarajan, (2022), “Banking Theory, Law and Practice”, 9th Edition, Himalaya Publishing House Pvt Ltd, Mumbai. 3. Gupta P. K. (2021), “Insurance and Risk Management” 6th Edition, Himalaya Publishing House Pvt Ltd, Mumbai. 4. Susanne Chishti., & Janos Barberis(2016), The Fintech book: The financial technology handbook for investors, entrepreneurs and visionaries. John Wiley & Sons. |
| **Web references:**   1. <https://corporatefinanceinstitute.com/resources/knowledge/finance/fintech-financial-technology> 2. [https://mrcet.com/downloads/digital\_notes/CSE/IV%20Year/CSE%20B.TECH%](https://mrcet.com/downloads/digital_notes/CSE/IV%20Year/CSE%20B.TECH%25)   20IV%20YEAR%20II%20SEM%20BCT%20(R18A0534)%20NOTES%20Final%20  PDF.pdf   1. <https://www.irdai.gov.in/ADMINCMS/cms/frmGeneral_Layout.aspx?page=Page>   No108&flag=1 |

Note: Latest edition of the books may be used

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **1** | **2** | **3** |
| **CO1** | 2 | 2 | 1 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 2 |
| **CO4** | 3 | 2 | 2 | 1 | 2 | 2 | 2 | 3 | 2 |
| **CO5** | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 3 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**First Year Elective –I A Semester I**

**RETAILMARKETING**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **RETAILMARKETING** |  | 4 | - | - | - | 3 | 4 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1. | To develop marketing competencies in retailing and retail consulting |
| 2. | To prepare students for positions in the retail sector or positions in the retail divisions of consulting companies |
| 3. | To learn more about retailing and retail consulting |
| 4. | To foster the development of knowledge on retail promotion and distribution |
| 5. | To understand basic economic concepts and conditional indicators as they relate to retail business and consumerism |

# Course Units

|  |
| --- |
| **UNIT I (12 hrs)**  **Introduction to retailing**  Retailing and marketing - Definitions - Importance of retailing in an Economy - Retailer – Functions of a retailer - Place of retailing in a distribution channel- Classification of Retailers - Types of retailers based on operational structure - Non-store retailing- Service retailing. |
| **UNITII (12 hrs)**  **Retail purchasing and pricing**  Introduction – Customers, Competition, Environmental trends. Retail Mix- Place, Product, Price, Promotion. Theories of Retail change: Theory of natural section in retailing (environmental theory), cyclical theories (wheel of retailing, retail accordion theory, retail life cycle theory) Consumer Behavior – Introduction – Major factors influencing buyers’ behavior (cultural, social, personal, psychological factors) - Purchase decisions - Forms of customer buying behavior - Buyer Decision Process. |
| **UNITIII (12 hrs)**  **Retail Marketing**  Retailing marketing mix - Retail product - Retail pricing - Marketing mix for services - Target markets - Retail product - Break down of the retail product (service, quality, merchandise, brand name, features and benefits, atmospherics) - Retail pricing - Factors affecting the pricing decisions, setting prices - Cost oriented, demand oriented pricing - Price adjustments and price tactics. |
| **UNITIV (12 hrs)**  **Retail Promotionand Distribution**  Retail Promotion: Communication, Stages in communication, Advertising, Sales promotion, Publicity - Store Atmosphere - Retail distribution: Channels and Channel flows (physical flow, manufacturer, intermediary, wholesaler, retailer, service flow, information, payments, promotion flows) - Inventory: Merchandise turnover, Book Inventory and Periodic Inventory, Perpetual Inventory, Physical Inventory. |
| **UNITV (12 hrs)**  **Information system in retailing**  Components of Marketing Information system (Internal records, Marketing Intelligence, Marketingresearch) - Application of IT in inventory control - Point of sale -Sales analysis - Planning &forecasting Collaborative planning - Forecasting and replenishment – CPFR - Essentials requirementsof an information system - Enterprise Resource Planning (EPR) -Future trends in IT applications inretailing. |

## **CourseOutcomes**

Studentswillbeableto

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| CO 1 | Recall the concept and related terms in retailing | K1 |
| CO 2 | Apply marketing tools and techniques to interact with buyers | K3 |
| CO 3 | Summarise the important aspects of retail marketing | K2 |
| CO 4 | Explain the retail promotion techniques | K2 |
| CO5 | Explain the role of information technology in retailing | K2 |

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| **Books for study:**   1. Gilbert, (2014), “Retail Marketing Management”, Pearson IndiaPvt. Ltd., New Delhi. 2. Harjit Singh,“Retail Management”, S. Chand Publication, New Delhi. 3. Grewal, D. (2018), “Retail Marketing Management: The 5 Es of Retailing”, SAGEPublications, United Kingdom |
| **Books for reference:**   1. Chaudhary, P. (2016). “Retail Marketing in the Modern Age. India”, SAGE Publications PvtLimited. 2. Berman &Evarv: (2016), “Retail Management”, Prentice Hall, New Delhi. 3. Gibson G Vedamani (2012) “Retail Management: Functional principles & practices”, Jaico PublishingHouse, Ahamedabad. |
| **Web references:**   1. <https://www.measimba.ac.in/pdf/course-materials/PMF16.pdf> 2. 2.[https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/Customer %20Relationship%20Management%20(2009)/16.%20Chapter%2014%20-%20 Sales-force%20automation.pdf](https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/Customer%20%20%20%20%20%20%20%20%20%20%20%20%20Relationship%20Management%20(2009)/16.%20Chapter%2014%20-%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20Sales-force%20automation.pdf) 3. 3.[https://www.researchgate.net/profile/Waseem-John/publication/270646355\_ CURRENTe-CRM\_PRACTICES\_IN\_INDIAN\_PRIVATE\_SECTOR\_BANKS\_ AND\_THE\_NEED\_FOR\_ STRATEGIC\_ APPROACH/ links/ 54b154c50cf2318f0f925ad8/ CURRENT-e-CRM-PRACTICES-IN-INDIAN-PRIVATE-SECTOR-BANKS-AND-THE-NEED-FOR-STRATEGIC-APPROACH.pdf](https://www.researchgate.net/profile/Waseem-John/publication/270646355_%20%20%20%20%20CURRENTe-CRM_PRACTICES_IN_INDIAN_PRIVATE_SECTOR_BANKS_%20AND_THE_NEED_FOR_%20STRATEGIC_%20APPROACH/%20links/%2054b154c50cf2318f0f925ad8/%20CURRENT-e-CRM-PRACTICES-IN-INDIAN-PRIVATE-SECTOR-BANKS-AND-THE-NEED-FOR-STRATEGIC-APPROACH.pdf) |

Note: Latest edition of the books may be used

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **1** | **2** | **3** |
| **CO1** | 3 | 3 | 1 | 3 | 2 | 2 | 3 | 1 | 2 |
| **CO2** | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 1 |
| **CO3** | 2 | 1 | 2 | 3 | 2 | 2 | 3 | 3 | 3 |
| **CO4** | 1 | 3 | 1 | 2 | 1 | 1 | 2 | 2 | 2 |
| **CO5** | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**First Year Elective – I B Semester I**

**MARKETING OF SERVICES**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **MARKETING OF SERVICES** |  | 4 | - | - | - | 3 | 4 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1. | To learn distinctive features of services and key elements in services marketing |
| 2. | To provide insight into ways to improve service quality and productivity. |
| 3. | To understand marketing of different services in Indian context. |
| 4. | To understand the unique challenges inherent in managing and delivering quality services. |
| 5. | To understand the ‘state of the art’ of service management thinking. |

# Course Units

|  |
| --- |
| **UNIT I (12 hrs)**  **Introduction to Services Marketing**  Evolution and growth of service sector – Significance of service marketing - Definition of services – Components – Characteristics – Classification of services – Differences between goods and services – Service design – Factors to be considered in designing service process – Guiding principles – Management models of service design – Services marketing system – Service process planning – Blue printing – Components of service blue prints and its stages – Process layout out and its types – Benchmarking – Service mapping. |
| **UNITII (12 hrs)**  **Service Marketing Mix**  Service marketing mix – Definition and Characteristics – Components of service marketing mix – 7Ps product in services, pricing, promotion, place, people, process and physical evidence. |
| **UNITIII (12 hrs)**  **Managing Demand and Supply**  Managing demand and supply and its strategies – Consumer Behaviour - Factors Influencing Consumer Behaviour - Types of marketing in service firms – Internal marketing – External marketing – Service triangle – Relationship marketing |
| **UNITIV (12 hrs)**  **Managing Service Quality**  Service quality and its dimensions – Measurement of service quality - Gap analysis – Service quality management - Problems in service quality control - Guidelines for managing service competition. |
| **UNITV (12 hrs)**  **Marketing of different services**  Marketing of financial services relating to banking and insurance services – Benefits – Formation of marketing mix for banking and insurance products - Health care services – Marketing of health care - Types of hospitals - Marketing mix for health care - Tourism services – Marketing mix for tourism - Professional or Consultancy services – Telecommunication. |

## **CourseOutcomes**

**Studentswillbeableto**

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| CO 1 | Analyse the factors to be considered in designing service process | K4 |
| CO 2 | Summarisethe Components of service marketing mix | K2 |
| CO 3 | Explain the factors influencing Consumer Behaviour | K2 |
| CO 4 | Analyse the guidelines for managing service competition | K4 |
| CO5 | Analyse the marketing practices in banking, insurance, health care, tourism and professional or consultancy services | K4 |

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| **Books for study:**   1. Valarie Zeithaml, D Gremler, et. al., “Services Marketing”, 4th Edition, TMH, New Delhi 2. Jochen Wirtz, Christopher Lovelock, Jayanta Chatterjee and Gopal Das (2019), “Essentials of Services Marketing”, 3rd Edition, Pearson Education, New Delhi. 3. Srinaivasan,R(2016), “Services Marketing in Indian Context”, Prentice Hall. |
| **Books for reference:**   1. James A Fitzmmons& Mona J Fitzmmons,(2004), “Service Management: operation, Strategy, Information Technology”, 5th Edition, TMH, New Delhi. 2. Ravi Sankar, (2002), “Services Marketing”, Excel Books, New Delhi 3. Lovelock Christopher H. Managing, “Services: Marketing Operations and Human Resources”, Englewood Cliffs, New Jersey, Prentice Hall Inc. |
| **Web references:**  1.<https://www.drnishikantjha.com/booksCollection/Service%20Sector%20Marketing%20TYBMS%202016-17.pdf> |

Note: Latest edition of the books may be used

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **1** | **2** | **3** |
| **CO1** | 3 | 3 | 1 | 3 | 2 | 2 | 3 | 1 | 2 |
| **CO2** | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 1 |
| **CO3** | 2 | 1 | 2 | 3 | 2 | 2 | 3 | 3 | 3 |
| **CO4** | 1 | 3 | 1 | 2 | 1 | 1 | 2 | 2 | 2 |
| **CO5** | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**First Year Elective –II A Semester I**

**SOCIAL MEDIA MARKETING**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **SOCIAL MEDIA MARKETING** |  | 4 | - | - | - | 3 | 4 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1 | To understand the fundamentals of social media and viral marketing |
| 2 | To create awareness about the dynamics of Facebook marketing |
| 3 | To utilize Instagram marketing for increasing the size of social communities and accurately targeted audience |
| 4 | To strengthen engagement strategies and increase customer loyalty by using Pinterest |
| 5 | To impart knowledge about use of LinkedIn as a potential tool for career advancement |

