



Shri Sangameshwar Education Society's
Sangameshwar College, Solapur [Autonomous]
(Affiliated to Punyashlok Ahilyadevi Holkar Solapur University, Solapur)
Kannada Linguistic Minority Institute
NAAC Accredited with 'A' Grade (III Cycle CGPA 3.39)

Academic Council 5(5.8.2)
15th June, 2022

Revised Structure of **B.COM** (Marketing) Program under CBCS Pattern

Under Faculty of Commerce from the Academic Year **2022-23**

B. COM - SPECIALISATION IN MARKETING - To be implemented from June 2022

SEMESTER I

Code	Course	Course Code	Teaching Scheme		Examination Scheme		
			Hours per Week	Credits	CA	SEE	Total
AECC1	English Compulsory P-I (Literary Voyage)	2181101	3.2	4	15	35	50
CC1	Principles of Business Management	2181102	3.2	4	15	35	50
CC2	Financial Accounting	2181103	3.2	4	15	35	50
CC3	Fundamentals of Marketing-I	2181105	3.2	4	15	35	50
CC4	Digital Marketing	2181106	3.2	4	15	35	50
GE1	Business Economics- I	2181104	3.2	4	15	35	50
				24	90	210	300

SEMESTER II

Code	Course	Course Code	Teaching Scheme		Examination Scheme		
			Hours per Week	Credits	CA	SEE	Total
AECC1	English Compulsory P II (Literary Voyage)	2181201	3.2	4	15	35	50
CC1	Organizational Behavior	2181202	3.2	4	15	35	50
CC2	Basics of Cost Accounting	2181203	3.2	4	15	35	50
CC3	Fundamentals of Marketing II	2181205	3.2	4	15	35	50
CC4	Service Marketing	2181206	3.2	4	15	35	50
GE1	Business Economics II	2181204	3.2	4	15	35	50

	Democracy, Election & Good Governance	2000232					50
				24	90	210	350
	TOTAL CREDITS: B. COM I:			48			

Compulsory Course:

DEMOCRACY	2000232	DEMOCRACY ELECTIONS AND GOVERNANCE
PHY EDU	2000233	PHYSICAL EDUCATION



Shri Sangameshwar Education Society's
SANGAMESHWAR COLLEGE, SOLAPUR
[Autonomous]
Department of English
B. Sc. Part- I (AECC-I & II)

Academic Council 4(4.3)
26th March 2022

Semester- I & II

English for Communication-I & II

CBCS (Choice Based Credit System)
(w.e.f. June 2020-21, 2021-22, 2022-23)

Course Credits: (L3) + (T1) =04

Course Contact Hours 60

(SEE 35 + CA 15 = 50 Marks)

Preamble:

Significance of English is growing in the globalized world. It is a language of Technology and opportunities for the youth. It can be better pursued with the right courses to meet the demands of the society. To enhance the competency of the learners this General English Course is part of the structure.

Objectives:

- To build the learner competency in use of English language
- To enable the learners to appreciate the literary pieces

The outcome:

- Use English effectively in both oral and written communication
- Appreciate literary beauty of the poems, stories and essays

Semester- I

English for Communication-I (2181101)

CBCS (Choice Based Credit System)
(w.e.f. June 2020-21, 2021-22, 2022-23)

Course Credits: (L3) + (T1) =04

Course Contact Hours 60

(SEE 35 + CA 15 = 50 Marks)

Unit 1: Prose

Credit 1

- | | |
|----------------------------|-----------------|
| 1. The Birth of Khadi | M. K. Gandhi |
| 2. The Forest Man of India | Jadav Payeng |
| 3. The Portrait of a Lady | Khushwant Singh |

Unit 2: Poetry

Credit 0.5

- | | |
|---|---------------------|
| 1. Let me not pray to be sheltered from dangerous | Rabindranath Tagore |
| 2. The Lotus | Toru Dutt |

Unit 3: Grammar

Credit 0.5

- 1 Part Of Speech
- 2 Subject Verb Agreement

Unit 4: Communication and other Skills

Credits 2

I

- 1 What is Communication?
- 2 The Process of Communication
- 3 The Channels of Communication

II

- 1 Narration
- 2 Description

III (Soft Skills)

- 1 Intrapersonal Skills

Reference:

English Compulsory Textbook *Literary Voyage*

Semester- II

English for Communication-II (2181201)

CBCS (Choice Based Credit System)
(w.e.f. June 2020-21, 2021-22, 2022-23)

Course Credits: (L3)+(T1) =04

Course Contact Hours

60

(SEE 35 + CA 15 = 50 Marks)

Unit 1: Prose

1. Of Discourse
2. Does Education do Harm?
3. I Have a Dream

Francis Bacon
Bertrand Russell
Martin Luther King Jr.

