

**Structure and Syllabi of Five Year Integrated Post Graduate Programme(FYIPGP)
In Commerce of Dibrugarh University and Its Affiliated Colleges as Per UGC DRAFT
RELEASED On 12/12/2022.**

MARKETING (MAJOR)

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks	
		Major (Core)	1	C-1	Business Organization and Management	4		
1	1 st	Minor	1	Minor -1 B	Marketing Management	4	The course shall be taken by students from disciplines other than Marketing.	
		Multi-Disciplinary Generic Elective Course: Natural Sciences-I/ Social Science/Humanities-I/ Commerce-I	4	GEC-1B	Marketingfor Beginners	3	The Course shall be taken by students from disciplines other than Marketing.	
		AEC Language (MIL/Regional Language)	1	AEC 1		4	The students shall have to take one of the language disciplines offered by DU.	
		Value Added Course-1 Understanding India	1	VAC 1		2	The students shall have to take the course offered by DU.	
		Skill Enhancement Course	SEC-1A	2	SEC-1A	MS-Excel and its Applicationin Business	3	The students shall have to take any of the courses offered by DU and also by the Commerce Stream.
			SEC-1B		SEC-1B	Tourism Management		
Total						20		

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks
		Major (Core)	1	C-2	Financial Accounting	4	
1	2 nd	Minor	1	Minor 2B	Advertising Management	4	The Course shall be taken by students from disciplines other than Marketing.
		Multi-Disciplinary Generic Elective Course: Natural Sciences-I/ Social Science/Humanities-I/ Commerce-I	4	GE C-2B	Sales Management	3	The Course shall be taken by students from disciplines other than Marketing.
		Ability Enhancement Course: English Language and Communication Skills	1	AEC 2		4	The students shall have to take one of the language disciplines offered by DU.
		Value Added Course-3 Environmental Science	1	VAC 2		2	The students shall have to take the course offered by DU.
		Skill Enhancement Course	2	SEC- 2	Event management	3	The students shall have to take any of the courses offered by DU and also by the Commerce Stream.
		Total					20
Grand Total (Semester I and II)						40	
Students on exit shall be awarded Undergraduate Certificate (in the Field of Study/Discipline) after securing the requisite 40 credits in semesters I and II							

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks	
		Major (Core)	2	C-3	Business Economics	4		
				C-4	Entrepreneurship	4		
2	3 rd	Minor	1	Minor 3B	Consumer Behaviour-I	4	The Course shall be taken by students from disciplines other than Marketing.	
		Multi-Disciplinary Generic Elective Course: Natural Sciences-I/ Social Science/Humanities-I/ Commerce-I	4	GEC- 3B	Retail Marketing	3	The Course shall be taken by students from disciplines other than Marketing.	
		Value Added Course: Digital and Technological Solution / Digital Fluency	1	VAC 3		2	The students shall have to take one of the language disciplines offered by DU.	
		Skill Enhancement Course	2	SEC- 3A	Introduction to Investing and Trading	3	The students shall have to take any of the courses offered by DU and also by the Commerce Stream.	
				SEC- 3B	Hospitality Management			
		Total				20		
		Grand Total (Semester I, II and III)					60	

Year	Semester	Course (Lecture+Tutorial+ Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks
2	4 th	Major (Core)	4	C-5	Business Environment	4	
				C-6	Advanced Marketing Management	4	
				C-7	Advanced Financial Management	4	
				C-8	Business Statistics	4	
		Minor 4	1	Minor 4B	Training and Development	4	The course shall be taken by students from disciplines other than Marketing .
Total						20	
Grand Total (Semester I, II, III, IV)						80	
<p>The students on exit shall be awarded Undergraduate Diploma after securing the requisite 80 credits on completion of Semester IV provided, they secure additional 4 credit in skill based vocational courses offered during First year or second year summer term.</p>							

Year	Semester	Course (Lecture+Tutorial+ Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks
3	5 th	Major (Core)	3	C-9	Advanced Human Resource Management	4	
				C-10	Business Law	4	
				C-11	Consumer Behaviour	4	
		Minor 5	1	Minor 5B	Direct Marketing	4	The course shall be taken by students from disciplines other than Marketing.
			1		2+2 (Internship Community Engagement) OR 4(Internship) / 4 (Community Engagement)	4	
Total						20	
Grand Total (Semester I, II, III, IV, V)						100	

Year	Semester	Course (Lecture+Tutorial+ Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks
3	6 th	Major (Core)	4	C-12	Indian Financial System	4	
				C-13	Service Marketing	4	
				C-14	Advanced Advertising Management	4	
				C-15	Agriculture and Rural Marketing	4	
			1	Minor 6B	Digital Marketing	4	The course shall be taken by students from disciplines other than Marketing.
Total						20	
Grand Total (Semester I, II,III,IV,V and VI)						120	

The students on exit shall be awarded Undergraduate Degree (in the Field of Study/Discipline) (3 years) after securing the requisite 120 credits on completion of semester 6

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks
4	7 th	Major (Core)	3	C-16	Business Analytics	4	
				C-17	Corporate Financial Reporting	4	
				C-18	Brand Management	4	
		Minor	1	Minor-7B	Human Resource Audit	4	The course shall be taken by students from disciplines other than Marketing
					Research Methodology (Development of project proposal/ Proposal and review in related literature)	4	
		Total					20
Grand Total (Semester I, II, III, IV,V, VI & VII)						140	

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks
4	8 th	Major (Core)	2	C-19	Company Law	4	
				C-20	Business Ethics	4	
		Minor	1	Minor-8B	Human Resource Information System	4	The course shall be taken by students from disciplines other than Marketing
					Dissertation (Data collection, analysis and preparation of report)/ 2 DSE courses of 4 credit each in lieu of dissertation (DSE subject options: 1. Ethical Marketing and Consumer Trust 2. Change Management 3. Project Management 4. Corporate Social Responsibility)	8/ 4+ 4	
		Total					20
Grand Total (Semester I, II, III, IV,V, VI ,VII & VIII)						160	

The students on exit shall be awarded Undergraduate Degree Honours (in the Field of Study/Discipline) (4 years) after securing the requisite 160 credits on completion of semester 8

Year	Semester	Course (Lecture+Tutorial+ Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks
5	9 th	Major (Core)	3	C-21	Methodological Framework for Business Research	4	
				C-22	Digital Tools in Business Research	4	
				C-23	Intellectual Property Rights	4	
	Minor	1	Minor- 9B	Small Business Management	4	The course shall be taken by students from disciplines other than Marketing	
	DSE			4(P)/ 1 DSE course of 4 credit Consumer Psychology	4		
	Total					20	
Grand Total (Semester I, II, III,IV,V, VI, VII, VIII and IX)						180	

Year	Semester	Course (Lecture+Tutorial+ Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks
5	10 th	Major (Core)	2	C-24	Research and Publication ethics	4	
				C-25	Emotional Intelligence and Creative Thinking	4	
	Minor	1	Minor- 10B	Cross Cultural Management	4	The course shall be taken by students from disciplines other than Marketing	
	DSE			Dissertation (Data collection, analysis and preparation of report)/ 2 DSE courses of 4 credit each in lieu of dissertation 1. Media Planning and Communication 2. Sustainable Marketing	8/ 4+4		
	Total					20	
	Grand Total (Semester I, II, III,IV,V, VI, VII, VIII, IX and X)						200

The students on exit shall be awarded Post Graduate Degree(in the Field of Study/Discipline) (5 years) after securing the requisite 200 credits on completion of semester 10

Note: - For Core and GEC Courses, the code:

'A' stands for Finance Major;

'B' stands for Marketing Major;

'C' stands for Human Resource Management (HRM) Major; and

'D' stands for Banking and Insurance Major

Abbreviations Used:

- **C = Core/Major**
- **GEC = Generic Elective Course / Multi-Disciplinary Course**
- **AEC = Ability Enhancement Course**
- **SEC = Skill Enhancement Course**
- **VAC = Value Added Course**

**FIVE YEAR INTEGRATED POST GRADUATE PROGRAMME (FYIPGP) IN
COMMERCE (MARKETING)
DETAILED SYLLABUS OF 1ST SEMESTER**

SEMESTER I

Course Title: BUSINESS ORGANISATION AND MANAGEMENT

Course Code: C-1

Nature of the Course: CORE

Course Credit: 04 Credits

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Objective :

- To gain a basic understanding of the structure and forms of business organisations and the primary functions of management that are vital for the smooth operation of business organisations.

Course Outcome:

- CO1: Demonstrate the distinctive features of various business organizations.
 - ✓ LO1.1: Cite examples of different forms of organizations.
 - ✓ LO1.2: Explain the functioning of different forms of business organizations, their formation and ownership.
- CO2: Demonstrate the understating of different functions of management.
 - ✓ LO2.1: Explain planning, organizing, controlling and other functions of management.
 - ✓ LO2.2: Develop strategic approaches in respect of managerial decision making in case-based events.
- CO3: Apply the various concepts of authority, delegation of authority and decentralization.
 - ✓ LO3.1: Explain how authority and its delegation is to be implemented.
 - ✓ LO3.2: Project leadership and team behaviour in classroom role plays that act as prep ups for real organizational contexts.
- CO4: Apply the theories of motivation for managing human resources in organizations.
 - ✓ LO4.1: Explain and differentiate contemporary theories of motivation.
 - ✓ LO4.2: Discuss the role and applicability of each motivation theory in the modern organizational context.
- CO5: Analyze the stand and role of Indian ethos in the context of management in Indian organizations.
 - ✓ LO5.1: Explain Indian ethos in the context of Indian organizations.
 - ✓ LO5.2: Implement suitable strategies to deal with different Indian values and philosophies in managerial decision making
- CO6: Analyze the role and pattern of communication in organizations.
 - ✓ LO6.1: Explain formal and informal communication channels and processes.
 - ✓ LO6.2: Describe the challenges of communication in organizations.
- CO7: Apply the concepts of subaltern management ideas in real work situation
 - ✓ LO7.1: Project the of practice work-life balance, flexi time etc on job situation.
 - ✓ LO7.2: Describe diversity and inclusion in work place.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2				
Conceptual knowledge		CO1,CO2	CO3,CO4,CO7	CO6		
Procedural knowledge			CO3,CO4,CO7	CO7		
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	M	M	S	S	M	M	M	M
CO2	M	M	M	M	S	S	M	M	M	M
CO3	M	M	M	M	S	S	M	M	S	S
CO4	M	M	M	M	S	S	M	M	S	S
CO5	M	M	M	M	S	S	M	S	S	M
CO6	M	M	M	M	S	S	M	M	S	S

UNIT	Contents	L	T	P
I (12 Marks)	Forms of Business Organisation – Sole Proprietorship; Joint Hindu Family Firm; Partnership Firm; Joint Stock Company; Cooperative Society; Limited Liability Partnership	05	-	-
	Forms of Public Enterprises; International Business – Types	05	02	
II (12 Marks)	Planning, Organising and Decision Making; Policy and Strategy Formulation	06	-	-
	Departmentation – Functional, Project, Matrix and Network	04	-	-
III (12 Marks)	Authority Relationships – Line and Staff; Delegation of Authority; Decentralisation; Groups and Teams; Reporting and Accountability	06	02	-
	Leadership – Nature, Types, Leadership Theories	04	-	-
IV (12 Marks)	Motivation – Theories and Practices: Herzberg's Theory, Vroom's Expectancy Theory, Z-theory, Control – Concept and Process	06	-	-
	Communication and Coordination – Process of Communication; Formal and Informal Channels of Communication; Leakages in Organisational Communication; Interpersonal Communication.	05	02	-

UNIT	Contents	L	T	P
V (12 Marks)	Indian Ethos for Management: Value-Oriented Holistic Management; Business Process Reengineering (BPR), Learning Organisation, Outsourcing	05	-	-
	Subaltern Management Ideas from India; Diversity & inclusion; Work-life Balance; Freelancing; Flexi-time and work from home; Co-sharing/co-working.	06	02	-
	TOTAL	52	08	-

L= Lectures, T= Tutorials, P= Practicals

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- ❖ Two Sessional Examination - **10 x 2= 20 marks**
- ❖ Other (any two) **10 x 2= 20 marks**
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics

Recommended Books:

- O.P. Gupta, Business Organisation and Management (According to National Education Policy 2020), SBPD Publications
- P.C. Tulsian, Business Organisation and Management, Pearson India
- Anthony, Lakshmi, Padmavathi and Satyavathi, Business Organisation and Management, Himalaya Publishing House
- Sharma, Gupta and Sharma, Business Organisation and Management, Kalyani Publications

SEMESTER-I
Title of the Course: MARKETING MANAGEMENT
Course Code: MINCOM1
Nature of the Course: Minor
Course Credit: 04 credits
Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Objective: The objective in this course is to help students to understand the concept of marketing and its applications.

COURSE OUTCOME:

CO 1: Understand firm grasp on the Fundamentals of Marketing:

LO 1.1: Identify key terms and definitions related to marketing, such as marketing mix, marketing environment, and online marketing.

LO 1.2: Describe the nature and scope of marketing and its importance to businesses.

CO 2: Analyze Consumer Behavior and Market Segmentation:

LO 2.1: Conduct a market segmentation analysis using demographic, psychographic, and behavioral criteria.

LO 2.2: Evaluate the influence of consumer behavior theories on marketing decisions.

CO 3: Explain functional Comprehension of branding and product development:

LO 3.1: Develop a product strategy encompassing development stages, package design, and after-sales support strategies.

LO 3.2: Evaluate personal experiences with branded products and their impact on purchase decisions.

CO 4: Evaluate pricing strategies and Their Significance:

LO 4.1: Discuss the importance of price in meeting marketing and business objectives. (Conceptual)

LO 4.2: Formulate a pricing strategy for a new product based on market conditions and cost considerations.

CO 5: Utilize Promotion Strategies:

LO 5.1: Analyze the effectiveness of different promotional campaigns through case studies.

LO 5.2: Reflect on the success of various promotional methods and how they correspond with marketing objectives.

CO 6: Employ effective Distribution Channels and Logistics Strategies:

LO 6.1: Reflect on the complexities of managing distribution channels in a global market.

LO 6.2: Examine the distribution strategies of successful businesses to gain insight into best practices.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO1					
Conceptual knowledge		CO1,CO4		CO2,CO5	CO5	CO3
Procedural knowledge						CO6
Meta-cognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	S	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	S
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	S	S	S	M	S	S	M	M	S
CO5	S	S	S	S	S	S	S	M	M	M
CO6	S	S	S	S	S	S	M	M	M	M

UNITS	COURSECONTENTS	L	T	P
I (15Marks)	Introduction: Nature and scope of marketing; Importance of marketing; Marketing concepts-traditional and modern; Marketing mix; marketing environment. Concept of Online Marketing.	12	02	-
II (15Marks)	Consumer behavior and market segmentation, meaning and significance of consumer behaviors; Market segmentation- meaning and importance; Bases for s market segmentation.	14	02	-
III (15Marks)	Product: Concept of product; Product planning and development; Packaging - role and functions; Brand name and trade mark; after sales service. Price: Significance & Types.	14	02	-
IV (15Marks)	Promotion: Meaning, needs and importance of promotion; Methods of promotion. Distributions Channels and Physical Distribution channels; Factors affecting choice of a distribution channel.	12	02	-
	TOTAL	52	08	-

Where, L=Lectures, T=Tutorials, P=Practicals

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Sessional Examination (Two) - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
- Group Discussion
- Assignment
- Seminar Presentation on any of the relevant topics
- Hands-on-learning

Suggested Readings:

1. Philip Kotler: Marketing Management, Prentice Hall, New Delhi.
2. Sontakki C.N: Marketing Management, Kalyani Publishers, New Delhi.
3. Evans: Marketing Management, Cengage Learning India Pvt. Ltd., Delhi
4. Sharlekar: Marketing Management, Himalaya publishing, New Delhi.
5. Dabur: Marketing Management, S. Chand, New Delhi.

Note: Latest edition of textbooks may be used.

SEMESTER-I

Course Title	: MARKETING FOR BEGINNERS
Course Code	: GEC-1B
Nature of the Course	: Generic Elective Course (GEC)
Course Credit	: 03 Credits
Distribution of Marks	: 60 (End Sem) + 40 (In-Sem)

Course Objectives:

- To help students understand the fundamentals of marketing concept.
- To help students understand the importance of Marketing in business.

COURSE OUTCOME:

CO 1: Understand operational grasp of the fundamentals of marketing:

LO 1.1: Discuss the process and importance of market segmentation, targeting, positioning, and repositioning.

LO 1.2: Develop a basic marketing strategy that includes segmenting a market, selecting a target market, and positioning a product.

CO 2: Develop efficient Product and Services Strategies:

LO 2.1: Explain the significance of product line and product mix decisions in marketing.

LO 2.2: Utilize product life-cycle strategies to manage a product over time.

CO 3: Utilize Pricing Frameworks and Strategies:

LO 3.1: Identify different pricing objectives and factors that affect pricing decisions.

LO 3.2: Explain the importance of price in the marketing mix and how it affects customer perception and business profitability.

CO 4: Develop and Implement Effective Promotional Strategies

LO 4.1: Identify the components of the promotion mix, which include advertising, sales promotion, public relations, and personal selling.

LO 4.2: Explain the function and significance of promotion within the marketing mix.

CO 5: Conceptual Clarity on Distribution Channels:

LO 5.1: List the elements that influence channel design decisions and physical distribution.

LO 5.2: Discuss the different types of distribution channels and the key considerations that go into channel design.