**Course Units**

|  |
| --- |
| **UNIT I (12 hrs)**  **Introduction to Social Media Marketing**  Social Media marketing – Meaning - Scope of Social Media -Social Media Statistics –Developing Social Media communications Strategy – Viral marketing – Best practice in planning and managing viral marketing – Advantages and disadvantages of social media marketing - Impact of Social Media on SEO. |
| **UNIT II (12 hrs)**  **Facebook Marketing**  Introduction to Facebook -Creating an Account in Facebook -Creating a Facebook Business Page -Facebook page optimization- Facebook Contest - Ideas for Facebook Contests -Facebook groups - Group privacy, Managing notifications, Membership approvals -Customizing facebook groups: Web Address, Group Colour, Badges- Social Media Optimization Checklist for Facebook. |
| **UNIT III (12 hrs)**  **Instagram Marketing**  Creating an Instagram account -Instagram marketing for brands and for influencers – Importance of Instagram Marketing - Instagram algorithm- Turning influencer on Instagram -Utilising Instagram to get the best results -Creating an Instagram account to skyrocket conversion -Types of Instagram Account (Personal account vs Professional account) -Importance of Instagram stories - Choosing a Niche audience for Instagram account. |
| **UNIT IV (12 hrs)**  **Pinterest Marketing**  Pinterest -Terms used in Pinterest -Pins and Boards - Advantages of Pinterest - Setting up a Pinterest Business Account- Enabling Rich Pins on Pinterest-Different types of Rich Pins- Creating a Vertical Pin for Pinterest Using Canva- Publishing a Pin on Pinterest-Pinterest SEO – Importance of Pinterest SEO - Making Pinterest Account Ready for SEO - Pinterest SEO Traffic Factors. |
| **UNIT V (12 hrs)**  **LinkedIn Marketing**  LinkedIn Marketing -An overview of LinkedIn - Benefits of LinkedIn Network -Creating LinkedIn profile-Optimizing LinkedIn profile – Significance of an appropriate profile Photo and background image - Creating a memorable headline - Crafting an ideal Summary in LinkedIn - Skills and endorsements - Recommendations in LinkedIn. |

**Course Outcomes:**

Studentswillbeableto:

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| CO 1 | Analyse the power of social media for the promotion of business or service. | K4 |
| CO 2 | Assess Facebook as a medium for connecting to a large audience | K5 |
| CO 3 | Develop the skills required to become an influencer through Instagram | K3 |
| CO 4 | Design a successful social media presence through Pinterest | K6 |
| CO 5 | Develop a career appropriate profile appealing to prospective employers in LinkedIn | K3 |

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| **Books for study:**   1. Carlos Gil, (2020), "The End of Marketing: Humanizing Your Brand in the Age of Social Media and AI", Kogan Page, London. 2. Miri Rodriguez, (2020), "Brand Storytelling: Put Customers at the Heart of Your Brand Story", Kogan Page, London. 3. Gail Z. Martin, (2018), "The Essential Social Media Marketing Handbook: A New Roadmap for Maximizing Your Brand, Influence and Credibility", Rupa Publications, New Delhi. 4. Dan Zarella, (2017), "The Social Media Marketing Book", 1st Edition, Shroff/O'Reilly, Mumbai. 5. Michael Branding, (2021), "Social Media Marketing", Notion Press, Chennai. |
| **Books for reference:**   1. Jason McDonald, (2020), 'Social Media Marketing Workbook: How to Use Social Media for Business", Independently Published. 2. David Meerman Scott and Reiko Scott, (2020), "Fanocracy: Turning Fans into Customers and Customers into Fans", Portfolio Publishing, United Kingdom. 3. Barry Connelly, (2020), "Digital Trust: Social Media Strategies to Increase Trust and Engage Customers", Bloomsburg Business, USA. |
| **Web references:**   1. https://www.wordstream.com/social-media-marketing 2. https://sendpulse.com/support/glossary/facebook-marketing 3. https://later.com/training/instagram-marketing/ |

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | 3 | 3 | 1 | 3 | 1 | 2 | 1 | 1 | 2 |
| **CO1** | 2 | 2 | 3 | 1 | 3 | 3 | 3 | 2 | 1 |
| **CO2** | 2 | 1 | 2 | 3 | 2 | 2 | 2 | 3 | 3 |
| **CO3** | 1 | 3 | 1 | 3 | 2 | 1 | 2 | 2 | 2 |
| **CO4** | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |
| **CO5** | 3 | 3 | 1 | 3 | 1 | 2 | 1 | 1 | 2 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**First Year Elective – II B Semester I**

**PRODUCT AND BRAND MANAGEMENT**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **PRODUCT AND BRAND MANAGEMENT** |  | 4 | - | - | - | 3 | 4 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1. | To provide a strong foundation in product decisions |
| 2. | Comprehend the strategies in product positioning |
| 3. | Appreciate the need for brand in marketing |
| 4. | Interpret the branding strategies and brand equity |
| 5. | To understand the new trends in global branding |

# Course Units

|  |
| --- |
| **UNIT I (12 hrs)**  **Product Strategy**  Marketing Mix and product Strategy – Integrated Approach - levels of a Product - ProductCharacteristics and Classifications - Product Mix Decisions - ProductLine Strategies - ProductMix Pricing - Packaging and Labelling Decisions - Product Managers’ role in organisation. |
| **UNITII (12 hrs)**  **Product Positioning**  Product Positioning - Developing Positioning Strategy - Elements of Positioning - Positioning Methods - Communicating the Positioning Strategy. Product Research - Importance, tools and analysis, New Product Development & Testing, Product Launch - Consumer-Adoptions Process - Connecting with Customers: Building Customer value, Satisfaction and loyalty - Cost of customer acquisition – Customer Retention – Life time value of customers – Cultivating Customer Relationships – Balanced Scorecard Approach to measure customers’ satisfaction. |
| **UNITIII (12 hrs)**  **Brand Management**  Concepts of brand - Types of Brand - Family vs. individual Branding - Multiple branding - Branding decisions and Strategic Brand Management Process - Brand Building Blocks - Concepts of brand positioning - Choosing Point-of-Difference and Points-of-Parity - Positioning Strategies - Repositioning Strategies. |
| **UNITIV (12 hrs)**  **Branding Strategies**  Designing and implementing branding strategies- name, symbol, Brand Extension: Meaning,types, Need, Advantages and Disadvantages, Evaluating brand Extension opportunities,reinforcement and revitalizing brands - Branding in specific sectors like Industrial, retail, service, e-branding. Brand personality, Elements of Brand Personality, Brand Awareness, Brand Loyalty, brand Identity: concept and Sources, Designing brand identity – Kapfer’s Brand Identity Prism, Brand Image. |
| **UNIT V(12 hrs)**  **Brand Equity and Global Branding**  Brand Equity – Definitions and Significance, Brand Equity Models, building brand equity, Brand - Value and Brand Strength, measuring brand equity-cost based method, price Based Method, Consumer based Method - Advantages and Disadvantages of Global Marketing Programs, Standardization Versus Customization, Global Brand Strategy, Building Global Customer-Based Brand Equity. |

## **CourseOutcomes**

Studentswillbeableto

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| CO 1 | Explainthe role of product manager in an organisation | K2 |
| CO 2 | Infer how to use product positioning to develop good marketing strategy | K2 |
| CO 3 | Analyse branding and its need for strategic marketing challenges | K4 |
| CO 4 | Examine the process of branding strategies and implement them in various industries | K4 |
| CO5 | Build a better brand equity and estimate the brand equity for global competition | K3 |

|  |
| --- |
| **Books for study:**   1. ChitaleAvinash K. and Gupta Ravi (2020), “Product Policy and Brand Management: Text and Cases”, 4th Edition, PHI Learning Pvt Ltd, New Delhi 2. S.A. Chunawalla (2017), “Product Management”, 10th Edition, Himalaya Publishing House, Mumbai 3. Donald Lehmann (Author), Russell Winer (2017), “Product Management”, 4th Edition, McGraw Hill Education, New Delhi |
| **Books for references:**   1. Tapan K. Panda (2016), “Product and Brand Management”, 1st Edition, Oxford University Press 2. Isaac C. Jacob Kevin Lane Keller, Vanitha Swaminathan, Ambi M.G. Parameswaran (2020), “Strategic Brand Management”, 5th Edition, Pearson Education, New Delhi 3. Rosenbaum-Elliott, R., Percy, L. And Pervan, S. (2015), “Strategic Brand Management”, 3rd Edition, Oxford University Press |
| **Web references:**   1. www.unilorin.edu.ng/.../product%20classification%20strategy.pdf 2. Aaker, J., 1997. Dimensions of Brand Personality. Journal of Marketing Research, 34(3), p.347. 3. Keller, K., 2001. Building Customer-Based Brand Equity: A Blueprint for Creating Strong Brands. 1st ed. [ebook] Marketing Science Institute, pp.10,11,13,14,15. Available at: <http://anandahussein.lecture.ub.ac.id/files/2015/09/article-4.pdf> |

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **1** | **2** | **3** |
| **CO1** | 3 | 3 | 1 | 3 | 2 | 2 | 3 | 2 | 2 |
| **CO2** | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 1 |
| **CO3** | 2 | 1 | 2 | 3 | 1 | 2 | 3 | 3 | 3 |
| **CO4** | 1 | 3 | 1 | 2 | 1 | 1 | 2 | 2 | 2 |
| **CO5** | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 1 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**First Year Core – IV Semester II**

**STRATEGIC COST MANAGEMENT**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **STRATEGIC COST MANAGEMENT** |  | 6 | - | - | - | 4 | 6 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1 | To analyse the aspects of strategic and quality control management |
| 2 | To analyse and select cost control techniques |
| 3 | To apply activity based costing for decision making |
| 4 | To utilise transfer pricing methods in cost determination |
| 5 | To apply cost management techniques in various sectors |

# Course Units

|  |
| --- |
| **UNIT I (18 hrs)**  **Introduction to Strategic Cost Management**  Introduction to Strategic Cost Management (SCM) – Need for SCM – Differences between SCM and Traditional Cost Management - Value Chain Analysis: Meaning and steps - Quality Cost Management: Meaning of Quality and Quality Management – Cost of Quality –Indian Cost Accounting Standard 21 on Quality Control - Introduction to Lean System – Benefits of Lean System – Just in Time (JIT) – Kaizen Costing. |
| **UNIT II(18 hrs)**  **Cost Control and Reduction**  Cost Management Techniques: Cost Control: Meaning and Prerequisites - Cost Reduction: Meaning and Scope – Differences between Cost control and cost reduction - Pareto Analysis: Meaning, importance and applications - Target Costing: Meaning, steps and Principles – Life Cycle Costing: Meaning, Strategies for each stage of product life cycle, Benefits – Learning Curve: Meaning, Learning curve ratio and applications. |
| **UNIT III (18 hrs)**  **Activity Based Cost Management**  Activity Based Cost Management: Concept, Purpose, Stages, Benefits,Relevance in Decisionmaking and its Application in Budgeting – Practical problems. |
| **UNIT IV (18 hrs)**  **Transfer Pricing**  Transfer Pricing: Meaning, Benefits, Methods: Pricing based on cost, Market price on transfer price, Negotiated pricing and Pricing based on opportunity costs – Practical Problems. |
| **UNIT V (18 hrs)**  **Cost Management in Agriculture and IT sector**  Agriculture Sector: Features, Cost Structure, Cost Management, Tools to measure the performance, Minimum Support Price and International Perspective –Information Technology Sector: Features, Cost Structure, Cost Management and International Perspective. |

**Course Outcomes**

Students will be able to

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| 1 | Explain strategic cost management and QC | K2 |
| 2 | Choose the appropriate technique for cost control | K3 |
| 3 | Make use ofactivity based costing in practice | K3 |
| 4 | Choose transfer pricing methods to solve problems | K3 |
| 5 | Construct cost structure for Agriculture and IT sector | K3 |

|  |
| --- |
| **Books for study:**   1. Ravi M Kishore (2018), “Strategic Cost Management”, 5thEdition, TaxmannPublications Pvt. Ltd, New Delhi. 2. Bandgar P. K., (2017), “Strategic Cost Management”, 1stEdition, HimalayaPublishing House Pvt Ltd, Mumbai. 3. Sexena V. K., (2020), “Strategic Cost Management and PerformanceEvaluation”, 1stEdition, Sultan Chand & Sons, New Delhi. |
| **Books for reference:**   1. John K Shank and Vijay Govindarajan (2008), Strategic Cost Management, Simon & Schuster; Latest edition, UK 2. Jawahar Lal, (2015), “Strategic Cost Management”, 1st Edition, Himalaya Publishing House Pvt Ltd, Mumbai.) 3. Arora M. N., (2021), “A Text Book of Cost and Management Accounting”, 11thEdition, Vikas Publishing House Pvt. Ltd., New Delhi. |
| **Web references:**   1. https://www.accountingtools.com/articles/strategic-cost-management.html#:~:text=   Strategic%20cost%20management%20is%20the,it%20or%20have%20no%20impact.   1. <https://ca-final.in/wp-content/uploads/2018/09/Chapter-4-Cost-Management-Techniques.pdf> 2. https://resource.cdn.icai.org/66530bos53753-cp5.pdf |

