



ST. XAVIER'S COLLEGE (AUTONOMOUS), RANCHI
(AN AUTONOMOUS COLLEGE AFFILIATED TO RANCHI UNIVERSITY)

**SYLLABUS UNDER CBCS CURRICULUM OF
B.COM (ADVERTISING & MARKETING)
HONORS PROGRAMME
w.e.f. Academic Year – 2025 - 26**

**FOR UNDER GRADUATE COMMERCE SELF FINANCING
PROGRAMME
AS PER RANCHI UNIVERSITY RULES & REGULATION**



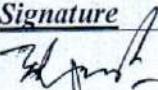
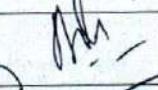
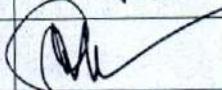
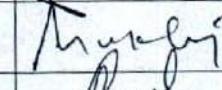
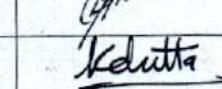
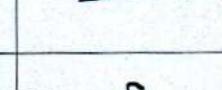
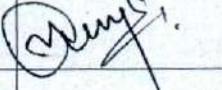
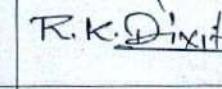
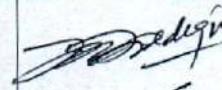
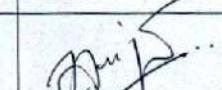
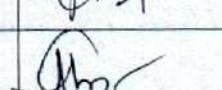
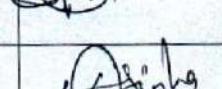
Department of Commerce Self Financing & Vocational Studies
St. Xavier's College, Ranchi

(An Autonomous College Affiliated to Ranchi University, Ranchi)

Ref. No.: A&M/2025

Date: 8th November 2025

The meeting of the Board of Studies held today i.e. 8th November 2025 at 11.30 am at the Conference Hall of the Department to finalize the syllabus of three years undergraduate programme of B.Com. (Advertising & Management) Honors under the new CBCS Credit System which is effective from academic session of 2025 - 28 as per the directions of Ranchi University, Ranchi

| <u>Sl No</u> | <u>Members Name of the Board of Studies</u> | <u>Status of the Board Member</u> | <u>Signature</u> |
|--------------|---|-----------------------------------|---|
| 1 | Prof. Gautam Rudra, H.O.D. - Department of Commerce Self Financing & Vocational Programs, St. Xavier's College, Ranchi | Chairperson |  |
| 2 | FCMA. Ajay Deep Wadhwa, Rt. General Manager - Finance Central Coal Fields Ltd., Ranchi | University Representative |  |
| 3 | Prof. (Dr.) Pinaki Ghosh, Associate Professor, Xavier Institute of Social Sciences (XISS), Ranchi | Post Graduate Alumnus |  |
| 4 | Prof. (Dr.) Somnath Mukherjee, Sr. Assistant Professor, Birla Institute of Technology, Mesra, Ranchi | Academic Experts |  |
| 5 | Prof. (Dr.) Harmeet Kaur, Associate Professor, Dean – Faculty of Commerce & Management, Jharkhand Rai University, Ranchi | Academic Experts |  |
| 6 | Shri Saswat Mazumdar, Sr. Branch Manager, Reliance Nippon Life Insurance Co. Ltd., Ranchi, Jharkhand | Industry Experts |  |
| 7 | Prof. (Dr.) Kaushik Dutta, Assistant Professor, Department of Commerce Self Financing & Vocational Programs, St. Xavier's College, Ranchi | Internal Member |  |
| 8 | Prof. Nidhi Arya, Assistant Professor, Department of Commerce Self Financing & Vocational Programs, St. Xavier's College, Ranchi | Internal Member |  |
| 9 | Prof. (Dr.) Rakesh Kumar Dixit, Assistant Professor, Department of Commerce Self Financing & Vocational Programs, St. Xavier's College, Ranchi | Internal Member |  |
| 10 | Prof. (Dr.) Shakil Anwar Siddique, Assistant Professor, Department of Commerce Self Financing & Vocational Programs, St. Xavier's College, Ranchi | Internal Member |  |
| 12 | Prof. Fabian Anuranjan Tete, Assistant Professor, Department of Commerce Self Financing & Vocational Programs, St. Xavier's College, Ranchi | Internal Member |  |
| 13 | Prof. Hussain Ahmed, Assistant Professor, Department of Commerce Self Financing & Vocational Programs, St. Xavier's College, Ranchi | Internal Member |  |
| 14 | Prof. (Dr.) Deependra Kumar Sinha, Assistant Professor, Department of Commerce Self Financing & Vocational Programs, St. Xavier's College, Ranchi | Internal Member |  |

Minutes of the Meeting:

All the members discussed in details thoroughly all the important point of the syllabus and unanimously this syllabus is approved with some changes for the three year undergraduate programme as per CBCS regulations of Ranchi University applicable from academic session 2017-20 and subsequently amended on 2019 to include one more GE papers in 1st to 4th semester of the programme. All regulations in related to composition of marks for the non-practical & practical papers, promotion and Credits of courses are to be followed as per the CBCS regulations of the Ranchi University, Ranchi.

| <u>S.No.</u> | <u>CONTENTS</u> | <u>Page No.</u> |
|----------------------------|--|-----------------|
| 1. | MISSION & VISION & PROGRAMME OUTCOME OF B.COM (A&M) | 05 |
| 2. | PROGRAMME SPECIFIC OUTCOME | 06 |
| 3. | PROGRAMME PEDAGOGY | 07 |
| 4. | COURSE STRUCTURE FOR UNDERGRADUATE 'HONOURS' PROGRAMME ➤ Distribution of 164 Credits ➤ Course structure for B. Com (Advertising & Marketing) (Hons. Programme) ➤ Semester wise Examination Structure for Mid Sem. & End Sem. Examinations | 08 |
| <u>SEMESTER-I</u> | | |
| 5. | I. Core Course – C1 | 09 |
| 6. | II. Core Course – C2 | 10 |
| 7. | III. Generic Elective (GE 1A) | 12 |
| 8. | IV. Generic Elective (GE 1B) | 13 |
| 9. | V. Ability Enhancement Compulsory Course (AECC 1) | 14 |
| <u>SEMESTER-II</u> | | |
| 10. | I. Core Course – C 3 | 15 |
| 11. | II. Core Course- C 4 | 17 |
| 12. | III. Generic Elective (GE 2A) | 19 |
| 13. | IV. Generic Elective (GE 2B) | 21 |
| 14. | V. Ability Enhancement Compulsory Course (AECC 2) | 22 |
| <u>SEMESTER-III</u> | | |
| 15. | I. Core Course – C 5 | 24 |
| 16. | II Core Course- C 6 | 25 |
| 17. | III. Core Course- C 7 | 27 |
| 18. | IV. Generic Elective (GE 3A) | 28 |
| 19. | V. Generic Elective (GE 3B) | 29 |
| 20. | VI. Skill Enhancement Course (SEC 1) | 30 |
| <u>SEMESTER-IV</u> | | |
| 21. | I. Core Course – C 8 | 31 |
| 22. | II. Core Course- C 9 | 33 |
| 23. | III. Core Course- C 10 | 34 |
| 24. | IV. Generic Elective (GE 4A) | 35 |
| 25. | V. Generic Elective (GE 4B) | 36 |
| 26. | VI. Skill Enhancement Course (SEC 2) | 37 |

SEMESTER-V

| | |
|---|----|
| 27. I. Core Course –C 11 | 38 |
| 28. II. Core Course- C 12 | 40 |
| 29. III. Discipline Specific Elective (DSE 1) | 42 |
| 30. IV. Discipline Specific Elective (DSE 2) | 44 |

SEMESTER-VI

| | |
|---|----|
| 31. I. Core Course –C 13 | 45 |
| 32. II. Core Course- C 14 | 46 |
| 33. III. Discipline Specific Elective (DSE 3) | 48 |
| 34. IV. Discipline Specific Elective (DSE 4) | 50 |

ANNEXURE (I – IX)

51 - 60

| | |
|--|--|
| 35. Semester wise Distribution of Credits for B. Com (Advertising & Marketing) Program | |
| 36. Marks Distribution for Examinations and Format of Question Papers | |
| 37. Format of Question Paper for Mid Sem Examinations of 25 Marks (Subjects without Practical) | |
| 38. Format of Question Paper for End Sem Examinations of 75 Marks (Subjects without Practical) | |
| 39. Format of Question Paper for End Sem Examinations of 100 Marks (Subjects without Practical for GE, SEC & AECC Papers) | |
| 40. Format of On-the-Job Training (OJT) Internal Assessment Examination of 50 Marks | |
| 41. Format of On-the-Job Training (OJT) External Assessment Examination of 50 Marks | |
| 42. Semester & Paper wise Credit System and Calculation of SGPA & CGPA on 10 Point Scale | |
| 43. Sample calculation for SGPA & CGPA for B. Com (Self Financing) Program | |

Mission & Vision of B.Com. (Advertising & Marketing) Honors Programme

- ❖ **Mission:** To offer high quality management programme that equip students with right knowledge, skills and attitudes required to succeed in a dynamic world.
 - **Knowledge:** the right knowledge implies relevant contemporary and cutting-edge knowledge obtained through research and practiced which empowers students to think and act independently, creatively and ethically.
 - **Skills:** The right skills enable students to think through complex problems, analyse them critically and find solutions quickly in a changing business environment.
 - **Attitudes:** The right attitudes help students put their thoughts, feelings, behaviours' and actions in place while handling though situations.
- ❖ **Vision:** To be a leader in management education through industry focused curriculum, case based learning and applied research.

Programme Outcomes (PO) of B.Com. (Advertising & Marketing) Honors Programme

PO1-Critical Thinking: By the end of the programme students are expected to act intellectually such that they are able to take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at the ideas and decisions from different perspectives.

PO2-Effective Communications: By the end of the programme students are expected to possess good communication skills that are the cornerstone of any successful verbal and written communication required for the higher studies and jobs.

PO3-Special Interaction: At the end of the programme students are expected to have an insightful perspective towards difference in gender race, class, and disability and are able interact with each social entity in the most amicable way.

PO4- Community engagements: By the end of the programme students are expected to be continuously involved with their local community and contribute through their knowledge and skills towards the up-liftment of the society and the country as a whole.

PO5-Ethics: At the end of the programme students are expected to have high ethical standards in terms of their work, social structure, family and their role responsibilities.

PO6-Environment & Sustainability: By the end of their programme students are expected to be aware of environmental issues and contribute towards sustainable developments of locality, society and nation as a whole.

PO7-Self-directed and Lifelong learning: By the end of the programme students are expected to be in a mental state such that they are able to cope with the dynamic socio technological changes and are motivated to learn and contribute towards self, social and national developments.

PO8-Teamwork: By the end of the programme students are expected to have an outstanding team skill which is much needed to create synergy in society and at the work place.

PO9-Employability: By the end of the programme students are expected to possess the necessary skills to become highly employable in the industry of their choice.

PO10-Initiative & Leadership: By the end of the programme students are expected to demonstrate initiative and leadership skill required for self, social, organization and nation's development.

PO11-Demonstrate Mastery in Analytics: Demonstrate the ability to identify a business situation from the stated information, assess the statistical techniques and the software applications required to model the same, and interpret the subsequent results to assist in effective decision making.

PO12-Sensitivity towards Global Perspective: Understand and imbibe information related to global business modules, brands strategies, and thereby assess global practices against localized customizations to better global presence within local settings and vice versa.

Programme Specific Outcomes (PSO) of B.Com. (Advertising & Marketing) Honors

PSO 1: Students will adapt their artistic ability to support their career in design in commercial promotion and business strategic applications.

PSO 2: Students will assess, propose and apply various techniques in marketing and advertising.

PSO 3: Student will get basic insight of psychological aspects targeted and proposed consumer along with their behavioural aspects.

PSO 4: Develop a systematic, critical approach to problem solving at all levels of promotion, distribution, logistic and team management.

PSO 5: Expertise in logistic operation, supply chain and warehouse management.

PSO 6: Student will be able to develop an understanding of event organizing and media management.

PSO 7: Demonstrate professionalism in the fields of sales management by effectively manage sales team and leadership system.

PSO 8: Learn Computer based promotion design by using various computer-based software's and tools.

PSO 9: Expertise in market research, data handling, data management and data mining.

PSO 10: Develops marketing planning and control with application of marketing strategies.

PSO 11: Expertise in digital marketing including Ad-words, Ad-sense, social media marketing including Facebook, Instagram, YouTube, WhatsApp, E-mail marketing and mobile marketing etc.

PSO 12: Expertise in the field of tourism and its related marketing and management activities.

PSO 13: Expertise to know about the behavioural system of human within the organization along with motivational factors.

PSO 14: Students are equipped with different laws relating to marketing, distribution and advertising.

PSO 15: Gain the insight knowledge about sales, service and its management system along with the resource management.

PSO 16: Able to correlate sustainability, critically evaluate and analyse contemporary business environment.

PSO 17: Equipped to develop the relation to rural marketing along with its importance for the modern marketing.

PSO 18: Able to manage network from customer relationship management and relation with other stakeholders

PSO 19: Able to identify the component parts of e-commerce which can give the benefit of online business and marketing.

PSO 20: Acquire skills and capabilities to play a role of an effective entrepreneurship by developing different business models.

Programme Pedagogy for B.Com. (Advertising & Marketing) as Outcome Based Learning's (OBL)

- Classroom lecture with multimedia system.
- Comprehensive discussion of topics.
- Sample Specific Market Survey & Market Research.
- Live workshops with industry experts.
- Assignments to students in team works.
- Summer and winter internship in the respective areas for gaining practical knowledge.
- Collaborative learning System with industry experts & trainers.
- Lecture from industry experts & industrial exposure visit.
- Technical guidance through comprehensive practical and simulation practices.
- Student's presentation, feedback and evaluation by industrial & academic experts.
- Case studies and presentation
- Sessions on "Know Your Corporate" programmes for enhancing corporate knowledge's.
- Panel discussion with industry experts.
- Inculcating Skills to write Research Paper on the different domain subjects.
- Special remedial classes for academically weaker students.
- Professor Mentorship system in academic practices.
- Organizing mock, Live Interview and Soft Skill Development sessions.

COURSES OF STUDY FOR UNDERGRADUATE
B.COM (ADVERTISING & MARKETING) HONOURS PROGRAMME

Subjects Combination for B. Com (Advertising & Marketing) Honors. Programme (164 Credits)

| | | | | |
|---|--|---|--|--|
| Honors/Core Courses CC 14 Papers | Discipline Specific Elective Courses DSE 4 Papers | Skill Enhancement Courses SEC 2 Papers | Compulsory Course AECC 1+1=2 Papers | Generic Courses GE (A+B) 2+2+2+2=8 Papers |
| B.Com (A&M) | B.Com(A&M) Specific | SEC in B.Com (A&M) | Language English Communication +EVS | GE in B.Com (A&M) |

Semester wise Examination Structure for Mid Sem & End Sem Examinations:

| Sem | Core Honors, Allied DSE, Compulsory AECC Courses | | Examination Structure | | |
|------------|---|---|----------------------------------|----------------------------------|---|
| | Code | Papers | Mid Semester Theory (F.M) | End Semester Theory (F.M) | End Semester Practical/ Viva (F.M) |
| I | Core 1 | Marketing Management | 25 | 75 | --- |
| | Core 2 | Integrated Marketing Communication | 25 | 75 | --- |
| | GE 1 (A) | Financial Accounting | --- | 100 | --- |
| | GE 1 (B) | Business Organization & Management | --- | 100 | --- |
| | AECC 1 | English Communication | --- | 100 | --- |
| II | Core 3 | Advertising & Media Management | 25 | 75 | --- |
| | Core 4 | Digital Advertising & Marketing | 25 | 75 | --- |
| | GE 2 (A) | Retailing & Merchandising | --- | 100 | --- |
| | GE 2 (B) | Cost Accounting | --- | 100 | --- |
| | AECC 2 | Environmental Studies | --- | 100 | --- |
| III | Core 5 | Consumer Behavior | 25 | 75 | --- |
| | Core 6 | Event & Tourism Marketing | 25 | 75 | --- |
| | Core 7 | International Marketing | 25 | 75 | --- |
| | GE 3 (A) | Service Marketing | --- | 100 | --- |
| | GE 3 (B) | Business Economics | --- | 100 | --- |
| | SEC 1 | Research Methodology | --- | 100 | --- |
| IV | Core 8 | Rural Advertising & Marketing | 25 | 75 | --- |
| | Core 9 | Ad Agency & Client Servicing Management | 25 | 75 | --- |
| | Core 10 | Package & Packaging Management | 25 | 75 | --- |
| | GE 4 (A) | Marketing & Media Laws | --- | 100 | --- |
| | GE 4 (B) | Marketing & Ad Research | --- | 100 | --- |
| | SEC 2 | Quantitative Technique in Business | --- | 100 | --- |
| V | Core 11 | Product & Brand Management | 25 | 75 | --- |
| | Core 12 | Sales & Distribution Management | 25 | 75 | --- |
| | DSE 1 | IT in Advertising & Marketing | 25 | 75 | --- |
| | DSE 2 | Customer Relationship Management | 25 | 75 | --- |
| VI | Core 13 | Logistics & Supply Chain Management | 25 | 75 | --- |
| | Core 14 | E – Commerce | 25 | 75 | --- |
| | DSE 3 | Entrepreneurship Development | 25 | 75 | --- |
| | DSE 4 | On the Job Training | --- | --- | 50 + 50 |

R.K. Dixit Dr. J. Mukherjee Dr. S. Kalita Dr. R. Dixit Dr. D. Doley Dr. A. Doley

Semester – I**5 Papers****CORE COURSE – C1****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for
Mid Semester Examination (MSE):**

There will be two groups of questions. **Group A** is compulsory and will contain five questions of the very short answer type consisting of 1 mark each. **Group B** will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. **Group A** is compulsory and will contain two questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2** will be short answer type of 5 marks. **Group B** will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

MARKETING MANAGEMENT**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objective: To provide the working knowledge of different concepts of marketing and their use in managerial decision.

