



St. Xavier's College, Ranchi

(NAAC Accredited 'A' Grade College)

(An Autonomous College of Ranchi University)

Syllabus

(Under Choice Based Credit System)

w.e.f.

(Academic Year-2015-16)

Department of Vocational Studies

&

Management Studies

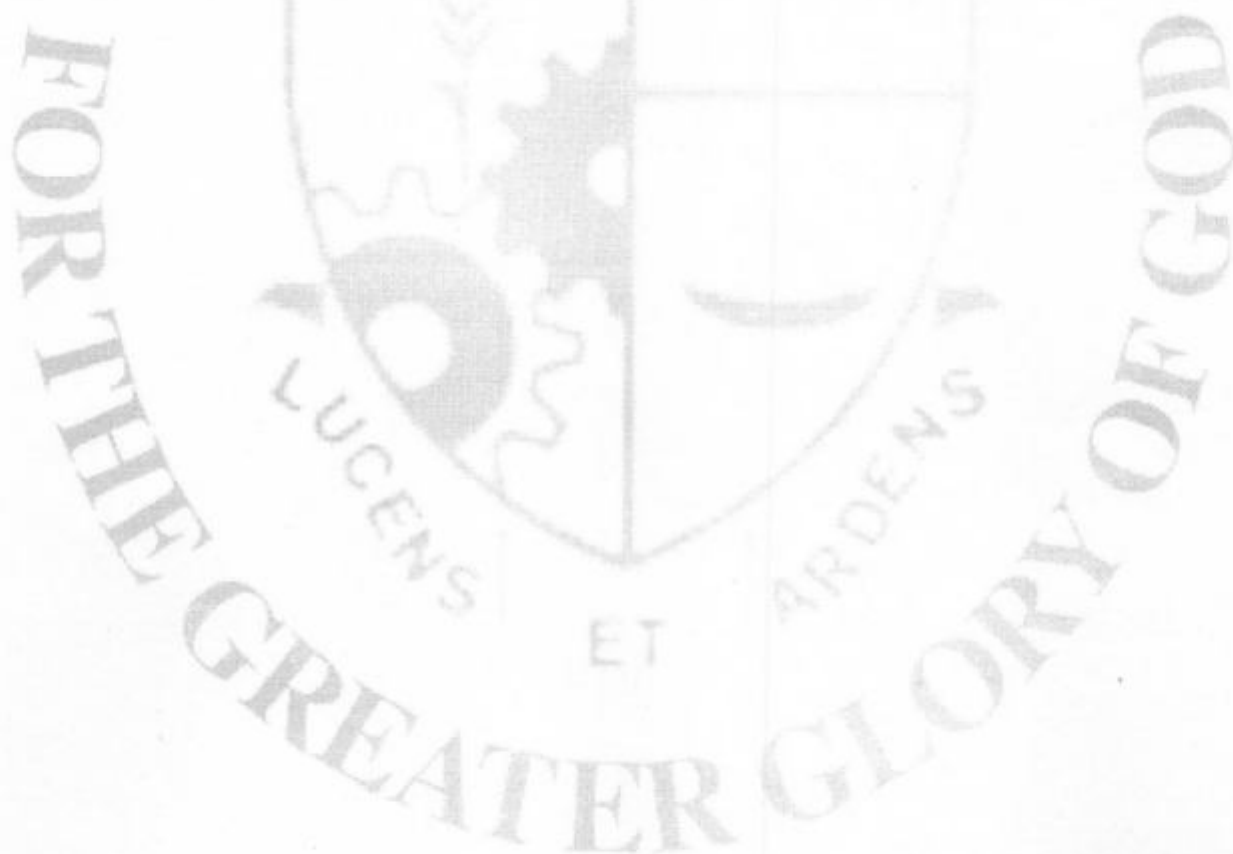
B.Com. Honours Programme

- *Advertising & Marketing (A & M) w.e.f.2015-16*

Course Curriculum

Sem	Course Status & No	Title of the Course	Marks	Credit (Th & Tu)+Pr
I	Core-1	Marketing Management	100	5+1
	Core-2	Integrated Marketing Communication	100	5+1
	AECC-1	English Communication	100	2
	GE-1(a)	Financial Accounting	100	5+1
	GE-1(b)	Modern Office Operation	100	5+1
	GE-1(c)	Retail Store Operation	100	5+1
	GE-1(d)	Retail Business Environment	100	5+1
II	Core-3	Media Management & Digital Marketing	100	5+1
	Core-4	Retail Marketing	100	5+1
	AECC-2	Environmental Science	100	2
	GE-2(a)	Cost & Management Accounting	100	5+1
	GE-2(b)	Office Administration and Management	100	5+1
	GE-2(c)	Retail Consumer Buying Behavior	100	5+1
	GE-2(d)	Organizational Behavior	100	5+1
III	Core-5	Consumer Behavior	100	5+1
	Core-6	Event Management	100	5+1
	Core-7	International Marketing	100	5+1
	SEC-1	Research Methodology & Quantitative Technique	100	2
	GE-3(a)	Principle & Practice of Management	100	5+1
	GE-3(b)	Corporate Governance	100	5+1
	GE-3(c)	Public Relationship Management	100	5+1
IV	GE-3(d)	Communication and Soft Skill Development	100	5+1
	Core-8	Leisure & Tourism Marketing	100	5+1
	Core-9	Service Marketing	100	5+1
	Core-10	Sales Management	100	5+1
	SEC-2	Business Economics	100	2
	GE-4(a)	Banking & Insurance Marketing	100	5+1
	GE-4(b)	Human Resource Management	100	5+1
V	GE-4(c)	Counseling and Negotiation Management	100	5+1
	GE-4(d)	Retail Store Planning, Design and Layout	100	5+1
	Core-11	Product & Brand Management	100	5+1
	Core-12	Rural Marketing	100	5+1
	DSE-1(a)	Computer Application in Ad & Marketing	100	5+1
	DSE-1(b)	Strategic Management	100	5+1
	DSE-1(c)	Microsoft Office(Word, Excel, Power point)	100	5+1
VI	DSE-1(d)	Retail Supply Chain Management & Warehouse	100	5+1
	DSE-2(a)	Customer Relationship Management	100	5+1
	DSE-2(b)	Mall Management	100	5+1
	DSE-2(c)	Computer Accounting(Tally)	100	5+1
	DSE-2(d)	e-retailing	100	5+1
	Core-13	Logistic & Supply Chain Management	100	5+1
	Core-14	Marketing & Media Laws	100	5+1
DSE-3	Entrepreneurship Development Programme	100	5+1	
	DSE-4	Project & Viva voce	100	1+5

- ❖ *Core Courses Marks are based on 30:70 systems. 30 marks are allotted for the Mid-Semester Examination and 70 marks are allotted for the End-Semester Examination. For AECC, GE, SEC, DSE Courses there is no Mid-semester exam and 100 marks are allotted for the End Semester Exam.*
- ❖ *Pass marks for each course is 45 (Total Combined marks of mid semester examination, internal assignment, attendance and End Semester Examination).*
- ❖ *1 Credit = 15 Learning Hours, Th=Theory, Tu=Tutorial, Pr=Practical*
- ❖ *Core Course: A course, which should compulsorily be studied by a candidate as a core requirement is termed as a core course.*
- ❖ *Generic Elective (GE): An elective course chosen generally from an unrelated discipline/subject with an intention to seek exposure to other discipline. There are multiple courses offered to the students and they have to select one course among these.*
- ❖ *Ability Enhancement Compulsory Course (AECC): These courses based upon the content that leads to knowledge enhancement.*
- ❖ *Skill Enhancement Course (SEC): These courses designed to provide value based and/or skill-based knowledge.*
- ❖ *Discipline Specific Elective (DSE): These elective courses may be offered by the main discipline/subject of study. There are 4 subjects offered to the students and they have to select one subject among these at Semester-V.*



Semester-I-B.Com (Advertising & Marketing)

Core-I-Marketing Management

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

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.

Unit-II

Marketing System, Types of Marketing, Marketing Information System; Definition and Components, Marketing Research-Definition Objective, Process & Significance.

Unit-III

Consumer Behaviour: Factors influencing the Consumer Behaviour, Consumer Buying Process, Buying Motives, Consumer Market in India.

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

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, Product Packaging: Definition, Functions and requisite of good packaging, Branding and Labeling.

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, Approaches of Logistics (Total Cost & Total System Approach)

Unit-IV

Promotion: Meaning, Nature & Importance, Types of Promotion. Concept of Promotion Mix and Factors affecting Promotion Mix, Emerging trends in marketing.