Note: Latest edition of the books may be used

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **1** | **2** | **3** |
| CO1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 |
| CO5 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 3 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**First Year Core – V Semester II**

**CORPORATE ACCOUNTING**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course**  **Code** | **Title of the Course** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **CORPORATE ACCOUNTING** |  | 6 | - | - | - | 4 | 6 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1 | To understand the accounting treatment for issue of shares |
| 2 | To determine profits for fire and marine insurance |
| 3 | To prepare consolidated financial statements |
| 4 | To account for price level changes |
| 5 | To adopt financial reporting standards |

# Course Units

|  |
| --- |
| **UNIT 1 (18 hrs)**  **Issue of Shares and Final Accounts of Companies**  Issue of Shares: ESOPs - ESPS - Sweat Equity Shares - Book Building- Buy-back of Shares - Conversion of debentures into shares - Final accounts of Companies as per Schedule III of the Companies Act, 2013 – Managerial remuneration. |
| **UNIT II (18 hrs)**  **Insurance Company Accounts**  Insurance Company Accounts: Types of Insurance - Final accounts of life assurance Companies- Ascertainment of profit- Valuation Balance Sheet-Final accounts of Fire, Marine and miscellaneous Insurance Companies. |
| **Unit III (18 hrs)**  **Consolidated financial statements**  Consolidated financial statements as per AS 21: Consolidated Profit and Loss Account– Minority interest – Cost of control – Capitalreserve – Inter-company holdings –Preparation of consolidated Balance Sheet. |
| **UNIT IV (18 hrs)**  **Contemporary Accounting Methods**  Accounting for price level changes – Social responsibility accounting – Human resource accounting - Forensic Accounting. |
| **UNIT V(18 hrs)**  **Financial reporting**  Financial reporting: Meaning, Objectives, Characteristics – Indian Accounting Standards (AS 5, AS 10, AS 19, AS 20) – Corporate Social Responsibility: Meaning, Key provisions of Companies Act, 2013, Accounting for CSR expenditure, Reporting of CSR, Presentation and disclosure in the financial statements. |

**Theory: 20%; Problems: 80%**

**Course Outcomes**

Students will be able to

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| CO1 | Determine profit and financial position by preparing financialstatementsofcompaniesasperscheduleIIIofCompaniesAct,2013 | K5 |
| CO2 | Apply the provisions of IRDA Regulations in the preparation of final accounts of Life Insurance and General Insurance Companies. | K3 |
| CO3 | Determine the overall profitability and financial position by preparingconsolidatedfinancialstatementsofholdingcompaniesin accordancewithAS21. | K5 |
| CO4 | Analyse contemporary accounting methods | K4 |
| CO5 | ExamineFinancialReporting based on appropriate AccountingStandardsandprovisionsofCompaniesAct2013withrespecttoCorporateSocialResponsibility | K4 |

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| **Books for study:**   1. Gupta R. L. &Radhaswamy M. (2021), “Corporate Accounting – Volume I & II”, 14thEdition, Sultan Chand &Sons, New Delhi. 2. Maheshwari S. N., Sharad K. Maheshwari &Suneel K. Maheshwari, (2022),“Advanced Accountancy - Volume I &II”, 11thEdition, Vikas PublishingHouse Pvt. Ltd., New Delhi. 3. Jain S. P., Narang K. L., Simmi Agrawal and Monika Sehgal (2019), “AdvancedAccountancy - Corporate Accounting – Volume - II”, 22ndEdition, KalyaniPublishers, New Delhi. 4. Reddy T. S. &Murthy A., (2022), “Corporate Accounting – Volume I &II”, 17th Edition, Margham Publications, Chennai. |
| **Books for reference:**   1. ArulanandamM.A &Raman K.S., (2021), “Advanced Accounting (Corporate Accounting – II)”, 8thEdition, Himalaya Publishing House Pvt Ltd, Mumbai. 2. Shukla M C, Grewal T S and Gupta S C, (2022), “Advanced Accounts Volume II”,19thEdition, Sultan Chand &Sons, New Delhi. 3. Gupta R. L., (2022), “Problems and Solutions in Company Accounts”, 2ndEdition,Sultan Chand &Sons, New Delhi. |
| **Web references:**   1. https://resource.cdn.icai.org/66550bos53754-p1-cp9.pdf 2. https://resource.cdn.icai.org/66545bos53754-p1-cp4.pdf 3. https://resource.cdn.icai.org/66638bos53803-cp1.pdf 4. <http://ppup.ac.in/download/econtent/pdf/MBA%201st%20sem%20Lecture%20note%20on>%20forensic%20accounting%20by%20Anjali.pdf |

Note: Latest edition of the books may be used

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **1** | **2** | **3** |
| **CO 1** | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 |
| **CO 3** | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**First Year Core – VI Semester II**

**SETTING UP OF BUSINESS ENTITIES**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **SETTING UP OF BUSINESS ENTITIES** |  | 6 | - | - | - | 4 | 6 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1 | To understand the startup landscape and its financing |
| 2 | To analyse the formation and registration of Section 8 company |
| 3 | To outline the concept of LLP and business collaboration |
| 4 | To understand the procedure for obtaining registration and license |
| 5 | To create awareness about the legal compliances governing business entities |

# Course Units

|  |
| --- |
| **UNIT I (18 hrs)**  **Startups in India**  Types of business organisations –Factors governing selection of an organisation - Startups – Evolution – Definition of a Startup – Startup landscape in India – Startup India policy – Funding support and incentives – Indian states with Startup policies – Exemptions forstartups – Life cycle of a Startup – Important points for Startups – Financing options available for Startups – Equity financing – Debt financing – Venture capital financing – IPO – Crowd funding – Incubators - Mudra banks –Successful Startups in India. |
| **UNIT II (18 hrs)**  **Not-for-Profit Organisations**  Formation and registration of NGOs – Section 8 Company – Definition – Features – Exemptions – Requirements of Section 8 Company – Application for incorporation – Trust: Objectives of a trust – Persons who can create a trust – Differences between a public and private trust – Exemptions available to trusts – Formation of a trust - Trust deed –Society – Advantages – Disadvantages – Formation of a society – Tax exemption to NGOs. |
| **UNIT III (18 hrs)**  **Limited Liability Partnership and Joint Venture**  Limited Liability Partnership: Definition – Nature and characteristics – Advantages and disadvantages – Procedure for incorporation – LLP agreement – Annual compliances of LLP-Business collaboration: Definition – Types –Joint venture: Advantages and disadvantages – Types – Joint venture agreement - Successful joint ventures in India– Special Purpose Vehicle – Meaning – Benefits – Formation. |
| **UNIT IV (18 hrs)**  **Registration and Licenses**  Registration and Licenses: Introduction – Business entity registration – Mandatory registration – PAN – Significance – Application and registration of PAN – Linking of PAN with Aadhar –TAN – Persons liable to apply for TAN – Relevance of TAN – Procedure to apply for TAN –GST: Procedure for registration – Registration under Shops and Establishment Act –MSME registration – Clearance from Pollution Control Board – FSSAI registration and license – Trade mark, Patent and Design registration. |
| **UNIT V (18 hrs)**  **Environmental Legislations in India**  Geographical Indication of Goods (Registration and Protection) Act, 1999: Objectives, Salient Features - The Environmental Protection Act, 1986: Prevention, control and abatement of environmental pollution - The Water (Prevention And Control of Pollution) Act, 1974: The Central and State Boards for Prevention and Control of Water Pollution - Powers and Functions of Boards - Prevention and Control of Water Pollution - Penalties and Procedure- The Air (Prevention and Control of Pollution) Act, 1981: Central and State Boards for The Prevention and Control of Air Pollution - Powers And Functions - Prevention and Control of Air Pollution - Penalties and Procedure. |

**Course Outcomes**

Students will be able to:

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| CO 1 | Compare the various avenues of acquiring finance to setup a business entity | K2 |
| CO 2 | Recall the legal requirements for Section 8 Company | K1 |
| CO 3 | Examine the provisions for LLP and joint venture | K4 |
| CO 4 | Analyse the registration and licensing procedure | K4 |
| CO 5 | Examine the compliance of regulatory framework regarding environment | K4 |

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| --- |
| **Books for study:**   1. Kailash Thakur, (2007) “Environment Protection Law and Policy in India”, 2nd Edition, Deep & Deep Publication Pvt. Ltd., New Delhi. 2. Avtar Singh, (2015), “Intellectual Property Law”, Eastern Book Company, Bangalore 3. Zad N.S and Divya Bajpai, (2022) “Setting up of Business Entities and Closure” (SUBEC), Taxmann, Chennai 4. Amit Vohra &Rachit Dhingra (2022) “Setting Up Of Business Entities & Closure”, 6th Edition, Bharath Law House, New Delhi |
| **Books for reference:**   1. Setting up of Business Entities and Closure (2021), Module 1, Paper 3, The Institute of Company Secretaries of India, MP Printers, Noida 2. The Air (Prevention and Control of Pollution) Act, 1981, Bare Act, 2022 Edition, Universal/LexisNexis, Noida 3. The Water (Prevention and Control of Pollution) Act, 1974, Bare Act, 2022 Edition, Universal/LexisNexis, Noida 4. Cliff Ennico, (2005) “Small Business Survival Guide Starting Protecting and Securing your Business for Long-Term Success”, Adams Media, USA 5. Daniel Sitarz,(2011) “Sole Proprietorship: Small Business Start-up Kit”, 3rdEdition, ‏Nova Publishing, USA |
| **Web references:**   1. <https://www.icsi.edu/media/webmodules/FINAL_FULL_BOOK_of_EP_>SBEC\_2018.pdf 2. <https://www.mca.gov.in/MinistryV2/incorporation_company.html> 3) 3. [https://legislative.gov.in/sites/default/files/The%20Limited%20Liability%20 Partnership%20 A](https://legislative.gov.in/sites/default/files/The%20Limited%20Liability%20%20Partnership%20%20A)ct,%202008.pdf 4. https://legislative.gov.in/sites/default/files/A1999-48.pdf 5. <https://www.indiacode.nic.in/bitstream/123456789/6196/1/the_environment_protection_>act%2C1986.pdf |

Note: Latest edition of the books may be used

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **1** | **2** | **3** |
| **CO1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 3 |
| **CO2** | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 3 |
| **CO3** | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**First Year Elective – III A Semester II**

**DIGITAL ADVERTISING**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **DIGITAL ADVERTISING** |  | 4 | - | - | - | 3 | 4 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1 | To provide an overview of Google Ads and explore its structure. |
| 2 | To run and optimize a structured search campaign by understanding Google Ads Editor |
| 3 | To investigate the critical role of display advertising and launch Gmail ads campaign |
| 4 | To understand mobile/video ad formats and create and optimize a mobile/YouTube campaign. |
| 5 | To analyze the effectiveness of campaigns based on reports |

**Course Units**

|  |
| --- |
| **UNIT I (12 hrs)**  **Ad-Words Marketing Fundamentals**  Overview of Google Ads – Account Setup – Billing Methods – Old version vs. New version – Google Ads Interface Tour – Basic Google ads Terminology – Recent updates in Google Ads – Account structure in Google Ads – Account limit. |
| **UNIT II (12 hrs)**  **Google Ads Tools**  Opportunities tool - Account access levels - Change history tool - PPC Manager Account (My Client Center) - Google Ads editor - Google scripts - Business manager - Account linking. |
| **UNIT III (12 hrs)**  **Display Advertisement**  Display Ads - Objectives of display campaign - Bidding strategies - Budget settings - Audience targeting methods - Demographic targeting - Content-based targeting - Automated targeting - Types of Ad formats - Creating Custom Ads - Conversion tracking - Gmail Ads - Creating a Gmail Ads campaign. |
| **UNIT IV (12 hrs)**  **Mobile and Video Advertisements**  Mobile marketing – Types of mobile marketing campaigns – Creating universal app campaign – Bidding strategies – Location & budget settings – Ad formats – Conversion Tracking – Mobile reports – Video marketing – Setting a video campaign – Objectives of video marketing – Instream Ads – Discovery Ads – YouTube targeting options – Bidding types – Type of YouTube Ads – Creating a YouTube Ad – Remarketing lists on YouTube – Reporting and Analysis. |
| **UNIT V (12 hrs)**  **Campaign Reports Analysis**  Key Performance Indicators - Different levels of data analysis - Segmenting data - Filtering data - Column customization - Search terms report - Auction insights report - Keyword reports - Automated rules. |