Course Learning Outcome:

After the completion of this course students will able to:

- Understand fundamental concepts of marketing, including the elements of marketing mix and STP approach.
- Analyse market trends, consumer behaviour, and competitive landscapes to make informed marketing decisions.
- Expertise in conducting market research, including designing surveys, analysing data, and interpreting results to guide marketing strategies.

Unit-I: Marketing: Concept, Nature, Functions & Importance. Selling vs. Marketing, Marketing Environment: Nature, Types & Strategies to deal with internal and external (Micro and Macro) Marketing Environment, Ethical and Social Responsibilities of Marketing. **Lectures: 12**

Unit-II: Marketing System, Types of Marketing, Marketing Information System; Definition and Components, Marketing Research-Definition, Objective, Process & Significance. **Lectures: 08**

Unit-III: Consumer Behaviour: Factors influencing the Consumer Behaviour, Consumer Buying Process, Buying Motives, Consumer Market in India. **Lectures: 08**

Unit-IV: Market Segmentation: Concept, Importance and basis, Target Market Selection, Market Positioning: Concept & Importance. Market Repositioning, Product Differentiation Vs Market Segmentation, Contemporary issues in Marketing **Lectures: 08**

Unit-V: Marketing Mix: Definition, Importance & Factors determining Marketing Mix, Meaning and Nature of Products, Concept of Product Mix, Product Planning and New Product Development, Product Life Cycle. **Lectures: 10**

Unit-VI: Pricing: Concept, Objectives & Importance of Channels of Distribution of Consumer Goods, Types of Channels of Distribution, Factors affecting choice of distribution channels, Logistics: Meaning, Importance, Objectives, Marketing Logistics Task. **Lectures: 08**

Unit-VII: Promotion: Meaning, Nature & Importance, Types of Promotion, Concept of Promotion Mix and Factors affecting Promotion Mix, Emerging trends in marketing. **Lectures: 06**

Recommended Books:

1. Marketing Management—Philip Kotler
2. Marketing—William M. Pride and O. C. Ferrell
3. Principles of Marketing—Philip Kotler & Gary Armstrong
4. Marketing Management-Planning, Control—V. S. Ramaswamy & S. Namakumari

Note: Latest edition of text books may be used

CORE COURSE – C2**(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for
Mid Semester Examination (MSE):**

There will be two groups of questions. **Group A** is compulsory and will contain five questions of very short answer type consisting of 1 mark each. **Group B** will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. **Group A** is compulsory and will contain two questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2** will be short answer type of 5 marks. **Group B** will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

INTEGRATED MARKETING COMMUNICATION**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objectives: Students should be aware about the communication and its importance in the fields of marketing by describing various mix and models of communication.

Course Learning Outcome:

After the completion of this course students will able to:

- Expertise in creating effective marketing communication materials.
- Measure and evaluate marketing performance using key performance indicators (KPIs) and metrics to assess the effectiveness of marketing strategies and tactics.
- Develop comprehensive marketing plans that align with organizational objectives and address market opportunities and challenges.

Unit 1: Understanding Integrated Marketing Communication.**Lectures: 10**

- a. Introduction: Meaning, Features of IMC, Evolution of IMC, Reasons for growth of IMC, Promotional Tools for IMC, IMC Planning Process/Model, Marketing and Promotion process model. Social Media and IMC.
- b. Communication Response Models: Basic Model of Communication. Traditional Response Hierarchy Model AIDA, Hierarchy of Effect, Innovation Adoption Model. Alternative Response Hierarchy Models. Levels of Audience Aggregation.
- c. Establishing objectives and Budgeting for promotional programs: Determining IMC objectives, Marketing v/s Sales v/s Communication Objectives, DAGMAR, Problems in setting objectives, Budget approaches for promotion communication.

Unit II: Elements of IMC (PART A)**Lectures: 13**

- a. Advertising: Meaning and Features, Evolution, Limitation, Classification of Advertising, Special Purpose Advertising- Green Advertising, Pro bono Advertising, Rural Advertising. Advertising Regulation-ASCI, Doordarshan Code.
- b. Sales Promotion: Meaning, Reasons for growth, Limitations, Sales Promotion Abuse, Major Techniques of Sales Promotion at different level- Consumer, Dealer, Sales force.
- c. Direct Marketing: Meaning, Role of Direct Marketing in IMC, Advantages and Disadvantages, Direct Marketing Techniques.

Unit III: Elements of IMC (Part B)**Lectures: 14**

- a. Public Relations and Publicity: PR-Meaning, Marketing Public Relation (MPR) and its importance in Integrated Marketing Program, Advantages and Disadvantages, Process, Tools of PR. Publicity-Meaning, Characteristics, Sources of Publicity, Importance, Dealing with various public/Stakes holder relationship.
- b. Personal Selling: Meaning, Types of Sales Persons, Personal selling responsibility, skill set required for effective selling.
- c. Sponsorship: Meaning, Criteria for Sponsorship, Limitation, Event Sponsorship, Cause Sponsorship, Ambush Marketing-Concept, Impact.

Unit IV: Creative Aspects, Ethics and Evaluation in Marketing Communication**Lectures 15**

- a. Creative Aspects in Marketing Communication: Concept and Importance of Creativity, Visualization- Techniques, Buying Motives- Types, Selling Points-Types, Appeals-Types, USP.
- b. Ethics in Marketing Communication: Targeting Vulnerable group, Stereotyping, Portrayal of Women, Unethical Practices in Marketing Communication, Social and Cultural consequences.
- c. Evaluation in Marketing Communication: Evaluation process of IMC, Testing of Advertising Effectiveness-Post Tests, copy testing – emotional reaction test, cognitive neuroscience – online evaluation, Behavioural Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and Facebook likes, response cards, Internet responses, redemption rate Measuring effectiveness of sales promotion, Non-Traditional Media, Personal Selling, Sponsorship and other IMC program elements

Unit V: Persuasive Communication Factors—Content bound, Appeal bound, Argument bound, Style bound, Communication bound, Media bound, Situation bound and Persuasion Approaches. Future Marketing Communication Medium—Webs & Internet and its implications.

Lectures: 08**Recommended Books:**

1. Advertising and Promotion—Belch & Belch
2. Advertising, Promotion, and New Media—Edited by Marla R. Stafford & Ronald J. Faber
3. Contemporary Advertising—William F Arens
4. Advertising Management—S. A. Chunnavala
5. Integrated Marketing Communication—Neeraj Kumar

Note: Latest edition of textbooks may be used

GENERIC ELECTIVE (GE 1A)**(Credit: Theory: 05 + Tutorials:01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40****Instructions to Question Setter for
End Semester Examination (ESE):**

There will be two groups of questions. **Group A** is compulsory and will contain three questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2 & 3** will be short answer type of 5 marks each. **Group B** will contain descriptive type six question of 20 each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

FINANCIAL ACCOUNTING**Theory: 75 Lectures; Tutorial: 15 Lectures**

Objective: To make the students familiar with generally accepted accounting principles of financial accounting and their applications in business organizations excluding corporate entities.

Course Learning Outcome:

After the completion of this course students will able to:

- Understand of the basic principles and concepts of accounting and able to prepare financial statements.
- Record financial transactions accurately and systematically using double-entry bookkeeping principles.
- Analyse and interpret financial statements to assess the financial performance and position of a business entity.

Unit I: Financial Accounting: Nature and scope, Limitations of financial accounting. Accounting Standards: Meaning, Significance, Generally Accepted Accounting Principles (GAAP) **Lectures: 11**

Unit II: Accounting Process: Form recording of transactions in preparation of final accounts, Rectifications of errors **Lectures: 13**

Unit III: Depreciation Accounting: Meaning of depreciation, causes, and objects of providing depreciation, factors affecting depreciation. Methods of depreciation: straight line method and diminishing balance method. **Lectures: 13**

Unit IV: Accounting for Partnership-Rights, duties and power of a partner, kinds of partners, fixed and fluctuating capital, goodwill, revaluation & profits sharing calculation, accounting entries for admission of partner, retirement of a partner. **Lectures: 13**

Unit V: Analysis of Financial Statements, Common Size Balance Sheet, Ratio Analysis **Lectures: 16**

Unit VI: Cash Flow Statement- Meaning, Objectives, Importance, Components of cash flow, preparation of cash flow (direct and indirect method) **Lectures: 09**

Recommended Books

1. Fundamentals of Accounting—D.C. Rawat & R.C. Bhatt
2. Financial Accounting—S. N. Maheshwari
3. Financial Accounting—P. C. Tulsian, Naseem Ahmed, Nawab Ali Khan, M. L. Gupta
4. Fundamentals of Financial Accounting—Ashok Sehgal & Deepak Sehgal
5. Financial Accounting—R. Narayanaswamy
6. Advanced Accounting—S. P. Jain and K.L. Narang
7. Accounting & Analysis—CRISIL
8. Financial Accounting—Weygandt, Kieso & Kimmel
9. Introduction to Accountancy—T. S. Grewal and S. C. Gupta

Note: Latest edition of textbooks may be used

GENERIC ELECTIVE (GE 1B)

(Credit: Theory: 05 + Tutorials:01=06)

Marks: 100 (ESE: 3Hrs)=100

Pass Marks Th ESE =40

Instructions to Question Setter forEnd Semester Examination (ESE):

There will be two groups of questions. **Group A** is compulsory and will contain three questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2 & 3** will be short answer type of 5 marks each. **Group B** will contain descriptive type six question of 20 each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

BUSINESS ORGANIZATIONAL & MANAGEMENT

Theory: 75 Lectures; Tutorial: 15 Lectures

Objectives: This course is developing to make an understanding of organizational structures, management principles, and decision-making processes essential for effective business operations and leadership.

Course Learning Outcome:

After the completion of this course students will able to:

- Understand and apply fundamental principles of management and organizational structure.
- Analyse business situations to make effective managerial decisions.
- Demonstrate leadership, communication, and teamwork skills in organizational settings.

Unit I: Business Enterprises Forms of Business Organization: Cooperative society, self-help groups, Limited Liability Partnership; Choice of Form of Organization. Government - Business Interface; Rationale and Forms of Public Enterprises - International Business - Multinational Corporations, Concept & Principles of Organizing; Formal / Informal Organizations, Virtual Organizations, Organization Structure: Factors affecting Organization structure, Features of Good Organization Structure, Span of Management, Delegation of Authority, Centralization and Decentralization

Lectures: 20

Unit II: Introduction to management: Meaning and definition of Management-Functions of management-Managerial skills- Levels of Management-Roles of Manager-Management as a science or art-contributions to management by F. W. Taylor, Henry Fayol, Elton Mayo and Peter. F. Drucker.

Lectures: 20

UNIT III: Management: Concept of Management, nature and importance & Functions of Management, Taylor's Scientific Management, Henri Fayol's Principles of Management, Planning: Concept, Importance, Process, Types of Plans Decision making: Process, Individual vs. Group Decision Making.

Lectures: 12

Unit IV: Line and staff Authority Staffing: Nature & Scope of Staffing, Man Power Planning - Concept and importance, Recruitment: Concept and Sources, e-recruitment, Selection: Concept, Important Tests and Types of interviews. Performance Appraisal: Objectives & Modern Methods

Lectures: 12

Unit V: Leadership, Motivation and control: Concept and Styles; Trait and Situational Theory of Leadership. Motivation: Concept and Importance; Maslow Need Hierarchy Theory; Herzberg Two Factors Theory. Coordination – Importance; Control: Concept and Process.

Lectures: 11

Note: Discuss three case studies based on above syllabus in recent business and corporate world.

Recommended Books:

1. Business Organisation and Management by R. C. Bhatia & K. Natesa Priya (Atlantic Publishers)
2. Business Organisation and Management by Dr. C.B. Gupta (Sultan Chand & Sons)
3. Business Organisation & Management by Dr. Khushpat S. Jain, Dr. N. V. Kavitha, P. Satyavathi & Prof. S.A. Sherlekar (Himalaya Publishing House)
4. Business Organisation & Management by J. P. Mahajan & Rajendra P. Maheshwari (International Book House Pvt. Ltd)
5. Essentials of Management by Stephen P. Robbins, David A. DeCenzo, Madhushree Nanda Agarwal & Sanghamitra Bhattacharyya (Pearson India)
6. Essentials of Management: An International, Innovation & Leadership Perspective by Harold Koontz, Heinz Weihrich & Mark V. Cannice (McGraw Hill India)
7. Principles of Business Management by Gaurav Sahu & Manharan Anant (Manglam Publications)

Note: Latest edition of text books may be used

ABILITY ENHANCEMENT COMPULSORY COURSE (AECC 1)**(Credit: Theory – 02)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Theory ESE =40****Instructions to Question Setter for****End Semester Examination (ESE):**

There will be two groups of questions. **Group A** is compulsory and will contain three questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2 & 3** will be short answer type of 5 marks. **Group B** will contain descriptive type six question of 20 mark each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

ENGLISH COMMUNICATION**Theory: 30 Lectures**

Objective: To equip students effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for English communication

Course Learning Outcome:

After the completion of this course students will able to:

- Develop the ability to write clear, concise, and grammatically correct documents, including emails, memos, reports, and other business correspondence.
- Expertise in speaking confidently and articulately in English, including public speaking, presentations, and participating in meetings and discussions.
- Communicate effectively in one-on-one or small group settings, including active listening, empathy, and conflict resolution skills.

Unit I: Introduction to communication- Meaning and process, types of verbal and non- verbal communication, barriers to communication, 7'C of effective communication. **Lectures: 05**

Unit II: Comprehending and summarizing- comprehension, note making and summarizing. **Lectures: 03**

Unit III: Writing for specific purposes: notices, advertisements - copywriting, minutes of meeting. **Lectures: 04**

Unit IV: Reading and listening skills: types of listening, listening process, types of reading and their importance. **Lectures: 04**

Unit V: Professional communication: job application (resume and cover letter), business letter, resignation letter, orders & replies, invitation & replies, Emails. **Lectures: 06**

Unit VI: Presentation skills, Interview skills, GD & Soft Skills. **Lectures: 05**

Unit VII: Vocabulary building: One-word substitution, synonyms and antonyms, idioms and phrases. **Lectures: 03**

Recommended Books:

1. Essential English for better communication- Raj Kumar Sharma and Nidhi Singh
2. Effective Business Communication, Asha Kaul
3. Developing Communication Skills, Krishnamohan
4. Functional Grammar and Spoken and Written Communication in English, Bikram K. Das, Orient Blackswan
5. Precis, Paraphrase and Summary, P.N. Gopalkrishnan, Authors Press
6. Communication Skills, Sanjay Kumar and Pushplata, Oxford Publication

Note: Latest edition of textbooks may be used

-----END OF SEM - I-----

| | |
|---|---------------------------------------|
| Semester – II | 5 Papers |
| CORE COURSE – C3 | (Credit: Theory:05 + Tutorials:01=06) |
| Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 | Pass Marks (MSE + ESE)=40 |

**Instructions to Question Setter for
Mid Semester Examination (MSE):**

There will be two groups of questions. **Group A** is compulsory and will contain five questions of very short answer type consisting of 1 mark each. **Group B** will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. **Group A** is compulsory and will contain two questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2** will be short answer type of 5 marks. **Group B** will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

ADVERTISING & MEDIA MANAGEMENT

Theory: 60 Lectures; Tutorial: 10 Lectures

Objectives: To understand the role of media in advertising and marketing, also to be understood for proper application of media in general and modern marketing system.

Course Learning Outcome:

After the completion of this course students will able to:

- Gain an understanding of traditional and modern media channels.
- Gain a comprehensive understanding of the principles and theories of advertising.
- Develop creative briefs that clearly communicate advertising objectives. Knowledge of media planning principles and techniques.

ADVERTISING MANAGEMENT

Lectures: 40

Unit I: Introduction to Advertising: Definition and Nature of Advertising, Evolution of Advertising, Functions of Advertising, Advertising Importance, Advertising Scope, Advertising Features, Benefits, 5 M's of Advertising, Types of Advertising, Theories of Advertising, Ethics and Law in Advertising.

Unit II: Strategy and Planning process in Advertising: Marketing Plan, Advertising Plan: Background, Situational analysis related to Advertising issues, Marketing objectives, Advertising objectives, Target Audience, Brand Positioning, Brand equity, Brand image, Brand Personality, Brand Creative strategy, Message Strategy, Media Strategy, Integration of advertising with other communication tools, Role of Advertising in Marketing Mix., Product planning, Product Brand policy, Price, Packaging, Product Distribution, Elements of promotion, Role of advertising in PLC, Marketing Strategy, Situation analysis, Advertising plan, Advertising Objectives, DAGMAR approach, Advertising Strategy, Advertising Campaign, Advertising planning process

Unit III: Creativity in Advertising: Creativity: Introduction, importance, Creative Process, Creative Strategy Development, Advertising campaign, Determining the Message Theme/Major Selling ideas, Introduction to USP, Positioning Strategies, Persuasion and Types of Advertising appeal, Role of source in ads and celebrities as source in Indian ads, Execution styles of presenting ads, Role of different elements of ads: Logo, Company signature, Slogan, Tagline, Jingles, illustrations etc., Creating the TV commercial: Visual Techniques, Writing script, Developing storyboard, Mu Soundtrack, Creating Radio commercial: Words, Sounds, Music, Scripting the commercial: Clarity, coherence, pleasantness, believability, interest, Distinctiveness, Copywriting: Elements of Advertisement copy, Headline, sub-headline, Layout, Body copy, Slogans, Signature, closing ideas, Types of copy, Copy Research, essentials of good copy, Illustration of Commercial Ad, Principles of copywriting for print, OOH

Unit IV: Advertising Effectiveness & Organizing Advertising Functions: Methods of measuring advertising effectiveness, Advertising Research, Structure & Functions of an advertising agency, Selection of advertising agency, Co-ordination of advertising agency, Advertising regulations, Internet advertising.