Recommended Books:

1. Marketing Management—Philip Kotler
2. Marketing Management—Kotler, Keller, Koshy and Jha
3. Marketing Management—A. K. Shukla
4. Marketing Management—Evanse & Berman
5. Principles of Marketing—Mcdenial, Lamb, Hair
6. Marketing—William M. Pride and O. C. Ferrell
7. Fundamental of Marketing—Stanton W. J.
8. Basic Marketing-Concepts, Decisions & Strategies—Cundiff, Edward W.
9. Principles of Marketing—Philip Kotler & Gary Armstrong
10. Marketing Management-Planning, Control—V. S. Ramaswamy & S. Namakumari

Semester-I-B.Com (Advertising & Marketing)
Core-II-Integrated Marketing Communication

Objectives: *Students should be aware about the communication and its importance in the fields of marketing by describing various mix and models of communication. The effects of communication over the proposed buyers/consumers are to describe fully.*

1. *Meaning & Importance of Marketing Communication.*
2. *Pre-requisite of effective Marketing Communication.*
3. *Marketing Communication through Marketing Mix.*
4. *Communication Model in Marketing—Graphic Models, Verbal Models, The Response Set-AIDA Model, Lavidge-Steiner Model, McGuire Model, DAGMAR Model.*
5. *Integrated Marketing Communication—Brand Marketing, Direct Marketing, Customer Relationship Management, One Voice Marketing Communication, Integrated Communications.*
6. *IMC Strategy in—Advertising, Planning, Determination & Promotional Objective, Role of Advertising Manager in determining IMC strategy.*
7. *Effects of Colour and Graphics in determining IMC strategy.*
8. *Different features of Advertising incorporated in the IMC for effective communication.*
9. *IMC Concepts in Product Communicates, Price Communicates, Place (Point of Sale) Communicates, Promotion Communicates and Publicity in relation with marketing.*
10. *Major tools of Publicity—News, Speeches, Special event, Handouts, leaflets and audio-visual public service activities and other miscellaneous tools.*
11. *Persuasive Communication Factors—Content bound, Appeal bound, Argument bound, Style bound, Communication bound, Media bound, Situation bound and Persuasion Approaches.*
12. *Future Marketing Communication Medium—Webs & Internet and its implications.*

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. Chunnawala*
5. *Integrated Marketing Communication—Neeraj Kumar*

Semester-I-B.Com (Advertising & Marketing)

AECC I-English Communication

Objective: *The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human being and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.*

The present course hopes to address some of these aspects through an interactive mode of teaching-learning process and by focusing on various dimensions of communication skills. Some of these are:

Language of communication, various speaking skills such as personal communication, social interactions and communication in professional situation such as interviews, group discussion and office environments, important reading skills as well as writing skills such as report writing, note-taking etc.

While, to an extent, the art of communication is natural to all living beings, in today's world of complexities, it has been acquired some elements of science. It is hoped that after studying this course, student will find a difference in their personal and professional interactions.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various suits/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

- 1. Introduction: Theory of communication, Types and modes of communication.*
- 2. Language of Communication: Verbal and non-verbal (Spoken and Written), Personal, Social and Business, Barriers and Strategies, Intra-personal, Inter-personal and Group communication.*
- 3. Speaking Skills: Monologue, Dialogue, Group discussion, Effective Communication/Miscommunication, Interview, And Public Speech.*
- 4. Reading and Understanding: Close reading, Comprehension, Summary Paraphrasing, Analysis and Interpretation, Translation (from Indian language to English and vice-versa), Literary/Knowledge Texts.*
- 5. Writing Skills: Documentation, Report Writing, Making notes, Letter writing.*

Recommended Books:

- 1. Fluency in English-Part- II, Oxford University Press 2006.*
- 2. Business English, Pearson, 2008*
- 3. Language, Literature and Creativity, Orient Blackswan, 2013*
- 4. Language through Literature- Dr. Gauri Mishra, Dr.Ranjan Kaul, Dr.Brati Biswas*

Semester-I-B.Com (Advertising & Marketing)

GE 1(a)-Financial Accounting

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

Unit-I

Financial Accounting: Nature and scope, Limitations of financial accounting. Basic concepts and Conventions, Accounting Standards: Meaning, Significance, Generally Accepted Accounting Principles (GAAP), Accounting Process: Form recording of transactions to preparation of final accounts, Rectifications of errors and Bank Reconciliation Statements.

Unit-II

(i) Consignments: Features, Account treatment in the books of consignor and consignee. (ii) Joint Ventures: Memorandum of Joint Venture Account, Accounting procedures: Joint Bank Accounts, Records maintained by co-ventures of (a) all transactions (b) only his own transactions. (iii) Inland Branches: Dependent branches only and ascertainment of Profit by Debtors method and Stock and Debtors method.

Unit-III

Depreciation Accounting: Meaning of depreciation, causes, objects of providing depreciation, factors affecting depreciation, accounting treatment including provision for depreciation accounting. Methods of depreciation: straight line method and diminishing balance method, Accounting for Hire Purchase Transactions, Journal entries and ledger accounts in the books of Hire Vendors and Hire Purchaser for large value items including default and repossession.

Unit-IV

Partnership: Admission, Retirement, Dissolution of partnership firms: legal position, Accounting for simple dissolution.

Unit-V

Analysis of Financial Statements, Common Size Balance Sheet, Ratio Analysis and Cash Flow Statement.

Recommended Books

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

Semester-I-B.Com (Advertising & Marketing)

GE 1(b) - Modern Office Operation

Objectives: *This course intends to provide knowledge regarding the modern office operation on the various business activities with its importance. This is also providing the student an opportunity to think strategically in the aspects of different business activity.*

1. *Marketing Manager—Marketing Objectives, Market Strategy & Survey Designing, Promotion Planning, Resource Planning, Product research & Data Analysis, Marketing mix, Planning, Promotion mix, Planning, Market information System Analysis.*
2. *Sales Manager — Sales Territorial Planning, Recruitment-Selection-Induction of Sales Personnel, Training, Development, Motivation, Compensation Assessment, Performance Appraisal.*
3. *Logistics and Supply Chain Manager—Product Management, Operation Planning Monitoring Logistic Operation, Distribution Channel Management.*
4. *Hospitality Manager—Front Desk Operation and Customer Satisfaction, Accommodation Management, Customer Service Management.*
5. *Finance Manager — Fund Management, Fund Allocation Planning, Budgeting, Auditing, Cash Management.*
6. *Warehouse and Inventory Manager—Product Identification Selection and packaging, Primary & secondary Coding, Inventory Management, Demand and Supply Co-ordination.*
7. *Retail Store Manager—Product Promotion, Visual Display & Merchandising, Floor Operation Planning, Manpower Planning and Deployment, Godown Operation.*

Recommended Books:

1. *Retail Marketing Management—David Gilbert*
2. *Warehouse Management & Inventory Control—J. P. Saxena*
3. *Logistics Management—S. K. Bhattacharya*
4. *Financial Management Policy—James C. Van Horne*
5. *Human Resources Management and Human Relations—V. P. Michael*
6. *Principles of Auditing—A. Pandu*
7. *Sales Management—Still, Cundiff & Govoni*
8. *Marketing Management—Philip Kotler*
9. *Logistics Management—S. K. Bhattacharya*
10. *Front Office Operations—Colin Dix & Chris Baird*
11. *Counseling & Guidance—S. Narayana Rao*
12. *Travel and Tourism Management—V. V. Vara Prasad & V. B. T. Sundari*
13. *Public Relations—Shrutika Kasor*

Semester-I-B.Com (Advertising & Marketing)

GE 1(c) - Retail Store Operation

Objectives: To give student practical understanding of the different operations related to retail.

Unit-I

Human Resource Management in Retailing, Definition, significance of HRM in Retail, Major Function of HRM in Retailing, Strategic framework of HRM in Retailing, trends and challenges in HRM in Retailing, Future of HRM in Retailing.

Unit-II

Financial Management in Retailing: Concept, Role and source of finance for Retailer, Budgeting-Meaning Types and budgetary control.

Measuring and Evaluation and Operational performance: financial statement (Trading, Profit & Loss A/c and Balance sheet), Breakeven analysis, financial Ratio's with reference to DIPSTIC Parameters (Customer transaction, Stock, Space and Staff Productivity): Customer Conversion Ration. Transaction per hour, Sales per transaction, Sales Return to Net Sales, Average Stock Investment Period, Sales to Stock Ration, Return On Stock Investment, shrinkage to Net Sales, Product Category Ratio, Sales through Analysis, Sales per Sq. Feet, Percentage of Space for Each Department, sales per Employee, Space Covered per Employee and Staff Productivity.

Unit-III

Working capital management in retailing: Concept, Estimation, Working Capital Cycle, Cash management, Credit Management and Inventory Valuation: FIFO, LIFO, Inventory Management: ABC, EOQ Analysis.

Unit-IV

IT in Retail Market: Role of IT in Retail, Parameters for use of IT in retailing, IT for competitive Advantage, Computing and Transmitting Data at the Point of sale, Data Base Marketing, Data Mining and Business Intelligence.

Recommended Books

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

Semester-I-B.Com (Advertising & Marketing)

GE 1(d) - Retail Business Environment

Objectives: This course provides knowledge regarding the business environment relates with the retail sector.

1. Introduction to the Retail Environment:

(a) **Retail Micro Environment:** Competitors, Competitor's Retail Mix, Competitive Strategy, Other channel members, Cooperation and Conflict, Power, Vertical Marketing systems.

(b) **Retail Macro Environment:** Demographic factors, economic factors, Cultural and social factors, political factors, legal factors, technological factors, natural factors.

2. The Functions of Retailing: Retail Industry in India and other countries - Structure of Indian retailing – Drivers of growth – and challenges of retailing industry - Global scenario of retailing – Retailing in US and Asia – European retailing - Retail Formats - Successful Retailing - The Context of Retail Business Planning.

3. Structural Change in the Retail Environment: Changes in the Retail Environment - Socio-Demographic Change - Technology and Economic Change - Socio-economic Changes - Impact on the Retail Industry

4. Market Structure and Control: Retailing Structures - Environment and Competition -The Competitive Environment in Different Retail Sectors - Government Policy, Competition and Consumer Demand - Retail Development and Competition –Additional Theories of Conflict and Development.