**Course Outcomes**

Studentswillbeableto

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| CO 1 | Explain the structure and use of Google Ads | K2 |
| CO 2 | Examine Google Ads tools and its practicability | K4 |
| CO 3 | Utilize display ad campaigns as a marketing strategy | K3 |
| CO 4 | Develop apps for mobile ads and video ads for YouTube | K3 |
| CO 5 | Explain key performance indicators | K2 |

|  |
| --- |
| **Books for study:**   1. Bryant Mitchell and Amanda Martin, (2022), "Google AdWords Guide". 2. Anastasia Holdren, (2011), "Google Adwords", O'Reilly Media Inc, United States of America. 3. Perry Marshall, Mike Rhodes and Bryan Todd, (2017), "Ultimate Guide to Google Ads", 5th Edition, Entrepreneur Press, California. 4. Jason McDonald (2017), "Google Ads (AdWords) Workbook: Advertising on Google Ads, YouTube, & the Display Network", Independently Published. 5. John Slavio, (2019), "Google Adwords: A Quick Beginners' Guide to Using Google Adwords". |
| **Books for reference:**   1. Dale Blake (2015), "Google Adwords for Beginners", MihailsKonoplovs, United States. 2. Wally Bax, (2022), "Google Adwords", Independently Published. 3. Brad Geddes (2014), "Advanced Google Adwords", 3rd Edition, John Wiley and Sons, United States. |
| **Web references:**   1. https://www.nigcworld.com/wp/10-best-books-google-adwords-2014-boost-ppc-advertising-profits/#.Y38\_xXZBzIU 2. https://www.webtrainings.in/online-adwords-ppc-training/ |

Note: Latest edition of the books may be used

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | 3 | 3 | 1 | 3 | 1 | 2 | 1 | 1 | 2 |
| **CO1** | 2 | 2 | 3 | 1 | 3 | 3 | 3 | 2 | 1 |
| **CO2** | 2 | 1 | 2 | 3 | 2 | 2 | 2 | 3 | 3 |
| **CO3** | 1 | 3 | 1 | 3 | 2 | 1 | 2 | 2 | 2 |
| **CO4** | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |
| **CO5** | 3 | 3 | 1 | 3 | 1 | 2 | 1 | 1 | 2 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**First Year Elective – III BSemester II**

**ADVERTISING MANAGEMENT**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **ADVERTISING MANAGEMENT** |  | 4 | - | - | - | 3 | 4 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1 | To acquaint the students with concepts, techniques enabling application of concepts for developing an effective advertising programme |
| 2 | To understand effective design and implementation of advertising strategies |
| 3 | To present a general understanding of content, structure, and appeal of advertisements |
| 4 | To understand the nuances of media planning and evaluate the different types of media |
| 5 | To understand how advertising research is to be done |

**Course Units**

|  |
| --- |
| **UNIT I (12 hrs)**  **Introduction to advertising and marketing communication**  Advertising: Its role in the marketing process, Legal, Ethical and Social aspects of advertising – Communication: Processes of communication, Integrated marketing communications, Evolution, Reasons for its growth, Role in branding. |
| **UNIT II (12 hrs)**  **Promotional Mix**  Promotional mix – Segmentation - Targeting and positioning and their role in promotion - Promotional objectives: Determination, Types and approaches, DAGMAR approach, Problems in setting objectives - Advertising budget: Establishment and allocation, Budgeting approaches. |
| **UNIT III (12 hrs)**  **Advertisement components**  Advertisement copy - Its components and types - Importance of creativity in advertising -Creative strategy and process - Implementation and evaluation. |
| **UNIT IV (12 hrs)**  **Media Planning**  Media Planning - Establishing Media objectives - Media strategies - Media mix - Reach Vs. Frequency - Creative aspects - budget considerations - Evaluation of Broadcast media - Print media - Support media - Internet and interactive media - Computers in Media planning. |
| **UNIT V (12 hrs)**  **Advertising research**  Measuring the effectiveness of the promotional program - Advertising Research - Market testing - Testing via internet - Pre testing, Post testing, Laboratory Tests, Field tests - Positioning Advertising Copy Testing (PACT). |

**Course Outcomes**

Studentswillbeableto

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
|  |  |  |
| CO 1 | Explain the role of advertising in marketing process | K2 |
| CO 2 | Choose the appropriate promotion mix and draw up a budget for advertising | K3 |
| CO 3 | Develop a creative advertisement | K3 |
| CO 4 | Outline a strategy for media selection | K2 |
| CO 5 | Test the effectiveness of the promotional programme | K4 |

|  |
| --- |
| **Books for study:**   1. Aaker David A., Rajeev Batra and John G. Myers (2005), "Advertising Management", 4th Edition, Prentice Hall, United States. 2. Belch, George E. and Belch, Michael A., (2011), "Advertising and Promotion", Tata McGraw Hill, New Delhi. 3. Ritu Narang, (2020), "Advertising, Selling and Promotion", 1st Edition, Pearson Education India, New Delhi. 4. Keller, K.L., Parameswaran, A.M.G. and Jacob, I., (2003), "Strategic Brand Management: Building, Measuring and Managing Brand Equity", Pearson Education India, New Delhi. |
| **Books for reference:**   1. Kazmi, S.H.H and Batra, S., (2009), "Advertising and Sales Promotion Management", Excel Books, 2. Chunawalla S.A., (2014), "Advertising and Sales Promotion Management", Himalaya Publishing House, Mumbai. 3. Gupta S.L. and Ratna V.V., (2011), "Advertising and Sales Promotion Management", Sultan Chand and Sons, New Delhi. 4. Kruti Shah and Alan D'Souza, (2008), "Advertising and Promotions an IMC perspective", McGraw Hill Education, United States. |
| **Web references:**   1. https://www.yourarticlelibrary.com/advertising/advertising-and-sales-promotion-with-diagram/50938 2. https://snov.io/glossary/sales-promotion/ 3. https://growhackscale.com/glossary/advertising-research |

Note: Latest edition of the books may be used

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | 3 | 3 | 1 | 3 | 1 | 2 | 1 | 1 | 2 |
| **CO 1** | 2 | 2 | 3 | 1 | 3 | 3 | 3 | 2 | 1 |
| **CO 2** | 2 | 1 | 2 | 3 | 2 | 2 | 2 | 3 | 3 |
| **CO 3** | 1 | 3 | 1 | 3 | 2 | 1 | 2 | 2 | 2 |
| **CO 4** | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |
| **CO 5** | 3 | 3 | 1 | 3 | 1 | 2 | 1 | 1 | 2 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**First Year Elective – IV A Semester II**

**AFFILIATE MARKETING**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **AFFILIATE MARKETING** |  | 4 | - | - | - | 3 | 4 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1 | To understand the structure of affiliate marketing. |
| 2 | To gain knowledge about the platforms available for affiliate marketing |
| 3 | To provide awareness about enrolling as an affiliate and tracking the performance |
| 4 | To deal with affiliate links and perform market analysis |
| 5 | To understand the framework involved in setting up of an affiliate programme |

**Course Units**

|  |
| --- |
| **UNIT I (12 hrs)**  **Introduction to Affiliate Marketing**  History of Affiliate Marketing – The basis of Affiliate Marketing –Working ofAffiliate Marketing - Affiliate Program payment methods - Cookies and Affiliates - Tiered Affiliate Marketing - Cross selling and up selling - Multi tier marketing and commissions - Affiliate marketing software. |
| **UNIT II (12 hrs)**  **Affiliate Marketing Platforms**  Affiliate marketing with commission junction - Affiliate Marketing with LInkshare - Affiliate Marketing with One Network Direct - Affiliate Marketing with ShareASale - Affiliate Marketing with Plimus - Affiliate Marketing with Amazon Associates. |
| **UNIT III (12 hrs)**  **Enrolling in an Affiliate Marketing Program**  Signing up as an Affiliate - Logging into affiliate account - Integrating Affiliate Links into websites - Monitoring affiliate performance and tracking sales. |
| **UNIT IV (12 hrs)**  **Improving Affiliate Marketing**  Affiliate Links and dealing with them - Promoting affiliate program - Overcoming the challenges of affiliate marketing - Performing market analysis and market research - Market strategies establishment - Affiliate Marketing and organic search optimization. |
| **UNIT V (12 hrs)**  **Setting up Affiliate Marketing Program**  Hosting and implementing an affiliate program - Growing affiliate numbers - Setting up an affiliate program - Affiliate network service agreement - Data feeds and customer returns - Merchants/publisher management - Setting up an Affiliate Marketing software. |

**Course Outcomes:**

Studentswillbeableto:

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| CO 1 | Summarise the working of affiliate marketing | K2 |
| CO 2 | Choose an affiliate program best suited for a business | K3 |
| CO 3 | Explain affiliate performance | K2 |
| CO 4 | Analyse the challenges in affiliate marketing | K4 |
| CO 5 | Explain about affiliate marketing implementation | K2 |

|  |
| --- |
| **Books for study:**   1. Cory Rabazinsky, (2015), "Google Ad words for Beginners: A Do-It-Yourself Guide to PPC Advertising", Createspace Publishing Company, California. 2. Dominik Kosorin, (2016), "Introduction to Programmatic Advertising", Lightning Source, United States. 3. Mark Smith, (2018), "Affiliate Marketing", Createspace Independent Publishing Company, California. 4. Evgenii Prussa, (2011), "Affiliate Program Management: An Hour a Day", 1st Edition, Sybex, United States. 5. Bruce C. Brown, (2021), "The Complete Guide to Affiliate Marketing on the Web", Atlantic Publishing Company, Ocala. |
| **Books for reference:**   1. Cooper, M. J. (2018), "Small Business Ideas: A Complete Guide Step by Step on How to Monetize Your Passion", CreateSpace Independent Publishing Platform, California. 2. Ezeanaka, M. (2019), "Affiliate Marketing: Learn How to Make $10,000+ Each Month on Autopilot", Millennium Publishing Limited, Hong Kong. 3. Soukup, R. (2014), "How to Blog for Profit: Without Selling Your Soul", Ruth Soukup, United States. |
| **Web references:**   * 1. https://www.bigcommerce.com/articles/ecommerce/affiliate-marketing/   2. https://blog.hubspot.com/marketing/affiliate-marketing-guide   3. https://affise.com/blog/how-to-create-an-affiliate-program/ |

Note: Latest edition of the books may be used.

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **1** | **2** | **3** |
| **CO1** | 3 | 3 | 1 | 3 | 1 | 2 | 1 | 1 | 2 |
| **CO2** | 2 | 2 | 3 | 1 | 3 | 3 | 3 | 2 | 1 |
| **CO3** | 2 | 1 | 2 | 3 | 2 | 2 | 2 | 3 | 3 |
| **CO4** | 1 | 3 | 1 | 3 | 2 | 1 | 2 | 2 | 2 |
| **CO5** | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**First Year Elective – IV B Semester II**

**EMAIL MARKETING**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **EMAIL MARKETING** |  | 4 | - | - | - | 3 | 4 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1 | To study the basics of email strategy. |
| 2 | To design an effective marketing email. |
| 3 | To understand the technicalities of e-mail marketing. |
| 4 | To effectively use software for automation and measure the success of marketing campaign |
| 5 | To assess techniques for measuring and optimising email campaigns |

**Course Units**

|  |
| --- |
| **UNIT I (12 hrs)**  **Email Marketing Strategy and Content Writing**  Email marketing – Meaning – Types of marketing e-mails - Practical and legal aspects of e-mail marketing - The Strategy, Email frequency, Triggers in Email using 4Ps, Sequence of Email triggers, Email example – Topic – Company Introduction – Product and Service – Secondary value –Offers announcements – Cross sales – Re-engagement – Buyer vs Consumer. |
| **UNIT II (12 hrs)**  **Create Lead Follow-up Funnel**  Planning an e-mail campaign – Do’s and Dont’s of an e-mail campaign - Creating lead segments, Importingcontacts, Creating email campaign, Domain verification – Higher inbox delivery, Drip email automation series, Drip SMS automation series, Creating website / landing page forms, Put (embed) form on website. |
| **UNIT III (12 hrs)**  **Advanced Marketing Automation**  Kiosk form – For sales team, Branches, Trade Expo; Lead stages – Manage prospects in funnel; Website script – Track all lead activities; Identify hot leads with lead scoring; Trigger tags, Actions and notifications on lead scoring; Website exit popup, Notifications and lead forms; Designing advanced forms; Conditional email contents; Conditional campaigns rules; Lead follow-up notes, tasks and calendar. |
| **UNIT IV (12 hrs)**  **Using Mautic for e-mail marketing**  Mautic – Free automation software, Download and install email software, Configureautomation software, Configure email SMTP, Automation Cron jobs – Practical utilities of Mautic - Factors contributing to success of email campaigns – Email marketing Vs. Social media marketing. |
| **UNIT V (12 hrs)**  **Mailchimp, Get Response and Lead Square**  Software for e-mail marketing (Mailchimp, Get Response, Lead Square, Constant Contact, Aweber, Drip) - Importing email lists, Custom fields, Double opt-in, Creating email campaigns, Improve open rate and CTR, A-B testing strategy, Case study on A-B Testing, Segmentation strategy. |