LO 5.3: Consider the complexity of maintaining distribution networks in an international marketplace.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	Create
Factual knowledge		CO1				
Conceptual knowledge		CO1,CO2 CO3			CO3	CO1,CO2
Procedural knowledge		CO5				CO4
Meta-cognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	S	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	S
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	S	S	S	M	S	S	M	M	S
CO5	S	S	S	S	S	S	S	M	M	M
CO6	S	S	S	S	S	S	M	M	M	M

UNIT	CONTENTS	L	T	P
I (15 Marks)	Introduction: Concept and importance of Marketing Market Segmenting, Targeting, and Positioning and Repositioning, Marketing Mix, <u>Targeted Marketing versus Mass Marketing.</u>	09	-	-
II (15 Marks)	Product and Services Strategy: Product, Product classifications, Individual product decisions, Product line decisions, Product mix decisions, New-Product Development and Product Life-Cycle Strategies; Service marketing.	09	01	02
III (15 Marks)	<u>The Pricing Framework and a Firm's Pricing Objectives, Factors That Affect Pricing Decisions, Pricing Strategies</u>	10	02	-
IV (15 Marks)	Promotion Mix; Distribution Channels and Logistics Management; The nature of distribution channels, Channel design decisions, Physical distribution and logistics management.	10	02	02
	TOTAL	38	05	04

L=

Lectures, T= Tutorials, P= Practicals

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- ❖ Sessional Examination (Two) - **10 x 2= 20 marks**
- ❖ Other (any two) **10 x 2= 20 marks**
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics

Suggested Readings:

Reference Book:

1. Principles Of Marketing: A Global Perspective- Philip Kotler, Gary Armstrong, SweeHoonAng, Prof SiewMeng Leong, Chin-Tiong Tan, Prof Oliver Hong-Ming Yau , Pearson Publication

Text Books:

1. Marketing Management -R S N Pillai, V Bagavathi,S.ChandEdition: 1st edition, 2010
2. Marketing Management - Concepts, Cases, Challenges And Trends – GovindarajanMadabusi, PHI publication.
3. Marketing Management, Dr. Amit Kumar, Dr. B. Jagdish Rao, SahityaBhawan Publications 3rd Revised Edition 2017

Unit	Contents	L	T	P
1 Basics of MS Excel 20 marks	Managing Worksheets and Workbooks: Labelling and Naming Worksheets and Workbooks, Adding, Deleting and Saving Worksheets and Workbooks, Reposition Worksheets, Inserting, Deleting, and Renaming Worksheets, Copy Worksheets, Printing a Workbook, Formatting a Worksheet, Adding Elements to a Workbook, Protecting Worksheet and Workbook. Inserting and deleting rows and columns. Inserting and deleting cells.	12	01	02
2 Data Representation using MS Excel 20 Marks	Entering, Editing and Formatting Data, Uses of mathematical, logical and Financial and Date and Time formulas, Import external data, Creating Table, Sorting Data, Data Validation, Consolidation, Creating Pivot table. Charts: Chart elements: Titles, legend, data labels, creating a New Chart, Formatting Chart, Types of charts, Using Chart Templates, Pivot chart.	06 05	01 01	01 01
3 Preparation of Financial Statements 20 Marks	Preparation of Profit & Loss Account, Balance Sheet, Perform Ratio Analysis and Financial Statement Analysis using MS Excel.	12	01	02
	TOTAL	35	04	06

*L= Lecture, T= Tutorial, P= Practical

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- ❖ One Sessional Examination - **10 x 2= 20 marks**
- ❖ Other (any two) **10 x 2= 20 marks**
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics

Suggested Readings:

1. MS Office: Sanjay Saxena, Vikas Publishing House
2. Financial Modeling in Excel for Dummies by Danielle Stein Fairhurst
3. Microsoft Office Excel 2007 step by step: Frye, PHI

Note: Latest edition books shall be used

SEMESTER-I

Course Title: TOURISM MANAGEMENT

Course Code: SEC-1B

Nature of the Course: Skill Enhancement Course (SEC)

Course Credit: 03 Credits

Distribution of Marks: 60(End Sem) + 40 (In-Sem)

Course Objective:

- To understand some important concepts and practices of the tourism sector and shall throw light on the potentialities of tourism as a career and employment opportunity.

Course outcome:

CO1: Demonstrate understanding of tourism concepts and products.

- ✓ LO1.1: Cite examples of different types of tourism and tourism products.
- ✓ LO1.2: Describe their role in the tourism industry and in the region's economy.

CO2: Demonstrate understating of various primary constituents of the tourism industry.

- ✓ LO2.1: Explain the specific functions and role of logistic partners and facilitators of the tourism sector.
- ✓ LO2.2: Describe the functions and workings of various tourism intermediaries with regard to different tourism typologies.

CO3: Apply the various concepts of planning and development and other management functions in the context of the tourism industry.

- ✓ LO3.1: Explain how tourism planning is important for growth and conduct of the sector.
- ✓ LO3.2: Describe the tools and techniques of planning tourism development at different levels of management.

CO4: Analyze the importance and management of human resources in this people-centric industry.

- ✓ LO4.1: Compare different approaches and techniques of human resource management distinct to the tourism sector.
- ✓ LO4.2: Explain the complexities of diversity in human resource management in the context of this sector.

CO5: Analyze the marketing functions of tourism.

- ✓ LO5.1: Demonstrate the implications of the service marketing components in the context of tourism industry.
- ✓ LO5.2: Compare the differences in marketing strategies required for catering to the diversity evidenced in the tourism industry.

CO6: Apply the concepts of tourism management in tourism career choice and planning.

- ✓ LO6.1: Identify career opportunities in tourism.
- ✓ LO6.2: Describe the needs and requirements of various career choices in tourism.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2				
Conceptual knowledge		CO1,CO2	CO3,CO4,	CO4		
Procedural knowledge			CO3,CO4,	CO4		
Meta-cognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	M
CO2	S	S	S	S	S	M	S	S	S	M
CO3	S	S	S	S	S	M	S	M	S	S
CO4	S	S	S	S	S	S	S	M	S	S
CO5	S	M	M	S	S	S	M	S	S	M

UNIT	CONTENTS	L	T	P
I Tourism Management an overview 20 Marks	Concept of tourism, different types of tourism- Domestic, Foreign, Excursionist, Role of tourism in economic development	05	-	-
	Types of tourism product- Eco tourism, Nature tourism, Pilgrimage tourism, Heritage tourism, Cultural Tourism, Adventure tourism, Medical Tourism, Rural tourism	07	-	01
II Constituents of Tourism Industry 20 Marks	Transportation facility, accommodation, catering, food and entertainment, Banking and financial facilities	06	02	01
	Tourism Intermediaries: Travel Agent, Tour Operator, Duties function and responsibilities of tour operator, Host community involvement.	06	02	01
III Management Issues 20 Marks	Tourism planning and development, human resource management in tourism	06	02	01
	Marketing in Tourism, Careers in Tourism	05	-	-
	TOTAL	35	06	04

** L =Lectures, T =Tutorials, P =Practicals

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

❖ Two Sessional Examination -

10 marks each

❖ Other (any two)

10 x 2= 20 marks

- Assignment
- Seminar Presentation on any of the relevant topics
- Field visit

Recommended Books:

1. Roday, Biswal & Joshi: Tourism Operations and Management. Oxford University Press.
2. Swan & Mishra: Tourism Principles and Practices. Oxford University Press.
3. Gupta, Singh, Kirar&Bairwa: Hospitality and Tourism Management.Vikas Publications.

4. Kadam, Shaifaalee&Chainickaa: A Textbook of Tourism and Hospitality Management. Bookman Publications. New Delhi.

**FIVE YEAR INTEGRATED POST GRADUATE PROGRAMME (FYIPGP) IN
COMMERCE (MARKETING)
DETAILED SYLLABUS OF 2nd SEMESTER**

SEMESTER-II

Title of the Course: FINANCIAL ACCOUNTING

Course Code: C-2

Nature of the Course: CORE

Course Credit: 04credits

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

COURSE OBJECTIVES:

- To enable the students to acquire conceptual and practical knowledge of the Financial Accounting and to impart skills for recording various kinds of business transactions.

Course Outcome and Learning Outcome:

CO1: Analyzing Financial Statements to assess the financial health and performance of a company

- LO1.1: Explain the process of preparation of Trial Balance, Income Statement and Balance Sheet.
- LO1.2: Creating Trial Balance, Income Statement and Balance Sheet.

CO2: Application of Accounting Principles and Accounting Standards in the preparation of Financial Statements

- LO2.1: Explain accounting concepts, conventions, Ind-AS, IFRS etc.

CO3: Demonstrating the knowledge of Accounting for Partnership firm and Single-Entry System

- LO3.1: Discuss the admission, retirement, death, and dissolution of Partnership firm.
- LO3.2: Explain the statement of affairs, ascertainment of profit under single entry system and conversion into double entry system.

CO4: Creating Accounts of Non-Profit Organization

- LO4.1: Explain the preparation of Receipts and Payments Account, Income and Expenditure Account and Balance Sheet

CO5: Demonstrating the knowledge of Depreciation Accounting.

- LO5.1: Practice various methods of Depreciation Accounting.

CO6: Application of Hire Purchase and Installment System of Accounting in Business organizations

- LO6.1: Explain Accounting process of Hire Purchase and Installment System

CO7: Demonstrating knowledge of Corporate Accounting.

- LO7.1: Define the concept of Corporate Accounting and its legal provisions.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO2	CO2, CO3 CO7		CO1		
Conceptual knowledge		CO2,CO3 CO5	CO6	CO1		CO4
Procedural knowledge			CO6			CO4
Meta-cognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	M	M
CO2	S	S	S	S	S	S	S	M	M	M
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	M	S	S	S	S	S
CO5	S	S	S	S	M	S	S	S	S	M
CO6	S	S	S	S	M	S	S	S	S	S
CO7	S	S	S	S	M	S	S	S	S	S

UNIT	Contents	L	T	P
I Recording and Presentation of Accounting Transactions (15 Marks)	Preparation of Financial Statements: Preparation of Trial Balance including adjustments and preparation of Financial Statements.	08	-	-
	Financial Accounting Principles: The nature of financial accounting principles – Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.	02	-	-
	Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. Salient features of First-Time Adoption of Indian Accounting Standard (Ind-AS), International Financial Reporting Standards (IFRS): - Need and procedures.	03	-	-
II Accounting Process (15 Marks)	Accounting for Partnership Firm: Admission, Retirement, Death and Dissolution of Firms;	10	02	01
	Single Entry System: Meaning of single entry or incomplete records and distinction between single entry v/s double entry; statement of affairs and ascertainment of profit under single entry system; conversion into double entry system – steps involved – missing figures – comprehensive problems	05	02	01

	relating to conversion.			
III Accounting for Not-for-profit Organisation and Depreciation Accounting (15 Marks)	Preparation of Accounts of Not-for-profit Organisation: Introduction, Preparation of Receipts and Payment Account, Income and Expenditure Account, Balance Sheet, Distinction between Receipts and Payments account and Income and Expenditure Account, Peculiar items used in the Accounts of Non-Trading Concerns.	06	01	01
	Depreciation Accounting: The nature of depreciation. The accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; Disposal of depreciable assets-change of method.	04	01	01
IV Accounting for Hire Purchase, Instalments, and Introduction to Corporate Accounting (15 Marks)	Hire Purchase and Instalment System: Calculation of interest, partial and full repossession, Hire purchase trading (total cash price basis), stock and debtors' system; Instalment Purchase System.	06	01	01
	Introduction to Corporate Accounting: Meaning and Importance of Corporate accounting. Books of Accounts; legal provisions relating to books of accounts, legal provisions relating to financial statements. Report of Director's or Board's Report, audit of company accounts. (As per Company's Act, 2013). Book-Building process of allotment of shares	07	01	01
	TOTAL	49	08	06

MODES OF IN-SEMESTER ASSESSMENT:

- Two Sessional Examination -
- Other (any two)
- Seminar Presentation on any of the relevant topics
- Assignment

(40 Marks)

10 marks each

10 x 2= 20 marks

Suggested Readings:

1. S.N. Maheshwari, and. S. K. Maheshwari. *Financial Accounting*. Vikas Publishing House, New Delhi.
2. Deepak Sehgal. *Financial Accounting*. Vikas Publishing H House, New Delhi.
3. Bhushan Kumar Goyal and HN Tiwari, *Financial Accounting*, International Book House
4. Goldwin, Alderman and Sanyal, *Financial Accounting*, Cengage Learning
5. Tulsian, P.C. *Financial Accounting*, Pearson Education.
6. *Compendium of Statements and Standards of Accounting*. The Institute of Chartered Accountants of India, New Delhi

Note: Latest edition of the text books should be used.

SEMESTER-II
Title of the Course: ADVERTISING MANAGEMENT
Course Code: MINCOM2
Nature of the Course: Minor
Course Credit: 04 credits
Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Objective: To acquaint the students with the meaning of Advertising and its planning as well as Decision Making for the selection of the target market, segmentation, media as well as the creative contents.

Course Outcome:

- CO1: Demonstrate understanding of the field of advertising
 - ✓ LO1.1: Cite examples of different facilitators and components of advertising.
 - ✓ LO1.2: State the need and process of planning for designing the advertising framework.
 - ✓ LO1.3: Describe the variables influencing decision making in advertising.
- CO2: Demonstrate the process and significance of goal setting in advertising.
 - ✓ LO2.1: Explain the communication and behavioural interfaces in setting advertising goals.
 - ✓ LO2.2: Justify the significance of segmentation and positioning for designing advertising strategies.
- CO3: Integrate the different aspects of marketing for advertising.
 - ✓ LO3.1: Explain the use of segmentation, targeting and positioning for designing situation and customer-specific advertising.
 - ✓ LO3.2: Explain the elements of marketing mix that requires focus in advertising.
- CO4: Apply the knowledge of message theories to strategize message development and usage in advertising.
 - ✓ LO4.1: Compare the distinctive message characteristics required to be focused upon for designing advertisements for different advertising forums.
 - ✓ LO4.2: Demonstrate the application of human attitudes and behaviour in message design.
- CO5: Analyze media strategies for advertising in different contexts and situations.
 - ✓ LO5.1: Explain the use of copywriting, media tactics and vehicles in designing media strategies.
 - ✓ LO5.2: Design suitable media strategies to deal with different consumer attitudes and different advertising tools.
- CO6: Analyze the dynamics of media budgeting.
 - ✓ LO6.1: Describe the economics of media budgeting.
 - ✓ LO6.2: Apply the various techniques of analysis like economic analysis and regression analysis for better budgetary decision making.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO1					
Conceptual knowledge	CO1	CO2	CO3, CO4			
Procedural knowledge			CO4	CO6		CO5, CO6
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	S	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	S
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	S	S	S	M	S	S	M	M	S
CO5	S	S	S	S	S	S	S	M	M	M
CO6	S	S	S	S	S	S	M	M	M	M

UNITS	COURSECONTENTS	L	T	P
I FOUNDATION OF ADVERTISING (15Marks)	Field of Advertising (Advertiser, facilitating Institutions, Perspectives on Advertising) Advertising Planning (Framework, Situation Analysis, marketing Plan) Decision Making in Advertising (Persuasion Process, Facilitating Agencies,	12	02	-
II OBJECTIVE SETTING AND POSITIONIN G (15Marks)	Integrated marketing Communication (sales promotion, action-oriented Communication, Public Relations, Integrating the Different Elements) Setting Goals and Objectives (Behavioural Dynamics, DAGMAR Approach, Specifying the target Segment) Segmentation and Possitioning (Determinants, strategies for segmentation and position, decision making)	14	02	-
III MESSAGE STRATEG Y (15Marks)	Attention and Comprehension (Recall, Comprehension, and Interpretation) Understanding Benefit based attitude (level and components, attributes, multi-attribute models (2 nos.)) Word-of-mouth Advertising	14	02	-
IV MEDIA STRATEG Y (15Marks)	Art of Copy Writing (Illustrating, layout, Types of Commercials, Creative Styles) 6 - - II III Setting Media Budget(Economic analysis, market experimentation and Budgeting, Regression analysis for Budgeting) Media tactics (Media class, vehicles, option decisions)	12	02	-
	TOTAL	52	08	-

Where, L=Lectures, T=Tutorials, P=Practicals

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Sessional Examination(Two) - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
 - GroupDiscussion
 - Assignment
 - SeminarPresentationonanyoftherelevanttopics
 - Hands-on-learning

SuggestedReadings:

1. Baines P., Fill C., Page K., adapted by Piyush K. Sinha, Marketing, Asian Edition, Oxford University Press.
2. Philip Kotler, Kevin Lane Keller, Marketing Management, Pearson Education Ltd.
3. Jaishri Jethwaney, Shruti Jain, Advertising Management, Oxford University Press, India.
4. Rajeev Batra, John G Myers and David A Aaker, Advertising Management, Eastern Economy Edition, Prentice Hall India.
5. Frank Jefkins – Revised by Daniel Yadin, Advertising, Pearson Education Ltd.
6. Geeta Naidu, Pooja Dhaktod, Advertising Management, Sai Jyoti Publication.

Note:Latesteditionof textbooksmaybeused.

SEMESTER-II

Title of the Course : SALES MANAGEMENT
Course Code : GEC-2B
Nature of the Course : Generic Elective Course (GEC)
Course Credit : 03 credit
Distribution of Marks : 60 (End Sem) + 40 (In-Sem)

COURSE OBJECTIVES:

- To make the students acquainted with sales and Sales Management Process, its role in overall marketing policy and strategies, effective sales techniques and controlling sales process.

COURSE OUTCOME:

CO 1: Recognize the Role of Personal Selling and Sales Management:

LO 1.1: Explain the significance of personal selling in marketing strategy and business operations.

LO 1.2: Employ a variety of selling methods in hypothetical sales scenarios.