Credit 1

Unit 2: Poetry

1. Our Earth will not Die
2. Ode on Solitude

Niyi Osundare
Alexander Pope

Credit 0.5

Unit 3: Grammar

- 1 Tenses
- 2 Types of Sentences

Credit 0.5

Unit 4: Communication and other Skills

I

- 1 Principles of Effective Communication
- 2 Describing Process
- 3 Making Presentations

Credits 2

II

- 1 Letter Writing (Formal/Informal)
- 2 Business Letters

III (Soft Skills)

- 1 Interpersonal Intelligence

Reference:

English Compulsory Textbook *Literary Voyage*

Chairman
BOS in English

Academic Council 4(4.3)
26th March 2022

UG: Commerce Programme: B.Com.-I (**Marketing**), To be implemented from June 2021

System: Choice Based Credit System (CBCS) with SGPA and CGPA

B.O.S. in: **Management**

(CC1) SEMESTER-I

PRINCIPLES OF BUSINESS MANAGEMENT (2181102)

Course Credit: 4 L

Course Contact Hours: 60 Hours

Marks:50

Preamble of the Course: This course provides basic fundamental knowledge of concepts, principles and functions of management. Management enables the people to work together productively and attain the predetermined goals and objectives by using various principles of management in an organization in the present business environment. This course aims to acquaint the students with different principles of management i.e. planning, organizing, directing, decision making, motivation, leadership, controlling etc.

Course Objectives (CO):

- To acquaint the students with the basic concepts, principles and functions of management.
- To understand the role of manager in an organization.
- To understand various management techniques for managing contemporary organizations.
- To make students aware about the recent trends in management.

COURSE CONTENT – SEMESTER I		
Module I	An Introduction to Management 1. Meaning and Definition of Management, feature of Management 2. Management as a Science and Art. 3. Contributions of F.W. Taylor, Henri Fayol, Frank and Lillian Gilbreth. 4. Contribution of Max Weber	12 Lectures
Module II	The Environment of Organizations. The environmental factors STEEPL: Social, Technological, Economic, Ethical, Political and Legal. Understanding the Operations, Quality, and Productivity	12 Lectures
Module II	Managers: Understanding the Manager's Job 1. The basic functions of a manager at different Organizational levels. (Functions of Planning, Organizing, Staffing, Leading, and Controlling) 2. Steps in planning, Centralization and Decentralization, Authority and Responsibility, Motivation,	12 Lectures
Module IV	Trends in Management 1. Social Responsibility and Ethics 2 Global Perspective in Management: Definition and concept	12 Lectures
Module V	Corporate Governance	12 Lectures

Reference Books:

1. Essentials of Management: Weirich and Koontz
2. Management: Stoner, Freeman, and Gilbert
3. Management: L.M. Prasad, Sultan Chand and Sons, New Delhi
4. Management: Michael Principles of Management: R.N. Gupta
5. Management Today: Gene Bartan and Manab Thakkar, Tata Mcgraw Publishing House New Delhi

Course Outcomes:

1. Students should be able to know, comprehend, apply, analyze, synthesize and evaluate the basic fundamentals of managing organizations. Students will complete specific activities, as identified in the syllabus, related to each of the four functions of management: planning, organizing, leading and controlling.
2. Have developed a working knowledge of fundamental terminology and frameworks in the four functions of management: Planning, Organizing, Leading and Controlling;
3. Be able to analyze organizational case situations in each of the functions of management;
4. Be able to identify and apply appropriate management techniques for managing contemporary organizations
5. Have an understanding of the skills, abilities, and tools needed to obtain a job on a management track in an organization of their choice.

Teaching Methods:

- Lecture Method, PPT Presentations
- Case Study
- Paper Presentations, Seminars, Group Discussions,

Evaluation System: Total 50 Marks

SEE: **35 Marks**

CA: **15 Marks (Seminars/Case Study/Paper Presentation/MCQ)**

**Chairman
BOS in Management**

**Academic Council 4(4.3)
26th March 2022**

UG: Commerce: B. Com-I (Marketing) To be implemented from A.Y. 2021-22

System: Choice Based Credit System (CBCS) with SGPA and CGPA

B.O.S. in: Accountancy

(CC2) SEMESTER I

FINANCIAL ACCOUNTING (2181103)

Course Credit: 4 L

Course Contact Hours: 60 Hours

Marks:50

Preamble of the Course:

This course enables the students to acquire comprehensive understanding of all aspects relating to financial statements, principles, procedures of accounting and their application to different practical situations. This course also includes the advanced issues in partnership accounts and accounting for special transactions like consignment.

Course Objectives (CO):

1. To gain a comprehensive understanding of all aspects relating to financial statements, principles, procedures of accounting and their application to different practical situations.
2. To understand accounting procedure of consignment
3. To understand accounting procedure of Branch
4. To understand accounting procedure of cooperative societies
5. To get practical knowledge of accounting

COURSE INPUT - SEMESTER I

Module No.	Name of the Module	Lectures
I	BASICS OF ACCOUNTING: <ul style="list-style-type: none">• Meaning of accounting scope of accounting, various branches of accounting	12