**Course Outcomes**

Studentswillbeableto:

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge  level |
| CO 1 | Explain the usefulness of e-mail as an ideal marketing tool | K2 |
| CO 2 | Identify an effective e-mail campaign | K3 |
| CO 3 | Develop the ability to use forms and leads to enhance campaign effectiveness | K3 |
| CO 4 | Develop the ability to utilize software available for automating emails. | K3 |
| CO 5 | Appraise the effectiveness of marketing campaigns strategized through e-mails | K5 |
| **Books for study:**   1. Gunelius S, (2018), "Ultimate Guide to Email Marketing for Business", Entrepreneur Press, United States. 2. Chaffey D, (2007), "Total E-mail Marketing: Maximizing Your Results from Integrated E-marketing", Butterworth-Heinemann, Germany. 3. Soumen Ghosh (2022), "Grow Your Business with Email Marketing", Adhyyan Books, New Delhi. 4. Chad S. White (2017),"Email Marketing Rules", CreateSpace Independent Publishing Platform, United States of America. | | | |
| **Books for reference:**   1. White C. S, (2017), "Email Marketing Rules: Checklists, Frameworks, and 150 Best Practices for Business Success", CreateSpace Independent Publishing Platform, United States. 2. Kothand, M. (2019), "300 Email Marketing Tips: Critical Advice and Strategy to Turn Subscribers into Buyers and Grow a Six-Figure Business with Email", Independently Published, United States. 3. Mullen J, Daniels D, (2008), "Email Marketing: An Hour a Day", Wiley, United Kingdom. | | | |
| **Web references:**   1. https://mailchimp.com/marketing-glossary/email-marketing/ 2. https://optinmonster.com/beginners-guide-to-email-marketing/ | | | |

Note: Latest edition of the books may be used

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | 1 | 2 | 2 | 3 | 2 | 1 | 3 | 2 | 1 |
| **CO1** | 2 | 3 | 2 | 1 | 1 | 3 | 2 | 3 | 2 |
| **CO2** | 3 | 1 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |
| **CO3** | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 |
| **CO4** | 3 | 2 | 3 | 2 | 3 | 2 | 1 | 1 | 3 |
| **CO5** | 1 | 2 | 2 | 3 | 2 | 1 | 3 | 2 | 1 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**Second Year Core – VII Semester III**

**TAXATION**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **TAXATION** |  | 6 | - | - | - | 4 | 6 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| **1** | To identify deductions from gross total income and computation of income for different classes of assessees |
| **2** | To understand the procedure for filing of returns and tax planning |
| **3** | To analyse the structure on international business taxation |
| **4** | To assess Goods and Services Tax and filing GST returns |
| **5** | To compute customs duty as per Customs Act |

# Course Units

|  |
| --- |
| **UNIT I (18 hrs)**  **Assessment of persons**  Tax Exemptions for Agricultural Income-Deductions to be made in computing total income (80G, 80GGB & 80GGC, 80IA, 80IAB, 80IAC, 80IB, 80IBA, 80ID, 80IE, 80JJA, 80JJAA, 80LA, 80M, 80P, 80PA) – Assessment of Firms, AOP, BOI, Company and Co-operative society. |
| **UNIT II (18 hrs)**  **Tax Returns and Tax planning**  Return of income: Statutory obligation, Return Forms, Time for filing of return, Revised return, Modified return–Assessment -Tax Deducted at Source - Advance payment of Tax: Persons liable to pay, Due date, Computation - Payment in pursuance of order of Assessing Officer, Consequences on non-payment. – Tax planning, Tax avoidance and Tax evasion - Tax planning and specific management decisions: Make or buy, Own or lease, Retain or replace, Shut down or continue. |
| **UNIT III (18 hrs)**  **International business taxation**  International business taxation - Taxation of Non-resident - Double taxation relief - Transfer pricing and other anti-avoidance measure - Application and interpretation of tax treaties - (Double taxation avoidance agreement - DTAA) - Equalization levy. |
| **UNIT IV (18 hrs)**  **Goods and Services Tax**  Goods and Services Tax: GST Act, 2017 - Registration – Procedure for registration under Schedule III – Amendment of registration – Rates of Tax of IGST, CGST, SGST/UGTST- Assessment of GST- Self-assessment – Provisional assessment – Scrutiny of returns – Assessment of non filers of returns – Assessment of unregistered persons – Assessment in certain special cases – Tax Invoice – Credit and Debit Notes – Payment of Tax – Input Tax Credit - Anti profiteering –- Filing of Returns- Penalties – Prosecution – Appeal and Revision. |
| **UNIT V (18 hrs)**  **Customs Act, 1962**  Customs Act, 1962:Important Definitions – Basics – Importance of Customs Duty – Constitutional authority for levy of Customs Duty – Types of Customs Duty – Prohibition of Importation and Exportation of goods – Valuation of goods for Customs Duty – Transaction Value – Assessable Value – Computation of Assessable Value and Customs Duty. |

**Course Outcomes**

**Students will be able to:**

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| CO 1 | Apply the provisions of income tax to determine taxable income | K3 |
| CO 2 | Plan taxes | K3 |
| CO 3 | Illustrate the nuances of international business taxation | K2 |
| CO 4 | Apply the provisions of GST | K3 |
| CO 5 | Summarise the provisions of Customs Act | K2 |

|  |
| --- |
| **Books for study:**   1. Vinod Singhania and Kapil Singhania, Direct Taxes Law & Practice Professional Edition, Taxmann Publications, New Delhi 2. MehrotraH.C. and GoyalS.P, Income Tax including Tax Planning &Management, Sahitya Bhawan Publications, Agra 3. SekarG, “Direct Taxes” - A Ready Refresher, Sitaraman C.& Co Pvt.Ltd., Chennai. 4. Balachandran V, (2021) Textbook of GST and Customs Law, Sultan Chand and Sons, New Delhi 5. Vandana Bangar andYogendra Bangar, “Comprehensive Guide to Taxation”(Vol.I and II),AadhyaPrakashan, Prayagraj(UP). |
| **Books for reference:**   1. ShaR.G. and Usha DeviN.,(2022) “Income Tax” (Direct and Indirect Tax), HimalayaPublishing House,Mumbai. 2. Girish Ahuja and Ravi Gupta, “Practical Approach to Direct and Indirect Taxes: Containing Income Tax and GST”, Wolters Kluwer India Private Limited 3. Swetha Jain, GST Law & Practice, Taxmann Publishers Pvt.Ltd, Chennai. 4. DatyV.S., “GST - Input Tax Credit”,Taxmann Publishers, Chennai. 5. AnuragPandy,“Law & Practices of GST and Service Tax”- Sumedha Publication House, New Delhi. |
| **Web references:**   1. https://www.icsi.edu/media/webmodules/16112021\_Advance\_Tax\_Laws.pdf 2. <https://www.icsi.edu/media/webmodules/Final_Direct_Tax_Law_17_12_2020.pdf> 3. https://www.icsi.edu/media/webmodules/TL\_Final\_pdf\_25102021.pdf |

Note: Latest edition of the books may be used

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **1** | **2** | **3** |
| **CO1** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**Second Year Core – VIII Semester III**

**RESEARCH METHODOLOGY**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **RESEARCH METHODOLOGY** |  | 6 | - | - | - | 4 | 6 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1 | To understand the fundamentals of research |
| 2 | To construct theoretical design and formulate hypotheses |
| 3 | To evaluate the data collection techniques |
| 4 | To perform parametric and non-parametric tests |
| 5 | To enhance report writing skills and develop ethical conduct in research |

# Course Units

|  |
| --- |
| **UNIT I (18 hrs)**  **Introduction to Research Methodology**  Research: Definition – Objectives – Motivations for research – Types of research – Maintaining objectivity in research – Criteria of good research – Applications of research in business - Formulatinga research problem – Literature Review – Reasons for review – Reference management tools - Identification of research gap – Framing of objectives. |
| **UNIT II (18 hrs)**  **Hypothesis Testing and Research Design**  Hypothesis – Formulation of hypothesis – Testing of hypothesis – Type I and Type II errors – Research design – Types of research design - Methods of data collection: Census, Sample survey, Case study – Sampling: Steps in sampling design,Methods of sampling – Testing of reliability and validity – Sampling errors. |
| **UNIT III (18 hrs)**  **Data Collection**  Variable: Meaning and types - Techniques of data collection – Primary data: Meaning, Advantages and limitations – Techniques: Interview,Schedule, Questionnaire,Observation –Secondary Data: Meaning and sources. |
| **UNIT IV (18 hrs)**  **Data Analysis**  Data Analysis – Uni-variate Analysis: Percentile, Mean, Median, Mode, Standard deviation, Range, Minimum, Maximum, Independent sample t-test – Bi-variate analysis: Simple correlation, Simple Regression, Chi-square, Paired samples t-test, ANOVA, Man-Whitney test – Wilcoxon signed rank test – Kruskal Wallis test (Simple problems)  Multi Variate Analysis: Multiple Correlation, Multiple Regression, Factor Analysis, Friedman’s test, Cluster analysis, Confirmatory Factor Analysis (CFA), Structural Equation Modelling (SEM), Multiple Discriminant Analysis. |
| **UNIT V (18 hrs)**  **Preparation of Research Report**  Report preparation – Guidelines and precautions for interpretation – Steps in Report writing - Style of research reports (APA, MLA, Anderson, Harvard) – Mechanics of report writing –Ethics in Research – Avoiding plagiarism – Plagiarism checker tools – Funding agencies for business research. |

**Theory: 80%; Problems: 20%**

**Course Outcomes**

Students will be able to:

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| CO 1 | Recall the research concepts and recognise the research problem | K1 |
| CO 2 | Construct research hypothesis and determine the sample size | K3 |
| CO 3 | Select appropriate method for data collection | K3 |
| CO 4 | Interpret the results of statistical tests | K2 |
| CO 5 | Construct research report avoiding plagiarism | K3 |

|  |
| --- |
| **Books for study:**   1. Tripathi, (2014) “Research Methodology in Management and Social Sciences”. SultanChand & Sons, New Delhi. 2. Kothari C.R and Gaurav Garg, (2020) “Research Methodology” – Methods andTechniques. New Age International (P) Limited, New Delhi. 3. Krishnaswami and Ranganathan, (2011) “Methodology of Research in Social Sciences”,Himalaya Publishing House, Mumbai. |
| **Books for reference:**   1. Donald R. Cooper, Pamela S. Schindler and J.K.Sharma, “Business Research   Methodology”, 12th Edition, Tata Mcgraw Hill, Noida (UP).   1. Sashi K.Guptha and ParneetRangi,(2018) “Research Methodology” , Kalyani   Publisher, Ludhiana.   1. SharmaR D and Hardeep Chahal, (2004) “Research Methodology In Commerce andManagement”, Anmol Publications, New Delhi |
| **Web references:**   1. [https://www.cartercenter.org/resources/pdfs/health/ephti/library/lecture\_notes/health\_ science\_students/ln\_research\_method\_final.pdf](https://www.cartercenter.org/resources/pdfs/health/ephti/library/lecture_notes/health_%20science_students/ln_research_method_final.pdf) 2. https://ccsuniversity.ac.in/bridge-library/pdf/MPhil%20Stats%20Research%20Methodology-Part1.pdf 3. https://prog.lmu.edu.ng/colleges\_CMS/document/books/EIE%20510%20LECTURE%20N   OTES%20first.pdf   1. https://www.statisticssolutions.com/academic-research-consulting/data-analysis-plan/ |