Unit V: Budget, Evaluation, Current trends and Careers in Advertising: Advertising Budget: Definition, features, Advertising Budget objectives, Preparation of Advertisement Budget, Advertising Budgeting, Methods of budgeting, Evaluation of Advertising effectiveness: pre-testing and Post-testing objectives, Testing process for Advertising effectiveness & Method, Concept Testing v/s Copy Testing, Current testing in Advertising: Rural and Urban Advertising, Digital Advertising, Content Marketing (Advertorials), Retail Advertising, Lifestyle Advertising, Ambush Advertising, Global Advertising: Scope, Challenges

MEDIA MANAGEMENT**Lectures: 20**

Unit I: Introduction of Media Management- Introduction, Definition & Types of Media, Media norms and handling, Selection of Media—TRP Rating, Prime Time Demand, Sponsored Events Demand, Cinema and Film Media.

Unit II: Print Media—Definition, Growth and Development, Functions, Impact of Mass Media.

Unit III: Electronic Media— Electronic Invasion, Visual Communications, Visual Aids-Factors for selection and Using Guidelines, Advantages and Disadvantages of it.

Unit IV: The Press—Press Registrar, Rights and Responsibilities of the Press, Press Council of India-Objectives and Composition of the Council, Functions of the Council.

Recommended Books:

1. Media and Communication Management—C.S. Rayudu
2. Media & Advertising—C. D. Aggarwal
3. Advertising & Promotion—Belch & Belch
4. Advertising, Promotion and New media —Edited by Marla R. Stafford & Ronald J. Fabe
5. Contemporary Advertising—William F Arens
6. Advertising Management—S. A. Chunawala
7. Advertising Agencies in India – M.A. Burghate

Note: Latest edition of textbooks may be used

CORE COURSE – C4**Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Credit: Theory:05 + Tutorials:01=06****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for
Mid Semester Examination (MSE):**

There will be two groups of questions. **Group A** is compulsory and will contain five questions of very short answer type consisting of 1 mark each. **Group B** will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. **Group A** is compulsory and will contain two questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2** will be short answer type of 5 marks. **Group B** will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

DIGITAL ADVERTISING & MARKETING**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objectives: This course is to equip learners with the knowledge and practical skills to effectively plan, execute, and analyse online marketing strategies that drive brand awareness, engagement, and business growth.

Course Learning Outcome:

After the completion of this course students will able to:

- Understand of digital media channels, capable to create and manage various types of digital content.
- Gain expertise in core digital marketing concepts, such as search engine optimization (SEO), search engine marketing (SEM), social media marketing (SMM), email marketing, content marketing, and online advertising, mobile marketing trends and strategies, pay-per-click (PPC) advertising.
- Understand social media platforms, their features, and best practices for managing and engaging audiences on platforms. Knowledge of digital marketing analytics tools and techniques to track and measure the performance of digital marketing campaigns.

Unit I: Introduction to Digital Marketing: Definition, Importance, Difference between traditional and digital marketing, recent trends and current scenario of the industry, digital marketing been a tool of success for companies, use digital marketing to increase sales, Case studies on digital marketing strategies. **Lectures: 04**

Unit II: Website Planning & Creation: Understanding the functionality of WordPress, develop a website, incorporate different design elements into your website, add content, Install and activate plugins, The functionality of different plugins. **Lectures: 04**

Unit III: Search Engine Optimisation (SEO): Introduction to Search Engine Optimisation, Working of Search Engine, On-page SEO – concepts like content research, keyword research, meta tags, Off-page SEO – link building, Keyword Research, Factors affecting the rank of a webpage. **Lectures: 07**

Unit IV: Search Engine Marketing (SEM): Introduction, Features of the Google Ads platform, creating campaigns, Search volume, Google AdWords, Ad Creation, Site & Keyword Targeting, Demographic Targeting, Google Keyword Planner. **Lectures: 07**

Unit V: Social Media Marketing (SMM): Introduction, how SMM work & how businesses leverage social platforms, Targeting Demographics through social media, Metrics like cost-per-click (CPC), cost-per-view (CPV), cost-per-impression (CPM), Social Media Analytics, Social Media Advertising. **Lectures: 07**

Unit VI: Web Analytics: Google Analytics, Concepts of bounce rate, page view, session time, optimally use Google Analytics, Behaviour and acquisition reports. **Lectures: 07**

Unit VII: Digital Media Planning & Buying: Concept of Media buying and its types, Concepts of cost-per-install (CPI), cost-per-order (CPO), cost-per-acquisition (CPA), click-through-rate (CTR), etc. **Lectures:04**

Unit VIII: Web Remarketing: Basics of remarketing, create a remarketing list, create remarketing lists on Google Ads, use Google Ads tag and on Facebook using their Facebook Pixel code. **Lectures: 04**

Unit IX: Email Marketing: build the right subscriber list, build a database by segmenting based on demographics, mode of acquisition, target group, finessing email marketing tools and software, designing email copies & automating emails, Extracting information from email campaign analytics. **Lectures: 04**

Unit X: Mobile Marketing: How to increase an app's engagement through in-app advertising, In-app messaging, Push notifications, creating copies, App store optimisation, analyse app metrics, increase app installations, Strategizing and planning to increase app installations and promotions **Lectures: 04**

Unit XI: Online Reputation Management (ORM): Concept of Online Reputation Management, Methods of handling negative reviews, Crisis management **Lectures: 04**

Unit XII: AdSense, Blogging & Affiliate Marketing: Concept of Google AdSense and YouTube AdSense, Methods of generate revenue from websites and blogs, write creative content which is SEO-friendly. **Lectures: 04**

Recommended Books:

1. Media and Communication Management—C.S. Rayudu
2. Media & Advertising—C. D. Aggarwal
3. Electronic Media—M. M. Gaur
4. Print Media and Electronic Media—Jitendra Kumar Sharma
5. Digital Marketing-Godfrey Parkin, Web Marketing- Eric Marrow.
6. Basics of Digital Marketing-Damian Rayan & Calvin Jones.

Note: Latest edition of textbooks may be used

GENERIC ELECTIVE (GE 2A)**(Credit: Theory:05 + Tutorials:01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40****Instructions to Question Setter for
End Semester Examination (ESE):**

There will be two groups of questions. **Group A** is compulsory and will contain three questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2 & 3** will be short answer type of 5 marks each. **Group B** will contain descriptive type six question of 20 each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

RETAILING & MERCHANDISING**Theory: 75 Lectures; Tutorial: 15 Lectures**

Objective: To provide an understanding with the special system of marketing with its various functional systems along with an insight in the operation area of retail marketing and its associated functionaries.

Course Learning Outcome:

After the completion of this course students will able to:

- Understanding of the retail industry and ability to analyse consumer behaviour in retail environments.
- Understand visual merchandising principles and techniques to create visually appealing and customer-friendly store environments that drive sales and enhance the brand experience.
- Use retail analytics tools and techniques to track and analyse Key Performance Indicators (KPIs).

RETAILING**Lectures: 30**

Unit I: Introduction to retailing: Definition and scope, evolution of retailing, types of retail, trends in retailing industry, benefits of retailing, retailing environment.

Unit II: Retail purchasing and pricing: Purchase management, Merchandise purchasing, open to buy, open to buy planning, analysing the merchandise performance, Pricing strategies, every day pricing, competitive based pricing, price skimming, market-oriented pricing, marginal cost pricing. Retail price strategies: - mark-up pricing, vendor pricing, competitive pricing, psychological pricing.

Unit III: Retail marketing and promotion: Nature and scope, relationship marketing, market strategies, retail research Understanding the retail customer, retail market, population analysis, demographic analysis, consumer behaviour Retail Promotion Mix: - Retail promotion programme, retail advertising media, promotional budget. Customer services: - customer services, services quality gaps, service recovery.

Unit IV: Retailing in India: Evolution and trends in organised retailing, Indian organised retail market, FDI in Indian organised retail sector, retail scenario in India, future trends of retail in India.

Unit V: Ethical and legal issues in Retailing: Dealing with ethical issues, social responsibility, environmental orientation, waste reduction at retail stores.

MERCHANDISING**Lectures: 30**

Unit I: Merchandise Management: Meaning, Categorizing the buying Process, setting objectives for Merchandising Plan, Determining the Assortment Planning Process, Buying Systems, Merchandise Classification, Category Management- Meaning, Advantages, Essential Elements, Drivers of Category Management, Financial Objectives of Merchandising, Model Stock Plan, Conflicts in Unit Stock Planning,

Unit II: Merchandise Buying and Handling: Meaning, Methods, Basic Stock Method, Percentage Variation Method, Week Supply Method, Stock to Sales Method, Vendor Negotiations, Trade Discount, Quantity Discount, Promotional Discount, Seasonal Discount, Cash Discount, Delivery Terms, In-store Merchandise Handling, Unit Stock Planning, Merchandise Mix, Optimal Merchandise Mix, Constraining Factors.

Unit III: Merchandise Management Planning in Various Retail Segments: Specialty Retailers, Grocery and Food Retailing, Replenishment Issues, labeling –Types, Legislations, label writing and evaluation – Case Studies.

Unit IV: Textile Products: Fabric Properties – Strength – Durability – Aesthetics – Comforts – Performance – Textile Specifications

Unit V: Apparel Merchandising: Apparel as Fashion, Stages of Fashion adoption, Fashion Life Cycle, Fashion Adoption and Diffusion, Downward Flow Theory, Collective Selection Theory, Sub- Cultural Leadership

Theory and Communication Models. Understanding Fashion Adoption, Challenges of Retail Fashion, Adapting Retail Practices.

Recommended Books:

1. Retail Marketing Management—David Gilbert
2. Retail Management—Dr. Harjit Singh
3. Retail Management—C. Bajaj, Rajnish Tuli & Nidhi V Srivastava
4. Retail Management—Gautam Bansal & Sandhir Sharma
5. Retail Business Management—Yoginder Singh

Note: Latest edition of textbooks may be used

GENERIC ELECTIVE (GE 2B)**(Credit: Theory:05 + Tutorials:01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40****Instructions to Question Setter for
End Semester Examination (ESE):**

There will be two groups of questions. **Group A** is compulsory and will contain three questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2 & 3** will be short answer type of 5 marks each. **Group B** will contain descriptive type six question of 20 each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

COST ACCOUNTING**Theory: 75 Lectures; Tutorial: 15 Lectures**

Objectives: To acquaint the students with basic concepts used in cost and management accounting and various methods involved in cost ascertainment system.

Course Learning Outcome:

After the completion of this course students will able to:

- Students will gain understanding of cost concepts, methods of cost accumulation and allocation.
- Ability to perform CVP analysis to understand the relationship between costs, volume, and profit, and to make decisions related to pricing, product mix, and sales strategies.
- Knowledge of budgeting principles and techniques.

Unit I: Introduction Meaning, scope, objectives and advantages of cost accounting; Difference between financial and cost accounting. Cost concepts and classifications, Overview of elements of cost and Cost sheet. Role of a cost accountant in an organization. Introduction to Cost Accounting Standards & Cost Accounting Records and Audit Rules **Lectures: 15**

Unit II: Elements of Cost: Material and Labour

- a. Materials: Meaning of material, Element of material cost. Inventory control techniques. Accounting and control of purchases, storage and issue of materials. Physical Verification and control of losses— Wastage, scrap, spoilage and defectives. **Lectures: 10**
- b. Labour: Accounting and Control of labour cost. Time-keeping and time-booking. Concept and treatment of idle time, over time, labour turnover and fringe benefits. Methods of wage payment and Incentive schemes - Halsey, Rowan, Taylor's differential piece wage. **Lectures: 10**

Unit III: Elements of Cost: Overheads Classification, allocation, apportionment and absorption of overheads, Under- and over absorption; Capacity Levels and Costs; Treatments of certain items in costing like interest on capital, packing expenses, bad debts, research and development expenses. Activity based costing. **Lectures: 15**

Unit IV: Methods of Costing Unit costing, Job costing, Contract costing, Process costing (including process losses, valuation of work-in-progress, joint and by-products). Service costing (only transport). **Lectures: 15**

Unit V: Cost Accounting Book-Keeping Systems Integral and non-integral systems; Reconciliation of cost accounting records with financial accounts. **Lectures: 10**

Recommended Books:

1. Cost Accounting- M.Y. Khan and P.K Jain
2. Cost Accounting - Ashish Kalra
3. Cost Accounting - M.C. Shukla, T.S Grewal and Dr. M.P Gupta

Note: Latest edition of text books may be used

ABILITY ENHANCEMENT COMPULSORY COURSE (AECC 2)**(Credit: Theory – 02)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40****Instructions to Question Setter for****End Semester Examination (ESE):**

There will be two groups of questions. **Group A** is compulsory and will contain three questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2 & 3** will be short answer type of 5 marks. **Group B** will contain descriptive type six question of 20 each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

ENVIRONMENTAL STUDIES**Theory: 30 Lectures**

Objective: Develop awareness among the students about the necessity and importance of environment for human and its developments.

Course Outcomes

After completion of this course students will able to:

- Gain an interdisciplinary understanding of environmental issues and the importance of sustainable development. Develop analytical and critical thinking skills to address environmental problems.
- Contribute positively to environmental protection efforts, supported by an understanding of laws, conservation practices, and ethical considerations.
- Apply practical knowledge to real-world contexts through fieldwork, fostering an active role in environmental monitoring and advocacy.

Unit I: Introduction to Environmental Studies: Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development **Lectures: 02**

Unit II: Ecosystems: Definition, Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems: Forest ecosystem Grassland Ecosystem Desert Ecosystem Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). **Lectures: 02**

Unit III: Natural Resources: Renewable and Non-renewable Resources: Land resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies. **Lectures: 05**

Unit IV: Biodiversity and Conservation: Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots India as a mega-biodiversity nation; Endangered and endemic species of India Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value. **Lectures: 05**

Unit V: Environmental Pollution: Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution Nuclear hazards and human health risks Solid waste management: Control measures of urban and industrial waste. Pollution case studies. **Lectures: 05**

Unit VI: Environmental Policies & Practices: Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD). Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context. **Lectures: 04**

Unit VII: Human Communities and the Environment: Human population growth: Impacts on environment, human health and welfare. Resettlement and rehabilitation of project affected persons; case studies. Disaster management: floods, earthquake, cyclones and landslides. Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan. Environmental ethics.

Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi). **Lectures: 03**

Unit VIII: Field work**Lectures: Equal to 04**

Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc. Visit to a local polluted Site-Urban/Rural/Industrial/Agricultural. Study of common plants, insects, birds and basic principles of identification, Study of simple ecosystems-pond, river, Delhi Ridge, etc.

Recommended Books:

1. Raziuddin, M.Mishra P.K. 2014, A Handbook of Environmental Studies, Akanaksha Publications, Ranchi.
2. Mukherjee, B. 2011: Fundamentals of Environmental Biology. Silverline Publications, Allahabad.
3. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
4. Gadgil, M., & Guha, R.1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
5. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
6. Gleick, P. H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
7. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006.
8. McCully, P. 1996. Rivers no more: the environmental effects of dams (pp. 29-64). Zed Books.
9. McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic Press.
11. Rao, M.N. & Datta, A.K. 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.
12. Raven, P.H., Hassenzahl, D.M. & Berg, L. R. 2012. Environment. 8th edition. John Wiley & Sons.
13. Rosencranz, A., Divan, S., & Noble, M. L. 2001. Environmental law and policy in India. Tripathi 1992.
14. Sengupta, R. 2003. Ecology and economics: An approach to sustainable development. OUP. Singh, J.S.,
15. Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
16. Warren, C. E. 1971. Biology and Water Pollution Control. WB Saunders.
17. Wilson, E. O. 2006. The Creation: An appeal to save life on earth. New York: Norton.

Note: Latest edition of textbooks may be used

-----END OF SEM - II-----

Semester – III**6 Papers****CORE COURSE – C5****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for
Mid Semester Examination (MSE):**

There will be two groups of questions. **Group A** is compulsory and will contain five questions of very short answer type consisting of 1 mark each. **Group B** will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. **Group A** is compulsory and will contain two questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2** will be short answer type of 5 marks. **Group B** will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

CONSUMER BEHAVIOR**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objectives: For providing behavioural aspects of consumers by identifying various elements. It also develops the students' concepts about the application of behavioural tools in the buying process of the consumer.

Course Learning Outcome:**After the completion of this course students will able to:**

- Gain knowledge regarding cross-cultural differences in consumer behaviour.
- Analyse consumer attitudes and beliefs toward products, brands, and marketing messages, and to develop strategies to influence and change consumer attitudes.
- Understand factors that contribute to consumer satisfaction and loyalty and the various stages of the consumer decision-making process.

Unit I: Introduction to Consumer Behaviour—Meaning, Definition, Influencing Factors, Advantages & Disadvantages, Scope and Application. **Lectures: 08**

Unit II: Understanding Rural Consumer Behaviour: Rural Society- Demographic Sociological, cultural perspective and lifestyle of Rural India. Understanding basic difference between Rural and Urban consumer's behaviour. **Lectures: 05**

Unit III: Consumer Motivation—Concept and Different Theories of Motivation. **Lectures: 04**

Unit IV: Buying Behavior—Nature, Attitude, Personality, Freudian Theory, Life Style Concept **Lectures: 05**

Unit V: Consumer Psychographics—Meaning & Definition, Variables and Applications. **Lectures: 05**

Unit VI: Influential Factors—Meaning & Definition, Social and Economic Class, Family and its Role-Life Style of Family, Role in the decision making process, Diffusion of Innovations, Group Dynamics & Consumer Reference. **Lectures: 06**

Unit VII: Organizational Buying Behaviour—Meaning & Definition, Models of Industrial Business and Service Sector Buying Behaviour. **Lectures: 06**

Unit VIII: Consumer involvement & Decision making—Definition, Antecedents, Strategic Implications, Consumer Involvement Model. **Lectures: 05**

Unit IX: Information Search & Processing—Definition, Factors, Stages. **Lectures: 04**

Unit X: E-Commerce & Consumer behavior—Def., Operation, Sales and Advertising Methods. **Lectures: 06**

Unit XI: Introduction to Consumer Behaviour Model: Howard Model, Engel Blackwell Model, Jagdish Sheth Model, Model of Industrial Marketing. **Lectures: 06**

Recommended Books

1. Consumer Behaviour—P. C. Jain & Monika Bhatt
2. Consumer Behaviour—M. Vohra
3. Consumer Behaviour—Schiffman L. G
4. Consumer Behaviour—Blackwell

Note: Latest edition of textbooks may be used

CORE COURSE – C6**(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for
Mid Semester Examination (MSE):**

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

EVENT & TOURISM MARKETING**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objectives: To develop students' understanding of marketing principles and strategies specific to the event and tourism industries, enabling them to effectively promote destinations, experiences, and events to diverse target markets.

