Structure and Syllabi of **FOUR YEAR UNDER GRADUATE PROGRAM (FYUGP)**

In Commerce of Dibrugarh University and Its Affiliated Colleges as Per UGC
DRAFTRELEASEDOn 12/12/2022.

MARKETING(MAJOR)

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Nameofthe Course	Credit	Remarks
		Major(Core)	1	C-1	BusinessOrganizationandManagement	4	
1	1st	Minor	1	Minor -1 B	MarketingManagement	4	Thecourse shall betaken bystudents fromdisciplines other thanMarketing.
		Multi-DisciplinaryGenericElective Course: NaturalSciences-I/ SocialScience/Humanities-I/Commerce-I	4	GEC-1B	MarketingforBeginners	3	TheCourse shall be taken by studentsfromdisciplinesotherthan Marketing.
		AEC Language(MIL/RegionalLanguage)	1	AEC1		4	Thestudentsshall haveto take oneofthelanguagediscipline soffered byDU.
		ValueAddedCourse-1Understanding India	1	VAC1		2	Thestudentsshall haveto take thecourse offeredby DU.
		SkillEnhancementCourse	2	SEC-1A	MS-Excelanditsapplicationin Business	3	Thestudentsshall havetotake anyof thecourses offered byDU andalso by theCommerceStream.
				SEC-1B	TourismManagement		
		Total				**20**	

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Nameofthe Course	Credit	Remarks
		Major(Core)	1	C-2	FinancialAccounting	4	
1	2nd	Minor	1	Minor 2B	AdvertisingManagement	4	TheCourseshall betaken bystudents fromdisciplinesothert han Marketing.
		Multi-DisciplinaryGenericElective Course: NaturalSciences-I/ SocialScience/Humanities-I/Commerce-I	4	GEC-2B	SalesManagement	3	TheCourse shall be taken by studentsfromdisciplinesotherthanMarketing.
		AbilityEnhancementCourse:English Language andCommunicationSkills	1	AEC 2		4	Thestudentsshall haveto take oneof thelanguagediscipline sofferedbyDU.
		Value Added Course-3EnvironmentalScience	1	VAC 2		2	Thestudentsshall haveto take thecourse offered byDU.
		SkillEnhancementCourse	2	SEC-2	Eventmanagement	3	Thestudentsshall havetotake anyof thecourses offered byDU andalsoby the Commerce Stream.
		Total				**20**	
		Grand Total(SemesterI andII)				**40**	
Students on exit shall be awarded Undergraduate Certificate (in the Field of Study/Discipline) aftersecuringthe requisite40credits insemesters IandII							

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Nameofthe Course	Credit	Remarks
		Major(Core)	2	C-3	BusinessEconomics	4	
				C-4	Entrepreneurship	4	
2	3rd	Minor	1	Minor 3B	ConsumerBehaviour-I	4	TheCourseshall betaken bystudents fromdisciplinesotherthan Marketing.
		Multi-DisciplinaryGenericElective Course: NaturalSciences-I/ SocialScience/Humanities-I/Commerce-I	4	GEC-3B	RetailMarketing	3	TheCourse shall be taken by studentsfromdisciplinesotherthanMarketing.
		Value Added Course:DigitalandTechnologicalSolution/DigitalFluency	1	VAC3		2	Thestudentsshall haveto take oneof thelanguagedisciplines offeredby DU.
		SkillEnhancementCourse	2	SEC-3A	IntroductiontoInvestingandTrading	3	Thestudentsshallhaveto take anyof the coursesofferedbyDU and alsobythe Commerce Stream.
				SEC-3B	HospitalityManagement		
		Total				**20**	
		Grand Total (Semester I, IIand III)				**60**	

Year	Semester	Course (Lecture+Tutorial+ Practical) (L+T+P)	No. of Courses	Course Code	Nameofthe Course	Credit	Remarks
2	4th	Major(Core)	4	C-5	Business Environment	4	
				C-6	Advanced Marketing Management	4	
				C-7	Advanced Financial Management	4	
				C-8	Business Statistics	4	
		Minor 4	1	Minor 4B	Training andDevelopment	4	Thecourse shall be taken by students from disciplines other than Marketing .
		Total				**20**	
		GrandTotal(SemesterI,II, III, IV)				**80**	
ThestudentsonexitshallbeawardedUndergraduateDiplomaaftersecuringtherequisite80 credits oncompletionofSemesterIVprovided,theysecureadditional4creditinskillbasedvocational courses offered during First year or second year summer term.							

Year	Semester	Course (Lecture+Tutorial+ Practical) (L+T+P)	No. of Courses	Course Code	Nameofthe Course	Credit	Remarks
3	5th	Major(Core)	3	C-9	Advanced Human Resource Management	4	
				C-10	Business Law	4	
				C-11	Consumer Behaviour	4	
		Minor 5	1	Minor 5B	Direct Marketing	4	Thecourse shall be taken by students from disciplines other than Marketing.
			1		2+2 (Internship+ Community Engagement) OR 4(Internship) / 4 (Community Engagement)	4	
		Total				**20**	
		GrandTotal(SemesterI,II, III, IV, V)				**100**	

Year	Semester	Course (Lecture+Tutorial+ Practical) (L+T+P)	No. of Courses	Course Code	Nameofthe Course	Credit	Remarks
3	6th	Major(Core)	4	C-12	Indian Financial System	4	
				C-13	Service Marketing	4	
				C-14	Advanced Advertising Management	4	
				C-15	Agricultureand Rural Marketing	4	
			1	Minor 6B	Digital Marketing	4	Thecourse shall be taken by students from disciplines other than Marketing .
		Total				**20**	
		Grand Total(SemesterI, II,III,IV,VandVI)				**120**	
ThestudentsonexitshallbeawardedUndergraduateDegree(intheFieldofStudy/Discipline) (3years) aftersecuringthe requisite 120 credits on completion of semester 6							

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Nameofthe Course	Credit	Remarks
4	7th	Major(Core)	3	C-16	Business Analytics	4	
				C-17	Corporate Financial Reporting	4	
				C-18	Brand Management	4	
		Minor	1	Minor-7B	Human Resource Audit	4	Thecourse shall be taken by students from disciplines other than Marketing
					Research Methodology (Development of project proposal/ Proposal and review in related literature)	4	
		Total				**20**	
		Grand Total (SemesterI, II, III,IV,V, VI & VII)				**140**	

Year	Semester	Course (Lecture+Tutorial+ Practical) (L+T+P)	No. of Courses	Course Code	Nameofthe Course	Credit	Remarks
4	8th	Major(Core)	2	C-19	Company Law	4	
				C-20	Business Ethics	4	
		Minor	1	Minor-8B	Human Resource Information System	4	Thecourse shall be taken by students from disciplines other than Marketing
					Dissertation (Data collection, analysis and preparation of report)/ 2 DSE courses of 4 credit each in lieu of dissertation (DSE subject options: 1. Ethical Marketing and Consumer Trust 2. Change Management 3. Project Management 4. Corporate Social Responsibility)	8/ 4+ 4	
		Total				**20**	
		Grand Total (SemesterI, II, III,IV,V, VI ,VII& VIII)				**160**	
Thestudentsonexitshallbeawarded UndergraduateDegree Honours(intheFieldofStudy/Discipline)(4years) aftersecuringthe requisite 160 credits on completion of semester 8							

Note:-ForCoreandGECCourses,thecode:

‘A’standsforFinance Major;

‘B’standsforMarketingMajor;

‘C’standsforHumanResourceManagement(HRM)Major;and

‘D’ stands for Banking and Insurance Major

AbbreviationsUsed:

- **C=Core/Major**
- **GEC=GenericElectiveCourse/Multi-DisciplinaryCourse**
- **AEC=AbilityEnhancement Course**
- **SEC=SkillEnhancement Course**
- **VAC=ValueAdded Course**

FOUR YEAR UNDER GRADUATE PROGRAM (FYUGP) INCOMMERCE (MARKETING)

DETAILED SYLLABUSOF 1ST SEMESTER

CourseTitle:BUSINESS ORGANISATIONANDMANAGEMENT
Course Code: C-1
NatureoftheCourse:CORE
CourseCredit:04CreditsDistributionof Marks: 60(EndSem)+40(In-Sem)

CourseObjective:

- To gain a basic understanding of the structure and forms of businessorganisations andthe primary functions of management that are vital for the smooth operation of businessorganisations.

CourseOutcome:

- CO1:Demonstratethedistinctivefeaturesofvariousbusinessorganizations.
  - ✓ LO1.1:Citeexamplesof different formsoforganizations.
  - ✓ LO1.2:Explainthefunctioningofdifferentformsofbusinessorganizations,theirformation and ownership.
- CO2:Demonstratetheunderstatingofdifferentfunctionsofmanagement.
  - ✓ LO2.1:Explainplanning,organizing,controllingandotherfunctionsofmanagement.
  - ✓ LO2.2:Developstrategicapproachesinrespectofmanagerialdecisionmakingincase-basedevents.
- CO3: Apply the various concepts of authority, delegation of authority anddecentralization.
  - ✓ LO3.1:Explainhow authorityand itsdelegationisto beimplemented.
  - ✓ LO3.2:Projectleadershipandteambehaviourinclassroomroleplaysthatactasprepups for real organizational contexts.
- CO4:Applythetheoriesofmotivationformanaginghumanresourcesinorganizations.
  - ✓ LO4.1:Explainanddifferentiatecontemporarytheoriesofmotivation.
  - ✓ LO4.2:Discusstheroleandapplicabilityofeachmotivationtheoryinthemodernorganizationalcontext.
- CO5:AnalyzethestandandroleofIndianethosinthecontextofmanagementinIndianorganizations.
  - ✓ LO5.1:ExplainIndianethosinthecontextof Indianorganizations.
  - ✓ LO5.2:ImplementsuitablestrategiestodealwithdifferentIndianvaluesandphilosophies in managerial decision making
- CO6:Analyzetheroleand patternofcommunicationinorganizations.
  - ✓ LO6.1:Explainformalandinformalcommunicationchannelsandprocesses.
  - ✓ LO6.2:Describethechallengesofcommunication inorganizations.
- CO7:Applytheconceptsofsubalternmanagementideasinrealwork situation
  - ✓ LO7.1:Projecttheofpracticework-lifebalance, flexitime etcon jobsituation.
  - ✓ LO7.2:Describediversityandinclusioninworkplace.