Note: Latest edition of the books may be used

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **1** | **2** | **3** |
| **CO1** | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**Second Year Core–IX Semester III**

**COMPUTER APPLICATIONS IN BUSINESS**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **COMPUTER APPLICATIONS IN BUSINESS** |  | 2 | - | 4 | - | 4 | 6 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1 | To understand the fundamentals of SPSS |
| 2 | To compare the values obtained in t-test and ANOVA |
| 3 | To perform regression and non-parametric tests |
| 4 | To create company, groups and ledgers and obtain financial statements using Tally Prime |
| 5 | To understand inventory management and account for goods and services tax |

# Course Units

|  |
| --- |
| **UNIT I (18 hrs)**  **Introduction to SPSS**  Opening a data file in SPSS – Variable view – Data view – Entering data into the data editor – Saving the data file– Table creation – Descriptive statistics: Percentile values, Measures of central tendency, Measures of dispersion, Distribution – Cronbach’s Alpha test – Charts and graphs - Editing and copying SPSS output. |
| **UNIT II(18 hrs)**  **Parametric Tests in SPSS**  Compare means: One-sample t-test, Independent Samples t-test, Paired-samples t-test and One-way ANOVA, Two-way ANOVA - Correlation: Bi-variate, Partial and Multiple.Simple linear regression. |
| **UNIT III (18 hrs)**  **Non-parametric Tests in SPSS**  Chi-square test - Mann Whitney’s test for independent samples – Wilcoxon matched pairs sample test– Friedman’s test– Wilcoxon signed rank test – Kruskal Wallis test |
| **UNIT IV (18 hrs)**  **Introduction to Tally Prime**  Tally Prime: Introduction – Starting Tally Prime – Creation of a Company - Selecting company - Shutting a company - Altering company– Creating Accounting groups and ledgers – Vouchers – Practical problems for a new and existing business and not-for profit organisation.Accounting reports: Introduction – Displaying Trial balance, Profit and Loss Account, Balance sheet, Day book, Purchase register, Sales register, Cashflow/Funds flow and ratio analysis – Practical problems. |
| **UNIT V (18 hrs)**  **Inventory and GST in Tally Prime**  Inventory: Introduction to Inventory Masters – Creation of stock group – Creation of Godown – Creation of unit of measurement – Creation of stock item – Entering inventory details in Accounting vouchers – Practical problems. GST: Introduction – Enabling GST – Defining tax details – Entries in Accounting vouchers – View invoice report – Practical problems. |

**100% Practical**

**Course Outcomes**

Students will be able to:

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| **CO 1** | Construct data file in SPSS | K3 |
| **CO 2** | Examine Means of samples | K4 |
| **CO 3** | Apply non-parametric tests | K3 |
| **CO 4** | Construct a company, form groups and get automated financial statements | K3 |
| **CO 5** | Plan for automation of inventory | K3 |

|  |
| --- |
| **Books for study:**   1. Sundara Pandian.P, Muthulakshmi. S &Vijayakumar, T (2022), Research Methodology &Applications of SPSS in Social Science Research, Sultan Chand &Sons, New Delhi 2. Morgan George. A, Barrett C Karen, Leech L Nancy and Gloeckner Gene W (2019),IBM SPSS for Introductory Statistics, Routledge, 6thEdition, U.K 3. Official Guide to Financial Accounting using TallyPrime (2021), BPB Publication,Delhi 4. Chheda Rajesh, U (2020), Learn Tally Prime, Ane Books, 4thEdition, New Delhi |
| **Books for reference:**   1. Kulas John, Renata Garcia Prieto Palacios Roji, Smith Adams (2021), IBM SPSS Essentials: Managing and Analysing Social Sciences Data, 2nd Edition, John Wiley & Sons Inc., New York 2. Rajathi. A, Chandran. P (2011), SPSS for You, MJP Publishers, Chennai 3. Sangwan Rakesh (2022), Learn Tally Prime in English, Ascend Prime Publication,Pilani 4. Lodha Roshan (2022), Tally Prime with GST Accounting, Law Point Publication,Kolkata |
| **Web references:**   1. https://www.spss-tutorials.com/basics/ 2. https://www.tallyclub.in/ 3. https://tallysolutions.com/business-guides/inventory-management-in-tally-erp9/ |

Note: Latest edition of the books may be used

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **1** | **2** | **3** |
| **CO 1** | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 |
| **CO 2** | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 |
| **CO 3** | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 |
| **CO 4** | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**Second Year Elective – V A Semester III**

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **LOGISTICS AND SUPPLY CHAIN MANAGEMENT** |  | 4 | - | - | - | 3 | 4 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1. | To identify the primary differences between logistics and supply chain management |
| 2. | To understand the individual processes of supply chain management and their interrelationships within individual companies and across the supply chain. |
| 3. | To evaluate the management components of supply chain management |
| 4. | To analysethe tools and techniques applied in implementing supply chain management. |
| 5. | To create awareness about the professional opportunities in supply chain management. |

# Course Units

|  |
| --- |
| **UNIT I (12 hrs)**  **Supply Chain Management**  Supply Chain Management: Concept, Features, Evolution, Importance, Process and Barriers of Supply Chain Management – Principles, Supply Chain Strategies – Organizations, Coordination, Innovation and Forecasting - Supply chain intermediaries – Concept and Types, Channels of Distribution for Industrial Goods and Consumer Goods, Channels of Distribution at Services Level, Factors for selection of suitable channels. |
| **UNITII (12 hrs)**  **Global perspectives**  Global perspectives: Measuring and analyzing the value and efficiency of Global Supply Chain Networks, Global market forces, Types of global supply chain **-**Indian Perspectives: Measuring and Analyzing the value and efficiency of Domestic Supply Chain Networks, Economic effects of supply chains - Customer Perspectives: Customer values, Role of customers and Ways of improving customer services in SCM. |
| **UNITIII (12 hrs)**  **Framework of Logistics**  Logistics: Introduction – Positioning of Information in Logistics and Supply Chain Management – Logistics Information System (LIS) - Logistics Management: Concept and Process, Competitive Advantages and Three C’s, Changing Logistics Environment, Reverse Logistics, Importance of Inventory Control - Elements of inventory management – Inbound and out bound logistics, Bull- whip effect – distribution and warehousing management - Transport Functions and Participants in Transportation Decisions - Transport Infrastructure- Packaging and Materials Management: Consumer and Industrial Goods Packaging - Factors influencing Materials Planning, Preservation Safety and Measures of Materials Handling. |
| **UNITIV (12 hrs)**  **SCM-Warehousing**  Introduction– Concepts of Warehousing– Types of Warehouse – Functions of Warehousing– Strategic Warehousing, Warehouse Operations, Ownership Arrangements, Warehouse Decisions, Warehouse Management Systems, Packaging Perspectives, Packaging for Material Handling Efficiency, Materials Handling, Supply Chain Logistics Design: Global Strategic Positioning; Global SC Integration, SC Security, International Sourcing, Distribution control and evaluation. |
| **UNITV (12 hrs)**  **SCM-Plan**  SCM Plan: Demand Planning, Source of Procurement, Production or Assembly Steps, Sales return of defective or excess goods-Use of Internet in SCM: Role of computer/ IT in supply chain management –E- market places, E-procurement, E-logistics, E-fulfillment -Operative Systems in SCM: Enterprise Resource Planning (ERP), Performance Modeling of supply chains using Markov chains, Inventory Control- Importance, Pareto’s Law -Emerging Technologies in Logistics and Supply Chain Management: CRM Vs SCM, Benchmarking concept, Features and implementation, Outsourcing: Basic concepts, Value addition in SCM – Concept of demand chain management - Growth of Logistics and Supply Chain Management in national and international scenarios. |

## **CourseOutcomes**

**Studentswillbeableto:**

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| CO 1 | Recall the concepts and features of SCM | K1 |
| CO 2 | Summarise global and Indian perspectives of SCM | K2 |
| CO 3 | Examine changing logistics environment pertaining to materials management, warehousing and distribution | K4 |
| CO 4 | Explain strategic warehousing for SCM | K2 |
| CO5 | Outline the role of internet in SCM | K2 |

|  |
| --- |
| **Books for study:**   1. Christopher Martin, “Logistics and Supply Chain Management” (2016) 5th Edition, FT Publishing International, India 2. Chopra, Sunil, Meindl, Peter and Kalra, D.V.; Supply Chain Management: Strategy, Planning and Operation; Pearson Education Pvt. Ltd, Noida |
| **Books for reference:**   1. Sahay, B.S., Supply Chain Management, 2nd Edition; Macmillan Publishers India 2. Ballou, R.H. Business Logistics Management. Prentice-Hall Inc. 3. Bowersox D.J.,Closs D.J, Bixby Cooper. M., Supply Chain Logistics Management, (2002), 9th Edition, McGraw-Hill Higher Education, Noida |
| **Web references:**   * + - 1. [http://www.wisdomjobs.com/e-universit/production-and-operations-management- tutorial-295/principles-of-material-handling-9576.html](http://www.wisdomjobs.com/e-universit/production-and-operations-management-%20%20%20tutorial-295/principles-of-material-handling-9576.html)       2. <http://www.marketing91.com/logistics-activitiesw/>       3. <https://www.fcbco.com/services/warehouse-strategies>.       4. <https://cleartax.in/s/just-in-time-jit-inventory-management> |

Note: Latest edition of the books may be used

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **1** | **2** | **3** |
| **CO1** | 3 | 3 | 1 | 3 | 2 | 2 | 3 | 1 | 2 |
| **CO2** | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 1 |
| **CO3** | 2 | 1 | 2 | 3 | 2 | 2 | 3 | 3 | 3 |
| **CO4** | 1 | 3 | 1 | 2 | 1 | 1 | 2 | 2 | 2 |
| **CO5** | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**Second Year Elective–V B Semester III**

**CUSTOMER RELATIONSHIP MANAGEMENT**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the course** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **CUSTOMER RELATIONSHIP MANAGEMENT** |  | 4 | - | - | - | 3 | 4 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1. | To understand the fundamentals of Customer Relationship Management. |
| 2. | To understand the concepts of CRM. |
| 3. | To analyse the process of CRM strategy development. |
| 4. | To evaluate CRM practices in different sectors like manufacturing, Services, Call Centers, etc. |
| 5. | To understand the issues and challenges in CRM implementation, tools of CRM and CRM Metrics |

# Course Units

|  |
| --- |
| **UNIT I (12 hrs)**  **Evolution of Customer Relationship**  Customer Relationship Management (CRM): Meaning, Definition and Objectives - Benefits - Acquiring customers - Customer retention, Loyalty and Optimizing the customer experience - Types of CRM. |
| **UNITII (12 hrs)**  **CRM Concepts**  CRM in Marketing: One-to-One and Relationship Marketing - Cross Selling and Up Selling - Behaviour Predicting - Customer Profitability and Value Modeling - Channel Optimization – Event based Marketing. |
| **UNITIII (12 hrs)**  **CRM and Customer Service**  CRM and Customer Service: The Call Centre and customer care, call routing, Call Scripting, Customer Satisfaction: Meaning, Definition and Significance - Customer Satisfaction Measurement. |
| **UNITIV (12 hrs)**  **CRM and Marketing Strategy**  Sales Force Automation – Sales Process Management, Contact Management, Lead Management and Knowledge management. Field Force Automation. SFA and mobile CRM - E-CRM in business, Analytical CRM: Data warehousing and Data Mining concepts; Data analysis. |
| **UNITV (12 hrs)**  **CRM Planning and Implementation**  Customer Relationship Management practice in retail industry, Hospitality industry, Banking industry, Insurance industry, Telecom industry, Aviation industry and in Education. |