Course Learning Outcome:

After the completion of this course students will able to:

- Apply key marketing concepts to plan and promote tourism destinations and events.
- Develop effective marketing strategies to attract and retain tourists and event participants.
- Analyse consumer behaviour and market trends to enhance tourism and event marketing decisions.

EVENT MARKETING**Lectures: 25**

Unit I: Defining & Understanding the Events, Need & Framework of Events, Typology of Events, Historical Contexts and Precedents, Special Characteristics of Events, Code of Ethics, Size & Scope of Events Market, Determinants & Motivations, Requirement of Event Manager.

Unit II: Event Objective, Structure of Demand, Fragmentary Nature of Event Business, Various Service Providers / Organizations / Stakeholders, social, economic, political and developmental implications of running events

Unit III: Initial Planning – Visualization, Monitoring the Budget, Critical Path, Function sheets, Timings, Checklist, getting everyone on board, assigning tasks, deadlines, Site Selection, Location Requirements, Contracts, Transportation, Guest Arrival, Registrations, Arrival checklist

Unit IV: Room Requirements – Staging, Audio-visual, Lighting, Venue and Event Suppliers Checklist, Guest Demographics, The Guest, List, Invitations, Food & Beverages Considerations, Entertainment, Photographers, Videographers, Staff, Work permits, Event Risk Assessment

TOURISM MARKETING**Lectures: 35**

Unit I: Introduction Tourism Marketing: History of Marketing, Defining Tourism Marketing, Nature and Relevance of Tourism Marketing, Role of Tourism Marketing Managers do, Core concepts, Tourism Marketing process, Development of Tourism Marketing through Philosophies and Orientation, Difference between marketing and selling

Unit II: Tourism Marketing Environment: Introduction to Tourism Marketing Environment (TME), Responding to TME, Analysis of TME, Marketing Mix, Handling grievances

Unit III: Uniqueness of Tourism marketing: Salient features and Criticalities in Tourism Marketing, Direct Marketing in Tourism, Global Marketing in Tourism, Green Marketing in Tourism, Digital Marketing in Tourism, Social Media Marketing in Tourism, Retail Marketing in Tourism, B2B Marketing in Tourism

Unit IV: Tourism Marketing Research: Needs of Tourism Marketing Research, Activities in Tourism Marketing Research, Types of Tourism Marketing Research, Research Approach, International Marketing Research, Research Process, Marketing Management Information System (MMIS).

Unit V: Segmenting, targeting and Positioning (STP): Need for STP, Concept of STP, Segmenting: Concept, Need, Criteria for Segmentation, Requirements for effective Segmentation, Segmentation in Tourism, Targeting: Evaluating and Selecting Segments, Concept of Targeting, strategies for Targeting, Choosing a Market coverage Strategy, Positioning: Concept, Positioning Strategies and Niche marketing, Choosing and Implementing a Positioning Strategy, Product Differentiation, Common mistakes while Positioning

Unit VI: Tourist Behaviour: Concept, A Model of Tourist Behaviour, Buyer's Thought Process, Buyer's Decision-Making Process, Module name: Service Quality Management (SQM) in Tourism, Customer Expectations, Service Standard, Perceived Quality Performance, Dimensions of Service Quality, Objectives of Services, Continuum of Services, Measuring Service Quality, establishing a Feedback System, Challenges for Tomorrow & dealing with the Challenges in SQM

Unit VII: Marketing Major Sectors of Tourism: Accommodation Marketing, Transport Marketing, Visitor Attraction Marketing, Destination Marketing, Inclusive Tours Marketing, Resort ownership and leasing.

Recommended Books:

1. Event Management—Lynn Van Der Wagen & Brenda R. Carlos
2. Event Marketing & Management—Sanjay Singh Gaur & Sanjay V. Saggere
3. Successful Event Management—Anton Shone & Bryn Parry
4. Travel and Tourism Management—V. V. Vara Prasad & V. B. T. Sundari
5. Basics of Tourism Management—Sudhendu Narayan Misra & Sapan Kumar Sadual

Note: Latest edition of textbooks may be used

CORE COURSE – C7**(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for
Mid Semester Examination (MSE):**

There will be two groups of questions. **Group A** is compulsory and will contain five questions of very short answer type consisting of 1 mark each. **Group B** will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. **Group A** is compulsory and will contain two questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2** will be short answer type of 5 marks. **Group B** will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

INTERNATIONAL MARKETING**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objectives: To provide the basic understanding of the international marketing and different factors of it. This also provides the knowledge regarding various organizations relates with the international business.

Course Learning Outcome:

After the completion of this course students will able to:

- Understanding of global markets and get expertise in developing market entry strategies for international markets.
- Understand with export and import regulations, documentation requirements, customs procedures, and logistics considerations for international trade transactions.
- Understand of product adaptation, distribution channel options and standardization strategies for international markets.

Unit I: International Marketing Concepts, Evolution, Importance and Process, International Marketing Research, International marketing Information systems, market analysis, Opportunities and Challenges in international marketing, Future prospects of international marketing, India's presence in International Marketing. **Lectures: 15**

Unit II: Scanning International Marketing Environment: Economic, Financial, Political, Technological, Legal and Cultural, Entering International Markets: Concepts, modes and Factors. **Lectures: 07**

Unit III: International Trade Organization: WTO, RTA, SAARC, ASEAN, BRICS, G7, G20 and European Union (EU), International Marketing Strategies. **Lectures: 10**

Unit IV: Selection of retail market, Study and analysis of retail in global settings, International aspects of marketing and retailing. **Lectures: 05**

Unit V: Decision making process for International Markets, Nationalization, Product Strategy for International Markets, Building Brands in International Markets, Pricing Decision for International Markets, International Logistics and Distribution, Communication Decision for International Markets, International Trade Finance and Risk Management. **Lectures: 15**

Unit VI: Brief introduction of Export Procedure and Documentation, Institutional Infrastructure for Export Promotion. -FICCI, EXIM, ITO, ECGC, EPC **Lectures: 08**

Recommended Books:

1. International Marketing—Rakesh Mohan Joshi
2. Export Marketing—B. S. Rathor & J. S. Rathor
3. International Marketing Management—Hamant Wagdre
4. Global Management—V. D. Dudeja
5. International Marketing Management—M. P. Sirohi

Note: Latest edition of textbooks may be used

**Instructions to Question Setter for
End Semester Examination (ESE):**

There will be two groups of questions. **Group A** is compulsory and will contain three questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2 & 3** will be short answer type of 5 marks each. **Group B** will contain descriptive type six question of 20 each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

SERVICE MARKETING

Theory: 75 Lectures; Tutorial: 10 Lectures

Objective: This subject provides the knowledge on the services and its different elements on the different aspects of services along with the knowledge on different crucial factors of services which is the crucial factors.

Course Learning Outcome:

After the completion of this course students will able to:

- Understand of the unique characteristics of services, expertise in developing service marketing strategies. Capability to manage service quality and customer satisfaction.
- Gain knowledge of service design principles and techniques to create compelling service offerings that meet customer needs and expectations.
- Expertise in managing service delivery channels.

Unit I: Introduction to Services Marketing—Need, Scope, Classification of Services, Introduction to Service Marketing Management. **Lectures: 15**

Unit II: Service Marketing Mix— (a) Product (b) Price (c) Promotion (d) Place (e) People (f) Process (g) Physical Evidence. **Lectures: 15**

Unit III: Organization for Services Marketing—Role, Understanding, Planning and Management, Internal Marketing, Relationship Marketing and Service Quality. **Lectures: 15**

Unit IV: Special aspects of Services Marketing—No Profit Service Marketing, Charities Marketing, Professional Services Marketing, Hospital Marketing, Education marketing, and Social Marketing, Religious Services Marketing. **Lectures: 15**

Unit V: Consulting Firms – National & International of Services (Process Outsourcing). **Lectures: 10**

Unit VI: The Importance of After Sales Services in the Services Marketing & AMC. **Lectures: 05**

Case studies on recent trends

Recommended Books:

1. Services Marketing—S. M. Jha
2. Services Marketing—Helen Woodruffe
3. Services Marketing—Vasanti Venugopal & V. N. Raghu
4. Services Marketing—Ravi Shankar

Note: Latest edition of textbooks may be used

GENERIC ELECTIVE (GE 3B)**(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40****Instructions to Question Setter for
End Semester Examination (ESE):**

There will be two groups of questions. **Group A** is compulsory and will contain three questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2 & 3** will be short answer type of 5 marks each. **Group B** will contain descriptive type six question of 20 each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

BUSINESS ECONOMICS**Theory: 75 Lectures; Tutorial: 15 Lectures**

Objectives: To provide students with an understanding of economic concepts and analytical tools that help in making effective business decisions and formulating strategies in a dynamic market environment.

Course Learning Outcomes

After completing this course student will be able to:

- Apply economic principles to analyse business problems and decision-making.
- Evaluate the impact of market structures and economic policies on business operations.
- Interpret demand, supply, cost, and pricing concepts to enhance managerial decisions.

Unit I: Introduction to Managerial Economics: Definition, Nature, and Scope of Managerial Economics, Objectives and importance of Managerial Economics in business decision-making, Goals of Business: Economic Goals, Social Goals, Strategic Goals, Business Ethics and Corporate Social Responsibility, Role of Managerial Economics in the Banking and Insurance Sector, Introduction to Behavioural Economics in Financial Decision-Making. (Lectures: 15)

Unit II: Demand and Supply Analysis: Law of Demand and Determinants of Demand, Movements vs. Shifts in Demand Curve, Market Demand and Demand Forecasting Techniques, Elasticity of Demand: Price, Income, and Cross Elasticities, Applications of Elasticity in Banking and Insurance Pricing, Law of Supply, Determinants of Supply, and Market Equilibrium, Applications of Demand and Supply: Price Rationing, Price Floors, and Policy Implications (Lectures: 15)

Unit III: Consumer Behaviour and Decision-Making: Concepts of Utility: Total and Marginal Utility, Law of Diminishing Marginal Utility & Equi-Marginal Principle, Indifference Curve Analysis and Budget Constraints, Price, Income, and Substitution Effects, Consumer and Producer Surplus, Behavioural Biases in Consumer Decisions (anchoring, loss aversion, risk preference) (Lectures: 15)

Unit IV: Production, Cost, and Revenue Analysis: Production Function and Short-Run vs. Long-Run Production, Law of Variable Proportions and Returns to Scale, Iso-Quant, Iso-Cost Lines, and Producer's Equilibrium, Short-Run and Long-Run Costs, Revenue and Profit Maximization; Economies and Diseconomies of Scale, Cost-Volume-Profit (CVP) Analysis for Financial Institutions (Lectures: 15)

Unit V: Market Structures and Pricing Decisions: Perfect Competition: Short-Run and Long-Run Equilibrium, Monopoly: Price and Output Determination, Price Discrimination and Regulation, Oligopoly: Kinked Demand, Collusive Models, Game Theory Introduction, Monopolistic Competition and Product Differentiation, Pricing Strategies in Banking and Insurance Services (Lectures: 15)

Recommended Books:

1. P.L. Mehta – *Managerial Economics: Analysis, Problems and Cases* (Sultan Chand)
2. D.N. Dwivedi – *Managerial Economics* (Vikas Publishing House)
3. Varshney & Maheshwari – *Managerial Economics* (Sultan Chand & Sons)
4. Peterson, H. Craig & Lewis, W. Chris – *Managerial Economics* (Pearson)
5. Salvatore, Dominick – *Managerial Economics in a Global Economy* (McGraw-Hill)
6. Paul, Keat & Young – *Managerial Economics: Economic Tools for Today's Decision Makers*
7. Koutsoyiannis, A. – *Modern Microeconomics* (Macmillan)
8. Pindyck, Robert & Rubinfeld, Daniel – *Microeconomics* (Pearson)
9. Mishra, S.K. & Puri, V.K. – *Indian Economy and Managerial Applications* (Himalaya Publishing)

Note: Latest edition of textbooks may be used

SKILL ENHANCEMENT COURSE (SEC-1)**(Credits: Theory-02)****Marks: =100 (ESE: 3Hrs)=100****Pass Marks Th ESE = 40****Instructions to Question Setter for
End Semester Examination (ESE):**

There will be two groups of questions. **Group A** is compulsory and will contain three questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2 & 3** will be short answer type of 5 marks. **Group B** will contain descriptive type six question of 20 each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

RESEARCH METHODOLOGY**Theory: 30 Lectures**

Course Objectives: To equip students with the knowledge and skills necessary to design, conduct, analyze, and interpret research effectively for informed decision-making and problem-solving in academic and professional contexts.

Course Learning Outcomes

After completing this course student will be able to:

- Understand and apply the fundamental concepts, processes, and types of research.
- Develop research designs, formulate hypotheses, and use appropriate data collection methods.
- Analyse and interpret research data to draw valid conclusions and present findings effectively.

Unit I: Fundamentals of Research: Meaning, Nature, and Scope of Research, Objectives and Significance of Research in Commerce and Management, Types of Research: Pure, Applied, Descriptive, Analytical, Exploratory, Experimental, Qualitative vs Quantitative, Research Process: Steps from Problem Identification to Report Writing, Ethics in Research, Plagiarism, Integrity, and Referencing **Lectures: 03**

Unit II: Research Problem, Hypothesis, and Design: Defining and Selecting a Research Problem, Review of Literature: Sources and Techniques (Journals, Google Scholar, etc.), Hypothesis: Meaning, Types, Formulation, and Testing Logic, Research Design: Exploratory, Descriptive, Diagnostic, Experimental, Sampling: Meaning, Types (Random, Stratified, Systematic, Cluster, Judgmental), Determination of Sample Size **Lectures: 06**

Unit III: Data Collection and Measurement: Sources of Data: Primary & Secondary, Methods: Questionnaire, Schedule, Interview, Observation, Experiment, Scaling & Measurement: Nominal, Ordinal, Interval, Ratio, Attitude Measurement Scales – Likert, Semantic Differential, Thurston, Reliability and Validity. **Lectures: 07**

Unit IV: Data Processing, Analysis & Interpretation: Editing, Coding, Classification, Tabulation, Introduction to Statistical Analysis (Descriptive Statistics, Charts, Graphs), Hypothesis Testing Basics: t-test, χ^2 -test, ANOVA (Conceptual Level), Use of Excel/SPSS for Data Entry and Summary Statistics. **Lectures: 07**

Unit V: Report Writing and Presentation: Structure and Layout of Research Report, Bibliography, Footnotes, and Citation Styles, Executive Summary and Abstract, Avoid Plagiarisms, Graphical and Tabular Presentation of Data, Use of PowerPoint / Google Slides for Research Presentation **Lectures: 07**

Recommended Books:

1. Kothari, C.R. & Garg, G. — Research Methodology: Methods & Techniques
2. Uma Sekaran & Roger Bougie — Research Methods for Business
3. Zikmund, W.G. — Business Research Methods
4. Ranjit Kumar — Research Methodology: A Step-by-Step Guide for Beginners
5. Cooper & Schindler — Business Research Methods

Note: Latest edition of textbooks may be used

-----END OF SEM III-----

Semester – IV**5 Papers****CORE COURSE – C8****(Credit: Theory:05 + Tutorials:01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for****Mid Semester Examination (MSE):**

There will be two groups of questions. **Group A** is compulsory and will contain five questions of very short answer type consisting of 1 mark each. **Group B** will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. **Group A** is compulsory and will contain two questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2** will be short answer type of 5 marks. **Group B** will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

RURAL ADVERTISING & MARKETING**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objective: To give basic understanding of different concepts relation to rural markets and its importance for the modern marketing.

Course Learning Outcome:

After completing this course student will be able to:

- Understand the unique characteristics, challenges, and opportunities of rural markets.
- Develop and implement effective marketing and advertising strategies tailored to rural consumers.
- Analyse rural consumer behaviour and market trends to make informed marketing decisions.