CognitiveMapofCourseOutcomeswithBloom'sTaxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create

Factualknowledge		CO1,CO2				
Conceptual knowledge		CO1,CO2	CO3,CO4,CO7	CO6		
Procedural knowledge			CO3,CO4,CO7	CO7		
Metacognitive knowledge						

MappingofCourseOutcomestoProgram Outcomes

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

UNIT	Contents	L	T	P
I(12 Marks)	FormsofBusinessOrganisation–Sole Proprietorship;Joint Hindu Family Firm; Partnership Firm; Joint StockCompany;CooperativeSociety;LimitedLiabilityPartnership	05	-	-
	FormsofPublicEnterprises;InternationalBusiness–Types	05	02	
II (12 Marks)	Planning,OrganisingandDecisionMaking;Policyand StrategyFormulation	06	-	-
	Departmentation – Functional, Project, Matrix and Network	04	-	-
III (12 Marks)	Authority Relationships – Line and Staff; Delegation ofAuthority;Decentralisation;GroupsandTeams;Reporting and Accountability	06	02	-
	Leadership–Nature,Types,LeadershipTheories	04	-	-
IV (12 Marks)	Motivation–TheoriesandPractices:Herzberg'sTheory,Vroom's Expectancy Theory, Z-theory, Control –Conceptand Process	06	-	-
	Communication and Coordination – Process of Communication; Formal and Informal Channels of Communication; Leakages in Organisational Communication;InterpersonalCommunication.	05	02	-
V(12	Indian EthosforManagement:Value-OrientedHolistic Management;BusinessProcessReengineering(BPR),LearningOrganisation,Outsourcing	05	-	-

UNIT	Contents	L	T	P
Marks)	SubalternManagementIdeasfromIndia;Diversity&inclusion; Work-life Balance; Freelancing; Flexi-time andworkfrom home; Co-sharing/co-working.	06	02	-
	TOTAL	**52**	**08**	**-**

L=Lectures,T=Tutorials,P=Practicals

MODESOFIN-SEMESTERASSESSMENT: **(40Marks)**

- TwoSessional Examination - **10 x 2= 20 marks**
- Other(any two) **10 x 2= 20 marks**
  - GroupDiscussion
  - Assignment
  - SeminarPresentationonanyoftherelevanttopics

RecommendedBooks:

- O.P.Gupta,BusinessOrganisationandManagement(AccordingtoNationalEducationPolicy 2020), SBPD Publications
- P.C.Tulsian,BusinessOrganisationandManagement,Pearson India
- Anthony,Lakshmi,PadmavathiandSatyavathi,BusinessOrganisationandManagement,HimalayaPublishing House
- Sharma,GuptaandSharma,BusinessOrganisationandManagement,KalyaniPublications

SEMESTER-I
CourseTitle:TOURISMMANAGEMENTCourse Code:SEC-1B
Nature of the Course: Skill Enhancement Course (SEC)CourseCredit:03 Credits
DistributionofMarks: 60(EndSem)+40(In-Sem)

CourseObjective*:*

- Tounderstandsomeimportantconceptsandpracticesofthetourismsectorandshallthrowlight on thepotentialities oftourism asacareer andemployment opportunity.

Courseoutcome:

CO1: Demonstrateunderstandingoftourismconceptsandproducts.

- ✓ LO1.1:Citeexamplesof differenttypesoftourismandtourismproducts.
- ✓ LO1.2:Describetheirrolein thetourism industry andin theregion's economy.

CO2: Demonstrateunderstatingofvarious primaryconstituentsofthe tourismindustry.

- ✓ LO2.1:Explainthespecificfunctionsandroleoflogisticpartnersandfacilitatorsoftheto urism sector.
- ✓ LO2.2:Describethefunctionsandworkingsofvarioustourismintermediarieswithregar d to different tourism typologies.

CO3: Applythevariousconceptsofplanninganddevelopmentandothermanagementfunctionsin thecontext ofthe tourism industry.

- ✓ LO3.1:Explainhowtourismplanningisimportantforgrowthandconductofthesector.
- ✓ LO3.2:Describethetoolsandtechniquesofplanningtourismdevelopmentatdifferentle vels of management.

CO4: Analyzetheimportanceandmanagementofhumanresourcesinthispeople-centricindustry.

- ✓ LO4.1:Comparedifferentapproachesandtechniquesofhumanresourcemanagementd istinct to the tourism sector.
- ✓ LO4.2:Explainthecomplexitiesofdiversityinhumanresourcemanagementintheconte xt ofthis sector.

CO5:Analyzethemarketing functionsof tourism.

- ✓ LO5.1:Demonstratetheimplicationsoftheservicemarketingcomponentsinthecontext oftourism industry.
- ✓ LO5.2:Comparethedifferencesinmarketingstrategiesrequiredforcateringtothedivers ity evidenced in thetourism industry.

CO6: Applytheconceptsoftourismmanagementintourism careerchoice andplanning.

- ✓ LO6.1:Identifycareeropportunitiesintourism.
- ✓ LO6.2:Describetheneeds andrequirementsofvarious careerchoicesintourism.

CognitiveMapofCourseOutcomeswithBloom'sTaxonomy

Knowledge decision	remember	Understand	Apply	analyze	evaluate	create
Factualknowledge		CO1,CO2				
Conceptual knowledge		CO1,CO2	CO3,CO4,	CO4		
Procedural knowledge			CO3,CO4,	CO4		
Meta-cognitivek nowledge						

MappingofCourseOutcomestoProgram Outcomes

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

UNIT	CONTENTS	L	T	P
I **Tourism Managementan overview 20Marks**	Conceptoftourism,differenttypesof tourism- Domestic, Foreign, Excursionist, Role of tourism in Economicdevelopment	05	-	-
	Types of tourism product- Eco tourism,Naturetourism,Pilgrimage tourism,Heritage tourism, Cultural Tourism,Adventuretourism,Medical Tourism,Ruraltourism	07	-	01
II Constituentsof TourismIndustry 20Marks	Transportation facility, accommodation,catering,foodand entertainment,Bankingandfinancial Facilities	06	02	01
	Tourism Intermediaries: Travel Agent,TourOperator,Dutiesfunction andresponsibilitiesoftouroperator, Hostcommunityinvolvement.	06	02	01
III Management Issues 20Marks	Tourismplanninganddevelopment, human resource management in Tourism	06	02	01
	Marketingin Tourism, Careers in Tourism	05	-	-
	TOTAL	**35**	**06**	**04**

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

MODESOFIN-SEMESTERASSESSMENT: **(40Marks)**

- TwoSessionalExamination - **10marks each**
- Other(any two) **10 x 2= 20 marks**
  - Assignment
  - SeminarPresentationonanyoftherelevanttopics
  - Fieldvisit

RecommendedBooks:

1. Roday,Biswal&Joshi:TourismOperationsandManagement.OxfordUniversityPress.
2. Swan&Mishra:TourismPrinciplesandPractices.OxfordUniversityPress.
3. Gupta,Singh,Kirar&Bairwa:HospitalityandTourismManagement.VikasPubilcations.

4. Kadam,Shaifaalee&Chainickaa:ATextbookofTourismandHospitalityManagement.Bookm anPublications.New Delhi.

FOUR YEAR UNDER GRADUATE PROGRAM (FYUGP)
INCOMMERCE (MARKETING)
DETAILED SYLLABUSOF 2nd SEMESTER

SEMESTER-II
TitleoftheCourse:FINANCIALACCOUNTINGCourse
Code:C-2
Nature of the Course:
COURECourseCredit:04credits
Distribution of Marks: 60 (End Sem) + 40 (In-Sem)COURSEOBJECTIVES:

- ToenablethestudentstoacquireconceptualandpracticalknowledgeoftheFinancialAccounting andto impartskillsforrecordingvariouskinds ofbusinesstransactions.

CourseOutcomeandLearningOutcome:

CO1: AnalyzingFinancialStatementstoassessthefinancialhealthandperformanceofacompany

- LO1.1:ExplaintheprocessofpreparationofTrialBalance,IncomeStatementandBalanceSheet.
- LO1.2:CreatingTrialBalance,IncomeStatement andBalanceSheet.

CO2: ApplicationofAccountingPrinciplesandAccountingStandardsinthepreparationofFinancialStatements

- LO2.1:Explainaccountingconcepts,conventions,Ind-AS,IFRSetc.

CO3: DemonstratingtheknowledgeofAccountingforPartnershipfirmandSingle-EntrySystem

- LO3.1:Discusstheadmission,retirement,death,anddissolutionofPartnershipfirm.
- LO3.2Explainthestatementofaffairs,ascertainmentofprofitundersingleentrysystemandconversion into double entry system.

CO4:CreatingAccountsofNon-ProfitOrganization

- LO4.1:ExplainthepreparationofReceiptsandPaymentsAccount,IncomeandExpenditureAccount andBalanceSheet

CO5: Demonstratingthe knowledgeofDepreciationAccounting.

- LO5.1PracticevariousmethodsofDepreciationAccounting.

CO6: ApplicationofHirePurchaseandInstallmentSystemofAccountinginBusinessorganizations

- LO6.1:ExplainAccountingprocessofHirePurchaseandInstalmentSystem

CO7: DemonstratingknowledgeofCorporate Accounting.