	<p>ACCOUNTING CONCEPTS AND CONVENTIONS</p> <p>A) Accounting Concepts</p> <ol style="list-style-type: none"> 1. Separate Business Entity Concept 2. Money Measurement Concept 3. Dual Aspect Concept 4. Going Concern Concept 5. Accounting Period Concept 6. Cost Concept 7. The Matching Concept 8. Accrual Concept 9. Realization Concept <p>B) Accounting Conventions</p> <ol style="list-style-type: none"> 1. Convention of Materiality 2. Convention of Conservatism 3. Convention of Consistency 4. Convention of Disclosure <p>C) Meaning of Accounting standard</p>	
II	<p>Accounting for Special Sales Transaction:</p> <p>Consignment: Basic features; difference with sales - Recording in the books of Consignor – at cost - & at invoice price, Valuation of unsold stock; Ordinary commission - Treatment and valuation of abnormal & normal loss. Special commission; Del-credere commission (with and without bad debt) - use of Consignment Debtors A/C. - Recording in the books of Consignee - Recording in the books of consignee - prepare ledger account and journal entries in the books of consignor</p>	12
III	<p>Branch Accounting</p> <p>Concept of Branch - Need for Branch Accounting - Accounting for Dependent branches only- Preparation of Branch Account and Branch Debtors Account - Branch Trading and Profit and Loss Account- Branch Account under stock and debtor's system.</p>	12
IV	<p>Departmental Accounts</p> <p>Meaning, Concept, Advantages, Methods, Allocation of expenses, Inter departmental transactions, Problems.</p>	12
V	<p>Computerized Accounting Systems (Practical)</p>	12

	Computerized Accounts by using any popular accounting software like Tally: Creating a Company, Configure and feature setting, Creating Accounting Ledgers and Groups, Creating Stock Items and Groups, Voucher entry, Generating Reports- Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Fund Flow Statement, Cash Flow Statement. Selecting and shutting a Company: Backup and Restore data of Company.	
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Course Outcomes:

By the end of this course it is expected that the student will be able to gain knowledge base in respect of -

- Basic accounting concepts, conventions and procedure of accounting system
- Accounting for special sales transactions like consignment as well as accounting procedure in respect of branch
- Accounting procedures and preparation of financial statements in respect co-operative societies.
- Practical accounting

List of Suggested Books:			
Sr.No.	Title	Authors	Publisher
1	Financial Accounting	V. Rajsekaran and R. Lalitha	Dorling Kindersley(I) Pvt Ltd., Licensed by Pearson Education
2	Advanced Accountancy	Shukla M.C. Grewal T.S. and Gupta S.C.	S. Chand and company, New Delhi.
3	Advanced Accountancy	Jain and Narang	Kalyani Publications, New Delhi.
4	Higher Science of Accountancy	Agarwala A.N. Agarwala K.N.	Kitab Mahal Publication, Allahabad.
5	Financial Accounting	Gupta R.L. and Radhaswami M.	Sultan chand and Sons, New Delhi.

Teaching Methods:

- Lecture with Practical Problems Method
- PPT Presentations

Evaluation System: Total 50 Marks

SEE: **35 Marks**

CIE: **15 Marks (Seminars/Case Study/Paper Presentation/MCQ)**

**Chairman
BOS in Accountancy**

**Academic Council 4(4.3)
26th March 2022**

UG: Commerce Programme: B.Com.-I (Marketing), To be implemented from June 2021

System: Choice Based Credit System (CBCS) with SGPA and CGPA

B.O.S. in: Management

(CC1) SEMESTER-II

ORGANIZATIONAL BEHAVIOUR (2181202)

Course Credit: 4 L

Course Contact Hours: 60 Hours

Marks:50

Objectives:

1. The students should understand the impact that individual, group and structures have on their

behavior within the organization.

2. They should identify the required behavioral model in the Organization

	COURSE CONTENT - SEMESTER-II	
Module-I	Fundamentals of Organizational Behavior Definition, Nature, Scope and goals of Organizational Behavior. Disciplines continuing to O.B, Evolution of O.B. Fundamental concept of organizational behavior	15 Lectures
Module-II	Attitude, Values and Motivation Effects of employee attitudes, components of Attitude, Personal and organizational Values. Nature and Importance of Motivation, Motivation process- Motivation model, Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, Mc Gregor's x and y Theory.	15 Lectures
Module-III	Personality and work stress	15 Lectures

	Definition of personality, Determinants of personality, Theories of personality: Trait Theory Time big five model, Pe-Theory: Myers- Briggs type personality, Self Theory: house of control. Meaning and definition of stress, Sources of stress: Individual level Organizational level. Type A and Type B personality	
Module-IV	Group Behavior Nature of Group, Types of Groups. Team Building and Effective team works. Stages of group formation, Concept of conflict- Interpersonal, intrapersonal, intergroup, organizational, Johari window, Conflict management strategies.	15 Lectures

Recommended Books:

1. Organizational Behaviour Text, Course and Games- By K.Aswathappa. Himalaya publishing House, Mumbai.
2. Organizational Behaviour- By Final Luthans McGraw-Hill
3. Organizational Behaviour through Indian Philosophy- By M.N. Mishra, Himalaya Publication House.
4. Organizational Behaviour- By Steplen Robbins, Timotly Judge, Seema SangliPeason Prentice Hall S

Course Outcomes:

1. Relate with the historical growth, factors and model of Organizational Behavior.
2. Understand the various theories of personality development.
3. Understand the concept of stress and sources of stress.
4. Understand the concept of attitude and values.
5. Elaborate the sources and types of values.
6. Relate different theories of motivation and Leadership with current situation and know the roles and activities of leadership
7. Understand the team building and effective team work.