CO 2: Organize effective sales tactics:

LO 2.1: Evaluate the importance of sales department and distribution network relationships in improving sales effectiveness.

LO 2.2: Develop strategies to strengthen the relationship between the sales department and the distribution network.

CO 3: Manage Sales Force Effectively:

LO 3.1: Examine the obstacles of managing a sales staff and how to overcome them.

LO 3.2: Design a thorough sales force management strategy that covers recruiting, training, motivating, and compensation techniques.

CO 4: Develop and Implement Sales Strategies:

LO 4.1: Examine the role of various sales tactics across different sales scenarios.

LO 4.2: Construct an elaborate sales strategy which coincides with corporate objectives.

CO 5: Effectively handle Personal Selling Objectives and Sales Cycle.

LO 5.1: Implement the steps of the sales cycle in actual scenarios.

LO 5.2: Analyze personal experiences with the sales cycle to find best practices and areas for improvement.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO1					
Conceptual knowledge			CO1	CO3	CO2	CO2
Procedural knowledge			CO5	CO4		CO3,CO4
Metacognitive knowledge						CO5

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	S	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	S
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	S	S	S	M	S	S	M	M	S
CO5	S	S	S	S	S	S	S	M	M	M

UNIT	CONTENTS	L	T	P
I (15 Marks)	Personal Selling and Marketing Strategy: Sales Management and the Business Enterprise; Personal Selling and Salesmanship; Personal Selling Objectives; Types of Selling- Transaction, Relationship, Solution and Partnership; Sales Cycle.	12	01	-
II (15 Marks)	Organizing the Sales Efforts: The Effective Sales Organization; Sales Department Relations and Distribution Network Relations	10	02	02
III (15 Marks)	Sales Force Management: Personal Management in the Selling Field; Recruiting Sales Personnel; Planning Sales Training Programmes; Executing and Evaluating Sales Training Programmes; Motivating Sales Personnel; Compensating Sales Personnel;	10	02	02
IV (15 Marks)	Controlling and Sales Effort: The Sales Budget; Quotas; Sales Territories; Sales Control and Cost analysis.	07	01	-
	TOTAL	39	04	04

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Sessional Examination(Two) - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
- Seminar Presentation on any of the relevant topics
- Assignment
- Field Visit

Suggested Readings:

1. George E. Belch & Michael A. Belch: Advertising and Promotion; published by Tata Mc.Graw Hill.
2. B. Ghosh: Fundamentals of Marketing Management published by Books & Allied (P) Ltd.
3. Kotter, Keller, Kashey&Jha: Marketing Management, published by Prentice Hall; India.
4. Mike Gale & Julian Clay: The Sales Manager's-A Handbook; Crest publishing House, India.
5. Richard R. Still, Edward W. Cundeff& Norman A.P. Govoni: Sales Management. published by Prentice Hall India.

SEMESTER-II

Title of the Course : **EVENT MANAGEMENT**
Course Code : **SEC-2**
Nature of the Course : **Skill Enhancement Course (SEC)**
Course Credit : **03 credit**
Distribution of Marks : **60 (End Sem) + 40 (In-Sem)**

COURSE OBJECTIVES:

- To understand the various concepts and technical nitty-gritties of the event management industry.

Course Outcome: After studying this course, the students should be able to identify the various prospects and operational mechanics of the event management industry.

- CO1: Demonstrate understanding of the basic characteristics of events and principles of event management.
 - ✓ LO1.1: Explain the historical and modern perspectives of event management.
 - ✓ LO1.2: Explain the scope of the events market and the role of the event manager.
- CO2: Demonstrate understating of the logistics and budgetary dimensions of event management.
 - ✓ LO2.1: Enlist and explain the workings of various constituents of the logistics framework of event management.
 - ✓ LO2.2: Draw focus to the budgetary considerations of managing events.
- CO3: Analyze the various aspects of event planning.
 - ✓ LO3.1: Examine and explain the interplay of event protocol, planning tools and staff management in event planning.
 - ✓ LO3.2: Explain the need and importance of work permits of varying types.
 - ✓ LO3.3: Describe different types of leadership abilities and skills required for managing employees as well as customers while managing events.
- CO4: Analyze various components of the event marketing function.
 - ✓ LO4.1: Demonstrate the application of marketing mix elements in event marketing.
 - ✓ LO4.2: Demonstrate the application of promotion mix elements in event marketing.
 - ✓ LO4.3: Explain the need for branding in event management.
- CO5: Analyze the role of communication and public relations in event marketing.
 - ✓ LO5.1: Explain the methods and techniques of employee communication in context to the industry.
 - ✓ LO5.2: Describe the challenges of effective communication in the context of employees and customers.
- CO6: Demonstrate knowledge about the risk elements associated with event management.
 - ✓ LO6.1: Describe the characteristics of different stakeholders and their share in associated risks.
 - ✓ LO6.2: Evaluate possible risks associated with event management and ways to handle the same.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2 CO3				
Conceptual knowledge		CO2,CO3,		CO4,CO5		
Procedural knowledge						
Meta-cognitive knowledge					CO6	

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	S	S	M	M	M	M
CO2	S	M	M	M	S	S	M	M	M	M
CO3	S	S	S	S	S	S	M	M	M	M
CO4	S	S	S	S	S	S	M	M	M	M
CO5	S	S	S	S	S	S	S	S	S	S
CO6	S	S	S	S	S	S	M	M	M	S

UNIT	CONTENTS	L	T	P
I. Principles of Event Management 20 marks	Historical perspective, Introduction to Event Management, Characteristics of events, Scope of Events Market, Requirements of Events Manager	07		
	Logistics of Event Management, Initial Planning, Visualisation, Monitoring the Budget, Critical Path	05		02
II. Event Planning and Marketing 20 Marks	Preparing event protocol, use of planning tools, dress code, staging, staffing, leadership skill and management, guest demographics, work permits	06	02	02
	Process of event marketing, marketing mix, sponsorship, advertising, event publicity, image and branding, use of other non-conventional mode for event marketing	06	02	
III. Communication, Public Relations and Risk Handling 20 Marks	Public Relations – Overview, Strategy & Planning, Techniques, Journalism, Blogs, Employee communications, Lobbying, Community Relations,	07	02	
	Event Risk Assessment, Various Service Providers / Organizations / Stakeholders, Crisis Communications	04		
	TOTAL	35	06	04

** L =Lectures, T =Tutorials, P =Practical

MODES OF IN-SEMESTER ASSESSMENT:

- Two Sessional Examination -
- Other (any two)
- Seminar Presentation on any of the relevant topics
- Field Visit
- Assignment

(40 Marks)

10 x 2= 20 marks

10 x 2= 20 marks

References:

Abson, E., Kennell, J., Wilde, N., Bladen, C. (2017). Events Management: An Introduction. United Kingdom: Taylor & Francis.

Genadinik, A. (2015). Event Planning: Management & Marketing for Successful Events. United States: CreateSpace Independent Publishing Platform.

Quinn, B. (2013). Key Concepts in Event Management. United Kingdom: SAGE Publications.

The Business of Events Management. (2014). United Kingdom: Pearson Education.

Shone, A., Parry, B. (2013). Successful Event Management: A Practical Handbook. United Kingdom: Cengage Learning.

**FIVE YEAR INTEGRATED POST GRADUATE PROGRAMME (FYIPGP) IN
COMMERCE (MARKETING)**

DETAILED SYLLABUS OF 3rd SEMESTER

SEMESTER III

Title of the Course: BUSINESS ECONOMICS

Course Code: C-3

Nature of the Course: CORE

Course Credit: 04 Credits

Distribution of Marks: 60 (End Sem) + 40 (In- Sem)

Course Objectives:

To gain understanding of the various economic concepts and theories that influence business operations and decisions and that determine the market forces and overall business environment.

Course Outcome: The student should be able to consider and interpret the primary economic factors that influence business operations and thereby, be able to take more calculated business decisions.

- CO1: Demonstrate basic understanding of the nature and scope of business economics.
 - ✓ LO1.1: Explain the salient features of business economics.
 - ✓ LO1.2: Discuss the application of economic concepts in taking different types of business decisions.
- CO2: Demonstrate the understating of differences between micro and macro economics.
 - ✓ LO2.1: Describe the features of micro and macro economics.
 - ✓ LO2.2: Describe the features of static and dynamic economy.
- CO3: Apply the knowledge of demand and supply in interpreting economic theories in the context of business decisions.
 - ✓ LO3.1: Explain the theory of demand and its prime variables.
 - ✓ LO3.2: Explain the law of supply and the exceptions to the law.
 - ✓ LO3.3: Explain the factors influencing demand and supply.
 - ✓ LO3.4: Cite examples to relate the laws of demand and supply to actual business decision making.
- CO4: Apply the theories costs in calculation and management of business costs.
 - ✓ LO4.1: Draw the interface between costs, prices and profits.
 - ✓ LO4.2: Explain the treatment of different types of costs in business.
 - ✓ LO4.3: Apply understanding of costs to design different methods of pricing.
 - ✓ LO4.4: Describe the applicability of various profit theories in actual business context.
- CO5: Analyze the consumption theories and relate them to business decisions in respect of demand, supply, procurement, production and others.
 - ✓ LO5.1: Compare and contrast between production function and production possibility.
 - ✓ LO5.2: Explain the application of different consumption theories to draw opinions about production possibility.
- CO6: Demonstrate understanding of different types of market structure.
 - ✓ LO6.1: Explain the characteristics of different types of markets.
 - ✓ LO6.2: Explain price-output determination under each of the market situations.
- CO7: Apply the knowledge about factors of production in interpreting production decisions.
 - ✓ LO7.1: Explain the characteristics of the four primary factors of production.
 - ✓ LO7.2: Describe the salient considerations of factor pricing.
 - ✓ LO7.3: Demonstrate knowledge of factors of production in the context of national and international trade.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO1	CO1,CO2				
Conceptual knowledge		CO1,CO2 CO6	CO3,CO4, CO7	CO5 ,CO6		CO7

Procedural knowledge			CO3,CO4, CO7			CO7
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	M	M	S	S	M	S	S	M
CO2	M	M	M	M	S	S	M	S	S	M
CO3	M	M	M	M	S	S	M	S	S	S
CO4	M	M	M	M	S	S	M	S	S	S
CO5	M	M	M	M	S	S	M	S	S	M
CO6	M	M	M	M	S	S	M	S	S	S
CO7	M	M	M	M	S	S	M	S	S	S

UNIT	Contents	L	T	P
I (15 Marks)	Nature and Scope of Business Economics; Role and Responsibility of a Business Economist	06	-	-
	Micro and Macro Economics – features, scope, merits and demerits; Static and Dynamic Analysis	06	02	-
II (15 Marks)	Demand – Law of Demand, Determinants of Demand, Need and Types of Demand Analysis	06	02	-
	Supply – Law of Supply, Exceptions to the Law, Determinants of Supply; Market Equilibrium – Concept and Determinants	06	-	-
III (15 Marks)	Theory of Consumption; Theory of Production – Production Function, Production Possibility	07	02	-
	Cost Theories, Types of Costs; Price and Pricing – Features, Types and Process; Profit – Features, Theories of Profit	06	02	-
IV (15 Marks)	Market Structure, Types of Market Competition – Monopoly, Duopoly, Oligopoly, Monopolistic	08	02	-
	Factors of Production, Factor Pricing; Trade Cycles; National Income and International Trade – Features and Types	07	-	-
	TOTAL	52	08	-

Course Contents:

L= Lectures, T= Tutorials, P= Practicals

MODES OF IN-SEMESTER ASSESSMENT:

- Two Sessional Examination - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
 - Group discussion
 - Seminar Presentation
 - Assignment

Recommended Books:

- C. Snyder and W. Nicholson, Fundamentals of Microeconomics, Cengage Learning (India)
- Aryasri and Murthy, Business Economics, Tata McGraw Hill
- Mithani, Fundamentals of Business Economics, Himalaya Publishing House
- V.C. Sinha, Business Economics (According to Minimum Uniform Syllabus prescribed by National Education Policy 2020), Sahitya Bhawan

SEMESTER-III
Title of the Course: Entrepreneurship
Course Code : C-4
Nature of the Course: CORE
Course Credit: 04 Credits
Distribution of Marks: 60 (End Sem) + 40 (In- Sem)

Course Objective: This paper shall help students to understand some important concepts and practices of entrepreneurship and induce them to undertake entrepreneurship as a career.

COURSE OUTCOME:

- **CO 1:** Explore the fundamental concepts of entrepreneurship:
 - ✓ LO 1.1: Identify important concepts and terms related to entrepreneurship.
 - ✓ LO 1.2: Explain the behavioural patterns of entrepreneurs and how they differ from managers.
- **CO 2:** Analyze competing theories of entrepreneurship:
 - ✓ LO 2.1: Identify key theories of entrepreneurship, such as those advanced by Schumpeter, Walker, and Drucker.
 - ✓ LO 2.2: Apply the theory of transaction cost to analyze entrepreneurial decisions.
- **CO 3:** Evaluate the relationship between entrepreneurship and economic development:
 - ✓ LO 3.1: Explore the opportunities, challenges, and solutions for entrepreneurial development, particularly in the Northeast region.
 - ✓ LO 3.2: Assess the impact of entrepreneurial development on economic growth and recommend solutions to regional entrepreneurial issues.
- **CO 4:** Study the Behavioural Patterns of Entrepreneurs
 - ✓ LO 4.1: Explore how psychological and social factors influence entrepreneurial activity.
 - ✓ LO 4.2: Consider their personal behavioral tendencies and how they connect or differ from successful entrepreneurial traits.
- **CO 5:** Analyze Industrial Policies and Their Impact on Entrepreneurship.
 - ✓ LO 5.1: Develop recommendations for policy changes to more effectively encourage entrepreneurship.
 - ✓ LO 5.2: Consider the effectiveness of governmental policies in promoting entrepreneurial growth and development.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2		CO2		
Conceptual knowledge				CO4	CO3	
Procedural knowledge			CO5	CO4,CO5	CO5	CO5
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	M	M	S	S	M	S	S	M
CO2	M	M	M	M	S	S	M	S	S	M
CO3	M	M	M	M	S	S	M	S	S	S
CO4	M	M	M	M	S	S	M	S	S	S
CO5	M	M	M	M	S	S	M	S	S	M

UNIT	CONTENTS	L	T	P
1 (15 Marks)	Introduction – The Entrepreneur – Definition; Evolution of the term entrepreneur, who is an entrepreneur, entrepreneur and enterprise, entrepreneurs and managers, behavioural pattern of entrepreneurs.	09	-	-
2 (15 Marks)	Competing Theories of Entrepreneurship – Definitions of entrepreneurship, characteristics of entrepreneurship, A conceptional model, views of Schumpeter, Walker and Drucker. Theories of entrepreneurship, The theory of invisible cost or the theory of transaction cost.	13	02	02
3 (15 Marks)	Entrepreneurship and Economic Development: Factors impeding the growth of entrepreneurship, how to encourage entrepreneurship; Prospects, problems and solutions for entrepreneurial development (with special reference to North East). Industrial Policies of the state of Assam	16	02	-
4 (15 Marks)	Entrepreneurial Development Programmes in India: entrepreneurial development programmes – their relevance and achievements, role of government in organising such programmes.	12	03	04
	TOTAL	50	07	06

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Sessional Examination - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
 - Group discussion
 - Seminar Presentation
 - Assignment

Suggested readings:

1. Khanka S S: "Entrepreneurial Development" S Chand; Reprint Edn. 2006 edition (December 1, 2007)
2. Dr P T Vijayashree& M Alagamma: "Entrepreneurial Development and Small Business Management" Margham Publications; 2016th edition (1 January 2010)
3. Vasant Desai: "Entrepreneurial Development" Himalaya Publishing House (1 September 2014)

SEMESTER-III

Title of the Course: CONSUMER BEHAVIOUR-I

Course Code: MINCOM3

Nature of the Course: Minor

Course Credit: 04 credits

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Objective: The course aims at perceiving the students the principle factors influencing Consumer Behaviour and Consumer Market.

COURSE OUTCOME:

CO 1: Understand the fundamentals of consumer behaviour:

LO 1.1: Explain crucial terms including consumer behavior, customer engagement, and the decision-making process.

LO 1.2: Apply consumer behaviour theories to develop marketing strategies.

CO 2: Demonstrate functional knowledge of the Consumer Decision-Making Process

LO 2.1: Apply decision rules and evaluation criteria to real-world consumer decision-making scenarios.

LO 2.2: Describe how consumers search for information and evaluate criteria to make decisions.

CO 3: Understand the concept of Consumer Needs and Motives:

LO 3.1: Explain how needs and motives influence consumer choices and brand preferences.

LO 3.2: Evaluate how well marketing strategies address consumer needs and motives.

LO 3.4: Develop marketing campaigns that target unique customer requirements and motives.

CO 4: Analyze socio-cultural factors influencing consumer behavior:

LO 4.1: Explain how social factors such as reference groups, family, and roles shape consumer behavior.

LO 4.2: Reflect on the importance of socio-cultural awareness in developing effective marketing strategies.

CO 5: Integrate Psychological Insights into Marketing Strategies:

LO 5.1: Recognize the key psychological elements influencing customer behavior.