5. Managing in Good Times and Bad: Dealing with Booms and Slumps - The Mood of the Nation -Maintaining the Balance in the Economy -Government Macroeconomic Policy - The Impact of Economic Fluctuations on the Retailing Industry -Managing Fluctuations

6. International Retailing, Internationalization and Globalization: International Retailing: Push factors, Pull factors, Cross Border trends in Europe, Cross border strategy and guidelines - Shopping at World Stores - Internationalization and Globalization - Going International - The Internationalization Process - Culture, Business and International Management

Recommended Books:

1. Roger Cox and Paul Brittain: Retailing An Introduction, Pearson Education, 5th edition.

Semester-II-B.Com (Advertising & Marketing)
Core 3-Media Management & Digital Marketing

Objectives: To understand the role of media in advertising and marketing with its advantages and disadvantages. The functional aspects are also to be understood for proper application of media in general and digital marketing system.

Media Management

1. **Introduction of Media Management-** Introduction, Definition & Types of Media, Selection of Media—TRP Rating, Prime Time Demand, Sponsored Events Demand.
2. **Print Media**—Definition, Growth and Development, Functions, Impact of Mass Media.
3. **Electronic Media**— Electronic Invasion, Visual Communications, Visual Aids-Factors for selection and Using Guidelines, Advantages and Disadvantages of it.
(a) **Television**-Growth of Television in India, Structure of Television Industry, Forms of Television Commercials with advantages and disadvantages, Sources of Television Revenues, Television Code of the National Association of Broadcasters.
(b) **Radio**-Growth of Radio in India, New Policy for Broadcast Media, Present Radio Broadcasting Network of different avenues, Print Media Vs Electronic Media.
4. **The Press**—Press Registrar, Rights and Responsibilities of the Press, Press Council of India-Objectives and Composition of the Council, Functions of the Council.
5. **Cinema and Film Media**— Target audience analysis for Business Films, Sponsored Films, Animated Films, Control of Cinematograph, Central Board of Film Censors—Procedure, Guidelines, Powers, and Appeal, National Film Development Corporation.

Digital Marketing

1. **Introduction to Web Marketing and SEO** -The Significance of Web Marketing, Internal Measures for SEO, Do and Don't for Web Content, Link Building, Introduction to Web Marketing Tools
2. **Introduction to Ad Words**-Online Advertising and Search Engines, Ad Words overview, Creating and Managing Campaigns
3. **Display Network**-Advertising on Display Networks, Image Advertising, Mobile Advertising, Video Advertising , YouTube Advertising
4. **Advanced Ad Words**-Keyword Planner, Product List Ads
5. **Social Media Advertising**- Creating Effective Content, Do and Don'ts for Social Media Advertising, Analyzing Target Audience.
6. **E-Mail Marketing**-Creating E-mail Campaigns, Effective strategies for E-mail Marketing
7. **Social Networking Services (SNS)**-Common uses for the SNS, the SNS Industry, Facebook Advertising, Introduction to Google Analytics, Tracking performances.
8. **Search Engine Marketing (SEM)**-Campaigns include Google PPC, LinkedIn, YouTube Video, Face book Campaign, Benefits of Ad word compared to other Networks, Ad word setup, Creating, Planning, Deployment, etc.
9. **Social Media Optimization (SMO)**-What is Social Media? How social media help Business? , Establishing your online identity, Engaging your Audience, How to use Groups, Forums, etc.

Recommended Books:

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

Semester-II-B.Com (Advertising & Marketing)

Core 4-Retail Marketing

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

1. Introduction to Retail Marketing.
2. Basics of Retail Merchandising, Process of Merchandising Planning, Methods of Merchandising Procurement, Retail pricing and evaluating Merchandising Performance, Category Management.
3. Introduction to Retail Strategies—Locational Advantages, Store Site Selection and Customer orientation.
4. Introduction to Human Resource Management in Retail.
5. Introduction to Retail Store Operation and Management.
6. Introduction to Retail Store Design and Visual Merchandising.
7. Introduction to Retail Customer Service Management.
8. Introduction to Retail Marketing and Brand Management.
9. Introduction to Retail Distribution and Supply Chain Management.
10. Introduction to Retail Management Information system.
11. Introduction to Retail Marketing Mix and Products Management.

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

Semester-II-B.Com (Advertising & Marketing)

AECC 2-Environmental Studies

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

Unit-1: Introduction to environmental studies

(2 lectures)

(a) Multidisciplinary nature of environmental studies. (b) Scope and importance; Concept of sustainability and sustainable development.

Unit-2: Ecosystems

(6 lectures)

What is ecosystem? Structure and functions of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems:

(a) Forest ecosystem (b) Grassland ecosystem (c) Dessert ecosystem (d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit-3: Natural Resources: Renewable and Non-renewable Resources:

(8 lectures)

(a) Land resources and land use change; land degradation, soil erosion, desertification. (b) Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal population. (c) Water: Use and over exploitation of surface and ground water, floods, droughts, conflicts over water (international and inter-state) (d) Energy resources: Renewable and non-renewable energy source, use of alternate energy sources, growing energy needs Case studies.

Unit-4: Biodiversity and Conversation

(8 lectures)

(a) Levels of biological diversity: genetic, species and ecosystem diversity, Biographic zones of India, Biodiversity patterns and global biodiversity hot spots. (b) India as a mega-biodiversity nation; Endangered and endemic species of India. (c) Threats to biodiversity: Habitat loss, poaching wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conversation of biodiversity. (d) Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit-5: Environmental Pollution

(8 lectures)

(a) Environmental pollution: Types, causes, effects and controls of Air, Water, Soil, Noise pollution (b) Nuclear hazards and health risks (c) Solid Wastes Management: Control measures of urban and industrial waste. (d) Pollution case studies

Unit-6: Environmental Policies & Practices

(7 lectures)

(a) Climate change, global warming, ozone's layer depletion, acid rain and impacts on human communities and agriculture. (b) Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of pollution) Act; Wildlife Protection Act; Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD). (c) Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian contract.

Unit 7: Human communities and the Environment

(6 lectures)

(a) Human population growth: Impacts on environment, human health and welfare. (b) Resettlement and rehabilitation of project affected persons; case studies. (c) Disaster Management: floods, earthquake, cyclones and landslides. (d) Environmental Ethics: Role of Indian and other religions and cultures in environmental conservation. (e) Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi)

Unit 8: Field work

(Equal to 5 lectures)

(a) Visit to an area to document environmental assets: river/forest/flora/fauna, etc. (b) Visit to a local polluted site-Urban/Rural/Industrial/Agricultural (c) Study of common plants, insects, birds and basic principles of Identification (d) Study of simple ecosystem-pond, river, Delhi Ridge, etc.

Recommended Books:

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil M. & Guha R. 1993. *This fissured land: An Ecological History of India*, Univ of California Press
3. Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge
4. Gleick, P.H.1993. *Water in Crisis*. Pacific Institute for Studies in Development, Environment & Security
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*.
6. Grumbine, R. Edward, and Pandit, M.K.2013. *Threats from India's Himalaya dams*. *Science*, 339: 36-37.
7. McCully, P. 1996. *Rivers no more: the environmental affects of dams* (pp.29-64).Zed Books.
8. McNeill, John R. 2000.*Something New Under the Sun: An Environment History of the Twentieth Century*.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia Saunders.

Semester-II-B.Com (Advertising & Marketing)

GE 2(a) -Cost & Management Accounting

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

Unit-I: Introduction

Meaning, objectives and advantages of cost accounting, difference between financial, cost, and management accounting. Cost concepts and classification, Role of a Cost Account in an organization.

Elements of Cost: Material, Labour and Overhead.

Unit-II: Methods of Costing

Unit costing, Job costing, contract costing, Process costing (process losses, valuation of work in progress, joint and by-products), Service costing (only transport)

Unit-III: Budgeting and budgetary control

Concept of budget and budgetary control, objectives, merits and limitations, Budget administration, Functional budgets, Fixed and flexible budgets, Zero base budget.

Unit-IV: Standard costing

Standard costing and variance analysis, Meaning of standard cost and standard costing: advantages, limitations and applications, Variance analysis-material, labour, overhead and sales variances.

Unit-V: Marginal costing

Cost volume-Profit analysis: Break-even analysis-algebraic and graphic methods. Contribution/ sales ratio, key factor, Margin of safety, Angle of incidence, Determination of cost indifference point. Decision making: Costs for decision making, variable costing and differential analysis as aids in making decisions-fixation of selling price, exploring new market, make or buy, product mix, operate or shut down, seller process further.

Recommended Books

1. Cost Accounting—Jawhar Lal
2. Cost Accounting—Principles and Practice—Nigam, B. M. Lal and I. C. Jain
3. Cost accounting—Principle and Practice—M. N. Arora
4. Cost Accounting—S. N. Maheshwari and S. N. Mittal
5. Cost Accounting: Principles and Methods—S.P.Jain and K.L.Narang
6. Management Accounting—H. V. Jhamb
7. Management Accounting—S. K. Singh and Lovleen Gupta
8. Cost Accounting—Rajiv Goel

Semester-II-B.Com (Advertising & Marketing)
GE 2(b) - Office Administration & Management

Objectives: *This course provides the knowledge regarding the operational systems of the office administration and management of various resources regarding office.*

1. *Introduction to Office Organization and Management.*
2. *Nature and Types of Organization.*
3. *Principles and Process of Planning.*
4. *Departmentalization and Span of Control*
5. *Delegation and Decentralization*
6. *Office Staff Motivation & Morale*
7. *Direction & Leadership*
8. *Office Supervision & Controlling*
9. *Office System, Routines and Manual.*
10. *Office Accommodation and Layout*
11. *Office Record Management*
12. *Office Furniture, Equipment and Machine*
13. *Office Communication, Correspondence and Mail*
14. *Office Stationary and Control*
15. *Standardization, Standard and Work Measurement.*
16. *Production Control and Quality Control.*
17. *Business Reports.*
18. *Office Manual & Administration*

Recommended Books:

1. *Office Procedures—M.N. Mishra*
2. *Office Management—Bajaj & Tuli*
3. *Office Management—R.S.N. Pillai & Bagavat*
4. *Office Organization and Management—S. P. Arora*

Semester-II-B.Com (Advertising & Marketing)

GE 2(c) - Retail Consumer Buying Behavior

Objectives: *This course provides the different angles of the consumer behaviour relates to buying of different consumer products. This also provides the various psychological aspects of the consumer behaviour in pre and post buying conditions.*

1. *Introduction to consumer behavior, defining consumer behavior, consumer behavior and retail marketing management, Scope and application of consumer behavior concepts in the retail marketing, buyer classification in retail market.*
2. *The Individual determinants of consumer behavior, personal factors and psychological factors for the consumer choice in retail buying.*
3. *Consumer decision process, Influencing factors, Decision-making, Pre and post purchase activities in retail buying, Evaluation of consumers decision in retail buying in according to foot falls on number basis.*
4. *Introduction to e-Buyer behavior in the retail market, Process of e-Buying in retail, Retail e-Buyers in the world scenario.*
5. *Introduction to Consumer Behavior Model: Howard Sheth Model, Engel Blackwell Model, Jagdish Sheth Model.*

Recommended Books

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

Semester-II-B.Com (Advertising & Marketing)

GE 2(d) - Organizational Behaviour

Objectives: *This course provides the knowledge regarding the behavioral aspects within the organization and its various dynamics. The consequences regarding various dynamics within the organization is also reflected within this course.*

1. *Introduction to Organizational Behaviour.*
2. *Basic Human Process—Perception and learning, Understanding and adapting to the work Environment, Individual differences, Personality and abilities, Emotions stress on the job.*
3. *The Individual in the Organization—Work related attitudes, Feeling about jobs, Organizations and people, Motivations in organizations, Career dynamics.*
4. *Group Dynamics—Group processes and work teams, Interpersonal Behaviour, Working with and against others.*
5. *Influencing Others—Influence, Power and politics in the organizations, Leaderships in the organizations, Organizational culture, Creativity and Innovations.*
6. *Organizational Processes—Organizational structures and design, Managing organizational change, Strategic planning and organizational change, Strategic planning and organizational development.*
7. *Conflict Management and Negotiations Skills.*

Recommended Books

1. *Organizational Behaviour—M. N. Mishra*
2. *Organizational Development—Dr. Vasu Deva*
3. *Organizational Behaviour—Jit S Chandan*
4. *Organizational Behaviour—Dr. Vipin B. Kumar & Dr. S. Gopinandan*

Semester-III-B.Com (Advertising & Marketing)

Core 5-Consumer Behavior

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

1. Introduction to Consumer Behavior—Meaning, Definition, Influencing Factors, Advantages & Disadvantages, Scope and Application.
2. Consumer Motivation—Concept and Different Theories of Motivation.
3. Buying Behaviour—Nature, Attitude, Personality, Freudian Theory, Life Style Concept.
4. Consumer Psychographics—Meaning & Definition, Variables and Applications.
5. Group Dynamics & Consumer Reference—Meaning and Nature, Types, Reference Groups-Factors & Applications.
6. Influential Factors—Meaning & Definition, Social and Economic Class, Family and its role-Life Style of Family, Role in the decision making process.
7. Diffusion of Innovations—Meaning & Process, Attributes, Adoption Process, Cultural aspects of different Habitual, Gender and Age Group
8. Organizational Buying Behaviour—Meaning & Definition, Models of Industrial Business and Service Sector Buying Behaviour.
9. Consumer involvement & Decision making—Definition, Antecedents, Strategic Implications, Consumer Involvement Model.
10. Information Search & Processing—Definition, Factors, Stages.
11. E-Commerce & Consumer behavior—Definition, Operation, Sales and Advertising Methods.
12. Purchase & Results—Methods & Process, Retail Buying, In-home Shopping, Possible Results.
13. Introduction to Consumer Behaviour Model: Howard Model, Engel Blackwell Model, Jagdish Sheth Model, Model of Industrial Marketing.

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
5. Consumer Behaviour—P. C. Jain

Semester-III-B.Com (Advertising & Marketing)

Core 6-Event Management

Objectives: This course provides the knowledge of managing events by using various tools of management. It develops the concepts about the various available resources and its application in managing events.

- 1. Concepts of Product, Price and Promotion in Events, Event Management—Role in Publicity and Sales Promotion.*
- 2. Introduction to Event Management—Scope, Significance and Need of Event Management.*
- 3. Strategic Market Planning in Events, Event Management in socio-economic development of the society, Evaluation of Event Performance.*
- 4. Strategic Critical approach in events—PREP Model (Predatorial Strategy, Retaliatory Strategy, Enrichment Strategy, Proactive Strategy), Risk vs. Return Matrix.*
- 5. Role of Event Management in different organization.*
- 6. Event Manager—Role, Objective and Responsibilities.*
- 7. Various aspects of Event Management—Concept and Design, Feasibility, Legal Compliance, Promotion, Financial aspects, Risk Management, Protocol, Staging, Staffing, Leadership, Operation and Logistics, Safety and Security, Crowd Management and Evacuation, Monitoring and Control.*
- 8. Resource generation and application in Event Management.*

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*

Semester-III-B.Com (Advertising & Marketing)

Core 7-International Marketing

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.

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.

Unit-II

Scanning International Marketing Environment: Economic, Financial, Political, Technological, Legal and Cultural, Entering International Markets: Concepts, modes and Factors.

Unit-III

International Trade Organization: WTO, RTA, SAAC, ASEAN, BRICS and European Union, International Marketing Strategies.

Unit-IV

Selection of retail market, Study and analysis of retail in global settings, International aspects of marketing and retailing.

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.

Unit-VI

- Brief introduction of Export Procedure and Documentation.
- Institutional Infrastructure for Export Promotion. -FICCI, EXIM, ITO, ECGC, EPC

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

Semester-III-B.Com (Advertising & Marketing)
SEC I-Research Methodology & Quantitative Technique

Objectives: It develops the understanding about the various aspects of research and its applications. The application of data and its importance are also provide the knowledge about the research systems with data.

Research Methodology

1. *Research—meaning, objective & types.*
2. *Research design—meaning, features of a good design.*
3. *Methods of data collections.*
4. *Attitude measurement & Scales.*
5. *Test of Hypothesis-Parametric & Nonparametric Tests.*
6. *Interpretation*
7. *Report writing.*

Quantitative Technique

1. *Arithmetic Progression*
2. *Measures of Central Tendency—Arithmetic Mean, Median and Mode.*
3. *Measures of Variations—Range, Quartiles, Mean Deviation and Standard Deviation.*
4. *Correlation & Regression Analysis.*
5. *Time Series.*
6. *Probability Distribution.*
7. *Permutations and Combinations.*
8. *Index Numbers.*
9. *Use of MS Excel in Data Analysis.*

Recommended Books:

1. *Research Methodology—R. Panneerselvam*
2. *Quantitative Techniques—C. R. Kothari*
3. *Quantitative technique—C. Satyadevi*
4. *Mass Media Research—Roger D. Wimmer & Joseph R. Dominick*

Semester-III-B.Com (Advertising & Marketing)

GE 3(a) -Principle & Practice of Management

Objectives: It provides the knowledge of Management and its different theories considered to be the back bone of every organization. Management functional system is also described for proper understanding of the management working system at the every level.

- 1. Development of Management Thought and Approach—Taylor, Fayol, Herbert, Simon, Peter Drucker-Human Behavior Approach, Management Science approach, Contingency or Situational approach.*
- 2. Management Functions and Skills—Different Management Level functions—Board of Directors, Chief executive, Top management, Supervisory Management, Grassroot Management.*
- 3. Planning—Fundamentals, Vision, Missions and Objectives, Strategy and Operational plans, Planning pre-requisites, Forecasting, Decision Making.*
- 4. Organizing—Fundamentals, Design, Forms, Authority, Responsibility, Relationship, Conflict and Co-ordination, Changes in Organization.*
- 5. Staffing—Fundamentals, Recruitment & Selection, Training & Development Performance Appraisal.*
- 6. Directing—Fundamentals, Motivation theories, Application Leadership & Command.*
- 7. Controlling—Fundamentals, Operational Control Techniques.*

Recommended Books

- 1. Principles and Practice of Management—L.M. Prasad*
- 2. Management: A Global and Entrepreneurial Perspective—Weihrich, Cannice, H. Koontz*
- 3. New Era of Management—Richard L.*
- 4. Management—James A. F. Stoner, R. Edward Freeman, Daniel R. Gilbert, JR.*
- 5. Principles of Management—P. C. Tripathi & P. N. Reddy*
- 6. Essentials of Management-An International Perspective—H. Koontz, Heinz Weihrich*

Semester-III-B.Com (Advertising & Marketing)

GE 3(b) - Corporate Governance

Objectives: *This course provides the important aspects of the corporate governance and its effects on the organization. Different legal aspects are also to be analyzing for proper understanding of the corporate system.*

1. Introduction to Corporate Governance
2. Social Responsibility
3. Professional and Social Responsibility
4. Corporate Governance and Social Accounting.
5. Auditing and Reporting
6. Corporate Social Responsibility.
7. Contribution of NGO's to Corporate Social Responsibility
8. Corporate Governance Standard and Practices.
9. Corporate Governance Code.
10. Recommendation of National Committee on Corporate Governance
11. The Legislations
 - The Air (Prevention and Control of Pollution) Act 1981
 - The Water (Prevention and Control of Pollution) Act 1974
 - Related Sections of Indian Companies Act 1956
 - Listing Agreement of SEBI
 - Related Government Orders/Notifications

