



Barrackpore Rastraguru Surendranath College

Teaching Plan

2022-23

**BARRACKPOR
E
RASTRAGURU
SURENDRANA
TH
COLLEGE
DEPARTMENT
OF
COMMERCE**

**Program
Outcome
Of
M.Com
in
Marketing
Management
(MRM
M)**

M.Com. in Marketing
(MRMM)

With the increasing complexities, in the world of

trade, industry and business, the scope of Commerce is increasing day by day. Due to globalization of almost all the restricted, small national markets, the business activities all over the world have been gaining rapid momentum. Commerce, as a result, has opened up new vistas of opportunities both in the industry and in the Research and Academic field. In the world of Commerce, one important area of interest is **Marketing Management**. With the growth of cut-throat competition in almost all spheres of life, proper marketing is perhaps one of the major keys to success. **This growing importance of Marketing certainly requires considerable volume of manpower having specialized knowledge of these subjects.** Keeping this in mind, our college is offering Post-Graduate courses in Commerce (M.Com.) with specialization in '**Marketing Management**'. Under the aegis of West Bengal State University with a greater degree of autonomy in structuring syllabi, conducting examinations and evaluations.

Course Outcome of M.Com in Marketing Management (MRMM):

After completing The Master of Commerce in Marketing Management (MRMM) a student is expected to have learnt the following:

- Know the basics of management sciences, organizational behavior, economics for business oriented decision making etc.
- Prepare questionnaires for primary data collection and evaluate and interpret statistical data
- Develop advanced knowledge about the strategies related to product, pricing, place and promotion management.
- Know about ad agencies and their activities.
- Learn selling styles and strategies.
- Appear and successfully perform in competitive exams (NET, SET, SSC etc.) at the state and central level, specifically related to the teaching profession.
- Appear and successfully perform in sales interviews.
- Recruit, Select, Develop, Motivate sales teams etc.
- Carry out product development and modifications.
- This course has been designed in a way to provide assistance to the students in getting employment opportunities in marketing and sales oriented jobs in the retail, industrial, banking and international business sector. Further, this course also provides a basis for employment in advertising agencies, logistics companies, marketing research organizations etc.

Semester		I	
Course Title	Organizational Behaviour & Human Resource Management		
Course Code	COMMT1.1	Credit	4
Course Outcome	On completion of this paper, students are expected to be able to develop an idea of organisations and individual and group behavior in organisations.		

	Further students are also expected to understand the basic concepts of recruitment, selection, training, performance appraisal etc.				
Scheme of Instruction					
Total Duration	60 Hours	Class/Week	4	Hours/week	4
Instruction Mode	CHALK & TALK, PPT CLASSES, SEMINARS, QUIZ etc.				
Scheme of Examination					
Maximum Score	50	Internal	15	End Semester	35
Course Mapping					
Units	Course Content			Lecture Hour (Cumulative)	
	GROUP – A (ORGANISATIONAL BEHAVIOUR)				
5. Foundation of Organisational Behavior (OB)	Foundation of Organisational Behavior (OB): Definition and scope of OB, Contributing disciplines.			5	
6. Individuals in the Organisation	Individuals in the Organisation Personality, Perception, Learning, Attitudes, Values & Stress			15	
7. Groups in the Organization	Groups in the Organization -Group – Concepts, Types, Stages of Formation. Communication – Process, Principles, Types, Barriers. Leadership – Concepts, Theories, Power :Sources of power, Types, Organisational Conflict.			25	
8. Organisational Culture	Organisational Culture, Organisational Change & Organisational Development.			30	
STUDENT SEMINAR / INTERNAL ASSESSMENT					
GROUP – B (HUMAN					

	RESOURCE MANAGEMENT)	
5. Human Resource Management	Human Resource Management: concepts & functions. Role of HR manager, Human resource planning: meaning, process. Job analysis, job description, job specification.	35
6. Recruitment & Selection	Recruitment & Selection - Concept & meaning of Recruitment, Selection, Training and Development: sources of recruitment (internal and external), Steps of Selection, Training methods, Distinction between Training and Development.	45
7. Performance Appraisal	Performance Appraisal: Meaning & Objectives, Methods of appraisal.	52
8. Compensation Management	Compensation management process, Forms of pay, Financial and non-financial compensation	60

Semester		I			
Course Title	PRINCIPLES OF MANAGEMENT & MARKETING MANAGEMENT				
Course Code	COMMT1.2	Credit	4		
Course Outcome	On completion of this paper, students are expected to know the basic principles of managing organisations and also understand the fundamental aspects of marketing management with reference to product, pricing, promotion and distribution.				
Scheme of Instruction					
Total Duration	60 Hours	Class/Week	4	Hours/week	4
Instruction Mode	CHALK & TALK, PPT CLASSES, SEMINARS, QUIZ etc.				
Scheme of Examination					

Maximum Score	50	Internal	15	End Semester	35
Course Mapping					
Units	Course Content			Lecture Hour (Cumulative)	
	Module – I: Principles of Management				
5. Evolution of Management Thought	Evolution of Management Thought - Bureaucratic Theory, Administrative Theory, Scientific Theory, Human Relation School, Behavioral Approach, Modern Approach.			5	
6. Planning & Organizing	Planning & Organizing - Importance, Planning Premises, Planning Process, Types of Plans, Forecasting, Organisational Design and Structure, Formal and Informal Organisation, Groups and Committees, Departmentation, Line of Authority			12	
7. Decision Making and Control	Decision Making and Control - Decision-making process, Individual and Group Decision-making process, Importance of Control, Control Process, Establishing Standards, Types of Control, and Performance Measurement.			20	
8. Strategic Management	Strategic Management - Concept of Strategy, Strategy Formulation and Choice of Alternatives, Functional Strategies, Corporate and Business level Strategies, Strategy Evaluation			30	
STUDENT SEMINAR / INTERNAL ASSESSMENT					