LO 5.2: Evaluate the effectiveness of psychologically-informed marketing strategies in achieving business objectives.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2,CO3				
Conceptual knowledge		CO1,CO2,CO3		CO4	CO3,CO5	
Procedural knowledge						CO3,CO4
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	S	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	S
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	S	S	S	M	S	S	M	M	S
CO5	S	S	S	S	S	S	S	M	M	M

UNITS	CONTENTS	L	T	P
I (15Marks)	Introduction to Consumer Behavior-Consumer Behaviour as a Marketing Discipline- Consumer Involvement and Decision Making Process	12	02	-
II (15Marks)	Information search process- Evaluation criteria & Decision Rules; Consumer Need & Motives.	14	02	-
III (15Marks)	Socio-Cultural Factors of Consumer Behavior: Buyers Black Box Cultural Factors- Culture, Sub-Culture, Social Class- Social Factors Reference Groups, Family, Rules and Status..	14	02	-
IV (15Marks)	Personal and Psychological Factors of Consumer Behaviour: Personal Factors- Age and Life Cycle stage, Economic Circumstances, Life Style, Personality & Self Concept, Psychological Factors. M	12	02	-
	TOTAL	52	08	-

Where, L=Lectures, T=Tutorials, P=Practicals

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Sessional Examination(Two) - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics
 - Hands-on-learning

Suggested Readings:

1. Hawkins: Consumer Behaviour: Building Marketing Strategy. Tata McGRaw. New Delhi.
2. Loudon: Consumer Behaviour: Corporate Application. Tata Mc Graw . New Delhi.
3. Peler: Consumer Behaviour and Marketing Strategy. Tata Mc. GRaw New Delhi.
4. Kumar: Consumer Behaviour and Branding: Concepts, Reading and Cases, Pearson, New Delhi

Note: Latest edition of textbooks may be used.

SEMESTER-III

Title of the Course : **RETAIL MARKETING**
Course Code : **GEC-3B**
Nature of the Course : **Generic Elective Course (GEC)**
Course Credit : **03 Credits**
Distribution of Marks : **60 (End Sem) + 40 (In- Sem)**

Course Objectives:

- To acquaint the students with the concept, evolution, and classification in retailing.
- To familiarise the students with the various strategies used for retail store location and layout
- To familiarise the students with the different strategies used for retail product planning, pricing and promotion.
- To highlight some of the ethical and legal requirements specific to retailing.

Course Outcome:

- CO1: Demonstrate understanding of the basic elements of retailing.
 - ✓ LO1.1: Cite the evolution of retailing as a subject of study and in practice.
 - ✓ LO1.2: Explain the functions and types of retailing.
- CO2: Analyze various aspects of store location and layout.
 - ✓ LO2.1: Describe the influence of determinants of location on choice of retail location.
 - ✓ LO2.2: Explain the primary considerations in retail store layout like display, floor space and others.
- CO3: Apply the knowledge of marketing mix to implement necessary steps in retail product planning and management.
 - ✓ LO3.1: Explain how product and product mix can be useful for retail product planning.
 - ✓ LO3.2: Discuss attributes of marketing management and their influence in retail product management.
- CO4: Apply the knowledge of marketing mix to implement necessary steps in retail pricing and promotion.
 - ✓ LO4.1: Discuss pricing variables and methods in the context of retail pricing decisions.
 - ✓ LO4.2: Apply the elements of promotion mix to design retail promotion strategy.
- CO5: Demonstrate Knowledge about the functioning of non-store based retailing.
 - ✓ LO5.1: Enlist and explain the various types of non-store retailing.
 - ✓ LO5.2: Distinguish store based retailing from non-store based retailing.
- CO6: Analyze the ethical dimensions of retailing.
 - ✓ LO6.1: Relate retail ethics with social responsibility.
 - ✓ LO6.2: Draw an interface between ethics and consumerism in the context of retailing.
- CO7: Apply knowledge about legal issues of retailing in decision making.
 - ✓ LO7.1: Apply the knowledge about trade license, ethics and other laws and provisions in retail decision making.
 - ✓ LO7.2: Discuss various legal issues that may arise in retailing with cues taken from actual case

Cognitive Map of Course Outcomes with Bloom’s Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1		CO2		
Conceptual knowledge		CO1		CO2,CO6		
Procedural knowledge		CO5	CO3,CO4,CO7			CO7
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	S	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	S
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	S	S	S	M	S	S	M	M	S
CO5	S	S	S	S	S	S	S	M	M	M
CO6	S	S	S	S	S	S	M	M	M	M
CO7	S	M	M	M	S	S	S	S	M	M

Course Contents:

UNIT	Contents	L	T	P
I (15 Marks)	Introduction to retailing: Meaning, Scope and functions of retailing	02		
	Evolution of retailing, Retail as a career option	02	02	-
	Types of retailing: Organised and unorganised retail stores	02		-
II (15 Marks)	Store Location: Types of retail locations, determinants of choosing a retail store location	03	02	-
	Store Layout: Types, Key considerations and steps in designing layout	03	02	-
III (15 Marks)	Retail Product Planning and Management: Product Selection and Assortment, Retail Brand Equity and Retail Branding Strategies	04	01	-
	Retail Price: Pricing strategies in retail, factors influencing setting of retail prices	02	02	-
	Retail Promotion: Advertising, Public Relations, Personal Selling, Sales Promotion	04	02	-
(15 Marks)	Non-store based retailing: Direct Marketing, Direct Selling, Vending Machines, Electronic Retailing	02	02	-
	Ethical performance and relationships in retailing: ethics, social responsibility and consumerism	03	02	-
	Legal issues in retailing; Pharma retailing, jewellery retailing, e-retailing	03		-
	TOTAL	30	15	-

* L= Lecture, T= Tutorial, P= Practical

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Sessional Examination(Two) - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
 - Group discussion
 - Seminar Presentation
 - Assignment

Suggested Readings:

Reference Books:

Retail Marketing Management by David Gilbert, Pearson Education Pvt Ltd, Delhi
Retail Management by Rogre Cox, Pearson Education Pvt Ltd, Delhi
Retailing Management –Text and Cases by S. Pradhan, Tata McGraw Hill, Delhi

Text Books:

Retail Marketing by A. Sivakumar, Excel Books, New Delhi

Retail Management: A Strategic Approach by Barry Berman et al., Pearson Education Pvt.Ltd.,Delhi

Retail Management by Arif I. Sheikh and Dr. Kaneez Fatima, Himalaya Publishing House Pvt. Ltd., Mumbai

Retail Marketing by Sudarshan Seshanna and Raghu Prasad, McGraw Hill Education (India) Pvt. Ltd., New Delhi

SEMESTER-III

Title of the Course: Introduction to Investing and Trading

Course Code: SEC-3A

Nature of the Course: Skill Enhancement Course

Course Credit: 03 Credits

Distribution of Marks:60 (End Sem) + 40 (In- Sem)

COURSEOBJECTIVES:

- The students will be able to understand the basics of Investing and Trading
- They will understand the avenues of investment and also analyse the Risk and return associated with it.
- They will learn the process of trading and Investment which can be carried out through demat account.

Course Outcomes

CO1: Demonstrating understanding of investing and trading.

LO1.1: Explain the avenues of investment in stock market.

LO1.2: Discuss the concept of time value of money to beat the inflationary effect

CO2: Analyze the structure of capital market of India

LO2.1: Define the concept of primary and secondary market

LO2.2: Discuss regulations of Indian FINANCIAL MARKET

CO3: Demonstrate Understanding of major stock exchange of India

LO3.1: Explain different types of market indices

LO3.2: Discuss depositaries and their role.

CO4: Investing and trading in stock market by opening DEMAT account

LO4.1: Explain process and documentation to open a DEMAT account and its application.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO3	CO1,CO2				
Conceptual knowledge		CO1,CO2	CO4	CO2		
Procedural knowledge			CO4			
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	M
CO2	S	S	S	S	S	M	S	S	S	M
CO3	S	S	S	S	S	M	S	M	S	S
CO4	S	S	S	S	S	S	S	M	S	S
CO5	S	M	M	S	S	S	M	S	S	M

Units	Contents	L	T	P
I (15Marks)	Introduction: Meaning of Investing and Trading, Difference between Savings and Investment, Risk and Return, Time value of Money .Investment Opportunities: Savings Bank Deposits, Fixed Deposits, Post office Deposits-its Schemes, Recurring Deposits ,RealEstate, Gold ,Mutual Funds, Stocks ,ETF,Crypto Currencies	9	1	1
II(15 Marks)	Capital Market: Structure of capital market of India, Meaning of Primary and Secondary Markets, Instruments of Primary and Secondary Markets, Regulators regulating Indian Financial Markets.	9	1	1
III(15 Marks)	Share Market: Introduction to BSE and NSE,Introduction to Market Indices, Depositories and their Role, Methods of Analyzing the Share Market, Credit Rating, and its Role.	9	1	2
IV(15 Marks)	Role of Demat Account Trading and Investing in Share Market, Process, and documentation to open a demat account, Introduction to Mobile Application based trading and investing.	9	1	4
	TOTAL	36	4	8

Here,L=Lecture,T=Tutorial,P=Practical.

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Sessional Examination -
- Other (any two)
 - Group discussion
 - Seminar Presentation
 - Assignment

10 x 2= 20 marks

10 x 2= 20 marks

Suggested Readings

- Pathak.B, 'IndianFinancialSystem', PearsonIndia Pvt.Ltd,5thEdition, 2018.
- KhanM. Y.,IndianFinancialSystem,TataMcGrawHillCompany,10thEdition 2017.
- Bhole:IndianFinancialSystem:HimalayaPublishers, Mumbai.
- Madura:InternationalCorporateFinance:Thomsons,USA

SEMESTER-III

Title of the Course	:	Hospitality Management
Course Code	:	SEC-3B
Nature of the Course	:	Skill Enhancement Course (SEC)
Course Credit	:	03 Credits
Distribution of Marks	:	60 (End Sem) + 40 (In- Sem)

Course objective:

This paper shall introduce students to some of the basic but significant aspects of the Hospitality Industry.

Course Outcome

- CO1: Demonstrate understanding of the concept and dimensions of hospitality.
 - LO1.1: Cite examples of different types of hospitality products.
 - LO1.2: Explain the various components of the hospitality industry.
- CO2: Demonstrate understating of hospitality management in the context of economic development.
 - LO2.1: Explain the influence of internal and external factors in the operation of hospitality establishments.
 - LO2.2: Explain the influence oof controllable and uncontrollable factors in the operation of hospitality establishments.
- CO3: Apply the understanding of basic types of hospitality sector to differentiate their functioning and management.
 - LO3.1: Differentiate between commercial and non-commercial establishments.
 - LO3.2: Distinctively explain the operations and management treatment of commercial and non-commercial establishments.
- CO4: Analyze the marketing and legal aspects of hospitality management.
 - LO4.1: Discuss the various specifications and laws relating to hotel grading, amenities and management.
 - LO4.2: Explain the distinctive challenges and practices in respect of communication in the hospitality sector.
- CO5: Analyze the functioning of key departments and services in hospitality establishments.
 - LO5.1: Explain the operations of various key departments of hospitality establishments.
 - LO5.2: Explain the significance and role of services in the hospitality sector.
- CO6: Analyze the management of finance and tracking mechanisms in hospitality.
 - LO6.1: Discuss the critical considerations in managing finance in hospitality establishments.
 - LO6.2: Cite examples to explain the significance and role of proper tracking mechanism in hospitality

Cognitive Map of Course Outcomes with Bloom’s Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2				
Conceptual knowledge		CO1,CO2	CO3,CO4,	CO5,CO6		
Procedural knowledge			CO3,CO4,			
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	M
CO2	S	S	S	S	S	M	S	S	S	M

CO3	S	S	S	S	S	M	S	M	S	S
CO4	S	S	S	S	S	S	S	M	S	S
CO5	S	M	M	S	S	S	M	S	S	M

**** L =Lectures, T =Tutorials, P =Practicals**

UNIT	CONTENTS	L	T	P
I. Concept and Types of Hospitality Industry	Definition of Hospitality management, meaning & significance of hospitality management, basic components of hospitality, history of hospitality industry, hospitality products, importance of hospitality management for the economic development of the country	06		-
	Hospitality Industry Services: Accommodation, Food & Beverages, Entertainment, Event Management, Recreation, Functions & Banquets, Business Centre Services, Security, Gaming- seminars, conferences, exhibitions & sales meet, Tourism, Aviation, Railway Catering, Cruise Line Services	07	02	02
II. Factors Influencing Operation of Establishment	Internal and external factors, controllable and uncontrollable factors; market needs and expectations, economics, climate, seasonal conditions, industry regulations	08	02	-
	Commercial and Non-commercial Establishment; Marketing Communications, Hotel Grading and Laws governing the Hotel Industry	06	02	02
III. Key Department and Service	Front Office, Housekeeping, Food & Beverages, Sales & Marketing, Human Resources, Front Office Accounting, Finance: Maintenance of accounts, Tracking Transactions	06		02
	TOTAL	33	06	06

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Sessional Examination - **(10 x 2= 20 marks)**
- Other (any two) **(10 x 2= 20 marks)**
 - Group discussion
 - Seminar Presentation
 - Assignment

Suggested Readings:

1. Wood, R. C. (2015). Hospitality Management: A Brief Introduction. United Kingdom: SAGE Publications.
2. Reynolds, D. R., Rahman, I., Barrows, C. W. (2021). Introduction to Hospitality Management. United Kingdom: Wiley.
3. Pont, L. (2014). Hospitality Management: People Skills and Manners on and Off the Job. United States: Universe.
4. Key Concepts in Hospitality Management. (2013). India: SAGE Publications.
5. Manohar, G. (2009). Hospitality Management. India: Laxmi Publications Pvt Limited.
6. Tesone, D. (2017). Principles of Management for the Hospitality Industry. United Kingdom: Taylor & Francis Group.

**FIVE YEAR INTEGRATED POST GRADUATE PROGRAMME (FYIPGP)
IN COMMERCE(MARKETING)**

DETAILED SYLLABUS OF 4th SEMESTER

4th Semester

Title of the course: Business Environment

Course Code: C-5

Nature of the Course: CORE

Course Credit: 4

Distribution of Marks: 60 (End Sem) +40 (In Sem)

COURSE OBJECTIVE:

To impart knowledge about business and the external forces that influence business.

Course Outcome:

- CO1: Understand the concept of Business environment.
 - LO1.1: Cite examples of different factors that affect a business establishment.
- CO2: Demonstrate the factors of Business environment and their impact on business.
 - LO2.1: Identify the various factors and how they affect in business policy decisions and its implementation.
 - CO3: Analyse the ethical issues in business, Environmental Scanning.
 - LO3.1: Explain the ethical business issues and scanning of the same to judge the impact
- CO4: Identify various internal and external factors that affect a business. Apply the theories of motivation
 - LO4.1: Explain and differentiate contemporary theories of motivation.
- CO5: Analyze the impact of various such factors and how it play role in business performance.
 - LO5.1: Explain various environmental factors and can identify the positive and negative factors that contribute to business environment.
 - LO5.2: Implement suitable strategies to deal with different factors of business environment.
- CO6: Apply the concepts of Business process outsourcing (BPO), KPO in the business on experimental basis.
 - LO6.1: Explain the ways how to take advantage of BPO, KPO, digital economy, E-Commerce platform.
- CO7: Identify the legal provision relating to protection under the cyber law, analyse the impact of information technology and its impact on business environment.
 - LO7.1: Use the advantage of cyber laws for protecting from financial scam under the provisions of IT Laws.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO4,CO7	CO1		CO5		
Conceptual knowledge		CO1	CO4	CO2,CO3, CO5,CO7	CO2	
Procedural knowledge		CO7		CO3,CO5		
Metacognitive knowledge			CO6			

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	M	M	M	M	M	M
CO2	S	S	M	S	M	M	M	M	M	M
CO3	S	S	M	S	M	S	S	S	M	M
CO4	S	S	M	S	M	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	S	S
CO6	S	S	S	S	S	S	S	S	S	S
CO7	S	S	S	M	M	M	S	S	M	M

Unit	Contents	L	T	P
Unit 1 Marks 15	Meaning- Scope and Characteristics of Business Environment—Factors affecting micro and macro environment, Significance for economic policies and decisions in organizations. Environmental Scanning. Economic Environment, Cultural Environment. Characteristics of the Indian Economy, factors affecting the economy, economic resources (natural, industrial and technological) impact of liberalization, privatization, globalization and digitization on Indian business.	12	1	1
Unit 2 Marks 15	Environment- Internal to the Enterprise---(Micro) -Value System, Management Structure and Nature, Human Resource, Company Image and Brand Value, Physical Assets, Facilities, Research & Development, Value creation of Intangibles, Competitive Advantage. External to the Enterprise (Macro) Suppliers, Customers, Market Intermediaries; Macro Demography, Natural, Legal & Political, Technological, Economy, Competition, Socio-cultural and International;	14	1	1
Unit 3 Marks 15	Emerging Trends in Business Concepts, Advantages and Limitations- Franchising, Aggregators, Business Process Outsourcing (BPO) & Knowledge Process Outsourcing (KPO); E-Commerce, Digital Economy.	12	2	2
Unit 4 Marks 15	Elements of Information Technology Act Cyberspace; Cyber laws; Scope of Cyber Laws; Classification of Cyber Crime; Information Technology Act 2000 (with latest amendments); Regulation of Certifying Authorities; Adjudication. Financial scam and its impact on business environment.	12	2	2
Total		50	6	6

L= Lectures, T= Tutorials and P= Practical

Total class=56 (L=50, T=6/2, P=6/2)

Modes of Semester Assessment	40 Marks
• Two sessional examinations	20 marks
• Others (any two of the following)	20 marks
✚ Seminar presentation on any of the relevant topics	
✚ Study (by visiting) one select organisation.	
✚ Assignment from a real-life situation of an organisation.	

