



# **LOYOLA ACADEMY**

**ALWAL, SECUNDERABAD 500 010**

(Autonomous and affiliated to Osmania University)

Re-accredited with 'A' Grade (3.50/4.00 CGPA) by NAAC

## **SYLLABUS Of B.Com. (Marketing)**

# **For the Academic Year 2022-2023**

**DEPARTMENT OF COMMERCE**



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## **SYLLABUS Of B.Com. (Marketing)**

# **For the Academic Year 2022-23**

Principal

Dean of Academics

Chairman, Board of Studies

Dean of Commerce/BBA



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## DEPARTMENT OF COMMERCE

### THE PROGRAM OUTCOMES FOR THE B.COM / BBA COURSES

**PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

**PO2 Development of Business Solutions:** Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

**PO3 Solving Research Problems and initiating Practical knowledge:** utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.

**PO4 Modern Business tools and Techniques:** explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.

**PO5 The Manager, the businessman, the entrepreneur and the Society:** Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.

**PO6 Environment and Sustainability:** Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.



**PO7 Globalization and Ethics:** Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

**PO8 Lifelong learning and Employability:** Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.



## LOYOLA ACADEMY

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### PROGRAMME SPECIFIC OUTCOME

### Of B.COM-Marketing

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**PS01:** To understand the nature and basic concepts of Accountancy & Marketing and how they are effectively helpful to business organizations.

**PS02:** To Analyze the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

**PS03:** To give them an understanding of the basic philosophies and tools of marketing management

**PS04:** To help the learners to understand the application of various management accounting tools in decision making

**PS05:** To Analyze Sales Planning and Control Market analysis and sales forecasting Methods

**SCHEME OF INSTRUCTION FOR B.COM (MARKETING)****I YEAR (2022-23) OF 2022-25 BATCH (CBCS)**

<b>I SEMESTER</b>			<b>II SEMESTER</b>		
<b>THEORY</b>			<b>THEORY</b>		
1	BE18101	Business English-I	1	BE18201	Business English-II
2	IC19101	Indian Heritage and Culture	2	VE18001	Value Education and Personality Development
3	BC22001	Business Organization and Management	3	CP22201	Business Laws
4	BC22002	Financial Accounting-I	4	BC22007	Financial Accounting-II
5	CP22103	Marketing Management	5	CP22201	Print Advertising
6	CP22104	Introduction to Advertising & Media	6	CP22203	Marketing Communication
<b>PRACTICALS</b>			<b>PRACTICALS</b>		
7	BC22004	Financial Accounting-I	7	BC22009	Financial Accounting – II
8	BC22001P	Business Organization and Management	8	CP22202	Print Advertising
9	CP22105	Fundamentals of Advertising and Media	9	CP22204	Marketing Communication (Core-
			10	PL18001	PLANET Program

**II YEAR (2022-23) OF 2021-24 BATCH (CBCS)**

<b>III SEMESTER</b>			<b>IV SEMESTER</b>		
<b>THEORY</b>			<b>THEORY</b>		
1	ES18101	Environmental Studies & Gender Sensitization	1	CP18401	E Commerce
2	G18CP1T	Marketing Management	2	CP18402	Marketing Research
3	CP18301	Visual Basic	3	CP18403	Applied Public Relations
4	CP18302	Advanced Accounting	4	CP18404	Business Laws
5	CP18303	Creativity in Advertising	5	CP18405	Corporate Accounting
6	CP18304	Business Organization & Management	6	CP18406	Radio Advertising
<b>PRACTICALS</b>			<b>PRACTICALS</b>		
7	G18CP1P	Marketing	7	CP18407	Web Programming
8	CP18305	Visual Basic	8	CP18408	Applied PR
9	CP18306	Advanced Accounting	9	BC18006	Corporate Accounting
10	CP18307	Creativity in Advertising	10	CP18410	Radio Advertising

**III YEAR (2022-23) OF 2020-23 BATCH (CBCS)**

<b>V SEMESTER</b>			<b>VI SEMESTER</b>		
<b>THEORY</b>			<b>THEORY</b>		
1	CP18501A/ CP18501B	Sales Promotion/Taxation (DSE-01)	1	BC18022/ BC18016	Auditing/HRM (DSE-3)
2	CP18502/ CP18019	Personal Selling & Salesmanship/International Marketing & Export Management (DSE-02)	2	CP18601/ BC18023	Management of Sales Force/Consumer behavior (DSE-4)
3	CP18503	Financial Management (Core-14)	3	BC18023	Entrepreneurship Development (Core-17)
4	BC18018	Cost Accounting (Core-15)	4	BC18024	Financial Statement Analysis (Core-18)
5	CP18504	Electronics Media & Advertising(Core-16)	5	CP18602	Marketing Communication (Core-19)
<b>PRACTICALS</b>			<b>PRACTICALS</b>		
7	CP18505	Multimedia-I	7	CP18603	Multimedia – II
8	CP18506	Electronics Media & Advertising	8	CP18604	Project Work



**Loyola Academy Degree and PG College**  
**B Com Marketing (2022-25) Choice Based Credit system**

Sem	Course-1	Course-2	Course-3	Course-4	Course-5	Course-6	Credits	Hours	Domain
I	Business English-I (3) AECC-1	Indian Heritage and Culture (2) AECC-2	Business Organization and Management (CORE-1) (5) (4L+2P)	Financial Accounting I (5) (5L+2P) CORE-2	Marketing Management (5+1)(4L+2P) CORE 3	Fundamental of Advertising & Media (5) (4+2P) CORE 4	25	29	AECC 2 CORE 4
II	Business English-II(3) AECC-3	Value Education Personality Development(2) AECC-4	Business Law(5) Core 5	Financial Accounting II (5) (4L+2P) CORE 6	Print Advertising (5) (4L+2P) CORE 7	Marketing Communication (3L+4P) CORE 8	26	29	AECC 2 CORE 4
III	FIT (3) (2T+2P) SEC-1	Principle of marketing (3) (2T+2P) GE	Advanced Accounting (5) (5) CORE-9	Business Statistics (5) (4L+2T) CORE 10	Brand Management (5) CORE 11	Creativity in Advertising (5) (4L+2P) CORE 12	26	29	GE 1 SECI CORE 4
IV	The Practice of Life & General Insurance Or Social Media (3) (3) SEC	Direct Taxes (5) (4L+2P) CORE 13	Corporate Accounting (5) (5) CORE 14	Marketing Research (5) (5) CORE 15	Applied Public Relations (5) (4L+2P) CORE 16	Environmental Studies & Gender Sensitization (2)(2) AECC-5	25	29	SEC 1 CORE 4 AECC-1
V	Business Economic (4) (3T+2PP) GE	a. Cost Accounting b. Financial Planning & Performance c. Theory of GST (5) (4T+2P) DSE 1	a. Financial Statement Analysis b. Financial Management c. Auditing Accounting Standards (5) (4T+2P) DSE 2	a. Sales Promotion b. E Commerce c. Entrepreneur Development (5) DSE-3	Electronic Media & Advertising (5) (4L+2P) CORE-17		24	29	GE 1 DSE3 CORE1
VI	RM & Project Report (5)(2T+4R)	a. Advanced Cost Accounting b. Financial Control c. Human Resource Management (5) (5) DSE 4	a. Personal selling & Salesmanship b. International Marketing c. Consumer Behaviour (5) (5) DSE 5	a. Management of Salesforce b. Media Management c. International Advertising (5) (5) DSE-6	Multimedia-II (5) (3T+4P) CORE-18		24	29	DSE 3 CORE 1



Legends: 1. Ability Enhancement Compulsory course	05	Total	150	174
2. Generic Elective	01			
3. Skill Enhancement Course	02			
4. Core	21			
5. Discipline Specific Elective	06			
6. Project	01			
7. GE Interdisciplinary (principle of marketing)	01			

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**YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS  
DEPARTMENT OF COMMERCE - B.COM MARKETING  
FIRST YEAR-FIRST SEMESTER  
THE ACADEMIC YEAR 2022-2023 OF 2022-25 BATCHES (CBCS)**

Sl. No.	Part	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (Hrs.)	Marks			Credits
						Internal	External	Total	
1	I	BE18101	Business English-I (AECC-1)	3	3	40	60	100	3
2	I	IC 19101	Indian Heritage and Culture (AECC-2)	2	2	40	60	100	2
3	II	BC22001/	Business Organization and Management (Core-1)	4	3	40	60	100	4
4	II	BC22002/	Financial Accounting-1(Core-2)	5	3	40	60	100	4
5	II	CP22103	Marketing Management (Core-3)	5	3	40	60	100	5
6	II	CP22104	Fundamentals of Advertising & Media (Core-4)	4	3	40	60	100	4
<b>PRACTICALS</b>									
7	II	BC22004	Financial Accounting-I	2	3	40	60	100	1
8	II	BC22001P	Business Organization and Management	2	3	40	60	100	1
9	II	CP22105	Fundamentals of Advertising and Media	2	3	40	60	100	1
<b>Total</b>				29		360	540	900	25

\*Ability Enhancement Compulsory Course (AECC)



## BUSINESS ENGLISH - I

**Credits: 3**

**Subject Code: BE 18101**

**I Year /I Semester**

**No. of lecture hours: 45**

### Objectives:

- To make them significantly improve their ability to write effective business communication.
- To help students meet a wider range of writing demands in business context to suit a varied clientele.
- To make them understand basic expressions, questions and statements about self and work in predictable situations.
- To develop collaborative group communication and writing skills.

**Outcome:** Students will be able to comprehend and apply block style layout of letter writing and other business communication related to it.

### COURSE OUTCOMES:

**CO1.** Students will be able to identify elements, forms and style of letters and will be able to create quotations related to inviting, sending and placing orders.

**CO2.** Students will be able to identify qualities and functions of a Sales Letter in order to enable them use the format of a Sales Letter.

**CO3.** To understand and write the functions, structure and types of Memorandum and design a notice, agenda and minutes.

**CO4.** To demonstrate the guidelines for answering and making effective telephone calls in order to enable understand and implement Note making.

**CO5.** To have a better understanding of scanning and proof-reading incomprehension.

### UNIT-I

**9 Hrs**

#### Structure and Layout of Letters, Quotations, Orders & Tenders

Elements, forms and style of letters	3
Inviting and sending quotations & Tenders	4
Placing orders	2

### UNIT-II

**9 Hrs**

#### Sales Letters

Qualities and Functions of a Sales letter	2
Format of a Sales letter	3
Specimen Sales letter	4

### UNIT-III

**9 Hrs**

#### Memorandum, Notices, Agenda and Minutes

Functions and structure of a memorandum	1
Types of memorandum	1
Specimen memorandum	1
Format of Notice, Agenda and Minutes	3
Specimen notices, agenda and minutes	3



<b>UNIT-IV</b>	<b>9 Hrs</b>
<b>Telephone skills and Note making</b>	
Making effective telephone calls	1
General guidelines for answering the telephone	1
How to note down telephone messages	2
Format of note making	2
Specimen note making	3
<b>UNIT-V</b>	<b>9 Hrs</b>

**Reading Comprehension**

Strategies for reading comprehension	2
Aspects of efficient reading	2
Speed, accuracy skimming, scanning and proof reading	2
Factual comprehension	1
Specimen comprehension	2

**TEXT BOOK**

Sharma, R.C., and Krishna Mohan. 2010. **Business Correspondence and Report writing.** Tata McGraw Hill Publishing Company Limited, New Delhi.

**BOOKS RECOMMENDED**

1. Dutt, Kiranmai P., Raghavan, Geetha and Prakash C.L.N. 2011. **A Course in Communication Skills.** Cambridge University Press, New Delhi.
2. Gruscendorf, Marion. 2007. **English for Presentations.** Oxford Publication Oxford, U.K.
3. Pal, Rajendra, and Sulthan, Korlahalli J.S. 2010. **Essentials of Business Communication.** Sultan Chand & Sons Publishers, New Delhi.
4. Rai, Urmila, and Rai, S.M. 2002. **Business Communication.** Himalaya Publishing House, Mumbai.



## INDIAN HERITAGE & CULTURE (THEORY)

**Credits : 2**  
**Subject code : IC 19101**

**I Year / I Semester**  
**No. of lecture hours: 30**

### Objectives:

- To apprise the students with a sound background of Indian Culture.
- To equip the students with social & community problems of India.
- To prepare the student for civil service exams where Indian Heritage & Culture paper is compulsory for all the streams.

**Outcome:** Students will be knowledgeable about Indian customs and traditions and will also be able to attempt competitive exams.

### COURSE OUTCOMES:

- CO1.** Understand better about the origin of ancient Indian culture and the contributions of great rulers from both north and south India for Indian culture in ancient days.
- CO2.** Indicate how Persian culture entered into India and its influence.
- CO3.** Express how Indian orthodox society turn into modern and western lifestyle in 19th century.
- CO4.** Point out the various challenges faced by the youth of Indian society, the evils of terrorism and its impact on society.
- CO5.** Identify and express various gender issues like women rights and LGBT issues.

### UNIT-I

**No. of hours: 6**

#### INTRODUCTION – IMPACT OF GEOGRAPHY ON INDIAN CULTURE:

- Meaning of culture – Characteristics of Indian Culture, Caste system
- Indus Valley Civilization and Vedic/Aryan Culture
- Golden Age of Indian Culture – Mauryas and Guptas, Satavahavas, Pallavas, Cholas.

### UNIT-II

**No of hours: 6**

#### MEDIEVAL INDIA – INFLUENCE OF ISLAM ON INDIAN CULTURE:

- Cultural Development under the Delhi Sultanate and Mughals
- Contribution of Sher Shah and Akbar to Indian Administrative System
- Cultural Achievements of Vijayanagara and Kakatiya rulers
- Fine Arts – Sculpture, Painting, Music and Dance

### UNIT-III

**No of hours: 6**

#### INDIAN RELIGION AND IMPACT OF WEST:

- Western Education – Socio Religious Reform Movement
- Rise of Indian National movement – Mahatma Gandhi – Non violence and Satyagraha – Eradication of untouchability
- Ishwara Chandra Vidyasagar and Veerasalingam – Emancipation of women and struggle against caste.
- Hinduism – Islam – Christianity – Sikhism – Zoroastrianism – Jainism and Buddhism

### UNIT-IV

**No of hours: 6**

#### CHILDREN AND YOUTH ISSUES:



- Child Abuse, Child Labour – Effects of Abuse on Children
- Youth Unrest – Important agitations and movements by Youth
- Terrorism – Causes and Consequences
- Alcoholism, Drug Addiction and other deviations

#### UNIT-V

No of hours: 6

#### WOMEN, GENDER RELATED ISSUES AND RIGHTS

- Violence against Women – Transgender issues – LGBT
- Know your Rights – Classification of Rights and Importance
- Changing local and national politics – Making our world a better place

#### REFERENCE BOOKS:

1. Jha, Dr K.N. 2006. **Studies in ancient & Medieval India.** COSMOS Book Hive Ltd: Gurgaon.
2. Mahajan, V.D. 2008. **Ancient India.** S. Chand, New Delhi.
3. Manasseh, Dr P. 2010. **An Overview of Indian Culture.** Gamaleil Publishers, Hyderabad.
4. Malpani, Madanlal & Malpani, Shamsunder. 2014. **Indian Heritage and Culture.** Kalyani Publishers, Ludhiana.
5. Mhaske, Dr R.H. 2012. **Human Rights, Social Justice and Political Challenges.** Chandralok Prakashau, Kanpur.
6. Singh, Gurdip & Ahuja, V.K. 2012. **Human Rights in 21<sup>st</sup> Century.** Universal Law Publisher, New Delhi.



## BUSINESS ORGANISATION & MANAGEMENT

**Credits: 4**

**Subject code: BC22001**

**Semester: I**

**No. of lecture hours: 60**

**Objectives:**

- To understand the basics of management concepts and its various dimensions to support the business process
- To identify the functional areas of human resource management and its importance in the overall organizational development

**Outcome:** Students will gain knowledge about different forms of Business Organization and various management concepts and theories.

**COURSE OUTCOMES:**

**CO1:** Identify and interpret the various principles and importance of management

**CO2:** Explain and demonstrate the uses of planning and organizing

**CO3:** Classify and combine the various techniques of control and coordination.

**CO4:** Point out and develop the essence of motivation and direction to the students

**CO5:** Interrelate and understand the essence of leadership and the importance of communication

**UNIT-I**

**12 Hrs**

**Business organization**

Concepts – Industry – trade – Commerce

Business : Objectives of business organization

Forms of business organizations

Salient features sole proprietorship – partnership – cooperatives –

Companies – promotion & in Corporation of a company.

4  
4  
7

**UNIT-II**

**12 Hrs**

**Industrial Finance**

Long term – fixed vs working capital –

Over & under capitalization –

Sources of corporate finance –

Shares debentures – under writing –

Stock exchange – functions working – services.

3  
2  
1  
3  
3

**UNIT-III**

**12 Hrs**

**Management**

Definition – meaning – nature – university of management –

Management & administration –

Effective management – importance of management –

Principles & functions of management –

Integrated approach to management –

Schools of management thought –

Different approaches to management –

Scientific management meaning – features – Objectives – criticisms.

1  
2  
1  
2  
1  
1  
3  
1



<b>UNIT-IV</b>	<b>12 Hrs</b>
<b>Fundamentals of Planning</b>	
Definition – features – pervasive nature of planning	1
Importance – steps in planning –	1
Types of plans –	1
Limitations of planning –	1
Making planning effective – organizing – authority – power –	1
Sources of authority & responsibility & accountability –	2
Delegation of authority –	1
Decentralization & centralization – departmentation –	2
Types of organizations – line & staff – causes of conflict between line & staff.	2

<b>UNIT-V</b>	<b>12 Hrs</b>
<b>Coordination</b>	
Meaning – need – principles – techniques –	2
Distinction between coordination &	
Cooperation – span of supervision –	2
Factors determining span of supervision – control –	4
Steps – process – requisites of a good control system.	4

**SUGGESTED READING:**

1. Singh, B.P. & Chhabra, T.N. **Business Organisation and Management**. New Delhi: Sun India Publications.
2. Shankar, Gauri. **Modern Business Organisation**. New Delhi: Mahavir Book Depot.
3. Tulsian, P.C. **Business Organisation & Management**. New Delhi: Pearson Education.
4. Tripathi, P.C. **Principles of Management**. New Delhi: Tata McGraw Hill Publishing.
5. Barry, Jim, Chandler, John, Clark, Heather. **Organisation and Management**. New Delhi: Thompson Learning.
6. Bushkirk, R.H. **Concepts of Business: An Introduction to Business System**. New York: Dryden Press.
7. Douglas, MCgregor. **The Human Side of Enterprise**. New York: McGraw Hill.
8. Kotler, Philip. **Marketing Management: Analysis, Planning, Implementation & Control**. New Delhi: Prentice-Hall of India.
9. Buffa, Elwood S. **Production/Operations Management**. New Delhi: Prentice Hall of India.



**BUSINESS ORGANIZATION**  
**(PRACTICALS)**

**Credits : 1**

**Subject Code: BC22001P**

**I Year / I Semester**

**No. of lecture Hours: 30**

**Objectives:**

- To acquaint the students with the basics of Commerce and Business; concepts and functions of Business Organization.
- To get knowledge about company systems

**Learning Outcomes:**

- The students will gain knowledge about different form of organization and various management concepts & theories

**Entrepreneur**

**10 Hrs**

LAB WORK: The students should go through and present case studies of entrepreneurs – success and failures.

**Sole proprietorship**

**10 Hrs**

LAB WORK: The students are expected to go through partnership deed and prepare a simple partnership deed.

**Joint Stock Company**

**10 Hrs**

LAB WORK: The students are expected to know the formalities of registration of a company including documents.

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## FINANCIAL ACCOUNTING – I

**Credits: 4**  
**Subject Code: BC22002**

**I Year / I Semester**  
**No. of lecture hours: 75**

**Objectives:**

- To make the students acquire the conceptual knowledge of accounting
- To equip the students with the knowledge of accounting process and preparation of final accounts

**Outcome:** Students will be able to prepare financial statements in accordance with generally accepted accounting principles.

**COURSE OUTCOMES:**

- CO1.** Describe the need and importance of accounting.
- CO2.** Explain about subdivision of journal
- CO3.** Compare the cashbook and passbook balances to reconcile the difference.
- CO4.** Analyze the financial position of an organization
- CO5.** Identify the mistakes in books of accounts and helps in correcting them.