	Module – II: Marketing Management	
5. Introduction	Introduction - Nature and scope of marketing; Importance of marketing as a business function in the economy; Evolution of Company orientation towards the market place; Selling vs. Marketing; Marketing mix.	35
6. Consumer Behaviour and Market Segmentation	Consumer Behaviour and Market Segmentation - Nature, and Significance of Consumer Behaviour, Opinion Leadership, Innovation Diffusion, Industrial Buying Behaviour; Concept of Market Segmentation, Targeting and Positioning, Bases for Market Segmentation.	45
7. Product & Pricing	Product & Pricing - Concept of Product, Product Strategy Development, Product Life Cycle (PLC), Product Portfolio, New Product Planning and Development, Concept of Brand, Types of Brand, Brand Development, Brand Positioning, Brand Equity, Importance of Price, Pricing Policies & Strategies, Factors affecting price of a Product or Service, Discounts and Rebates	52
8. Distribution Channels & Promotion	Distribution Channels & Promotion - Concept, Role, Functions & Types of Distribution Channels, Retailer and Wholesaler, Physical Distribution Network, Transportation, Warehousing; Concept of Promotion,	60

	Characteristics & Importance, Promotion Mix, Tools of Promotion, Concept of Advertising, Personal Selling Process.	
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Semester		I			
Course Title	MANAGERIAL ECONOMICS				
Course Code	COMMT1.3	Credit	4		
Course Outcome	On completion of this paper, students are expected to be able to develop managerial perspective to economic fundamentals as aids to decision making under given environmental constraints				
Scheme of Instruction					
Total Duration	60 Hours	Class/Week	4	Hours/week	4
Instruction Mode	CHALK & TALK, PPT CLASSES, SEMINARS, QUIZ etc.				
Scheme of Examination					
Maximum Score	50	Internal	15	End Semester	35
Course Mapping					
Units	Course Content			Lecture Hour (Cumulative)	
	Group A: Microeconomics				
6. Nature and Scope of Managerial Economics	Nature and Scope of Managerial Economics - Objective of a Firm and profit maximisation, Definition of Managerial economics, role and responsibility, opportunity cost principle, Demand Analysis, Law of demand, Elasticity of demand: Its meaning and importance, Using elasticity in managerial decisions. Cardinal Utility approach, Indifference approach Production Theory: Short and long run cost function-their nature, shape and inter-relationship, Laws of returns.			10	

7. Price Determination under Different Market Conditions	Price Determination under Different Market Conditions - Characteristics of different market structure, Price determination and firm's equilibrium in short and long run under perfect competition, monopolistic competition, oligopoly and monopoly, price discrimination.	20
8. Theory of factor pricing	Theory of factor pricing - Features of factor markets, Marginal Productivity, Theory of Distribution, Theories of Rent, Modern Theory of Wages, Exploitation, Labour Market, Trade Unions and Wages, Theories of Interest and Profit.	30
STUDENT SEMINAR / INTERNAL ASSESSMENT		
	Group B: Macroeconomics	
5. Brief Overview of key macroeconomic problems of a closed economy	Brief Overview of key macroeconomic problems of a closed economy: Problems of Economic growth, Inflation and Unemployment.	38
6. Concept of GDP & GNP	Concept of GDP & GNP, Nominal & Real GDP, Real GDP as the measure of economic growth, Business cycle and output gap, Factors affecting growth rate of an economy, Concept of Fiscal and Monetary policies, GDP as an index of national welfare.	45
7. Concept of Inflation	Concept of Inflation, Deflation, Stagflation, Hyperinflation, Measurement of Inflation rate of an economy – GDP Deflator and CPI, Demand pull and cost push inflation,	52

	Social costs of inflation, Inflation and unemployment trade off : Phillips curve relationship (the modern approach), Anti inflationary Fiscal and Monetary policies.	
8. Concept of Labour force participation ratio	Concept of Labour force participation ratio, Okun's Law, Natural Rate of unemployment, Causes of frictional and cyclical unemployment, Voluntary and involuntary unemployment, Explanation of structural unemployment in terms of (a) minimum wage laws (b) trade union activity (c) efficiency wage theory; Government policies to reduce youth unemployment in developing nations.	60

Semester		I			
Course Title	STATISTICS FOR BUSINESS DECISION				
Course Code	COMMT1.4	Credit	4		
Course Outcome	On completion of this paper, students are expected to be able to learn the application of statistical tools and techniques for decision making.				
Scheme of Instruction					
Total Duration	67.5 Hours	Class/Week	4	Hours/week	4
Instruction Mode	CHALK & TALK, PPT CLASSES, SEMINARS, QUIZ etc.				
Scheme of Examination					
Maximum Score	50	Internal	15	End Semester	35
Course Mapping					
Units	Course Content			Lecture Hour (Cumulative)	
4. Probability Theory & Distribution	Probability Theory & Distributions: An overview of Conditional and Unconditional Probability; Bayes'			6	

s	Theorem, Independent Events, Expectation – Mean, Variance (Discrete Distribution), An overview of Binomial, Poisson, Normal and Exponential Distributions; Fittings of different Distributions; Joint Distributions of two variables,	
5. Sampling Theory and Application	Sampling Theory and Application: Basic concept of sampling; Probabilistic and Non-probabilistic sampling schemes; Sampling and Non-sampling errors; Sampling Distribution of Sample Mean, Variance, and Proportion; Chi-square, t and F Distribution; Law of Large Number and Central Limit Theorem.	15
6. Statistical Estimation and Testing	Statistical Estimation and Testing: Point and interval estimation of population mean, proportion, and variance; Statistical testing hypotheses and errors; Sample size; Large and small sampling tests – Z tests, T tests and F tests.	23
9. Non-parametric Tests	Non-parametric Tests: Goodness of Fit Test and Test of Independence; Sig Test; Wilcoxon Signed-Rank Tests; Wals-Wolfowitz Test.	30
10. Analysis of Variance and Co-variance Models	Analysis of Variance and Co-variance Models: One-way Analysis of Variance; Two way Analysis of Variance; Analysis of Co-variance; Application to business data.	35
STUDENT SEMINAR / INTERNAL ASSESSMENT		
10. Statistical Decision Theory	Statistical Decision Theory: Decision environment; Expected profit under uncertainty and assigning probabilities; Utility theory.	42
11. Multivariate Regression	Multivariate Regression Models: Multiple Linear Regression; Step-wise	55