REFERENCES:

- K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House Pvt. Ltd, Ninth Edition 2007.
 Rosy Joshi, Sangam Kapoor, Business Environment, Kalyani Publishers, Third Revised edition 2011.
 Francis Cherunilam, Business Environment, Himalaya Publishing House, Himalaya Publishing House Pvt. Ltd., 22nd Edition 2013.
 M. Adhikari- Business Environment. Sultan Chand & Sons. Delhi

Misra and Pun- Business Environment
Dutta R. and Sundaram, K.P.S - Business Environment
Chidambara K- Business Environment, Vikas Publishing House

4th Semester
Course Title: Advanced Marketing Management
Course Code: C-6
Nature of the Course: CORE
Course Credit: 4
Distribution of Marks: 60 (End Sem) +40 (In Sem)

The objective of the course is to help the students understand:

- The concepts of marketing.
- The knowledge of consumer behavior.
- The process of market segmentation.
- The concept of marketing mix.
- The significance of marketing research.

COURSE OUTCOME:

CO 1: Grasp the Components of the Marketing Mix:

- **LO 1.1:** Discuss how the various aspects of the marketing mix interact to achieve marketing objectives.
- **LO 1.2:** Develop a detailed marketing strategy for different product or service.

CO 2: Analyze Consumer Behavior and Product Strategies

- **LO 2.1:** Explain product characteristics, classifications, planning and development, product mix, and product life cycle.
- **LO 2.2:** Assess the influence of customer behavior understanding on product strategy design.

CO 3: Explore Promotion Strategies and Service Marketing

- **LO 3.1:** Discuss the unique challenges and strategies of service marketing.
- **LO 3.2:** Develop a promotion strategy incorporating various elements of the promotion mix.

CO 4: Have a firm Grasp the concepts and importance of branding and packaging.

- **LO 4.1:** Outline different types of brands and packaging features and types.
- **LO 4.2:** Assess the value of excellent branding and packaging in establishing a strong market presence.

CO 5: Develop and Apply Marketing Research:

- **LO 5.1:** Identify the objectives, importance, and methods of marketing research.
- **LO 5.2:** Analyze marketing research data to gain meaningful insights and guide marketing initiatives.

CO 6: Get acquainted with emerging marketing concepts and trends.

- **LO 6.1:** Identify key emerging marketing concepts such as service marketing, social marketing, and online marketing.
- **LO 6.2:** Apply emerging marketing concepts to develop innovative marketing strategies.

Cognitive Map of Course Outcomes with Bloom’s Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO4				
Conceptual knowledge		CO1,CO4	CO5	CO2,CO3	CO2,CO3, CO4,CO6	CO3
Procedural knowledge			CO1	CO5,CO6		
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	S	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	S
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	S	S	S	M	S	S	M	M	S
CO5	S	S	S	S	S	S	S	M	M	M
CO6	S	S	S	S	S	S	M	M	M	M

UNIT	CONTENTS	L	T	P
I (15 Marks)	Meaning, Definition and Classification of Market; Marketing: Concepts, Features, Objectives, Importance; Marketing Functions, Marketing Environment; Market Segmentation: Bases and Criteria; Marketing Mix: The 4 + 3 Ps of Marketing.	12	2	2
II (15 Marks)	Consumer Behavior: Need and Importance, Buying Motives, Consumer Decision Making Process, Types of Consumer Behaviour. Product:Features, Classification, Product Planning and Development, Product Mix, Product Life Cycle. Brand: Brand vs Branding, Types of Brand, Need for Branding, Process of Branding. Brand: Brand vs Branding, Types of Brand, Need for Branding, Process of Branding.	12	2	2
III (15 Marks)	Price: Importance of Price. Pricing: Objectives, Determinants, and Methods Promotion: Need, Importance and Objectives, Promotion Mix. Ps of Service Marketing.	12	2	2
IV (15 Marks)	Place: Channels of Distribution: Types, Functions, Choice of Distribution Channels, Physical Distribution, Packaging: Features and Types. Marketing Research: Objectives, Importance and Methods. Some Important Marketing Concepts: Service Marketing, Social Marketing, Online Marketing, Direct Marketing	12	2	2
	TOTAL	48	8	8

L= Lectures, T=Tutorials, P=Practical

Total class=56 (L=48, T=8/2, P=8/2)

Modes of In-Semester Assessment:**(40 Marks)**

Two Sessional Examination

10x2=20 marks.

Other (Any Two)

10x2=20 marks.

- Group Discussion
- Assignment
- Seminar Presentation on any of the relevant topics

Suggested Readings:

Reference Books:

- Principles of Marketing: A Global Perspective by Philip Kotler et al, Pearson Publication
- Text Books:
- Marketing Management by RSN Pillai and V Bhagavathi, S. Chand, 1st Edition, 2010
 - Marketing Management: Concepts, Cases, Challenges and Trends by Govindarajan Madabusi, PHI Publication
 - Marketing Management by Amit Kumar and Jagdish Rao, Sahitya Bhawan Publications, 3rd Revised Edition, 2017.

4th Semester
Course Title: Advanced Financial Management
Course Code: C-7

Nature of the Course: CORE

Course Credit: 04 Credits

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Objective: To familiarize with the concepts of advanced financial management and the role of financial Accountant in Financing decision making.

Course Outcome:

CO1: Demonstrate the overview of Financial Management

LO1.1: Explain the concept and objective of Financial Management

CO2: Application of Theories of Capital Structure.

LO2.1: Explain the concept, determinants, and theories of capital structure by showing examples.

LO2.2: Discuss the Operating and Financial Leverage

CO3: Analyse the concept of Cost of Capital and its practical application

LO3.1: Discuss the methods of Cost of Capital

LO3.2: Examine the use of cost of capital in investment decision making

CO4: Demonstrate understanding of different theories of Dividend LO4.1: Explain the concept and determinants of Dividend decisions.

LO4.2: Discuss MM Model and Walters Model of Dividend decisions

CO5: Apply the techniques of working capital management in Investment Decision making.

LO5.1: Explain each component of working capital.

LO5.2: Examine methods of Inventory, and receivables management.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1				
Conceptual knowledge		CO2,CO4	CO5	CO3		
Procedural knowledge			CO2,CO3, CO5		CO5	
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	S	S	M	M	M
CO2	S	M	M	S	S	S	S	M	M	M
CO3	S	M	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	M	S	S	S
CO5	S	M	S	S	S	S	S	S	S	M

Unit	Contents	L	T	P
I (15 Marks)	Financial Management: Concept and Objective of Financial Management Capital Structure Decisions: Concept & importance, Determinants of capital structure, theories of capital structure, optimum capital structure, financial indifference point; Leverage: Operating, financial & combined leverage.	12	2	2
II (15 Marks)	Cost of Capital- Meaning, Definition and Sources of long-term financing; Estimation of components of cost of capital; Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC) (Theory and Numerical). Capital Investment Decisions with Risk Analysis	12	2	2

III (15 Marks)	Dividend Decisions: Types & determinants of dividend decisions, Dividend models- relevance theory-Walters Model; Irreverence theory-MM Model, corporate dividend practices in India.	12	2	2
IV (15 Marks)	Working Capital Management: Concept, Objective, Need. Sources of Working Capital, Estimation of working capital; Management of Inventories, techniques of inventory management- EOQ, Stock levels, maintaining stock levels, Management of Receivables, policies for managing receivables.	12	2	2
		48	8	8

** L =Lectures, T =Tutorials, P =Practical

Total class=56 (L=48, T=8/2, P=8/2)

MODES OF IN-SEMESTER ASSESMENT:

(40 Marks)

- Two sessional Examination - 10 Marks each
- Others (Any two) - 10 Marks each
 - Seminar Presentation on any of the relevant topics
 - Assignment
 - Field Survey

Suggested Readings:

1. Khan, Y. M., & Jain, K. P. (2018) Financial Management (text, problems and cases). Chennai: Tata McGraw Hill Publication.
2. Sharma, R. K., & Gupta, K. S. (2011). Financial Management. New Delhi: Kalyani Publication.
3. Pandey, I.M. (2011).Financial Management. New Delhi: Vikas Publication.
4. Gupta, P., & Arora, A. K. (2013). Financial Management. New Delhi: Vayu

Note: Advised to refer latest edition of text books.

4th Semester
Course Title: Business Statistics
Course Code: C-8
Nature of the Course: CORE
Course Credit: 04

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Objective: To familiarise students with the basic concepts of statistical tools used for managerial decision-making in the face of uncertainty.

Course Outcome:

CO1: Understand the meaning of central tendency and various methods of measures of central tendency.

LO1.1: Explain the process of measuring various central values for different kinds of data. LO1.2: Explain the importance of skewness and kurtosis in statistics and elaborate how they are measured.

LO1.3: Explain the concept of population and sample in statistics.

CO2: Understand various methods of data analysis and their working mechanism.

LO2.1: Explain various how correlation and regression is performed and elaborate how their results can be analysed and applied in real life situations.

CO3: Understand the concept of probability and various theories under probability.

LO3.1: Explain how probability differently theories are performed numerically and how they can be applied in real life situations.

CO4: Understand the concept of index numbers and its types.

LO4.1: Explain how index numbers can be generated and justify their significance in economic transactions.

LO4.1: Explain what are time series data and its relevance

in statistics LO4.2: Explain what is forecasting and different methods of forecasting.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1				
Conceptual knowledge		CO1,CO2, CO3,CO4				
Procedural knowledge		CO1		CO4		
Metacognitive knowledge		CO2				

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	S	M	M	S	M	S
CO2	S	M	S	S	S	M	M	S	M	S
CO3	S	M	S	S	S	M	M	S	M	S
CO4	S	M	S	S	S	M	M	S	M	S

UNIT	CONTENTS	L	T	P
I (15 Marks)	Descriptive Statistics: Measures of Central Tendency; Measures of Dispersion; Concept of Skewness and Kurtosis. Concept of Sampling: Population and Sample, Parameter and Statistic; Sampling methods (including Simple Random sampling, Stratified sampling, Systematic sampling, Judgement sampling, and Convenience sampling).	12	2	2
II (15 Marks)	Simple Correlation and Regression Analysis: Meaning of Correlation and its different types, Scatter diagram, Pearson's co-efficient of correlation; Rank Correlation. Concept of Regression, Regression equations and estimation; Properties of regression coefficients.	12	2	2
III (15 Marks)	Fundamentals of Probability and Probability Distributions: Definitions of Probability, Addition and multiplication laws of probability, Conditional probability and Bayes' Theorem. Mathematical Expectation and variance of a random variable. Standard probability distributions: Binomial, Poisson and Normal.	12	2	2
IV (15 Marks)	Index Number: Meaning, types and uses, Methods of constructing price and quantity indices (simple and aggregate); Tests of adequacy; Chain base index numbers; Base shifting, Splicing and deflating, Problems in constructing index numbers, Consumer price index and Important share price indices. Time Series Analysis: Components of time series; Additive and multiplicative models; Moving averages; Determination of Trend: Fitting of trend line (only linear trend). Seasonal variations: Measurement of Seasonal effects using Simple averages and Ratio-to-trend method.	12	2	2
Total		48	8	8

L = Lectures, T = Tutorials, P = Practical

Total class=56 (L=48, T=8/2, P=8/2)

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

Two Sessional Examinations - 10 marks each

Other (any two) 10 marks each

- Group Discussion
- Assignment
- Seminar Presentation on any topic from the syllabus

Suggested Readings:

- Sharma, J.K., Business Statistics, Pearson India.
- Gupta, S.C. and Kapoor, V.K., Fundamentals of Mathematical Statistics, Sultan Chand and Sons, New Delhi.
- Gupta, S.C. and Kapoor, V.K., Fundamentals of Applied Statistics, Sultan Chand and Sons, New Delhi.
- Hazarika, P., A Textbook of Business Statistics, S Chand & Company.
- Vohra N. D., Business Statistics, McGraw Hill Education.
- Siegel Andrew F. Practical Business Statistics. McGraw Hill Education.

4th Semester
Course Title: Training and Development
Course Code: Minor 4
Nature of the Course: Minor
Total Credit: 4
Total Marks: 60 (End Sem) +40 (In-sem)

Course Objective:

The objective of course is to make the learners understand the process of training and Management development programs and apply them effectively indifferent organizational set-up.

Course Outcome:

CO1

Understanding the concept, scope, and objectives of training and development, and analyzing the approaches, principles, and processes in organizing effective training programs.

LO

Explain the importance of training and development, identify key factors in organizing training programs, and apply learning principles to enhance training effectiveness.

CO2

Evaluate various on-the-job and off-the-job training methods and their effectiveness in improving employee skills and performance.

LO:

Differentiate between different training methods and select appropriate training techniques on the basis of organizational needs.

CO3:

Examine the role of technology in modern training methods, including online learning, gamification, and corporate training, and assess training evaluation and retraining processes.

LO:

Learning how digital tools and modern learning approaches enhance training outcomes and evaluate the effectiveness of training programs.

CO4:

Analyze training and development policies, budgeting considerations, and the role of modern technologies in training practices in Indian organizations.

LO

Gaining insights into organizational training policies, understanding budgeting factors, and exploring the impact of modern technologies on training and development.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge						
Conceptual knowledge		CO1,CO3, CO4	CO1,CO4	CO1, CO2,CO3, CO4	CO1,CO2,C O3	
Procedural knowledge						
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	S	M	S	S	S	M	M	S	M	S	S
CO2	S	M	S	S	S	M	M	S	M	S	S
CO3	S	M	S	S	S	M	M	S	M	S	S
CO4	S	M	S	S	S	M	M	S	M	S	S
CO5	S	M	S	S	S	M	M	S	M	S	S
CO6	S	M	S	S	S	M	M	S	M	S	S

UNIT		L	T	P
UNIT 1 15 MARKS	Introduction to Training and Development Concept, Scope, Need for Training and Development, and Objectives of Employee Training and Executive Development. Approaches to Training and Development, Factors to be considered in organising a Training and Development Programme, and Training and Development Process. Principles of Learning and Training.	12		2
UNIT 2 15 MARKS	Methods of Training and Development On-the-Job Training: Vestibule Training, Training by Supervisors, Demonstration and close supervision, Apprenticeship, Job Shadowing, coaching, mentoring, Job rotation, virtual reality simulations. Off-the-Job Training: Lectures, Conférences, Seminar, Team Discussion, T-Group Training, Case Study, Role Playing, Programmed Instructions, Training through Audio-Visual Aids, eLearning.	12		2
UNIT 3 15 MARKS	Technology in training-Instructor lead On-Line courses-Self Paced Courses-Blended learning- corporate Training- On-line training platforms- Social and Micro Learning- gamification in learning- Training Evaluation-Retraining	14		2
UNIT 4 15 MARKS	Training and Development Policies in organinsations, Training and Development Practice in Indian organisations, Training and Development Budget: its importance and influencing factors in budgeting, Role of Modern Technologies in the process of Training and Development.	14		2
TOTAL		48	8	8

Where: L= Lectures, T= Tutorials, P= Practical
Total class=56 (L=48, T=8/2, P=8/2)

MODES OF IN-SEMESTER ASSESMENT: (40 Marks)

Two Sessional Examinations -

20 marks

Other (any two)

20 marks

- Group Discussion
- Assignment
- Seminar Presentation on any topic from the syllabus contents.

Reference Books:

- Flippo, Edwin B, 1984, Principles of Personnel Management, McGraw-Hill, New York.
- Luthans, Fred, 1985, Organisational Behaviour, McGraw-Hill, New York.
- Memoria, C.B, 1999, Personnel Management, Himalaya Publishing Hosue, Bombay.
- Verma, M.M. and R.K.Agarwal, 2000, Personnel Management and Industrial Relations, King's Books.
- Yoder, Dale, 1969, Personnel Management and Industrial Relations, Prentice Hall. 16

**FIVE YEAR INTEGRATED POST GRADUATE PROGRAMME (FYIPGP)
INCOMMERCE (MARKETING)
DETAILED SYLLABUS OF 5th SEMESTER**

5th Semester

Course Title: Advanced Human Resource Management

Course Code: C 9

Nature of Course: Core Total Credit:4

Total Marks: 60 (End Sem) + 40 (In Sem)

Course Objective:

The objective of the course is to understand the various functions of Human Resource Management. It helps students develop the knowledge, skills and concepts needed to resolve actual HR issues.