Unit I: Introduction to Rural Marketing: Introduction, Scope and an overview of Rural Marketing. Evolution of rural marketing in India, Emerging trends of rural marketing in India, Rural Market Research, Agricultural marketing: Marketing of Agricultural Produce. Rural Economy: Concept and characteristics of Rural Economy, Factors affecting rural economy, Basic needs of rural economy, Rural-Urban disparities and Policy interventions, Role of Agriculture in the economic development of India. Channels of Distribution like ITC E-choupal, Godrej, Adhar, HUL, Shakti and Trade Management, Rural Retailing. **Lectures: 15**

Unit II: Marketing mix strategies for rural consumer: Rural marketing strategies with special reference to segmentation, targeting and positioning. Product and service strategies, Rural Product categories-FMCGs, Agriculture Goods and Service, Importance of Branding, Packaging and labelling, Pricing strategies, Promotional strategies, Segmentation, Targeting and Positioning for Rural marketing. Challenges and Innovative measures for Rural Marketing. **Lectures: 10**

Unit III: Rural Communication Methods and Rural Advertising: Rural Communication: Meaning and scope. Communication strategies for rural market, Advertising and Sales Promotion Strategies, New Product Launch Techniques for Rural Markets, Different approaches of rural communication in contemporary Rural Society- Rural radio. Community based Radio & television. Audio Visual media, Rural Advertising-Meaning and definition of Advertising, Objectives of Advertising, Characteristics of Advertising, Effects of advertising on Society, Traditional Media- Puppetry, Dance-Drama, Rural Specific Art forms like 'Hari Katha' etc. Decorated Bullock carts, Folk Theatre, Demonstration house to house, Hats and Meals, Wall paintings, Posters. Agricultural Games, Modern Media: Selecting Media mix- Radio & Television, Print Media. Cinema hall, Outdoor, POPs, Music Records, Study Classes. **Lectures: 18**

Unit IV: Advertising Strategies for Rural Marketing: Understanding Rural Consumer. Effective use of Language and content, copy writing and creative advertisement for Rural Consumer, Designing the Message, Determining Communication objects, Effective use of Conventional and Non-Conventional media, Branding and Positioning. Case studies – TATA Namak, Coco-Cola, Colgate toothpaste, Dabur Dantmanjan Tooth Powder, Babool Tooth Paste, Navratna Hail Oil **Lectures: 10**

Unit V: Rural Financial Institutions: Regional Rural Banks (RRB), Co-operative Banks, NABARD (National Agricultural Bank for Rural Development). **Lectures: 07**

Recommended Books:

1. Rural Marketing Management—Sukhpal Singh
2. Rural Marketing Environment, Problem and Strategies—T. P. Gopalaswamy
3. Rural Marketing Management—Bir Singh
4. Rural Marketing—Text and Cases—C.S.G. Krishnamacharyulu, Lalit Ramakrishnan
5. Rural Marketing—Pradeep Kashyap and Siddartha Raut
6. Rural Marketing—Balram Dogra and Karminder Ghuman

Note: Latest edition of textbooks may be used

CORE COURSE – C9**(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for
Mid Semester Examination (MSE):**

There will be two groups of questions. **Group A** is compulsory and will contain five questions of very short answer type consisting of 1 mark each. **Group B** will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. **Group A** is compulsory and will contain two questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2** will be short answer type of 5 marks. **Group B** will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

AD AGENCY & CLIENT SERVICING MANAGEMENT Theory: 60 Lectures; Tutorial: 10 Lectures

Objective: To equip students with the knowledge and skills required to manage advertising agencies effectively, build strong client relationships, and execute advertising campaigns that meet client objectives.

Course Learning Outcome:

After completing this course student will be able to:

- Understand the structure, functions, and operations of advertising agencies.
- Develop effective client servicing skills to manage relationships and communication with clients.
- Plan, coordinate, and evaluate advertising campaigns to achieve client marketing objectives.

Unit I: Advertising Agencies: Introduction, Concept, Advertising Agencies role, Functions, Organization and Importance **Lectures: 05**

Unit II: Client Servicing: The Client Agency Relationship 3P's of Service: Physical evidence, Process & People, The Gaps Model of service quality, Stages in the client-agency relationship, How Agencies Gain Clients, Why Agencies Lose Clients, Evaluation Criteria in Choosing an Ad Agency, The roles of adv. Account executive, Client classification: Corporate clients, High value clients, Individual clients. **Lectures: 12**

Unit III: Account planning: Role of account planning in advertising, Role of Account Planner, Account Planning Process. **Lectures: 05**

Unit IV: The Marketing plan of the client, understanding client's marketing strategy, Outlining Marketing problem/opportunity, Marketing objectives as stated by the client, Profit objective, Sales and market share objective, setting advertising objective, STP Sales and market share objective Setting advertising objective, Constraints on strategy formulation and implementation, Setting evaluation criteria. **Lectures: 10**

Unit V: Agency Finances: Introduction, Sources of income, Expenditure heads of an agency, Modern systems of financial planning followed by leading agency. **Lectures: 05**

Unit VI: Setting up an Agency: Nature of agency business, Stages in setting up a new business, Concept development, Environmental scanning, Market feasibility, financial feasibility, Making a business plan. **Lectures: 10**

Unit VII: Growing the Agency: Agency Business Management, New Business Development, CRM (Customer relationship management), Digital advertising, Growth with existing clients, Growth with new clients Speculative Pitches. **Lectures: 08**

Unit VIII: Sales promotion management and measuring advertising effectiveness. **Lectures: 05**

Recommended Books:

1. The Art of Client Service: The Classic Guide: by Robert Solomon, Ian Schafer
2. Advertising Agencies: Pablo Medina Aguerrebere, Ignasi Ferrer Lorenzo
3. Advertising Management: Jaishri Jethwaney, Shruti Jain

Note: Latest edition of textbooks may be used

CORE COURSE – C10**(Credit: Theory:05 + Tutorials:01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for
Mid Semester Examination (MSE):**

There will be two groups of questions. **Group A** is compulsory and will contain five questions of very short answer type consisting of 1 mark each. **Group B** will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. **Group A** is compulsory and will contain two questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2** will be short answer type of 5 marks. **Group B** will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

PACKAGE & PACKAGING MANAGEMENT**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objective: To provide students with an understanding of the principles, materials, technologies, and strategies involved in packing and packaging, enabling them to design, manage, and optimize packaging solutions that protect products, enhance brand value, and meet regulatory standards.

Course Learning Outcome:

After completing this course student will be able to:

- Understand the concepts, materials, and technologies used in modern packaging.
- Design and implement effective packaging solutions that ensure product safety, functionality, and aesthetic appeal.
- Evaluate packaging processes for cost-effectiveness, sustainability, and compliance with legal and environmental standards.

Unit I: Introduction to Packaging: Definition, evolution, functions of packaging (containment, protection, communication, convenience) **Lectures: 05**

Unit II: Packaging and the Supply Chain: Role of packaging in logistics, materials management, retail, e-commerce; levels of packaging (primary, secondary, tertiary) **Lectures: 05**

Unit III: Packaging Materials: **Lectures: 08**

- a. Paper & Board: Properties, manufacture, suitability, advantages/limitations
- b. Plastics & Polymers: Types of plastics, flexible vs rigid, films, laminates, barriers
- c. Glass, Metal, Wood: Glass and metal containers; crates & wood; environmental considerations

Unit IV: Package Design – Structural & Graphic: Designing for form, fit, function; graphic elements; branding; product-package interaction **Lectures: 07**

Unit V: Packaging Testing & Quality Control: Material tests (water vapour transmission, grease resistance, drop test), package life-theory, shelf-life interaction **Lectures: 08**

Unit VI: Packaging for Distribution & Transportation: Distribution packaging, unit load design, palletising, handling, storage, transport packaging cost vs product cost **Lectures: 08**

Unit VII: Packaging Supply Chain & Materials Management: Inventory, materials procurement, value engineering, cost management, sustainable packaging supply chain **Lectures: 08**

Unit VIII: Sustainability, Life-Cycle Analysis & Environmental Impact: Life cycle assessment (LCA) of packaging; eco-friendly materials; recycling & circular economy **Lectures: 06**

Unit IX: Emerging Trends & Smart Packaging: Active & intelligent packaging, RFID, digital printing, e-commerce packaging, green innovations **Lectures: 05**

Recommended Books:

1. Essentials of Packaging Management – Dimpal Babu
2. Text book on Packaging Management – P. Ganeshan,
3. Essential of Packaging Management – Sola Somade and Tanji Adgeboye
4. Fundamentals of Packaging Technology – S. Naterjan & V. Kumar

Note: Latest edition of textbooks may be used

GENERIC ELECTIVE – GE4A**(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for****End Semester Examination (ESE):**

There will be two groups of questions. **Group A** is compulsory and will contain three questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2 & 3** will be short answer type of 5 marks each. **Group B** will contain descriptive type six question of 20 each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

MARKETING & MEDIA LAWS**Theory: 75 Lectures; Tutorial: 10 Lectures**

Objectives: To give basic understanding of different laws relating to marketing and advertising.

Course Learning Outcome:

After completing this course student will be able to:

- Understand the legal framework governing marketing, advertising, and media operations.
- Apply relevant laws and regulations to ensure ethical and compliant marketing practices.
- Analyse legal issues in advertising, promotions, digital marketing, and media campaigns to minimize risks.

Unit I: The Indian Contract Act 1872: Essentials of a valid contract, Void agreements. **Lecture: 05**

Unit II: The Negotiable Instrument Act 1881: Characteristics of a negotiable instrument, Kinds of negotiable instrument. **Lecture: 05**

Unit III: The Consumer Protection Act 2019: Features, Rights and Responsibilities of Consumers, Redressal Mechanism. **Lecture: 06**

Unit IV: Environment Protection Act 1986: Features, Offences, Prevention and control of Environment Pollution. **Lecture: 04**

Unit V: The Essential Commodities Act 1955: Features, Essential commodities, Control of Production, Supply and Distribution of Commodities, Public Interest. **Lecture: 04**

Unit VI: Food Safety and Standard Act 2006: Objectives, FSSAI, Functions of FSSAI & Penalties. **Lecture: 06**

Unit VII: The Drug and Magic Remedies (Objectionable Advertisement) Act 1954: Definition of advertisement, drug and magical remedies, Advertisement related to self-medication and harmful drugs, Prohibition of advertisement. **Lecture: 05**

Unit VIII: The Bureau of Indian Standard Act 2016: Features, Procedure of BIS Standards, Offences and Penalties. **Lecture: 04**

Unit IX: The Agricultural Produce Grading and Marketing Act (AGMARK) 1937: Features, Offences and Penalties. **Lecture: 04**

Unit X: The Intellectual Properties Rights: The Trademarks Act 1999: Features, Offences and Penalties, The Patent Act-1970: Features, Offences and Penalties, The copyright act 1957: Features, Offences and Penalties. **Lecture: 07**

Unit XI: The Information Technology Act 2000: Features, Digital signature, Digital signature Certificate and certifying authorities. **Lecture: 05**

Unit XII: The Legal Metrology Act 2009: Features, The packaging rules. **Lecture: 05**

Unit XIII: The Competition Act 2002: Features and Regulatory Framework for Business. **Lecture: 05**

Unit XIV: Press and Registration of Periodicals Act 2023: Features, Procedure of Registration. **Lecture: 05**

Unit XV: Cinematograph Act 1952: Introduction to The Cinematographic (Amendment) Act 2023, Features, Offences and Penalties. **Lecture: 05**

Recommended Books:

1. Business Law—R. S. N. Pillai & Bagavathi
2. Business Legislation for Management—M. C. Kuchhal
3. Business and Industrial Laws—P. P. Gogna
4. Mass Media and Regulations—C. S. Rayudu & S. B. Nageswar Rao

Note: Latest edition of textbooks may be used

GENERIC ELECTIVE – GE4B**(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for
End Semester Examination (ESE):**

There will be two groups of questions. **Group A** is compulsory and will contain three questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2 & 3** will be short answer type of 5 marks each. **Group B** will contain descriptive type six question of 20 each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

MARKETING & AD RESEARCH**Theory: 75 Lectures; Tutorial: 10 Lectures**

Objectives: To equip students with the knowledge and skills to systematically gather, analyse, and interpret data related to markets, consumers, and advertising effectiveness, enabling informed marketing and promotional decision-making.

Course Learning Outcome:

After completing this course student will be able to:

- Understand the concepts, methods, and tools of marketing and advertising research.
- Design and conduct research studies to gather relevant market and consumer insights.
- Analyse and interpret research data to make strategic marketing and advertising decisions.

Unit 1: Introduction to Marketing Research: Research – Meaning and Types (Fundamental and Applied), The Scientific Process, Marketing Research – Meaning, nature and scope, Marketing Information System – Concept and components, Organization of the marketing research function – in-house vs. outsourcing.

Lectures: 12

Unit II: Research Design and Process: Concept and types (exploratory, descriptive and causal research designs), Qualitative vs. Quantitative Research, Case-based research, Research Process – Steps, Problem Identification, Literature Review, identifying Research Gap, formulating Objectives of the Study, Research report – types of reports, elements of a research report.

Lectures: 15

Unit III: Methods and Tools of Research: Qualitative vs. Quantitative Research Methods, Qualitative Techniques: Depth Interviews, Focus Groups, Experience Survey, Analysis of Cases, Projective Techniques (Association, Completion, Construction and Expressive techniques)

Lectures: 15

Unit IV: Collection of Data: Primary vs. secondary data – concept, sources, pros and cons - applicability in research, Observation vs. Survey – relative merits and pitfalls, Types of Observational Techniques, Classification of interviewing techniques, Questionnaire design – types of questionnaire (structured vs. unstructured, disguised vs. non-disguised), types of questions – open-ended, dichotomous, multiple-choice questions, biases in questionnaire design – leading questions, loaded questions, double-barreled questions, Census vs. sample survey – pros and cons.

Lectures: 18

Unit V: Measurement and Scaling: Concept, Types of scales – Nominal, ordinal, interval and ratio, Rating scales, Ranking Scales, Paired-comparison scales, Summated Scale, Semantic Differential Scale

Lectures: 15**Recommended Books:**

1. Marketing Research: An Applied Orientation (Pearson Education) – Malhotra, Naresh K.
2. Marketing Research (Pearson) – Burns, Alvin C., Bush, Ronald F., & Veeck, Ann F.
3. Marketing Research (Wiley) – Aaker, David A., Kumar, V., Leone, Robert P., & Day, George S.
4. Marketing Research: Methodological Foundations (Cengage Learning) – Churchill, Gilbert A. & Iacobucci, Dawn.

Note: Latest edition of textbooks may be used

SKILL ENHANCEMENT COURSE (SEC-2)**(Credits: Theory-02)****Marks: =100 (ESE: 3Hrs)=100****Pass Marks Th ESE = 40****Instructions to Question Setter for
End Semester Examination (ESE):**

There will be two groups of questions. **Group A** is compulsory and will contain three questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2 & 3** will be short answer type of 5 marks. **Group B** will contain descriptive type six question of 20 each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

QUANTATIVE TECHNIQUES IN BUSINESS**Theory: 30 Lectures**

Course Objectives: To develop students' ability to apply quantitative methods and analytical tools for solving business problems, supporting decision-making, and improving organizational efficiency.

Course Learning Outcomes

After completing this course student will be able to:

- Understand and apply key quantitative techniques such as statistics, probability, and optimization in business contexts.
- Analyse business data to make informed and effective managerial decisions.
- Use quantitative models and tools to solve real-world business problems and improve operational efficiency.

Unit I: Introduction to Quantitative Techniques: Definition, Nature, and Scope of Quantitative Techniques, Role in Decision-Making and Research, Quantitative Models and their Business Applications, Limitations of Quantitative Approaches **Lectures: 03**

Unit II: Measures of Central Tendency and Dispersion: Mean, Median, Mode, Geometric Mean, Harmonic Mean, Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, Skewness and Kurtosis – Meaning and Interpretation **Lectures: 06**

Unit III: Correlation and Regression Analysis: Meaning, Importance, and Types of Correlation, Karl Pearson's Coefficient, Spearman's Rank Correlation, Regression: Concept, Equation, Line of Best Fit, Uses, and Limitations, Coefficient of Determination (R^2) and Interpretation **Lectures: 08**

Unit IV: Probability, Index Numbers, and Time Series: Probability: Concepts, Rules, Addition and Multiplication Theorems, Conditional Probability and Bayes' Theorem (Conceptual & Simple Problems), Index Numbers: Types, Methods (Simple & Weighted), Base Shifting, Deflation, Time Series: Components, Trend Analysis (Moving Average, Least Squares), Seasonal Variations **Lectures: 07**

Unit V: Linear Programming & Decision Analysis: Concept, Formulation, and Assumptions of Linear Programming Problem (LPP), Graphical Method of Solving LPP (Two Variables), North west corner method, simplex, Vogals method, Transportation and Assignment Problems (Concept & Formulation), Decision Theory: Decision under Certainty, Risk, and Uncertainty, Game Theory (Pure and Mixed Strategies – Conceptual) **Lectures: 06**

Recommended Books:

1. Vohra, N.D. — Quantitative Techniques in Management
2. S.C. Gupta & Indra Gupta — Business Statistics
3. J.K. Sharma — Business Statistics
4. Anderson, Sweeney & Williams — Statistics for Business & Economics
5. Levin & Rubin — Statistics for Management

Note: Latest edition of textbooks may be used

-----END OF SEM IV-----

| | |
|---|---|
| Semester – V | 4 Papers |
| CORE COURSE – C11 | (Credit: Theory: 05 + Tutorials: 01=06) |
| Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 | Pass Marks (MSE + ESE)=40 |

**Instructions to Question Setter for
Mid Semester Examination (MSE):**

There will be two groups of questions. **Group A** is compulsory and will contain five questions of very short answer type consisting of 1 mark each. **Group B** will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. **Group A** is compulsory and will contain two questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2** will be short answer type of 5 marks. **Group B** will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

PRODUCT & BRAND MANAGEMENT

Theory: 60 Lectures; Tutorial: 10 Lectures

Objective: It develops the knowledge in branding system of different products. The marketing aspects are associated with the product development and branding in association of different elements.

Course Learning Outcome:

After completing this course student will be able to:

- Understand the concepts, strategies, and processes involved in managing products and brands effectively.
- Develop and implement brand positioning, differentiation, and growth strategies.
- Analyse market trends and consumer behaviour to make informed product and brand decisions.

PRODUCT MANAGEMENT

Lectures: 35

Unit I: Introduction to Product Management: Definition of product; product levels; product vs service; role of product manager.

Unit II: Product Strategy & Portfolio Planning: Product mix decisions; product line; product portfolio analysis (BCG, Ansoff); global forces impacting products.

Unit III: Product Life-Cycle & Performance: Stages of product life-cycle (PLC); strategies for each stage; measuring product performance.

Unit IV: Regeneration of old products with new product life cycle – Through Designing or adding new elements of compositions.

Unit V: New Product Development (NPD): Idea generation, screening, concept development & testing, business analysis, market testing, launch.

Unit VI: Product Nurturing Strategies for different types products – Physical & service products

Unit VII: Product Design, Packaging & Positioning: Design thinking; packaging & labelling decisions; product differentiation; product positioning. Product Basket, Basket mix and assortment of products

BRAND MANAGEMENT

Lectures: 25

Unit VIII: Introduction to Brand & Branding: Definition; functions of branding; types of brands; product vs brand.