Teaching Methods:

- Lecture Method
- PPT Presentations
- Case Study

- Paper Presentations, Seminars, Group Discussions,

Evaluation System: Total 50 Marks

SEE: 35 Marks

CA: 15 Marks (Seminars/Case Study/Paper Presentation/MCQ)

**Chairman
BOS in Management**

Academic Council 4(4.3)

26th March 2022

UG: Commerce: B.Com.-I (Marketing) To be implemented from A.Y. 2021-22

System: Choice Based Credit System (CBCS) with SGPA and CGPA

B.O.S. in: Accountancy

**SEMESTER-II (CC2)
BASICS OF COST ACCOUNTING (2181203)**

Course Credit: 4 L

Course Contact Hours: 60 Hours

Marks :50

Preamble:

This course enables the students in understanding the basics of cost, cost sheet, material labor and overheads accounting, costing concepts and procedure in the cost ascertainment system.

Course Objectives (CO):

- To gain the understanding of costing concepts and procedure in the cost ascertainment system
- To understand the various elements of cost for preparation of Cost Sheet
- To understand cost accounting of material, labor and overheads
- To understand reconciliation of Cost Accounting profit with Financial accounting profit

COURSE INPUT - SEMESTER-II

BASIC OF COST ACCOUNTING	Hours
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Module	Introduction to Cost Accounting	08
1.	Meaning nature need scope and objectives of cost accounting Difference between Financial Accounting and Cost Accounting.	
2	Elements of cost – Classification of cost, cost unit, cost center, Preparation of Cost Sheet.	08
3	Cost Accounting of Materials – Procurement procedure, store Procedure, Stores accounting and control, Receipts and issues of materials, Different method of pricing and issues of materials, fixation of various stock levels and economic ordering quantity.	12
4	Cost Accounting of Labor – Recording and analysis of Labour cost, overtime, Idle time, Holiday work, Holiday’s with pay, Casual workers, Labour turnover, Time & motion study, Methods of remunerating labours and Incentive systems.	12
5	Cost Accounting of overheads – Classification, Allocation and Apportionment, Departmentalization and Absorption of overheads, Under and over absorption of overheads, Treatment of depreciation, Interest of capital and Research and Development cost.	12
6	Reconciliation of Cost and Financial Accounting Profit	08

Reference Books -

1. Cost Accounting – Methods and Practice by B. K. Bhar
2. Cost Accounting –Problems and Solutions by Khanna-Pandey
3. Cost Accounting – M. N. Arora Vikas Publishing House Pvt. Ltd. Jangpur New Delhi 14
4. Cost Accounting - Maheshwari S. N.
5. Cost Accounting – Jain and Narang
6. Cost Accounting – JawaharLal
7. Cost Accounting – Mittal D K, Lua Mittal
8. Cost Accounting - - N. K. Prasad

Course Outcome: -

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

1. Define basic terms and techniques of cost accounting.
2. Identify the elements of costs, calculate cost, profit and sales value
3. Apply cost accounting knowledge in practical life

Teaching Methods:

- Lecture with Practical Problems Method and PPT Presentations

Evaluation System: Total 50 Marks

SEE: **35 Marks**

CIE: **15 Marks (Seminars/Case Study/Paper Presentation/MCQ)**

**Chairman
BOS in Accountancy**

**Academic Council 4(4.3)
26th March 2022**

UG: Commerce Programme: B.Com.I (Marketing) To be implemented from June 2021

System: Choice Based Credit System (CBCS) with SGPA and CGPA

B.O.S. in: Commerce

(CC3) SEMESTER I**FUNDAMENTALS OF MARKETING-I (2181105)**

Course Credit: 4 L

Course Contact Hours: 60 Hours

Marks:50

Course Objectives:

The goal of this course is to provide a foundational understanding of marketing concepts, principles, tools, and approaches.

COURSE CONTENTS

FUNDAMENTALS OF MARKETING - SEMESTER I		
	Topics	Lecturers
Module 1	Introduction to Marketing: Introduction, Meaning, Definition - Core Concepts in Marketing – characteristics of Marketing - Evolution Stages of Marketing - Difference between Selling, Marketing and Societal Marketing – Importance of Marketing –	12 Lectures

	<p>Limitations of Marketing – New Concepts in Marketing concepts – traditional vs. modern marketing Concepts</p> <p>Marketing Environment in 21st Century – Introduction – Micro and Macro Environmental Variables – Reasons for conducting environmental scanning and analysis – Techniques used in Environmental Scanning - <i>Assignment</i></p>	
Module 2	<p>Market Segmentation, Targeting and Positioning: Concept of Market Segmentation, Benefits, Requisites of Effective Segmentation, Bases for Segmenting Consumer Markets, Market Segmentation Strategies. Segmentation Method – Geographic Segmentation and Demographic Segmentation, Psychographic Segmentation, Behavioural Segmentation, Market Gridding - Volume Segmentation, Deep Segmentation. Indian Consumer- Features about Consumer India, Classifying Indian Consumer by Income B2B Marketing Vs Consumer Marketing - Generational Marketing: How to Target Millennials, Gen X, & Boomers - <i>Assignment- Project</i></p> <p>Targeting: Meaning, Strategies -Types – Importance</p> <p>Positioning: Meaning – Brand and Product Positioning –Perceptual Mapping for studying Positioning Possibilities - Re-positioning - <i>Case Study</i></p>	13 Lectures
Module 3	<p>Marketing Mix: Concept; 4 Ps Vs. 4 Cs Extended Marketing Mix, Product: Meaning, Product Planning - Product Mix - Product Policy - Product Line Decisions - Product Differentiation; Introduction, Need and Various Routes to Differentiation - Branding - Packaging – Labelling - Product Life Cycle; New Product Development Process</p>	12 Lectures
Module 4	<p>Pricing: importance; factors influencing pricing; pricing policies and strategies; service product pricing</p>	8 Lectures

Learning Outcome:

- Students will be able to comprehend the concepts and principles of marketing.