Recommended Books

1. Corporate Governance-Code Systems, Standards and Practices—Subhash Chandra Das
2. Corporate Governance in India-An Evolution—Subhash Chandra Das

Semester-III-B.Com (Advertising & Marketing)

GE 3(c) - Public Relationship Management

Objectives: *This course provides knowledge regarding the various aspects of public relations with its importance. The various dimensions are also to be discussing with various tools of corporate management.*

1. *Introduction to Public Relation*
2. *Corporate interest in Public Relation.*
3. *Crisis Management Needs.*
4. *Public Relation Agencies—Growth and Challenges.*
5. *Process and Practice of Public Relation—Environment Scanning, Target Publics, Right to Information, Create a communication Plan, Communication and Media Strategies, Communication Message and Transmission Strategies, Resistance to Change, Mass Communication, Evaluation the impact of PR Plan and its Process, Public Relation Audit.*
6. *Negotiation Skills and Public Relation—Process and Conflict.*
7. *Marketing PR and Integrated Marketing Communication.*
8. *Customer Relation—Public Relation and Customer satisfaction.*
9. *Dealer Relations—Objectives of Good Relationship and Communication.*
10. *Vendor Relations—Objectives and Importance of PR for Vendor.*
11. *Employee Public Relations—Characteristics and Management Objectives.*
12. *Media Relations—Networking, Assistance and Norms, Press Conference.*
13. *CSR and Community Relations—Objectives, Community Networking and Media.*
14. *Corporate Image & Identity Management—Definition, PR Role and Image Management Process, Identity Mix, Identity and Image Relationship, Legal aspects of Corporate*
15. *Investors Relations—Introduction, Objective, Role, Responsibility and Communication*
16. *Event Management—Objective, Types, Classification, Public Relation application in organizing an Event.*
17. *Crisis Management—Definition, Kinds, Ten Commandants and PR application.*
18. *Government and PR—Objectives, Agencies, Private and Public Sector, PR problem related with Government.*
19. *PR and Lobbying—Definition and Nature of Lobbyists, Pressure Group and PR role in lobbying.*
20. *Corporate Advertising—Advertising Credibility, Objectives, Types, Media Management.*
21. *Ethics in Public Relation—Legal aspects, Ethical Code, IPR Code for PR, ASCI Code.*
22. *Public Relation Agency—Definition, Functions, Selection, Structure and Audit*

Recommended Books

1. *Management of Public Relation & Communication—Sailesh Sengupta*
2. *Public Relations—Shrutika Kasor*
3. *Public Relations-Principles and Practices—Iqbal S. Sachdeva*

Semester-III-B.Com (Advertising & Marketing)
GE 3(d) – Communication and Soft Skill Development

Objectives: *This course provides most important aspects of business communication along with soft skill tools for over all personality development of the students. Along with the basic fundamentals the practical aspects are also taken care of.*

1. **Speaking Skills** Conversational skills (formal and informal contexts) - telephonic communication, attending job interviews (responding to FAQs) - taking part in GDs - making presentations.
2. **Writing Skills** Job applications – cover letter – resume – applying online – writing proposals – emails – letters –report – memos – minutes – blogging – tweeting – writing recommendations and instructions –writing for publications.
3. **Reading Skills** Vocabulary building – speed reading (skimming – scanning) – reading different genres of texts from newspapers to philosophical treatises – critical reading – effective reading strategies such as reading 'beyond the lines', summarizing, graphic organizers and distinguishing facts from opinion
4. **Listening/Viewing Skills** Speeches of different nationalities with focus on American and British accent (TED talks, podcasts) – listening to lyrics – lectures – instructions – dialogues – news casting – talk shows –interviews (Hard talk, Devil's Advocate)
5. **Soft skills** Motivation - persuasive skills – negotiations – time management – emotional intelligence – stress management – creative and critical thinking.

Reference books:

1. *Business communication-H.C Gupta and S.G Telang*
2. *Business Communication-R.K Madhukar*
3. *Soft Skill-Dr K .Alex*
4. *Personality Development and Career Management-R.M Onkar*

Semester-IV-B.Com (Advertising & Marketing)

Core 8-Leisure & Tourism Marketing

Objective: Provide an insight view about the opportunity exist in the field of Leisure and Tourism. It also provides the knowledge on system of working in this fastest growing industry.

1. Introduction to Leisure & Tourism
2. Nature and Characteristics of Leisure Tourism Industry.
3. Leisure & Tourism policy of India
4. Marketing Mix and Promotion of Leisure & Tourism
5. Tourist Products and its positioning.
6. Tourism Organization Structure
7. Planning & Process of Leisure & Tourism Marketing
8. Strategy of Tourism Marketing
9. Travel formalities and documentation
10. Prospects in the Leisure and Tourism sector

Recommended Books:

1. Travel and Tourism Management—V. V. Vara Prasad & V. B. T. Sundari
2. Basics of Tourism Management—Suddhendu Narayan Misra & Sapan Kumar Sadual

Semester-IV-B.Com (Advertising & Marketing)

Core 9-Service Marketing

Objective: This subject provides the knowledge on the services and its different elements on the different aspects of services. It also provides the knowledge on different factors of services which is the crucial factors of service marketing.

- 1. Introduction to Services Marketing—Need, Scope, Classification of Services, Introduction to Service Marketing Management.*
- 2. Service Marketing Mix—(a) Product (b) Price (c) Promotion (d) Place (e) People (f) Process (g) Physical Evidence.*
- 3. Organization for Services Marketing—Role, Understanding, Planning and Management, Internal Marketing, Relationship Marketing and Service Quality.*
- 4. Special aspects of Services Marketing—No Profit Service Marketing, Charities Marketing, Professional Services Marketing, Hospital Marketing, Education marketing, and Social Marketing, Religious Services Marketing.*
- 5. The Internationalization of Services.*
- 6. The Importance of After Sales Services in the Services Marketing.*

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*

Semester-V-B.Com (Advertising & Marketing)

Core 10-Sales Management

Objective: This course provides the insight knowledge about the sales and its management system including resource management. The objective and role of sales manager is describe for the practical knowledge enhancement.

1. *Introduction to Sales Management concept, the role of the Sale manager.*
2. *Sales Planning—Process, Types and Control.*
3. *Sales Forecasting—Methods and Significance.*
4. *Sales Budget-Types, Methods and Procedure*
5. *Sales Force Management—Functions of Sales Manager-Recruitment, Selection, Training, Deployment, Compensation, Planning, Motivation, Control, Performance Appraisal.*
6. *Different forms of Sales Organization—Line, Line & Staff, Functional, Product based, Geography wise, Sales*
7. *Departmental Relations, Distribution-Network Relations.*
8. *Controlling and Sales efforts—Quotas, Sales Control and Cost Analysis.*
9. *Sales Territories – Meaning, Significance, Consideration in Territory Management.*

Recommended Books:

1. *Fundamentals of Sales Management—Ramneek Kapoor*
2. *Sales Management In Indian Perspective—Vaswar Das Gupta*
3. *Sales Management-Theory & Practice—Bill Donaldson*
4. *Sales Management—Still, Cundiff & Govoni*

Semester-IV-B.Com (Advertising & Marketing)

SEC 2-Business Economics

Objective: *This course intends to expose the student to the basic concepts in economics, in both micro and macroeconomic system.*

Microeconomics

Unit-I-Introduction: *Scarcity, choice, opportunity cost and production possibilities frontier
Demand and Supply: Law of demand, determinants of demand, shifts of demand curve vs. movements along a demand curve, market demand, law of supply, determinants of supply, shifts of supply vs. movements along a supply curve, market supply, market equilibrium.*

Unit-II-Demand and supply: *Applications of demand and supply, price rationing, price floors, consumer surplus, producer surplus.*

Elasticity: *price elasticity of demand, calculating elasticity, determinants of price elasticity, cross and income elasticity.*

Unit-III-Consumer Theory: *Budget constraints, concepts of utility, diminishing marginal utility, indifference curves, Price income and substitution effects*

Unit-IV-Production and Costs: *Production: production functions, law of variable proportions, return to scale, isoquant and isocost lines, producer equilibrium*

Cost: *costs in the short run, costs in the long run, revenues and profit maximization, economics and diseconomies of scale.*

Unit-V-Market Structure

Perfect Competition: *theory of a firm under perfect competition, equilibrium of the firm in the short run and long run.*

Imperfect Competition: *Monopoly: short run and long run equilibrium, comparison of perfect competition and monopoly, price discrimination.*

Macroeconomics

Unit-VI-Introduction to Macroeconomics, Basic Concepts and issues of Macroeconomics

Unit-VII-National Income Accounting: *Concepts of GDP and National Income, measurement of national income, income and related aggregates, nominal and real income, limitations of the GDP concepts.*

Unit-VIII-Determination of GDP: *consumption and saving functions, investment function, equilibrium GDP, concepts of MPS, APS, MPC, APC, concept of multiplier, fiscal and monetary policies.*

Unit-IX-IS-LM Analysis-Derivations of the IS and LM functions, effects of fiscal and monetary policies on equilibrium of exchange rate.

Unit-X-Balance of Payment and Exchange Rate: *Meaning, Factors, current account and capital account, determination of exchange rate.*

Recommended Books

1. *Managerial Economics and Financial Accounting—M. Kasi Reddy & S. Saraswati*
2. *Managerial Economics—K. P. M. Sunderam*
3. *Microeconomics—Robert S. Pindyck & Daniel L. Rubinfeld*
4. *Business Economics—K. Rajagopalachar*
5. *Principles of Economics—Case, E. Karl and Fair C. Ray*

Semester-IV-B.Com (Advertising & Marketing)

GE 4(a) -Banking & Insurance Marketing

Objectives: Provide the knowledge about the specialized sectors of marketing in the field of bank and insurance marketing. It enhances the knowledge of other fields and its functional systems.