**UNIT- I 15**

**INTRODUCTION**

- Introduction 1
- Need for accounting — definition 1
- Meaning – features – objectives 1
- Functions – systems and bases and scope of accounting 1
- Books keeping & accounting – branches of accounting – advantages – limitations 2
- Basic terminology used – accounting concepts and conventions 1
- Accounting equation 1
- Classification of accounts – rules of double entry system 1
- Journalizing – posting to ledgers – balancing of ledgers 7

**UNIT – II 15**

**SUBSIDIARY BOOKS**

- Subdivision of journal – preparation of subsidiary books 5
- Different types of cash book – simple cash book, 2
- Cash book with cash and discount columns 3
- Cash book with cash and bank columns 2
- Cash book with cash discount and bank columns and petty cash book. 3



**UNIT-III**

**BANK RECONCILIATION STATEMENT 15**

- Bank reconciliation statement – need – reasons for difference between cash book and pass book balances 3
- Simple problems on favorable balance 5
- Simple problems on overdraft balances 3
- Ascertainment of correct cash book balance 4

**UNIT – IV**

**TRIAL BALANCE AND FINAL ACCOUNTS 15**

- Trial balance – meaning – objectives 3
- Methods of preparation 2
- Final accounts – preparation of manufacturing, trading, profit & loss account and Balance Sheet 7
- Adjusting and closing entries 3

**UNIT-V**

**ERRORS AND RECTIFICATION 15**

- Errors and their rectification 2
- Types of errors 3
- Rectification before and after preparation of final accounts 5
  
- Suspense account – effect of errors on profit 5

**BOOKS RECOMMENDED:**

1. Jain, S.P. and Narang, K.L. 2011. **Financial Accounting Part-1**. 11th Revised edition Kalyani Publishers, New Delhi.
2. Gupta, R.L. and Radha Swamy. 2001. **Advanced Accountancy – Volume-I**. 10th edition Sultan Chand & Sons. , New Delhi.
3. Maheswari, S. N. and Maheswari, S.K. 2004. **Advanced Accountancy – Volume-I**. 9<sup>th</sup> edition Vikas Publishing house Pvt. Ltd: New Delhi.
4. Wings, Tally, Focus – **Accounting packages** – BPB publications.
5. Manual provided by Wings, **Tally solutions and Focus Accounting packages**.



## FINANCIAL ACCOUNTING – I PRACTICAL

**Credits: 1**

**Subject Code: BC22004**

**I Year / I Semester**

**No. of lecture hours: 30**

**Objectives:** To develop the skills of recording financial transactions and preparation of reports using computers

**Outcome:** Students will be independently able to apply theoretical knowledge to practical accounting.

**Computer Work:** Computerized accounting: Meaning and features – advantages and disadvantages of computerized accounting: creating an organization – grouping of accounts – creation of accounts – creation of inventory – creation of stock groups – stock categories, units of measurement – stock items – entering of financial transactions – types of vouchers – voucher entry – editing and deleting of voucher numbering – customization of vouchers.

**Computer lab work:** Preparation of sales register, purchase register, journal proper, debit note register, credit note register and different cash books including interest and discount transactions using computers.

**Computer lab work:** Preparation of trial balance, trading, profit and loss account and balance sheet using computers.

**Computer lab work:** Rectification of errors using computers.

**Computer lab work:** Preparation of bank reconciliation statement using computers.

**Accounting packages:** Wings, Tally, Focus.

### Reference:

1. Nadhani, AK. And Nadhani. KK. 2010. **Comprehensive Guide for Tally 9**. BPB Publications
2. Kogent Solutions Inc. 2010. **Tally 9 in Simple Steps**. Dreamtech Press.
3. Dr. Agrawal Namrata and Agrawal Sanjay. 2011. **Tally 9**, Dreamtech Press.



## MARKETING MANAGEMENT.

**Credits: 4**

**Subject Code: CP22103**

**Semester: I Year/I semester**

**No. of lecture hours: 75**

**Objectives:** The course contents help the students to understand the concept of marketing and its applications.

**Outcome:** Students will be able to examine management policies, functions and practices in context of organization growth and development.

### **COURSE OUTCOMES:**

**CO1.** Explain the concept of marketing and sketches the marketing environment.

**CO2.** Classify the market and identifies the various market segments

**CO3.** Point out the marketing mix with reference to product and price

**CO4.** Analyze the promotion mix and the channels of distribution.

**CO5.** Explain service marketing mix and points out the importance of direct and online marketing.

### **UNIT-I**

**15 Hrs**

#### **INTRODUCTION**

Marketing Management – Definition – nature and scope

3

Core concepts- Production concept – selling concept – marketing concept

3

Societal marketing concept

3

Marketing tasks selling vs. marketing

3

Marketing orientation vs. production orientation.

3

### **UNIT -II**

**15 Hrs**

#### **PRODUCT**

Definition of product – levels of product

Classification of product – product line decisions –

2

Product mix decisions

1

Brand decision – packing and labeling –

2

New product development – product life cycle.

2

#### **PRICE**

Concept – definition – setting the price –

2

Geographical pricing – price discounts and allowances –

2

Promotional pricing.

2

**15Hrs**

### **UNIT - III**

#### **MANAGING MARKETING CHANNELS**

Channel functions – flows – channel levels – channel design decisions –

3

Analyzing customer's desired service output levels –

3

Establishing objectives and constraints –

Identifying major channel alternatives.

**B. Com Marketing**

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3



Evaluating the major alternatives – channel dynamics VMS – HMS	
Multi channel marketing systems – conflict, co-operation and competition	3
Legal and ethical issues in channel relations.	3
<b>UNIT -IV</b>	<b>15 Hrs</b>
<b>DEALING WITH COMPETITION</b>	
Michael Porter’s five forces determining segment structural attractiveness	4
Designing competitive intelligence system —	
Selecting competitors to attack and to avoid	3
Designing competitive strategies — market leader strategies —	
Market challenger strategies — market follower strategies —	8
Niche strategies.	
<b>UNIT—V</b>	<b>15 Hrs</b>
<b>MARKETING &amp; SOCIETY</b>	
Social criticism of marketing- Impact of marketing on	
Individual consumers, society & other businesses.	3
Citizens and public actions to regulate marketing-Consumerism	3
Environmentalism-	2
Public actions to regulate marketing.	2
Business actions towards socially responsible marketing —	3
Enlightened marketing — Marketing Ethics.	2

**BOOKS RECOMMENDED:**

1. Philip, Kotler, Grey, Armstrong, Prafulla, Y Agnihotri. & Ehsan, Ul Haque, 2011. “**Principles of Marketing**”. (13th edition.) Pearson Pub.
2. S A, Sherlakar. 2011. “**Marketing Management**”. (13<sup>th</sup> revised and enlarged edition.) Himalaya Pub.
3. Dr. K. Karunakaran. 2012. “**Marketing Management**”. (3<sup>rd</sup> revised edition.) Himalaya Pub.



## FUNDAMENTALS OF ADVERTISING & MEDIA

**Credits: 3**

**Subject Code: CP22104**  
**60**

**Semester: I Year/I semester.**

**No. of lecture hours :**

### OBJECTIVES

To familiarize the basic concepts of advertising & media and its features

To understand the procedures involved in the advertising & media process and its applications

**Outcome:** Students will be able to apply basic advertising theories and principles to practice

### COURSE OUTCOMES:

**CO1:** Apply basic advertising theories and principles to practice

**CO2:** Identify arts knowledge with the principles of advertising in order to create effective advertising campaigns.

**CO3:** Analyze the expanding environment of Mass media and communication techniques.

**CO4:** Evaluate how current industry trends and issues impact the future of advertising

**CO5:** Develop creative solutions to address advertising and challenges.

### UNIT-I

**12 Hrs**

- |   |   |
|---|---|
| • Definition-advertising, meaning,            | 1 |
| • Advertising objectives,                     | 1 |
| • Benefits and criticism of advertising,      | 2 |
| • Role of advertising in marketing,           | 2 |
| • Advertising and other communication methods | 2 |
| • Advertising and publicity                   | 1 |
| • Advertising and Public relations            | 1 |
| • Evolution of Indian advertising.            | 2 |

### UNIT –II

**12 Hrs**

Advertising Media - Types of media

- |  |   |
|--|---|
| a) Print Media:-Newspapers, Magazines Rate structures,   | 2 |
| b) Broadcast Media: - Radio, Television, Cinema,<br>Video, Cable Networks Performances, Advantages,  | 2 |
| c) Out-door media: - forms, Advantages, Limitations,<br>Transit Advertising, Aerial Advertising,<br>Forms of Aerial advertising,                     | 2 |
| d) Direct Mail: - Advertising Literature or Circular advertising,<br>Uses of direct mail characteristics a direct mail production programme,         | 2 |
| e) Point of Purchase: - forms of POP, Advertising,<br>Advantages, Limitations, Designing, POP material,<br>Indian media scene, posters, Bill boards, | 2 |



- f) Internet advertising: Importance, advantages meaning limitations. 1
- g) Introduction to Digital Advertising, 1  
Forms of Digital Advertising,  
Products of different forms of digital advertising

**UNIT-III** **12 Hrs**

- Types of Advertising – product service, 1
- Institutional, 1
- Corporate, 1
- Non-profit, public 1
- Service, 1
- Financial, 1
- Global 1
- Industrial. Advertising to the consumer market, 1
- National trade, retail/local, Wholesale, 2
- Direct response, professional advertising. 2

**UNIT-IV** **12 Hrs**

- Advertising Agency – 1  
Evolution of advertising agency in India, 1
- Selection of advertising agency 1
- Client servicing, 2
- Account planning 2
- Creative department, 2
- Copy department 1
- Art department, 1
- Production department, 1
- Media-planning department

**UNIT-V** **12 Hrs**

- ADVERTISING process for print media 2
- Communication objectives, 2
- Creative objectives, 2
- Advertising objectives persuasion, personal influence, 3
- Diffusion, DAGMAR approach. 3

**BOOKS RECOMMENDED:**

1. Shankar, Amita. **Essential of Advertising**
2. Datta Sorbjit. **Advertising today**
3. Russel & Lane Kleppner. 1996. **Adertising Procedure 13<sup>th</sup> edition USA.**
4. Chunnawala, S. A. 2001. **Advertising ,Sales and Promotion Management**, Kalyani Publishers: Hyderabad
5. Bovee & Arens. 1994. **Contemporary Advertising** (5<sup>th</sup> edition) Mac Millian India Ltd



6. White Roderick. 2000. **Advertising** (4<sup>th</sup> edition) Megrawhili Publishing Company
7. Bhatia, R.C. 2003 **Marketing Communication & Advertising** Galgotia Publisher: New Delhi
8. Kuegler, J. R. Thomas. 2000 **Web Advertising and Marketing** (3<sup>rd</sup> edition) PHI: USA



## FUNDAMENTALS OF ADVERTISING & MEDIA

**Credits: 1**

**Subject Code: CP22105**

**Semester: I Year/I semester**

**No. of lecture hours: 30**

**Objective:** Plan and implement basic research and interpret research results as they apply to advertising campaigns

**Outcome:** Students will be independently able to apply theoretical knowledge to practical advertising.

### PRACTICALS

1. Comparison of different types of existing advertising and
2. Critically writing comments on the commercials in print,
3. Critically writing comments on the commercials in electronic media.
4. Preparation of a dummy communication objective for Advertising a Product & Service.
  - a) Consumer durable
  - b) Consumer non durable
  - c) Serviceadvertising
  - d) Government advertising
  - e) Public service advertising
  - f) Industrial advertising
  - g) Institutional or Corporate advertising
  - h) Global advertising



**YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS  
DEPARTMENT OF COMMERCE - B.COM MARKETING  
FIRST YEAR-SECOND SEMESTER  
THE ACADEMIC YEAR 2022-2023 OF 2022-25 BATCH (CBCS)**

Sl. No.	Part	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (Hrs.)	Marks			Credits
						Internal	External	Total	
1	I	BE18201	Business English-II (AECC-3)	3	3	40	60	100	3
2	I	VE18001	Value Education and Personality Development (AECC-4)	2	2	40	60	100	2
3	II	CP22201	Business Laws (Core-5)	5	3	40	60	100	5
4	II	BC22007	Financial Accounting-II (Core-6)	4	3	40	60	100	4
5	II	CP22201	Print Advertising (Core-7)	4	3	40	60	100	4
6	II	CP22203	Marketing Communication (Core-8)	3	3	40	60	100	3
<b>PRACTICALS</b>									
7	II	BC22009	Financial Accounting – II	2	3	40	60	100	1
8	II	CP22202	Print Advertising	2	3	40	60	100	1
9	II	CP22204	Marketing Communication	4	3	40	60	100	2
10	III	PL18001	PLANET Program	-	-	-	-	-	1
<b>Total</b>				29		360	540	900	26



**BUSINESS ENGLISH - II**

**Credits: 3**  
**Subject Code: BE18201**

**I Year/II Semester**  
**No. of lecture hours: 45**

**Objectives:**

- To make them significantly improve their ability to write effective business communication.
- To help students meet a wider range of writing demands in business context to suit a varied clientele.
- To make them understand basic expressions, questions and statements about self and work in predictable situations.
- To develop collaborative group communication and writing skills.

**Outcome:** Students will be able to synthesize the theoretical knowledge of business communication through report writing and letter writing.

**COURSE OUTCOMES:**

**CO1.**Students will be able to identify the elements of Claim and Adjustment letters.

Students will also be able to draft Claim letters and Adjustment letters.

**CO2.**They will be able to identify nature and types of credit letters.

Students will be able to recognize tone and style of Collection letters.

**CO3.**Students will comprehend the general guidelines to write Application letters and Resumes.

They will also be able to execute the form and content of an Application letter and Resume.

**CO4.**Students will also be able to understand characteristics and importance of Business Reports.

They will also be able to prepare a good Business report.

**CO5.**Students will be able to understand the techniques of describing Machines and Mechanisms.

They will also be able to describe and create good Technical Reports.

<b>UNIT-I</b>	<b>9</b>
<b>Hrs</b>	
<b>Claim Letters and Adjustment Letters</b>	
Hints for Drafting Claim Letters and Adjustment Letters	2
Elements of Claim and Adjustment Letters	2
Specimen Claim and Adjustment Letters	5
 <b>UNIT-II</b>	 <b>9</b>
<b>Hrs</b>	
<b>Credit Letters and Collection Letters</b>	
Nature of a Credit Letter	1



Types of Credit Letters	2
Tone and Style of Collection Letters	1
Examples of Credit and Collection Letters	5

**UNIT-III** **9**

**Hrs**

**Job Applications Letters and Resume writing**

Importance and Functions of an Application Letter	1
General Guidelines to write Application Letters and Resumes	1
The Form and Content of an Application Letter	1
Preparing a Resume	2
Specimen Application Letter and Resume	4

**UNIT-IV** **9**

**Hrs**

**Report Writing – I (Business Report)**

Characteristics of a good Business Report	1
Importance of Business Reports	1
Types and Functions of Business Reports	2
Preparing a Business Report and Specimen	2
Specimen Business Reports	3

**UNIT-V** **9**

**Hrs**

**Report Writing – II (Technical Reports)**

Techniques of Description	2
Describing Machines and Mechanisms	2
Describing Process	1
Sample Descriptions	2
Specimen Technical Reports	2

**TEXT BOOK**

Sharma, R.C., and Krishna Mohan. 2010. **Business Correspondence and Report writing.** Tata McGraw Hill Publishing Company Limited, New Delhi.

**BOOKS RECOMMENDED**

1. Dutt, Kiranmai P., Raghavan, Geetha, and Prakash C.L.N. 2011. **A Course in Communication Skills.** Cambridge University Press, New Delhi.
2. Gruscendorf, Marion. 2007. **English for Presentations.** Oxford Publication Oxford, U.K.
3. Pal, Rajendra, and Sulthan, Korlahalli J.S. 2010. **Essentials of Business Communication.** Sultan Chand & Sons Publishers, New Delhi.
4. Rai, Urmila, and Rai, S.M. 2002. **Business Communication.** Himalaya Publishing House, Mumbai.



## VALUE EDUCATION & PERSONALITY DEVELOPMENT

**Credits : 2**  
**Subject code : VE18001**

**I Year / Semester**  
**No. of lecture hours: 30**

**Objective:** To produce intellectually competent, morally upright, socially committed, spiritually inspired citizens in the service of the nation and the world.

**Outcome:** Students will be transformed into conscientious citizens through holistic education and contribute to nation building.

### **COURSE OUTCOMES:**

**CO1:** Students will be able to differentiate Accepted norms and Counter values and be able to identify the various Dimensions of Human Development.

**CO2:** Students will be able to demonstrate Love and Experience of God and identify the Basic Issues of Life and Happiness as a life goal.

**CO3:** They will be able to understand the importance of Concern for others and critique the various problems that deter the growth of the society.

**CO4:** The students will be able to recognize the traits of a good personality and practice Self-exploration.

**CO5:** Students will be able to interpret the Purpose of Life and Goal Setting and demonstrate Self-management.

### **UNIT- I**

**No. of hours:**

**6**

#### **INTRODUCTION TO ETHICS**

- Why Value Education?
- Reasons to have Ethics for Life
- Accepted Norms and Counter Values
- Dimensions of Human Development: Physical, Intellectual, Emotional, Moral, Spiritual and Social

### **UNIT-II**

**No of hours: 6**

#### **APPROACH TO LIFE**

- Conscience and Pseudo-Conscience
- Happiness as Life-goal
- Values revealed and lived in Religions
- Experience of God
- Love: The three components of Love
- Some of the basic stages and issues of Life: Family, Love, Sex, Marriage

### **UNIT-III**

**No of hours: 6**

#### **CONCERN FOR OTHERS**

- Self and Another
- Human Context
- Moral Problems of a Society / True Society : Social Desire, Social Fear, Social Silence, Social Indifference



**UNIT-IV**  
**TRANSFORMATION OF SELF**

**No of hours: 6**

- Definitions of personality
- Characteristics of personality
- Elements of personality
- Traits of good personality
- Self-Identity, self concept
- Self-Discovery, self-acceptance
- Self-Esteem

WORK SHEET (1): Self Estimation

**UNIT-V**  
**LIFE ENRICHMENT SKILLS**

**No of hours: 6**

- Purpose of life - Goal setting
- Characteristics of Goals
- Building Relationships
- Time Management
- Stress Management
- Emotional Management
- Conflict Management
- Team Management (Group Dynamics)

WORK SHEETS (1) & (2): 1) Anger Management  
2) Team Management

**TEXT BOOKS:**

1. *Human Values - Development Programme - AIACHE*
2. *In Harmony*



## BUSINESS LAWS

**Credits: 3**  
**Subject Code: CP22201**

**Semester: II**  
**No. of lecture hours: 45**

### Objectives:

- To equip the students about the basic framework of the Indian Business Laws.
- To understand the cases and practical problems relating to the sale of goods act.

**Outcome:** Students will gain knowledge in Indian contract Act, sale of goods Act, intellectual property rights, consumer protection Act and also company law.

### COURSE OUTCOMES:

**CO1.** Demonstrate an understanding of the legal environment of the business.

**CO2.** Explain legality of object and consideration, discharge of a contract and remedies available.

**CO3.** Identify the recognition of transactions involving the sales of goods act.

**CO4.** Dramatize the application of consumer protection act.

**CO5.** Recognize intellectual property rights and introduction to IT act 2000 and right to information act.

### UNIT-I 9 Hrs

#### Contract Act

Agreement and contract – Definition, meaning – Essentials of a valid Contract – types of contracts	2
Offer and acceptance – definition – essentials of a valid offer And acceptance – communication and revocation of offer and acceptance	1
Consideration – definition and importance – essentials of a valid Consideration – the doctrines of ‘stranger to contract’ and ‘No consideration – No contract’	2
Capacity to contract – special rules regarding minors agreements	2
Consent – free consent – flaw in consent – coercion – undue influence – Fraud – misrepresentation and mistake	2

**9 Hrs**

### UNIT-II

#### Discharge of contract

Legality of object and consideration – illegal and immoral agreements – agreements opposed to public policy	3
Agreement expressly declared to be void-wagering agreements And contingent contracts	1
Discharge of a contract – various modes of discharge of a Contract breach of contract – types remedies for breach of a contract	5

### UNIT-III

#### Sale of goods Act

Contract of sale: Definition: features – definition of the term goods – types of goods – rules of transfer of property in goods	2
Differences between sale and agreement to sell – Rights of an unpaid seller	2
Conditions and warranties – meaning and distinction – express and implied conditions and warranties – sale by non-owners – auction sale	5

**9 Hrs**



**UNIT-IV**

**Consumer Protection Act**

**9 Hrs**

Definitions of the term consumer – structure of Consumer

Protection Act 1986 - unfair trade practices - restrictive

Trade practices and complaints

3

Rights of consumers – consumer protection councils

3

Consumer redressal agencies – penalties for violation

3

**UNIT-V**

**Company Law**

**9 Hrs**

Memorandum of Association – contents – Alteration

3

Doctrine of ultra vires and its effects – Articles of Association –

Doctrine of constructive notice – doctrine of indoor management – exceptions

3

Management of companies – directors – qualifications –

Disqualifications – appointment – removal rights and

Duties – company meetings and resolutions –

Appointment of a company secretary.

3

**SUGGESTED READING**

1. Garg, K.C., Sareen, V.K., Sharma Mukesh and Chawla R.C. 2010. **Business Law**. 7<sup>th</sup> revised edition. 2013 reprint. New Delhi: Kalyani Publishers.
2. Kapoor, N.D. 2009. **Elements of Mercantile Law**. 31<sup>st</sup> revised edition. New Delhi: Sultan Chand & Sons.
3. Maheshwari, S.N. and Maheshwari, S.K. 2011. **A Manual on Business Law**. Mumbai: Himalaya Publishers.
4. Sheth, Tejpal and Balan, Salavarani. 2012. **Business Law and Environment**. New Delhi: Pearson Publication.
5. Kapoor, N D. 2011. “**Business Laws**”. (5<sup>th</sup> revised edition) reprint, New Delhi: Sultan Chand & Co.