- LO7.1:Definethe concept of CorporateAccounting and itslegal provisions.

CognitiveMapofCourseOutcomeswithBloom'sTaxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factualknowledge	CO2	CO2, CO3CO7		CO1		
Conceptual knowledge		CO2,CO3 CO5	CO6	CO1		CO4
Procedural knowledge			CO6			CO4
Meta-cognitivek nowledge						

MappingofCourseOutcomestoProgram Outcomes

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

UNIT	Contents	L	T	P
I Recording andPresentationofAccounting Transactions(15Marks)	**Preparation of Financial Statements:**Preparation of Trial Balance includingadjustments and preparation of FinancialStatements.	**08**	-	-
	FinancialAccountingPrinciples: The nature of financial accounting principles – Basic concepts and conventions: entity, moneymeasurement,goingconcern,cost,realization,accruals,periodicity,consistency,prudence(conservatism),materialityandfulldisclosures.	02	-	-
	Financialaccountingstandards: Concept,benefits,procedureforissuingaccounting standards in India. Salient features ofFirst-TimeAdoptionofIndianAccountingStandard(Ind-AS),InternationalFinancialReportingStandards(IFRS):-Needandprocedures.	03	-	-
II Accounting Process (15Marks)	**AccountingforPartnershipFirm**: Admission,Retirement,DeathandDissolutionofFirms;	10	02	01
	SingleEntrySystem: Meaningofsingleentryorincompleterecordsanddistinction between single entryv/sdoubleentry;statementofaffairsandascertainmentof profit under singleentrysystem;conversionintodoubleentrysystem– steps involved – missing figures – comprehensive problems	05	02	01

	relatingtoconversion.			
III Accounting forNot-for-profitOrganisationandDepreciationAccounting(15Marks)	**Preparation of Accounts of Not-for-profitOrganisation:** Introduction,PreparationofReceiptsandPayment Account,IncomeandExpenditureAccount,BalanceSheet,DistinctionbetweenReceipts and Payments account and Income andExpenditure Account, Peculiar items used in theAccountsof Non-Trading Concerns.	06	01	01
	DepreciationAccounting: Thenatureofdepreciation.Theaccountingconceptofdepreciation.Factorsinthemeasurementofdepreciation.Methodsofcomputingdepreciation:straightlinemethodanddiminishingbalancemethod;Disposalofdepreciableassets-changeof method.	04	01	01
IV Accounting forHire Purchase,Instalments, andIntroductiontoCorporateAccounting (15Marks)	**Hire Purchase and Instalment System:**Calculation of interest, partial and fullrepossession,Hire purchasetrading(totalcashprice basis), stock and debtors' system;InstalmentPurchaseSystem.	06	01	01
	Introduction to Corporate Accounting: Meaning and Importance of Corporateaccounting.BooksofAccounts;legalprovisionsrelatingtobooksofaccounts,legal provisionsrelating to financial statements. Report ofDirector'sorBoard'sReport,auditofcompanyaccounts.(AsperCompany'sAct,2013).Book-Buildingprocess ofallotment ofshares	07	01	01
	TOTAL	49	08	06

MODESOFIN-SEMESTERASSESSMENT: **(40Marks)**

- TwoSessionalExamination - **10marks each**
- Other(any two) **10 x 2= 20 marks**
- SeminarPresentationonanyoftherelevanttopics
- Assignment

SuggestedReadings:

1. S.N.Maheshwari,and.S.K.Maheshwari.*FinancialAccounting.*VikasPublishingHouse,New Delhi.
2. DeepakSehgal. *FinancialAccounting.* VikasPublishing HHouse,NewDelhi.
3. BhushanKumarGoyalandHNTiwari, *FinancialAccounting,*InternationalBookHouse
4. Goldwin,AldermanandSanyal,*FinancialAccounting,* CengageLearning
5. Tulsian,P.C.*FinancialAccounting,*PearsonEducation.
6. *CompendiumofStatementsandStandardsofAccounting*.TheInstituteofCharteredAccountantsofIndia, New Delhi

Note:Latesteditionof thetextbooksshouldbeused.

SEMESTER-II

Titleof theCourse : EVENT MANAGEMENTCourseCode : SEC-2
Natureof theCourse :SkillEnhancementCourse(SEC)C
ourseCredit : 03credit
DistributionofMarks :60 (EndSem) +40 (In-Sem)

COURSEOBJECTIVES:

- Tounderstandthevariousconceptsandtechnicalnitty-grittiesoftheeventmanagementindustry.

CourseOutcome:Afterstudying thiscourse,thestudents shouldbeableto identifythevariousprospectsand operationalmechanicsoftheeventmanagementindustry.

- CO1:Demonstrateunderstandingofthebasiccharacteristicsofeventsandprinciplesofeventmanagement.
  - ✓ LO1.1:Explainthehistoricalandmodernperspectivesofeventmanagement.
  - ✓ LO1.2:Explainthescopeoftheeventsmarket and therole ofthe eventmanager.
- CO2:Demonstrateunderstatingofthelogisticsandbudgetarydimensionsofeventmanagement.
  - ✓ LO2.1:Enlistandexplaintheworkingsofvariousconstituentsofthelogisticsframework ofevent management.
  - ✓ LO2.2:Draw focustothebudgetaryconsiderationsofmanagingevents.
- CO3:Analyzethevarious aspects ofevent planning.
  - ✓ LO3.1:Examineandexplaintheinterplayofeventprotocol,planningtoolsandstaffmanagement in event planning.
  - ✓ LO3.2:Explainteneedandimportanceofwork permitsofvaryingtypes.
  - ✓ LO3.3:Describedifferenttypesofleadershipabilitiesandskillsrequiredformanagingemployees aswell ascustomerswhilemanagingevents.
- CO4:Analyzevarious componentsof theeventmarketingfunction.
  - ✓ LO4.1:Demonstratetheapplicationofmarketingmixelementsineventmarketing.
  - ✓ LO4.2:Demonstratetheapplicationofpromotionmixelementsineventmarketing.
  - ✓ LO4.3:Explainteneedforbrandingineventmanagement.
- CO5:Analyzetheroleof communicationandpublicrelations in eventmarketing.
  - ✓ LO5.1:Explainthemethodsandtechniquesofemployeecommunicationincontextto theindustry.
  - ✓ LO5.2:Describethechallengesofeffectivecommunicationinthecontextofemployeesand customers.
- CO6: Demonstrate knowledge about the risk elements associated with eventmanagement.
  - ✓ LO6.1:Describethecharacteristicsofdifferentstakeholdersandtheirshareinassociated risks.
  - ✓ LO6.2:Evaluatepossiblerisksassociatedwitheventmanagementandwaystohandlethe same.

CognitiveMapofCourseOutcomeswithBloom'sTaxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factualknowledge		CO1,CO2 CO3				
Conceptual knowledge		CO2,CO3,		CO4,CO5		
Procedural knowledge						
Meta-cognitiveknowledge					CO6	

MappingofCourseOutcomestoProgram Outcomes

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

UNIT	CONTENTS	L	T	P
I. Principles ofEventManagement20 marks	Historical perspective, Introduction to Event Management,Characteristicsofevents, ScopeofEventsMarket, RequirementsofEventsManager	07		
	Logistics of Event Management, Initial Planning, Visualisation,MonitoringtheBudget, Critical Path	05		02
II. EventPlanning andMarketing 20Marks	Preparingeventprotocol,useofplanningtools,dresscode,staging,staffing, leadership skill and management, guest demographics,workpermits	06	02	02
	Process of event marketing, marketing mix, sponsorship,advertising, event publicity, image and branding, use of other non-conventionalmodefor event marketing	06	02	
III. Communication, PublicRelations andRisk Handling20Marks	PublicRelations– Overview,Strategy&Planning,Techniques,Journalism, Blogs, Employee communications, Lobbying,CommunityRelations,	07	02	
	EventRiskAssessment,VariousService Providers/Organizations/Stakeholders,Crisis Communications	04		
	TOTAL	**35**	**06**	**04**

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

MODESOFIN-SEMESTERASSESSMENT: **(40Marks)**

- TwoSessionalExamination - **10 x 2= 20 marks**
- Other(any two) **10 x 2= 20 marks**
- SeminarPresentationonanyoftherelevanttopics
- FieldVisit
- Assignment

References:

Abson,E.,Kennell,J.,Wilde, N.,Bladen,C.(2017).EventsManagement:AnIntroduction.United Kingdom:Taylor & Francis.

Genadinik, A. (2015). Event Planning: Management & Marketing for Successful Events. UnitedStates: CreateSpaceIndependent Publishing Platform.

Quinn, B. (2013). Key Concepts in Event Management. United Kingdom: SAGE

Publications.TheBusiness ofEventsManagement.(2014).United Kingdom:PearsonEducation.

Shone, A., Parry, B. (2013). Successful Event Management: A Practical Handbook. UnitedKingdom: CengageLearning.

FOUR YEAR UNDER GRADUATE PROGRAM (FYUGP)
INCOMMERCE (MARKETING)
DETAILED SYLLABUSOF 3rdSEMESTER

Title of the Course: Entrepreneurship
CourseCode:C-4
Nature of the Course:
COURECourseCredit:04 Credits
Distributionof Marks:60(EndSem) +40 (In-Sem)

CourseObjective*:*Thispapershallhelpstudentstounderstandsomeimportantconce

pts and practices of entrepreneurship and induce them to

undertakeentrepreneurshipasacareer.