Course Outcome:

- CO1: Demonstrate knowledge of basic HR concepts.
 - ✓ LO1.1: Explain basic HR concepts and functions.
 - ✓ LO1.2: Apply the knowledge of basic Hr concepts and practices to arrive at the need and significance of HRM.
- CO2: Analyze various aspects of HRP.
 - ✓ LO2.1: Explain and compare the processes of job evaluation, job analysis and job specification.
 - ✓ LO2.2: Describe the phases of the recruitment and selection process and the sources of recruitment.
- CO3: Demonstrate understanding of the training and development process adopted by organizations.
 - ✓ LO3.1: Differentiate between training and development.
 - ✓ LO3.2: Describe the various methods of training and development.
- CO4: Analyze various modern concepts and practices in HRM.
 - ✓ LO4.1: Elaborately outline the process and application of HR Mapping.
 - ✓ LO4.2: Discuss the concepts and application of Emotional Intelligence Management and Intellectual Asset Management.
- CO5: Demonstrate understanding of compensation management.
 - ✓ LO5.1: Enlist and explain the various components of compensation.
 - ✓ LO5.2: Explain different schemes in respect of compensation.
- CO6: Analyze different contemporary dimensions of HRM.
 - ✓ LO6.1: Explain the process and application of personnel audit and Human Resource Research functions.
 - ✓ LO6.2: Describe the stand of workforce diversity in modern organizations and their influence thereof.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO5	CO5			CO5	
Conceptual knowledge		CO1,CO3, CO4	CO1	CO2,CO4	CO6	
Procedural knowledge		CO2,CO3, CO6		CO4		
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	M	M	M	M	M
CO2	S	S	M	M	M	M	M	M	M	M
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	M	M	M	M	M	M	M	M	M
CO5	S	S	S	S	S	S	S	S	S	S
CO6	S	S	S	S	S	S	S	S	S	S

UNIT	CONTENT	L	T	P
Unit 1 Marks 15	Introduction to Human Resource Management, HRM in the Global Environment, Concept and nature of HRM, Objectives, Evolution of Human Resource Management, Function and scope of HRM, Environmental factors of HRM, Emerging Challenges to HRM, Strategic Human Resource Management, Integration of Business Strategy with Human Resource Strategy.	13	2	-
Unit 2 Marks 15	Human Resource Planning-Process and levels. Job analysis and Job Design: Job analysis techniques, job evaluation techniques, job description, job specification, job design approaches, job characteristics, approach to job design. Choosing a career, The Resume Factors affecting recruitment, sources of recruitment (internal and external), Basic Selection Model, Psychological tests for selection. Emerging Trends in HRM: Outsourcing and its HR dimensions; Downsizing	12	2	2
Unit 3 Marks 15	Training and development-Concept and Importance, Training Process, Training methods- On the Job and Off the Job training (Knowledge Based Simulation and Experiential Methods) Performance Management-, Performance Appraisal and Potential Appraisal, 360 Degree Performance Appraisal, HR mapping and Career Development, Emotional Intelligence Management and Intellectual Asset Management	12	2	2
Unit 4 Marks 15	Compensation-meaning and objective. Components of compensation system. incentives schemes, fringe benefits. Personnel audit and research. Diversity at work: Managing diversity, the paradox of diversity, diversity with special reference to differently able, women and gender issues.	13	2	-
TOTAL		50	8	4

L = Lectures, T = Tutorials, P = Practicals

Total class=56 (L=50, T=8/2, P=4/2)

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- ❖ Two Sessional Examinations **10 x 2= 20 marks**
- ❖ Other (any two) **10 x 2= 20 marks**
 - Assignment
 - Seminar Presentation on any of the relevant topics
 - Field visit
 - Group Discussions

Suggested Readings:

- De Cenzo and Robins, Fundamentals Human Resource Management, Prentice Hall of Inia, Decenzo, David A. and Robbins, S.P. Fundamentals of Human Resource Management Wiley and Sons Ltd., John.
- Raymond, N. and Kodwani, A.D., Employee training and development, McGrawHill Education India
- Rao, T.V., HRD score card 2500: Based on HRD audit, Response Books, SAGE Publications. Flippo, EdwinB., Personnel Management, McGraw Hill, Tokyo, 1984-2000.

5th Semester
Course Title – Business law
Course Code – C 10
Nature of Course –Core
Course Credit –4
Distribution of marks – 60 (End Sem) + 40 (In-Sem)

Course Objective:

To impart basic knowledge and understand some important concept and practices of Business Law. To be acquainted with the essential provisions relating to Business Law.

Course outcomes:

CO1: Analysing various concepts of contracts and understand the requisites of valid contract and sale:

- LO1.1: Explain the different types of contracts and essentials of a valid contract
- LO1.2: Understanding the process of discharge of a contract and its breach.

CO2: Understanding the rules as to a contract of sale:

- LO2.1: Analysing the essentials of a contract of sale
- LO2.2: Explain the rights exercised by an unpaid seller and the concepts of Conditions and Warranties

CO3: Demonstrating the knowledge of Negotiable Instruments Act, 1881:

- LO3.1: Discuss the features and types of negotiable instruments
- LO3.2: Analysing the rules as to cheque, bill of exchange and promissory note

CO4: Demonstrating the knowledge of Consumer Protection Act, 2019

- LO4.1: Learning the rules regarding the Consumer Protection Act, 2019
- LO4.2: Explain the various machineries for grievance redressal

CO5: Demonstrating the provisions of Partnership Act, 1932 and LLP Act, 2008:

- LO5.1: Analysing the provisions of the Partnership Act and understanding the rights and duties of partners
- LO5.2: Explain the need of LLP and differences between Partnership and LLP

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO5	CO1,CO2, CO3,CO4		CO1.CO5		
Conceptual knowledge		CO3,CO4	CO4	CO2,CO3	CO3,CO5	
Procedural knowledge		CO1,CO4				
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	S	M	M	M	M
CO2	S	S	M	S	S	S	M	M	M	M
CO3	S	S	M	S	S	S	M	M	S	S
CO4	S	S	M	S	S	S	M	M	S	S
CO5	S	S	M	S	S	S	M	M	S	S

UNIT	CONTENTS	L	T	P
I (Marks 15)	Indian contract Act, 1872 <ul style="list-style-type: none"> • Definition of contract, Nature and essentials elements of contract, Classifications of contracts, Consideration, Essentials of valid Consideration. • Modes of Discharge and remedies for Breach 	12	2	2
II (Marks 15)	Sales of Goods Act, 1930 <ul style="list-style-type: none"> • Definition of sale as per contract, Essentials elements of contract of sale • Caveat Emptor, Exemptions of Caveat Emptor • Unpaid Seller, Rights of an Unpaid seller against the goods and the buyer • Conditions and Warranties Negotiable Instruments Act, 1881 <ul style="list-style-type: none"> • Definition, Features and Types of Negotiable Instruments • Bills of Exchange, Promissory Note and Cheque Endorsement – Meaning, Types of Endorsement, Discharge of Parties Holder and Holder in Due Course	12	2	2
III (Marks 15)	Consumer Protection Act,2019 Concept of Consumer, Types of Consumers, need for consumer protection, methods of consumer protection Measures of Consumer Protection in India, Basic Provision of Consumer protection Act, 2019, Oraganisational set up: National and State Consumer Protection Council, District Forum, State Commission and National Commission, Their Functions, Powers and jurisdiction.	12	2	2
IV (Marks 15)	Partnership Laws The Partnership Act, 1932 – Definition, Characteristics, Partnership Deed, Types, Rights and Duties of Partners. LLP Act, 2008 – Definitions, Salient features of LLP, Advantages and Disadvantages of LLP, Incorporation of LLP, Conversion of LLP, Difference between LLP/Partnership/Company	12	2	2
	TOTAL	48	8	8

L = Lectures, T = Tutorials, P = Practicals

Total class=56 (L=48, T=8/2, P=8/2)

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

❖ Two Sessional Examinations

10 x 2= 20 marks

❖ Other (any two)

10 x 2= 20 marks

▪ Assignment

▪ Seminar Presentation on any of the relevant topics

▪ Case studies

▪ Group Discussions

Suggested Readings:

1. N. D. Kapoor – elements of business Law – S. Chand & Sons
2. P. R. Chadha – Business Law – Galgotia Publishing Company
3. Dr. P. K. Pandey – Business Law – Mahaveer Publications

5th Semester
Course Title: Consumer Behaviour
Course Code: C-11
Nature of the Course: Core
Total Credit: 4 Credit
Marks: 60(End Sem) + 40(In Sem) = 100

Course Objective:

The course aims at perceiving the students the principal factors influencing Consumer Behaviour and Consumer Market, as well as develops an understanding of underlying concepts in Consumer Behaviour.

Course Outcome:

CO1: Analyze the consumer decision-making process:

- LO1.1: Apply the model of the consumer decision-making process to evaluate consumers behaviour in market place
- LO1.2: Describe the various stages of consumer involvement in a decision

CO2: Efficiently apply Different Consumer Behaviour Models:

- LO2.1: Compare and contrast different consumer behaviour models like economic, psychological, learning, and stimulus-response models
- LO2.2: Apply the models to real-world consumer behaviour scenarios.

CO3: Evaluate the socio-cultural influences on consumers:

- LO3.1: Define key concepts like culture, subculture, social class, and reference groups
- LO3.2: Analyze how social and cultural factors impact customer behavior within the framework of the "buyer's black box"

CO4: Design strategies based on customer data:

- LO4.1: Apply learning's about consumer behaviour to develop effective marketing strategies with the help of consumer data.
- LO4.2: Critically evaluate the effectiveness of marketing strategies based on consumer data.

CO5: Analyze Personal and Psychological Influences on Consumer Behaviour:

- LO5.1: Explain how age and life stage variations impact consumer needs, preferences, and purchase behaviour.
- LO5.2: Segment consumers based on lifestyle characteristics and tailor marketing messages accordingly

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge	remember	Understand	apply	analyze	evaluate	create
decision						
Factual knowledge		CO1,CO3			CO3	
Conceptual knowledge		CO2,CO5	CO2,CO4	CO1,CO3,CO5		CO4
Procedural knowledge						
Metacognitive knowledge			CO1,CO2			

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	S	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	S
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	S	S	S	M	S	S	M	M	S
CO5	S	S	S	S	S	S	S	M	M	M

Unit 1 Marks 15	Introduction to Consumer Behaviour-scope, Importance, Determinants. Consumer Behaviour as a Marketing Discipline – Consumer Involvement and Decision-Making Process.	13	2	
Unit 2 Marks 15	Information search process – Evaluation criteria & Decision Rules- Consumer Need & Motives. Consumer behaviour Model: economic model, psychological model, learning model and stimulative responds Model.	13	2	
Unit 3 Marks 15	Socio-Cultural Factors of Consumer Behaviour: Buyers Black Box- Cultural Factors- Culture, Sub-Culture, Social Class- Social Factors- Reference Groups, Family, Rules and Status.	13	2	
Unit 4 Marks 15	Personal and Psychological Factors of Consumer Behaviour: Personal Factors- Age and Life Cycle stage, Economic Circumstances, Life Style, Personality & Self Concept, Psychological Factors.	13	2	
TOTAL		52	8	

Where: L=Lectures, T=Tutorials, P=Practical
Total class=56 (L=52, T=8/2)

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- ❖ Two Sessional Examinations **10 x 2= 20 marks**
- ❖ Other (any two) **10 x 2= 20 marks**
 - Assignment
 - Seminar Presentation on any of the relevant topics
 - Field visit
 - Group Discussions

Suggested Readings & books:

- Hawkins: Consumer Behaviour: Building Marketing Strategy. Tata McGRaw. New Delhi.
- Loudon: Consumer Behaviour: Corporate Application. Tata Mc Graw. New Delhi.
- Peler: Consumer Behaviour and Marketing Strategy. Tata Mc. GRaw New Delhi.
- Kumar: Consumer Behaviour and Branding: Concepts, Reading and Cases, Pearson, New Delhi.

5th Semester
Course Title: Direct Marketing
Course Code: Minor 5
Nature of the Course: Minor
Course Credit: 4
Marks: 60 (End Sem) +40(In Sem) = 100

Course Objectives:

- To introduce students to the main principles of Direct Marketing.
- Understand the importance of Direct Marketing in today's digital business environment
- Understand the importance of building customer relationships for successful implementation of direct marketing

Course Outcome:

- CO1: Grasp the basic concepts of direct marketing.
 LO1.1: Identify the definition, objectives, size, and scope of direct marketing.
 LO1.2: Reflect how direct marketing has developed and its place in current marketing techniques.
 CO2: Develop Effective Customer Relationships Through Direct Marketing:
 LO2.1: Explain the strategies used by direct marketers to build customer relationships.
 LO2.2: Analyze the effectiveness of various media in direct marketing campaigns.
 CO3: Develop effective direct marketing offerings.
 LO3.1: Explain the importance of customer obligations and how they influence direct marketing offers
 LO3.2: Plan and develop offers for multistage marketing initiatives that will entice prospects to respond.
 CO4: Get acquainted with the Elements of the Direct Marketing Offer.
 LO4.1: Segment a market and develop a targeting and positioning strategy for a direct marketing campaign.
 LO4.2: Explain how to plan offers for multistage marketing programs.
 CO5: Leverage Internet Marketing and Advertising to achieve business objectives.
 LO5.1: Explain the advantages and disadvantages of Internet advertising and its role in direct marketing.
 LO5.2: Measure the effectiveness of web advertising and integrate it with other promotional tools.
 LO5.3: Analyze the strategic relevance of Internet marketing and its influence on the overall direct marketing strategy.
 CO6: Utilizing Data and Analytics in Direct Marketing.
 LO6.1: Discuss how data-driven insights could potentially improve direct marketing efforts.
 LO6.2: Employ data analytics tools to monitor and evaluate the effectiveness of direct marketing initiatives.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO1	CO1			CO5	
Conceptual knowledge		CO1,CO2, CO3, CO4, CO5		CO2,CO5	CO5,CO6	CO2,CO3, CO4
Procedural knowledge					CO6	
Metacognitive knowledge		CO1				

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	S	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	S
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	S	S	S	M	S	S	M	M	S
CO5	S	S	S	S	S	S	S	M	M	M
CO6	S	S	S	S	S	S	M	M	M	M

Units	Course Contents	L	T	P
Unit 1 Marks 15	Introduction to Direct Marketing: Definition of direct marketing; objectives for direct marketing programs; size and scope of direct marketing industry, Factors influencing emergence of Direct-marketing	10	2	2
Unit 2 Marks 15	Building customer relationships: The media of direct marketing- telephone; broadcast and electronic media; direct mail; the Internet; Strategies for direct marketers; the strategic planning process; the campaign; defining the product-market; marketing opportunity analysis; identification of strategic issues and options; selection of strategies.	12	2	2
Unit 3 Marks 15	Elements of the direct marketing: Required elements; optional elements; customer's obligations; planning offers for multistage marketing programs; motivation of prospects to respond Segmentation; Targeting and developing positioning strategy	12	2	2
Unit 4 Marks 15	Developing campaigns: Developing direct-mail campaigns, its advantages and disadvantages; Telemarketing and its types; Direct response marketing in print and broadcast media; Internet marketing: its advantages and disadvantages, measuring effectiveness of internet marketing, and its integration with other promotional tools.	14	2	2
	TOTAL	48	8	8

L= Lecture, T= Tutorial, P= Practical

Total class=56 (L=48, T=8/2, P=8/2)

Text and Reference Books:

- Direct Marketing by Robert Hayes-McCoy, Jaico Publishing House, July 2008
- Direct Marketing in Practice by Mathew Houston, Routledge Publication, 1st Edition, February 2002
- Marketing Management by Philip Kotler, Kevin Lane and Keller, Pearson Education, 2016
- Direct and Digital Marketing by Brian Thomas and Matthew Housden, Bloomsbury Business, 3rd Edition, June 2017

**FIVE YEAR INTEGRATED POST GRADUATE PROGRAMME (FYIPGP)
INCOMMERCE(MARKETING)**

DETAILED SYLLABUS OF 6th SEMESTER

6th Semester

Course Title: Indian Financial System

Course Code: C - 12

Course Credit: 4

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course objectives:

On successful completion of the course, the Students will be able to

- Understand the financial system, Institutions, financial markets and services.
- Analyse the concepts relevant to Indian financial market and relevance.
- Understand concept of financial services, types and functions.
- Understand the types of financial Instruments.
- Demonstrate an understanding the functioning of stock markets

Course Outcomes:

CO1: Demonstrate an understanding on the structure of Financial System in India:

- LO1.1: Explain the constituents of Financial System.
- LO1.2: Discuss overview of Financial System in India.

CO2: Understanding the functioning of Financial Institutions:

- LO2.1: Discuss the working mechanism of various types of financial institutions in India

CO3: Demonstrating the knowledge of Financial Services and Mechanism of Stock Exchange in India:

- LO3.1: Discuss the various types of financial services provided in India.
- LO3.2: Explain the functioning of the stock market and gaining knowledge on trading of securities in the stock exchange

CO4: Demonstrating the constituents of Financial Market:

- LO4.1: Explain the constituents of financial markets and their working mechanism.
- LO4.2: Discuss the various instruments traded in financial markets.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO1	CO4				
Conceptual knowledge	CO1	CO2,CO4		CO3		
Procedural knowledge			CO3, CO4			
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	M
CO2	S	S	S	S	S	M	S	S	S	M
CO3	S	S	S	S	S	M	S	M	S	S
CO4	S	S	S	S	S	S	S	M	S	S

Units	Course Contents	L	T	P
Unit I (15 Marks)	Overview of financial system:-Introduction to Financial System – Features, Constituents of Financial System; Financial Institutions; Financial Services; Financial Markets and Financial Instruments.	12	2	2
Unit II (15 Marks)	Financial Institutions:-Characteristics of Financial Institutions, Broad Categories – Money Market Institutions and Capital Market Institutions. Objectives and Functions of Industrial Finance Corporation of India, Industrial Development Bank of India, National Small Industrial Development Corporation, National Industrial Development Corporation, RBI Measures for NBFCs.	12	2	2
Unit III (15 Marks)	Financial Services :- Meaning, Objectives, Functions, Characteristics; Types of Financial Services - Merchant Banking – Functions and Operations, Leasing, Mutual Funds, Venture Capital & Credit Rating; Functions of Stock Exchange; Stock Market Operations - Trading, Settlement and Custody (Brief discussion on NSDL & CSDL); Brief discussion of BSE, NSE	12	2	2
Unit IV (15 Marks)	Financial markets and instruments:- Meaning and Definition, Role and Functions of Financial Markets, Constituents of Financial Markets; Money Market Instruments, Capital Market and Instruments; SEBI guidelines for Listing of Shares and Issue of Commercial Papers.	12	2	2
TOTAL		48	8	8

L= Lectures, T= Tutorials and P= Practical

Total class=56 (L=48, T=8/2, P=8/2)

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- ❖ Two Sessional Examinations **10 x 2= 20 marks**
- ❖ Other (any two) **10 x 2= 20 marks**
 - Assignment
 - Seminar Presentation on any of the relevant topics
 - Field visit
 - Group Discussions
 - Visit any financial institution and prepare a report regarding its structure, functions and performance.
 - Presenting the report in a class room seminar.