<b>UNIT-IV</b>	<b>Single Entry System</b>	<b>15hrs</b>
•	Single Entry- Features -Books and Accounts maintained	5
•	Preparation of Statement of affairs-Difference between statement of affairs and Balance Sheet	5
•	Recording of transactions- Ascertainment of profits under Single entry system (Statement of affairs method) - (including Problems)	5
<b>UNIT-V</b>	<b>Hire Purchase and Installment Purchase System:</b>	<b>15hrs</b>
•	Hire purchase system- Features	2
•	Accounting treatment in the books of hire purchaser and hire vendor	3
•	Default and repossession (Partial and total) (Excluding HP Trading accounts)	2
•	Installment systems of purchase- Difference between hire purchase and Installment purchase system	2
•	Accounting treatment in the books of hire purchaser and hire vendor (including Problems)	6

**BOOKS RECOMMENDED:**

1. Jain, S.P. and Narang, K.L. 2011. **Financial Accounting Part-1**. 11<sup>th</sup> Revised edition Kalyani Publishers: New Delhi.
2. Gupta, R.L. and Radha Swamy. 2001. **Advanced Accountancy – Volume-I**. 10th edition Sultan Chand & Sons: New Delhi.
3. Maheswari, S. N. and Maheswari, S.K. 2004. **Advanced Accountancy – Volume-I**. 9<sup>th</sup> edition Vikas Publishing house Pvt. Ltd: New Delhi.
4. Wings, Tally, Focus – **Accounting packages** – BPB publications.  
Manual provided by Wings, **Tally solutions and Focus Accounting packages.**



## FINANCIAL ACCOUNTING – II PRACTICALS

**Credits: 1**

**Subject Code: BC18004**

**Semester: II**

**No. of lecture hours: 30**

**Objectives:**

To develop the skills of recording of transactions relating to partnerships organizations and using computers

**Outcome:** Students will be able to record transactions relating to partnership firm using computers.

1. Recording of partnership transaction and preparation of final accounts using computers
2. Admission of partners
3. Retirement of partners
4. Death of partners
5. Dissolution of partners
6. Insolvency of partners



## PRINT ADVERTISING

**Credits: 3**

**Semester: II**

**Subject Code: CP18202**

**No. of lecture hours: 75**

### OBJECTIVES

- To understand the importance of advertising in today's world.
- To help the students to understand the process of creating a Print advertisement

**Outcome:** Students will be able to analyze the expanding environment of Print media and communication techniques.

### COURSE OUTCOMES:

**CO1:** Develop creative strategies for Print advertising

**CO2:** Plan and implement basic research and interpret research results as they apply to advertising campaigns

**CO3:** Analyze the expanding environment of Print media and communication techniques.

**CO4:** Apply digital intelligence across a broad range of business functions.

**CO5:** Select creative solutions to address Print advertising and challenges.

### UNIT-I

	<b>15Hrs</b>
• Elements of Print Advertisement	4
• Advertising message - preparing an effective AD copy –	4
• Copy Writing - Elements of a print copy, head line , illustrations, Body text, Slogan, logo, seal of approval,	4
• qualities of good copy writer,	1
• qualities of effective copy,	1
• Types of copy, Institutional - Reason why, Human Interest, Educational - Suggestive & expository.	1

### UNIT –II

	<b>15 Hrs</b>
• Advertising Appeal :	
• Types of Appeals - Rational, emotional, fear, positive, negative, moral, sex, direct, indirect appeals,	6
• Essentials of an advertising appeal, selling points and appeals,	3
• use of colour in advertisements,	3
• Designing a per, Qualities of an effective layout.	3

### UNIT - III

	<b>15 Hrs</b>
• Typography - Types - Roman – Gothic, Sans, Square, Series, Cursive/Script, ornamental/other types.	4
• Photography - Importance of light,	4
• colour - colour wheel, different colour and their effect,	1
• colour collection, Digital - DTP Quarter tones and half - Tones,	2
• Photography in Advertising	3
• Printing concepts, methods of printing. colour, paper consideration.	1



	<b>15 Hrs</b>
<b>UNIT-IV</b>	
• Layout - Types - Thumb nail sketch, Rough, finished, comprehensive	3
• working basic formats and compositions of layout,	3
• principles of Design - Balance, Rhythm, Emphasis, white space,	3
• unity, simplicity, proportion in a layout.	6
	<b>15 Hrs</b>
<b>UNIT-V</b>	
• Ethics in Advertising, control, ethics, self-central,	2
• control by consumers,	2
• control by government,	2
• Deceptive Advertising, Harmful effects, Ambiguous,	2
• Forceful selling,	2
• Media misuse message problems,	2
• Life styles and values, public service Advertising,	2
• False vulgar messages.	1

**BOOKS RECOMMENDED:**

1. Amita, Shankar. **Essentials of Advertising** -
2. S.C. Chunawalla. & K.C. Sethia. 1998. **Foundations of Advertising Theory & Practice.** ( 4<sup>th</sup> edition) Himalaya Publishing House: Mumbai.
3. David, Batra and Myers. **Advertising Management.** (5<sup>th</sup> edition) Pearson Education: Noida.
4. George & Belch Michael A Belch. **Advertising and Sales Promotion.** Tata MC Graw Hills Education Private LTD: New Delhi
5. Rathore, B.S. 1984. **Advertising Management.** Himalaya Publishing House: Mumbai. ISBN 8174934871, 9788174934871



## PRINT ADVERTISING

**Credits: 1**

**Subject Code : CP18204**

**Semester: I Year/II semester**

**No. of lecture hours : 30**

**Objective:** To develop creative strategies for Print advertising

**Outcome:** Students will be able to synthesize broader liberal arts knowledge with the principles of print advertising in order to create effective advertising campaigns

## PRACTICALS

1. Preparation of basic print advertisement for durables, non durables and services Industries.
2. Taking photographs for products using Digital and printing the photographs.



## MARKETING COMMUNICATION

**Credits: 3**  
**Subject Code :171204**

**Semester: I Year/II semester**  
**No. of lecture hours : 45**

### OBJECTIVES

To expose students to the importance of Marketing and Communication in the Business World. To enable students to understand the elements of the Marketing Mix, Promotional Mix, and Integrated Marketing Communication

**Outcome:** Students will be able to synthesize broader liberal arts knowledge with the principles of Marketing Communication in order to create effective Marketing campaigns

<b>UNIT-I</b>	<b>9 Hrs</b>
Definitions, Nature, Importance of Communication,	2
The Communication process,	2
Elements of communication,	1
Types of communication-Verbal, Nonverbal,	1
intrapersonal & Interpersonal, Group and Mass Communication-	
Two –Step Theory, Multi –Step theory of Communication,	1
Application of Communication process in Marketing,	1
Introducing to Mass media	1
 <b>UNIT-II</b>	 <b>9 Hrs</b>
Barriers to effective communication,	2
overcoming barriers to Marketing Communication,	2
Strategies for effective Marketing Communication,	2
Methods of Marketing Communication,	1
Marketing Communication through Product, Price Place and Promotion .	2
 <b>UNIT-III</b>	 <b>7Hrs</b>
Determination of communication	1
objectives through response Hierarchy Models-	
AIDA Model, Hierarchy of effects Models,	
Innovation Adoption Model,	2
Communication model technologies	1
breakthrough( Computer, Fax machines,	1
Cellular phones, Pagers, Mobile services,	
Wireless service, Internet) its impact on	
Marketing Communication	2



Marketing information system.

**UNIT-IV**

**10 Hrs**

Communication budget and factors affecting Marketing Communication.	2
Promotional Mix:	2
Nature, Importance and distinctive characteristics for advertising & Personal selling.	2
Sales promotion,	1
Public Relations,	1
Publicity,	1
Direct Marketing	1

**UNIT-V**

**10 Hrs**

Setting of Targets:	1
Segmentation,	1
selecting target Market;	1
Types of Marketing Strategies,	1
price Differentiation Strategies.	1
Marketing Communication in Rural Markets,	1
Market Segmentation in rural Marketing,	1
Integrated Communication Marketing.	2

**BOOKS RECOMMENDED:**

1. Kotler, Philip. **Marketing Management**. Prentice Hall of Indian Delhi
2. Nana Kumari & Rama Swamy. **Marketing Management**.
3. Davar. **Marketing Management**.
4. Michael etal. **Advertising & Promotion**.



## MARKETING COMMUNICATION

**Credits: 1**  
**Subject Code : CP22204**

**Semester: II**  
**No. of lecture hours : 15**

### PRACTICAL

The students must conduct Market Surveys throughout the year in their practical classes on different products – durable, non-durable, service industry. Two students will be together doing the market survey visiting different organization, dealers, public etc.

The respective group must submit reports for every survey they conduct to the department for which they will be evaluated for internal assessment.



**LOYOLA ACADEMY DEGREE & PG COLLEGE, ALWAL SECUNDERABAD**  
**B.Com. (Professionals)(2019-22)(Choice-Based Credit System)**

Semester	Course-1	Course-2	Course-3	Course-4	Course-5	Course-6	Hours	Credits	AECC-2 SEC-1 Core-3
I	Business English-1(3) (AECC-1)	Indian Heritage and Culture(2) (AECC-2)	Fundamental of Information(3+1) (SEC-1)	Financial Accounting-I(5+1) (core-1)	Introduction to Advertising & Media(3+1)(Core-2)	Marketing Management(5) (Core-3)	29	22	AECC-2 SEC-1 Core-3
II	Business English-2(3) (AECC-3)	Value Education and Personality Development(2) (AECC-4)	Statistics(4+1) (G.E)-1	Financial Accounting-II(5+1) (Core-4)	Print Advertising (5+1) (Core-5)	Business Organization & Management(4) (Core-6)	29	23	AECC-2 Core-3 GE-1
III	Environmental Studies and Genders Sensitization(3) (AECC-5)	Inter Disciplinary (ID)	Visual Basic(4+1) (SEC-2)	Advance Accounting(5+1) (Core-7)	Creativity in Advertising (4+1) (Core-8)	Micro Economics(4) (G.E)-2	30	22	AECC-1 SEC-1 Core-2 GE-1 ID-1
IV	E Commerce(4+1) (SEC-3)	Marketing Research(3) (Core-9)	Applied Public Relations(3+1) (Core-10)	Business Law(3) (Core-11)	Corporate Accounting (5+1) (core-12)	Radio advertising(3+1) (core-13)	29	24	SEC-1 Core-5
V	Sales Promotion /Taxation(4) (DSE-01)	Personal Selling and Salesmanship /IMEM(4) (DSE-02)	Financial Management(6) (core-14)	Cost Accountancy(5) (core-15)	Electronic Media and Advertising (4+1) (Core-16)	Multimedia-I(2) (SEC-4)	29	23	DSE-2 Core-3 SEC-1
VI	Auditing/HRM(4) (DSE-3)	Management of sales force/Consumer Behavior(4) (DSE-4)	Entrepreneurship development(4) (Core-17)	Financial Statement Analysis(5) (Core-18)	Marketing Communications(4) (Core-19)	Multimedia-II(1) (SEC-5)	29	26	DSE-2 Core-3 SEC-1
							6		
<b>Legend:</b>							<b>181</b>	<b>140</b>	
1.Ability Enhancement Compulsory Course(AECC) :5									
2.Generic Elective(GE) :2									
3.Skill Enhancement Course(SEC) :5									
4.Core :19									
5.Discipline-Specific Elective(DSE) :4									
6. GE interdisciplinary( Marketing management ) :1									
<b>Total</b>							<b>181</b>	<b>140</b>	





**YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS  
DEPARTMENT OF COMMERCE - B.COM MARKETING THIRD SEMESTER  
ACADEMIC YEAR 2021-2022 OF 2020-23 BATCH (CBCS)**

Sl. No.	Part	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (Hrs.)	Marks			Credits
						Internal	External	Total	
1	I	ES18001	Environmental Studies & Gender Sensitization (AECC-5)	3	3	40	60	100	3
2	II	G18CP1(T)	Inter Disciplinary (ID)	2	3	40	60	100	2
3	II	CP 18301	Visual Basic (SEC-2)	4	3	40	60	100	4
4	II	CP 18302	Advanced Accounting (Core-7)	5	3	40	60	100	3
5	II	CP 18303	Creativity in Advertising (Core-8)	3	3	40	60	100	3
6	II	CP 18304	Micro Economics (GE-2)	4	3	40	60	100	3
<b>PRACTICALS</b>									
7	II	G18CP1(P)	Marketing Management (GE-2) (ID)	2	3	40	60	100	1
8	II	CP 18305	Visual Basic (SEC-3)	2	3	40	60	100	1
9	II	CP18306	Advanced Accounting(core-7)	2	3	40.	60	100	1
10	II	CP 18307	Creativity in Advertising (Core-8)	2	3	40	60	100	1
<b>Total</b>				<b>30</b>		<b>400</b>	<b>600</b>	<b>1000</b>	<b>22</b>

\*Ability Enhancement Compulsory Course (AECC)

\* Skill Enhancement Course (SEC)

\* Generic Elective (GE)

\* Inter-disciplinary (ID)



**GENERIC ELECTIVE (2021-22)  
(INTER-DEPARTMENTAL/INTER-DISCIPLINARY)**

**UG COURSES**

<b>S. No</b>	<b>Name of the Department</b>	<b>GE Course</b>
1	B.Sc. Chemical Technology	Solar Processing Technologies
2	B.Sc. Agricultural science and R.D	Organic farming
3	B.Sc. Computer Science and Engineering	PC Operating systems
4	B.Com Honors	Taxation
5	B.Sc. Electronics and Communication Technology	Repair and Maintenance of Home Appliances
6	B.Sc. Computer Systems and Engineering	PC Hardware and Software Installation
7	B.Com Marketing	Marketing Management
8	B.Sc. Biotechnology, Genetics and Chemistry	Medical Lab Technology
9	B.Com(Business studies)	Banking
10	B.A Mass Communication	Photography Film Appreciation
11	B.Sc. Food Technology and Management	Food Processing and Quality Control
12	B A Psychology, English Literature & Journalism	Communication Skills Career Skills Psychology for Living
13	B.Sc. Mathematics, Statistics & Computer Science	Quantitative Aptitude Data Analytics
14	B.Sc. Multimedia and Animation	Creative Arts
15	B.Com Computers	Accounting
16	Bachelor of Business Administration	Principles of Management
17	B.Com International Accounting & Finance	Accounting
18	B.Sc. Computer Data Science & Data Analytics Engg.	Python programming
19	B.Com Strategic Finance	Goods and Services Tax
20	B.Com Business Process Management	Financial Markets
21	B.Sc. Food Science, Nutrition and Dietetics	Principles of Food Science, Nutrition and Dietetics
22	B.Sc. Computer Science & Cognitive Systems	Introduction to Worksheet
23	B.Com Business Analytics	Principles of Insurance



## ENVIRONMENTAL STUDIES & GENDER SENSITIZATION

**Credits : 3**

**Subject Code : ES18001**

**Semester: III**

**No. of lecture hours: 45**

### Objectives:

- To understand the importance of ecological balance for Sustainable Development
- To understand the impacts of developmental activities and mitigation measures
- To understand the environmental policies and regulations.
- To develop students sensibility with regard to issues of gender in contemporary India
- To provide a perspective on the socialization of men and women
- To expose the students to debate on the politics and economic works and on gender violence

### Outcome:

- Students will gain knowledge on environmental aspects and involve themselves in acquiring a sustainable environment.
- Students will be sensitized towards gender issues in the society and the laws enforced for their protection.

### COURSE OUTCOMES:

**CO1:** Understand the importance of Environmental education, conservation of natural resources & understand the importance of ecosystems and biodiversity

**CO1:** Understand the pollution problems and apply the environmental science knowledge on solid waste management, disaster management

**CO3:** 1. Apply the environmental science knowledge to improve the resources  
2. Evaluate and understand the sustainable environmental conditions and control methods

**CO4:** Identify the interactions and intersections of identities (e.g., gender, race, ethnicity, class, sexuality, and so on) and assess the ways in which they contribute to instances of privilege and power dynamics across cultures, space, and time. And their problems

**CO5:** Understand the gender problems and ways of addressing them, including interactions across local to global scales in communities and overcome inequalities with legislations

### UNIT- I

**9hrs**

#### NATURAL RESOURCES, ECOSYSTEMS, & BIODIVERSITY

- Definition, Scope and importance of environmental studies. Need for public awareness.
- Renewable & Non Renewable resources, Brief account on Forests, Water, Minerals and Energy (Solar, Wind, and Geo-thermal & Bio-energy).
- Definition of Ecosystem, Structure and functions—food chains, food webs, ecological pyramids, producers, consumers and decomposers.
- Energy flow and example ecosystems--- Forest, Desert, Aquatic ecosystems.
- Definition of Biodiversity, types (Genetic, Species, Ecosystem), India- mega diversity Nation.
- Hotspots, Threats to biodiversity, Conservation of biodiversity (In-Situ and Ex-Situ).



## UNIT-II

### 9hrs ENVIRONMENTAL POLLUTION

- Definition of Environmental pollution
- Brief account of causes, effects, prevention and control measures of
  - (a) Air pollution
  - (b) Water Pollution
  - (c) Soil pollution
  - (d) Noise pollution
  - (e) Marine Pollution
- Solid Waste Management: Causes, Effects & Control measures of urban and industrial wastes
- Disaster Management: floods, Earth quakes, and Cyclones.

## UNIT-III

### 9hrs Social Issues and Environment

- Rain-Water Harvesting, Water-shed Management, and From Unsustainable to Sustainable Development.
- Global Warming, Ozone depletion, and Acid rains
- Environmental Legislation: Air Act, Water Act, Environmental Protection Act, Forest Act, Wildlife Act.
- Environmental & Human Health---- HIV/AIDS
- Welfare Programs---- Family, Women & Child Welfare, Population Explosion
- Role of Information Technology in Environmental Studies.

## UNIT-IV

### 9hrs

### Gender Studies

- Why should we study gender issues?
- Socialization- Making women and making men
- Being together as equals-Through the lens of gender
- Missing women: Gender selection and its consequences
- Health issues of Women

## UNIT-V

### 9hrs

### Gender & Labour -Gender Violence & Law

- House work : The invisible labour- my mother doesn't work "share the load"
- Sexual harassment – say no eve teasing – the caste based violence –Nirbhaya Act
- Domestic violence - Is home a safe place? - Blaming the victim.-Domestic violence Act
- Forums of justice-Hindu Inheritance Act(2005)

### Field Visit for Environmental Studies:

1. Visit to a local Polluted site- Industrial effluent plant/ Polluted Lake/Agricultural Land
2. Visit to any Ecosystem



### ESSENTIAL READING (for Gender Sensitization)

1. A. Suneetha, Uma Bhrugubanda, Duggirala Vasanta, Rama Melkote, Vasudha Nagaraj, Asma Rasheed, Gogu Shyamala, Deepa Sreenivas and Susie Tharu. 201. **Towards a World of Equals: A Bilingual Text on Gender.** Hyderabad: Telugu Akademi.

### SUGGESTED READING

#### (For Environmental Studies)

1. Rajagopalan R. 2015. **Environmental Studies-from Crisis to Cure.** Third Edition. Chennai: Oxford University Press.
2. Dr D K Asthana and Dr Meera Asthana. 2014. **A Text Book of Environmental Studies** Revised Edition. New Delhi: S. Chand & Company.
3. Anubha Kaushik and C.P. Kaushik Published. 2016. **Perspectives in Environmental Studies.** Fifth Edition. New Delhi: New Age International.

#### (For Gender Sensitization)

4. Sen Amartya **More Than One Million Women Are Missing.** New York Review of Books 37.20 (20 December 1990). Print. **We Were Making History...Life Stories of Women in the Telangana People's Struggle.** New Delhi: Kali for Women. 1998.
5. Tripti Lahiri. **By the Numbers: Where Indian Women Work.** **Women's Studies Journal.** (14 November 2012). Available online at: <<http://blogs.wsj.com/India/real-time/2012/11/14/by-the-numbers-where-indian-women-work/>>
6. K. Satyanarayana and Susie Tharu. Ed. **Steel Nibs Are Sprouting: New Dalit Writing from South India, Dossier 2: Telugu and Kanada** Code=3732.
7. Vimala. **Vantillu (The Kitchen)**". **Women Writing in India: 600 BC to the Present. Volume II.** The 20<sup>th</sup> Century. Ed. Susie Tharu and K.Laltitha. Delhi: Oxford University Press, 1995.599-601.
8. Shatrughna, Veena. **Woman's Work and its Impact on Child Health and Nutrition.** Hyderabad: National Institute of Nutrition, Indian Council of Medical Research .1993.



## MARKETING MANAGEMENT

**Credits: 2**

**Subject Code: G18CP1 (T)**

**Semester: III**

**No. of lecture hours: 30**

**Objectives:**

- To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners.
- To give them an understanding of the basic philosophies and tools of marketing management.

**Outcome:** Students will be able to integrate various elements of marketing in developing marketing plans for specific marketing activities.