Unit IX: Brand Identity, Image & Positioning: Brand identity vs brand image; brand personality; brand positioning strategies; repositioning.

Unit X: Brand Equity & Brand Loyalty: Measuring brand equity; sources of brand equity; brand loyalty programs; brand value chain.

Unit XI: Brand Architecture & Portfolio Management: Brand portfolio strategy; brand hierarchy; brand extension, co-branding; managing multiple

Unit XII: Brand Revitalisation & Rebranding: Global branding strategies; brand rejuvenation, acquisition take-over; relaunch strategies.

Unit XIII: Product & Brand Linkages; Strategy Integration: How product strategy and brand strategy interrelate; service brands; industrial brands; digital brands

Unit XIV: Monitoring & Controlling of Brands: Brand tracking studies; brand performance and measurement; product performance measurement; metrics & dashboards.

Recommended Books

1. Brand Management-Text and Cases—U. C. Mathur
2. Brand Management-The Indian Context—Y. L. R. Moorthi
3. Product Management and New Product Development—R. K. Srivastava

Note: Latest edition of textbooks may be used

CORE COURSE – C12**Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****(Credit: Theory: 05 + Tutorials: 01=06****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for
Mid Semester Examination (MSE):**

There will be two groups of questions. **Group A** is compulsory and will contain five questions of very short answer type consisting of 1 mark each. **Group B** will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. **Group A** is compulsory and will contain two questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2** will be short answer type of 5 marks. **Group B** will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

SALES AND DISTRIBUTION MANAGEMENT**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objective: To provide students with a comprehensive understanding of sales principles, strategies, and distribution channel management to effectively plan, implement, and control sales operations for business growth.

Course Learning Outcome:

After completing this course student will be able to:

- Understand the concepts, roles, and functions of sales and distribution management.
- Develop effective sales strategies and manage sales teams to achieve organizational objectives.
- Design and evaluate efficient distribution channels to ensure optimal product delivery and customer satisfaction.

SALES MANAGEMENT**Lectures: 25**

Unit I: Introduction to Sales Management: Nature, scope, objectives of sales management; role of sales in marketing; selling vs marketing; evolution of professional selling.

Unit II: Theories & Process of Selling: Theories of selling (AIDA, Buying Formula, Behavioural Equation, etc.); selling process: prospecting, pre-approach, approach, presentation, handling objections, closing, follow-up.

Unit III: Sales Planning, Forecasting & Budgeting: Market potential & sales forecasting methods; sales planning process; sales budgeting; setting sales objectives and strategies.

Unit IV: Sales Organisation & Structure: Designing sales organisation; choosing type of organisation (geographic, product, customer); size of sales force; centralised vs decentralised.

Unit V: Sales Force Management: Recruitment, Selection, Training. Criteria for recruitment; selection process; training methods; development of sales personnel.

Unit VI: Sales Force Motivation, Compensation & Evaluation: Motivation techniques (financial & non-financial); designing compensation plans; performance appraisal of sales personnel.

Unit VII: Sales Territories, Quotas, Performance & Control: Setting territories; routing & time management; types of sales quotas; controlling sales expenses; evaluating sales force performance; ethical issues in sales.

DISTRIBUTION MANAGEMENT**Lectures: 35**

Unit VIII: Introduction to Distribution / Channel Management: Role of distribution channels; channel functions; levels (manufacturer → wholesaler → retailer → consumer); channel design decisions.

Unit IX: Channel Members & Intermediaries: Wholesalers, retailers, brokers, agents, direct-selling; selection and motivation of intermediaries; franchise systems; retailing vs wholesaling.

Unit X: Channel Design, Behaviour & Conflict: Channel structure design considerations; channel intensity (intensive, selective, exclusive); channel partnerships; channel conflict and resolution; multi-channel/distribution in e-commerce.

Unit XI: Physical Distribution, Logistics & Supply Chain in Channels: Transportation, warehousing, inventory control, order-processing; integration of logistics with distribution; cost-service trade-off.

Unit XII: E-Commerce Distribution

Unit XIII: Sales & Distribution Integration; Emerging Trends: Integrating sales strategy with channel/distribution strategy; emerging channel trends e-commerce, omni-channel distribution; global sales/distribution issues; channel information systems.

Recommended Books:

1. Fundamentals of Sales Management—Ramneek Kapoor
2. Sales Management in Indian Perspective—Vaswar Das Gupta
3. Distribution management - Abhishek Rai
4. Sales and Distribution Management: Leveraging Emerging Technologies - Krishna K. Havaldar, Vasant M. Cavale, Subrata Kumar Nandi
5. Sales Management-Theory & Practice—Bill Donaldson
6. Sales Management—Still, Cundiff & Govoni

Note: Latest edition of textbooks may be used

DISCIPLINE SPECIFIC ELECTIVE (DSE 1)**(Credit: Theory: 05 + Tutorials: 01=06)****Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for
Mid Semester Examination (MSE):**

There will be two groups of questions. **Group A** is compulsory and will contain five questions of very short answer type consisting of 1 mark each. **Group B** will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. **Group A** is compulsory and will contain two questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2** will be short answer type of 5 marks. **Group B** will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

IT IN ADVERTISING & MARKETING**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objective: To equip students with the knowledge and skills to leverage information technology and digital tools for planning, executing, and analysing advertising and marketing campaigns effectively.

Course Learning Outcome:

After completing this course student will be able to:

- Understand the role of IT and digital technologies in modern marketing and advertising.
- Use digital tools and platforms for campaign planning, execution, and performance analysis.
- Analyse data from digital marketing initiatives to optimize strategies and improve ROI.

Unit I: Introduction to IT in Advertising and Marketing: Evolution of IT in marketing communication, Digital transformation of advertising agencies, Overview of digital marketing ecosystem, Importance of data-driven decision-making **Lectures: 05**

Unit II: Introduction to Microsoft Office Suite: Overview of MS Office interface and components, File management: create, save, open, and share documents, Common commands, shortcuts, and customization, Cloud integration (OneDrive, Office 365 overview) **Lectures: 05**

Unit III: Microsoft Word: Basics of Word Processing – Creating, saving, editing, formatting documents, Page setup, margins, headers, footers, and page numbering, **Formatting & Editing Features** – Font styles, paragraph alignment, line spacing, borders, shading, Bullets, numbering, columns, and section breaks, **Tables and Graphics:** Creating and formatting tables, Inserting images, charts, SmartArt, symbols, and hyperlinks, **Advanced Features** – Mail Merge (letters, labels, envelopes), Track Changes and Comments for collaboration, Table of Contents, Index, Footnotes, Endnotes, Templates, Styles, and Macros. **Lectures: 20**

Unit IV: Microsoft Excel: Introduction to Spreadsheets - Understanding cells, rows, columns, and worksheets, Data entry, editing, and formatting, Sorting and filtering data, **Formulas and Functions:** Basic formulas: SUM, AVERAGE, COUNT, MAX, MIN, Conditional, functions: IF, AND, OR, COUNTIF, SUMIF, Lookup functions: VLOOKUP, HLOOKUP, Date and text functions, **Charts and Data Visualization** – Creating bar, pie, line, and combo charts, Conditional formatting and data bars, Sparkline's and Pivot Tables, **Data Management and Analysis** – Data validation, removing duplicates, What-if analysis and Scenario Manager, Printing and page setup for reports. **Lectures: 20**

Unit V: Microsoft PowerPoint: Presentation Basics – Creating and saving presentations, Slide layouts, themes, templates, and design ideas, **Content Creation and Formatting** – Inserting and formatting text, images, charts, and media, Using SmartArt, tables, and diagrams, **Transitions, Animations, and Effects** – Applying slide transitions and custom animations, Using motion paths and triggers, **Advanced Presentation Tools** – Slide Master and templates, Hyperlinks and action buttons, Rehearse Timings, Presenter View, and Slide Show settings, **Integrating with Other Applications** – Embedding Excel charts or Word content in PowerPoint, Exporting and printing presentations. **Lectures: 10**

Unit VI: Tools of AI in Advertising & Marketing:**Lectures: 10**

Content Creation & Copywriting: Jasper, Grammarly, ChatGPT (by OpenAI), Napkin, Alayana
Creative Design & Media Generation: Canva, DALL·E 3, Runway
Advertising Optimization & Media Buying: Albert, Adext, Omneky
Analytics, Insights & Personalisation: Optimove, You Scan, Zapier
Chatbots & Conversational Marketing: Tidio, Ada

Recommended Books:

1. Digital Marketing: Strategy, Implementation and Practice – Dave Chaffey & Fiona Ellis-Chadwick
2. Marketing 5.0: Technology for Humanity – Philip Kotler, Hermawan Kartajaya & Iwan Setiawan
3. Artificial Intelligence for Marketing: Practical Applications – Jim Sterne
4. Understanding Digital Marketing – Damian Ryan
5. Social Media Marketing: *A Strategic Approach* – Melissa Barker et al.
6. The Art of Digital Marketing – Ian Dodson

Recommended Software / Tools for Lab Work:

1. Google Ads & Google Analytics
2. Meta Business Suite (Facebook & Instagram Ads)
3. Canva / Adobe Express
4. HubSpot Marketing Hub
5. ChatGPT / Jasper AI (for copy generation)
6. SEMrush / Ahrefs (for SEO & keyword analysis)
7. Mailchimp (for email campaigns)

DISCIPLINE SPECIFIC ELECTIVE (DSE 2)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100

(Credit: Theory:05 + Tutorials:01=06)

Pass Marks (MSE + ESE) =40

Instructions to Question Setter for**Mid Semester Examination (MSE):**

There will be two groups of questions. **Group A** is compulsory and will contain five questions of very short answer type consisting of 1 mark each. **Group B** will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. **Group A** is compulsory and will contain two questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2** will be short answer type of 5 marks. **Group B** will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

CUSTOMER RELATIONSHIP MANAGEMENT**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objective: To provide students with an understanding of strategies, tools, and technologies for managing customer relationships effectively, enhancing customer satisfaction, loyalty, and long-term business value.

Course Learning Outcome:

After completing this course student will be able to:

- Understand the concepts, processes, and importance of CRM in business.
- Develop and implement strategies to acquire, retain, and enhance customer relationships.
- Analyse customer data to make informed decisions and improve marketing, sales, and service outcomes.

Unit I: Fundamentals of Customer Relationship Management Meaning, Definition, Benefits, Reasons for adopting CRM, Conceptual Foundations of Customer Relationship Management, Types, Stages of Customer Relationship Management, Issues in Customer Relationship Management Lectures: 15

Unit II: Dimensions of Customer Relationship Management, Customer Satisfaction Meaning and Definition, Customer Satisfaction Models, Measuring Customer Satisfaction, ISO Guidelines, Customer Loyalty Concept, Principles, Significance, Dimensions Lectures: 15

Unit III: Information Technology in Customer Relationship Management, Technological Developments in CRM, Information Technology Implementation in CRM, Features, Advantages and Functional Components of e-CRM, Important CRM Software, Customer Relationship Management through Information Technology Tools Lectures: 15

Unit IV: Emerging Dimensions and Dynamics in Customer Relationship Management, Customer Recall, Customer Retention, Experience Management, Service Failure and Service Recovery Management, Application of Customer Relationship Management in Different Sectors: Business to Business CRM, Sales and CRM, Role of social media in CRM Lectures: 15

Recommended Books:

1. Customer Relationship Management—R. K. Sugandhi
2. Customer Relationship Management—H. P. Mohamed & A. Sagadevan
3. Electronic Customer Relationship Management—J. Fjermestad & N. C. Romano
4. Customer Relationship Management—Niranjan Pani & Sarbeswar Mohapatra

Note: Latest edition of textbooks may be used

-----END OF SEMESTER V-----

Semester – VI**4 Papers****CORE COURSE – C13****(Credit: Theory:05 + Tutorials:01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for
Mid Semester Examination (MSE):**

There will be two groups of questions. **Group A** is compulsory and will contain five questions of very short answer type consisting of 1 mark each. **Group B** will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. **Group A** is compulsory and will contain two questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2** will be short answer type of 5 marks. **Group B** will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

LOGISTICS & SUPPLY CHAIN MANAGEMENT**Theory: 60 Lectures; Tutorials: 10 Lectures**

Objective: To provide students with comprehensive knowledge of logistics and supply chain concepts, processes, and strategies essential for efficient movement of goods, materials, and information across the value chain.

Course Learning Outcome:

After completing this course student will be able to:

- Understand principles and components of logistics and supply chain management.
- Analyse and design efficient systems for procurement, production, distribution, and inventory management.
- Apply strategic and technological approaches to optimize supply chain performance and enhance customer satisfaction.

Unit I: Introduction to Supply Chain Management, Purchasing and Supply Management. **Lectures: 04**

Unit II: Integrated Logistics Management—Quality Customer Service, Service Response Logistics.

Lectures: 08

Unit III: Integrated Logistics Activities—Domestic Transportation & Management, Inventory Management, Transportation Scheduling, Warehouse Management, Material Handling and Packaging.

Lectures: 13

Unit IV: Modes of Transportation, Containerization and Multimodal Transport in India

Lectures: 08

Unit V: Distribution and Retail Supply Chain Management, Public Distribution System.

Lectures: 03

Unit VI: Reverse Logistics and Competitive Strategy.

Lectures: 04

Unit VII: LSCM Alliances 3rd Party Logistics+4th Party Logistics=7th Party Logistics Principles.

Lectures: 05

Unit VIII: Advantages and Outsourcing.

Lectures: 03

Unit IX: Organizing and Planning for LSCM functions

Lectures: 04

Unit X: Measurement and Improvement of Logistics Service Quality.

Lectures: 05

Unit XI: Introduction to Operation Research in Logistics.

Lectures: 03

Recommended Books:

1. Logistics Management—S. K. Bhattacharya
2. Logistics Management-The Supply Chain Imperative—Vinod V. Sopie
3. Logistics—David J Bloomberg, Stephen Lemay, Joe B. Hanna

Note: Latest edition of textbooks may be used

CORE COURSE – C14**(Credit: Theory:05 + Tutorials:01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for
Mid Semester Examination (MSE):**

There will be two groups of questions. **Group A** is compulsory and will contain five questions of very short answer type consisting of 1 mark each. **Group B** will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. **Group A** is compulsory and will contain two questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2** will be short answer type of 5 marks. **Group B** will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

E-COMMERCE**Theory: 60 Lecture; Tutorial: 10 Lectures**

Objectives: The basic purpose of this paper is to familiarize the students with the preliminary aspects of ecommerce.

Course Learning Outcome:

After completing this course student will be able to:

- understand e-commerce concepts, models, technologies, and trends. Capability to design, develops, and manages e-commerce websites and online stores.
- Gain knowledge of supply chain management principles and practices in the context of e-commerce, including inventory management, order fulfilment, logistics, and last-mile delivery, to ensure efficient and timely product delivery to customers.
- Understand of electronic payment systems, payment gateways, and online transaction security mechanisms. Knowledge of mobile commerce trends, technologies, and best practices.

Unit 1: E-commerce and its Technological Aspects: Overview of developments in Information Technology and Defining E-Commerce: Introduction, meaning, concept, scope of E commerce, Electronic Market, Electronic Data Interchange, Internet Commerce, Benefits and limitations of E-Commerce, produce a generic framework for E-Commerce, Architectural framework of Electronic Commerce, Web based E Commerce Architecture.

Lecture: 12

Unit II: Consumer Oriented E Commerce E-Retailing: Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, Features of e retailing. E-Marketing: Business to Business (B2B), Business to customer (B2C) e-commerce; Online Sales force, On line Service & Support.

Lecture: 08

Unit III: E services: Categories of e-services, Web-enabled services, matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce.

Lecture: 08

Unit IV: Electronic Data Interchange: Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System: Study and examine the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net – Electronic Cash, cheques and credit cards on the Internet.

Lecture: 12

Unit V: Security in E Commerce: Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server. Legal Aspects of e-commerce, Security issues of e-commerce: Firewall, E-locking, Encryption; Cyber laws – aims and salient provisions; Cyber laws in India and their limitations.

Lecture: 10

Unit VI: Issues in E Commerce: Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analysing Ethical Dilemmas, Candidate Ethical Principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.

Lecture: 10

Recommended Books

1. Agarwala, K.N. and D. Agarwala Business on the Net: What's and How's of E-Commerce, McMillan
2. Frontiers of E-Commerce - Ravi Kalkota , TMH
3. O'Brien J. Management Information System, TMH
4. Oberoi, Sundeep E-Security and You, TMH
5. Young, Margret Levine The complete reference to Internet, TMH

Note: Latest edition of textbooks may be used

DISCIPLINE SPECIFIC ELECTIVE (DSE 3)**Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****(Credit: Theory:05 + Tutorials:01=06)****Pass Marks (MSE + ESE) =40****Instructions to Question Setter for****Mid Semester Examination (MSE):**

There will be two groups of questions. **Group A** is compulsory and will contain five questions of very short answer type consisting of 1 mark each. **Group B** will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. **Group A** is compulsory and will contain two questions. **Question No. 1** will be very short type of consisting of ten questions of 1 mark each. **Question No. 2** will be short answer type of 5 marks. **Group B** will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

ENTREPRENEURSHIP DEVELOPMENT**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objective: To develop an entrepreneurial mind-set and equip students with the knowledge, skills, and attitudes necessary to identify business opportunities, create innovative ventures, and manage small and medium enterprises successfully.

Course Learning Outcome:

After completing this course student will be able to:

- Understand the concepts, theories, and process of entrepreneurship and innovation.
- Identify, evaluate, and develop viable business opportunities and plans.
- Demonstrate the skills required for starting, managing, and sustaining entrepreneurial ventures.