Models	Regression; Multiple and Partial Correlation; Multicollinearity.	
12.Business Forecasting Models	Business Forecasting Models: Decomposition of Time Series components; Exponential Smoothing; Stationary Time Series; Box-Jenkins methodology; Evaluation of forecast accuracy; A short introduction of non-stationary time series.	60
13.Statistical Quality Control	Statistical Quality Control: Causes of variations of Quality characteristics; Different types of Control Charts; Construction of Control Charts; Sampling Inspection Plan by Attribute and Variables; Sequential Sampling Plan by Attribute and Variables	67.5

Semester		I			
Course Title	COMPUTER APPLICATION IN ACCOUNTING AND BUSINESS (PRACTICAL) –I				
Course Code	COMMP1.5	Credit	3.5		
Course Outcome	On completion of this paper, students are expected to be able to learn about the use of software packages which are used in real business world.				
Scheme of Instruction					
Total Duration	67.5 Hours	Class/Week	4	Hours/week	4
Instruction Mode	CHALK & TALK, PPT CLASSES, HANDS ON PRCTICE, SEMINARS, QUIZ etc.				
Scheme of Examination					
Maximum Score	50	Internal	35	End Semester	15
Course Mapping					
Units	Course Content			Lecture Hour (Cumulative)	
3. Spreadsheet	Spreadsheet - (A) Formatting a			20	

	cell, Formula copy, Paste special, Wrap text, Creation of series; (B) Creation and editing different types of Char; (C) Freezing Row/column, Data entry validation, Sorting of a database, Finding a record from large database; (D) Solution of business problems (such as calculation of EMI, principal & interest portion in EMI, present value, future value, NPV, IPR etc.) using functions. (E) Use of Marco.	
4. Database	Database – (A) Creation, edition and sorting/indexing of database file; (B) Concept of Memory Variables; (C) Writing of Programs for – preparation of Mark sheets, preparation of Payroll, Inventory etc.	47.5
STUDENT SEMINAR / INTERNAL ASSESSMENT		
4. Presentation	Presentation – (A) Creation, edition, deletion and hiding of slides; (B) Insertion of slides, slide number, date & time, pictures, text box, chart, table, movies, sound, hyperlink; (C) Slide transition, Animation and #D effects; (D) Slide show.	67.5

Semester		II	
Course Title	Business Law, Ethics & Corporate Governance		
Course Code	COMMT2.1	Credit	4
Course Outcome	On completion of this paper, students are expected to be able to learn understanding nature of certain legal regulatory environment of corporate enterprises in the context of Indian		

Socio economic condition.					
Scheme of Instruction					
Total Duration	60 Hours	Class/Week	4	Hours/week	4
Instruction Mode	CHALK & TALK, PPT CLASSES, SEMINARS, QUIZ etc.				
Scheme of Examination					
Maximum Score	50	Internal	15	End Semester	35
Course Mapping					
Units	Course Content			Lecture Hour (Cumulative)	
1. BUSINESS LAW	BUSINESS LAW: 10. Companies Act, 2013 – Selected Provisions 11. MRTP Act 1969 (Relevant Provisions) 12. Environment Protection Act- Objectives, Power of Central Govt, Relevant provisions 13. IRDA and FEMA- (Selected Provisions) 14. Factories Act and Industrial Dispute Act (Selected Provisions) 15. General understanding of the laws relating to Patent, Trademark and Copyright 16. SEBI Act 1992 17. Cyber Laws 18. The prevention of Money Laundering Act, 2002			20	
5. BUSINESS ETHICS	BUSINESS ETHICS: 6. Introduction 7. Ethics & Nature of Ethics 8. Need for business ethics 9. Ethical Dilemmas			40	

	10. Benefits of Business Ethics.	
STUDENT SEMINAR / INTERNAL ASSESSMENT		
6. CORPORATE GOVERNANCE	CORPORATE GOVERNANCE: 9. Introduction 10. Importance and features of good governance 11. Stakeholders, 12. Corporate Governance measures 13. Benefits of Good Corporate Governance 14. Corporate Social responsibility, CSR needs, key developments, mechanisms 15. Provisions of Corporate Governance as per Companies Act, 2013 16. Benefits of CSR	60

Semester		II			
Course Title	OPERATION RESEARCH				
Course Code	COMMT2.2	Credit	4		
Course Outcome	On completion of this paper, students are expected to be able to develop an understanding of the applications of operations research techniques to business and industry.				
Scheme of Instruction					
Total Duration	60 Hours	Class/Week	4	Hours/week	4
Instruction Mode	CHALK & TALK, PPT CLASSES, SEMINARS, QUIZ etc.				
Scheme of Examination					
Maximum Score	50	Internal	15	End Semester	35
Course Mapping					