**COURSE OUTCOMES:**

**CO1.** Explain the concept of marketing and sketches the marketing environment.

**CO2.** Classify the market and identifies the various market segments

**CO3.** Point out the marketing mix with reference to product and price

**CO4.** Analyze the promotion mix and the channels of distribution.

**CO5.** Explain service marketing mix and points out the importance of direct and online marketing.

<b>UNIT-I</b>	<b>6</b>
<b>Hrs</b>	
<b>Introduction</b>	
Concept of marketing-evolution-definitions-nature-scope-significance of marketing	2
Marketing concept Vs selling concept-role of marketing in developing economy	2
Marketing environment-meaning-micro environment-macro environment	2
<b>UNIT-II</b>	<b>6</b>
<b>Hrs</b>	
<b>Market Segmentation and Targeting</b>	
Identification of market segments-segmenting consumer markets	2
Segmentation basis-selecting target markets	2
Developing and communicating a positioning strategy	2
<b>UNIT-III</b>	<b>6</b>
<b>Hrs</b>	
<b>Product &amp; Price</b>	
Product-definition-levels of product-classification of products-branding	2
New product development–stages-product life cycle-stages involved	2
Price-concept-importance of pricing- factors influencing pricing decisions	2
<b>UNIT-IV</b>	<b>6</b>
<b>Hrs</b>	
<b>Place &amp; Promotion</b>	
Channels of Distribution-number of channel levels-channel design	2
Promotion mix variables-the communication process	2
Advertising – designing effective advertising programs	2



<b>UNIT-V</b>	<b>6</b>
<b>Hrs</b>	
<b>Consumer Behavior &amp; Services Marketing</b>	
Consumer behavior- definition-factors influencing consumer behavior	2
Consumer buying roles-stages in buyer decision process	2
Service marketing-concept-reasons for growth of services-role of services in economy	2

#### **SUGGESTED READING**

1. Kotler Philip, Gary and Armstrong. **Principles of Management.** 13<sup>th</sup> Edition. New Delhi: Ehsan Ul Haque Publications.
2. Kotler Philip. 2007. **Marketing Management.** New Delhi: Pearson Publications.
3. Sherlekar, S.A. 2011. **Marketing Management.** 13<sup>th</sup> Revised Enlarged Edition. Mumbai: Himalaya Publications.
4. Karunakaran, K. **Marketing Management.** 3<sup>rd</sup> Revised and Enlarged Edition.



## VISUAL BASIC

**Credits: 4**

**Subject Code: CP18301**

**Semester: III**

**No. of lecture hrs: 60**

**Objectives:**

- Visual Basic is an integrated development platform to develop software and codes
- Programs can be written using drag and drop feature
- It has a graphical interface which can be used by beginners with ease

**Outcome:** Students will be able to design, create, build, and debug Visual Basic applications exploring the Integrated Development Environment (IDE).

**COURSE OUTCOMES:**

**CO1:** Explain basic computer terminology and number systems.

**CO2:** Illustrate the concepts of data base management system.

**CO3:** Identify the integrated development environment

**CO4:** Classify different types of control structures

**CO5:** Apply modern means of file handling methods

<b>UNIT I</b>	<b>12</b>
<b>Hrs</b>	
<b>Operating System</b>	
Block diagram of a computer	2
Input / Output devices	2
Number Systems- Binary, Octal, Decimal, Hexadecimal,	
Conversion from one number system to another	3
Software: Need for Translators-compilers, interpreters and assemblers	2
Functions of Operating System	4
 <b>UNIT II</b>	 <b>12</b>
<b>Hrs</b>	
<b>DBMS</b>	
Introduction to databases- data, information	1
DBMS - advantages of using a DBMS	2
Database models- E-R model and Relational database model only	3
Advantages and disadvantages of Relational model	3
Problem solving using algorithm and flowchart	3
 <b>UNIT III</b>	 <b>12</b>
<b>Hrs</b>	
<b>IDE</b>	
Integrated Development Environment (IDE)	2
Variables, data types, constants, operators	1
Declaring variables- implicitly declared variables and explicitly declared variables	2
Built- in functions: numeric, string, date/time, format, data type conversion	2
Input/ Output statements	2
 <b>UNIT IV</b>	 <b>12</b>
<b>Hrs</b>	



### Control Structures

Control Structures: Branching control statements- if statement, If then else statement, Select case statement	3
Looping control statements- do while loop, do loop while, Do until loop, do loop until, while wend, for next	3
Exit does statement and exit for statement	3
Arrays: fixed size arrays-single and double dimensional arrays	1
Dynamic arrays	1
Scope of variables: procedure level variables, application level variables and Object level variables	1

### UNIT V 12

#### Hrs

#### File handling methods

Procedures- types	2
Controls- label, text box, command button, option button, check box, List box, combo box, data and timer-properties and methods	3
File handling methods- sequential and random	5
Accessing and navigating databases in VB- opening a database, create, Modify, delete records using record set methods	2

### SUGGESTED READING

- 1 V Rajaraman. **Introduction to Computers.** New Delhi: PHI
- 2 Bharihoke, Deepak. **Fundamentals of Information Technology.** New Delhi: Excel books.
- 3 Peter Rob, Carlos Coronel. **Database Systems- Design, Implementation and Management.** New Delhi: Galgotia Pub.
- 4 Silberschatz, Abraham and Henry F Korth. **Database System Concepts.** Mumbai: Tata McGraw Hill.
- 5 Dasgupta, Soma. **Visual Basic – to Advance.** Mumbai: BPB Publications.
- 6 **VB programming.** Content development group.
- 7 Deitel & Deitel T R Nieto. **VB- How to program.** New Delhi: Pearson Education.



## ADVANCED ACCOUNTING

**Credits: 4**  
**Course Code: CP18302**

**Semester: III**  
**No. of lecture hours: 75**

### Objectives:

- To appraise the students about the application of accounting knowledge in special business activities.
- To impart the skills of preparation of final accounts of non-trading concerns and recording of transactions relating to issue of shares and debentures.

**Outcome:** Students will gain comprehensive accounting knowledge related to special business activities and transactions relating to issue of shares and debentures in companies.

### COURSE OUTCOMES:

- CO1.** State various methods for preparing branch accounts.  
**CO2.** Describe the allocation and interdepartmental transfer of expenses.  
**CO3.** Analyze the financial position of non trading concerns.  
**CO4.** Evaluate the different situation of capital issue to public issue of shares at par, premium and forfeiture.  
**CO5.** Explain about sources of funds through issue of debentures and various methods of redemption.

<b>UNIT-I</b>	<b>15</b>
<b>Hrs</b>	
<b>Branch Accounts</b>	
• Introduction to branch accounts-features, types of branches	1
• Dependent branches- Features	1
• Books of accounts- Methods of accounting of dependent branches	1
• Debtors system –Invoicing goods at cost-Invoice Price Method. (Problems)	6
• Stock and debtor system-Goods Charged to Branch at Cost price and at Selling Price. (Problems)	6
<b>UNIT-II</b>	<b>15</b>
<b>Hrs</b>	
<b>Departmental Accounts</b>	
• Need- Features- Basis for allocation of expenses-Distinction between Departmental and Branch Accounts (theory)	4
• Departmental Accounts –Treatment of inter-departmental transfer at cost or Selling price	4
• Treatment of expenses that cannot be allocated- Preparation of departmental Profit and loss account. (Problems)	7
<b>UNIT-III</b>	<b>15</b>
<b>Hrs</b>	
<b>Accounting of Non-Profit Organizations</b>	
• Non profit entities- Introduction	1
• Receipts and Payments Account- Meaning- Features- Performa	1
• Income & Expenditure Account- Meaning- Features- Performa	1



• Differences between Receipts & Payments Account and Income & Expenditure Account	1
• Problems in preparation of Income & Expenditure Account and Balance Sheet	6
• Problems in preparation of Receipts & Payments Account when Income & Expenditure and Balance Sheet is given (problems in the above two models only)	5
<b>UNIT-IV</b>	<b>15</b>
<b>Hrs</b>	
<b>Company Accounts</b>	
• Issue of shares at par, premium and at discount	1
• Forfeiture and reissue of shares	2
• Recording of transactions relating to issue, forfeiture and reissue Of shares (Including simple problems)	6
• Issue of bonus shares	1
• Provisions of company's Act and SEBI guidelines – accounting treatment for Issue of bonus shares	4
• Rights issue	1
<b>UNIT-V</b>	<b>15</b>
<b>Hrs</b>	
<b>Issue and Redemption of Debentures</b>	
• Introduction to Debentures-Features and Kinds of Debenture)	1
• Accounting treatment for issues and redemption of debentures	1
• Redemption out of profits	4
• Sinking fund method- Accounting Treatment-(Simple Problems) (Excluding ex-interest and cumulative interest problems)	8
• underwriting of shares (Theory only)	1

### SUGGESTED READING

1. Jain, S.P & Narang, K.L. 2011. **Financial Accounting (Advanced Accounting)**. 11<sup>th</sup> revised edition. New Delhi: Kalyani Publishers.
2. Mukherjee, A and Haneef, M. **Modern Accountancy– Volume I**. 2<sup>nd</sup> edition. New Delhi: Tata McGraw Hill Publication.
3. Mukherjee, A. and Haneef, M. 2010. **Modern Accountancy– Volume II**. 2<sup>nd</sup> edition 12<sup>th</sup> reprint. New Delhi: Tata McGraw Hill Publication.
4. Jain, S.P. and Narang, K.L. 2012. **Corporate Accounting**. 11<sup>th</sup> edition. New Delhi: Kalyani Publishers.
5. Maheshwari, S.N and Maheshwari, S.K. 2005. **Corporate Accounting**. 4<sup>th</sup> revised and enlarged edition. New Delhi: Vikas Publishing House Private Limited.



## CREATIVITY IN ADVERTISING

**Credits: 4**  
**Subject Code: CP18303**

**Semester: III**  
**No. of lecture hours: 60**

**Objectives:**

- To understand the importance of advertising in today’s world.
- To expose the students to the use of creativity in advertising.
- To help the students to understand the process of creating an advertisement.

**Outcome:** Students will gain comprehensive knowledge of plan media strategy, scheduling, and vehicle selection.

**COURSE OUTCOMES:**

**CO1:** Develop creative strategies for advertising

**CO2:** Create and conduct ethically sound and socially responsible advertising strategies and campaigns

**CO3:** Judge the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of promotional campaigns.

**CO4:** Interpret the importance of market segmentation, position and action objectives to the development of an advertising and promotion program.

**CO5:** Analyze media strategy, scheduling, and vehicle selection.

**UNIT-I**

<b>Planning an Advertising Campaign</b>	<b>12 Hrs</b>
Meaning of Advertising campaign, planning of Advertising	1
Importance - Stages in the process of advertising planning.	1
Analysis of the market determining, advertising Objectives,	1
Establishing the budget, developing advertising strategy.	2
Media creativity, Co-ordination with other activities.	1
Evaluation of results, social campaign, case studies.	2

**UNIT –II**

<b>Media Selection &amp; Planning</b>	<b>12 Hrs</b>
Media Selection,	2
Planning scheduling & strategy - their reach frequency,	2
Impact - cost and other factors influencing choice of media,	2
Media planning process, design,	2
Media plan strategy,	1
Media-mix,	2
Media scheduling.	1

**UNIT – III**

<b>Creative Visualization</b>	<b>12 Hrs</b>
Meaning, importance of creativity in advertising,	2
Creative visualization,	2



Steps in the creative visualization process,	2
Methods of stimulating creativity,	2
Brain Storming. Taskforce,	2
Qualities of creative person.	2

#### UNIT -IV

<b>Evaluation of Advertising effectiveness</b>	<b>12 Hrs</b>
Evaluation of Advertising effectiveness	.
Advertising Research,	1
Pact principles,	2
DAGMAR Approach,	2
Types of advertising evaluation.	6
A) Pre-testing of media, messages, markets budgeting, scheduling, different methods of tests.	
B) Post-testing of media, messages, markets, and over-all results, different methods of tests	

#### UNIT V

<b>Research in Advertising</b>	<b>12Hrs</b>
Need for Research,	1
Advertising research defined, the research process,	1
Consumer research-What is a market,	1
Market-segmentation, definition,	1
Techniques of market segmentation,	2
Consumer markets,	2
Content analysis,	2
Case study.	2

#### SUGGESTED READING

1. Amita, Shankar. 2008. **Essentials of Advertising**. Mumbai: Sheth Publsiher PVT LTD
2. S.C. Chunawalla. & K.C. Sethia. 2015. **Foundations of Advertising Theory & Practice**. (8<sup>th</sup> edition) Mumbai: Himalaya Publishing House.
3. David, Batra and Myers. 2002. **Advertising Management**. (5<sup>th</sup> edition) Noida: Pearson Education.
4. George & Belch Michael A Belch. **Advertising and Sales Promotion**. New Delhi: Tata MC Graw Hills Education Private LTD
5. Rathore, B.S. 1984. **Advertising Management**. Mumbai: Himalaya Publishing House. ISBN 8174934871, 9788174934871.
6. Mathar, U.C. 2003. **Advertising Management**. New age New Delhi: International Publishers
7. Batra, Myers. Aaker. 2002. **Advertising Management**. (Fifth edition) New Delhi:Prentice Hall of India Limited
8. Ogilvy, David. 1985. **Ogilvy on Advertising**. New York: Vintage Books.
9. Wells, Burnett & Monarty. **Advertising – Principles and Practice**. (5<sup>th</sup> edition) USA, PHI.
10. Ogilvy, David. 1986. **Confessions of an Advertising man**. Mac Millian, Canada Inc.
11. Bovee, Thill, Dovel. & Wood. 1995. **Advertising Excellence**. New Delhi: Tata Mac Graw Hill



12. George Belch, Michael Belch, Keyur Purani (2009). **Advertising and Promotion: An Integrated Marketing Communications Perspective**. 7th Edition. New Delhi: McGraw Hill.
13. Chunawala (2005): **Advertising Management**, New Delhi: Himalaya Publishing House.
14. Clow and Baack - **Integrated Advertising, Promotion and Marketing Communication**. (3rd Ed.). New Delhi: Pearson Education.



## MICRO ECONOMICS

**Credits: 4**

**Semester: II Year/I**

**Sem.**

**Subject Code: CP18304**

**No. of lecture hours: 60**

**Objective:** Business economics is essentially, the applied economic science pertaining to business decision-making. A working knowledge of economic tools of analysis is very useful to a modern business in his decision-making process.

**Outcome:** Students will be able to apply economic science pertaining to business decision-making.

### UNIT-I

**12 Hrs**

- Introduction – definitions of economics 3
- Nature and scope of economics 3
- Decision making in Business-Economics 3
- Theories applied to Business analysis. 3

**12 Hrs**

### UNIT-II

- Demand analysis – determinants of demand 4
- Law of diminishing marginal utility law of Equi-Marginal Utility 4
- Consumer surplus – indifference curve analysis, consumer equilibrium, 2
- Elasticity of demand – demand forecasting. 2

### UNIT-III

**12 Hrs**

- Production – laws of production 4
- Internal and external economics of scale 4
- Law of supply elasticity of supply. 4

### UNIT-IV

**12 Hrs**

- Cost concepts and cost analysis – 3
- Market structures – pricing and equilibrium under perfect competition, 6
- Monopoly and monopolistic competition. 3

### UNIT-V

**12 Hrs**

- Profit – innovation theory, 2
- Risk theory and uncertainty theory 6



- Pricing policies.

4

**BOOKS RECOMMENDED:**

1. Mithani & Murthy. 2011. **Business Economics**. Himalaya Publishers.
2. Varshney & Maheshwari. **Managerial Economics**.
3. Mithani & Mithani. **Business Economics**.
4. Agarwal, H.S. **Principles of Economics**.
5. Dewett, H.S. & Varma, I.D. **Economics Theory**.



**ADVANCED ACCOUNTING  
PRACTICALS**

**Credits: 1**

**Subject code: CP18306**

**Semester: III**

**No. of practical hours: 30**

**Objectives:**

- To appraise the students about the application of accounting knowledge in special business activities.
- To impart the skills of preparation of final accounts of non-trading concerns and recording of transactions relating to issue of shares and debentures.

**Outcome:** Students will gain comprehensive accounting knowledge related to special business activities and transactions relating to issue of shares and debentures in companies.

**Computer lab work:** Recording of transaction relating to branch accounts using computers.

**Computer lab work:** Recording of transaction relating to Departments accounts using computers.

**Computer lab work:** Recording of transactions relating to issue of shares using computers.

**Computer lab work:** Recording of transactions relating to issue and redemption of debentures using computers.



**MARKETING MANAGEMENT  
(GE Inter-disciplinary)**

**Credits: 1**  
**Subject Code: G18CP1 (P)**  
**30**

**Semester: III**  
**No. of practical hours:**

**PRACTICAL**

**Objectives:**

- To provide an exposure to the students pertaining to the nature and Scope of Marketing, which they are expected to possess when they enter the industry as practitioners.
- To give them an understanding of the basic philosophies and tools of marketing management.

**Outcome:** Students will be able to integrate various elements of marketing in developing marketing plans for specific marketing activities.

The students are expected to search for different markets located in city/village and understand difference between marketing and selling concept.

The students are expected to prepare a report on the factors influencing micro environment of a product/company.

The students are expected to prepare a report on the factors influencing macro environment of a product/company.

Preparation of report on different segmentation and targeting strategies adopted by organizations

Preparation of report on positioning strategies adopted by organizations

The students are expected to know classification of products with suitable examples

Preparation of report on stages of product life cycle of any product

The students are expected to know different brands available in the market

Preparation of report on different pricing strategies adopted by companies

The students are expected to know the importance of distribution channels

Preparation of report on various promotion strategies adopted by companies



## VISUAL BASIC PRACTICALS

**Credits: 1**

**Course Code: CP18305**

**Objectives:**

- To enable students to understand how to write, compile and execute simple programs.
- To implement arrays, functions and procedures.
- To apply event handling programs.

**Semester: III**

**No. of practical hrs: 30**

**Outcome:** Students will be able to effectively write, compile and execute programs ranging from simple problems to event handling procedures.

1. Implementation of various arithmetic operations
2. Programs using control structures
3. Problems in single dimensional arrays-sort, greatest, least, sum, average
4. Matrix applications-addition multiplication traces and transpose.
5. Implementation of procedures and functions
6. Setting control properties at runtime
7. Creating menus using a menu editor
8. Maintaining a database



**CREATIVITY IN ADVERTISING  
PRACTICALS**

**Credits: 1**  
**Subject Code: CP18307**  
**30**

**Semester: III**  
**No. of practical hours:**

**Objective:** To examine the importance of market segmentation, position and action objectives to the development of an advertising and promotion program.

**Outcome:** Students will be able to create and conduct ethically sound and socially responsible advertising strategies and campaigns

1. Conducting a survey for existing TV commercials, print commercial And Evaluate their effectiveness
2. Identifying media - mix for a given clients products.
3. Discussion of product case studies



**YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS  
DEPARTMENT OF COMMERCE - B.COM MARKETING FOURTH SEMESTER  
ACADEMIC YEAR 2021-2022 OF 2020-23 BATCH (CBCS)**

Sl. No.	Part	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (Hrs.)	Marks			Credits
						Internal	External	Total	
1	II	CP18401	E Commerce (SEC-3)	4	3	40	60	100	4
2	II	CP18402	Marketing Research (Core-10)	3	3	40	60	100	3
3	II	CP18403	Applied Public Relations (Core-11)	3	3	40	60	100	3
4	II	CP18404	Business Laws (Core-12)	3	3	40	60	100	3
5	II	CP18405	Corporate Accounting (Core-13)	5	3	40	60	100	4
6	II	CP18406	Radio Advertising (Core-14)	3	3	40	60	100	3
<b>PRACTICALS</b>									
7	II	CP18407	Web Programming (SEC-3)	2	3	40	60	100	1
8	II	CP18408	Applied PR (Core-10)	2	3	40	60	100	1
9	II	CP18409	Radio Advertising (Core-13)	2	3	40	60	100	1
10	II	CP18410	Corporate Accounting (Core-13)	2	3	40	60	100	1
<b>Total</b>				<b>29</b>		<b>400</b>	<b>600</b>	<b>1000</b>	<b>24</b>

\* Skill Enhancement Course (SEC)



## E-COMMERCE

**Credits: 4**

**Subject code: CP18401**

**Semester: IV**

**No. of lecture hours: 60**

**Objective:** To understand the many facets of E-Commerce related to network infrastructure, business strategies and pertinent technologies to meet the ever expanding needs of consumer applications in the global context.

**Outcome:** Students will have comprehensive knowledge on various facets of e-commerce related to network infrastructure, business strategies and pertinent technologies.