Unit 1: Entrepreneurial Management: The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Idea generation, Identifying opportunities and Evolution, Building the Team/Leadership, Strategic planning for business, Steps in strategic planning, Forms of ownership-Sole proprietorship, partnership, limited liability partnership and corporation form of ownership, advantage/disadvantage, Franchising, advantages/disadvantages of franchising, types of franchise arrangements, franchise contracts, franchise evolution checklist, Financing entrepreneurial ventures, managing growth, Valuation of a new company, Harvesting and Exist strategies, Corporate Entrepreneurship. **Lectures: 10**

Unit II: Application of CPM, PERT in Enterprise Management: Importance of project management in new ventures and MSMEs, Role of planning and scheduling in entrepreneurial success, Overview of project life cycle: conception, planning, execution, and control, Meaning and purpose of network analysis, Comparison between CPM and PERT, Relevance of CPM and PERT in entrepreneurial project planning and control, Steps in CPM analysis - Listing activities and their durations, Drawing the network, Calculating Earliest Start Time (EST), Earliest Finish Time (EFT), Calculating Latest Start Time (LST), Latest Finish Time (LFT), Identifying the Critical Path, Importance of the critical path for entrepreneurs, Applications of CPM in time and cost optimization, Concept of three time estimates - Optimistic time (to), Most likely time (tm), Pessimistic time (tp), Calculation of expected time (te), Variance and standard deviation of project duration, Probability of project completion within a given time, Application of PERT in managing project uncertainty, Using CPM and PERT for - New business setup and product launch planning, Resource allocation and scheduling, Time-cost trade-off decisions, Identifying project bottlenecks and improving efficiency, Role in decision-making, control, and monitoring of entrepreneurial ventures. **Lectures: 15**

Unit III: Entrepreneurship Creativity and Innovation: Stimulating Creativity, Organizational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams, source of innovation business, managing organizations for innovation and positive creativity. **Lectures: 06**

Unit IV: Social Entrepreneurship: Introduction to social entrepreneurship, Characteristics and role of social entrepreneurs, Innovation and Entrepreneurship in a social Context, Start-Up and early stage venture issues in creating and sustaining a Non-profits organization, Financing and Risks, Business Strategies and Scaling up. **Lectures: 06**

Unit V: Family Business and Entrepreneurship: The entrepreneur, role and personality, family business, concepts, structure and kinds of family firms, culture and innovation of family firm, managing business, family and shareholder relationships, conflict and conflict resolution in family firms, managing leadership, succession and continuity, women's issues in the family business, encouraging change in the family business system.

Lectures: 07

Unit VI: Entrepreneurship management for MSME: Concept, nature, characteristics and types of entrepreneurs, Role and importance of MSMEs in the economy, Classification and features of MSMEs (as per latest MSME Act), Challenges and opportunities in the MSME sector, Sources of finance, Financial planning and working capital management for MSMEs, Cost control, budgeting, and pricing decisions, Succession planning and professionalization of MSMEs, Managing risk and uncertainty in small businesses, Sustainability and CSR in MSMEs, Establishing MSMEs, Case studies of successful MSMEs and entrepreneurs

Lectures: 10

Unit VII: Financing the Entrepreneurial Business: Arrangements of funds, traditional source of financing, Loan syndicating, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital.

Lectures: 06

Recommended Books:

1. Entrepreneurship Development and Management – Vasant Desai
2. Entrepreneurship Development and Small Business Enterprises – Poornima M. Charantimath
3. Entrepreneurship and Small Business Management – C.B. Gupta & S.S. Khanka
4. Entrepreneurship Development – S. Anil Kumar, Poornima, K. Abraham, & Jayashree
5. Small Business Management and Entrepreneurship – David Stokes & Nicholas Wilson
6. MSME Policy and Management – R.K. Mishra & K. Goyal

Note: Latest edition of textbooks may be used

DISCIPLINE SPECIFIC ELECTIVE (DSE 4)

(Credit: Theory: 01 + Tutorials: 05=06)

Marks: 50 (Internal Evaluation)+50 (External Evaluation)=100 Pass Marks (Internal + External)=40**ON JOB TRAINING**

Objectives: To provide basic and hand on understanding of the industry.

On the Job Works for six to eight weeks at the Designated Organization recommended by the college.

Guidelines to Examiners for End Semester Examination (ESE Pr):

Evaluation of project dissertation work may be as per the following guidelines:

Overall project dissertation may be evaluated under the following heads by External & Internal Examiners Separately:

- Motivation for the choice of topic = 05 marks
- Project dissertation design = 05 marks
- Methodology and Content depth = 10 marks
- Results, Discussion & Future Scope = 05 marks
- Presentation style = 10 marks
- Viva-voce = 15 marks
- Total Marks = $50 \times 2 = 100$

PROJECT WORK

All student related to Specific discipline will undergo 'Training/Project' of minimum 6 weeks' duration in Semester-VI, related to area of their specialization. Student alone or in a group of not more than three, shall undertake one Project Dissertation approved by the Subject Teacher / H.O.D. of the Department/College concerned.

The progress of the Project Dissertation shall be monitored by the faculty members at regular intervals, and followed by internal and external viva exam of 50 marks each.

Training Schedule: The students will be allowed to work on any project based on the concepts studied in core /elective or skill based elective courses.

The Units imparting industrial exposure shall conduct formal induction sessions and emphasis on personality skills while acquainting the learners with skills of trade.

Academic Credits for training shall be based on following:

- Log books and attendance
- Appraisals, Report and presentation, as applicable. For distribution of marks refer to details on Course structure/ Credit Distribution during the tenure of Industrial Exposure, apart from carrying out the assigned jobs. All trainees must ensure that the log books and appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed. Trainees are also advised to make a report in their specialization in Semester-VI on completion of training in that respective department.
- A Power Point presentation (based on the report) for duration of **10 minutes** should be make. This will be presented in front of a select panel from the institute and the industry. The presentation should express the student's experiences in the department and what has he learned/ observed.

Marks will be awarded on this presentation and documents submitted to the faculty coordinator at the institute. Students have to submit the following on completion of industrial training to the concern faculty at the college:

1. Synopsis submission
2. Synopsis Approval will be given within a week from the date of submission.
3. Synopsis will be approved by concerned department faculty member.
4. Faculty members will be the internal guide of particular group of Students.
5. The group size will be minimum of 1 candidate and maximum of 3 candidates.
6. Group will present power point presentation in front of panel and submit the project status Report within the 15 to 20 days from the date of approval.
7. Final Project Submission contains Hard copy, Soft copy & leave letter. Project hard copy contains
 - a) Front page
 - b) Certificate of Authenticity
 - c) Certificate of job Trainings

- d) Declaration
- e) Acknowledgement
- f) Preface
- g) Table of content/index
- h) Objective of the project
- i) Scope of the Project
- j) Project guidelines (These points are mandatory)
 - i. Introduction with Company profile.
 - ii. Vision, mission & objective.
 - iii. SWOT Analysis.
 - iv. Chronology of Achievements.
 - v. Topic introduction & discussion.
 - vi. Its relevance & implication in company.
 - vii. Findings.
 - viii. Conclusion.
 - ix. Further enhancement (Suggestion).
 - x. Bibliography.
 - xi. Reference Website.
 - xii. CD (Compact Disc/Soft copy).
- k) The file should be Book Binding. One Project Report for office copy and each candidate must have its own copy.

***Topics, Objectives & Guidelines of the Project is to be decided by the Project Guide.**

-----END OF SEMESTER VI-----

End of Syllabi-B. Com (Advertising & Marketing) Honors

ANNEXURE-I

B.COM (ADVERTISING & MARKETING) HONOURS

Distribution of Credits Semester Wise for Undergraduate Honors Courses as per CBCS regulations

SEMESTER WISE DISTRIBUTION OF 164 CREDITS

| | <u>CC</u> | <u>AECC</u> | <u>GE-A</u> | <u>GE-B</u> | <u>SEC</u> | <u>DSE</u> | <u>Total Credits</u> |
|--------------|-----------|-------------|-------------|-------------|------------|------------|----------------------|
| Semester I | 12 | 02 | 06 | 06 | | | 26 |
| Semester II | 12 | 02 | 06 | 06 | | | 26 |
| Semester III | 18 | | 06 | 06 | 02 | | 32 |
| Semester IV | 18 | | 06 | 06 | 02 | | 32 |
| Semester V | 12 | | | | | 12 | 24 |
| Semester VI | 12 | | | | | 12 | 24 |
| | 84 | 04 | 24 | 24 | 04 | 24 | 164 |

CC = Core Course; AECC = Ability Enhancement Compulsory Course; GE = Generic Elective; SEC = Skill Enhancement Course; DSE = Discipline Specific Elective

ANNEXURE-II

MARKS DISTRIBUTION FOR EXAMINATIONS AND FORMAT OF QUESTION PAPERS**Marks distribution of Theory Examinations of Mid Semester:**

| Topic | Code | Full Marks | Pass Marks | Time | <u>Group-A</u> (Very Short answer type Compulsory Questions) No. of Questions X Marks = F.M. | <u>Group-B</u> (Descriptive Questions with Choices) No. of Questions X Marks = F.M. | Total No. of Questions to Set | |
|---------|------|------------|------------|-------|--|---|-------------------------------|---------|
| | | | | | | | Group A | Group B |
| Mid Sem | T25 | 25 | --- | 1 Hr. | 5 x 1 = 5 | 4 (out of 6) x 5 = 20 | 5 | 6 |

Marks distribution of Theory Examinations of End Semester

| Topic | Code | Full Marks | Pass Marks | Time | <u>Group-A</u> (Very Short answer type Compulsory Questions) No. of Questions X Marks = F.M. | <u>Group-B</u> (Descriptive Questions with Choices) No. of Questions X Marks = F.M. | Total No. of Questions to Set | |
|---------|------|------------|------------|--------|--|---|-------------------------------|---------|
| | | | | | | | Group A | Group B |
| End Sem | T75 | 75 | 40 | 3 Hrs. | Q.No.1 (10x1) + 1x5 = 15 | 4 (out of 6) x 15 = 60 | 2 | 6 |
| | T100 | 100 | 40 | 3 Hrs. | Q.No.1 (10x1) + 2x5 = 20 | 4 (out of 6) x 20 = 80 | 3 | 6 |

Question No.1 in Group – A carries 10 very short answer type 1Mark Questions.

Abbreviations: T=Theory Examination, P= Practical Examination, I=Internal Exam, E=External Exam

Note: There may be sub divisions in each question asked in Theory Examinations.

Marks distribution of Practical Examinations of End Semester

| Topic | Code | Full Marks | Pass Marks | Distribution of Marks | |
|---------|-------------|------------|------------|-----------------------|--------------|
| | | | | (Internal + External) | Project File |
| End Sem | P 50 + P 50 | 100 | 40 (I + E) | P25 + P25 | P25 + P25 |

Abbreviations: T=Theory Examination, P= Practical Examination, I=Internal Exam, E=External Exam

Note: There may be sub divisions in each question asked in Theory Examinations.

ANNEXURE-III

**FORMAT OF QUESTION PAPER FOR MID SEM EXAMINATION OF
SUBJECTS WITHOUT PRACTICAL****St. Xavier's College, Ranchi**

Mid Semester No. _____

Exam Year _____

Subject/Code _____

F.M. = 25

Time = 1Hr.

General Instructions:

- i. Group A carries very short answer type compulsory questions.
- ii. Answer any 4 out of 6 subjective/ descriptive questions given in Group B.
- iii. Answer in your own words as far as practicable.
- iv. Answer all sub parts of a question at one place.
- v. Numbers in right indicate full marks of the question.

Group A [5x1=5]

1.
2.
3.
4.
5.

Group B [5x4=20]

| | |
|---------|-----|
| 1. | [5] |
| 2. | [5] |
| 3. | [5] |
| 4. | [5] |
| 5. | [5] |
| 6. | [5] |

Note: There may be subdivisions in each question asked in Theory Examination.

ANNEXURE-IV

**FORMAT OF QUESTION PAPER FOR END SEM EXAMINATION OF
SUBJECTS WITHOUT PRACTICAL**



St. Xavier's College, Ranchi

Mid Sem No. _____

Exam Year _____

Subject/Code _____

F.M. =75

P.M. =40 (Including Mid Sem)

Time=3 Hrs.

General Instructions:

- i. Group A carries very short answer type compulsory questions.
- ii. Answer any 4 out of 6 subjective/ descriptive questions given in Group B.
- iii. Answer in your own words as far as practicable.
- iv. Answer all sub parts of a question at one place.
- v. Numbers in right indicate full marks of the question.

Group A

| | |
|---------|-----------|
| 1. | [10x1=10] |
| a. | |
| b. | |
| c. | |
| d. | |
| e. | |
| f. | |
| g. | |
| h. | |
| i. | |
| j. | |
| 2. | [5x1=5] |

Group B

| | |
|---------|------|
| 1. | [15] |
| 2. | [15] |
| 3. | [15] |
| 4. | [15] |
| 5. | [15] |
| 6. | [15] |

Note: There may be subdivisions in each question asked in Theory Examination.

ANNEXURE-V

**FORMAT OF QUESTION PAPER FOR END SEM EXAMINATION OF
GE, SEC & AECC PAPERS**



St. Xavier's College, Ranchi

End Sem No. _____

Exam Year _____

Subject/Code _____

F.M. = 100

P.M. = 40

Time=3 Hrs.

General Instructions:

- i. **Group A** carries very short answer type compulsory questions.
- ii. **Answer any 4 out of 6** subjective/ descriptive questions given in **Group B**.
- iii. Answer in your own words as far as practicable.
- iv. Answer all sub parts of a question at one place.
- v. Numbers in right indicate full marks of the question.

Group A

| | |
|---------|-----------|
| 1. | [10x1=10] |
| a. | |
| b. | |
| c. | |
| d. | |
| e. | |
| f. | |
| g. | |
| h. | |
| i. | |
| j. | |
| 2. | [5x1=5] |
| 3. | [5x1=5] |

Group B

| | |
|---------|------|
| 1. | [20] |
| 2. | [20] |
| 3. | [20] |
| 4. | [20] |
| 5. | [20] |
| 6. | [20] |

Note: There may be subdivisions in each question asked in Theory Examination.

ANNEXURE-VI

**FORMAT OF INTERNAL EXAMINATION FOR
ON THE JOB TRAINING ASSESSMENT****St. Xavier's College, Ranchi**

Internal Exam No. _____

Exam Year _____

Subject/Code _____

F.M. = 50**P.M = 40 (Internal + External)****General Instructions:**

| | |
|---------------------------------------|----------|
| 1. Motivation for the choice of topic | 05 marks |
| 2. Project dissertation design | 05 marks |
| 3. Methodology and Content depth | 10 marks |
| 4. Results, Discussion & Future Scope | 05 marks |
| 5. Presentation style | 10 marks |
| 6. Viva-voce | 15 marks |

ANNEXURE-VII

FORMAT OF EXTERNAL EXAMINATION FOR
ON THE JOB TRAINING ASSESSMENT

St. Xavier's College, Ranchi

External Exam No. _____

Exam Year _____

Subject/Code _____

F.M = 50

P.M = 40 (Internal + External)

General Instructions:

| | |
|---------------------------------------|----------|
| 1. Motivation for the choice of topic | 05 marks |
| 2. Project dissertation design | 05 marks |
| 3. Methodology and Content depth | 10 marks |
| 4. Results, Discussion & Future Scope | 05 marks |
| 5. Presentation style | 10 marks |
| 6. Viva-voce | 15 marks |

ANNEXURE-VIII

| Sem - I | Sem - II | Sem - III | Sem - IV | Sem - V | Sem - VI | Credit System |
|---------|----------|-----------|----------|---------|----------|-----------------|
| Core 1 | Core 3 | Core 5 | Core 8 | Core 11 | Core 13 | Core = 6 Credit |
| Core 2 | Core 4 | Core 6 | Core 9 | Core 12 | Core 14 | GE = 6 Credit |
| AECC 1 | AECC 2 | Core 7 | Core 10 | DSE 1 | DSE 3 | AECC = 2 Credit |
| GE 1A | GE 2A | SEC 1 | SEC 2 | DSE 2 | DSE 4 | SEC = 2 Credit |
| GE1B | GE2B | GE 3A | GE 4A | | | DSE = 6 Credit |
| | | GE3B | GE4B | | | |

Semester wise paper along with their credit system:
Calculation of SGPA & CGPA based on 10-point scale:

Calculation of SGPA & CGPA based on 10 Point Scale

Credit Point = Gr. Pt. (GrP)x Cr

Semester Grade Point Average (SGPA)

$$SGPA = \frac{C(GrP \times Cr)}{\sum Cr} = \frac{\sum Crp}{\sum Cr}$$

Cumulative Grade Point Average (CGPA)

$$CGPA = \frac{\sum_{s=1}^n (Crp)_s}{\sum_{s=1}^n (Cr)_s}$$

| Grade and Grade Point Table | | |
|-----------------------------|-------|-------------|
| Marks in % | Grade | Grade Point |
| 91-100 | O | 10 |
| 81-90 | A+ | 9 |
| 71-80 | A | 8 |
| 61-70 | B+ | 7 |
| 51-60 | B | 6 |
| 46-50 | C | 5 |
| 40-45 | P | 4 |
| < 40 | F | 0 |
| Absent | X | 0 |

ANNEXURE-IX

Sample Calculation for SGPA & CGPA for B.Com. (Advertising & Marketing) Honors Programme