Reference Books

- L.M. Bhole, Financial Institutions & Markets, McGraw Hill
- Khan, M.Y, Indian Financial System, McGraw Hill
- Sharma, Meera, Management of Financial Institutions, Eastern Economy Edition
- Bhole and Mahakud, Financial Institutions and Markets – Structure, Growth and Innovations, McGraw Hill • Guruswamy, S., Financial Services and System, McGraw Hill
- Edminister. R.O, Financial Institutions, Markets & Management, McGraw Hill
- Khan. M.Y, Indian Financial System, Vikas Pub. House
- H.R Machiraju, Indian Financial System, Vikas Pub. House
- E. Gorden & K. Nataraj, Financial Markets and Services, HPH

Note: Latest edition of text books may be used.

6thSemester
Course Title: Service Marketing
Course Code: C-13
Nature of the Course: CORE
Course Credit: 04 Credits
Distribution of Marks: 60 (End Sem) +40 (In-Sem)

Course Objectives: The students will be able to:

- To identify the importance of service marketing in the economy
- To familiarize with the special characteristics of services relevant for marketing
- To analyse the customer satisfaction and complaint management in services
- To evaluate the financial implications of improvement in services, and
- To acquaint with CRM-application in service Marketing.

Course Outcome:

- CO1: Demonstrate a firm comprehension of the fundamentals of service marketing:
 - ✓ LO1.1: Identify and comprehend the nature and characteristics of services and the extended marketing mix (3Ps).
 - ✓ LO1.2: Explain the Four I's of services – Intangibility, Inconsistency, Inseparability, and Inventory.
 - ✓ LO1.3: Classify different types of services and analyze their significance in the Indian economy.
- CO2: Develop and manage service products and brands:
 - ✓ LO2.1: Evaluate the role of Total Quality Management (TQM) in enhancing service quality and customer satisfaction.
 - ✓ LO2.2: Develop a branding strategy for a service, incorporating brand equity and the service life cycle.
- CO3: Apply pricing strategies for services:
 - ✓ LO3.1: Explain the factors influencing service pricing.
 - ✓ LO3.2: Analyze the effectiveness of different pricing methods in various service contexts.
- CO4: Develop the capability to offer quality services and manage customer expectations.
 - ✓ LO4.1: Discuss the importance of delivering quality services in maintaining customer satisfaction.
 - ✓ LO4.2: Reflect on the importance of maintaining service quality and the impact of communication on customer perceptions.
- CO5: Analyze the service marketing environment:
 - ✓ LO5.1: Discuss the trends and changes in the service marketing environment.
 - ✓ LO5.2: Explain how different environmental factors influence service marketing.
 - ✓ LO5.3: Analyze the service marketing environment to identify opportunities and threats.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1		CO5		
Conceptual knowledge		CO1,CO3, CO4,CO5	CO3	CO3,CO5	CO2	CO2,CO4
Procedural knowledge				CO3		
Metacognitive knowledge		CO4				

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	S	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	S
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	S	S	S	M	S	S	M	M	S
CO5	S	S	S	S	S	S	S	M	M	M
CO6	S	S	S	S	S	S	M	M	M	M

UNIT	CONTENT	L	T	P
UNIT-1 15 MARKS	Introduction: Nature & Characteristics of Services - Extended Marketing Mix (3Ps). Classification of Services. Four I's of Services – Fundamentals: Intangibility, Inconsistency, Inseparability, and Inventory. Importance of Service Marketing in Indian Economy, Growth of Service Sector in Indian Economy: Factors Influencing, Service Marketing Environment.	13	2	
UNIT-2 15 MARKS	What is a Service Product; Product Level Framework; Flower of Services; Branding Services; Brand Equity in Services; New Service Development; Service Life Cycle, TQM in Service.	13	2	
UNIT -3 15 MARKS	Service Pricing - Role of Pricing in Service; Pricing Methods for Service; Factors Influencing Service Pricing; Services Promotions, Price & Communication Strategy & Implementation, Advertising Services.	13	2	
UNIT-4 15 MARKS	Delivering Quality Services - GAP Model of Service Quality; SERVQUAL Model; Factors Influencing Service Quality; Techniques to Resolve Service Gaps; Developing Appropriate Quality Standards; Effective Communication about Service Quality; Service Blueprinting and Process Mapping.	13	2	
		52	8	

L=Lectures, T=Tutorials, P=Practical

Total class=56 (L=52, T=8/2)

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- ❖ Two Sessional Examinations **10 x 2= 20 marks**
- ❖ Other (any two) **10 x 2= 20 marks**
 - Assignment
 - Seminar Presentation on any of the relevant topics
 - Field visit
 - Group Discussions

Suggested Readings:

1. Ravi Shanker, SERVICES MARKETING: THE INDIAN PERSPECTIVE, Excel Books, New Delhi.
2. Rajendra Nargundkar, SERVICES MARKETING: TEXT & CASES, Tata McGraw-Hill Publishing Company, New Delhi.
3. Christopher H. Lovelock, SERVICES MARKETING: PEOPLE, TECHNOLOGY, STRATEGY, Pearson Education Asia.
4. R. Srinivasan, SERVICES MARKETING, Prentice Hall of India Private Limited, New Delhi.
5. Zeithaml, Parasuraman & Berry, DELIVERING QUALITY SERVICE, the Free Press, Macmillan. 2008

6th Semester

Course Title: Advanced Advertising Management

Course Code: C-14

Nature of the Course: CORE

Course Credit: 4 credits

Marks: 60 (End Sem) +40(In Sem) = 100

Course Objectives:

The course aims to equip students with a comprehensive understanding of advertising strategies, digital tools, ethical considerations, and performance evaluation, enabling them to develop and analyse effective advertising campaigns in a dynamic market environment.

Course Outcomes:

CO1: Understand the Fundamentals & Role of Advertising

- LO1.1: Explain the different types of advertising, including strategic and non-traditional approaches.
- LO1.2: Analyse the social, economic, ethical, and global impacts of advertising on consumers and businesses.

CO2: Develop Advertising Strategies & Campaign Plans

- LO2.1: Construct a strategic advertising plan considering the 5 Ms of Advertising.
- LO2.2: Apply persuasion techniques and advertising appeals in campaign development.

CO3: Implement Digital Advertising & Emerging Trends

- LO3.1: Utilize SEO, SEM, and AI tools in digital advertising.
- LO3.2: Evaluate the effectiveness of AR/VR ads and influencer marketing strategies.

CO4: Integrate Advertising with Broader Marketing Communications

- LO4.1: Understand the role of Integrated Marketing Communications (IMC) in modern advertising.
- LO4.2: Coordinate advertising with PR, sales promotion, and digital channels for a holistic campaign approach.

CO5: Make Data-Driven Advertising Decisions

- LO5.1: Identify the factors influencing advertising choices, such as budget, target audience, and competition.
- LO5.2: Analyse case studies of successful and failed campaigns to understand advertising decision-making.

CO6: Measure Advertising Performance & Effectiveness

- LO6.1: Apply Key Performance Indicators (KPIs) to measure advertising success.
- LO6.2: Conduct pre-testing and post-testing to evaluate the effectiveness of advertisements.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO1, CO3	CO1			CO6	
Conceptual knowledge		CO1, CO2	CO5	CO2, CO5, CO4	CO5	
Procedural knowledge		CO3	CO5	CO4	CO6	
Metacognitive knowledge					CO5	CO6

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	S	M	M	M	M
CO2	S	S	S	M	S	S	M	M	S	M
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	S	S	S	M	S	S	M	M	S
CO5	S	S	S	S	S	S	S	M	M	M
CO6	S	S	S	S	S	S	M	M	M	M

UNIT	CONTENTS	L	T	P
Unit 1 (15 Marks)	Forms of Strategic and Non-Traditional Advertising: Native Advertising, Surrogate Advertising, Relationship Marketing, Guerrilla Advertising, Comparative Advertising, In-Game Advertising & Product Placement. Economic, Social, Ethical & Global Issues in Advertising: Consumerism, Cultural Sensitivity, Privacy, Sustainability.	13	2	-
Unit 2 (15 Marks)	Advertising Planning: Framework, Situation Analysis, Marketing Plan, 5 Ms of Advertising (Mission, Money, Message, Media, Measurement). Advertising Campaign Development: Message Strategy, Copywriting, Creative Execution. Decision Making in Advertising: Persuasion Process, Advertising Appeals, Consumer Psychology. Legal & Ethical Issues in Advertising: Consumer Protection, Misleading Ads, Regulatory Frameworks.	13	2	-
Unit 3 (15 Marks)	Process of Developing an Ad Campaign: Conceptualization, Execution, and Evaluation. SEO & SEM in Advertising: Basics of Google Ads, Social Media Advertising, AI in Advertising. Emerging Trends in AI based Advertising: Augmented Reality/Virtual Reality Advertisements, Influencer Marketing. Integrated Marketing Communications (IMC): Coordinating Advertising with Public Relations (PR), Sales Promotion, and Digital Channels.	13	2	-
Unit 4 (15 Marks)	Factors Influencing Advertising Choices: Budget, Target Audience, Competition, Regulatory Environment. Measuring Advertising Effectiveness: Key Performance Indicators (KPIs), Pre-Testing & Post-Testing Ads. Case Studies: Analysis of Successful & Failed Advertising Campaigns (e.g., Amul, Apple, Zomato).	13	2	-
	TOTAL	52	8	-

(L = Lecture, T = Tutorial, P = Practical)

Total class=56 (L=52, T=8/2)

Modes of In-Semester Assessment:

Two Sessional Examinations

Other (any two)

- Assignment 3
- Seminar Presentation on any of the relevant topics
- Field visit
- Group Discussions

(40 Marks)

10 x 2=20 Marks

10 x 2=20 Marks

Suggested Readings:

- Marketing by Baines P., Fill C., and Page K., adapted by Piyush K. Sinha, Asian Edition, Oxford University Press.
- Marketing Management by Philip Kotler and Kevin Lane Keller, Pearson Education Ltd.
- Advertising Management by Jaishri Jethwani and Shruti Jain, Oxford University Press, India.
- Advertising Management by Rajeev Batra, John G. Myers, and David A. Aaker, Eastern Economy Edition, Prentice Hall, India.
- Advertising by Frank Jefkins, revised by Daniel Yadin, Pearson Education Ltd.
- Advertising Management by Geeta Naidu and Pooja Dhaktod, Sai Jyoti Publications.

6th Semester

Course Title: Agricultural and Rural Marketing

Course Code: C-15

Nature of the Course: Core

Total Credit Assigned: 4 credits

Marks: 60 (End Sem) +40(In Sem)

Course Objectives:

The objective of the course is to help the students understand:

The status and scope of agricultural and rural markets vis-à-vis the respective marketing strategies in India.

The distinctive features of these markets as compared to markets for other goods and services.

The major schematic, institutional and policy initiatives available at different levels, specifically meant for agricultural and rural markets.

Course Outcome:

CO1: Demonstrate a firm grasp of the relevant concepts Agricultural Marketing:

- LO1.1: Describe the distinctive features and scope of agricultural marketing.
- LO1.2: Analyze the status of agricultural marketing in both global and Indian contexts.

CO2: Examine the Dynamics of Rural Marketing:

- LO2.1: Explain rural marketing strategies, including segmentation, targeting, and positioning.
- LO2.2: Design appropriate channels of distribution and promotional tactics for rural markets.

CO3: Demonstrate a reasonable comprehension of Agri-logistics and Supply Chain Management:

- LO3.1: Develop strategies for effective agricultural logistics, such as outsourcing, third-party logistics (3PLs), and fourth-party logistics (4PLs).
- LO3.2: Implement CRM and IT solutions to enhance agricultural marketing.

CO4: Analyze Financial Models for Agricultural and Rural Marketing:

- LO4.1: Explain the role of government and NGOs in promoting agricultural and rural development.
- LO4.2: Evaluate the effectiveness of different microfinance models in rural marketing.
- LO4.3: Evaluate the influence of financial institutions and government policies on rural development.

CO5: Apply Marketing Mix Principles to Rural Markets:

- LO5.1: Explain the role of each element of the marketing mix in rural marketing.
- LO5.2: Analyze the effectiveness of marketing mix strategies in achieving business objectives.

CO6: Display improves comprehension of agricultural market environments:

- LO6.1: Explain the impact of liberalization, privatization, globalization, and digitization on Indian agriculture.
- LO6.2: Develop strategies to adapt to changes in the agricultural marketing environment.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1				
Conceptual knowledge		CO1,CO3, CO4, CO5, CO6	CO5	CO1, CO2, CO4,CO5	CO4	CO6
Procedural knowledge						CO2, CO3
Metacognitive knowledge		CO3, CO6				

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	S	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	S
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	S	S	S	M	S	S	M	M	S
CO5	S	S	S	S	S	S	S	M	M	M
CO6	S	S	S	S	S	S	M	M	M	M

UNIT	CONTENTS	L	T	P
Unit 1 Marks 15	Agricultural Marketing: distinctive Features, Scope, Forms of Agri-business in India Agri-business Co-operatives: An overview, Role, Formation, Functioning, Challenges Status of Agricultural Marketing: Global and Indian Scenario Channels of Distribution, Pricing	13	2	
Unit 2 Marks 15	Rural Marketing: Concept, Scope Distinction of Rural Marketing from Agricultural Marketing Rural Marketing Strategies with special reference to Segmentation, Targeting and Positioning, Products and Services in the Rural Market Channels of Distribution, Rural Communication, Advertising and Promotion Rural Marketing Mix, Rural Consumer Behaviour, Pricing in Rural Markets	13	2	
Unit 3 Marks 15	Agri-logistics and Supply Chain: Meaning, Scope, Challenges Demand Forecasting (with special reference to changing environment and planning for uncertainty) Functions of Inventory, Warehousing and Distribution Centres Transportation: Outsourcing and 3PLs (Third Party Logistics) and 4PLs (Fourth Party Logistics) CRM and IT in Agricultural Marketing: An Overview	13	2	
Unit 4 Marks 15	Micro Credit and Micro Finance Models for Agricultural and rural Marketing in India Financial Institutions for Agri and rural development in India The role of Government and NGOs NABARD: Role, Policy and schemes	13	2	
	TOTAL	52	8	

L= Lectures, T= Tutorials and P= Practical

Total class=56 (L=52, T=8/2)

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- ❖ Two Sessional Examinations **10 x 2= 20 marks**
- ❖ Other (any two) **10 x 2= 20 marks**
 - Assignment
 - Seminar Presentation on any of the relevant topics
 - Field visit
 - Group Discussions

6thSemester
Course Title: Digital Marketing
Course Code: Minor 6
Nature of the Course: Minor
Course Credit: 4 credits
Marks: 60 (End Sem) +40(In Sem)

Course Objectives:

The objective of the course is to help the students understand:

- The basic concepts and applications of Digital Marketing.
- The workings of Digital Marketing Platforms for business ventures.
- The challenges associated with using digital platforms and ways to overcome the same.
- The legal and financial aspects requiring due consideration in using digital platforms.

Course Outcome:

- CO1: Demonstrate a firm grasp of the basics of Digital Marketing:
 - ✓ LO1.1: Differentiate between digital marketing, traditional marketing, and hybrid marketing.
 - ✓ LO1.2: Reflect on the evolution of marketing practices and the growing importance of digital marketing in today's business environment.
- CO2: Develop effective digital marketing plans:
 - ✓ LO2.1: Recognize the steps involved in creating an initial digital marketing plan.
 - ✓ LO2.2: Explain the importance of content management, SWOT analysis, and target group analysis throughout the planning stage.
- CO3: Utilize Digital Marketing Tools and Platforms to achieve organizational goals:
 - ✓ LO3.1: Identify key SEO techniques (on-page and off-page) and social media optimization strategies.
 - ✓ LO3.2: Develop and execute social media optimization plans across various platforms.
- CO4: Obtain capabilities to address challenges in digital marketing.
 - ✓ LO4.1: Recognize the major challenges associated with digital marketing, including cyber security, data protection, and privacy issues.
 - ✓ LO4.2: Explain the legal safeguards and regulations that govern digital marketing practices.
- CO5: Integrate Digital Marketing with Traditional Marketing:
 - ✓ LO5.1: Recognize the synergies between digital marketing and traditional marketing approaches.
 - ✓ LO5.2: Develop integrated marketing campaigns that combine digital and traditional marketing techniques.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO4				
Conceptual knowledge		CO1,CO2, CO3,CO4	CO3		CO5	CO2,CO5
Procedural knowledge						CO3.
Metacognitive knowledge		CO1,CO4	CO5			

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	S	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	S
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	S	S	S	M	S	S	M	M	S
CO5	S	S	S	S	S	S	S	M	M	M
CO6	S	S	S	S	S	S	M	M	M	M

UNIT	CONTENTS	L	T	P
Unit 1 Marks 15	Introduction to Digital Marketing: Concept and Scope; Digital vs Real Marketing, Hybrid marketing. Digital Marketing Channels Growth of digital marketing	13	2	
Unit 2 Marks 15	Planning Phase: Creating the Initial Digital Marketing Plan; Content Management; SWOC Analysis; Target Group Analysis	13	2	
Unit 3 Marks 15	Tools and Platforms: Difference between Blogs, Portals and Website; Search Engine Optimization (On-page and Off-page); Search Media Optimization- Concept and Process (Facebook, Twitter X, LinkedIn, Pinterest); Search Engine Marketing Tools and Techniques, Dropshipping	13	2	
Unit 4 Marks 15	Budget and Fund Management: Resource Planning; Cost Estimation; Cost Control, Modes of payment. Associated Challenges: Cyber Security; Data Protection and Privacy; Legal Safeguards	13	2	
	TOTAL	52	8	

L= Lecture, T= Tutorial, P= Practical

Total class=56 (L=52, T=8/2)

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- ❖ Two Sessional Examinations **10 x 2= 20 marks**
- ❖ Other (any two) **10 x 2= 20 marks**
 - Assignment
 - Seminar Presentation on any of the relevant topics
 - Field visit
 - Group Discussions

Suggested Readings:

Reference Books:

- The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted and Measurable Online Campaigns, Ian Dodson, Wiley Publications, 2016.
- Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, 4th Edition, Damian Ryan, Kogan Page Ltd, 2016.
- The essential Social Media Marketing Handbook – A New Roadmap for Maximising your Brand, Influence and Credibility, Gail Z. Martin, Rupa Publications.