### **COURSE OUTCOMES:**

**CO1:** Explain the basics of ecommerce applications

**CO2:** Categorize different types electronic payment systems

**CO3:** Develop the consumer oriented applications

**CO4:** Sub divides technology or services EDI and MIME

**CO5:** Create the consumer search and resource discovery

**12hrs**

### **UNIT-I**

#### **Introduction to Electronic Commerce**

Electronic Commerce Framework – electronic commerce and media convergence	1
The anatomy of E-Commerce applications	1
Electronic commerce consumer applications	1
Electronic commerce organization applications	3

#### **Electronic Commerce and World Wide Web**

Architectural framework for electronic commerce	1
World Wide Web (WWW) as the architecture	1
Web background	1
Hypertext publishing	1
Technology behind the web	1
Security and the web	1

### **UNIT-II**

**12 Hrs**

#### **Consumer – Oriented Electronic Commerce**

Consumer – oriented applications	1
Mercantile process models	1
Mercantile models from the consumer's perspective	1
Mercantile models from the merchant's perspective	2

#### **Electronic Payment System**

Types of electronic payments	3
Digital token-based electronic payment systems	1
Smart cards and electronic payment systems	1
Credit card-based electronic payment systems	1



Risk and electronic payment systems	1
<b>UNIT-III</b>	<b>12 Hrs</b>
<b>EDI Implementation, MIME and Value Added Networks</b>	
Standardization and EDI	1
EDI Software Implementation	1
EDI envelope for message transport	2
Value Added Networks (VANs)	2
<b>Intra-Organizational Electronic Commerce</b>	
Internal information systems	1
Macro-forces and internal commerce	1
Work flow automation and co-ordination	1
Customization and internal commerce	2
Supply chain management	1
<b>UNIT-IV</b>	<b>12 Hrs</b>
<b>The Corporate Digital Library</b>	
Dimensions of internal electronic commerce systems	2
Making a business case of document library	1
Types of digital documents	1
Issues behind document infrastructure	1
Corporate data warehouses	1
<b>Advertising and Marketing on the Internet</b>	
The new age of information – based marketing	1
Advertising on the internet	2
Charting the on-line marketing process	2
Market research	1
<b>UNIT-V</b>	<b>12 Hrs</b>
<b>Consumer Search and Resource Discovery</b>	
Search and resource discovery paradigms	1
Information search and retrieval	1
Electronic commerce catalogues or directories	2
Information filtering, consumer	1
Data interface emerging tools	1
<b>On Demand Education and Digital Copyrights</b>	
Computer based education and training	2
Technological components of education on demand	2
Digital copy right and E-Commerce	2
<b>SUGGESTED READING</b>	
1. Kalakota Ravi and Whinstone Andrew, B. <b>Frontiers of Electronic Commerce.</b> International Student edition. 2009 Impressed edition. New Delhi: Pearson Publications.	
2. Treese Winfield, G. and Stewart Lawrence, C. 1998. <b>Designing Systems for Internet Commerce.</b> Low priced edition.	



## MARKETING RESEARCH

**Credits: 3**

**Subject Code: CP18402**

**Semester-IV**

**No. of lecture hours: 45**

**Objectives:**

- To introduce students to marketing research as an important tool of marketing management.
- To help students to understand and apply the techniques for researching markets and to offer basic research orientation.

**Outcome:** Students will be able to identify the overall process of designing a research study and also to evaluate its quality.

**COURSE OUTCOMES:**

**CO1:** To understand and interpret the basic meaning of Marketing Research, to define marketing research problems at hand & construct the procedure for undertaking research.

**CO2:** To classify the different sources of data and analyze the various methods of data collection.

**CO3:** Develop the most appropriate sample size and design as well as determine the sampling and non-sampling errors.

**CO4:** To classify the various types of attitude measurement scales and applies the principles and format of Report writing and representation.

**CO5:** To critically evaluate the application of Marketing Research in different marketing segments.

**UNIT I**

**9Hrs**

**INTRODUCTION**

Definition of Marketing Research –	2
Nature & Scope - Importance,	2
Need for Marketing Research Limitations of Marketing Research –	2
Steps in conducting Marketing Research –	2
Types of Marketing Research - Research Design.	2

**9 Hrs**

**UNIT II**

**TYPES OF DATA AND DATA COLLECTION**

Types of data - Secondary Data	1
Types and source of Secondary Data	1
Advantages & Limitations of Secondary Data	1
Selection Secondary Data Sources in India	1
Primary Data - Secondary Data vs. Primary Data	1
Advantages and Limitations of Primary Data Methods or	
Primary Data collection – Case study, Content Analysis,	1
Interview method, Survey; Panels,	1
Experimental & Observation Method	



Advantages & Disadvantages Structural & Non Structural,	1
Disguised & Non-Disguised Methods of Communication.	1

**UNIT III** **9Hrs**

**SAMPLING PROCEDURE**

Basic Sampling Terms	1
Census and Sample Method - Advantages & Limitations of Sampling	1
Sampling Process	1
Types of sample designs - Probability Sampling Methods	2
Non-probability sampling methods	2
Advantages and Disadvantages of sampling methods	1
Sampling size determination - Weighting of Sample data.	1

**UNIT IV** **9Hrs**

**SCALING TECHNIQUES**

Concepts & Attitudes – Classification	1
Types of Scales - Nominal, Ordinal, Interval & Ratio	1
Some selected attitude scales	1
Paired comparison scale, Thurston Scale,	2
Summated Rating Scale,	1
The semantic differential Scale	1
Constant Sum Scale,	1
Multidimensional Scaling, Limitations of Attitude Measurements.	1

**UNIT V** **9 Hrs**

Marketing Research application areas	2
Marketing segmentation research	2
Production research, Price research	1
Distribution Research	1
Advertising Research	1
Sales Promotion Research,	1
Social Research & Financial Research.	1

**SUGGESTED READING:**

1. Chunawala, Reddy & Appannaiah. 2010. **‘An introduction to advertising & market research’** Mumbai and Hyderabad: Himalaya Publishers.
2. Majumdar, Ramanuj. 1998. **‘Market Research’**, Mumbai: Himalaya Publishers.
3. Beri G.C. 2011. **Marketing Research**. New Delhi, (3<sup>rd</sup> edition.) New Delhi: Tata McGraw Hill Publishing company Ltd.



## APPLIED PUBLIC RELATIONS

**Credits: 3**

**Subject Code: CP18403**

**Semester: IV**

**No. of lecture hours: 45**

**Objective:** To get exposure to business writing, preparation of reports and presentations.

**Outcome:** Students will be able to apply basic Public Relations theories and principles to practice.

**COURSE OUTCOMES:**

**CO1:** Apply basic Public Relations theories and principles to practice.

**CO2:** Prepare effective presentations to work teams, clients, and publics.

**CO3:** Select broader liberal arts knowledge with the principles of Public Relations in order to create effective public relations campaigns.

**CO4:** Compose written Public Relations materials in a logical, coherent, concise, and appropriate format.

**CO5:** Create and conduct ethically sound and socially responsible Public Relations strategies and campaigns.

<b>UNIT-I</b>	<b>9 Hrs</b>
<b>Public</b>	
Public relations – Definition, nature, scope,	1
Public opinion,	1
PR – qualities,	1
Functions-introduction to segmentation of Public – community PR	2
Financial PR	1
Customer PR	1
Employee PR,	1
PR in an organization	1
 <b>UNIT-II</b>	 <b>9 Hrs</b>
<b>PR Management</b>	
PR as a tool of Modern management	1
Role of public relations as a management function,	1
PR tools,	1
Anticipatory PR- action in crisis,	1
Corporate image, corporate identify,	1
House journals, internal & external	1
E-Public Relations,	1
Corporate Social Responsibility	2
 <b>UNIT-III</b>	 <b>9 Hrs</b>
<b>PR Campaign</b>	
PR process- Four key stages,	2
Press release, press conference,	1
PR campaign,	2
Role of PR in mass media,	3
PR consultancy, role of PR in	



Rural development training of PR	1
<b>UNIT-IV</b>	<b>9 Hrs</b>
<b>Corporate Publications</b>	
Format & Layout for Corporate Publications	2
Manual, Handouts,	1
Annual reports, folder, brochures, employee newsletter,	1
Production of internal & external house journal-its design,	1
Cover, illustration	1
Case studies	2
House journals in India.	1

<b>UNIT-V</b>	<b>9 Hrs</b>
<b>PR Institutions</b>	
DIPR,	1
PIB,	1
IIMC	1
RNI,	1
PRSI,	1
Event management- role of event management types,	
Event management firms,	1
Training in event management,	1
Planning, directing and coordinating and controlling events	1
Budget for event management	1

**SUGGESTED READING:**

- 1 Balan, K.R. 2011. “**Applied Public Relation and Communication**”. Re-print, New Delhi: S Chand & Son.
- 2 Balan. & Rayudu. 2012. ‘**Principles of Public Relations**’. Mumbai: Himalaya Publisher.
- 3 Jetkins, Frank. 1982. ‘**Introduction to Marketing, advertising & Public Relation**’, London: Mac Millian Press.
- 4 Reddy, Narasimha. 2015. ‘**Public Relations & Communication Hand book**’. Published by Hyderabad: CVNPR Foundation.
- 5 Centre H Allen. & Jackson, Patrick. 2013. ‘**Public Relations practices- Managerial case studies & problems**’. (6<sup>th</sup> edition) New Delhi: PHI Publishing House.
- 6 **Vidura**. New Delhi: Journal of Press Institute of India.



## BUSINESS LAWS

**Credits: 3**

**Subject Code: CP18404**

**Semester: IV**

**No. of lecture hours: 45**

### Objectives:

- To equip the students about the basic framework of the Indian Business Laws.
- To understand the cases and practical problems relating to the sale of goods act.

**Outcome:** Students will gain knowledge in Indian contract Act, sale of goods Act, intellectual property rights, consumer protection Act and also company law.

### COURSE OUTCOMES:

**CO1.** Demonstrate an understanding of the legal environment of the business.

**CO2.** Explain legality of object and consideration, discharge of a contract and remedies available.

**CO3.** Identify the recognition of transactions involving the sales of goods act.

**CO4.** Dramatize the application of consumer protection act.

**CO5.** Recognize intellectual property rights and introduction to IT act 2000 and right to information act.

### UNIT-I

**9 Hrs**

#### Contract Act

Agreement and contract – Definition, meaning – Essentials of a valid

Contract – types of contracts 2

Offer and acceptance – definition – essentials of a valid offer

And acceptance – communication and revocation of offer and acceptance 1

Consideration – definition and importance – essentials of a valid

Consideration – the doctrines of ‘stranger to contract’ and  
‘No consideration – No contract’ 2

Capacity to contract – special rules regarding minors agreements 2

Consent – free consent – flaw in consent – coercion – undue influence  
– Fraud – misrepresentation and mistake 2

**9 Hrs**

### UNIT-II

#### Discharge of contract

Legality of object and consideration – illegal and immoral agreements – agreements  
opposed to public policy 3

Agreement expressly declared to be void-wagering agreements

And contingent contracts 1

Discharge of a contract – various modes of discharge of a

Contract breach of contract – types remedies for breach of a contract 5

### UNIT-III

**9 Hrs**

#### Sale of goods Act



Contract of sale: Definition: features – definition of the term goods – types of goods – rules of transfer of property in goods	2
Differences between sale and agreement to sell – Rights of an unpaid seller	2
Conditions and warranties – meaning and distinction – express and implied conditions and warranties – sale by non-owners – auction sale	5

#### **UNIT-IV**

**9 Hrs**

##### **Consumer Protection Act**

Definitions of the term consumer – structure of Consumer Protection Act 1986 - unfair trade practices - restrictive Trade practices and complaints	3
Rights of consumers – consumer protection councils	3
Consumer redressal agencies – penalties for violation	3

#### **UNIT-V**

**9 Hrs**

##### **Company Law**

Memorandum of Association – contents – Alteration	3
Doctrine of ultra vires and its effects – Articles of Association – Doctrine of constructive notice – doctrine of indoor management – exceptions	3
Management of companies – directors – qualifications – Disqualifications – appointment – removal rights and Duties – company meetings and resolutions – Appointment of a company secretary.	3

#### **SUGGESTED READING**

6. Garg, K.C., Sareen, V.K., Sharma Mukesh and Chawla R.C. 2010. **Business Law**. 7<sup>th</sup> revised edition. 2013 reprint. New Delhi: Kalyani Publishers.
7. Kapoor, N.D. 2009. **Elements of Mercantile Law**. 31<sup>st</sup> revised edition. New Delhi: Sultan Chand & Sons.
8. Maheshwari, S.N. and Maheshwari, S.K. 2011. **A Manual on Business Law**. Mumbai: Himalaya Publishers.
9. Sheth, Tejpal and Balan, Salavarani. 2012. **Business Law and Environment**. New Delhi: Pearson Publication.
10. Kapoor, N D. 2011. “**Business Laws**”. (5<sup>th</sup> revised edition) reprint, New Delhi: Sultan Chand & Co.



## CORPORATE ACCOUNTING

**Credits : 4**  
**Course Code : CP18405**

**Semester: IV**  
**No. of lecture hours: 75**

### Objectives:

- To enable students to prepare final accounts of companies and also recording of transactions relating to amalgamation of companies.
- To enable the students to prepare financial statements of Insurance and Bank Companies.

**Outcome:** Students will be independently preparing financial statements of companies including banking and insurance and accounting treatment for merger and acquisitions.

### COURSE OUTCOMES:

**CO1.** Understand the various types of capital structures of the company and their representation in the balance sheet, preparation of financial statements with profits before incorporation.

**CO2.** Explain the valuation of shares and goodwill.

**CO3.** Analyze amalgamation in the nature of merger and purchase and accounting treatment for internal reconstruction.

**CO4.** Demonstrate the accounting systems of a banking company under the guidance of RBI.

**CO5.** Help to prepare insurance accounts as per IRDAI guidelines.

### UNIT-I 15

#### Hrs

#### Company Final Accounts and profits prior to incorporation

##### Company final accounts:

- Introduction to Company Final Accounts. 3
- Format of Profit & Loss A/c and Balance Sheet 1
- Treatment/Provisions relating to preparation of Final Accounts- 4
- Statement of Profits and Balance Sheet (problems) (10)
- profits prior to incorporation**
- Profits prior to incorporation- Meaning and Methods of computing 3
- Profits prior to incorporation (Problems) 4

### UNIT-II 15

#### Hrs

#### Valuation of Goodwill and Shares

##### Valuation of goodwill

- Need and methods of Valuing Goodwill- Average profit method 3
- Super profit method 2
- Capitalization method (Problems) 2

##### Valuation of shares

- Need for valuation- Methods of valuation Net assets method 2
- Yield Basis Method 3
- Fair Value Method (Problems) 3

### UNIT-III 15

#### Hrs

#### Amalgamation and Internal Reconstruction



### Amalgamation of Companies

- Amalgamation: Meaning, Definition, Features-Types of Amalgamation 1
- Amalgamation in the nature of merger and purchase 2
- Calculation of Purchase Consideration 1
- Treatment in the books of Transferor and Transferee 2
- Problems on Amalgamation in the nature of merger and purchase (As per accounting Standard 14, Excluding inter- company holdings) 4

### Internal Reconstruction of Companies

- Internal Reconstruction: Meaning of Internal reconstruction 1
- Capital Reduction and Reconstruction 1
- Accounting Treatment in Internal reconstruction 1
- Preparation of post reconstruction Final statements 1
- Problems on Internal Reconstruction. 1

## UNIT-IV 15

### Hrs

#### Bank Accounts

- Accounting system of a banking company 1
- Registers to be maintained by banks 1
- Slip system of posting 1
- Rebate on bills discounted 1
- Advances classification of Bank advances 1
- Non Performing assets 1
- Legal provisions and guidelines for preparation of Form A and Form B 2
- Problems on banking companies (final accounts) 7

## UNIT-V 15

### Hrs

#### Accounts of Insurance Companies

##### Life Insurance Companies:

- Meaning of Life Insurance 1
- Legal provisions relating to Preparation of Revenue Account 1
- Profit and loss Account 2
- Balance Sheet and Valuation Balance sheet 1
- Problems on Life insurance 3

##### General Insurance:

- Meaning of General Insurance 1
- Legal provision regarding preparation of Final Accounts of GIC 1
- Revenue A/C, P&L A/c, and Balance Sheet with special reference to (Fire & Marine insurance only) 1
- Problems on GIC 4

### SUGGESTED READING

1. Jain, S.P. and Narang, K.L. 2012. **Accountancy–III**. New Delhi: Kalyani Publishers.
2. Haneef and Mukherjee. 2004. **Modern Accountancy–I**. 2<sup>nd</sup> edition. New Delhi: Tata Mcgraw Hill Publication.



3. Maheshwari S.N. and Maheshwari S.K. **Advanced Accountancy-I**. New Delhi: Vikas Publishing House Private Limited.
4. Jain, S.P. & Narang, K.L. 2012. **Corporate Accounting**. 11<sup>th</sup> edition. New Delhi: Kalyani Publishers.
5. Manual of Wings, Tally and Focus Accounting Package
6. Goyal, V.K. **Corporate Accounting**. Excel.
7. Verma, K.K. **Corporate Accounting**. Excel.



## RADIO ADVERTISING

**Credits: 3**

**Subject code: CP18406**

**Semester: IV**

**No. of lecture hours: 45**

**Objectives:**

- To understand the importance of advertising in today's world.
- To help the students to understand the process of creating a Radio advertisement

**Outcome:** Students will be to develop creative strategies for Radio advertising.

**COURSE OUTCOMES:**

**CO1:** Develop creative strategies for Radio advertising

**CO2:** Plan and implement basic research and interpret research results as they apply to advertising campaigns

**CO3:** Analyze the expanding environment of Radio media and communication techniques.

**CO4:** Apply digital intelligence across a broad range of business functions.

**CO5:** Select media strategy, scheduling, and vehicle selection.

**UNIT-I**

**RADIO ADVERTISING**

**9 Hrs**

Introduction, History of radio advertising,

Writing skills of a good radio, jingles, music, sound effects,

1

Voice modulation and training,

1

Nature of performance, monologues, dialogues.

2

Introduction to the sound, structure, equipment

And software of recording etc.

3

**UNIT –II**

**9 Hrs**

**THE ADVERTISING BUDGETS**

Definition of an Advertising Budget, who

Decides the Advertising budget,

3

Methods of setting the Advertising budget,

3

Factors that are considered in determining the Advertising budget.

3

**UNIT - III**

**9 Hrs**

**TRADE & PROFESSIONAL ORGANISATIONS**

Role of Advertising standards Council of India (ASCI)

3

Advertising Agencies Association of India (AAAI)

3

Audit Bureau of Circulation (ABC)

1

Support services for an ad agency, consumerism &

Advertising, common complaints.

2



**UNIT-IV**

**MEDIA & ADVERTISEMENTS**

**9Hrs**

Impact of consumer protection act	
On advertising, Copy Right Act,	2
Drugs & Magic Remedies Act,	2
National symbols & emblems Act.	1
MRTP Act and Advertising,	1
Consumer- Competition act,	1
Role of NRS, IMRB, MARG, ORG, INS, TRP.	2

**UNIT-V**

**Modeling**

**9 Hrs**

Glamour of Advertising - Modeling as a career,	
Entertainment shows,	2
Forms contest, Models,	2
Fashion shows,	2
VJS, DJS,	1
Modeling problems & Prospects and rules for Miss India & Universal	1
Event Management Shows	
Budgeting, creation of the event shows, time management & client selection.	1

**SUGGESTED READING**

1. Amita, Shankar. 2008. **Essentials of Advertising**. Mumbai: Sheth Publsihers PVT LTD
2. S.C. Chunawalla. & K.C. Sethia. 2015. **Foundations of Advertising Theory & Practice**. (8<sup>th</sup> edition) Mumbai: Himalaya Publishing House.
3. David, Batra and Myers. 2002. **Advertising Management**. (5<sup>th</sup> edition) Noida: Pearson Education.
4. George & Belch Michael A Belch. **Advertising and Sales Promotion**. New Delhi: Tata MC Graw Hills Education Private LTD
5. Rathore, B.S. 1984. **Advertising Management**. Mumbai: Himalaya Publishing House. ISBN 8174934871, 9788174934871.
6. Mathar, U.C. 2003. **Advertising Management**. New age New Delhi: International Publishers
7. Batra, Myers. Aaker. 2002. **Advertising Management**. (Fifth edition) New Delhi: Prentice Hall of India Limited
8. Ogilvy, David. 1985. **Ogilvy on Advertising**. New York: Vintage Books.
9. Wells, Burnett & Monarty. **Advertising – Principles and Practice**. (5<sup>th</sup> edition) USA, PHI.
10. Ogilvy, David. 1986. **Confessions of an Advertising man**. Mac Millian, Canada Inc.
11. Bovee, Thill, Dovel. & Wood. 1995. **Advertising Excellence**. New Delhi: Tata Mac Graw Hill
12. George Belch, Michael Belch, Keyur Purani (2009). **Advertising and Promotion: An Integrated Marketing Communications Perspective**. 7th Edition. New Delhi: McGraw Hill.
13. Chunawala (2005): **Advertising Management**, New Delhi: Himalaya Publishing House.



## WEB PROGRAMMING PRACTICALS

**Credits: 1**

**Subject code: CP18407**

**Semester: IV**

**No. of practical hrs: 30**

**Objective:** To develop skills in designing a web page and also to create interactive pages for validations.

**Outcome:** Students will be independently able to design web pages and to apply the validation for interactive web pages.

Basic text formatting tags

- 1 Inserting images
- 2 Creation of ordered lists
- 3 Creation of unordered lists
- 4 Creation of definition lists
- 5 Creation of tables
- 6 Creation of forms
- 7 Creation of frames
- 8 Creation of links
- 9 Using arithmetic operators in JavaScript
- 10 Programs using conditional statements
- 11 Programs using loops
- 12 Programs using functions
- 13 Programs using data validation
- 14 Working with style sheets

### SUGGESTED READING:

1. Ivan Baybross. **Web enabled commercial application development using HTML, DHTML, and JAVA script.** Perl CG, BPB publications.
2. Steven Holzner. **HTML Black book.** Dream Tech Publications.



## APPLIED PUBLIC RELATIONS PRACTICALS

**Credits: 1**  
**Subject Code: CP18408**

**Semester: IV**  
**No. of practical hrs: 30**

**Objective:** To develop skills in designing a web page and also to create interactive pages for validations.

**Outcome:** Students will be independently able to design web pages and to apply the validation for interactive web pages.