Bank Marketing:

1. Understanding the importance and role of bank marketing for the financial organizations.
2. Knowledge and understanding of fundamental concepts used in bank services marketing (differences between products and services, quality, value and satisfaction, segmentation, competition, marketing mix)
3. Bank Marketing— Credit Card Organization, Overview of Credit Card, Credit Card Processing, Bank-end operation, Recovery and follow up, Cross selling, Global framework for Smart Card options.
4. Fee & Non based Merchant Banking Services, E-Products of Banking.
5. Bank Customer Relationship.
6. Banks Products.

Insurance Marketing:

1. Introduction to salesmanship—Buyer and Seller Dyadic Relationship, Flexibility
2. Marketing and Selling of Financial Planning, Personal level, Investment option, Positioning of Life Insurance, Corporate level, Role of insurance in financial planning, Amount of insurance, Planning for old age, Consumer behaviour, Insurance customer satisfaction level.
3. Pre-approach and approach, using information to advantage, preparation.
4. Handling objectives, Opportunity, Varieties of objections and ways to meeting objections.
5. The Insurance Product & Plans.

Recommended Books

1. Know your Banking Series—Taxman
2. Principles of Banking—Taxman
3. Principles and Practice of Banking and Insurance—O. P. Agarwal
4. Sales Management—Cundiff, Still & Govoni

Semester-IV-B.Com (Advertising & Marketing)

GE 4(b) - Human Resource Management

Objectives: *This course provides knowledge regarding various aspects of human resource management and its importance. Various theories of the human resource are also to be describing for proper understanding of the subjects.*

1. *Introduction to Human Resource Management—Similarities and differences between Personnel Management and Human Resource Management.*
2. *Evolution of Human Resource Management—Human Relation and Industrial Relation Movements, emergence of Contemporary HR, Strategic Focus Era and Functions of HRM.*
3. *Job Design and Motivation—Job enrichment and rotation, shorter workweek and Flexi time, New Trends.*
4. *Empowerment—Types, Elements, Importance, Characteristics of Labour market*
5. *Recruitment and Selection—Process, Selection, Interviewing.*
6. *Placement and Induction—Introduction, Transfer, Promotion and Demotion, Success and Career System.*
7. *Performance Appraisal—Evolution, Merit Rating, Motivation Process, Motivation and Human Behaviour.*
8. *Leadership—Definition, Importance, Nature, Levels, Types, Managerial Grid, Reddin's 3D Models of Leadership, Power and Politics.*
9. *Training and Development—Introduction, Induction, Methods, Management Development Programme.*
10. *Organizational Culture and Employee Behaviour—Introduction, Evolution, Maintaining uniform Culture.*
11. *Compensation Administration—General and Executive Compensation, Pricing Evaluated Job, Merit Rating in Wage Programme.*
12. *Conflict Management—Introduction, Process and Types.*
13. *Discipline and Grievance Procedure—Concept, Importance, Objectives, Approach, Steps, Principles, Role of Union, Statutory Law.*
14. *Collective Bargaining—Introduction, Features, Classification, Technique, Process.*
15. *Quality of Human Life—Introduction, Humanization of Work.*
16. *Human Resource Information System—Introduction, Job Information, Job Families, Competence, Organizing HR department.*
17. *Human Resource Accounting—Introduction, Nature and Objectives, Models of HR Accounting, Prospects.*
18. *Industrial and Physical Safety—Industrial Accidents and Legal Provisions.*
19. *Social Security—Definition, Evolution, International Standards, Social Security Legislation, Integrated Social Security.*

Recommended Books:

1. *Human Resource Development and Management—Biswanath Ghosh*
2. *Human Resource Management-Principle and Practice—P. G. Aquinas*

Semester-IV-B.Com (Advertising & Marketing)
GE 4(c) - Counseling & Negotiation Management

Objectives: This course provides various aspects of counseling and negotiation with its importance for the business environment of today. This course also describes the angle of ethical management practice in the various situations of business as well as non-business.

Counseling

1. Introduction to Counseling.
2. Approaches to Counseling
3. Goals of Counseling.
4. Process and Procedure of Counseling.
5. Counseling skills and its role in conflict management.
6. Changing Behaviour through Counseling.
7. Organizational Application of Counseling Skills.
8. Dealing with subordinates' problem.
9. Performance Management.
10. Behaviour abuse and counseling management.
11. Ethics in counseling.

Negotiation

1. Introduction to Negotiation
2. Rule of Negotiation
3. Negotiation Style and Tactics.
4. Salary Negotiation.
5. Cross Cultural Negotiation.
6. Negotiation and Ethics.

Recommended Books

1. Counseling Skills for Managers—Kavita Singh
2. Negotiation Tool Kit—Roger J. Volkema

Semester-IV-B.Com (Advertising & Marketing)
GE 4(d) - Retail Store Planning, Design & Layout

Objectives: *This course provides the knowledge regarding retail stores planning, design and layout with its importance for the retail business.*

Planning

1. *Planning—Need and Orientation.*
2. *Pre and Post planning factor—Resources, Manpower, and Strategy Application.*
3. *Budgetary Planning and Application.*
4. *Trend Analysis for Demand Forecasting and Planning.*
5. *Territorial Oriented Planning.*
6. *Planning for Customer retention and to increase the footfalls of customers.*
7. *Planning for Retail Marketing Mix.*

Design

1. *Compact design and its advantages and disadvantages.*
2. *Tailor made design in according to carpet area with its advantages & disadvantages.*
3. *Scattered design with advantages and disadvantages.*
4. *Design in according to performance and cost control.*
5. *Design and its relationship with outlay.*
6. *Texture and Colour and its effects on consumers.*

Layout

1. *Descriptive layout.*
2. *Comprehensive layout.*
3. *Categorical layout.*
4. *Ultra Modern or State of the Art layout.*
5. *Layout in according to official/corporate guidelines.*
6. *Layout and its uses in the Retail Management.*
1. *Configurable layout in according to design and its advantages.*
7. *Cost formation and depletion due to layout application.*

Recommended Books

1. *Retailing Management—Swapna Pradhan*
2. *Retail Marketing Management—David Gilbert*
3. *Professional Management of Retail Business—Dr. V. D. Dudeja*

Semester-V-B.Com (Advertising & Marketing)

Core 11-Product & Brand Management

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.

1. Introduction to Product & Brand Management—Functions, Significance, Management, Loyalty and Equity.
2. Product and Brands Advertising—the Design Theory, Unique Selling Proposition (USP).
3. Product & Brands Name Plans—Translation Problems and Hurdles.
4. Buying Decision Process—Source of Information and Evaluation.
5. New Product Development—Identification, Orientation and Research.
6. Market Segmentation of different Products.
7. Freudian Theory and Brand Personality.
8. Branding Strategies.
9. Product & Brand Value—Scan and Measurement.
10. Brand and Stakeholders—Primary and Secondary.
11. Brand Equity and Brand Extensions—Projective Type and Technique, Brand Loyalty, Positioning Strategy and Integrated Focused Communications.
12. Concepts of Product Basket Mix and its Value Orientation.
13. Introduction to Laws in Branding.

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

Semester-V-B.Com (Advertising & Marketing)

Core 12-Rural Marketing

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

Unit-I

Concept of Rural, Rural Marketing, Meaning, Concept, Phased Evolution, significance, factors and environment, Structure and Characteristics of the rural Markets, Rural vs. Urban Marketing, Rural Marketing in India.

Unit-II

Rural Marketing Challenges and Opportunities, Rural Consumer: Characteristics, significance of consumer Behaviour, Factors influencing decision making process of rural consumers, Rural consumers Buying decision Process, shopping habits of rural consumer.

Unit-III

Rural marketing mix strategies: Need, Types, Product Life Cycle, New Product Development and channel Management. Marketing Mix strategies for Indian Rural markets shift in strategies perspective for Rural Marketing.

Unit-IV

Emerging issues in marketing: Green marketing, Sports marketing and social marketing.

Unit-V

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

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

Semester-V-B.Com (Advertising & Marketing)
DSE 1(a)–Computer Application in Advertising & Marketing

Objective: This course provides the skills to the students about the different application of computer especially in fields of marketing and advertising.

(A) Microsoft Word:

1. **Introduction**—Working with documents, Saving the file, Formatting the text, Alignment to text, Applying fonts, Spell checking, Consulting thesaurus, Assign character styles, Borders and shading, Closing of the file, Save as option, Printing your document, Editing the document, Editing tools, Auto correct, Auto format, Find and replace, Page numbering, Header and footer, Footnotes and endnotes, Splitting panes, Tiling of the documents, Using mail merge, Opening screen of Micro word screen, Home panel, Insert panel, Page layout panel, Page setup, Reference panel, Mailing panel, Review panel, Views, Office button.

2. **Working systems**—Charts and graphics, Crop a graphic, Sizing a graphic, Wrap text around graphics, Insert a symbol, Insert a word art object, Creating a drawing, Working with charts, Create a graph, Create a chart from a table, Modify a chart, Working with tables, Inserting rows and columns, Deleting data from a table, Borders and Shading, Converting text to a table, Sort table data, Creating Nested tables, Calculations in a table, Merging cells, Drawing more complex tables, Setting options, Popular options, Display options, Proofing options, Save options, Advanced options, Cut copy and paste, Pasting from other options, Show document content, Display, Print, Save, Preserve fidelity when sharing this document, General, Compatibility options.