## **CourseOutcomes**

**Studentswillbeableto:**

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| CO 1 | Examine how CRM practices and technologies enhance the achievement of marketing. | K4 |
| CO 2 | Recall the concepts of CRM. | K1 |
| CO 3 | Develop customer relationship management strategies in customer service and satisfaction. | K3 |
| CO 4 | Assess the various technological tools for data mining and also successful implementation of CRM in the organizations. | K5 |
| CO5 | Analyse skills in applying CRM practices. | K5 |

|  |
| --- |
| **Books for study:**   1. Jagdish N Sheth, Parvatiyar Atul, Shainesh G, (2008), “Customer Relationship Management: Emerging Concepts, Tools and Applications”, 1st Edition, Tata McGraw Hill, New Delhi. 2. Peter Fader, Wharton (2012), “Customer Centricity – Focus on right customer for strategic advantage”, Digital Press, Chennai. |
| **Books for references:**   1. Judith W. Kincaid, “Customer Relationship Management Getting it Right”, Pearson Education, London. 2. Peeru Mohamed H., Sagadevan A, (2003), “Custmer Relationship Management, A Step by Step Approach”, Vikas Publishing House, UP. 3. Stanley A. Brown: (2004), “Customer Relationship Management”, John Wiley & Sons, Canada. |
| **Web references:**   1. <https://www.measimba.ac.in/pdf/course-materials/PMF16.pdf> 2. [https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/Customer %20Relationship%20Management%20(2009)/16.%20Chapter%2014%20-%20 Sales-force%20automation.pdf](https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/Customer%20%20%20%20%20%20%20%20%20%20%20%20%20Relationship%20Management%20(2009)/16.%20Chapter%2014%20-%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20Sales-force%20automation.pdf) 3. [https://www.researchgate.net/profile/Waseem-John/publication/270646355 CURRENTe-CRM\_PRACTICES\_IN\_INDIAN\_PRIVATE\_SECTOR\_BANKS AND THE\_NEED\_FOR\_STRATEGIC\_APPROACH/ links/ 54b154c50cf2318f0 f925ad8/CURRENT-e-CRM-PRACTICES-IN-INDIAN-PRIVATE-SECTOR-BANKS-AND-THE-NEED-FOR-STRATEGIC-APPROACH.pdf](https://www.researchgate.net/profile/Waseem-John/publication/270646355%20CURRENTe-CRM_PRACTICES_IN_INDIAN_PRIVATE_SECTOR_BANKS%20AND%20THE_NEED_FOR_STRATEGIC_APPROACH/%20links/%2054b154c50cf2318f0%20f925ad8/CURRENT-e-CRM-PRACTICES-IN-INDIAN-PRIVATE-SECTOR-BANKS-AND-THE-NEED-FOR-STRATEGIC-APPROACH.pdf) |

Note: Latest edition of the books may be used.

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **1** | **2** | **3** |
| **CO1** | 3 | 3 | 1 | 3 | 2 | 2 | 3 | 1 | 2 |
| **CO2** | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 1 |
| **CO3** | 2 | 1 | 2 | 3 | 2 | 2 | 3 | 3 | 3 |
| **CO4** | 1 | 3 | 1 | 2 | 1 | 1 | 2 | 2 | 2 |
| **CO5** | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**Second Year Core – X Semester IV**

**CORPORATE AND ECONOMIC LAWS**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **CORPORATE AND ECONOMIC LAWS** |  | 6 | - | - | - | 4 | 6 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1 | To analyse current and capital account transactions and dealings in foreign currency under FEMA |
| 2 | To understand unethical competitive practices and forums for redressal of consumer disputes under Competition Act and Consumer Protection Act |
| 3 | To understand the procedure for obtaining patents and copyright under The Copyright and Patents Act |
| 4 | To evaluate offences and punishment for money laundering under Prevention of Money Laundering Act |
| 5 | To explain the registration and related procedures under Real Estate Act |

# Course Units

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| --- |
| **UNIT I (18 hrs)**  **Introduction to Foreign Exchange Management Act, 1999**  Foreign Exchange Management Act, 1999: Introduction – Definitions – Current Account transactions – Capital Account transactions – Realisation, repatriation and surrender of foreign currency – Remittance of assets – Possession and retention of foreign currency or foreign coins – Authorised person – Adjudication and Appeal. |
| **UNIT II (18 hrs)**  **Competition Act, 2002 and Consumer Protection Act, 2019**  Competition Act, 2002: Objective – Prohibition of Agreements, Prohibition of Abuse of Dominant Position - Regulation of combinations **-** Competition Commission of India: Duties, Powers and Functions of Commission - Appellate Tribunal.  The Consumer Protection Act, 2019: Objects; Rights of consumers –Consumer Dispute Redressal Commissions - Consumer protection councils – Procedure for admission to complaints – Appeal against orders. |
| **UNIT III (18 hrs)**  **Law relating to intellectual property rights**  Law relating to intellectual property rights: Introduction - The Copyright Act, 1957:Works in which copyright subsist - Ownership of copyright and the rights of the owner - Assignment of copyright - Disputes with respect to assignment of copyright- Term of copyright - Registration of copyright - Infringement of copyright.  The Patents Act, 1970: Inventions not patentable - Applications for patents - Publication and examination of applications - Grant of patents and rights conferred - Register of patents. Trademarks Act, 1999: Conditions for registration - Procedure for and duration of registration - Effect of registration - Collective marks. |
| **UNIT IV (18 hrs)**  **Prevention of Money Laundering Act, 2002**  Prevention of Money Laundering Act, 2002: Offence of money laundering –Punishment for money laundering –Attachment, adjudication and confiscation - Obligations of Banking Companies, Financial Institutions and Intermediaries –Summons, Search and Seizure– Appellate Tribunal. |
| **UNIT V (18 hrs)**  **Real Estate (Regulation and Development) Act, 2016**  Real Estate (Regulation and Development) Act, 2016: Introduction - Salient features of the Act - Registration of Real Estate Project – Registration of Real Estate agents – Functions and duties of promoter – Rights and duties of Allottees – Offences, penalties and adjudication – Specimen agreement for sale to be executed between the promoter and the allottee. |

**Course Outcomes**

Students will be able to:

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| CO 1 | Recall important provisions of FEMA | K1 |
| CO 2 | Examine the provisions of the Competition Act, 2002 and Consumer Protection Act to govern commercial competition and protect a consumer | K4 |
| CO 3 | Summarise the process relating to obtaining copyrights and patents. | K2 |
| CO 4 | Examine the provisions of Money Laundering Act | K4 |
| CO 5 | Analyse the provisions relating to regulation of real estate | K4 |

|  |
| --- |
| **Books for study:**   1. Munish Bandari (2022), A Textbook on Corporate and Economic Laws, 33rd Edition, Bestword Publications, New Delhi 2. Amit Vohra and Rachit Dhingra (2022), Economic, Business and Commercial Laws, 18th Edition, Bharat Book House, Siliguri 3. Pankaj Garg (2021), Taxmann’s Corporate and Economic Laws, 7th Edition, Taxmann Publications, New Delhi |
| **Books for reference:**   1. Sekar G and Saravana Prasath B (2022), Students’ Handbook on Corporate and Economic Law, Commercial Law Publishers (India) Pvt.Ltd.,, New Delhi 2. Taxmann (2021), FEMA & FDI Ready Reckoner, 15th Edition, Taxmann Publications, New Delhi 3. [AhujaV.K. and ArchaVashishtha](https://www.amazon.in/s/ref=dp_byline_sr_book_1?ie=UTF8&field-author=Prof.+%28Dr.%29+V.K.+Ahuja+and+Dr.+Archa+Vashishtha&search-alias=stripbooks) (2020), Intellectual Property Rights (contemporary Developments), Thomson Reuters, Toronto, (CAN) |
| **Web references:**   1. https://resource.cdn.icai.org/67333bos54154-m3cp1.pdf 2. https://resource.cdn.icai.org/67335bos54154-m3cp3.pdf 3. https://resource.cdn.icai.org/68523bos54855-cp1.pdf 4. https://resource.cdn.icai.org/68524bos54855-cp2.pdf |

Note: Latest edition of the books may be used

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **1** | **2** | **3** |
| **CO1** | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 3 |
| **CO2** | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 |
| **CO3** | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| **CO5** | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 3 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**Second Year Core – XI Semester IV**

**HUMAN RESOURCE ANALYTICS**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **HUMAN RESOURCE ANALYTICS** |  | 6 | - | - | - | 4 | 6 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1 | To understand the concept and framework of human resource analytics |
| 2 | To evaluate the process of human resource analytics and the relevant research tools |
| 3 | To illustrate the evolution, types and design of HR metrics |
| 4 | To deal with data collection and transformation |
| 5 | To adopt tools and techniques for predictive modelling |

# Course Units

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| --- |
| **UNIT I (18 hrs)**  **Introduction to Human Resource Analytics**  Human Resource Analytics: Introduction –Concept – Evolution - Importance – Benefits – Challenges - Types of HR Analytics – HR Analytics Framework and Models. |
| **UNIT II (18 hrs)**  **Business Process and HR Analytics**  Business Process and HR Analytics: Introduction – Data Driven Decision Making in HR - Data Issues – Data Validity – Data Reliability - HR Research tools and techniques –Statistics and Statistics Modelling for HR Research. |
| **UNIT III (18 hrs)**  **Introduction to HR Metrics**  HR Metrics: Introduction - Historical Evolution of HR metrics- Importance – Types of HR Metrics – Types of data - HR Metrics Design Principles –– HR Scorecard – HR Dashboards. |
| **UNIT IV (18 hrs)**  **HR Analytics and Data**  HR Analytics and Data:Introduction – HR Data Collection – Data quality – Big data for Human Resources – Process of data collection for HR Analytics – Transforming data into HR information – HR Reporting – Data Visualization – Root cause analysis. |
| **UNIT V (18 hrs)**  **HR Analytics and Predictive Modelling**  HR Analytics and Predictive Modelling: Introduction – HR Predictive Modelling – Different phases – Predictive analytic tools and techniques – Information for Predictive analysis - Software solutions - Predictive Analytic Models for Quantitative Data - Steps involved in predictive analytics. |

**Course Outcomes**

Students will be able to:

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| **CO 1** | Examine the concept of human resource analytics | K4 |
| **CO 2** | Apply the HR tools and techniques in decision making | K3 |
| **CO 3** | Examine the different types of HR metrics and their relative merits | K4 |
| **CO 4** | Make use of HR data in report preparation | K3 |
| **CO 5** | Build models for predictive analysis | K3 |

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| --- |
| **Books for study:**   1. Nishant Uppal (2020), Human Resource Analytics Strategic Decision Making, 1st Edition, Pearson EducationPvt. Ltd., Chennai 2. Sarojkumar and Vikrant Verma (2022), HR analytics, Thakur PublicationPvt. Ltd, Lucknow. 3. Dipak Kumar Bhattacharyya (2017), HR analytics: understanding theories and applications, 1st Edition, Sage Publications India Private Limited, New Delhi |
| **Books for reference:**   1. Ramesh Soundararajan and Kuldeep Singh (2019), Winning on HR analytics, Sage publishing, New Delhi 2. Anshul Saxena (2021), HR analytics: quantifying the intangible, 1st Edition, Blue Rose publishers, New Delhi 3. Michael J. Walsh (2021), “HR analytics essentials you always wanted to know”, 7th Edition, Vibrant publishers, Mumbai. |
| **Web references:**   1. https://hbr.org/webinar/2017/06/leveraging-hr-analytics-in-strategic-decisions 2. <https://www.mbaknol.com/human-resource-management/human-resource-metrics/> 3. https://www.managementstudyguide.com/hr-metrics-and-workforce-analysis.htm |

Note: Latest edition of the books may be used

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **1** | **2** | **3** |
| **CO1** | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**Second Year Core – XII Semester IV**

**INTERNATIONAL BUSINESS**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **INTERNATIONAL BUSINESS** |  | 6 | - | - | - | 4 | 6 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1 | To understand the concepts of International Business and International Business Environment |
| 2 | To analyse the different theories of International Business. |
| 3 | To understand the legal procedures involved in International Business. |
| 4 | To evaluate the different types of economic integrations. |
| 5 | To analyse the operations of MNCs through real case assessment. |