1. Preparing dummy copies of Leaflet, Broachers, Booklet, House Journals (Internal & External)
2. Preparing final copies
  - a. Leaflet – Purpose: To build a favorable image of an organization in summary form.
  - b. Brochure (a different format of communication tool) – purpose: To build a positive image of an organization in an elaborate way with the help of both visual and written matter.
  - c. House Journals :

Internal, House Journal: Report on the activities within an organization.

External House Journal: A report on activities inside as well as with in the vicinity of the organization i.e. external public community activities are covered in this type of journals.



## **RADIO ADVERTISING PRACTICALS**

**Credits: 1**

**Subject code: CP18409**

**Semester: IV**

**No. of practical hrs: 30**

**Objective:** To understand and analyze the expanding environment of Radio advertising and communication techniques.

**Outcome:** Students will be independently able to create radio advertising scripts and develop jingles and record radio commercial spots

Preparation of Radio Spots, Jingles for 30 seconds, and 6 members in a group will prepare a Radio Advertisements.



## CORPORATE ACCOUNTING PRACTICALS

**Credits: 1**

**Subject code: CP18409**

**Semester: IV**

**No. of practical hrs: 30**

**Objectives:**

- To enable students to prepare final accounts of companies and also recording of transactions relating to amalgamation of companies.
- To enable the students to prepare financial statements of Insurance and Bank Companies.

**Outcome:** Students will be independently prepare financial statements of companies including banking and insurance and accounting treatment for merger and acquisitions.

**Computer lab work:** Preparation of final accounts using computers - Acquisition of business and profits prior to incorporation – Accounting treatment.

**Computer lab work:** Recording of transactions relating to mergers using computers. Internal Reconstruction: Accounting Treatment– Preparation of final statements after reconstruction.

**Computer lab work:** Recording of transactions relating to Internal Reconstruction using computers.)

**Computer lab work:** Preparation of bank final accounts using computers.



**YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS  
DEPARTMENT OF COMMERCE - B.COM MARKETING FIFTH SEMESTER  
ACADEMIC YEAR 2021-2022 OF 2019-22 BATCH (CBCS)**

Sl. No.	Part	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (Hrs.)	Marks			Credits
						Internal	External	Total	
1	II	CP18501(A)/18501(B)	Sales Promotion/ Taxation DSE-01	4	3	40	60	100	4
2	II	CP18502/ BC 18019	Personal Selling & Salesmanship / International Marketing & Export Management DSE-02	4	3	40	60	100	4
3	II	CP 18503	Financial Management (Core-15)	6	3	40	60	100	4
4	II	BC 18018	Cost Accounting (Core-16)	5	3	40	60	100	4
5	I	CP 18504	Electronic media & Advertising (Core-17)	4	3	40	60	100	4
<b>PRACTICALS</b>									
6	II	CP 18505	Multimedia – I(Sec-4)	4	3	40	60	100	2
7	II	CP 18506	Electronic media & Advertising (core-16)	2	-	40	60	100	1
<b>Total</b>				<b>29</b>		<b>280</b>	<b>420</b>	<b>700</b>	<b>23</b>

\* Skill Enhancement Course (SEC)

\*Discipline-Specific Elective (DSE)



## SALES PROMOTION

**Credits: 4**  
**SEM.**

**Semester: III Year/I**

**Subject code: CP18501 (A)**

**No. of lecture hours: 60**

**Objective:** To equip the students with various tools of sales promotion their relative merits and demerits and appropriate utilization

**Outcome:** Students will be able to apply the tools of sales promotion their relative merits and demerits and appropriate utilization

### **COURSE OUTCOMES:**

**CO1:** Determine the best organizational structure for its sales Promotion. Design a system to recruit, select, hire, and assimilate effective sales people.

**CO2:** Analyzing the factors influencing sales Promotion and evaluation.

**CO3:** Evaluate the performance of Sales promotion and setting Budget.

**CO4:** Developing the sales promotion programmes, planning, modifications and its implementation.

**CO5:** Explain the laws, ethical and legal aspects related to sales Promotion.

### **UNIT-I**

**12Hrs**

#### **Introduction to Sales Promotion**

Definition of Sales Promotion,	1
Nature, Importance, Concept, Objectives, Strategies.	1
Scope, Growth, Sales Promotion role in marketing,	1
Forms of Sales Promotion, Consumer oriented, Trade oriented,	1
Sales force- oriented Sales Promotion,	1
Major important Sales Promotion tools applicable in India –	2
Samples, discount, refund, rebate, premium, price off sales	1
Contests, coupons, gifts, patronage rewards, bonus,	
Demonstration, exhibitions, conferences, catalogues, installment offer	2
Display, fashion shows, event sponsorship,	1
Drawbacks of Sales Promotion.	1

### **UNIT-II**

**12Hrs**

#### **Problems & Strategies for Sales promotion**

Sales Promotion pricing problems,	2
Pricing as a policy,	2
Choosing a push or a pull strategy of sales promotion,	2
Factors influencing sales promotion i.e. target market,	1
Of product and services stage of the product life cycle,	2
Budget available for promotion etc.	2
Managing promos, evaluation of sales promotion.	1



### UNIT-III

12Hrs

#### Measuring the performance of Sales promotion

Setting the budget for Sales Promotion,	2
Potential and Limitations of Sale Promotion.	2
Measuring the performance of Sales Promotion,	3
Pre-testing, concurrent testing, Post testing Sales Promotion,	3
Organizing Sales Promotion Campaigns.	2

### UNIT-IV

12Hrs

#### Programmes & Effective Tools Involved in Sales Promotion

Developing Sales Promotion programmes –	2
Planning, Implementation,	2
Evaluation and making necessary modifications,	3
Co-ordination with other marketing tools - Advertising,	2
Public Relations, Publicity.	3

### UNIT-V

12Hrs

#### Laws Related to Sales Promotion

Sales Promotion and the Law –	4
Ethical and legal aspects of Sales Promotion,	2
Sales Promotion its uses in every business	2
Case studies.	4

#### BOOKS RECOMMENDED:

Sherlekar S.A. 2000. '**Marketing Management**'. (Reprint) Himalaya Publishers: Mumbai.

Chunawall S.A. 1998. **Promotion Management**. Himalaya Publishers: Mumbai.

Mathew M.J. '**Sales Management and Promotion**'.

Chowdary, Elliott. 1992. **Successful Sales Promotion**. Orient Longman: New Delhi.

Totten & Black. 1995. **Analysing Sales Promotion – How to profit from the power Promotional Marketing**. Vision books: New Delhi.

#### Indian Journal of Marketing.

**Vidura**. Journal of the Press Institute of India: New Delhi.

**Indian Management**. The journal of all India Management Association.

Cummins, Julian. **Sales Promotion**



## TAXATION

**Credits: 4  
SEM.**

**Semester: III Year/I**

**Subject code: CP18501 (B)**

**No. of lecture hours: 60**

**Objectives:** To equiptant the students with working knowledge of direct taxes  
Practical knowledge regarding the assessment of income, competent of tax liability  
To make student more job oriented

**Outcome:** Students will have comprehensive knowledge on the federal income taxes for Individuals and HUF and to file their returns.

**COURSE OUTCOMES:**

**CO1.**To understand the basic definitions of Income Tax, Agricultural Income, Residential Status and Exempted Incomes.

**CO2.**To show the computation of income from the Head Salaries and House property as per IT act.

**CO3.**To identify the Income from Business, Profession and Capital Gains.

**CO4.**To compute Total Income of individuals and HUF.

**CO5.**To assess the tax liability of Individuals and HUF as per IT act.

### UNIT I

**12hrs**

**Introduction:**

Indian Taxation System – Over view of Direct Taxes.	2
Income Tax: Basic Concepts: Income, Person	1
Assesses, Assessment year,	1
Previous year, Income, Casual income,	1
PAN, Gross total income,	1
Agricultural income and its assessment,	2
Capital and Revenue,	2
Residential status and incidence of tax of an individual (only Theory).	2

### UNIT-II

**12hrs**

**Income from Salary:**

Salary meaning, Allowances	1
Perquisites, Profits in lieu of salary and their treatment	1
Deductions from salary income	1
Computation of salary income, Qualified savings	1
Provident funds (simple problems).	2

**Income from House Property:**

Meaning, Annual value, Let-out house, Self-occupied house,	1
Deemed to be let-out house, Deductions from annual value	2
Deemed ownership, Co-ownership, Unrealized rent,	1
Computation of income from house property (simple problems).	2

### UNIT-III

**12hrs**

**Income from Business and Profession:**



Chargeability, Deductions expressly allowed and disallowed, General deductions,	1
Computation of profits and gains from business and profession.	1
Depreciation(simpleproblems).	2
<b>Capital Gains:</b>	
Capital assets meaning,	1
Types, Cost of inflation index,	2
Transfer types, Transfer not regarded as transfer,	1
Cost of acquisition of various assets,	1
Deductions from capital gains. Exemptions U/S 54.	
Computation of taxable capital Gains (simple problems)	3

#### UNIT – IV

12hrs

<b>Income from Other Sources:</b>	
Interest on securities, Bond washing transaction	1
Dividends on shares, casual income	1
Family pension, Gifts received	1
Other general incomes including deductions, Deemed income (simple problems).	3
<b>Deductions from gross total income and Rebates</b>	1
Aggregation of incomes, Set off and carry forward of losses.	2
Computation of total income and tax liability of Individual Assesses (simple problems).	3

#### UNIT – V

12hrs

<b>Direct Tax</b>	
Assessment procedure,	2
Filing of returns,	2
Self assessment,	3
Regular assessment,	2
Best judgment assessment, Income tax authorities (Theory only).	3

#### BOOKS RECOMMENDED:

1. Singhanian. **Student guide to Income tax.** Taxman publications.
2. Mehrotra, H.C. **Income tax and accounts.** Sahitya Bhavan Publications.
3. Gaur and Narang. **Elements of Income tax.** Kalyani Publications.
4. Prem Raja, H. **Taxation.** Sri Hamsrala Publications.
5. Prem Raja, H. **Practicals in Taxation.** Sri Hamsrala Publications.



## PERSONAL SELLING AND SALESMANSHIP

**Credits: 4**  
**sem.**

**Semester : III Year/I**

**Subject Code: CP18502**

**No. of lecture hours : 60**

**Objectives:** to acquaint the student with the skills required for taking up Personal selling and salesmanship as a profession.

**Outcome:** Students will gain knowledge on the current challenges and will get exposed to the practical side in sales promotion.

### **COURSE OUTCOMES:**

**CO1. Analyze** the importance and Role of Personal Selling

**CO2. Demonstrate** Buying motives, Types of markets and implications for the selling function

**CO3. Understand** the Process of effective selling and merits and demerits of different sales presentation's

**CO4. Imports** the Selection and Training of Sales Persons and explain the Skills and qualities for successful sales person

**CO5. Describe** Distribution network , Reports and Documents, Daily report, Sales reports, Sales manual and Sales Bulletin

### **UNIT-I**

**12hrs**

#### **Introduction to Personal Selling**

Nature and importance of personal selling.	1
Door-to-Door selling situations where personal selling is more effective than advertising	1
Cost of Advertising V s Cost of Personal Selling	1
Role of Personal selling in promotion mix.	1
Number & type of salespersons needed based on sales tasks as: Order Getters, Order takers	3
Supporting Staff (Missionary sales people and Technical specialists).	1
AIDCAS Model of selling, the types of Selling Methods,	3
Status of Personal Selling in India.	1

### **UNIT-II**

**12hrs**

#### **Buying motives & Types of markets**

Buying motives,	2
Types of markets,	1
Consumers and Industrial markets, their characteristics and implications for the selling function,	4
Consumers assessment of Salespersons credibility.	2



### UNIT-III

12hrs

Process of effective selling,	2
Prospecting, Pre-approach, Presentation Need satisfaction approach, Selling Formula approach	2
Relative merits and demerits of different sales presentation's and its relevance too different selling situation	1 2
Demonstration, Handling Objectives, Closing Sales,	3
Post Sales Activities, Setting Sales Objectives.	2

### UNIT-IV

12hrs

Selection and Training of Sales Persons	2
Role of clear and specification Job description, training regarding -Company Policies and Practices	2
Product information Selling Techniques-Emphasis on Training to be Ongoing.	2
Skills and qualities needed for successful sales person with particular reference to consumer services.	2
Selling as a career, advantages and difficulties.	2
Measures to be taken for making selling an attractive career, personal selling budgeting.	1
Qualities of the successful sales personal with reference to consumer services.	1

### UNIT-V

12hrs

Distribution network,	1
Relationship, Reports and Documents,	1
Sale manual, Order back, Cash memo's dairy, Daily and Periodical reports.	2 2
Other problems in personal selling.	2
Personal selling and the law, integrated personal selling, Daily report, Sales reports, Sales manual, Sales Bulletin,	2
The Art of Salesmanship', 'Psychology in Selling', "The Customer is Always right"	2
Negotiation -When to Negotiate, Negotiation skills and Negotiation strategy.	2

### .BOOKS RECOMMENDED:

1. Burnett. **Promotion Management.**
2. Dr. Varma & Agarwal. **Salesmanship.**
3. Rustom S Davar, Sohrab R Davar. & Nusli R Davar. **Salesmanship & Publicity.**
4. Mathews, M. J. **Sales Promotion & Sales Management**
5. Stanten. and Buskirk . **Management of the Sales force (Richard D. Irwin).**
6. Philip Kotler. **Marketing Management** (7th –Edition) Prentice Hall of India  
(Chr-24)



7. S.A. Chunnawalla. 1995. **Advertising Sales and Promotion Management**. Himalaya Publishers: Mumbai
8. Philip Kotler. **Marketing Management**, (11th Edition) Pearson Publications: Noida
9. Dr. R.L. Varshney. & Dr. S.L.Gupta. **Marketing Management an Indian Perspective**. Sultan Chand & Sons: New Delhi
10. McCarthy, Shapiro. **Marketing Management**. Tata McGraw Hill: Perreault
11. Ramaswamy,V.S. Namakumari, S. **Marketing Management**. Macmillan: Gurgaon



## INTERNATIONAL MARKETING AND EXPORT MANAGEMENT

**Credits: 4**  
**sem.**

**Semester : III Year/I**

**Subject code: BC18019**  
**60hrs**

**No. of lecture hours :**

### Objective

- **To serve as an invaluable guide for students who want to enter into international marketing**

**Outcome:** Students will gain knowledge on the current challenges in International Marketing (including export management) and propose solutions to it.

### COURSE OUTCOMES:

**CO1.** To analyze the process of international marketing and classify India's export trade.

**CO2.** To describe the important factors of international marketing environment differentiate marketing research, market selection and market segmentation.

**CO3.** Analyze the importance of production and distribution strategies.

**CO4.** Differentiate the need for promotion mix strategies and pricing decisions.

**CO5.** Explain foreign exchange strategies, differentiate balance of payments balance of trade and interpret international economic organizations.

### UNIT-I

**12 Hrs**

#### INTRODUCTION

Nature of International Marketing - Process	1
International dimensions of Marketing	2
Domestic Marketing Vs International Marketing	2
Growing importance of International	1
Marketing Framework of International Marketing - Objectives of International Business	2
Reasons/Basis of international Trade and Marketing' - Benefits of International Marketing - International Marketing Decisions.	1

#### INDIA'S EXPORT TRADE

Growth, trends, composition and direction - Assessment of Prospects	1
Evaluation of Exam policy	1
Problems of India's export sector— Exploit promotion and incentives EOU's & EPZ's - Export Procedures.	1
<b>12 Hrs</b>	

### UNIT-II

**12 Hrs**

#### INTERNATIONAL MARKETING ENVIRONMENT

Economic and Trade environment — Social,	2
Cultural and demographic environment Political and Legal environment	2
Technological environment - Regional Trading Rocks economic integration.	2



**PLANNING FOR INTERNATIONAL MARKETING**

Marketing Research and Information System - Market Selection and Segmentation	2
Market Analysis and Foreign Market Entry Strategies – Organization for International Marketing	2
International Marketing Coordination & Control.	2

**UNIT-III**

**12 Hrs**

**PRODUCT STRATEGIES**

Basic decisions and Product Planning - Product – New Product Development - Product Positioning –	1
Product Adoption - Theory of International Product Life Cycle	1
Product Standardization Vs. Product Adaptation	1
Marketing of services - Branding, Packaging & Labeling Decisions.	3

**DISTRIBUTION**

Channels of Distribution - Direct and indirect selling channels – types of Intermediaries in Direct and Indirect Channels	2
Channel Development - Channel Adaptation and Channel Decisions - Determination of Channel types	2
Physical Distribution Transportation - Cargo and Marine Insurance – Packaging - Agents of Exporters and Importers - Documentation.	2

**UNIT-IV**

**12 Hrs**

**PROMOTIONAL STRATEGIES**

Promotion and Communication - Promotion Mix - Personal Selling – Publicity Sales Promotion International Advertising	3
Patterns of Advertising Expenditure, Advertising and regulations, Advertising Media	2
Standardized International Advertising - Case Studies	2

**PRICING STRATEGIES**

Basic decisions - The role of Price - Price standardization - Pricing decisions	2
Alternative pricing strategies	2
Dumping - Price distortion - Inflation - Transfer pricing - Counter Trade	1
Price Quotation - Terms of Sale - Methods of Finance and Means of Payment.	2

**UNIT-V**

**12 Hrs**

**EXPORT MANAGEMENT**



Foreign Exchange - Meaning - Importance - Determination	1
of Foreign Exchange Demand for and Supply of Foreign	1
Exchange - Equilibrium rate of Foreign Exchange Theories of Foreign Exchange.	2
Purchasing Power Parity Theory - Binge of Pa mints Theory - Effect	
of Devaluation of currency.Balance of Payments - Concept –	
Importance - Balance of Payments Vs. Balance of Trade - Causes for	
Disequilibrium in Balance of Payments - Removal of disequilibrium.	2
International Economic Organizations - World Bank IMF,	
UNCTAD, IDA, IRC & WTO and Trade Liberalization.	6

**BOOKS RECOMMENDED:**

- Sak Onkvisit & John J. Shaw. **International Marketing (analysis and strategy).**
- Francis Cherunilam. **International Mmarketing (including export management).**
- Varshney, R.L. & Bhattacharya. **International Mmarketing Management: An Indian perspective.**
- Varma, M.L. **International Trade.**
- Rathore, B.S. & Rathore, J.S. **Export Marketing.**
- Keegar. **Global Marketing.**
- P. Subba Rao. **International Business.**
- Francis Cherunilam. **Internal Business Environment.**
- Daniers, Lee H & Radebarg. **International Business Environment and Operations.**



## FINANCIAL MANAGEMENT

**Credits: 4**

**Semester : III Year/I sem.**

**Subject code:CP18503**

**No. of lecture hours : 90**

### Objectives:

- To provide the necessary basic tools for the students to manage the finance function.
- To make students understand the management of the financing of working capital needs and the long term capital needs of the business organization.

**Outcome:** Students will be able to recognize basic business financial management concepts and tools of analysis for financing a firm.

### COURSE OUTCOMES:

**CO1.** To interpret the concept of business finance, finance decision and functions of finance manager.

**CO2.** Able to understand the concept of cost of capital and leverages and calculate the cost of capital and leverages of a business concern

**CO3.** To interpret the concept of capital budget and will be able to apply the techniques of ARR, NPV, IRR, PI etc.

**CO4.** To understand the concept of working capital management and apply the concept and able to determine working capital requirement of a business organization.

**CO5.** To interpret the concept of cash management and cash budgeting and receivables management.

### UNIT-I

**18hrs**

#### Introduction

Meaning of business finance – definition – scope of financial management	3
Importance of financial management – finance function – its aims	2
Approaches to finance function	3
Objectives of financial management	1
Profit maximization – arguments for and against	
Wealth maximization – implications – arguments for and against	3
Financial decisions	3
Functions of a financial manager	3

### UNIT-II

**18 hrs**

#### Cost of Capital

Concept and significance of the cost of capital, Specific cost of capital of various sources of finance	3
Cost of debt (including problems)	3
Cost of preference capital (including problems)	2
Cost of equity (including problems)	2
Book value weights vs. market value weights	2

#### Leverages

Financial Leverages (including problems)	2
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Operating leverages (including problems)	2
Combined leverages (including problems)	2

**UNIT-III** **18 hrs**

**Capital Budgeting**

Concept of Capital budgeting – importance of capital budgeting	2
Kinds of capital budgeting decisions	2
Methods of appraisal – non DCF and DCF techniques of appraisal	2
Payback – discount payback (including problems)	2
Accounting Rate of Return (including problems)	3
Net Present Value (including problems)	3
Internal Rate of Return and profitability index (including problems)	4

**UNIT-IV** **18 hrs**

**Working Capital Management**

An overview – concepts of working capital – the need of working capital	2
Determination of working capital	5
Optimum level of current assets – financing current assets	5
Determination of working capital requirement (including problems)	6

**UNIT-V** **18 hrs**

**Management of Cash**

Objectives of cash management	1
Planning cash forecasting and budgeting	2
Cash budget (including problems)	3

**Receivables Management**

Management of receivables – objectives of receivables management	3
Optimum credit policy – aspects of credit policy	3
Credit terms – credit standards – collection policy	3
Problems in receivables management	3

**BOOKS RECOMMENDED :**

1. Pandey, I.M. **Financial Management.**
2. Khan & Jain. **Financial Management.**
3. Prasanna Chandra. **Financial Management. (theory & practice)**
4. Van Horne. **Financial Management & Policy.**



## COST ACCOUNTING

**Credits: 4**

**III Year/II**

**Semester**

**Course Code: BC18018**

**No. of lecture hours: 75**

**Objectives:**

To impart conceptual knowledge of Cost Accounting and to equip students with skills of ascertainment and control of cost

**Outcome:** Students will be able to apply cost accounting methods and to evaluate business performance.

**COURSE OUTCOMES:**

**CO1.** Understand importance of cost accounting in organization.

**CO2.** Describe the principles of managing inventories of materials and the procedures for accounting inventory.

**CO3.** Describe the principles and practice of costing labor to a business.

**CO4.** Describe the principles and process of overhead cost analysis.

**CO5.** To apply the operation of process costing methods.

**UNIT-I**

**15hrs**

**INTRODUCTION**

Meaning of Cost, Cost Accounting & Cost Accountancy	2
Scope & objectives of cost accounting, functions & importance of cost accounting	1
Cost accounting Vs. Financial accounting	2
Advantages & limitations of cost accounting	2
Installation of a good costing system	3
Methods, techniques & systems of costing	3
Cost concepts, elements of costs, classification & analysis of costs	2
Cost unit and cost centre.	