Units	Course Content	Lecture Hour (Cumulative)
12. Operations Research	Operations Research: Concept and significance of operations research; Evolution of operations research; Steps in designing operations research studies; Operations research models.	3
13. Linear Programming and Its Applications	Linear Programming and Its Applications: Graphic method and simplex method (only problems); Transportation problem; Assignment problem; Sensitivity Analysis (Simple Problems).	13
14. Introduction to other types of Programming	Introduction to other types of Programming: Goal programming; Integer programming; Dynamic programming; Non-linear programming (introductory <i>only</i>).	18
15. Waiting Line Models	Waiting Line Models: Waiters and services; Mathematical distribution of queues; Basic models of queuing theory and applications.	22
16. Decision Theory and Theory of Games	Decision Theory and Theory of Games: Decision under Uncertainty and Risk, Bayesian approach, Decision Tree, Utility theory, Zero Sum Game, Pure and Mixed strategies, Criterion of Sharing strategies.	26
17. Network Analysis	Network Analysis: Network Diagram, Time Estimate for Activity, Program Evaluation	33

	and Review Technique, Network Crashing, Critical Path Method, minimal Spanning Tree Algorithm, Shortest Route Algorithm.	
STUDENT SEMINAR / INTERNAL ASSESSMENT		
18. Inventory Control	Inventory Control: Deterministic models and probabilistic models.	37
19. Sequencing	Sequencing: Assumptions, Algorithm for solving Sequencing problems, Johnson's Rule, Maintenance Crew Scheduling.	42
20. Simulation	Simulation: Application of simulation techniques; Monte-Carlo approach.	50
21. Replacement Decision and Reliability Analysis	Replacement Decision and Reliability Analysis: Replacement of capital Equipment, Preventive Replacement, Group Replacement, Statistical concept and application of Reliability in real-life problems.	55
22. Markov Analysis	Markov Analysis: Markov Analysis, Transition Probabilities, Transition Matrix, Brand Switch Analysis, Prediction of market share in future periods, Market share at equilibrium.	60

Semester		II	
Course Title	FINANCIAL MARKETS & FINANCIAL SERVICES		
Course Code	COMMT2.3	Credit	4

Course Outcome	On completion of this paper, students are expected to be able to understand the role of financial services in project management and how to mobilize finance for domestic and international projects.				
Scheme of Instruction					
Total Duration	60 Hours	Class/Week	4	Hours/week	4
Instruction Mode	CHALK & TALK, PPT CLASSES, SEMINARS, QUIZ etc.				
Scheme of Examination					
Maximum Score	50	Internal	15	End Semester	35
Course Mapping					
Units	Course Content			Lecture Hour (Cumulative)	
6. Introduction: Financial Markets	Introduction: Financial Markets – Concept and structure – financial instruments – flow of funds matrix; financial system and economic development; an overview of Indian financial system.			8	
7. Financial Markets	Financial Markets: Money market – functions and instruments; an overview of Indian money market; Capital Markets – functions and instruments, Indian equity market – primary and secondary markets; public offerings; private placement; role of stock exchanges in India; overview of debt and bond markets, forex market, and commodities Market.			20	
8. Introduction: Concepts, needs	Introduction: Concepts, needs and types of Financial Services,			30	

and types of Financial Services	Characteristics and role of Non-banking Financial Companies (NBFCs).	
STUDENT SEMINAR / INTERNAL ASSESSMENT		
9. Fund-based Services	<p>Fund-based Services:</p> <ul style="list-style-type: none"> • Lease Financing - Conceptual and Legal Framework, Types. • Hire Purchase Finance - Conceptual and Legal Framework, Types. • Factoring and Forfeiting - Theoretical framework, Types. • Insurance Services - Insurance Policies and Institutions, Bank Assurance, Reinsurance. • Venture Capital Financing - Theoretical Framework. 	45
10. Fee-based Services	<p>Fee-based Services:</p> <ul style="list-style-type: none"> • Merchant Banking: Concepts and services rendered, capital issue management - pre-issue and post-issue management, securitization, mergers / amalgamations and acquisitions / takeovers: conceptual analysis. • Mutual Funds: Concepts, advantages, operation and management of MFs, schemes under MFs, NAV, tax aspects. • Credit Rating: Concepts, rating processes and types, some credit rating agencies (national and international). 	60

Semester		II			
Course Title	INTERNATIONAL BUSINESS				
Course Code	COMMT2.4	Credit	4		
Course Outcome	On completion of this paper, students are expected to acquaint the students with nature, scope, structure and operations of international business and familiarize them with trends and developments in India's foreign trade and investments and policy framework.				
Scheme of Instruction					
Total Duration	60 Hours	Class/Week	4	Hours/week	4
Instruction Mode	CHALK & TALK, PPT CLASSES, SEMINARS, QUIZ etc.				
Scheme of Examination					
Maximum Score	50	Internal	15	End Semester	35
Course Mapping					
Units	Course Content			Lecture Hour (Cumulative)	
7. Introduction	Distinction between domestic business and international business, Factors affecting internationalization of business, Globalization of market & globalization of production, Contemporary issues in international business – Labour migration and environmental issues.			10	
8. Instruments of Commercial Policy	Welfare implication of Tariff & quota, Voluntary Export Restraint (VER), Effective rate of protection, Strategic trade policy – international collaborative arrangements and strategic alliances.			20	

9. Balance of Payment Account	Current and capital account components and accounting system, Balance of payment deficit and correction policies - concept of Devaluation of domestic currency.	28
STUDENT SEMINAR / INTERNAL ASSESSMENT		
10. Multinational Corporations (MNCs)	MNCs - salient features and issues related to their entry decisions, technology transfer and transfer pricing, Welfare implication of inflow of foreign investment for host developing nations.	40
11. Regional Economic Integration	Examples of different levels of Regional Trading Blocks (RTB) in the world, Trade creation & Trade diversion effects of RTB.	48
12. International Economic Institutions and Agreements	Objectives & functions of IMF, World Bank, UNCTAD, GATT & WTO, International commodity trading and agreements - India's involvement and consequences.	60

Semester		II			
Course Title	INFORMATION SYSTEMS IN MANAGEMENT & E-COMMERCE				
Course Code	COMMT2.5	Credit	4		
Course Outcome	The objective of this course is to develop an understanding amongst students about the structure and role of information system in business and management.				
Scheme of Instruction					
Total Duration	60 Hours	Class/Week	4	Hours/week	4
Instruction Mode	CHALK & TALK, PPT CLASSES,				