COURSEOUTCOME:

- **CO1:**Explorethefundamentalconcepts ofentrepreneurship:
  - ✓ LO1.1:Identifyimportantconceptsandtermsrelatedto entrepreneurship.
  - ✓ LO1.2:Explainthebehaviouralpatternsofentrepreneurs andhowtheydifferfrommanagers.
- **CO2:**Analyzecompetingtheories ofentrepreneurship:
  - ✓ LO 2.1: Identify key theories of entrepreneurship, such as those advanced bySchumpeter,Walker, andDrucker.
  - ✓ LO2.2:Applythetheoryoftransactioncost toanalyzeentrepreneurialdecisions.
- **CO3:**Evaluatethe relationshipbetweenentrepreneurshipandeconomicdevelopment:
  - ✓ LO3.1:Exploretheopportunities,challenges,andsolutionsforentrepreneurialdevel opment,particularly in theNortheast region.
  - ✓ LO3.2:Assessthe impactofentrepreneurial developmentoneconomicgrowthandrecommend solutions to regionalentrepreneurial issues.
- **CO4:**StudytheBehaviouralPatternsofEntrepreneurs
  - ✓ LO4.1:Explorehowpsychologicalandsocialfactorsinfluence entrepreneurialactivity.
  - ✓ LO4.2:Considertheir personalbehavioraltendenciesandhowtheyconnectordifferfrom successful entrepreneurial traits.
- **CO5:**Analyze IndustrialPoliciesandTheir ImpactonEntrepreneurship.
  - ✓ LO5.1:Developrecommendationsforpolicychangestomoreeffectivelyenco urageentrepreneurship.
  - ✓ LO5.2:Considertheeffectivenessofgovernmentalpoliciesin promotingentrepreneurialgrowth and development.

CognitiveMapofCourseOutcomeswithBloom'sTaxonomy

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

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

UNIT	CONTENTS	L	T	P
1 (15 Marks)	Introduction–TheEntrepreneur– Definition;Evolution of the term entrepreneur,whoisanentrepreneur, entrepreneur and enterprise, entrepreneurs and managers, behaviouralpatternofentrepreneurs.	09	-	-
2 (15 Marks)	Competing Theories of Entrepreneurship – Definitions of entrepreneurship, characteristics of entrepreneurship, A conceptional model,viewsofSchumpeter,Walker and Drucker. Theories of entrepreneurship, The theory of invisible cost or the theory of transactioncost.	13	02	02
3 (15 Marks)	Entrepreneurship and Economic Development:Factorsimpedingthe growthofentrepreneurship,howto encourageentrepreneurship; Prospects,problemsandsolutionsfor entrepreneurial development (with special reference to North East). IndustrialPoliciesofthestateof Assam	16	02	-
4 (15 Marks)	EntrepreneurialDevelopment ProgrammesinIndia:entrepreneurial development programmes – their relevanceandachievements,roleof government in organising such programmes.	12	03	04
	TOTAL	**50**	**07**	**06**

MODESOFIN-SEMESTERASSESSMENT: **(40Marks)**

- TwoSessionalExamination - **10 x 2= 20 marks**
- Other(any two) **10 x 2= 20marks**
    - Groupdiscussion
    - SeminarPresentation
    - Assignment

Suggestedreadings:

1. Khanka S S: "Entrepreneurial Development" S Chand; Reprint Edn. 2006 edition(December1, 2007)

2. Dr P T Vijayashree& M Alagamma: "Entrepreneurial Development and Small BusinessManagement"MarghamPublications; 2016thedition (1 January2010)
3. Vasant Desai: "Entrepreneurial Development" Himalaya Publishing House (1September2014

SEMESTER-III
Title of the Course: CONSUMER BEHAVIOUR-ICourseCode:MINCOM3
Nature of the Course:
MinorCourseCredit:04 credits
DistributionofMarks: 60(EndSem)+40(In-Sem)

Objective: Thecourseaimsatperceiving thestudentstheprinciplefactorsinfluencingConsumerBehaviour andConsumer Market.

COURSEOUTCOME:

CO1: Understandthefundamentalsof consumer behaviour:

LO1.1: Explaincrucialtermsincludingconsumerbehavior,customerengagement,andthedecision-making process.

LO1.2: Applyconsumer behaviourtheoriestodevelopmarketing strategies.

CO2: Demonstratefunctionalknowledgeofthe ConsumerDecision-MakingProcess

LO 2.1: Apply decision rules and evaluation criteria to real-world consumer decision-makingscenarios.

LO2.2: Describehowconsumerssearchforinformation andevaluatecriteriato makedecisions.

CO3: Understand theconcept ofConsumer NeedsandMotives:

LO3.1: Explainhowneedsandmotivesinfluenceconsumerchoicesand brandpreferences.

LO3.2: Evaluatehowwellmarketingstrategiesaddressconsumerneedsandmotives.**LO 3.4:**Develop marketing campaignsthat target unique customer requirements andmotives.

CO4: Analyzesocio-culturalfactorsinfluencingconsumerbehavior:

LO4.1: Explainhowsocial factorssuchasreferencegroups, family,androlesshapeconsumerbehavior.

LO 4.2: Reflect on the importance of socio-cultural awareness in developing effectivemarketingstrategies.

CO5: IntegratePsychologicalInsightsintoMarketingStrategies:

LO5.1: Recognizethekey psychologicalelementsinfluencingcustomerbehavior.

LO 5.2; Evaluate the effectiveness of psychologically-informed marketing strategies inachievingbusiness objectives.

CognitiveMapofCourseOutcomeswithBloom'sTaxonomy

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

MappingofCourseOutcomestoProgram Outcomes

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

UNITS	CONTENTS	L	T	P
I (15Marks)	Introduction to Consumer Behavior-Consumer Behaviour as aMarketingDiscipline-ConsumerInvolvementandDecisionMakingProcess	**12**	**02**	**-**
II (15Marks)	Informationsearchprocess-Evaluationcriteria&DecisionRules;Consumer Need& Motives.	**14**	**02**	**-**
III (15Marks)	Socio-Cultural Factors of Consumer Behavior: Buyers BlackBoxCulturalFactors-Culture,Sub-Culture,SocialClass-SocialFactorsReference Groups,Family,RulesandStatus..	**14**	**02**	**-**
IV (15Marks)	Personal and Psychological Factors of Consumer Behaviour:PersonalFactors-AgeandLifeCyclestage,EconomicCircumstances,LifeStyle,Personality&SelfConcept,PsychologicalFactors. M	**12**	**02**	**-**
	TOTAL	**52**	**08**	**-**

Where, L=Lectures, T=Tutorials, P=Practicals

MODESOFIN-SEMESTERASSESSMENT: **(40Marks)**

- SessionalExamination(Two)- **10 x 2= 20 marks**
- Other(any two) **10 x 2= 20marks**
  - GroupDiscussion
  - Assignment
  - SeminarPresentationonanyoftherelevanttopics
  - Hands-on-learning

SuggestedReadings:

1.Hawkins:ConsumerBehaviour:BuildingMarketingStrategy.TataMcGRaw.NewDelhi.2.Loudon:ConsumerBehaviour:Corporate Application.TataMc Graw. NewDelhi.

3.Peler:ConsumerBehaviourandMarketingStrategy.TataMc.GRawNewDelhi.

4. Kumar:ConsumerBehaviourandBranding:Concepts, ReadingandCases,Pearson,NewDelhi

Note: Latest edition of textbooks may be used.

SEMESTER-III

TitleoftheCourse : RETAIL MARKETING
CourseCode :GEC-3B
Natureof theCourse : Generic Elective Course
(GEC)CourseCredit :03 Credits
Distribution ofMarks :60(EndSem)+ 40(In-Sem)

CourseObjectives:

- Toacquaint thestudentswiththeconcept,evolution, andclassificationin retailing.
- Tofamiliarisethestudentswiththevarious strategiesused forretailstorelocation and layout
- To familiarise the students with the different strategies used for retail product planning, pricingandpromotion.
- Tohighlight someoftheethicalandlegalrequirements specifictoretailing.

CourseOutcome:

- CO1:Demonstrateunderstandingofthebasicelementsofretailing.
  - ✓ LO1.1:Citetheevolution ofretailingas asubjectofstudy andinpractice.
  - ✓ LO1.2:Explain thefunctions andtypes ofretailing.
- CO2:Analyzevarious aspects of storelocation andlayout.
  - ✓ LO2.1:Describetheinfluenceofdeterminantsoflocationonchoiceofretaillocation.
  - ✓ LO2.2:Explaintheprimaryconsiderationsinretailstorelayoutlikedisplay,floorspacea nd others.
- CO3:Applytheknowledgeofmarketingmixtoimplementnecessarystepsinretailproductplann ing and management.
  - ✓ LO3.1:Explainhowproductandproductmixcanbeusefulforretailproductplanning.
  - ✓ LO3.2:Discussattributesofmarketingmanagementandtheirinfluenceinretailproduct management.
- CO4:Applytheknowledgeofmarketingmixtoimplementnecessarystepsinretailpricingand promotion.
  - ✓ LO4.1:Discusspricingvariablesandmethods inthecontextofretailpricingdecisions.
  - ✓ LO4.2:Applytheelements ofpromotionmixto designretailpromotionstrategy.
- CO5:DemonstrateKnowledgeaboutthefunctioningof non-storebased retailing.
  - ✓ LO5.1:Enlist andexplain the varioustypes ofnon-storeretailing.
  - ✓ LO5.2:Distinguish storebased retailing fromnon-storebased retailing.
- CO6:Analyzetheethicaldimensionsofretailing.
  - ✓ LO6.1:Relateretailethicswithsocialresponsibility.
  - ✓ LO6.2:Drawaninterfacebetweenethicsandconsumerisminthecontextofretailing.
- CO7:Applyknowledgeaboutlegalissues ofretailingin decisionmaking.
  - ✓ LO7.1:Applytheknowledgeabouttradelicense,ethicsandotherlawsandprovisionsin retail decision making.
  - ✓ LO7.2:Discussvariouslegalissuesthatmayariseinretailingwithcuestakenfromactualc ase