**UNIT-II**

**15hrs**

**MATERIALS**

Introduction - Types of materials	2
Purchase department – purchase routine	2
Stores routine – classification & codification of stores	2
Fixation of inventory levels Problems to be discussed on calculation of minimum, Maximum reorder levels and EOQ	2
Bin cards & stores ledger – materials losses treatment of waste, scrap, spoilage and defectives in cost accounts Issue of materials and procedure of issuing – methods of pricing of issues problems to be discussed on FIFO, LIFO, Simple, Weighted	
Average and base stock method.	6
Inventory control – perpetual inventory system – ABC & VED analysis	1

**UNIT-III**

**15hrs**

**LABOUR**



Types of labour, labor cost and its control	2
Labour turnover – its causes and effects – measures to reduce labour turnover	2
Time keeping department and time booking department – treatment of leave with pay, idle time, overtime in cost accounts	2
Systems of wage payments – time wage & piece rate system	3
Incentive wage plans problems to be discussed on time wage, piece rate system, Hasley's & Rowan's inventive plans	4
Taylor's & Merrick's Differential piece rate system	2

#### UNIT-IV

15hrs

#### OVERHEADS

Nature and classification of overheads	2
Allocation and apportionment of overheads – basis and principles of apportionment	2
Overhead absorption rates – under-absorption and over-absorption of overheads theory only	2
Methods of re-apportionment or re-distribution of service department's overhead costs to production department's problems	
Primary distribution	2
Secondary distribution	2
Repeated distribution method	2
Trial and error method	1
Machine hour rate	1
Simultaneous equation method	1

#### UNIT-V

15hrs

#### UNIT & OUTPUT COSTING

Preparation of cost sheets	3
Quotations and tenders	6
Process costing excluding inter-process profits joint products and by-products costing	6

#### BOOKS RECOMMENDED:

- Jain S P & Narang K L, "Cost Accounting Principles and Practices", 23<sup>rd</sup> edition, 2012, Kalyani Pub.
- Arora M N, "Cost Accounting Principles and Practices", 11<sup>th</sup> edition, 2010, Vikas Pub.: New Delhi
- Arora M N, "Cost and Management Accounting with lab work, 2<sup>nd</sup> revised edition, 2010, Himalaya Pub: Mumbai



## ELECTRONIC MEDIA & ADVERTISING

**Credits: 4  
sem.**

**Semester: III Year/II**

**Subject code: CP18504**

**No. of lecture hours: 60**

### Objectives:

To understand the importance of advertising in today's world.

To expose the students to the use of creativity in advertising especially in Electronic media

To help the students to understand the process of creating an advertisement in TV

**Outcome:** Students will be independently prepare TV commercial advertisements and to develop creative strategies for Electronic Media advertising.

### COURSE OUTCOMES:

**CO1:** Develop creative strategies for Electronic Media advertising

**CO2:** Plan and implement basic research and interpret research results as they apply to broadcast advertising campaigns

**CO3:** Analyze the expanding environment of Television media, Internet advertising and communication techniques.

**CO4:** Apply digital intelligence across a broad range of business functions.

**CO5:** Use digital tools to improve digital profitability and accessibility as well as the overall consumer experience.

### UNIT-I

**12hrs**

#### BASICS OF TV PRODUCTION & SCRIPTING

Scripting for TV commercial, Story Board, script layout,	3
Technical terms - Shots, placements of camera movements,	3
Video tape editing, major short-comings of video - editing, super and special effects,	2
Non-Linear, on-line and off-line editing,	2
video compression, revolutionary editing.	2

### UNIT-II

**12hrs**

#### INTERNET ADVERTISING

Understanding basics of Ad words and online advertising,	4
Hands-on experience of running a campaign with pre-allotted advertising budget,	3
Consumer behavior towards online internet advertising, understanding CPC (Cost-per-click) and CPM (Cost-per-impression),	3



Introduction to other online advertising products. 2

**UNIT-III**

**12hrs**

**INTER-CULTURAL AND INTERNATIONAL ADVERTISING**

- Inter-Cultural advertising - culture and advertising, growing internet, cultural advertising. 6
- Inter national Advertising, Global branding, positioning & Advertising, message tactics – Media strategy Organizing. 6

**UNIT –IV**

**12hrs**

**RURAL ADVERTISING**

- Characteristics of Rural population, the Market, 4
- Consumption Pattern, media for Rural Communication. – 4
- TV, Radio, Traditional media, outdoor media for rural consumers. 4

**UNIT-V**

**12hrs**

**ADVERTISING THEORIES & MODELS**

- David Ogilvy - the brand image, 3
- Rosser Reeves - the USP, 1
- Stimulus Response model, Maslow’s hierarchy of needs, 3
- DAGMAR Model. 2

- Selection of Ad Agencies & Consultants –
- factors to be considered by the client, Services, client –
- Agency - consultant relationship. 3

**BOOKS RECOMMENDED:**

1. Amita, Shankar. 1999. **Essentials of Advertising**. Sheth Publsihers PVT LTD: Mumbai
2. S.C. Chunawalla. & K.C. Sethia. 2002. **Foundations of Advertising Theory & Practice**. ( 5<sup>th</sup> edition) Himalaya Publishing House: Mumbai.
3. David, Batra and Myers. 2002. **Advertising Management**. (5<sup>th</sup> edition) Pearson Education: Noida.
4. George & Belch Michael A Belch. **Advertising and Sales Promotion**. Tata MC Graw Hills Education Private LTD: New Delhi
5. Rathore, B.S. 1984. **Advertising Management**. Himalaya Publishing House: Mumbai. ISBN 8174934871, 9788174934871.



6. Mathar, U.C. 2003. **Advertising Management**. New age International Publishers: New Delhi
7. Batra, Myers. Aaker. 2002. **Advertising Management**. (Fifth edition) Prentice Hall of India Limited: New Delhi.
8. Ogilvy, David. 1985. **Ogilvy on Advertising**. Vintage Books: New York.
9. Wells, Burnett & Monarty. **Advertising – Principles and Practice**. (5<sup>th</sup> edition) PHI: USA.
10. Ogilvy, David. 1986. **Confessions of an Advertising man**. Mac Millian, Canada Inc.
11. Bovee, Thill, Dovel. & Wood. 1995. **Advertising Excellence**. Tata Mac Graw Hill: New Delhi.



## MULTIMEDIA – I (Practical)

**Credits: 2**

**Subject code: CP18505**

**Semester : III Year/I sem.**

**No. of lecture hours : 30**

**Objective :** To obtain the knowledge in designing of the Advertisements for large publishing houses to produce a variety of layouts, from single-page flyers to the multi-media projects required for magazines, newspapers, catalogs, etc., Understand and design the 2D animation and web pages in the field of advertising.

**Outcome:** Students will be independently prepared the design of 2D animation and web pages in the field of advertising.

**Introduction to Multimedia** – Concepts – Multimedia application in the field of advertising & Sales promotion – Software – Introduction to Graphic Design – Types of graphics – Vector & Raster.

**Working with Vector Image Software :** Working with Tool Box – Property Bar options – Menu options – Working With Color – Working With Paragraph Text – Special Effects – Layouts and Layers – Special Page Layouts – Arranging Objects – Adding Pages – Working With Transforming Objects – Styles and Templates – Advanced Effects – Creating Visiting Cards – Pamphlets – Brochures.

**Working with Raster Image Software :** Using Tool Box – What is Pallet and Knowing about Color Pallet – Layers Pallet and sub pallets in these pallets – Using Menus – Knowing the Shortcut keys – Applying Layers Styles to the objects and text – Modifying the Photos – Converting B&W Photo to Color – Understanding Filter Effects – Applying Filters to text and objects – Creating Designs using Tools – Working with Color & Gradient Color – Crop, Brush, Pen, Blur, Text etc., – Tools and Filter Menu – Doing Action & Animation in Photoshop – Creating Banners – Photo Corrections.

**2D Animation :** Introduction to 2D Animation Software – Using Tool Box options – Using motion tweening to create Animation – Using shape tweening to create Animation – Creating masking effects – Frame by Frame Animation – Cell Animation – Creating a movie clip – Creating graphic – Working with Text Animation – Understanding Text types : Input, Static, Dynamic – Applying Morphing effect to the objects – Creating button – Applying controls to the button using Action Script – Writing basic Action Script – Character Drawing – Backdrop – Tracing – Creating Site in Flash.

**Web Design :** Planning the Site – Site Structure – Introducing Dreamweaver – Start Page – The Interface – Document Views – Working with HTML in Dreamweaver – HTML Fundamentals – Code Reference – Hand Coding in Dreamweaver – Adding Text in Dreamweaver – Inserting vs. Importing Text – Character and Paragraph Formatting – Creating Lists – Inserting Special Characters – Finding and Replacing –



Checking Spelling – Introduction: Cascading Style Sheets in Dreamweaver – Content vs. Presentation – Adding Text and images – Creating Links – Building Tables – OLE Concepts – Frames and Framesets – Site Management – Positioning Page Content in Dreamweaver – Building Forms in Dreamweaver – Inserting Form Objects – Check Boxes – Radio Buttons/Groups/Lists/Menu – Image and File Fields – Inserting Buttons – Field Sets.

**BOOKS RECOMMENDED:**

- Sugata Mitra, Gaurav Bhatnagar, **Introduction to Multimedia Systems**, Academic Press.
- Richard Harrington, **Understanding Adobe Photoshop: CS6**, Peachpit Press.
- Gary David Bouton, **CorelDRAW X6 the Official Guide**, Corel Press.
- Jennifer Smith, AGI Creative Team, **Adobe Illustrator CS6 Digital Classroom**, John Wiley & Sons, Inc.
- Adobe Creative Team, **Adobe Photoshop CC Classroom in a Book**, Published by Adobe Press, U.S.
- Jeremy Osborn, AGI Creative Team, Greg Heald, **Adobe Dreamweaver CS5 Digital Classroom**, Published by John Wiley & Sons, Inc.
- AGI Creative Team, **Adobe Flash Professional CS6 Digital Classroom**, Published by John Wiley & Sons, Inc.
- Jeremy Osborn, AGI Creative Team, Greg Heald, **Adobe Dreamweaver CS5 Digital Classroom**, Published by John Wiley & Sons, Inc.



## **ELECTRONIC MEDIA & ADVERTISING**

**Credits: 2**

**Semester: III Year/I**

**SEM.**

**Subject code: CP18506**

**No. of lecture hours: 30**

### **Objectives:**

- To understand the importance of advertising in today's world.
- To expose the students to the use of creativity in advertising especially in Electronic media
- To help the students to understand the process of creating an advertisement in TV

**Outcome:** Students will be independently prepare TV commercial advertisements and to develop creative strategies for Electronic Media advertising

### **PRACTICAL**

Preparation of TV commercials for 15 seconds, 30 seconds, 45 seconds and one Minute for durable and non-durable and service industry is in group wise.



**YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS  
DEPARTMENT OF COMMERCE - B.COM MARKETING SIXTH SEMESTER  
ACADEMIC YEAR 2021-2022 OF 2019-2022 BATCH (CBCS)**

Sl. No.	Part	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (hrs.)	Marks			Credits
						Internal	External	Total	
1	II	BC18022 / BC 18016	Auditing & Accounting stds/ HRM (DSE-3)	4	3	40	60	100	4
2	II	CP18601/ BC18026	Mgmt. of sales force/ Consumer Behavior. (DSE-4)	4	3	40	60	100	4
3	II	BC 18023	Entrepreneurship Development (Core-18)	4	3	40	60	100	4
4	II	BC 18024	Financial Statement Analysis (Core-19)	5	3	40	60	100	4
5	II	CP 18602	Marketing Communication (Core-20)	4	3	40	60	100	3
<b>PRACTICALS</b>									
6	II	CP 18603	Multimedia-II (Sec-5)	2	3	40	60	100	1
7	II	CP 18604	Project Work	6	3	40	60	100	6
<b>Total</b>				29		<b>280</b>	<b>420</b>	<b>700</b>	<b>26</b>

\* Discipline Specific Elective (DSE)  
Course(SEC)

\*Skill Enhancement



## AUDITING & ACCOUNTING STANDARDS

Credits-4

Semester-VI

Subject code: BC18022

No. of lecture hours:60

### Objectives:

- To impart Knowledge about methods and principles of auditing
- To make students aware of accounting standards and its utility

**Outcome: Students will gain knowledge on internal verification of books of accounts and documents and also to assess the current accounting standards and acceptable practices.**

### COURSE OUTCOMES:

**CO1.** To understand the basic concepts of Auditing and the nature and scope of auditing.

**CO2.** To organize the various steps in an auditing process and point out the techniques of vouching of cash payments and receipts.

**CO3.** To analyze the features and importance of Internal Control, Check and Audit.

**CO4.** To prepare different types of audit reports and explain the procedure for appointment and removal of a company auditor.

**CO5.** To understand the regulatory framework in which accounting standards are formulated and operated.

<b>UNIT-I</b>	<b>12hrs</b>
<b>Nature of Auditing</b>	
Introduction-definition of auditing	1
Objectives of audit,scope of audit	2
Advantages and limitations of an Audit	2
Types of Audit	1
Fraud	2
Error	1
Basic concepts in auditing(audit evidence, independence, materiality)	2
Qualities and classification of Auditors	1

<b>UNIT-II</b>	<b>12hrs</b>
<b>Audit Process</b>	
Audit Process	1
Procedure	1
Techniques	1
Planning & Programme	1
Audit Working Papers and audit note book	1
Test Checking, its features advantages and limitations)	2
Audit sampling (methods of sampling)	1
Vouching & verification -Vouching of cash payments (purchase of goods ,assets, payment of taxes, travelling - expenses, salaries& wages)	2
Vouching of cash receipts(cash sales, rental receipts, sale of assets, income from investments)	2

<b>UNIT-III</b>	<b>12hrs</b>
<b>Internal Control, Check and Audit</b>	



Definition of internal control-objectives & environment of internal controls-features and limitations of internal control	4
Internal check(meaning& objectives)	4
Internal Audit(meaning & objectives)	4

**UNIT-IV** **12hrs**

**Company Auditor**

Appointment of auditor	1
Qualification and disqualification of Auditor	2
Duties	2
Rights of auditor	2
Procedure for removal of auditor	2
Audit reports (clean report, qualified report, adverse report and disclaimer of opinion)	3

**UNIT-V** **12hrs**

**Introduction to accounting Standards (issued by ICAI)**

Meaning of accounting standards-objectives of accounting standards	1
-advantages of setting accounting standards	2
The accounting standard Board-objectives of accounting standard board-functions of accounting standard board	3
Applicability and scope of accounting standards	1
Importance of accounting standards, responsibility of management and auditor's responsibility	2
A brief introduction to list of accounting standards issued by Institute of Chartered Accountants of India (AS-1 TO AS-29)	3

**SUGGESTED READING:**

1. Tandon, B.N **Principles of Auditing**. Mumbai: Himalaya Publications.
- 2.Kumar pradeep. **Auditing Theory and Practice**. New Delhi: Kalyani Publishers
- 3.Rawat,DS. **Student Guide to Accounting Standards**. New Delhi: Taxman Publication.
- 4.Sharma, D.G. and Srinivasan Anand, G. **Accounting Standards**



## HUMAN RESOURCE MANAGEMENT

**Credits: 4**  
**sem.**

**Semester: III Year/II**

**Subject code: BC18016**

**No. of lecture hours: 60**

**Objective: To acquaint the students with the basics of Human Resource concepts and functions, and provide them practical exposure with relevant case studies**

**Outcome:** Students will gain knowledge on various Human Resource systems along with strategies business objectives of our dynamic business organization.

### **COURSE OUTCOMES:**

**CO1.** Understand the concept of HRM, functions and changing role of a hr manager

**CO2.** Distinguish between the various methods of job design and interpret the techniques of acquisition of human resource.

**CO3.** Explain the importance of HRP and point out the various HRD approaches for Work life balance and describe the concept of job evaluation.

**CO4.** Analyze the core concepts of HRD,TQM and understand the concept of career development.

**CO5.** Explain the various concepts of worker's participation and quality of work life.

### **UNIT-I:**

**12hrs**

#### **INTRODUCTION: Human Resources Management (HRM)**

Concepts – Significance – Objectives – Scope – Functions - Changing role of Human Resource Manager

4

HRM Policies - Impact of Environment on HRM.

4

Human Resource Development (HRD): Concept - Scope - Objectives- Brief introduction of Techniques of HRD.

4

### **UNIT-II:**

#### **ACQUISITION OF HUMAN RESOURCE**

**12hrs**

Job Design - Approaches - Job Rotation - Job Enlargement - Job Enrichment - Job Bandwidth

3 Job Analysis: Concepts - Objectives - Components (Job Description and Job Specification) (Methods of Job Analysis.)

3

Human Resource Planning: Concept - Objectives - Factors affecting HR planning - Process of HR Planning - Problems in HR Planning.

3

Recruitment: Objectives - Sources of recruitment Selection: Concept – Selection - Procedure – Tests and Interview - Placement - Induction - Promotion - Transfer.

3

### **UNIT-III:**

#### **DEVELOPING AND MOTIVATING HUMAN RESOURCE:**

**12hrs**

Training - Assessing training needs - Methods and Evaluation of Training.

2



Development: Techniques of Management Development – Evaluating Effectiveness

2

Performance Management: Concept - Performance Appraisal – Concept  
Traditional and Modern Methods of Appraisal – Concepts of Potential Appraisal,  
Assessment Centers and Career Planning and Development.

4

Concept of Empowerment

1

Participative Management: Objectives – Types – Quality Circles Brief Introduction to forms  
of Workers Participation in Management in India

3

#### **UNIT IV:**

#### **INTERNATIONAL HUMAN RESOURCE MANAGEMENT AND E-HRM**

**12hrs**

Introduction-Global recruitment- global selection approach-cross culture training,  
compensation.

6

Aspects of E-HRM, E-HRP, E-Recruitment, E-Selection, E-Performance Management-E-  
Training and Development, E-Hr Records And Audit

6

#### **UNIT-V:**

#### **RECENT TRENDS IN HRM**

**12hrs**

Knowledge Management: Concept - KM Architecture - Knowledge Conversion –  
Knowledge Management Process.

4

Employer's Brand, Business Process Outsourcing - HR Issues.

4

Learning Organization: Concept – Role of Leader in Learning Organizations.

4

#### **Suggested Readings:**

- Subba Rao P: Personnel and Human Resource Management, Himalaya.
- K. Aswathappa Human Resource And Personnel Management.
- David A.De Cenzo and Stephen P.Robins: Personnel/ Human Resource Management, PHI
- Biswajeet Pattanayak: Human Resource Management, PHI
- Srinivas K. R: Human Resource Management in Practice, PHI.
- 6.. Gupta CB, Human Resource Management, Sultan Chand & Sons.



## MANAGEMENT OF SALES FORCE

**Credits: 4**  
sem.

**Semester: III Year/II**

**Subject code: CP18601**  
**60**

**No. of lecture hours:**

**Objective:** To equip the students about different elements of Sales force Management and related concepts for better output from the sales force and enhancing their productivity through proper motivation and training.