(B) Microsoft Excel

1. **Introduction**—Understanding spreadsheets, Creating a worksheet in Excel, Styles, Functions in Excel, Using auto calculate, References, Sum Functions, Average function, Creating charts in Excel, Auditing a workbook, Comments Inserting, Outlines, Worksheet fitting on a page, Function Wizard, Goal seeking, Scenarios manager, Creating a pivot table report, Typing with auto fill, Formatting numbers and labels, Changing the size of rows and columns, Adding and deleting rows and columns, Inserting page breaks, Applying themes, Add or remove a sheet back ground, Convert text to columns, Protect worksheet or workbook elements, Functions in Excel.

2. **Working Systems**—Introduction to charts, Creating charts in excel, Modifying charts, Available chart types, Display hidden data and empty cells in a chart, Plot data series from worksheet rows or columns, Change the layout or style of a chart, Select a predefined chart style, Change the layout and style of chart elements manually, Save a chart as a chart template, Format chart elements, Prevent Invalid data entry in a worksheet, Create a drop-down list from a range of cells.

(C) PowerPoint

(D) CorelDraw: Introduction to CorelDraw, Customizing CorelDraw, Working with Tools in CorelDraw, Working with Curves and Text in CorelDraw, Working with Colors in CorelDraw

(E) Photoshop: Introduction to Photoshop, Tools of Photoshop, Using Paints and Colors in Photoshop, Working with Masks and Layers in Photoshop, Using Transformations in Photoshop, Playing with Text in Photoshop, Working with images in Photoshop, Applying Special effects in Photoshop

Recommended Books

1. Microsoft Office 2007—Lawpoint
2. Adobe Photoshop CS3—Lawpoint
3. CorelDraw X3—Lawpoint

Semester-V-B.Com (Advertising & Marketing)

DSE 1(b) – Strategic Management

Objectives: *This course provides the vital knowledge regarding strategic application and management. The theories including the six sigma approach is also to be describing for various applications.*

1. *Introduction to Strategic Management—Nature, Characteristics, Strategic Management vs. Operation Management.*
2. *Vision, Mission Objective & goals*
3. *Environmental Analysis—External & Internal*
4. *Six Sigma Business Strategy—Objectives, Technology, Need for the Organization.*
5. *Strategic Planning—Introduction, Steps, Objectives, Planning, Strategy.*
6. *Strategic Analysis—Introduction, Model, Product Sustainability, Decision on Strategic issue, Alternate Option, Market Orientation, Critical Factor, Organizational Competitive Advantages.*
7. *Strategic Thinking—Introduction, Objectives, Process, Elements, Internal Organizational Analysis, Benchmarking.*
8. *Context—Importance, Dimensions, Uniqueness.*
9. *Different Related issue—BCG Matrix, Mc Kinze's 7S Framework, GE Matrix etc.*
10. *Content—Meaning, Composition, Content Documentation,*
11. *Strategic Response and Environment—Introduction, Organizational Restructuring, Elements of Change, Globalization, Liberalization, Technology and Market Change.*
12. *Functional Strategies—Strategic Marketing, Planning Process, Strategy for Customer Satisfaction, Strategy for Competitive Advantage, Strategic Human Resource Management.*
13. *Strategy Formulation, Implementation and Control—SWOT Analysis: Strengths and Weakness, Pest Analysis, Human Resources, Organizational Resources, Physical Resources, Issues is Strategy Formulation.*
14. *Strategic Leadership—Introduction, Modern Leadership, Strategic role of Board of Directors, Learning Organization, Ethical Practices & Value.*
15. *Construction Strategy Map—Relevance of Study, Designing and Building Value Balance Scorecard, Value proposition for Clients.*

Recommended Books:

1. *Strategic Management—R. Srinivasan*
2. *Strategic Management—Keso Prasad*
3. *Essentials of Strategic Management—J. David Hunger & Thomas L. Wheelen*
4. *Strategic Management—Fred R. David*
5. *Strategic Management & Competitive Advantage—Jay B. Barney & W. S. Hesterly*
Strategic Management—John Parnell

Semester-V-B.Com (Advertising & Marketing)
DSE 1(c) – Microsoft Office (Word, Excel, PowerPoint)

Objectives: *The knowledge of computers is provides to for developing better applications of the various tools in the aspects of management and presentation.*

Microsoft Word

1. *Introduction—Working with documents, Saving the file, Formatting the text, Alignment to text, Applying fonts, Spell checking, Consulting thesaurus, Assign character styles, Borders and shading, Closing of the file, Save as option, Printing your document, Editing the document, Editing tools, Auto correct, Auto format, Find and replace, Page numbering, Header and footer, Footnotes and endnotes, Splitting panes, Tiling of the documents, Using mail merge, Opening screen of Microsoft Technology word screen, Home panel, Insert panel, Page layout panel, Page setup, Reference panel, Mailing panel, Review panel, Views, Office button.*

2. *Working systems—Charts and graphics, Crop a graphic, Sizing a graphic, Wrap text around graphics, Insert a symbol, Insert a word art object, Creating a drawing, Working with charts, Create a graph,*

Create a chart from a table, Modify a chart, Working with tables, Inserting rows and columns, Deleting data from a table, Borders and Shading, Converting text to a table, Sort table data, Creating Nested tables, Calculations in a table, Merging cells, Drawing more complex tables, Setting options, Popular options, Display options, Proofing options, Save options, Advanced options, Cut copy and paste, Pasting from other options, Show document content, Display, Print, Save, Preserve fidelity when sharing this document, General, Compatibility options.

Microsoft Excel

1. *Introduction—Understanding spreadsheets, Creating a worksheet in Excel, Styles, Functions in Excel, Using auto calculate, References, Sum Functions, Average function, Creating charts in Excel, Auditing a workbook, Comments Inserting, Outlines, Worksheet fitting on a page, Function Wizard, Goal seeking, Scenarios manager, Creating a pivot table report, Typing with auto fill, Formatting numbers and labels, Changing the size of rows and columns, Adding and deleting rows and columns, Inserting page breaks, Applying themes, Add or remove a sheet back ground, Convert text to columns, Protect worksheet or workbook elements, Functions in Excel.*

2. *Working Systems—Introduction to charts, Creating charts in excel, Modifying charts, Available chart types, Display hidden data and empty cells in a chart, Plot data series from worksheet rows or columns, Change the layout or style of a chart, Select a predefined chart style, Change the layout and style of chart elements manually, Save a chart as a chart template, Format chart elements, Prevent Invalid data entry in a worksheet, Create a drop-down list from a range of cells.*

Microsoft Office Power Point

Creating presentation from template, Creating a new presentation, PowerPoint views, Entering the text, Moving the text, Changing the colour, Adding graphics to a slide, Reordering slides, Duplicating slides, Deleting slides, Adding an animated cartoon to a slide, Adding slide transition, Adding text transition, Viewing a presentation, Making Slide shows, Hiding a slide, Notes handouts and masters for presentation, Packing presentation, Add a caption to a picture in a photo album, Overview of creating a photo album, add a picture to a photo album and change the appearance of a picture in a photo album.

Recommended Books:

1. *Microsoft Office 2007—Lawpoint*
2. *Fundamentals of Computers—V. Rajaraman*
3. *Computer Fundamentals—D. P. Nagpal*
4. *Information System and Data Processing Management—N. K. Verma*
5. *PC Software and IT Tools—Gautam Roy*

Semester-V-B.Com (Advertising & Marketing)
DSE 1(d) – Retail Supply Chain Management & Warehouse

Objective: *This course provides the knowledge for the importance of supply chain and logistics in the various ways especially for the retail sector. It also provides the knowledge about the different party system applied in the logistics with its advantages and disadvantages.*

1. Retail Supply Chain Management.
2. Role of Transportation in Logistics and Supply Chain Management for Retail.
3. Modes of Transportation for the Retail Sector.
4. Containerization and Multimodal Transport in India with its advantages and disadvantages for the Retail Sector.
5. Distribution Centre designing & Packaging system for the Retail Sector.
6. Material Handling Procedure in the Retail Sector.
7. Distribution Network designing in Retail Supply Chain.
8. Reverse Logistics and Competitive Strategy for the Retail Sector.
9. Logistic Supply Chain Management (LSCM) Alliances 3rd Party Logistic (3PL) + 4th Party Logistic (4PL) = 7th Party Logistic (7PL) Principles.
10. Advantages and Outsourcing in the Retail Sector.
11. Organizing and Planning for LSCM functions in the Retail Sector.
12. Measurement and Improvement of Logistics Service Quality for the Retail Sector.
13. Total Quality Management (TQM) of Supply Chain in the Retail Sector.

Recommended Books

1. Supply Chain Management for Retailing—Rajesh Roy
2. Retail Supply Chain Management—James B. Ayers, Marry Ann Odegaard

Semester-V-B.Com (Advertising & Marketing)
DSE 2(a)-Customer Relationship Management

Objective: Developing awareness among the students about the importance of customer relationship management and its various applications for the business. By defining various tools of relationship management student is well versed with the application.

1. *Meaning, Importance, Application in Marketing and Human Resources.*
2. *Consumer Response and its Importance, Response in different Segments.*
3. *Consumer Satisfaction and its affecting factors, Measurement methodology and Analysis. Advantages of it, Loyalty breaking and Reclaim of lost consumers, Management of Consumer Loyalty.*
4. *Organizational success factors of CRM.*
5. *Complaint Management System, Classification and Advantages. Measurement System, Market Research Process, Desk Research and Field Survey and Report Preparation.*
6. *Types of Service Business, Characteristics and Segmentation, Generate Customer Satisfaction through services.*
7. *Measurement System, Market Research Process, Desk Research and Field Survey and Report Preparation.*
8. *E-CRM—Need and Application and Performance Enhancement.*
9. *CRM in B2C Commerce*

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*

Semester-V-B.Com (Advertising & Marketing)

DSE 2(b)-Mall Management

Objective: This course provides the knowledge about shopping mall and its various system of management. The administration of malls is also described for the orientation with mall culture system and resource management.