Books Recommended

1. S.A. Sherlekar, *Marketing Management*, Himalaya Publishing House, Mumbai.
2. Philip Kotler, *Marketing Management*, Prentice Hall of India Ltd, New Delhi.
3. Marchand & B. Vardharajan, *An introduction to Marketing*, Vikas Publishing House, 5 Ansari Road, New Delhi.

4. Maurice & Mondell & Larry Rosenberg, *Marketing*, Prentice Hall of India Ltd. New Delhi.
5. Mohammad Amanatullah, *Principles of Modern Marketing*, Kalyani Publications New Delhi.
6. Dr. C. N. Sontakki, *Marketing Management*, Kalyani Publications New Delhi.
7. Arun Kumar and N. Meenakshi, *Marketing Management*, Vikas Publishing House Pvt. Ltd. Ed. 2007
8. Biplab S Bose, *Marketing Management*, Himalaya publishing House, Edition -2009
9. William I. Stanton, Ajay Pandit, *Marketing Concepts & Cases*, The McGraw Hill Companies Ltd. New Delhi.
10. Ramaswamy, *Marketing Management – Global Perspective Indian Context*, McGraw Hill Education, New Delhi

Teaching Methods:

- Lecture Method
- PPT Presentations
- Case Study, Paper Presentations, Seminars, Group Discussions,

Evaluation System: Total 50 Marks

SEE: **35 Marks**

CA: **15 Marks (Seminars/Case Study/Paper Presentation/MCQ)**

**Chairman
BOS in Commerce**

**Academic Council 4(4.3)
26th March 2022**

UG: Commerce Programme: B.Com.-I(Marketing) To be implemented from June 2021

System: Choice Based Credit System (CBCS) with SGPA and CGPA

B.O.S. in: Commerce

(CC3) SEMESTER II

FUNDAMENTALS OF MARKETING - II (2181205)

Course Credit: 4 L

Course Contact Hours: 60 Hours

Marks:50

Course Objective:

The objective of this course is to familiarize students with the key features of the marketing mix, the extent of consumer behaviour, and developing marketing fields.

COURSE CONTENT – SEMESTER II		
Module 1	<p>Marketing Channels: Meaning of Channels of distribution- types and functions, Factors Affecting Channel Choice, Channel Design, Channel Management Decision, Channel Conflict, Designing a Physical Distribution System, Network Marketing. Contemporary Channels and Retailing in India.</p> <p>Product Distribution Logistics: Product Distribution Concept. Distinction between Distribution Logistics and Supply Chain Management.</p>	10 Lectures
Module 2	<p>Promotion: Meaning, Need and Importance of Promotion – Promotional Tools - Factors influencing promotion mix; Integrated Marketing Communication approach – Advertising as a Promotional Tool</p>	5 Lectures
Module 3	<p>Consumer Behaviour: Connecting with Consumers, Importance - Consumer in Sighting, Importance – Consumer Behaviour – Meaning, Definition, Characteristics, Scope of Consumer Behaviour – Need of studying consumer behavior - Factors Influencing Consumer Behaviour - Consumer Buying Decision Process, Buying Roles, Buying Motives – Importance of Consumer Behaviour - The Black Box Model of Consumer Behaviour. - Indian Consumer- Features about Consumer India, Classifying Indian Consumer by Income - B2B Marketing Vs Consumer Marketing - Generational Marketing: How to Target Millennials, Gen X, & Boomers</p>	10 Lectures
Module 4	<p>Emerging Areas in Marketing:</p> <ol style="list-style-type: none"> a) Concept of Neuromarketing – Key benefits of Neuromarketing – Limitations of Neuromarketing b) Concept of Sensory Marketing – The Senses – Working of Sensory Marketing c) Cause Related Marketing: Introduction -Types and benefits of cause related marketing d) Social Marketing: Introduction – marketing mix of social marketing – 4Ps of social marketing – Additional Ps of social marketing – 10 steps to develop a social marketing plan – challenges in social marketing - Alternate 	12 Lectures

	Concepts Like 3V Concepts of Nirmalaya Kumar Social Responsibility of Marketing	
Module 4	a) Marketing Audit: Meaning and Definition of Marketing Audit – Components of Marketing Audit – Process of Marketing Audit – Benefits of Marketing Audit b) Market Share Analysis: Introduction – Key Characteristics of Market Share Analysis – Process of Market Share Analysis	8 Lectures

Learning Outcomes:

- To give a framework for evaluating marketing decisions and initiatives, be familiar with the main aspects of the marketing mix.
- Understand the scope of consumer behaviour and how it changes over time.
- Demonstrate an understanding of basic consumer behaviour principles and theories.
- Be well-versed in the field of marketing's new frontiers

Books Recommended:

1. Kapoor, Neeru, *Principles of Marketing*, PHI
2. Kotler, P., Armstrong, G. and Agnihotri, P. (2018) *Principles of Marketing* (17th Edition), Pearson Education. Indian edition.
3. Mahajan, J.P. and Mahajan Anupama, *Principles of Marketing*, Vikas Publications.
4. Sharma, K., & Swati Aggarwal. (2018), *Principles of Marketing*, Taxmann
5. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2013) *Principles of Marketing: A South Asian Perspective* (13thed.). Pearson Education.
6. Saxena, R. (2006), *Marketing Management* (3rd ed.) Tata McGraw Hill

Teaching Methods:

- Lecture Method
- PPT Presentations
- Case Study, Paper Presentations, Seminars, Group Discussions,

Evaluation System: Total 50 Marks

SEE: 35 Marks

CA: 15 Marks (Seminars/Case Study/Paper Presentation/MCQ)

Chairman
BOS in Commerce

Academic Council 4(4.3)
26th March 2022

UG: Commerce Programme: B.Com.-I (Marketing)

To be implemented from A.Y. 2021-2022

System: Choice Based Credit System (CBCS) with SGPA and CGPA

B.O.S. in: Commerce

(CC4) -- SEMESTER I
DIGITAL MARKETING (2181106)

Course Credit: 4 L

Course Contact Hours: 60 Hours

Marks:50

Preamble: This course aims to educate students about digital marketing. Digital marketing and social media have transformed marketing and business practices all over the world. This course looks at the strategic role of digital marketing processes and tools in developing overall marketing strategies and digital marketing plans, as well as the ever-changing digital landscape. It delves into the creative challenges of communicating with and retaining customers through these media, as well as the major search engines and future digital marketing trends.

Course Objective: This course aims to teach students about the concepts, tools, techniques, and relevance of digital marketing in today's changing environment. It also teaches students how to use digital marketing tools and educates them on the ethical and legal implications of doing so.

COURSE CONTENT -- SEMESTER I		
Module 1	Introduction to Digital Marketing: Introduction – Marketing, Digital Marketing: Meaning, Definition, Features- Why are people going online? - Key concepts of digital marketing – Evolution of Digital Marketing - Benefits of digital marketing -Integrating Traditional and Digital Marketing – Digital penetration in the Indian market. – Challenges in Digital Marketing - Overview of E-Commerce in India	8 Lectures
Module 2	Digital Marketing Management Digital Marketing Mix: Introduction- Digital Product, Digital Price, Digital Place, Digital Promotion, Digital People, Digital Process and Online merchandising	8 Lectures

	<p>STP Model: Segmentation, Targeting, and Positioning in Digital Marketing – Differentiation in Virtual World</p> <p>Digital Consumers: Introduction – Motivation – Expectations – Fears and Phobias – Online Buying Process of Digital Consumers</p>	
Module 3	<p>Role of Internet in Marketing:</p> <p>A. Internet Marketing: Concept and Role of Internet Marketing – Reasons for growth of internet marketing – Advantages of internet marketing – types of internet marketing</p> <p>B. P.O.E.M Framework: Rise of P.O.E.M Framework – Understanding P.O.E.M Framework – List of Marketing Strategies that affect P.O.E.M – Future of P.O.E.M – Case Study</p> <p>C. Online Marketing Domain – Case Study</p>	12 Lectures
Module 4	<p>Traffic Building:</p> <p>A. Types of Traffic</p> <p>B. Search Engine Optimization: Functions of SEO, Stages in SEO, SEO tactics to improve Rankings</p> <p>C. Online Traffic Building: Advantages, Techniques and Objectives</p>	10 Lectures
Module 5	<p>Ethical and Legal Issues in Digital Marketing:</p> <p>A. Introduction to Ethical and legal issues in India</p> <p>B. Digital Marketing and Privacy Policy: Important Issues, Factors to be considered to protect online privacy, Principles to formulate privacy policy</p> <p>C. Legal and Regulatory Framework in India: Central Consumer Protection Council – Goals/Objectives of Consumer Courts – Jurisdiction of District Forum, State Commission and National Commission</p>	7 Lectures

Course Outcome:

1. Students will be able to recognize the importance of digital marketing for marketing success and will gain a comprehensive understanding of the digital marketing landscape.
2. Gain an understanding of the digital customer's needs and behaviour.
3. Assists in understanding how to define a target group, identify digital channels, their benefits and limitations, and imagine ways to integrate them while staying within a budget.
4. Explain the online market presence, segmentation, and the 7 Ps of marketing, as well as their implications for digital marketing.
5. Discuss the advantages and disadvantages of integrated digital marketing.
6. Recognize the key digital marketing techniques, such as social media marketing and mobile marketing.
7. Gaining insight into future trends that will influence the future growth of digital marketing.
8. Recognize the significance of an Indian regulatory framework for digital marketing.