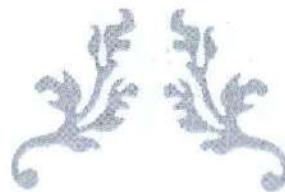
Sample Calculation for SGPA:

| SEM | Course | Credit | Grade Letter | Grade Point | Credit Point (Credit X Grade) | SGPA (Credit Point/Credit) |
|--------------------|--------------|------------|--------------|-------------|----------------------------------|-------------------------------|
| I | C1 | 06 | A | 8 | 48 | |
| | C2 | 06 | B+ | 7 | 42 | |
| | AECC 1 | 02 | B | 6 | 12 | |
| | GE 1A | 06 | B | 6 | 36 | |
| | GE 1B | 06 | B+ | 7 | 42 | |
| | Total | 26 | | | 180 | 6.92(180/ 26) |
| II | C3 | 06 | B | 6 | 36 | |
| | C4 | 06 | C | 5 | 30 | |
| | AECC - 2 | 02 | B+ | 7 | 14 | |
| | GE 2A | 06 | A+ | 9 | 54 | |
| | GE 2B | 06 | B+ | 7 | 42 | |
| | Total | 26 | | | 176 | 6.76(176/ 26) |
| III | C5 | 06 | A+ | 9 | 54 | |
| | C6 | 06 | O | 10 | 60 | |
| | C7 | 06 | A | 8 | 48 | |
| | SEC1 | 02 | A | 8 | 16 | |
| | GE 3A | 06 | O | 10 | 60 | |
| | GE 3B | 06 | B+ | 7 | 42 | |
| | Total | 32 | | | 280 | 8.75(280/ 32) |
| IV | C8 | 06 | B | 6 | 36 | |
| | C9 | 06 | A+ | 9 | 54 | |
| | C10 | 06 | B | 6 | 36 | |
| | SEC2 | 02 | A+ | 9 | 18 | |
| | GE 4A | 06 | A | 8 | 48 | |
| | GE 4B | 06 | B+ | 7 | 42 | |
| | Total | 32 | | | 234 | 7.31(234/ 32) |
| V | C11 | 06 | B | 6 | 36 | |
| | C12 | 06 | B+ | 7 | 42 | |
| | DSE1 | 06 | O | 10 | 60 | |
| | DSE2 | 06 | A | 8 | 48 | |
| | Total | 24 | | | 186 | 7.75(186/ 24) |
| | C11 | 06 | A+ | 9 | 54 | |
| VI | C12 | 06 | A | 8 | 48 | |
| | DSE1 | 06 | B+ | 7 | 42 | |
| | DSE2 | 06 | A | 8 | 48 | |
| | Total | 24 | | | 192 | 8.0(192/24) |
| CGPA | | | | | | |
| Grand Total | | 164 | | | 1248 | 7.61(1248/ 164) |

Sample Calculation for CGPA:

| Semester I | Semester II | Semester III | Semester IV | Semester V | Semester VI |
|-------------------------|-------------------------|--------------------------|--------------------------|--------------------------|------------------------|
| Credit:26; SGPA:6.92 | Credit:26; SGPA:6.76 | Credit:32; SGPA: 8.75 | Credit:32; SGPA: 7.31 | Credit:24; SGPA: 7.75 | Credit:24; SGPA:8.0 |

Thus, CGPA = $(26 \times 6.92 + 26 \times 6.76 + 32 \times 8.75 + 32 \times 7.31 + 24 \times 7.75 + 24 \times 8.0) / 164 = 7.61$



ST. XAVIER'S COLLEGE (AUTONOMOUS), RANCHI
(AN AUTONOMOUS COLLEGE AFFILIATED TO RANCHI UNIVERSITY)

**Names of Question Setters
&
Answer Book Evaluators
for the Programme of
B. Com (Advertising & Marketing)
For the Academic Year - 2025 - 26**

**FOR UNDERGRADUATE COMMERCE SELF FINANCING PROGRAMME
AS PER RANCHI UNIVERSITY REGULATION**

Shrikant
Murli
Shinde
Kothare
R. K. Dinkar
Shrikant
Murli
Shinde
Kothare
R. K. Dinkar
Shrikant
Murli
Shinde
Kothare
R. K. Dinkar

**Name of Question Setter & Answer Book Evaluator
for the Programme B. Com (Advertising & Marketing) for the Academic Year 2025-26**

| Course | Course Title | Name of Question Setter | Name of Answer Book Evaluator |
|----------------------|---|--|---|
| Semester – I | | | |
| Core 1 | Marketing Management | 1. Prof. Gautam Rudra, 9525019500 | 1. Dr. Subroto Ghosh, 9771473885, Faculty-Loyola Training Center, Ranchi |
| | | 2. Dr. Kaushik Dutta, 9835144450 | 2. Prof. Tauseef Ali – 9572862285, Asst. Prof., Dept. of MBA, Marwari College, Ranchi |
| Core 2 | Integrated Marketing Communication | 1. Dr. Shakil Anwar Siddique, 9430173081 | 1. Prof. Awesh Rawani – 79912855, Dept. of MBA, Yogoda Satsang College, Ranchi |
| | | 2. Dr. Prachi Prasad – 8002326564 Dept. of MBA, Marwari College, Ranchi | 2. Prof. Nikita Mukherjee-VF, 8092075932, Department of CSF, SXC, Ranchi |
| GE 1 (A) | Financial Accounting | 1. Prof. Hussain Ahmed, 9234979811 | 1. Prof. Sherya Patel, 7004966244, Dept. of MBA, BIT Lalpur Centre, Ranchi |
| | | 2. Prof. Ekta Arya – 9334348060, Department Faculty, SXC, Ranchi | 2. Prof. Rakesh Kr. Sinha 9304220872 Dept. of BBA, Marwari College, Ranchi |
| GE 1 (B) | Business Organization & Management | 1. Prof. Fabian A Tete, 9006813557 | 1. Prof. Dilip Kumar, Asst. Professor, ICFAI University, Ranchi, 8004407568, |
| | | 2. Dr. Shyamal Gomes, Associate Prof., 9955741139, Xavier Institute of Social Science, Ranchi. | 2. Dr. Ranjay Kamal--9939011543, Dept of MBA, Marwari College, Ranchi |
| AECC 1 | English Communication | 1. Prof. Nidhi Arya – 9308989280, | 1. Prof. Ruchika Kerketta, 9430779263, Asst. Prof. , Raksha Shakti University, Ranchi |
| | | 2. Prof. Shubham Kumar, VF 8603224467 | 2. Prof. Radhashyam Dey – 9162170226, Dept of MBA , Yogoda Satsang College, Ranchi |
| Semester – II | | | |
| Core 3 | Advertising & Media Management | 1. Prof. Gautam Rudra, 9525019500 | 1. Dr. Pinaki Ghosh, Professor, 9430193055, XISS Ranchi |
| | | 2. Prof. Pankaj Sharma, 9709209316, Dept. of MBA, Yogoda Satsang College, Ranchi | 2. Prof. Manisha Jain-VF, 9135090077 |
| Core 4 | Digital Advertising & Marketing | 1. Dr. Shakil Anwar Siddique, 930837231 | 1. Prof. Awesh Rawani – 79912855, Dept of MBA, Yogoda Satsang College, Ranchi |
| | | 2. Dr. Sumit Kumar, 9006746228, Marwari College, Ranchi. | 2. Prof. Somnath Mukherjee-Asst. Professor, BIT, Mesra |
| GE 2 (A) | Retail & Merchandising | 1. Dr. Kaushik Dutta – 9835144450 | 1. Prof. Tauseef Ali Ahsan, 9572862285, Asst. Prof., Dept of MBA, Marwari College, Ranchi |
| | | 2. Dr. Sumit Kumar, 9006746228, Dept. of MBA, Marwari College, Ranchi | 2. Dr. Subroto Ghosh, 9771473885, Faculty-Loyola Training Center, Ranchi |
| GE 2 (B) | Cost Accounting | 1. Prof. Hussain Ahmed, 9234979811 | 1. Prof. Santosh Kr. Yadav -- 9608391765, Asst. Prof., Dept. |

| | | | |
|--------|-----------------------|---|--|
| | | | of MBA, Marwari College, Ranchi |
| | | 2. Prof. Ekta Arya – 9334348060, | 2. Prof, Anirban Biswas- 825250213, Dept. of MBA, Yogoda Satsang Mahavidyalaya, Ranchi |
| AECC 2 | Environmental Science | 1. Dr. Deepender Kumar Sinha- 8002533373 | 1. Dr. Ranjay Kamal--9939011543, Dept of MBA, Marwari College, Ranchi |
| | | 2. Prof. Pipas Kumar, Assistant Prof., Dept. of Environmental Science, St. Xavier's College, Ranchi | 2. Dr. Anil Kumar--9431330199, Asst. Prof. , NIFFT, Ranchi |

Semester – III

| | | | |
|----------|---------------------------|---|--|
| Core 5 | Consumer Behavior | 1. Dr. Kaushik Dutta - 9835144450 | 1. Dr. Prachi Prasad- 8002326564, Asst. Prof., Dept. of MBA, Marwari College, Ranchi |
| | | 2. Prof. Manisha Jain, VF, 9135090077 | 2. Dr. Mrinal Gaurav--943159372, Dept of MBA, Yogoda Satsang Mahavidyalaya, Ranchi |
| Core 6 | Event & Tourism Marketing | 1. Prof. Gautam Rudra, | 1. Dr. Subroto Ghosh, 9771473885, Faculty-Loyola Training Center, Ranchi |
| | | 2. Prof. Awesh Rawani--79912855, Dept of MBA, Yogoda Satsang Mahavidyalaya, Ranchi | 2. Prof. Nikita Mukherjee-VF, 8092075932, |
| Core 7 | International Marketing | 1. Dr. Shakil Anwar Siddique- 9430173081 | 1. Prof. Tauseef Ali Ahsan- 9572862285, Asst. Prof., Dept. of MBA, Marwari College, Ranchi |
| | | 2. Dr. Mrinal Gaurav--943159372, Dept. of MBA, Yogoda Satsang Mahavidyalaya, Ranchi | 2. Prof. Ashish Mohan-821038584, Dept. of MBA, Yogoda Satsang Mahavidyalaya, Ranchi |
| GE 3 (A) | Service Marketing | 1. Prof. Pankaj Sharma- 9709209316, Dept. of MBA, Yogoda Satsang Mahavidyalaya, Ranchi | 1. Dr. Pinaki Ghosh, Professor, 9430193055, XISS Ranchi |
| | | 2. Dr. Sumit Kumar, 9006746228, Dept. of MBA, Marwari College, Ranchi. | 2. Prof. Somnath Mukherjee- Associate. Professor, BIT, Lalpur Centre, Ranchi |
| GE 3 (B) | Business Economics | 1. Dr. (Prof.) Ananya Priya, Asst. Professor, SMS, DSPMU, Ranchi 7491872750 | 1. Dr. Seema Kumari, Asst. Professor, Department of BBA, Marwari College, Ranchi, 7369073192 |
| | | 2. Prof. (Dr.) Rajeev Narayan, Asst. Professor, Department of BBA, Marwari college, Ranchi 9431105063 | 2. Dr. Rajmani Pandey, Asst. Professor, Department of BBA, Doranda College, Ranchi, 9507661024 |
| SEC 1 | Research Methodology | 1. Dr. Deepender Kumar Sinha- 8002533373, Asst. Professor, Dept. of Commerce Self Financing & Vocational Studies, St. Xavier's College, Ranchi. | 1. Prof. (Dr.) Rishi Dwivedi, Asst. Professor, Department of MBA, XISS, 9831647355 |

| | | | |
|----------------------|--|--|---|
| | | 1. Dr. Rajni Singh, Asst. Professor, Department of BBA, SMS, DSPMU, 9472743020 | 2. Dr. Neha Kaur, Asst. Professor, Department of BBA, Ranchi Women's College, 9470518612 |
| Semester – IV | | | |
| Core 8 | Rural Advertising & Marketing | 1. Dr. Shakil Anwar Siddique – 9430173081 | 1. Prof. Awesh Rawani – 79912855, Dept. of MBA, Yogoda Satsang Mahavidyalaya, Ranchi |
| | | 2. Prof. Tauseef Ali Ahsan- 9572862285, Asst. Prof., Dept. of MBA, Marwari College, Ranchi | 2. Prof. Pankaj Sharma-- 9709209316, Dept. of MBA, Yogoda Satsang Mahavidyalaya, Ranchi |
| Core 9 | Ad Agency & Client Servicing Management | 1. Prof. Gautam Rudra – 9525019500 | 1. Dr. Subroto Ghosh, 9771473885, Faculty-Loyola Training Center, Ranchi |
| | | 2. Prof. Pankaj Sharma- 9709209316, Dept. of MBA Yogoda Satsang Mahavidyalaya, Ranchi | 2. Prof. Ashish Mohan-821038584, Dept. of MBA, Yogoda Satsang Mahavidyalaya, Ranchi |
| Core 10 | Package & Packaging Management | 1. Dr. Kaushik Dutta --9835144450 | 1. Dr. Pinaki Ghosh, Professor, 9430193055, XISS Ranchi |
| | | 2. Dr. Mridanish Jha, 9304805050, ICFAI University Ranchi | 2. Prof. Manisha Jain-VF, 9135090077 |
| GE 4 (A) | Marketing & Media Laws | 1. Prof. Pooja Shukla-737199106, Dept. of MBA, Amity University, Ranchi | 1. Prof. Nasir Ahmad, 7979035311, Dept. of BBA, Gossner College, Ranchi |
| | | 2. Dr. Sumit Kumar, 9006746228, Dept. of MBA, Marwari College, Ranchi | 2. Prof. Vinay Hansdak, 7033615516, Dept. of BBA, Gossner College, Ranchi |
| GE 4 (B) | Marketing & Ad Research | 1. Dr. Shakil Anwar Siddique – 9430173081 | 1. Dr. Somnath Mukherjee, Associate Professor, Dept. of MBA, BIT Lalpur Centre, Ranchi |
| | | 2. Dr. Subroto Ghosh, 9771473885, Faculty-Loyola Training Center, Ranchi | 3. Dr. Amar E Tigga, Associate Prof. 9431708880, Xavier Institute of Social Science, Ranchi |
| SEC 2 | Quantitative Techniques in Business | 1. Dr. Deepender Kumar Sinha- 8002533373 | 1. Prof. (Dr.) Rishi Dwivedi, Asst. Professor, Department of MBA, XISS, 9831647355 |
| | | 2. Dr. Rajni Singh, Asst. Professor, Department of BBA, SMS, DSPMU, 9472743020 | 2. Dr. Neha Kaur, Asst. Professor, Department of BBA, Ranchi Women's College, 9470518612 |
| Semester – V | | | |
| Core 11 | Product & Brand Management | 1. Dr. Shakil Anwar Siddique-- 9430173081 | 1. Prof. Awesh Rawani--79912855, Dept. of MBA, Yogoda Satsang Mahavidyalaya, Ranchi |
| | | 2. Prof. Tauseef Ali Ahsan- 9572862285, Asst. Prof., Dept of MBA, Marwari College, Ranchi | 2. Prof. Pankaj Sharma- 9709209316, Dept. of MBA Yogoda Satsang Mahavidyalaya, Ranchi |
| Core 12 | Sales & Distribution Management | 1. Dr. Kaushik Dutta --9835144450 | 1. Prof. Manisha Jain, VF, 9135090077 |
| | | 2. Dr. Somnath Mukherjee, 9431366989, Associate, | 2. Prof. Sayed Tazim Ahmed- 79783076, Dept of MBA, |

| | | | |
|----------------------|-------------------------------------|---|--|
| | | Professor, BIT Lalpur Centre Ranchi | Yogoda Satsang Mahavidyalaya, Ranchi |
| DSE 1 | IT in Advertising & Marketing | 1. Prof. Kamaldeep, Asst. Professor, Dept. of Computer Science, St. Xavier's College, Ranchi. | 1. Prof. Partho Sarathy Chatterjee, Dept of MBA, Yogoda Satgang Mahavidyalaya, Ranchi |
| | | 2. Dr. Rajeev Narayan- 9835557635, Dept. of BBA, Marwari College, Ranchi | 2. Prof. Ashish Mohan-- 821038584, Dept of MBA, Yogoda Satsang Mahavidyalaya, Ranchi |
| DSE 2 | Customer Relationship Management | 1. Prof. Nidhi Arya -9308989280, | 1. Dr. Rajeev Narayan-- 9835557635, Dept. of BBA, Marwari College, Ranchi |
| | | 2. Prof. Pankaj Sharma- 9709209316, MBA dept., Yogoda Satsang Mahavidyalaya, Ranchi | 2. Prof. Anirban Biswas- 825250213, Dept of MBA, Yogoda Satsang Mahavidyalaya, Ranchi |
| Semester – VI | | | |
| Core 13 | Logistics & Supply Chain Management | 1. Dr. Kaushik Dutta -- 9835144450, | 1. Dr. Somnath Mukherjee, Associate Professor, Dept. of MBA, BIT Lalpur, Ranchi |
| | | 2. Dr. Subroto Ghosh, 9771473885, Faculty-Loyola Training Center, | 2. Dr. Amar E Tigga, Associate Prof. 9431708880, XISS Ranchi |
| Core 14 | E – Commerce | 1. Dr. Shakil Anwar Siddique- 9430173081, | 1. Prof. Awesh Rawani-79912855, Dept. of MBA, Yogoda Satsang Mahavidyalaya, Ranchi |
| | | 2. Dr. Sumit Kumar, 9006746228, Asst. Prof., Marwari College, Ranchi | 2. Dr. Sony Kumari, Institute of Management Studies, Ranchi University, 9234728247 |
| DSE 3 | Entrepreneurship Development | 1. Prof. Gautam Rudra – 9525019500 | 1. Prof. Ranjay Kamal, 9939011543, Dept. of MBA Marwari College, Ranchi |
| | | 2. Prof. Fabian A Tete, 9006813557 | 2. Prof. Anirban Biswas- 825250213, Dept. of MBA, Yogoda Satsang Mahavidyalaya, Ranchi |
| DSE 4 | On the Job Training | 1. Internal Professor 2. Internal Professor | 1. External Experts 2. External Experts |

List of Regular Faculties mentioned for as Question setters & Evaluators

1. Prof. Gautam Rudra
2. Prof. Hussain Ahmed
3. Prof. Nidhi Arya
4. Prof. Ekta Arya
5. Prof. Fabian Tete
6. Prof. Dr. Kaushik Dutta
7. Prof. Dr. Shakil Anwar Siddique
8. Prof. Dr. Deepandra Kumar Sinha
9. Prof. Dr. Rakesh Kumar Dixit

List of Visiting Faculties of the Department mentioned for as Question setters & Evaluators

1. Prof. Shubham Kumar
2. Prof. Manisha Jain
3. Prof. Nikita Mukherjee