SEMINARS, QUIZ etc.					
Scheme of Examination					
Maximum Score	50	Internal	15	End Semester	35
Course Mapping					
Units	Course Content			Lecture Hour (Cumulative)	
1. The Challenge of Information Systems	The Challenge of Information Systems: Challenges in the new economy, Why information systems (IS) are a challenge? IS for competitive advantage, Contemporary approaches to IS - Technical, Behavioural and Socio-technical approaches.			10	
4. Information and Information System Concepts	Information and Information System Concepts: System - concept, properties, and types, Information - concepts, types, qualities; Information System - concepts, characteristics, levels; IS architecture, IS applications.			18	
5. Information Systems in Organisations	Information Systems in Organisations: IS and their role in business systems, Changing role of IS, Users of IS, Transaction Processing Systems (TPS), Management Information System (MIS), Decision Support system(DSS) including Group DSS, Executive Support System, Expert Systems and Artificial Intelligence, Enterprise Resource Planning(ERP) system, Business Process Outsourcing (BPO)			28	

STUDENT SEMINAR / INTERNAL ASSESSMENT		
7. Information System Analysis and Design	Information System Analysis and Design: The Information System Development Life Cycle Model, Systems Development; synergies between major business systems.	38
8. Information System Control and Security	Information System Control and Security: Evaluation of IS using Cost-Benefit Analysis, Information Systems Audit, Nature and types of Computer Crime, Ethical and Social Issues relating to IS, Ethics for an Information Society.	48
9. Electronic Commerce	Electronic Commerce: The Strategic impact of the Internet, Electronic Business and Electronic commerce, e-Commerce Strategies, e-Commerce Technology, Electronic Data Interchange (EDI), Intranets and Extranets, The Intranet, e-Commerce Security and Regulations.	60

Semester		II	
Course Title	COMPUTER APPLICATION IN ACCOUNTING AND BUSINESS (PRACTICAL) –II		
Course Code	COMMP2.6	Credit	3
Course Outcome	On completion of this paper, students are expected to impart hands-on-training to the students in the accounting software packages which are used in real business world.		
Scheme of Instruction			

Total Duration	60 Hours	Class/Week	3	Hours/week	3
Instruction Mode	CHALK & TALK, PPT CLASSES, HANDS ON PRCTICE, SEMINARS, QUIZ etc.				
Scheme of Examination					
Maximum Score	50	Internal	35	End Semester	15
Course Mapping					
Units	Course Content			Lecture Hour (Cumulative)	
	(A) Creation of company, Creation of ledger heads, Voucher entries; (B) Creation of Stock items (including stock valuation method) and maintenance of inventory records, Entries related to stock journal (manufacturing, stock transfer, physical stock);			20	
	(C) Correction/deletion of errors; (D) Preparation of Bank Reconciliation Statement;			40	
STUDENT SEMINAR / INTERNAL ASSESSMENT					
	(E) Creation of Cost Centers; (F) Maintenance of VAT records and generation of reports thereon, (G) Security Control and Audit features			60	

Semester		II	
Course Title	RESEARCH METHODOLOGY AND CASE BASED STUDIES ON CONTEMPORARY ISSUES		
Course Code	COMMP2.7	Credit	3.5
Course Outcome	On completion of this paper students are expected		

	to develop an insight into the basics of research methodology and demonstrate knowledge of research processes (reading, evaluating, and developing); identify, explain, compare, and prepare the key elements of a research proposal and a research report. Moreover, students are also expected to understand the case study method of learning.				
Scheme of Instruction					
Total Duration	60 Hours	Class/Week	4	Hours/week	4
Instruction Mode	CHALK & TALK, PPT CLASSES, HANDS ON PRCTICE, SEMINARS, QUIZ etc.				
Scheme of Examination					
Maximum Score	50	Internal	35	End Semester	15
Course Mapping					
Units	Course Content			Lecture Hour (Cumulative)	
1,2,3 Research Methodology Theory	Research Methodology Theory – 1 Credit Unit 1: Research - Meaning, objective, motivation, types. Research process; Research question; Hypothesis – qualities of good hypothesis, Null & Alternative hypotheses- concept; Research design: - concept and importance, features of good research design – Exploratory and descriptive research design; nature of data, data collection (questionnaire, schedule). Unit 2: Sample and Sampling techniques; use of Random numbers. Concept of measurement; levels of measurement: Nominal, Ordinal,			20	

	Interval and Ratio. Scaling techniques. Unit 3: Interpretation of data and report writing; different steps in writing report (review of literature, citation style and bibliography); layout of a research report.	
4 Application of Research Methodology	Application of Research Methodology- 1.5 credit Unit 4: Data Analysis and interpretation using spreadsheet and statistical software: <ul style="list-style-type: none"> • Descriptive Statistics. • Hypothesis testing: Parametric and non-parametric tests (z- test, t- test). • Correlation and regression (Basic Concepts). • Measurement and scaling (Scaling Methods). 	40
STUDENT SEMINAR / INTERNAL ASSESSMENT		
5 Case Based Studies on Contemporary Issues	Unit 5: Report on Case Study.	60