1. *Introduction to Mall Management—Types of Mall, Key success factors, Market Scenario, Risk & Rewards.*
2. *Process of Mall design—Current planning, Feasibility study, Architects, Sample picture.*
3. *Leasing & Administration—Tenant mix, Leasing tools, Commercial lease, Leasing documentation, Leasing Practice and Administration.*
4. *Marketing—Planning, Budgeting, Promotion and Events, Communication, Positioning, Communication and Research.*
5. *Shopping Mall Management—House keeping services, Security services, Parking management, Hygiene management, financial management, Human Resource Management.*
6. *Shopping Environment—Relationship with key constructs and satisfaction, Important factors, Shopping Centers and Multiplex, Shopping Centre and Food courts, Common Area Kiosks, Regulation and Policies.*

Recommended Books

1. *Mall Management—Abhijit Das*
2. *Mall Management—Arif I. Sheikh & Kaneez Fatima*

Semester-V-B.Com (Advertising & Marketing)

DSE 2(c)-Computer Accounting (Tally)

Objective: This subject enhance the students knowledge in very specific area, which provides them extra knowledge about computer accounting system, which is an essential part to today's corporate accounting system.

Basic Accounts

Starting Tally, Company Creation, Chart of Accounts, Account Masters, Voucher Entry—Single Mode, Accounts Masters and Vouchers Lists, Day Book Summaries, Consumer Accounts Voucher Register, Trial Balance, Bank Reconciliation Statement, Final Accounts, Report Printing—Multi Account System, Data Maintenance, Moving to new financial year.

Traders Accounts

Customer Suppliers Profile, Sales Purchase Voucher Entry, Bills Register, Sale Purchase Summary, Bill Reference Entry, Outstanding Reports.

Basic Inventory

Inventory Master, Inventory Voucher, Invoicing, Inventory Reports, Sales Purchase Analysis, Stock Journal Reports, Sales Tax, VAT

Advanced Accounts

Cost categories and cost centre, Voucher Types, TDS, Service Tax, Budget and Scenarios, Interest, Voucher Class, Foreign Currency.

Data Collaboration

Security, Export of Data, Internet Connectivity, Import of Tally Data, Tally XCL, ODBC Connectivity

Advanced Inventory

Features, Price List, Discount, Excise Duty, Billing Terms, Export Invoice, Batch Details, Delivery Challans, Orders, Invoice Voucher Class, Manufacturing

Recommended Books:

1. Tally 6.3—Ramesh Bangia
2. Tally 7.2—A. K. Nadhani & K. K. Nadhani

Semester-V-B.Com (Advertising & Marketing)

DSE 2(d) - E-Retailing

Objective: This course providing knowledge about the latest techniques applied in the electronic retailing with its different application and trends. Customer aspects with electronic retailing are described for the proper retail planning and customer orientation.

1. **Introduction to e-Retailing-**Concept, Role, Meaning, Definition, Transition from Traditional Marketing to e-Marketing, Demographics and Targeting, Adaptability and Closed-Loop Marketing, Advantages of e-Retailing, Shortcomings of e-Retailing
2. **Application of e-Retailing:** The Application Domain: e-Retailing Practices, e-Retailing Application Perspective, e-Retailing Online Merchandising Techniques, Online Store Front, Creating Look & Feel, Online Brand Management, Online Purchasing
3. **Trends in E-Retailing:** The Current Trends-Current Trend Analysis and Measures, Current Status of Online Retailing, e-Retailing Statistics
4. **E-Commerce:** Procedures and Methods, Meaning and Usage, B2B Model, B2C Model, C2C Model, B2G Model, P2P Model, M- Commerce, e-Commerce Payment Systems, E-Payment Security Challenges, E-Payment Business Risks, E-Commerce Security Solutions
5. **Marketing mix of E-retailing:** the roles of cyber intermediaries in E-retailing; E-retailing and supply chain management system; Concept of online pricing; factors affecting online pricing; different methods of on line pricing; price discrimination in E-retailing; pricing strategies for information goods; dynamics pricing for E-retailing. Promotional strategies of E-retail business
6. **Customer loyalty in E-retailing:** Role of E-CRM, Third party assurance in retailing, Element of trust in E-retailing, ERP and E-retailing, Challenges in successful implementation of ERP in E-retailing, E-fulfillment-meaning, Scope of process of E-fulfillment, Impact of E-retailing on traditional transportation system-issues and opportunities.

Recommended Books

1. e-next creating in India by BCCL.
2. e-retailing by Charles Dennis.
3. e-retailing by D.P.Sharma.

Semester-VI-B.Com (Advertising & Marketing)
Core 13-Logistics & Supply Chain Management

Objective: *This course provides the knowledge for the importance of supply chain and logistics in the various ways. It also provides the knowledge about the different party system applied in the logistics with its advantages and disadvantages.*

1. *Introduction to Supply Chain Management, Purchasing and Supply Management.*
2. *Integrated Logistics Management—Quality Customer Service, Service Response Logistics.*
3. *Integrated Logistics Activities—Domestic Transportation & Management, Inventory Management, Transportation Scheduling, Warehouse Management, Material Handling and Packaging.*
4. *Modes of Transportation, Containerization and Multimodal Transport in India*
5. *Distribution and Retail Supply Chain Management, Public Distribution System.*
6. *Reverse Logistics and Competitive Strategy.*
7. *LSCM Alliances 3rd Party Logistics+4th Party Logistics=7th Party Logistics Principles.*
8. *Advantages and Outsourcing.*
9. *Organizing and Planning for LSCM functions*
10. *Measurement and Improvement of Logistics Service Quality.*
11. *Introduction to Operation Research in Logistics.*
12. *Opportunity cost of supply chain management.*

Recommended Books:

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

Semester-VI-B.Com (Advertising & Marketing)

Core 14-Marketing & Media Laws

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

Unit-I

- **The Consumer Protection Act 1986:** Features, Rights and Responsibilities of Consumers, Redressal Mechanism
- **Environment Protection Act 1986:** Features, Offences, Prevention and control of Environment Pollution.
- **The Essential Commodities Act 1955:** Features, Essential commodities, Control of Production, Supply and Distribution of Commodities, Public Interest.

Unit-II

- **The Prevention of Food Adulteration Act 1951:** Features, Adulteration of Food and Penalties
- **The Drug and Magic Remedies (Objectionable Advertisement) Act 1954:** Advertisement related to self medication and harmful drugs, Prohibition of False claims.
- **The Bureau of Indian Standard Act 1986:** Features, Procedure of BIS Standards, Offences and Penalties.
- **The Agricultural Produce Grading and Marketing Act (AGMARK) 1937:** Features, Offences and Penalties.

Unit-III

- **The Trademarks Act 1999:** Features, Offences and Penalties
- **The Patent Act-1970:** Features, Patents, Offences and Penalties
- **The Information Technology Act 2000:** Features, Digital signature, Digital signature Certificate and Certifying authorities

Unit-IV

- **The Standards of Weights and Measures Act 1976:** Features, Rules applicable to business specially Retail business
- **The Packaging Rules:** Rules related to Only Small and Retail Products
- **The Competition Act:** Features and Regulatory Framework for Retail Business.

Unit-V

- **Press and Registration of Books Act 1867:** Features, Procedure of Registration and Publication.
- **The Young Persons (Harmful Publication) Act 1956:** Features, Offences and Penalties
- **Cinematograph Act 1952:** Features, Offences and Penalties
 - ❖ Introduction to The Cinematographic (Amendment) Act 1981
 - ❖ Introduction to The Cinematographic (Amendment) Act 1984
- **Intellectual Property Rights Act:** Features, Offences and Penalties

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

Semester-VI-B.Com (Advertising & Marketing)

DSE 3-Entrepreneurship Development

Objective: *This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in entrepreneurial start-ups; manage family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial business.*

1. 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.

2. Unit-2 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

3. Unit-3 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.

4. 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.

5. 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.

Recommended Books:

1. Burns, P.-*Entrepreneurship and small business*. New Jersey
2. Drucker, P. F.-*Innovation and entrepreneurship: Practice and principles*, USA; Elsevier
3. Gersick, K.E., Davis, J.A., Hampton, M. M., & Lansberg, I.-*Generation to generation: Life Cycle of the family business*: Boston: Harvard Business School Press
4. Hisrich, R., & Peters, M.-*Entrepreneurship*, New Delhi: Tata McGraw Hill
5. Holt, D. H.-*Entrepreneurship new venture creation*. New Delhi: PHI
6. John Kao, *Creativity & Entrepreneurship*
7. Kaplan, J.-*Patterns of Entrepreneurship*. Wiley
8. Khandwalla, P.-*Corporate creativity*. New Delhi: Tata McGraw Hill
9. Mullins, J.-*New business road test*. New Delhi: PHI

Semester-VI-B.Com (Advertising & Marketing)

DSE 4-On the Job Training

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

Each students of this course shall undergo Practical Internship of four weeks in an approved business/industrial/government/service organization. The objective of this training is to make the student acquainted with the industrial/business working environment. After completion of the training they will have to submit a training report. The internship/project reports will carry 100 marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the sixth semester. It is to be submitted by the date fixed by the college.

The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.

Alternatively if it is not possible to do industrial internship the students will prepare a project report on a topic assigned to him/her by the college. The project report will be evaluated as above.

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

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