CognitiveMapofCourseOutcomeswithBloom'sTaxonomy

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

MappingofCourseOutcomestoProgram Outcomes

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

CourseContents:

UNIT	Contents	L	T	P
I(15 Marls)	Introductiontoretailing:Meaning,Scopeandfunctionsofretailing	02		
	Evolutionofretailing, Retailasacareeroption	02	02	-
	Typesofretailing:Organisedandunorganisedretail stores	02		-
II(15 Marls	Store Location: Types of retail locations, determinants ofchoosingaretailstorelocation	03	02	-
	Store Layout: Types, Key considerations and steps indesigninglayout	03	02	-
III (15 Marls	Retail Product Planning and Management: Product Selectionand Assortment, Retail Brand Equity and Retail BrandingStrategies	04	01	-
	RetailPrice:Pricingstrategiesinretail,factorsinfluencingsettingofretailprices	02	02	-
	RetailPromotion:Advertising,PublicRelations,PersonalSelling, Sales Promotion	04	02	-
(15 Marls	Non-storebasedretailing:DirectMarketing,DirectSelling,Vending Machines, ElectronicRetailing	02	02	-
	Ethicalperformanceandrelationshipsinretailing:ethics,socialresponsibilityand consumerism	03	02	-
	Legalissuesinretailing;Pharma retailing,jewelleryretailing,e-retailing	03		-
	TOTAL	**30**	**15**	**-**

*** L=Lecture,T=Tutorial,P=Practical**

MODESOFIN-SEMESTERASSESSMENT: **(40Marks)**

- SessionalExamination(Two)- **10 x 2= 20 marks**
- Other(any two) **10 x 2= 20marks**
    - Groupdiscussion
    - SeminarPresentation
    - Assignment

SuggestedReadings:

ReferenceBooks:

Retail Marketing Management by David Gilbert, Pearson Education Pvt Ltd, Delhi
RetailManagementby RogreCox, PearsonEducation PvtLtd, Delhi
RetailingManagement–TextandCasesbyS.Pradhan,TataMcGrawHill,Delhi

TextBooks:

RetailMarketingbyA.Sivakumar,ExcelBooks,NewDelhi
Retail Management: A Strategic Approach by Barry Berman et al., Pearson EducationPvt.Ltd.,Delhi
Retail Management by Arif I. Sheikh and Dr. Kaneez Fatima, Himalaya Publishing House Pvt.Ltd., Mumbai
Retail Marketing by Sudarshan Seshanna and Raghu Prasad, McGraw Hill Education (India) Pvt.Ltd.,NewDelhi

FOUR YEAR UNDER GRADUATE PROGRAM (FYUGP)
INCOMMERCE (MARKETING)

DETAILED SYLLABUSOF 4thSEMESTER
4thSemester
Titleofthecourse:BusinessEnvironment
Course Code: C-5
NatureoftheCourse:CORE
Course Credit: 4
DistributionofMarks: 60(EndSem)+40(In Sem)

COURSEOBJECTIVE:

Toimpartknowledgeaboutbusinessand theexternalforces thatinfluencebusiness.

Course Outcome:

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

CognitiveMapofCourseOutcomeswithBloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO4,CO7	CO1		CO5		

Conceptual knowledge		CO1	CO4	CO2,CO3, CO5,CO7	CO2	
Procedural knowledge		CO7		CO3,CO5		
Metacognitive knowledge			CO6			

MappingofCourseOutcomestoProgram Outcomes

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

Unit	Contents	L	T	P
Unit 1 Marks15	Meaning- Scope and Characteristics of Business Environment—Factors affecting micro and macro environment, Significance for economic policies and decisions in organizations. Environmental Scanning. Economic Environment, Cultural Environment. Characteristics of the Indian Economy, factors affecting the economy, economic resources (natural, industrial and technological) impact of liberalization, privatization,globalizationanddigitizationonIndianbusiness.	12	1	1
Unit 2 Marks15	Environment- Internal to the Enterprise---(Micro) -Value System, Management Structure and Nature, Human Resource, Company Image and Brand Value, Physical Assets, Facilities, Research & Development, Value creation of Intangibles, Competitive Advantage. External to the Enterprise (Macro)Suppliers, Customers,MarketIntermediaries;MacroDemography,Natural,Legal&Political, Technological,Economy,Competition,Socio-culturaland International;	14	1	1
Unit 3 Marks15	Emerging Trends in Business Concepts, Advantages and Limitations-Franchising, Aggregators,BusinessProcessOutsourcing(BPO)&KnowledgeProcess Outsourcing (KPO); E-Commerce, Digital Economy.	12	2	2
Unit 4 Marks15	Elements ofInformation Technology ActCyberspace; Cyberlaws;Scope ofCyberLaws;ClassificationofCyberCrime;InformationTechnology Act2000(withlatestamendments);RegulationofCertifyingAuthorities; Adjudication.Financialscamanditsimpactonbusiness environment.	12	2	2
	Total	**50**	**6**	**6**

L=Lectures,T= Tutorials andP= Practical

Total class=56 (L=50, T=6/2, P=6/2)

ModesofSemesterAssessment 40 Marks

- Twosessional examinations 20marks
- Others (any two of the following) 20marks
  - Seminar presentation on any of the relevant topics
  - Study (by visiting) one select organisation.
  - Assignment from a real-life situation of an organisation.

REFERENCES:

K.Aswathappa,EssentialsofBusinessEnvironment,HimalayaPublishingHousePvt.Ltd, Ninth Edition 2007.
RosyJoshi,SangamKapoor,BusinessEnvironment,KalyaniPublishers,ThirdRevised edition 2011.
FrancisCherunilam,BusinessEnvironment,HimalayaPublishingHouse,Himalaya Publishing House Pvt. Ltd., 22nd Edition 2013.
M.Adhikari-Business Environment.Sultan Chand&Sons. Delhi

Misraand Pun-Business Environment
DuttaR. and Sundaram,K.P.S-Business Environment
ChidambaraK-BusinessEnvironment, VikasPublishing House

4th Semester
CourseTitle:AdvancedMarketingManagement
Course Code: C-6
NatureoftheCourse:CORE
Course Credit: 4
DistributionofMarks:60(EndSem)+40(In Sem)

Theobjectiveof thecourseisto help thestudents understand:

- Theconcepts of marketing.
- Theknowledgeof consumerbehavior.
- Theprocess ofmarket segmentation.
- Theconcept ofmarketing mix.
- Thesignificanceofmarketingresearch.

COURSEOUTCOME:

CO1: GrasptheComponentsof theMarketing Mix:

- **LO1.1:**Discusshowthevariousaspectsofthemarketingmixinteracttoachieve marketing objectives.
- **LO1.2:**Developadetailedmarketingstrategy fordifferentproductorservice.

CO2: AnalyzeConsumerBehaviorandProduct Strategies

- **LO2.1:**Explainproductcharacteristics,classifications,planninganddevelopment, product mix, and product life cycle.
- **LO2.2:**Assesstheinfluenceofcustomerbehaviorunderstandingonproductstrategy design.

CO3: ExplorePromotion StrategiesandServiceMarketing

- **LO3.1:**Discusstheuniquechallengesand strategiesofservicemarketing.
- **LO3.2:**Developapromotionstrategyincorporatingvariouselementsofthepromotion mix.

CO4: Haveafirm Graspthe conceptsand importanceof brandingand packaging.

- **LO4.1:**Outlinedifferenttypesofbrandsandpackagingfeaturesand types.
- **LO4.2:**Assessthevalueofexcellentbrandingandpackaginginestablishingastrong market presence.

CO5: DevelopandApplyMarketing Research:

- **LO5.1:**Identifytheobjectives,importance, andmethodsofmarketingresearch.
- **LO5.2:**Analyzemarketingresearchdatatogainmeaningfulinsightsandguide marketing initiatives.

CO6: Getacquaintedwith emergingmarketingconceptsand trends.

- **LO6.1:**Identifykeyemergingmarketingconceptssuchasservicemarketing,social marketing, and online marketing.
- **LO6.2:**Applyemergingmarketingconceptstodevelopinnovativemarketingstrategies.

CognitiveMapofCourseOutcomeswithBloom's Taxonomy

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

MappingofCourseOutcomestoProgram Outcomes

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

UNIT	CONTENTS	L	T	P
I (15Marks)	Meaning,DefinitionandClassificationofMarket; Marketing:Concepts,Features,Objectives, Importance; MarketingFunctions,Marketing Environment; MarketSegmentation: BasesandCriteria; MarketingMix: The4 +3Ps of Marketing.	**12**	**2**	**2**
II (15Marks)	Consumer Behavior: Need and Importance, BuyingMotives, Consumer Decision Making Process, Types of Consumer Behaviour. Product:Features, Classification, Product Planning Brand:BrandvsBranding,TypesofBrand,NeedforBranding, Process of Branding. Brand:BrandvsBranding,TypesofBrand,NeedforBranding, Process of Branding.	**12**	**2**	**2**
III (15Marks)	Price:ImportanceofPrice.Pricing:Objectives,Determinants,and Methods Promotion:Need,ImportanceandObjectives,PromotionMix. PsofService Marketing.	**12**	**2**	**2**
IV (15Marks)	Place: ChannelsofDistribution:Types, Functions, Choice of Distribution Channels, Physical Distribution, Packaging:FeaturesandTypes. MarketingResearch:Objectives,Importanceand Methods. SomeImportantMarketingConcepts:ServiceMarketing,SocialMarketing, Online Marketing, Direct Marketing	**12**	**2**	**2**
	TOTAL	**48**	**8**	**8**

L=Lectures,T=Tutorials, P=Practical

Total class=56 (L=48, T=8/2, P=8/2)

ModesofIn-SemesterAssessment: **(40 Marks)**

TwoSessionalExamination**10x2=20 marks.**

Other(AnyTwo)**10x2=20 marks.**

- Group Discussion
- Assignment
- SeminarPresentationonanyoftherelevanttopics

SuggestedReadings:

ReferenceBooks:

- PrinciplesofMarketing:AGlobalPerspectivebyPhilipKotleretal,PearsonPublication Text Books:
- MarketingManagementbyRSNPillaiandVBhagavathi,S.Chand,1st Edition, 2010
- MarketingManagement:Concepts,Cases,ChallengesandTrendsbyGovindarajanMadabusi, PHI Publication
- Marketing Management by Amit Kumar and Jagdish Rao, Sahitya Bhawan Publications, 3rd Revised Edition, 2017.