Semester		III
Course Title	Consumer Behaviour & Customer Relationship	

Course Code	MRMMT3.1	Credit	4.5		
Course Outcome	The course aims to help learners to acquire conceptual knowledge on the theories of consumer and Industrial buyer behaviour and their applications in marketing decision making.				
Scheme of Instruction					
Total Duration	67.5HRS	Class/Week	4	Hours/week	4
Instruction Mode	CHALK & TALK, PPT CLASS, SEMINARS, QUIZ etc.				
Scheme of Examination					
Maximum Score	50	Internal	15	End Semester	35
Course Mapping					
Units	Course Content				Lecture Hour (Cumulative)
	A. CONSUMER BEHAVIOUR				
1 Introduction to Consumer Behaviour and Consumer Research.	Consumer decision making process, Extensive, Limited and Routine Problem Solving Behaviour, Concept of Economic Man, Passive Man, Cognitive Man & Emotional Man; Consumer Research Process.				11
2 Determinants of Consumer Behaviour	Internal and External factors: Needs, Maslow's Hierarchy of Needs, Motivation and Involvement: Information Processing and Consumer Perception; Perceived Product and Service Quality; Learning; Attitudes and Attitude Change; Personality; Psychographs; Values and Life Style, Family and Household Influence; Reference Groups and Social Class; Influence of Culture; Sub-cultural aspects of Consumer Behaviour.				22
3 Opinion Leadership and Innovation	Opinion leadership - process, measurement, profile; Opinion Leadership and firm's promotional strategy; Innovation Diffusion				32

Diffusion	and Adoption Process; Factors Affecting Diffusion of Innovation.	
STUDENT SEMINAR / INTERNAL ASSESSMENT		
4 Model of Consumer Behaviour	Nicosia Model; Howard-Sheth Model; Engel, Blackwell, Miniard Model.	39
	B. CUSTOMER RELATIONSHIP MANAGEMENT	
1 Relationship Marketing	Meaning, nature, and scope; Types of relational exchanges; Reasons for relationship marketing- firm and customer perspectives.	49
2 Relationship Development Process	Attributes and determinants of relational exchanges; Managing Customer Waiting.	57
3 Developing and Managing Relationship	Customer selection; Implementing CRM; Techniques and methods of e-CRM; Factors influencing Customer Expectation.	67.5

Semester		III			
Course Title	Marketing Research				
Course Code	MRMMT3.2	Credit	4.5		
Course Outcome	The course aims to help learners to acquire conceptual knowledge of the process, tools and techniques of marketing research as well as the preparation of research proposal				
Scheme of Instruction					
Total Duration	67.5 HRS	Class/Week	4	Hours/week	4
Instruction Mode	CHALK & TALK, PPT CLASS, SEMINARS, QUIZ etc.				
Scheme of Examination					
Maximum Score	50	Internal	15	End Semester	35
Course Mapping					

Units	Course Content	Lecture Hour (Cumulative)
1 Introduction to marketing Research	Importance, nature and scope of marketing research; Marketing information system; Marketing research process and organization, Qualitative research- Importance and problems.	8.5
2 Problem Identification and Research Design	Problem identification and definition; Developing a research proposal; Determining research type- exploratory, descriptive and conclusive research, Experimental designs (CRD, RB, LS, Factorial)	17
3 Data Resources	Internal and External factors: Secondary data sources and usage; Online data sources; Primary data collection methods questioning techniques, online surveys, observation method: Questionnaire preparation.	26
4 Aptitude measurement and scaling techniques	Introduction to Measurement Scales; Types of Comparative Scales.	35
STUDENT SEMINAR / INTERNAL ASSESSMENT		
5 Data Collection	Organisation of field work and survey errors- sampling and non-sampling errors.	44
6 Data Analysis	Smoothing of data, Univariate, Bivariate and Multivariate data analysis.	54
7 Research Proposal Writing	Report preparation and presentation.	60
8 Recent trends	Recent trends in marketing research	67.5

Semester		III
Course Title	Brand Management	

Course Code	MRMMT3.3	Credit	4.5		
Course Outcome	This course aims at acquainting students with the concept of brand, branding and brand management strategies				
Scheme of Instruction					
Total Duration	67.5HRS	Class/Week	4	Hours/week	4
Instruction Mode	CHALK & TALK, PPT CLASS, SEMINARS, QUIZ etc.				
Scheme of Examination					
Maximum Score	50	Internal	15	End Semester	35
Course Mapping					
Units	Course Content			Lecture Hour (Cumulative)	
1 Introduction	Evolution of Brand; Brand & Branding; Process of Branding; Importance of Branding; Product vs. Corporate Branding; Product & Brand, Branding & Trademarks.			11.5	
2 Basic Branding Concepts	Steps for creating powerful brand; Brand Awareness; Brand Personality; Brand Image; Brand Identity; Brand Loyalty; Brand Equity; Measurement of Brand Equity; ABC Test of Brands; Concept of Brand Value.			23	
3 Brand name selection and Brand building process	Selecting a Brand Name; Brand Extension Decision; Family Brand; Individual Brand; Multiple Branding; Brand Naming Process; Brand Logo, Symbol & Slogans; Brand Imitation and its factors.			34.5	
STUDENT SEMINAR / INTERNAL ASSESSMENT					
4 Brand Positioning	Brand Positioning & Repositioning; Brand Performance; Evaluation of Brand Performance.			46	
5 Digital Branding concepts	Concept of e-Brand; Role of e-Branding; Digital Brand Design; Concept of Social Media Branding.			58	

6Types of Branding	Concept of Corporate Branding; Concept of Regional Brands; Concept of Short-term Brands; Concept of Private Label Brands.	67.5
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Semester		III			
Course Title	Sales and logistics Management				
Course Code	MRMMT3.4	Credit	4.5		
Course Outcome	This objective of this course is to enable students understand the importance and dynamics of a firm's physical distribution functions and management of its supply chain.				
Scheme of Instruction					
Total Duration	67.5HRS	Class/Week	4	Hours /week	4
Instruction Mode	CHALK & TALK, PPT CLASS, SEMINARS, QUIZ etc.				
Scheme of Examination					
Maximum Score	50	Internal	15	End Semester	35
Course Mapping					
Units	Course Content				Lecture Hour (Cumulative)
	A. SALES MANAGEMENT				
1 Fundamental also of Personal Selling	Nature, Objectives and Importance of Selling; Types of Personal selling approach; salesmanship and sales management; process of effective selling; strategic sales management.				7.5
2 Sales Planning	Market analysis and sales forecasting; sales budget; sales territory; sales quota; Importance of Sales Planning.				15
3 Sales force Management	Recruitment and Selection; Training and Development; Motivating, Supervising and Compensating Sales Personnel; Controlling the sales effort; Evaluation of sales personnel; Sales and Cost Analysis.				22.5
STUDENT SEMINAR / INTERNAL ASSESSMENT					