Books Recommended

1. Vibha Mathur, Saloni Arora, 'Digital Marketing', PHI Learning Private Ltd., Delhi, 2020
2. Gupta, Seema (2018). Digital Marketing. McGraw Hill Education (India) Private Ltd.
3. Kapoor, Neeru. 'E-Marketing', Pinnacle learning
4. Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan, 'Digital Marketing: 4.0 Moving from Traditional to Digital', Pearson India 2017.
5. Ryan, Damian and Jones Calvin, 'Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation' 2016

Teaching-Learning Equipment's/Tools/Methods/etc.:

- o Lectures – Blended learning, Reference Books with e-books
- o Seminars & Group Discussions, Paper Presentations, Debate etc.
- o E-lectures downloaded

Evaluation System: Total 50 Marks

SEE: 35 Marks

CIE: 15 Marks (Seminars/Case Study/Paper Presentation/MCQ)

Academic Council 4(4.3)
26th March 2022

UG: Commerce: **B. Com-I (Marketing)** To be implemented from A.Y. 2021-22

System: Choice Based Credit System (CBCS) with SGPA and CGPA

B.O.S. in: Commerce

(CC4) SEMESTER II
SERVICES MARKETING (2181206)

Course Credit: 4 L

Course Contact Hours: 60 Hours

Marks:50

Course Objective:

- To teach students the fundamentals of service marketing.
- To help students understand the growing importance of India's service sector.
- To educate students on the use of technology in service marketing.

COURSE CONTENT – SEMESTER II		
Module 1	Introduction to Service Sector: Meaning and concept of services , Characteristics of Services, Difference between Goods and Services, Classification of Services, Importance, Reasons for growth of service sector in India – Contribution to service sector in India	15 Lectures
Module 2	Service Marketing: - Meaning, 7P's in Service Marketing – Product – Product Service Grid, Price, Place, Promotion, Process, People and Physical Evidence. Services Marketing Triangle. Customer service in technology/digital era.	15 Lectures
Module 3	Introduction of industry and Application of 7 P's in – Financial Services – Bank, Insurance, Mutual fund, Transportation Services, Information Technology (IT) Services.	15 Lectures
Module 4	Introduction of Application of 7 P's in – Travel, Tourism and Hospitality Services , Hotel, Healthcare services, Banking Services <i>Case studies of some selected service industries-Project work</i>	15 Lectures

Reference Books:

1. Services Marketing, Zha S.M., Himalaya Publishing House

2. Services Marketing – Harsh Verma, Pearson Education
3. Service Marketing – RajendraNargudkar, Tata McGraw Hill Education Pvt. Ltd.
4. Services Marketing -Zeithaml, Bitner, Gremler&Pandit, McGraw Hill Publication

Course Outcomes:

1. Exemplify your understanding of the concept, classification, and significance of services.
2. Compare products and services
3. Exhibit the seven Ps of service marketing.
4. Use of the 7 Ps in various service organizations
5. Create the seven P's of marketing for a service organization, Expected Skills Distribution (Through theory and Practical)
 - o Marketing Knowledge
 - o Evaluation
 - o Analytical ability

Teaching Methods:

- Lecture Method
- PPT Presentations. Case Study
- Paper Presentations, Seminars, Group Discussions,

Evaluation System: Total 50 Marks

SEE: **35 Marks**

CA: **15 Marks (Seminars/Case Study/Paper Presentation/MCQ)**

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BOS in Commerce**

Academic Council 4(4.3)
26th March 2022

B.COM. I (MARKETING) SEMESTER – I & II

BUSINESS ECONOMICS – I & II

(Syllabus to be implemented from w. e. f. June 2021)

STRUCTURE OF THE COURSE

CBCS B. COM.- PART-I SEMESTER-I DSC-I GROUP PAPER-I
(C.A. – 15 + SEE -35 = 50 Marks)

BUSINESS ECONOMICS -I (2181104)

COURSE CREDIT:- 4

COURSE CONTACT HOUR :- 60

SR. NO.	MODULE	MODULE CREDIT	MODULE CONTACT HOUR
1	BUSINESS ECONOMICS	1	15
2	ELASTICITY OF DEMAND	1	15
3	THE INDIFFERENCE CURVE ANALYSIS	1	15
4	DEMANDS FORECASTING	1	15
	TOTAL	4	60

CBCS BCOM PART I SEMESTER II DSC- II PAPER II
(C.A. – 15 + SEE -35 = 50 Marks)

BUSINESS ECONOMICS - II (2181204)

COURSE CREDIT:- 4

COURSE CONTACT HOUR :- 60

SR. NO.	MODULE	MODULE CREDIT	MODULE CONTACT HOUR
1	COST AND REVENUE ANALYSIS	1	15
2	PRODUCTION FUNCTION	1	15
3	MARKET STRUCTURES	1	15
4	THE THEORY OF DISTRIBUTION	1	15
	TOTAL	4	60

CBCS B. COM. - PART-I SEMESTER-I DSC-I GROUP PAPER-I

**Academic Council 4(4.3)
26th March 2022**

BUSINESS ECONOMICS -I (2181104)

**COURSE CREDIT:- 4
Marks:50**

COURSE CONTACT HOURS :- 60

◆ OBJECTIVES OF THE COURSE:

- 1) To introduce basic concepts of Business Economics
- 2) To create awareness among commerce students about fundamental economic problems prevailing in the corporate world.
- 3) To create the ability in the students to understand the cause and effect relation of consumer behavior in different market situation.
- 4) To create ability among the students to forecast future situation on the basis of present market situation and changes.