# Course Units

|  |
| --- |
| **UNIT I (18 hrs)**  **Introduction to International business**  International Business -Meaning, Nature, Scope and Importance- Stages of internationalization of Business-Methods of entry into foreign markets: Licensing- Franchising- Joint Ventures-Strategic Alliances- Subsidiaries and Acquisitions -Framework for analyzing international business environment- Domestic, Foreign and Global Environment-Recent Developments in International Business. |
| **UNIT II (18 hrs)**  **Theoretical Foundations of International business**  Theoretical Foundations of International Business: Theory of Mercantilism- Theory of Absolute and Comparative Cost Advantage-Haberler’s Theory of Opportunity Cost- Heckscher- Ohlin Theory Market Imperfections Approach-Product Life Cycle Approach - Transaction Cost Approach-Dunning’s Eclectic Theory of International Production. |
| **UNIT III (18 hrs)**  **Legal framework of International Business**  Legal framework of International Business: Nature and complexities: Code and common laws and their implications to Business-International Business contract- Legal provisions, Payment terms. |
| **UNIT IV (18 hrs)**  **Multi-Lateral Agreements and Institutions**  Multi-Lateral Agreements and Institutions: Economic Integration – Forms: Free Trade Area, Customs Union, Common Market and Economic Union-Regional Blocks: Developed and Developing Countries-NAFTA- EU-SAARC, ASEAN-BRICS- OPEC-Promotional role played by IMF-World Bank and its affiliates- IFC, MIGA and ICSID – ADB-Regulatory role played by WTO andUNCTAD. |
| **UNIT V (18 hrs)**  **Multinational Companies (MNCs) and Host Countries**  Multinational Companies (MNCs) and Host Countries: MNCs – Nature and characteristics.  Decision Making-Intra Firm Trade and Transfer Pricing – Technology Transfer- Employment and labour relations- Management Practices- Host Country Government Policies-International Business and Developing countries: Motives of MNC operations in Developing Countries (Discuss case studies)-Challenges posed by MNCs. |

**Course Outcomes**

Students will be able to:

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| CO 1 | Recalltheconceptsof International Business and International Business Environment | K1 |
| CO 2 | Analyzedifferent theories of International Business | K4 |
| CO 3 | Explainthe legal procedures involved in International business | K2 |
| CO 4 | Explain the different types of economic integrations. | K2 |
| CO 5 | Identify the operations of MNCs through real case assessment | K3 |

|  |
| --- |
| **Books for study:**   1. Charles W.L. Hill, International Business: Competing in the Global Market Place, Mc Graw Hill, NewYork 2. Charles W. L. Hill, Chow How Wee & Krishna Udayasankar, International Business: An Asian Perspective- Mc Graw Hill, New York 3. Rakesh Mohan Joshi (2009), International Business, Oxford University Press |
| **Books for reference:**   1. Donald Ball, Michael Geringer, Michael Minor &Jeanne McNett, International Business: The Challenge of Global Competition,Mc Graw Hill Education, NewYork 2. Alan M Rugman &Simon Collinson, International Business: Pearson Education, Singapore |
| **Web references:**   1. <https://www.icsi.edu/media/webmodules/publications/9.5%20International%20Business.pdf> 2. [https://ebooks.lpude.in/commerce/mcom/term\_3/DCOM501\_ INTERNATIONAL\_BUSINESS.pdf](https://ebooks.lpude.in/commerce/mcom/term_3/DCOM501_%20INTERNATIONAL_BUSINESS.pdf) 3. https://www.shobhituniversity.ac.in/pdf/econtent/International-Business-Unit-1-Dr-Neha-Yajurvedi.pdf |

Note: Latest edition of the books may be used

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **1** | **2** | **3** |
| **CO1** | 1 | 3 | 1 | 2 | 2 | 2 | 3 | 1 | 2 |
| **CO2** | 3 | 2 | 3 | 1 | 3 | 3 | 2 | 2 | 1 |
| **CO3** | 2 | 1 | 2 | 3 | 2 | 2 | 3 | 3 | 3 |
| **CO4** | 1 | 3 | 1 | 2 | 1 | 1 | 2 | 2 | 2 |
| **CO5** | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**Second Year Elective – VI A Semester IV**

**RURAL AND AGRICULTURAL MARKETING**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **RURAL AND AGRICULTURAL MARKETING** |  | 4 | - | - | - | 3 | 4 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1. | To understand the concepts of Rural marketing and its environments. |
| 2. | To understand the buying behaviour of rural consumers |
| 3. | To gain knowledge on strategies relating to rural product, branding, packaging, etc. |
| 4. | To analyse the functioning of food processing industry including distribution and promotion in the rural market. |
| 5. | To understand the principles and functioning of cooperative marketing |

# Course Units

|  |
| --- |
| **UNIT I (12 hrs)**  **Introduction to Rural marketing**  Rural marketing – Meaning – Definition – Concept and nature of rural marketing – Taxonomy of rural markets – Urban vs Rural marketing – Rural marketing environment – Becoming a successful rural marketer. |
| **UNIT II (12 hrs)**  **Rural buyer behaviour**  Rural buyer behaviour – Aspects of rural buyer behaviour – Rural consumer decision making process – Environmental factors affecting rural consumers – Buyer characteristics and innovation adoption – Rural STP approach – Guidelines for effective segmentation and emerging rural market segments. |
| **UNIT III (12 hrs)**  **Rural product strategy and pricing**  Rural product strategy – Rural product classification and decisions – Product innovation strategies – Customer value strategies – Rural branding and packaging strategies – Role of Agricultural Price Commission in India(APC) - Introduction to APC - Basic objectives of the Commission - Determination of Minimum Support Price (MSP) - Non price measures - Minimum support price of selected commodities - Benefit to the farmers - Rationale of support pricing - Limitations of MSP. |
| **UNIT IV (12 hrs)**  **Food processing industry infrastructure in India**  Food processing industry infrastructure in India - Meaning of processing - Advantages of food processing - Processing of agricultural commodities (Wheat, Paddy, Pulses and Oilseeds) – Importance of cold chains - Rural distribution strategy – Rural distribution and logistics – Direct vs Indirect marketing – Organised rural retailing – Types of retail outlets – Rural malls – e-tailing and training for rural retailers – Rural supply chain management – ITC e-choupal – Rural promotion mix – Marketing communication challenge in rural markets. |
| **UNIT V (12 hrs)**  **Cooperative marketing**  Cooperative marketing: Meaning - Role of cooperatives - Structure of cooperative marketing societies - Types of Co-operative marketing societies – Membership – Functioning – Agri export zones – Small Farmers Agri Business Consortium - eNAM – Tamil Nadu State Agricultural Marketing Board. |

## **CourseOutcomes**

**Studentswillbeableto:**

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| CO 1 | Recall the concepts of rural marketing | K1 |
| CO 2 | Analyse the buying behaviour of rural consumers | K4 |
| CO 3 | Develop the strategies relating to rural product, branding, packaging, etc. | K3 |
| CO 4 | Construct distribution and promotional mix in the rural market relating to food processing industry | K3 |
| CO5 | Explain the principles and functioning of cooperative marketing | K2 |

|  |
| --- |
| **Books for study:**   1. Acharya S.S Agarwal N.L., (2019), “Agricultural Marketing in India”, 6th Edition., BS Publishers & Distributors Pvt Ltd, India 2. Ashok M. V (2021), “Emerging Trends in Agricultural Marketing in India”, Brillion Publishing, New Delhi 3. DebarunChakrabaorty, Soumya KantiDhara, AdrinilSantra (2021), “Rural Marketing in India: Texts and Cases”, Atlantic Publishers and Distributors Pvt Ltd, Chennai |
| **Books for reference:**   1. Rahman K S (2019), “Rural Marketing in India”, Himalaya Publishing House, Mumbai 2. [Dogra Balram](https://www.amazon.in/s/ref=dp_byline_sr_book_1?ie=UTF8&field-author=Dogra+Balram&search-alias=stripbooks) and [KarminderGhuman](https://www.amazon.in/s/ref=dp_byline_sr_book_2?ie=UTF8&field-author=Karminder+Ghuman&search-alias=stripbooks) (2007), Rural Marketing: Concepts and Practices, McGraw Hill Education, Noida |
| **Web references:**   1. <https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_RM_NOTES_2.pdf> 2. [https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/12992- cooperative-marketing.html](https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/12992-%20cooperative-marketing.html) 3. https://cacp.dacnet.nic.in/content.aspx?pid=32#content |

Note: Latest edition of the books may be used

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **1** | **2** | **3** |
| CO1 | 2 | 2 | 1 | 2 | 3 | 3 | 3 | 1 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 3 |
| CO4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 |
| CO5 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 1 | 3 |

**High – 3 Medium – 2 Low – 1**

**M.Com. (Marketing Management)**

**Second Year Elective – VI B Semester IV**

**INDUSTRIAL MARKETING**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **INDUSTRIAL MARKETING** |  | 4 | - | - | - | 3 | 4 | 25 | 75 | 100 |

|  |  |
| --- | --- |
|  | **Learning Objectives** |
| 1. | To gain knowledge of industrial marketing system |
| 2. | To understand the various aspects of organizational buying |
| 3. | To analyse the bases of industrial market segmentation and product life cycle |
| 4. | To formulate marketing logistics and channel strategies |
| 5. | To analyse promotional measures |

# Course Units

|  |
| --- |
| **UNIT I (12 hrs)**  **Basics of Industrial Marketing**  Industrial Marketing system - Industrial Marketing concepts - Industrial goods demand and product characteristics - Market levels and product types - Industrial customer -Buyer motives - Business and institutional buyers. |
| **UNITII (12 hrs)**  **Inputs to Industrial Marketing**  Organizational Buying: BUYGRID MODEL - Phases in purchasing decision process and their marketing implications - Buying centers - Value analysis - Vendor analysis. |
| **UNITIII (12 hrs)**  **Industrial Segmentation**  Industrial market segmentation - Bases for segmenting industrial market-Macro and micro variables- Targeting the industrial product -Positioning the industrial product - Industrial product life cycle -Product mix - Service component - Provision of parts - Technical assistance -Terms of sales. |
| **UNITIV (12 hrs)**  **Logistics and Marketing Control**  Introduction to Marketing Logistics - Distribution channel component - Industrial distributors - Formulation of channel strategy-Conditions influencing channel structure - Price component- Conditions affecting price competition:Cost factor, Nature of demand, Pricing policies. |
| **UNITV (12 hrs)**  **Promotional Component**  The promotional component– Advertisingfunctions – Establishing recognition, supporting and motivating salesmen and distributors - Measurement of advertising effectiveness - Personal selling-Personnel profiles selection and training, supervisions, compensation, sales promotion and public relations-Trade shows and exhibits, promotional novelties. |

## **CourseOutcomes**

**Studentswillbeableto:**

|  |  |  |
| --- | --- | --- |
| CO No. | CO Statement | Knowledge level |
| CO 1 | Recall the basic concepts of industrial marketing. | K1 |
| CO 2 | Analyse the organizational buying models and analysis. | K4 |
| CO 3 | Explain industrial product life cycle | K2 |
| CO 4 | Analyze the determinants of pricing and distribution channel. | K4 |
| CO5 | Explain the promotional strategies for industrial products. | K2 |

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| **Books for study:**   1. Krishnamacharyulu CSG, Lalitha R (2008), “Industrial Marketing: A Process of Creating and Maintaining Exchange” Jaico Publishing House, Bangaluru. 2. Ghosh P K., (2005), “Industrial Marketing”, Oxford University Press, UK. 3. Anderson, James C., Narus, James A., and Narayandas, Das (2008), “Business Market Management: Understanding, Creating, and Delivering Value”, 3rd Edition, Pearson Publication Pvt., Ltd., New Delhi. |
| **Books for reference:**   1. K. K. Havaldar, “Industrial Marketing” 2nd Edition, Tata McGraw Hill Publishing Company limited, New Delhi. 2. Govindarajan, (2003), “Industrial Marketing Management”, S. Chand Publication, New Delhi. 3. Phadtare M. T, “Industrial Marketing” Prentice Hall of India Private Limited, New Delhi. |
| **Web references:**   1. <https://kanchiuniv.ac.in/coursematerials/T5MM1servicesmarketing.pdf> 2. <http://sjput.in/pdf/markiv_sm.pdf> 3. <https://www.mbaknol.com/services-marketing/services-marketing-triangle/> |

**Mapping of course outcomes with POs and PSOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **POs** | | | | | | **PSOs** | | |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **1** | **2** | **3** |
| **CO1** | 3 | 3 | 1 | 3 | 1 | 2 | 1 | 1 | 2 |
| **CO2** | 2 | 2 | 3 | 1 | 3 | 3 | 3 | 2 | 1 |
| **CO3** | 2 | 1 | 2 | 3 | 2 | 2 | 2 | 3 | 3 |
| **CO4** | 1 | 3 | 1 | 3 | 2 | 1 | 2 | 2 | 2 |
| **CO5** | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |

**High – 3 Medium – 2 Low – 1**