4thSemester
Course Title: Training and Development
CourseCode:Minor4
NatureoftheCourse:Minor
TotalCredit:4
TotalMarks: 60 (End Sem) +40 (In-sem)

CourseObjective:
TheobjectiveofcourseistomakethelearnersunderstandtheprocessoftrainingandManagementdevelopmentprogramsandapplythemeffectivelyindifferent organizationalset-up.

CourseOutcome:

CO1
Understanding the concept, scope, and objectives of training and development, and analyzing the approaches, principles, and processes in organizing effective training programs.
LO
Explain the importance of training and development, identify key factors in organizing training programs, and apply learning principles to enhance training effectiveness.
CO2
Evaluate various on-the-job and off-the-job training methods and their effectiveness in improving employee skills and performance.
LO:
Differentiate between different training methods and select appropriate training techniques on the basis of organizational needs.
CO3:
Examine the role of technology in modern training methods, including online learning, gamification, and corporate training, and assess training evaluation and retraining processes.
LO:
Learning how digital tools and modern learning approaches enhance training outcomes and evaluate the effectiveness of training programs.
CO4:
Analyze training and development policies, budgeting considerations, and the role of modern technologies in training practices in Indian organizations.
LO
Gaining insights into organizational training policies, understanding budgeting factors, and exploring the impact of modern technologies on training and development.

CognitiveMapofCourseOutcomeswithBloom'sTaxonomy

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

MappingofCourseOutcomestoProgram Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	S	M	S	S	S	M	M	S	M	S	S
CO2	S	M	S	S	S	M	M	S	M	S	S
CO3	S	M	S	S	S	M	M	S	M	S	S
CO4	S	M	S	S	S	M	M	S	M	S	S

CO5	S	M	S	S	S	M	M	S	M	S	S
CO6	S	M	S	S	S	M	M	S	M	S	S

UNIT		L	T	P
UNIT1 15 MARKS	Introduction to Training and Development Concept, Scope, Need for Training and Development, and Objectives of Employee Training and Executive Development. Approaches to Training and Development, Factors to be considered in organising a Training and Development Programme, and Training and Development Process. Principles of Learning and Training.	12		2
UNIT2 15 MARKS	Methods of Training and Development On-the-Job Training: Vestibule Training, Training by Supervisors, Demonstration and close supervision, Apprenticeship,Job Shadowing, coaching, mentoring, Job rotation, virtual reality simulations. Off-the-Job Training: Lectures,Conférences,Seminar, Team Discussion, T-Group Training, Case Study, Role Playing, Programmed Instructions, Training through Audio-Visual Aids, eLearning.	12		2
UNIT3 15 MARKS	Technology in training-Instructor lead On-Line courses-Self Paced Courses-Blended learning- corporate Training- On-line training platforms- Social and Micro Learning- gamification in learning-Training Evaluation-Retraining	14		2
UNIT4 15 MARKS	Training and Development Policies in organinsations, Training and Development Practice in Indian organisations, Training and Development Budget: its importance and influencing factors in budgeting, Role of Modern Technologies in the process of Training and Development.	14		2
	TOTAL	48	8	8

Where:L=Lectures,T= Tutorials,P=Practical
Total class=56 (L=48, T=8/2, P=8/2)

MODESOFIN-SEMESTERASSESMENT: (40Marks)

Two Sessional Examinations - 20marks
Other (any two) 20 marks

- Group Discussion
- Assignment
- SeminarPresentationonanytopicfromthesyllabus contents.

ReferenceBooks:

- Flippo, Edwin B, 1984, Principles of Personnel Management, McGraw-Hill, New York.

- Luthans, Fred, 1985, OrganisationalBehaviour, McGraw-Hill, New York.
- Memoria, C.B, 1999, Personnel Management, Himalaya Publishing Hosue, Bombay.
- Verma, M.M. and R.K.Agarwal, 2000, Personnel Management and Industrial Relations, King's Books.
- Yoder, Dale, 1969, Personnel Management and Industrial Relations, Prentice Hall. 16

FOUR YEAR UNDER GRADUATE PROGRAM (FYUGP)

INCOMMERCE (MARKETING)

5th Semester

CourseTitle:AdvancedHumanResourceManagement

Course Code: C 9

NatureofCourse:Core Total Credit:4

Total Marks:60(EndSem)+40(InSem)

Course Objective:

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

Course Outcome:

- CO1:Demonstrateknowledgeofbasic HR concepts.
  - ✓ LO1.1:ExplainbasicHRconceptsandfunctions.
  - ✓ LO1.2: Apply the knowledge of basic Hr concepts and practices to arrive at theneed and significance of HRM.
- CO2:Analyzevariousaspects of HRP.
  - ✓ LO2.1: Explain and compare the processes of job evaluation, job analysis and job specification.
  - ✓ LO2.2:Describethephasesoftherecruitmentandselectionprocessandth e sources of recruitment.
- CO3:Demonstrateunderstandingofthetraininganddevelopmentprocessadopte dby organizations.
  - ✓ LO3.1:Differentiatebetweentrainingand development.
  - ✓ LO3.2:Describethe variousmethodsof trainingand development.
- CO4:Analyzevarious modernconceptsand practicesin HRM.
  - ✓ LO4.1:Elaboratelyoutlinetheprocess andapplicationofHR Mapping.
  - ✓ LO4.2: Discuss the concepts and application of Emotional Intelligence Manag
- CO5:Demonstrateunderstandingofcompensationmanagement.
  - ✓ LO5.1:Enlist andexplain thevarious componentsof compensation.
  - ✓ LO5.2:Explaindifferentschemesinrespectofcompensation.
- CO6:AnalyzedifferentcontemporarydimensionsofHRM.
  - ✓ LO6.1:Explaintheprocessandapplicationofpersonnelauditand Human Resource Research functions.
  - ✓ LO6.2:Describethestandofworkforcediversityinmodernorganizations and their influence thereof.

CognitiveMapofCourseOutcomeswithBloom's Taxonomy

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

MappingofCourseOutcomestoProgram Outcomes

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

UNIT	CONTENT	L	T	P
Unit 1 **Marks 15**	Introduction to Human Resource Management, HRM in the Global Environment, Concept and nature of HRM, Objectives, Evolution of Human Resource Management, Function and scope of HRM, Environmental factors of HRM, Emerging Challenges to HRM, Strategic Human Resource Management, Integration of Business Strategy with Human Resource Strategy.	13	2	-
Unit 2 **Marks 15**	Human Resource Planning-Process and levels. Job analysis and Job Design: Job analysis techniques, job evaluation techniques, job description, job specification, job design approaches, job characteristics, approach to job design. Choosing a career, The Resume Factors affecting recruitment, sources of recruitment (internal and external), Basic Selection Model, Psychological tests for selection. Emerging Trends in HRM: Outsourcing and its HR dimensions; Downsizing	12	2	2
Unit 3 **Marks 15**	Training and development-Concept and Importance, Training Process, Training methods- On the Job and Off the Job training (Knowledge Based Simulation and Experiential Methods) Performance Management-, Performance Appraisal and Potential Appraisal, 360 Degree Performance Appraisal, HR mapping and Career Development, Emotional Intelligence Management and Intellectual Asset Management .	12	2	2
Unit 4 **Marks 15**	Compensation-meaning and objective. Components of compensation system. incentives schemes, fringe benefits. Personnel audit and research. Diversity at work: Managing diversity, the paradox of diversity, diversity with special reference to differently able, women and gender issues.	13	2	-
	TOTAL	50	8	4

L= Lectures,T =Tutorials, P= Practicals

Total class=56 (L=50, T=8/2, P=4/2)

MODESOFIN-SEMESTERASSESSMENT: (40 Marks)

- TwoSessionalExaminations **10x 2= 20 marks**
- Other(anytwo)**10x 2= 20 marks**
  - Assignment
  - SeminarPresentationonanyoftherelevanttopics
  - Field visit
  - Group Discussions

SuggestedReadings:

- De Cenzo and Robins, Fundamentals Human Resource Management, Prentice Hall of Inia, Decenzo, David A. and Robbins, S.P. Fundamentals of Human Resource Management Wileyand Sons Ltd., John.
- Raymond, N. and Kodwani, A.D., Employee training and development, McGrawHill Education India
- Rao,T.V.,HRDscorecard2500:BasedonHRDaudit,ResponseBooks,SAGE Publications. Flippo, EdwinB., Personnel Management, McGraw Hill, Tokyo, 1984-2000.

5th Semester
CourseTitle:ConsumerBehaviour
Course Code: C-11
Natureof theCourse: Core
TotalCredit:4Credit
Marks:60(End Sem)+40(InSem) = 100

Course Objective:

Thecourseaimsatperceivingthestudentstheprincipalfactorsinfluencing ConsumerBehaviour and Consumer Market, as well as develops an understanding of underlying concepts in Consumer Behaviour.

Course Outcome:

CO1:Analyzetheconsumerdecision-making process:

- LO1.1:Applythemodeloftheconsumerdecision-makingprocesstoevaluate consumers behaviour in market place
- LO1.2:Describethevariousstages ofconsumerinvolvementinadecision

CO2:EfficientlyapplyDifferentConsumerBehaviourModels:

- LO2.1:Compareandcontrastdifferentconsumerbehaviourmodelslike economic, psychological, learning, and stimulus-response models
- LO2.2:Applythemodelstoreal-worldconsumer behaviourscenarios.