Module No.	Contents	Lectures
Module 1	BUSINESS ECONOMICS	15
1.1	Meaning & Definition of Business Economics	
1.2	Nature & Scope of Business Economics	
1.3	Working of Market Economy	
1.4	Features of Free Market Economy	
1.5	Price Mechanism	
Module 2	ELASTICITY OF DEMAND	15
2.1	Meaning and Definition of Elasticity of Demand	
2.2	Types of elasticity of demand (Price, Income, Cross and Advertisement)	
2.3	Importance of Elasticity of Demand	
2.4	Measurement of Elasticity of Demand	
Module 3	THE INDIFFERENCE CURVE ANALYSIS	15
3.1	Concept of Utility	
3.2	Defects of Utility Analysis	
3.3	Meaning & Properties of Indifference Curve	
3.4	Budget Line	
3.5	Consumer's Equilibrium	
Module 4	DEMANDS FORECASTING	15
4.1	Meaning and Concept of Demand Forecasting	
4.2	Types of Demand Forecasting	
4.3	Forecasting Methods	
4.4	Importance of Demand Forecasting	

❖ OUTCOMES OF THE COURSE:

- 1) The study of Business Economics helps the students to become a skill full financial manager in the corporate world.
- 2) This subject helps the students to make career in banking sector.
- 3) It helps the students to become a good entrepreneur.
- 4) It helps the students to understand dynamics of various market Situations

❖ LIST OF REFERENCE BOOKS:

- 1) Seth M. L. , : Micro Economics
- 2) Jhingan M.L., : Modern Micro Economics
- 3) Jhingan M.L., and Stephen J. K. : Managerial Economics
- 4) Samuelson P.A., : Economics
- 5) Ahuja H.L. : Advanced Economic Theory
- 6) Ahuja H.L. : Business Economics
- 7) Misra and Puri : Modern Micro Economics
- 8) Lipsey Richard, : Positive Economics
- 9) Browing, E.K. : Micro Economic Theory and Applications
- 10) Dwett, K.K. : Micro Economics

CBCS BCOM PART I SEMESTER II DSC- II PAPER II

**Academic Council 4(4.3)
26th March 2022**

BUSINESS ECONOMICS - II (2181204)

**COURSE CREDIT:- 4
Marks:50**

COURSE CONTACT HOURS :- 60

◆ OBJECTIVE OF THE COURSE:

- 5) To introduce basic concepts of Business Economics
- 6) To create awareness among commerce students about fundamental economic problems pervading in the corporate world.
- 7) To create the ability in the students to understand the cause and effect relation of consumer behavior in different market situation.
- 8) To create ability among the students to forecast future situation on the basis of present market situation and changes.

Module No.	Contents	Lectures
Module 1	COST AND REVENUE ANALYSIS	15
1.1	Meaning of Cost	
1.2	Concepts of Cost – Money Cost, Real Cost, Opportunity Cost.	
1.3	Types of Cost – Total Cost, Average Cost and Marginal Cost	
1.4	Concept of Revenue – Total revenue, Average revenue and Marginal Revenue	
Module 2	PRODUCTION FUNCTION	15
2.1	Concept of production function	
2.2	The Law of Variable Proportions	
2.3	The Law of Returns to Scale	
2.4	Economies and Diseconomies of Scale – Internal – External	
2.5	Expansion Path	
2.6	Ridge Line	
Module 3	MARKET STRUCTURES	15
3.1	Perfect Competition – Meaning, Characteristics and Price Determination	
3.2	Monopoly Meaning, Characteristics, Price determination and Price Discrimination	
3.3	Monopolistic Competition – Characteristics, price determination and Selling Cost	
Module 4	THE THEORY OF DISTRIBUTION	15
4.1	Rent – Meaning, Ricardian Theory of Rent, Modern Theory of Rent – Quasi Rent	
4.2	Wages – Meaning ,Wage Differentiation	
4.3	Interest – Meaning Liquidity Preference Theory of Interest, Loanable funds theory of Interest	
4.4	Profit – Meaning – Risk bearing theory of profit, Uncertainty theory of profit, Innovation theory of profit	

❖ OUTCOMES OF THE COURSE:

- 5) The study of Business Economics helps the students to become a skill full financial manager in the corporate world.
- 6) This subject helps the students to make career in banking sector.
- 7) It helps the students to become a good entrepreneur.
- 8) It helps the students to understand dynamics of various market Situations

❖ LIST OF REFERENCE BOOKS:

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- 2) Jhingan M.L., : Modern Micro Economics
- 3) Jhingan M.L., and Stephen J. K. : Managerial Economics
- 4) Samuelson P.A., : Economics
- 5) Ahuja H.L. : Advanced Economic Theory
- 6) Ahuja H.L. : Business Economics
- 7) Misra and Puri : Modern Micro Economics
- 8) Lipsey Richard, : Positive Economics
- 9) Browing, E.K. : Micro Economic Theory and Applications
- 10) Dwett, K.K. : Micro Economics

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