**Outcome:** Students will be able to recognize basic the skills required for understanding Sales force Management

### **COURSE OUTCOMES:**

**CO1. Understand** the Importance of the Sales Force and its management and explain the process of Recruitment, Selection and Training of Salesman

**CO2. Define** Sales force and explain the Selling Distribution departments

**CO3. Analyze** Sales Planning and control, Market analysis and sales forecasting Methods

**CO4. Create** sales budget, process and uses of sales budget

**CO5. Develop** Sales quota, design its objectives and make up of Cost analysis uses and methods.

### **UNIT-I**

#### **Introduction to sales force**

**12hrs**

Definition of Salesmanship –	3
Importance of the Sales Force and its management,	3
Salesmanship as a profession –	2
Scope of Salesmanship –	1
Functions of Sales Management –	1
Qualities of Salesman Recruitment, Selection and Training of Salesman.	2

### **UNIT-II**

#### **Size & Distribution Sales departments**

**12hrs**

Sales force - size,	4
Organization of the sales department –	1
Geographic wise, product-wise, Marketwise,	3
Motivation and compensation, appraisal of performance.	4

**12**

**Hrs**



### UNIT-III

#### Sales Planning

Sales Planning and control –	4
Market analysis and sales forecasting,	4
Methods of forecasting sales.	4

### UNIT-IV

#### Sales Budget

12Hrs

Sales budget, important process of sales budget –	4
uses of sales budget –	4
sales consideration in allocation of sales territory.	4

### UNIT-V

#### Sales Quota

12Hrs

Sales quota - objectives,	2
principles of selling sales quota –	2
administration of sales quota –	3
uses of sales quota - sales and	3
cost analysis - uses and methods.	2

#### BOOKS RECOMMENDED:

1. Sahu, P.L. Raut, K.C. **Salesmanship & Sales Management.**
2. Richard R. Still, Edward W. Cundiff Norman A.P. Govani. **Sales Management**
3. Thakur, Devendra. **Advertising, Marketing & Sales Management.**
4. Pradeep Kumar. **Elements of Marketing Management.**



## CONSUMER BEHAVIOUR

**Credits: 4  
sem.**

**Semester: III Year/II**

**Subject code: BC18026**

**No. of lecture hours: 60**

**Objectives:** to acquaint the student with the skills required for understanding Consumer behavior as a profession.

**Outcome:** Students will be able to recognize basic the skills required for understanding Consumer behavior as a profession.

**COURSE OUTCOMES:**

**CO1. State** the role of consumer and behavioral learning theories.

**CO2. Explain** the Brand Loyalty related Concepts.

**CO3. Interpret the** results, developments, models and attributes of attitudes.

**CO4. Analyze** Reference groups and their relevance, social class and culture and Social stratification.

**CO5. Demonstrate** various Consumer Behavior Models and Consumer decision process model.

<b>UNIT-I</b>	<b>12Hrs</b>
<b>INTRODUCTION</b>	
Nature – scope – marketing concept	2
Role of consumer – consumer – decision process.	2
Learning theories – behavioral learning theory, cognitive learning theory	2
Learning process – drives, cues, stimuli	2
Role of reinforcement – extinction	2
Generalization discrimination-advertising effect.	2

<b>UNIT-II</b>	<b>12Hrs</b>
<b>BRAND LOYALTY</b>	
Perception – concept – role,	2
perceptual mapping – perceived risk and cognitive processes, attribution process.	2
Consumer motivation – Freudian theory,	2
stimulus – response and trail approach – theories	2
personally types, self – concept – life style – social character.	4



**UNIT-III** **12Hrs**  
**ATTITUDES**

Concept – components of attitudes – development of attitudes – functional nature of attitudes.	6
Attitudes models – tri-component attitude model, multi – attributes attitude model, attitude towards the Ad-model.	6

**UNIT-IV** **12Hrs**  
**GROUP CONFORMITY**

Reference groups and their relevance –	3
Opinion leadership –	3
Class and culture –	3
Social stratification, social class and consumer behavior.	3

**UNIT-V** **12Hrs**  
**CONSUMER BEHAVIOR MODELS**

Maslow’s hierarchy of needs,	1
Consumer – decision process model,	2
Howard-Sheth Model	2
Buyer Behavior – Model,	2
Contemporary model –	1
Nicosia model –	2
Engel-Blackwell Miniard Model.	2

**BOOKS RECOMMENDED:**

1. Gupta, S.L. and Pal, Sumitra. 2001. ‘**Consumer Behavior – An Indian Perspective**’ – **Text & Cases**. S. Chand and Sons: New Delhi.
2. Chunawall, SA. 2000. ‘**Commentary on Consumer Behavior**’. Himalaya Publishers: Mumbai & Hyderabad.
3. Schiffinan, Leon & Kanuk, Leslie. 2002. ‘**Consumer Behavior**’ (6<sup>th</sup> edition) PHI: USA.
4. Nair, R. Suja, 2003. ‘**Consumer Behavior in Indian Perspective**’. re-print, Himalaya publishing house: Mumbai & Hyderabad.



## ENTREPRENEURSHIP DEVELOPMENT

**Credits: 4**

**Semester : III Year/II sem.**

**Subject code: BC18023**

**No. of lecture hours : 60hrs**

### Objective

- To serve as an invaluable guide for students who want to enter into entrepreneurship arena
- To create and develop qualities of leadership and motivate hidden talents of entrepreneurship embedded in the minds of youth.

**Outcome:** To acquaint the students with practical exposure of entrepreneurship.

### COURSE OUTCOMES:

**CO1.** Understand the nature and basic concept of entrepreneur and entrepreneurship.

**CO2.** Demonstrate the knowledge of entrepreneurship development programmes

**CO3.** Recognise the need for project report and analyze the concepts of project formulation

**CO4.** Interpret factory design and factory layout and identify the importance of standardization and quality control

**CO5.** Differentiate small and large scale industries and identify the reasons for sickness of small scale industries

### UNIT-I

**12Hrs**

#### INTRODUCTION TO ENTREPRENEURSHIP

Entrepreneurship – meaning, definition of entrepreneur

2

entrepreneurship. Characteristics, classification and functions of an entrepreneur

2

Entrepreneurs Vs Entrepreneurship – Entrepreneurial environment

2

Women Entrepreneurs – concept support and assistance, problems and measures 3

Role of entrepreneur in Economics Development. 3

### UNIT-II

**12 hrs**

#### ENTREPRENEURSHIP DEVELOPMENT IN TRAINING

Entrepreneurial Development & Training – meaning, need and objectives of EDP

3

Entrepreneurial Training – meaning, importance objectives and methods

3

Institutions assisting entrepreneurs

2

Financial assistance to entrepreneurs

2

types and sources of finance.

2



**UNIT-III**

**12 hrs**

**PROJECT IDENTIFICATION AND REPORT**

Project – meaning and definition	1
project classification	1
project identification and its importance.	1
Project formulation – concept, need and significance	1
project feasibility and its aspects.	2
contents, reason for Project report failure of a project.	3
Review Techniques – PERT and CPM method.	3

**UNIT-IV**

**12hrs**

**FACTORY DESIGN AND STANDARDIZATION**

Factor design & layout – meaning, importance and factors affecting factory design.	2
Factory layout – meaning, considerations in factory layout.	4
Standardization – meaning, objectives, types and advantages / importance	3
quality control – meaning and importance.	3

**UNIT-V**

**12 hrs**

**SMALL SCALE INDUSTRY**

Small scale industries – concept, meaning and definition.	2
Classification and characteristics.	2
Difference between large scale and small scale industries	2
financial schemes and policies for SSI – problems of SSI	3
sickness of small scale industries reasons and remedies.	3

**BOOKS RECOMMENDED:**

- Desai, Vasant. 2010. “**The dynamics of Entrepreneurial Development & Management**”. (6<sup>th</sup> edition) Himalaya Pub.
- Srinivasan & Gupta. 2007. “**Entrepreneurship Development**”. (5<sup>th</sup> edition) Sultan Chand & Co: New Delhi.
- Gordon & Natrajan. “**Entrepreneurship Development**”. (1<sup>st</sup> edition) Himalaya Pub.
- Desai, Vasant. 2008. “**Small Scale Industries & Entrepreneurship**”. (2<sup>nd</sup> edition) Himalaya Pub.
- Dr. S S Khanka. 2006. “**Entrepreneurial Development**”. (6<sup>th</sup> edition) Sultan Chand & Co: New delhi.



## FINACIAL STATEMENT ANALYSIS

**Credits: 4  
sem.**

**Semester: III Year/I**

**Subject code: BC18024**

**No. of lecture hours: 75**

**Objectives:**

1. To help students be aware various Financial statements and their use.
2. To help learners to understand the application of various management accounting tools in decision-making

**Outcome:** Students will be able to recognize basic business financial management concepts and tools of analysis for financing a firm.

**COURSE OUTCOMES:**

- CO1.**To describe the role of management accounting information in managerial planning and decision making  
**CO2.**To prepare and interpret the comparative and common size statements and ratio analysis  
**CO3.**To analyze funds flow and to prepare the fund flow statement  
**CO4.**To analyze cash flow and prepare cash flow statement  
**CO5.**To develop an understanding of budgetary control methods.

**UNIT-I**

**15hrs**

**Introduction to Management Accounting**

Introduction - Management Accounting – Definition – Nature - Functions	5
Objectives Importance - Management Accounting Vs. Financial Accounting	5
Management Accounting Vs. Cost Accounting (Theory only).	5

**UNIT-II**

**15hrs**

**Financial Statement Analysis and Ratio Analysis**

Financial Statement Analysis - Financial Statements	2
Meaning - Types – Objectives Uses –Limitations	2
Meaning of Financial Statement Analysis	1
Objectives - Analysis and Interpretation	1
Techniques Methods of Financial Statements Analysis Comparative and Common size statement analysis - trend percentages	2
Intra and inter firm comparison (including problems).	1
Ratio Analysis - Meaning - Importance –	1



Limitations - Classification of Ratios Liquidity Ratios Solvency	1
Ratios - Profitability	1
Ratios – Turnover	1
Ratios Interpretation Ratios (Including Problems).	2

### UNIT-III

15hrs

#### Funds flow Analysis

Funds flow Analysis - Concept of Fund –	5
Managerial uses of Funds Flow Analysis	5
Preparation of funds flow statement (including simple problems).	5

### UNIT-IV

15hrs

#### Cash Flow Statement Analysis

Cash flow analysis - Concept of cash –	5
Difference between Cash Flow and Funds Flow	4
Analysis Preparation of cash flow statement (including simple problems).	6

### UNIT-V

15hrs

#### Marginal Costing & Budgetary Control

Marginal costing – marginal cost equation, contribution, Break-even point (Break-even charts), Profit-volume ratio and Margin of safety (including simple problems).

2

Budgeting and Budgetary control	2
Objectives - Advantages - Limitations	2
types or budgets Functional budgets	2
Fixed and flexible budgets	3
Zero-based budgeting (problems in functional and flexible budgets only).	4

### BOOKS RECOMMENDED:

- Gupta, Shashi K. & Sharma, R.K. 2011. “Management Accounting”. (12<sup>th</sup> revised edition) Kalyani Pub.
- Dr. Jawahar Lal. 2010. “Accounting for Management”. (5<sup>th</sup> revised edition) Himalaya Pub.
- Arora, M. N. 2010. “Accounting for Management”. (1<sup>st</sup> edition) Himalaya Pub.
- Khan, M Y. & Jain, P K. 2008. “Management Accounting”. (4<sup>th</sup> edition) TMH Pub.
- Atkinson, Kaplan & Young. 2007. “Management Accounting”. (4<sup>th</sup> edition) Pearson Pub.



## MARKETING COMMUNICATION

**Credits: 4**  
**semester**

**Semester: I Year/II**

**Subject Code: CP18602**

**No. of lecture hours: 60**

### OBJECTIVES

To expose students to the importance of Marketing and Communication in the Business World

To enable students to understand the elements of the Marketing Mix, Promotional Mix, and Integrated Marketing Communication

**Outcome:** Students will be able to recognize basic the skills required for understanding Marketing Communication

### COURSE OUTCOMES:

**CO1:** Demonstrate ability in oral communication. Demonstrate competency in written communication. Identify, and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.

**CO2:** Perform a market segmentation analysis, determine the organization's target market/audience and define the consumer behavior of each segment.

**CO3:** Develop an integrated advertising and marketing communications plan and persuasively present and defend it. Develop creative solutions to address advertising and marketing communications challenges. Evaluate the effectiveness of integrated advertising and marketing communications initiatives.

**CO4:** Plan, implement, monitor and evaluate projects by applying the principles of project management. Complete all work in a professional, ethical and timely manner. Demonstrate professional behaviors including willingness to work collaboratively, commitment to project deadlines and responsibility for self-direction.

**CO5:** Develop and execute creative marketing communications solutions within a branded advertising approach. Evaluate how current industry trends and issues impact the future of advertising and marketing communications.

### UNIT-I

**12hrs**

Definitions, Nature, Importance of Communication,	2
The Communication process,	2
Elements of communication,	1
Types of communication-Verbal, Nonverbal,	1
intrapersonal & Interpersonal, Group and Mass Communication-	
Two –Step Theory, Multi –Step theory of Communication,	2



Application of Communication process in Marketing,	2
Introducing to Mass media	2

**UNIT-II**

**12hrs**

Barriers to effective communication,	3
overcoming barriers to Marketing Communication,	3
Strategies for effective Marketing Communication,	3
Methods of Marketing Communication,	1
Marketing Communication through Product, Price Place and Promotion .	2

**UNIT-III**

**12hrs**

Determination of communication objectives through response Hierarchy Models- AIDA Model, Hierarchy of effects Models, Innovation Adoption Model,	1
Communication model technologies	4
breakthrough( Computer, Fax machines, Cellular phones, Pagers, Mobile services, Wireless service, Internet) its impact on Marketing Communication	1
Marketing information system.	2
	4

**UNIT-IV**

**12hrs**

Communication budget and factors affecting Marketing Communication.	2
Promotional Mix:	2
Nature, Importance and distinctive characteristics for advertising & Personal selling.	2
Sales promotion,	2
Public Relations,	2
Publicity,	1
Direct Marketing	1

**UNIT-V**

**12hrs**

Setting of Targets:	1
Segmentation,	1
selecting target Market;	1
Types of Marketing Strategies,	1
price Differentiation Strategies.	1
Marketing Communication in Rural Markets,	2
Market Segmentation in rural Marketing,	2



Integrated Communication Marketing.

2

**BOOKS RECOMMENDED:**

1. Kotler, Philip. **Marketing Management.** Prentice Hall of Indian Delhi
2. Nana Kumari & Rama Swamy. **Marketing Management.**
3. Davar. **Marketing Management.**
4. Michael et al. **Advertising & Promotion.**



## MULTIMEDIA – II (Practical)

**Credits: 2**  
**sem.**

**Semester: III Year/II**

**Subject code: CP18603**

**No. of lecture hours: 30**

**Objective :** To obtain the knowledge in designing of the Advertisements using Editing, 3d animation and audio softwares.

**Outcome:** Students will gain knowledge on designing of the Advertisements using Editing, 3d animation and audio software's.

**Video Editing :** Video basics and NLE – Types of video – NTSC & PAL – Video & computer, capturing video, hardware requirements. Video editing using software tools – Basics of Digital Video Editing – Editing clips – cut & paste – Trimming clips – Give different transitions when a scene changes like Dissolve, Wipe, iris, round – Venetian Blinds etc. – Applying filters to adjust brightness, hue, saturation and to give special effects like blur, embossing, pixelating, ripple effect, etc. – Special effects using motions – Superimposing a clip – Working with still graphics and titling – Exporting clips for editing it into other applications – Mixing sound with video.

**3D Animation** – Introduction to drawing techniques – Setting viewpoint, grid and other drawing aids – Creating drawings and editing it – Preparing 2D section and convert it into 3D geometry – Creating 3D object using tools and arranging them – Editing 3D objects – deforming, stretching, scaling, twisting, objects. Applying color or texture to the surface of 3D objects – Arranging lights – Rendering and animation – Setting number of frames – Animating 3D objects, cameras and lights – Creating preview – Using special effects and techniques for animation – Setting objects movement hierarchy in a model & linking movements. Editing materials and creating texture maps – Rendering animation – Composing joining and layering files.

**Working with Audio :** Role of sound in multimedia – Hardware – Sound card, CD-ROMs – Quality of sound on computer – Introduction to different sound formats – Sampling rates, mono & stereo sound types of sound Wave and Midi Recording and Editing of Low-end music to highlight a presentation – Basics of sound – Editing sound wave – Cut, Paste, Insert / Remove silence – filter noise – changing amplitude & gain, applying integration – Adding effects to sound wave – echo, repeat, reversing wave, splitting and combining channels, mixing wave, Recording sound, adding music.

### BOOKS RECOMMENDED:



Keith Underdahl, **Adobe Premiere Elements 8 for Dummies**, Wiley Publishing, Inc., 2010

Carla Schroder, **The Book of Audacity**, No Starch Press.

Kelly L.murdock, **AutoDesk 3ds Max 2013 Bible**, Wiley Publishers.

**Reference Books  
Required for Multimedia – I & Multimedia – II**

- Sugata Mitra, Gaurav Bhatnagar, **Introduction to Multimedia Systems**, Academic Press.
- Richard Harrington, **Understanding Adobe Photoshop: CS6**, Peachpit Press.
- Gary David Bouton, **CorelDRAW X6 the Official Guide**, Corel Press.
- Jennifer Smith, AGI Creative Team, **Adobe Illustrator CS6 Digital Classroom**, John Wiley & Sons, Inc.
- Adobe Creative Team, **Adobe Photoshop CC Classroom in a Book**, Published by Adobe Press, U.S.
- Jeremy Osborn, AGI Creative Team, Greg Heald, **Adobe Dreamweaver CS5 Digital Classroom**, Published by John Wiley & Sons, Inc.
- AGI Creative Team, **Adobe Flash Professional CS6 Digital Classroom**, Published by John Wiley & Sons, Inc.
- Jeremy Osborn, AGI Creative Team, Greg Heald, **Adobe Dreamweaver CS5 Digital Classroom**, Published by John Wiley & Sons, Inc.
- Keith Underdahl, **Adobe Premiere Elements 8 for Dummies**, Wiley Publishing, Inc., 2010
- Carla Schroder, **The Book of Audacity**, No Starch Press.
- Kelly L.Murdock, **AutoDesk 3ds Max 2013 Bible**, Wiley Publishers.



## PROJECT REPORT

**Credits: 6**

**Subject code: CP18604**

**Semester: III Year/II sem.**

**No. of lecture hours: 75**

Students will be assigned to generate data on certain research project and compile available information and draw the conclusions from literature, on a given topic. The project work will span over a period of two semesters under the supervision of chosen faculty member and/or authorized person from the company where student seeks to do project work.

1. Project Work is undertaken by groups of 2 - 3 students on any subject related to the course.
2. Project Report is to be submitted in four copies at the end of Second Semester in partial fulfillment of the course of B.Com Advertising and Sales Promotion for the award of B.Com Degree.



## Digital Marketing (Add on Course Non CBCS)

**Semester III**

**Hours 30**

**Objective** Digital Marketing Course transforms you into a digital market specialist in domains like SEO, social media, pay-per-click, conversion optimization, digital analytics, content, mobile, & email marketing.

**Outcome:** Digital Marketing Program & become industry-ready with the latest tools, work on real-world projects, and attend Expert.

### **Unit-1 Digital Marketing**

**6hrs**

Traditional Marketing Vs Online marketing-Basis concepts of internet- Introduction to digital Marketing- the online Marketing mix- the online consumer-online branding-traffic building-consumer segmentation, targeting and positioning using online tools-Trends in digital marketing (sector wise)

### **Unit II Social Media Marketing**

**6hrs**

Facebook marketing-Instagram marketing-LinkedIn marketing-Til-Tok marketing-What sapp Marketing- Blogging-Vlogging- Online advertising on social media-Social media optimization

### **UNIT III Search Engines and Search Engine Optimization**

**6hrs**

Search Engines-importance of search Engines and Types of search engines- digital display advertising- email advertising-mobile marketing- Content Marketing-YouTube Marketing-Marketing & Monetizing on you tube-customize your You Tube Channel- You Tube Analytics Google analytics

### **Unit IV Google Ad Words & Remarketing**

**6hrs**

Pay per click advertising-Getting started with Google Ad words- Advertising tracking Key Google Ad words strategies- Remarketing with google- Budget and ROI tips-B2B Remarketing Campaign

### **Unit V Web Designing**

**6hrs**

Creating a dynamic webpage HTML DHTML scripting Jquery PHP Ajax Jason mobile app e tutorials- hacking-anti virus



## Banking and Insurance ( Self Study Course)

**Semester V**

**15hrs**

### **Unit 1 Introduction**

Origin of banking: Definition, banker and customer relationship, General and Special types of customers, Types of deposits, origin and growth of Commercial bank in India. Financial service Offered by banks, Changing role of commercial banks, types of banks

### **Unit 2 Cheques and pay Banker**

Crossing and endorsement meaning, definitions, types and rules of crossing. Duties, statutory protection in due course, collecting bankers: duties, Statutory protection for holder in due course, Concept of negligence

### **Unit 3 Banking Lending**

Principles of sound lending, secured Vs unsecured advances, Types of advances, Advances against various securities

### **Unit-4 Internet Banking**

Meaning Benefits, Home Banking Mobile banking Virtual banking, E Payment, ATM card/ Biometric card Debit/ Credit cards Smart Card NEFT RTGS, E Money

### **Unit 5 Insurance**

Basic concept of risk, Types of business risk, Assessment and transfer, Basic principles of utmost good faith, Indemnity, Economic function, proximate cause, Subrogation and Contribution, Types of Insurance Life and Non Life, Re insurance, Risk and return relationship, online insurance

Suggested readings:

1. Agrawal, OP Banking and insurance, Himalaya Publishing House 2. Satyadevi C Financial Service Banking and Insurance, S Chand 3. Suneja HR practical and Law of Banking, Himalaya Publishing House 4. Chabra TN Elements of Banking Law, Dhanpat Rai & sons 5. Arthur C and C Williams Jr, Risk management and Insurance Mc Graw Hill 6. Saxena GS, Legal aspects of Banking Operations Sultan Chand and sons. 7. Jyotsna Sethi and Nishwan Bhatia, Elements of Banking and Insurance, PHI Learning