CO3:Evaluatethesocio-culturalinfluencesonconsumers:

- LO3.1:Definekeyconceptslikeculture,subculture,socialclass,andreference groups
- LO3.2:Analyzehowsocialandculturalfactorsimpactcustomerbehaviorwithin the framework of the "buyer's black box"

CO4:Designstrategies basedoncustomerdata:

- LO4.1:Applylearning'saboutconsumerbehaviourtodevelopeffective marketing strategies with the help of consumer data.
- LO4.2:Criticallyevaluatetheeffectivenessofmarketingstrategiesbasedon consumer data.

CO5:AnalyzePersonalandPsychologicalInfluencesonConsumerBehaviour:

- LO5.1:Explainhowageandlifestagevariationsimpactconsumerneeds, preferences, and purchase behaviour.
- LO5.2:Segmentconsumersbasedonlifestylecharacteristicsandtailormarketing messages accordingly

CognitiveMapofCourseOutcomeswithBloom's Taxonomy

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

MappingofCourseOutcomestoProgram Outcomes

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

Unit 1 **Marks15**	Introduction to Consumer Behaviour-scope, Importance, Determinants. Consumer Behaviour as a Marketing Discipline – ConsumerInvolvementandDecision-MakingProcess.	13	2	

Unit 2 **Marks15**	Information search process –Evaluationcriteria&DecisionRules-Consumer Need & Motives. ConsumerbehaviourModel:economicmodel,psychological model, learning model and stimulative responds Model.	13	2	
Unit 3 **Marks15**	Socio-CulturalFactorsofConsumerBehaviour: Buyers Black Box- Cultural Factors- Culture, Sub-Culture, Social Class- Social Factors- Reference Groups, Family, Rules and Status.	13	2	
Unit 4 **Marks15**	Personal and Psychological Factors of Consumer Behaviour: PersonalFactors- AgeandLifeCyclestage,EconomicCircumstances,LifeStyle, Personality & SelfConcept, Psychological Factors.	13	2	
	TOTAL	52	8	

Where:L=Lectures,T=Tutorials,P=Practical
Total class=56 (L=52, T=8/2)

MODESOFIN-SEMESTERASSESSMENT: (40 Marks)

- TwoSessionalExaminations **10x 2= 20 marks**
- Other(anytwo)**10x 2= 20 marks**
  - Assignment
  - SeminarPresentationonanyoftherelevanttopics
  - Field visit
  - Group Discussions

SuggestedReadings & books:

- Hawkins:ConsumerBehaviour:BuildingMarketingStrategy.TataMcGRaw.NewDelhi.
- Loudon:ConsumerBehaviour:CorporateApplication.TataMcGraw. NewDelhi.
- Peler:ConsumerBehaviourandMarketingStrategy.TataMc.GRawNewDelhi.
- Kumar:ConsumerBehaviourandBranding:Concepts,ReadingandCases,Pearson,New Delhi.

FOUR YEAR UNDER GRADUATE PROGRAM (FYUGP)
INCOMMERCE (MARKETING)

6th Semester
CourseTitle:IndianFinancialSystem
Course Code: C - 12
CourseCredit:4
DistributionofMarks:60(EndSem)+40(In-Sem)

Course objectives:

Onsuccessfulcompletionofthecourse,theStudentswillbeable to

- Understandthefinancialsystem,Institutions,financialmarketsandservices.
- AnalysetheconceptsrelevanttoIndianfinancialmarketandrelevance.
- Understandconceptof financialservices,types andfunctions.
- UnderstandthetypesoffinancialInstruments.
- Demonstrateanunderstandingthefunctioningof stock markets

CourseOutcomes:

CO1: Demonstrate anunderstanding onthestructureofFinancialSystemin India:
- LO1.1: Explain the constituents of Financial System.
- LO1.2:DiscussoverviewofFinancialSysteminIndia.

CO2:Understandingthe functioningofFinancialInstitutions:
- LO2.1: Discuss the working mechanism of various types of financial institutions in India

CO3: Demonstrating the knowledge of Financial Services and Mechanism of Stock Exchange in India:
- LO3.1:Discussthevarious typesoffinancialservicesprovidedinIndia.
- LO3.2:Explainthefunctioningofthestockmarketandgainingknowledgeon trading of securities in the stock exchange

CO4:DemonstratingtheconstituentsofFinancialMarket:
- LO4.1:Explaintheconstituentsoffinancialmarketsandtheirworking mechanism.
- LO4.2:Discussthevariousinstrumentstradedinfinancialmarkets.

CognitiveMapofCourseOutcomeswithBloom's Taxonomy

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

MappingofCourseOutcomestoProgram Outcomes

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

Units	Course Contents	L	T	P

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

L=Lectures,T= Tutorials andP= Practical

Total class=56 (L=48, T=8/2, P=8/2)

MODESOFIN-SEMESTERASSESSMENT: (40 Marks)

- TwoSessionalExaminations **10x 2= 20 marks**
- Other(anytwo)**10x 2= 20 marks**
  - Assignment
  - SeminarPresentationonanyoftherelevanttopics
  - Field visit
  - Group Discussions
  - Visitanyfinancialinstitutionandpreparereportregardi ngitsstructure, functions and performance.
  - Presentingthereportina classroomseminar.

ReferenceBooks

- L.M.Bhole,FinancialInstitutions&Markets,McGrawHill
- Khan,M.Y, IndianFinancialSystem,McGraw Hill
- Sharma,Meera,ManagementofFinancial Institutions,EasternEconomyEdition
- BholeandMahakud,FinancialInstitutionsandMarkets– Structure,GrowthandInnovations, McGraw Hill • Guruswamy, S.,FinancialServicesandSystem,McGrawHill
- Edminister.R.O,FinancialInstitutions,Markets&Management,McGrawHill
- Khan.M.Y, Indian FinancialSystem,VikasPub.House
- H.RMachiraju, IndianFinancialSystem,Vikas Pub.House
- E.Gorden&K.Nataraj,FinancialMarketsandServices,HPH

Note: Latest edition of text books may be used.

6th Semester

CourseTitle:AdvancedAdvertisingManagement

Course Code: C-14

NatureoftheCourse:CORE

Course Credit: 4 credits

Marks:60(EndSem)+40(InSem)=100

Course Objectives:

The course aims to equip students with a comprehensive understanding of advertising strategies, digital tools, ethical considerations, and performance evaluation, enabling them to develop and analyse effective advertising campaigns in a dynamic market environment.

Course Outcomes:

CO1: Understand the Fundamentals & Role of Advertising

- LO1.1: Explain the different types of advertising, including strategic and non-traditional approaches.
- LO1.2: Analyse the social, economic, ethical, and global impacts of advertising on consumers and businesses.

CO2: Develop Advertising Strategies & Campaign Plans

- LO2.1: Construct a strategic advertising plan considering the 5 Ms of Advertising.
- LO2.2: Apply persuasion techniques and advertising appeals in campaign development.

CO3: Implement Digital Advertising & Emerging Trends

- LO3.1: Utilize SEO, SEM, and AI tools in digital advertising.
- LO3.2: Evaluate the effectiveness of AR/VR ads and influencer marketing strategies.

CO4: Integrate Advertising with Broader Marketing Communications

- LO4.1: Understand the role of Integrated Marketing Communications (IMC) in modern advertising.
- LO4.2: Coordinate advertising with PR, sales promotion, and digital channels for a holistic campaign approach.

CO5: Make Data-Driven Advertising Decisions

- LO5.1: Identify the factors influencing advertising choices, such as budget, target audience, and competition.
- LO5.2: Analyse case studies of successful and failed campaigns to understand advertising decision-making.

CO6: Measure Advertising Performance & Effectiveness

- LO6.1: Apply Key Performance Indicators (KPIs) to measure advertising success.
- LO6.2: Conduct pre-testing and post-testing to evaluate the effectiveness of advertisements.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

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

Mapping of Course Outcomes to Program Outcomes

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

CO4	S	S	S	S	M	S	S	M	M	S
CO5	S	S	S	S	S	S	S	M	M	M
CO6	S	S	S	S	S	S	M	M	M	M

UNIT	CONTENTS	L	T	P
Unit 1 ***(15 Marks)***	**Forms ofStrategic and Non-Traditional Advertising:**Native Advertising, Surrogate Advertising, RelationshipMarketing, Guerrilla Advertising, ComparativeAdvertising, In-Game Advertising & Product Placement. **Economic, Social, Ethical & Global Issues in Advertising:** Consumerism, Cultural Sensitivity, Privacy, Sustainability.	13	2	-
Unit 2 ***(15 Marks)***	**Advertising Planning:** Framework, Situation Analysis, Marketing Plan, 5 Ms of Advertising (Mission, Money, Message, Media, Measurement). **Advertising Campaign Development:** Message Strategy, Copywriting, Creative Execution. **Decision Making in Advertising:** Persuasion Process, Advertising Appeals, Consumer Psychology. **Legal & Ethical Issues in Advertising:** Consumer Protection, Misleading Ads, Regulatory Frameworks.	13	2	-
Unit 3 ***(15 Marks)***	**Process of Developing an Ad Campaign:**Conceptualization, Execution, and Evaluation. **SEO & SEM in Advertising:** Basics of Google Ads, Social Media Advertising, AI in Advertising. **Emerging Trends in AI based Advertising:**Augmented Reality/Virtual Reality Advertisements, Influencer Marketing. **Integrated Marketing Communications (IMC):** Coordinating Advertising with Public Relations (PR), Sales Promotion, and Digital Channels.	13	2	-
Unit 4 ***(15 Marks)***	**Factors Influencing Advertising Choices**: Budget, Target Audience, Competition, Regulatory Environment. **Measuring Advertising Effectiveness:** Key Performance Indicators (KPIs), Pre-Testing & Post-Testing Ads. **Case Studies:** Analysis of Successful & Failed Advertising Campaigns (e.g., Amul, Apple, Zomato).	13	2	-
	TOTAL	52	8	-

(*L = Lecture, T = Tutorial, P = Practical*)

Total class=56 (L=52, T=8/2)

Modes of In-Semester Assessment: **(40 Marks)**

Two Sessional Examinations **10 x 2=20 Marks**

Other (any two) **10 x 2=20 Marks**

- Assignment 3
- Seminar Presentation on any of the relevant topics
- Field visit
- Group Discussions

Suggested Readings:

- Marketing by Baines P., Fill C., and Page K., adapted by Piyush K. Sinha, Asian Edition, Oxford University Press.
- Marketing Management by Philip Kotler and Kevin Lane Keller, Pearson Education Ltd.
- Advertising Management by Jaishri Jethwani and Shruti Jain, Oxford University Press, India.
- Advertising Management by Rajeev Batra, John G. Myers, and David A. Aaker, Eastern Economy Edition, Prentice Hall, India.
- Advertising by Frank Jefkins, revised by Daniel Yadin, Pearson Education Ltd.
- Advertising Management by Geeta Naidu and Pooja Dhaktod, Sai Jyoti Publications.