4 Sales force assessment	SalesForceAppraisal&SalesAudit	30
B. LOGISTICS MANAGEMENT		
1 Introduction to Distribution logistics	Nature, Importance and scope of logistic decisions; Systems approach to Logistics; Integrated logistics; total cost concept; supply chain management-nature. Importance and interface with logistics.	37.5
2 Transportation and Physical Distribution	Importance and modes of transportation; selection of transportation modes; multi-modal transportation: Documentation and carrier liabilities. Interstate good movement and problems; Transportation management.	45
3 Warehouse	Role and modern concept of warehousing; Private vs. public warehousing; planning warehousing operations; site selection, warehouse layout, material handling; Warehouse Management	52.5
4 Order Processing	Importance to customer service; Model of performance measurement; Packaging and Utilization.	59
5 Retailing	Importance; Trends in Retailing	67.5

Semester		III			
Course Title	INTEGRATED MARKETING COMMUNICATION				
Course Code	MRMMT3.5	Credit		4.5	
Course Outcome	This course acquaints students with the concepts of promotion mix including advertising, sales promotion, public relation and publicity.				
Scheme of Instruction					
Total Duration	67.5 HRS	Class/Week	4	Hours/week	4
Instruction Mode	CHALK & TALK, PPT CLASS, SEMINARS, QUIZ etc.				
Scheme of Examination					
Maximum Score	50	Internal	15	End	35

			Semester
Course Mapping			
Units	Course Content	Lecture Hour (Cumulative)	
1 Integrated Marketing Communication	Concept, Promotion Mix.	11.5	
2 Advertising	Nature; Importance; Message Design; Types of Ad copy; Concept of Body Copy; Logo; Illustration, etc.	23	
3 Evaluation of Advertising Effectiveness	Pre, Post & Concurrent Testing	34.5	
STUDENT SEMINAR / INTERNAL ASSESSMENT			
4 Strategies of media and advertising	Media Planning & Scheduling; Advertising Agency – Functions; CAR.	46	
5 Sales Promotion	Meaning; Types; Push & Pull; Consumer & Trade Promotion.	57.5	
6 Public Relation & Publicity	Concept; Features; Methods – who are the public of the company.	67.5	

Semester		III			
Course Title	ACCOUNTING & FINANCE FOR MANAGEMENT				
Course Code	MRMMT3.6	Credit	3		
Course Outcome	The objective of this course is to provide students with an understanding of marketing strategy, pricing techniques and their interface.				
Scheme of Instruction					
Total Duration	45 HRS	Class/Week	4	Hours/week	4
Instruction Mode	CHALK & TALK, PPT CLASS, SEMINARS, QUIZ etc.				
Scheme of Examination					

Maximum Score	50	Internal	15	End Semester	35
Course Mapping					
Units	Course Content		Lecture Hour (Cumulative)		
	Module-I				
1 Introduction	ShareholdervalueModel-business valuecreatingprocessandtechniques.		5		
2 Basics concepts of cost accounting	Basicsofcostaccounting-costelements;costingmethods;costcontroltechniques;PricingTechniques.		11		
3 Business finance and other concepts	Foundationsofbusinessfinance-financingdecisionsinbusiness-capitalstructureandcostofcapital-investmentdecisions;RiskandReturnAnalysis.		17		
STUDENT SEMINAR / INTERNAL ASSESSMENT					
4 Accounting planning and budgeting	Planningprocessandbudgeting.		22		
	Module-II				
1 Impactof financial strategy on marketing	IntegrationofFinanceandmarketing-impactofmarketingdecisionsonfinancial performance-developinganunderstandingoffinancials strategy-marketingstrategyandtheirbenefits.		28		
2 Cost-benefit analysis of marketing strategy	Assessingcostsandbenefitsofvariousmarketingstrategies		34		
3 Customerprofitabilityanalysis	Customerprofitabilityanalysis-activitybasedcostingapproachtocustomerstoidentifycustomer-wisecostandprofitability.		40		
4 Shareholder	Creatingshareholdervaluethroughcreati		45		

value creation	ngvalueforcustomers.	
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Semester		IV	
Course Title	Marketing of services		
Course Code	MRMMT4.1	Credit	4.5

Course Outcome	This course acquaints students with the basic issues in services market ing and customer relationship management.				
Scheme of Instruction					
Total Duration	67.5HRS	Class/Week	4	Hours/week	4
Instruction Mode	CHALK & TALK, PPT CLASS, SEMINARS, QUIZ etc.				
Scheme of Examination					
Maximum Score	50	Internal	15	End Semester	35
Course Mapping					
Units	Course Content			Lecture Hour (Cumulative)	
1 Importance of Services Sector	Nature features and types of services; Difference between services and goods marketing; services marketing triangle.			13.5	
2 Environment for Services marketing:	Macro and Micro environments: understanding service customers- model of service consumer behaviour; customer expectation and perception; service quality and GAP model.			27	
3 Market segmentation and Selection	Service market segmentation; targeting and positioning.			41	
STUDENT SEMINAR / INTERNAL ASSESSMENT					
4 Services Marketing Mix	Need for expanded marketing mix: planning for service offer; pricing promotion and distribution of services; management of people, process and physical evidence; matching of demand and supply of services.			55	
5 Service pricing strategies and their models	Service pricing strategy (in details), Service delivery systems- models.			67.5	