FOUR YEAR UNDER GRADUATE PROGRAM (FYUGP)
INCOMMERCE (MARKETING)

SEMESTER-VII
Title of the Course: Brand Management
Course Code: C-18
Nature of the Course: Core
Course Credit: 04 credits
Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

COURSE OBJECTIVE:
The objective in this course is to help students
Understand the fundamental concepts of brand management.
Learn how to apply brand management techniques in various business scenarios.
Explore the practical applications of branding in real-world contexts.
COURSEOUTCOME:

CO1: Understand the foundational concepts, definitions, and types of brands.
LO1.1: Explain the scope and importance of branding for consumers and businesses.
LO1.2: Identify and describe various types of brands, including emerging ones like creator and community brands.
CO2: Comprehend the key components of brand equity and effective brand positioning.
LO2.1: Define brand equity and its components: awareness, associations, perceived quality, and loyalty.
LO2.2: Develop strategies for defining target audiences and unique selling propositions (USPs).
CO3: Develop and manage brand identity elements and storytelling techniques.
LO3.1: Create and evaluate brand identity elements such as name, logo, slogan, visuals, and brand voice.
LO3.2: Analyze the importance of brand storytelling and its integration with marketing communications.
CO4: Implement content marketing and social media management strategies.
LO4.1: Explain the meaning and process of content marketing.
LO4.2: Measure the effectiveness of social media management techniques.
CO5: Manage brand portfolios and address ethical considerations in branding.
LO5.1: Differentiate between brand architectures like branded house, house of brands, and hybrid approaches.
LO5.2: Discuss ethical issues such as misleading advertising, data privacy, brandwashing, and ethical sourcing.
CO6: Navigate digital brand management, handle brand crises, and explore future branding trends.
LO6.1: Identify key digital channels and platforms for effective digital brand management.
LO6.2: Evaluate the impact of AI, AR/VR, and the evolving digital landscape on future branding.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	Remember	Understand	Apply	Analyze	Evaluate	Create
Factual knowledge	CO1, CO2	CO1		CO3		
Conceptual knowledge	CO4, CO6	CO1	CO2	CO5	CO3, CO5	CO3
Procedural knowledge				CO4	CO6	
Meta-cognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

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

UNITS	COURSECONTENTS	L	T	P
I Foundations of Branding (15Marks)	Definitions, scope, evolution Importance of Brands (for consumers and businesses), Types of Brands [product, service, corporate, personal, digital, and emerging brand types *(creator brands, community brands)]*, Branding Process	**12**	**02**	**-**
II Brand Equity and Positioning (15Marks)	Brand Equity: Concept, key components (awareness, associations, perceived quality, and loyalty). Brand Positioning: Defining the target audience, unique selling propositions (USPs), and brand repositioning strategies.	**14**	**02**	**-**
III Brand Identity, Brand Storytelling, Content Marketing and Social Media Management (15Marks)	Brand Identity: Name, logo, slogan, visuals, and brand personality, brand image. Brand Storytelling: Meaning, Importance, Elements, Integrated Marketing Communications (IMC) Content Marketing and Social Media Management: Meaning, Process, Techniques to measure effectiveness.	**14**	**02**	**-**
IV Brand Architecture, Digital and Crisis Brand Management and Ethics and future prospects (15Marks)	Brand Architecture: Managing brand portfolios (branded house, house of brands, hybrid approaches). Digital Brand Management: Meaning, Importance, Key Digital Channels and Platforms. Ethical Considerations: Misleading advertising, data privacy, brandwashing, and ethical sourcing. Brand Crisis Management: Brand Crisis Meaning, Types, Managing a brand crisis. Future of Branding: Impact of AI, *AR/VR/Metaverse, and the evolving digital landscape*.	**12**	**02**	**-**
		52	**08**	**-**

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

Total class=56 (L=52, T=8/2)

MODESOFIN-SEMESTERASSESSMENT: **(40Marks)**

- Sessional Examination (Two) - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
  - Group Discussion
  - Assignment/ Project Work
  - Seminar Presentation on any of the relevant topics
  - Hands-on-learning

Suggested Readings:

Keller, K. L., Swaminathan, V., Parameswaran, A. M. G., & Jacob, I. C. (2020). *Strategic brand management* (5th ed.). Pearson Education.

Dutta, K. (2020). Brand management: Principles and practices. Oxford University Press.

Keller, K. L., Parameswaran, M. G., & Jacob, I. (2015). *Strategic brand management* (4th ed.). Pearson Education India.

Kotler, P., Keller, K. L., Chernev, A., Sheth, J. N., &Shainesh, G. (2022). *Marketing management* (16th ed.). Pearson Education India.

FOUR YEAR UNDER GRADUATE PROGRAM (FYUGP)
INCOMMERCE (MARKETING)

DETAILED SYLLABUS OF 8thSEMESTER

SEMESTER-VIII
Title of the Course: Business Ethics
Course Code: C-20
Nature of the Course: Core
Course Credit: 04 Credits
DistributionofMarks:60(EndSem)+40(In-Sem)

Course Objective:

1. To acquaint the students with the meaning of ethics, values, norms, and belief.
2. To make the students familiar with Business Ethics, social responsibility, and ethical thoughts of eminent Indian thinkers.

Course Outcome:

- CO1: Understand the concept, nature, and importance of ethics and business ethics, identify their sources and types, andanalyse factors influencing ethical decision-making.

  LO1- Developing a comprehensive understanding of ethics and business ethics, recognizing their significance in corporate decision-making, and assessing the impact of factors on ethical business practices.
- CO2: Analyse the meaning and role of values, norms, and beliefs in ethical decision-making, examine moral standards and dilemmas, and apply ethical theories.

  LO1-Understanding the significance of values, norms, and beliefs in shaping ethical decision-making, critically evaluating moral standards and dilemmas, and applying ethical theories through case studies.
- CO3: Evaluate the objectives and practices of ethical management, ethics compliance, and company codes, and analyse managerial dilemmas and ethics training.

  LO1-evaluating the objectives and practices of ethical management, assessing the role of ethics compliance, and analyzing managerial dilemmas and the impact of ethics training through practical case studies.
- CO4: Analyse the concept and objectives of social responsibility in business, examine broader ethical issues like corruption and corporate crime, evaluate CSR practices in India, and explore ethical perspectives from Gandhi, Vivekananda, and JRD Tata.

  LO1-analyzing the concept and objectives of social responsibility in business, critically examining broader ethical issues, evaluating CSR practices in India, and exploring the ethical perspectives of Gandhi, Vivekananda, and JRD Tata through case studies.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

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

Mapping of Course Outcomes to Program Outcomes

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

Block	Contents	L	T	P
1 (15Marks)	Meaning Ethics- definition of ethics and Business Ethics	3		
	Objectives, nature, and sources of ethics- Types of ethics-Need for business ethics-importance of business ethics	5		
	Factors influencing business ethics-business and ethical responsibility. (Practical – Case Studies)	2		2
2 (15Marks)	Values, Norms & Beliefs- meaning of values – a comprehensive view of values	4		
	Morality-moral standards-moral dilemma	4		
	Beliefs and their role Ethical codes- theories of ethics-ethical reasoning (Practical – Case Studies)	6		2
3 (15Marks)	Ethical Management- objectives of management ethics – Ethical activities	4		
	Ethics compliance management – company codes	4		
	Codes of ethics- Managerial Dilemma- Ethics Training (Practical – Case Studies)	6		2
4 (15Marks)	Social Responsibility of Business-Objective, social responsibility concept.	6		
	Broader ethical issues in Society – Corruption, Bribery, Blackmarketing, Corporate Crime.	4		
	Corporate Social Responsibility CSR in India Ethical thoughts of Gandhi, Vivekananda and JRD Tata. (Practical – Case Studies)	4		2
	TOTAL	**52**		**08**

***L= Lecture, T= Tutorial, P= Practical**
Total class=56 (L=52, P=8/2)

Suggested Readings:
Reference Books :

1. Oswald A.J. Mascarenhas, Doris D'Souza, E. Abraham, J.R.D. Tata: ORATIONS ON BUSINESS ETHICS, Rupa Publications India
2. Institute Of Directors India , Directors Handbook on Business Ethics, Institute of Directors, India
3. Br. Prasanna Swaroopa;T. D. Chandrasekhar , Good Values, Great Business, SAGE Publications India Pvt Ltd