Semester		IV
Course	Industrial Marketing	

Title					
Course Code	MRMMT4.2	Credit	4.5		
Course Outcome	This course familiarizes students with the application of marketing principles and tools to marketing of industrial products.				
Scheme of Instruction					
Total Duration	67.5HRS	Class/Week	4	Hours/week	4
Instruction Mode	CHALK & TALK, PPT CLASS, SEMINARS, QUIZ etc.				
Scheme of Examination					
Maximum Score	50	Internal	15	End Semester	35
Course Mapping					
Units	Course Content			Lecture Hour (Cumulative)	
1 Introduction	Concept of Industrial Marketing and its importance; Comparison of industrial marketing with consumer marketing; Definition of industrial product/ service; Characteristics of industrial marketing.			17	
2 Industrial Goods	Characteristics and classification: Capital and other goods; Film market; institutional market, and government market.			34	
3 Demand	Demand and product characteristics; user and their classification (standard industrial classification systems); regional concentration; vertical and horizontal markets; buying power of industrial users; buying motives of industrial buyers; industrial market segmentation; vendor development, vendor analysis and selection: buying stages; buying patterns and length of negotiations; frequency of purchase and size of order; direct purchases; reciprocity arrangements; outsourcing.			51	

STUDENT SEMINAR / INTERNAL ASSESSMENT		
4 Industrial marketing mix Strategy	Product planning and development; pricing decisions; promoting of industrial products role of personal selling; Channels of distribution for industrial products: channel strategy and logistics.	67.5

Semester		IV			
Course Title	Retail Management				
Course Code	MRMMT4.3	Credit	4.5		
Course Outcome	This course acquaints students with the need, significance, and operations of Retail Management.				
Scheme of Instruction					
Total Duration	67.5HRS	Class/Week	4	Hours/week	4
Instruction Mode	CHALK & TALK, PPT CLASS, SEMINARS, QUIZ etc.				
Scheme of Examination					
Maximum Score	50	Internal	15	End Semester	35
Course Mapping					
Units	Course Content			Lecture Hour (Cumulative)	
1 Basic of Retailing	Nature and importance of retailing; Contemporary retailing scene in India and marketing challenges; Wheel of retailing; retailing lifecycle; Types of retailing – ownership based, store based and non-store based retailing; Vertical marketing systems.			11.5	
2 Strategic Planning In Re	Understanding retailing environment and customers; Designing retailing information system and research.			23	

tailing		
3 Location and Organisational Decisions	Trading area analysis; site selection; Organisational patterns in retailing, Store format and size decisions, lay out and space Allocation, store ambience.	34
STUDENT SEMINAR / INTERNAL ASSESSMENT		
4 Merchandise Management	Product assortment decisions; Merchandise forecasting; Buying and handling merchandise; inventory management; Merchandise pricing; Merchandise labeling, packaging and display.	45
5 Retail Promotion	Building retail store image; role of atmosphere; layout planning; retail promotion mix strategy; retail store sales promotion schemes.	55
6 Concept of Retail brands	Some concepts.	67.5

Semester		IV			
Course Title	International Marketing				
Course Code	MRMMT4.4	Credit			4.5
Course Outcome	This course acquaints students with the need, significance, and operations of Retail Management.				
Scheme of Instruction					
Total Duration	67.5HRS	Class/Week	4	Hours/week	4
Instruction Mode	CHALK & TALK, PPT CLASS, SEMINARS, QUIZ etc.				
Scheme of Examination					
Maximum Score	50	Internal	15	End Semester	35

Course Mapping		
Units	Course Content	Lecture Hour (Cumulative)
1 Introduction of International marketing	Nature and significance; EPRG framework; Transition from domestic to transnational marketing; international market orientation- international market entry strategies- related distribution techniques.	9.5
2 International Marketing Environment	Economic, socio-cultural, political and legal environment; impact of environment on international marketing decisions.	19
3 Foreign market selection	Global market segmentation; selection of foreign markets; International positioning.	27
STUDENT SEMINAR / INTERNAL ASSESSMENT		
4 Product Decisions	Product planning for global markets; standardization vs. product adaptation: Management of international brands; Packaging and labeling.	36
5 Pricing Decisions	Environmental influences on pricing decisions; international pricing policies and strategies.	44
6 Promotion Decisions	Complexities and issues; international advertising.	52.5
7 Influence of culture	Cross cultural influence in international business.	61
8 Some important aspects of international marketing-	Ethical and social issues, EPZ, ECG, FTZ, EPS and INCOTERMS.	67.5

Semester	IV	
Course Title	PROJECT	
Course	MRMMT4.5	Credit
		7

Code					
Course Outcome	This course encourages the students to apply the knowledge acquired by them in preparing projects relating to real life issues revolving around areas like product planning, pricing, distribution, promotion etc. Students get an exposure in solving real life marketing related problems.				
Scheme of Instruction					
Total Duration	Contact & Non contact – 70 hrs	Class/Week		Hours/week	
Instruction Mode	Allotment of topic of mutual interest of guide & student to the candidate, literature review, formation of research objectives, data collection, analysis, writing the research report.				
Scheme of Examination					
Maximum Score	50	Internal	N.A	End Semester	50
Course Mapping					
Units	Course Content			Lecture Hour (Cumulative)	
STUDENT SEMINAR / INTERNAL ASSESSMENT					

Semester	IV				
Course Title	GRAND VIVAVOCE				
Course Code	MRMMP4.6	Credit	3		
Course Outcome	This grand vivavoce helps in acquainting students with the importance of overall knowledge of all the papers taught during the entire course. The main objective of this is to prepare the students to face interview both in the academic and also in the industrial sector.				
Scheme of Instruction					
Total Duration	N.A	Class/Week	N.A	Hours/week	N.A
Instruction Mode	CHALK & TALK, SEMINARS etc				
Scheme of Examination					
Maximum Score	50	Internal	N.A	End Semester	50
Course Mapping					
Units	Course Content			Lecture Hour	

		(Cumulative)
Not Applicable		