Text Books:

- Fundamentals of Digital Marketing, 2nd Edition, Puneet Singh Bhatia, Pearson Education, India, 2019
- Digital Marketing: An Insight to Fundamentals, Strategies and Implementations, Princi Gupta and Gaurab Kumar Sharma, Notion Press, India, 2019

**FIVE YEAR INTEGRATED POST GRADUATE PROGRAMME (FYIPGP)
IN COMMERCE (MARKETING)
DETAILED SYLLABUS OF 7th SEMESTER**

SEMESTER-VII

Title of the Course: Business Analytics

Course Code: C-16

Nature of the Course: Core

Course Credit: 04 credits

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

COURSE OBJECTIVE:

The objective in this course is to

- Help students grasp the fundamental concepts of business analytics.
- Equip students with the skills to apply business analytics in real-world scenarios.
- Develop students' ability to analyze and interpret data to make informed business decisions.

COURSE OUTCOME:

CO1: Understand the fundamental concepts and scope of business analytics.

- LO1.1: Explain the key components of business analytics including descriptive, predictive, and prescriptive analytics.
- LO1.2: Illustrate the application of business analytics in various business scenarios.

CO2: Grasp the importance of ethical data collection, management, and use.

- LO2.1: Identify ethical issues related to data privacy, security, and responsible data handling.
- LO2.2: Demonstrate knowledge of ethical practices in data analytics.

CO3: Comprehend the concept of Big Data and its five characteristics (the 5 Vs).

- LO3.1: Define Big Data and describe its five key characteristics: Volume, Velocity, Variety, Veracity, and Value.
- LO3.2: Discuss the various sources and methods of Big Data collection.

CO4: Explore the challenges associated with Big Data storage, processing, integration, and security.

- LO4.1: Analyze the storage, processing, and integration challenges in managing Big Data.
- LO4.2: Evaluate the security concerns and skills gap in handling Big Data.

CO5: Apply business analytics tools in marketing and finance for informed decision-making.

- LO5.1: Use data analytics to understand consumer behavior and market opportunities in marketing.
- LO5.2: Employ analytics to make strategic, investment, and operational financial decisions.

CO6: Utilize tools for business data analysis and visualization effectively.

- LO6.1: Create data visualizations using Google Spreadsheet and Power BI.
- LO6.2: Design comprehensive reports using sample datasets in Power BI.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	Remember	Understand	Apply	Analyze	Evaluate	Create
Factual knowledge	CO1, CO3	CO1				CO6
Conceptual knowledge		CO1, CO2	CO5	CO2, CO5, CO4	CO5	
Procedural knowledge		CO3	CO5		CO4	CO6
Meta-cognitive knowledge				CO5		CO6

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	M	M	S	M	M	M
CO2	S	S	S	M	S	M	S	M	M	M
CO3	S	S	S	S	S	M	S	M	M	M
CO4	S	S	S	M	S	M	S	S	M	M
CO5	S	S	M	S	S	M	S	S	S	M
CO6	S	S	S	S	S	M	S	S	M	M

UNITS	COURSECONTENTS	L	T	P
I (15Marks)	Business Analytics: Concept, scope and key components: (Descriptive, Predictive, and Prescriptive analytics) Data Ethics: Ethical data collection, management, and use, Data privacy, security, and responsible data handling.	12	02	-
II (15Marks)	Big Data: Concept, The 5 Vs (Volume, Velocity, Variety, Veracity, and Value). Data Sources and Collection: Structured vs Unstructured data, Data collection techniques (Surveys, Interviews, Transaction data, Social Media Monitoring, IoT Devices and Sensors, Web Scraping) and tools (SurveyMonkey, Tableau, Google Forms, Google Analytics) Challenges: Storage, processing, integration, security, and skills gap.	14	02	-
III (15Marks)	Data Analytics in Marketing: Role of data in analysing consumer behaviour and marketing activities, Application, Overview of Data collection methods, tools and software (Google Search Console, HubSpot, Active Campaigns, Qualtrics)	14	02	-

	Data Analytics in Finance: Role of analytics in financial decisions (strategic, investment, operational), Applications, Overview of Data collection methods, tools and software (Bloomberg, SQL Databases, Reuters Eikon), Data Analytics in HR: Role of data in HR decision making, types of HR data, Application, Overview of Data collection methods, tools and software (HRIS, SPSS, R Statistics)			
IV (15Marks)	Google Spreadsheets: Creating bar charts, pie charts, line charts. Power BI Desktop: Creating simple visualizations (charts, graphs, maps), and designing reports in Power BI using sample datasets (e.g., sales data, market trends).	06	02	12
	TOTAL	46	08	12

Where, *L=Lectures, T=Tutorials, P=Practical*
Total class=56 (L=46, T=8/2, P=12/2)

MODES OF FIN-SEMESTER ASSESSMENT:

(40Marks)

- Sessional Examination (Two)- **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
 - Group Discussion
 - Assignment/ Project Work
 - Seminar Presentation on any of the relevant topics
 - Hands-on-learning

Suggested Readings:

- Békés, G., & Kézdi, G. (2021). *Data Analysis for Business, Economics, And Policy*. Cambridge University Press.
- Kumar, U. D. (2021). *Business analytics: The science of data-driven decision making* (2nd ed.). Wiley India Pvt. Ltd
- Paczkowski, W. R. (2021). *Business analytics: Data science for business problems* (1st ed.). Springer International Publishing AG
- Prasad, R. N., & Acharya, S. (2016). *Fundamentals of business analytics* (2nd ed.). Wiley India Pvt. Ltd

SEMESTER-VII
Title of the Course: Corporate Financial Reporting
Course Code: C-17
Nature of the Course: CORE
Course Credit: 04 credits
Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Objective:

- To enable the students to acquire the basic knowledge of the corporate reporting
- To learn the techniques of reading the financial statements.

Course Outcome:

CO1: Understand the concept and analyze the corporate reports

- LO 1.1: Explain the role of valuation in corporate reporting.
- LO 1.2: Understand and analyse the books of accounts under the Companies Act 2013

CO2: Describe the structure of financial reporting.

- LO 2.1: Understand and describe the structure of schedule III under the companies act 2013
- LO 2.2: Explain the classification of equity and liabilities, current assets and non-current assets.

CO3: Understanding and analyzing the annual reports of companies.

- LO 3.1: Explain the financial statements of companies.
- LO 3.2: Analyze and evaluate the different reports and notes on accounts forming part of the annual reports.
- LO3.3: Applying knowledge to read the financial reports

CO4: Analyze and evaluate the different types of non-accounting reports.

- LO 4.1: Analyse and evaluate the different non-accounting reports.
- LO 4.2: Exposure to new trends in corporate reporting.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1				
Conceptual knowledge			CO3	CO1, CO4	CO3	
Procedural knowledge				CO3		
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	M	M	S	S	S	S
CO2	M	S	S	M	M	M	M	M	M	M
CO3	S	S	S	S	S	S	S	S	S	S
CO4	M	M	S	M	M	M	M	M	M	S

UNIT	CONTENTS	L	T	P
I: Corporate Reporting Framework (15 Marks)	Corporate reporting - Overview, need and importance. Role of Valuation in Accounting Allocation in Accounting Financial and Physical Capital Maintenance Books of Account under the Companies Act, 2013	14	02	-
II: Financial Reporting Structure & Terminologies (15 Marks)	Structure under Section 129 read with Schedule-III of the Companies Act, 2013 Classification of Equity and Liabilities Reserves and Surplus Non-current Liabilities Non-current Assets Current Assets	12	02	-
III: Financial Reporting (15 Marks)	Presentation of Standalone and Consolidated Financial Statements Independent Auditor's Report Notes on Accounts annexed to and forming part of the Financial Statements (This block should be instructed giving reference to Annual Reports of Large Companies)	14	02	-
IV: Financial Reporting (Non- Accounting Reports) (15 Marks)	Director's Report, Management Discussion and Analysis, Sustainability Reporting, Tripple Bottom Line Reporting, Corporate Social Responsibility Reporting and Challenges, Fair Value Measurement, Integrated Reporting, Business Responsibility Reporting.	12	02	-
	TOTAL	52	08	-

** L =Lectures, T =Tutorials, P =Practical

Total class=56 (L=52, T=8/2)

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- ❖ Two Sessional Examination - **10 x 2= 20 marks**
- ❖ Other **10 x 2= 20 marks**
 - Assignment
 - Seminar Presentation on any of the relevant topics

Suggested Readings:

1. Horngren, Sundem and Elliott: Financial Accounting: Pearson Education, New Delhi.
2. Annual Reports of Large Companies. (Listed in Bombay Sensex or NIFTY)
3. Bhattacharyya: Financial Accounting for Managers; Prentice Hall of India, New Delhi.
4. Gupta A: Financial Accounting for Managers: Pearson Education, New Delhi.
5. Tulsian: Financial Accounting for Management: Tata McGraw Hill Education, New Delhi.

Note: Latest edition of text books may be used.

SEMESTER-VII
Title of the Course: Brand Management
Course Code: C-18
Nature of the Course: Core
Course Credit: 04 credits
Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

COURSE OBJECTIVE:

The objective in this course is to help students
 Understand the fundamental concepts of brand management.
 Learn how to apply brand management techniques in various business scenarios.
 Explore the practical applications of branding in real-world contexts.

COURSE OUTCOME:

- CO1: Understand the foundational concepts, definitions, and types of brands.
 LO1.1: Explain the scope and importance of branding for consumers and businesses.
 LO1.2: Identify and describe various types of brands, including emerging ones like creator and community brands.
 CO2: Comprehend the key components of brand equity and effective brand positioning.
 LO2.1: Define brand equity and its components: awareness, associations, perceived quality, and loyalty.
 LO2.2: Develop strategies for defining target audiences and unique selling propositions (USPs).
 CO3: Develop and manage brand identity elements and storytelling techniques.
 LO3.1: Create and evaluate brand identity elements such as name, logo, slogan, visuals, and brand voice.
 LO3.2: Analyze the importance of brand storytelling and its integration with marketing communications.
 CO4: Implement content marketing and social media management strategies.
 LO4.1: Explain the meaning and process of content marketing.
 LO4.2: Measure the effectiveness of social media management techniques.
 CO5: Manage brand portfolios and address ethical considerations in branding.
 LO5.1: Differentiate between brand architectures like branded house, house of brands, and hybrid approaches.
 LO5.2: Discuss ethical issues such as misleading advertising, data privacy, brandwashing, and ethical sourcing.
 CO6: Navigate digital brand management, handle brand crises, and explore future branding trends.
 LO6.1: Identify key digital channels and platforms for effective digital brand management.
 LO6.2: Evaluate the impact of AI, AR/VR, and the evolving digital landscape on future branding.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	Remember	Understand	Apply	Analyze	Evaluate	Create
Factual knowledge	CO1, CO2	CO1		CO3		
Conceptual knowledge	CO4, CO6	CO1	CO2	CO5	CO3, CO5	CO3
Procedural knowledge				CO4	CO6	
Meta-cognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	S	M	S	M	M	M
CO2	S	S	S	M	S	M	S	M	M	M
CO3	S	S	S	S	S	S	S	M	M	M
CO4	S	M	S	M	S	S	M	M	M	M
CO5	S	S	S	M	S	S	S	M	M	M
CO6	S	S	S	S	S	S	S	M	S	M

UNITS	COURSECONTENTS	L	T	P
I Foundations of Branding (15Marks)	Definitions, scope, evolution Importance of Brands (for consumers and businesses), Types of Brands [product, service, corporate, personal, digital, and emerging brand types (<i>creator brands, community brands</i>)], Branding Process	12	02	-
II Brand Equity and Positioning (15Marks)	Brand Equity: Concept, key components (awareness, associations, perceived quality, and loyalty). Brand Positioning: Defining the target audience, unique selling propositions (USPs), and brand repositioning strategies.	14	02	-
III Brand Identity, Brand Storytelling, Content Marketing and Social Media Management (15Marks)	Brand Identity: Name, logo, slogan, visuals, and brand personality, brand image. Brand Storytelling: Meaning, Importance, Elements, Integrated Marketing Communications (IMC) Content Marketing and Social Media Management: Meaning, Process, Techniques to measure effectiveness.	14	02	-
IV Brand Architecture, Digital and Crisis Brand Management and Ethics and future prospects (15Marks)	Brand Architecture: Managing brand portfolios (branded house, house of brands, hybrid approaches). Digital Brand Management: Meaning, Importance, Key Digital Channels and Platforms. Ethical Considerations: Misleading advertising, data privacy, brandwashing, and ethical sourcing. Brand Crisis Management: Brand Crisis Meaning, Types, Managing a brand crisis. Future of Branding: Impact of AI, AR/VR/Metaverse, and the evolving digital landscape.	12	02	-
		52	08	-

Where, L=Lectures, T=Tutorials, P=Practical

Total class=56 (L=52, T=8/2)

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Sessional Examination (Two) - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
 - Group Discussion
 - Assignment/ Project Work
 - Seminar Presentation on any of the relevant topics
 - Hands-on-learning

Suggested Readings:

Keller, K. L., Swaminathan, V., Parameswaran, A. M. G., & Jacob, I. C. (2020). *Strategic brand management* (5th ed.). Pearson Education.

Dutta, K. (2020). *Brand management: Principles and practices*. Oxford University Press.

Keller, K. L., Parameswaran, M. G., & Jacob, I. (2015). *Strategic brand management* (4th ed.). Pearson Education India.

Kotler, P., Keller, K. L., Chernev, A., Sheth, J. N., & Shainesh, G. (2022). *Marketing management* (16th ed.). Pearson Education India.

SEMESTER- VII

Course Title: Human Resource Audit

Course Code: Minor- 7B

Nature of the Course: CORE

Course Credit: 04

Credits Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Objective:

To familiarize students with the purpose and process of auditing human resources in organizations and align HR audits with business strategies.

Course Outcome:

CO1: Demonstrate basic understanding of Human Resource Audit.

LO1.1: Explain the concept, purpose and objectives of HR audits in enhancing organizational performance.

LO1.2: Discuss the importance, scope and limitations of HR audits

CO2: Understand the levels and approaches of HR audits

LO2.1: Discuss the different levels of HR audit

LO2.2: Evaluate the different approaches of HR audit, including Statistical, Compliance, Comparative, Outside authority, Management by objectives (MBO) approach.

CO3: Analyze the process of HR audit in business

LO3.1: Identify the steps involved in the process of HR auditing

LO3.2: Evaluate the different methods of HR audit for the organizational success

CO4: Analyze the critical areas of HR audit in business

LO4.1: Analyze the components, audit aspect and techniques of competency

LO4.2: Analyze audit aspect and techniques of HR Strategies and HR Systems

LO4.3: Analyze audit aspect of HR Structure

CO5: Demonstrate understanding of auditing of key HR functions in an organization

LO5.1: Discuss the auditing of recruitment and selection

LO5.2: Discuss the auditing of Performance Management

LO5.3: Discuss the auditing of Training and Development

LO5.4: Discuss the auditing of Compensation and Benefits

LO5.5: Discuss the auditing of Employee Relations and Engagement

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO2	CO2				
Conceptual knowledge	CO1	CO1, CO2, CO3				
Procedural knowledge			CO3, CO5	CO4, CO5		
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	M	M	S	S	M	M	M	M
CO2	M	M	M	M	S	S	M	M	M	M
CO3	M	M	M	M	S	S	M	M	S	S
CO4	M	M	M	M	S	S	M	M	S	S
CO5	M	M	M	M	S	S	M	S	S	M

UNIT	Contents	L	T	P
I (15 Marks)	Concept, purpose and objectives of HR auditing; Frequency of HR Audit; Need and importance of HR audits in organizational performance; Scope and Limitations of HR Audit	06	01	-
	Levels of HR Audit- corporate, managerial and functional level; Approaches to HR audits: Statistical, Compliance, Comparative, Outside authority.	07	01	
II (15 Marks)	Steps in HR Audit; Methods of HR audit- Individual Interview, Group Interview, Workshop, Questionnaire, Observation, Analysis of Secondary Data	07	01	
	Areas of HR Audit: Competency- components, techniques, system and structure	06	01	
III (15 Marks)	Auditing Recruitment and Selection: Reviewing job descriptions, hiring processes, and on boarding.	04	01	
	Auditing Performance Management: Framework for evaluating appraisal systems and employee feedback mechanisms.	05	01	
	Auditing Training and Development: Assessing training needs and program effectiveness.	04	01	
IV (15 Marks)	Auditing Compensation and Benefits: Analyzing payroll, benefits, and reward systems.	06	01	
	Auditing Employee Relations and Engagement: Auditing grievance redressal, employee satisfaction, and communication systems	07	01	
	TOTAL	52	08	

L= Lectures, T= Tutorials, P= Practical

Total class=56 (L=52, T=8/2)

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- ❖ Two Sessional Examination **10 x 2= 20 marks**
- ❖ Other (any two) **10 x 2= 20 marks**
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics

Recommended Books:

- T.V. Rao (2014). HRD Audit: Evaluating the Human Resource Function for Business Improvement, Second Edition, Sage Publications.
- Debasish Biswas (2021). Human Resource Planning and Utilization, Crescent Publishing Corporation, First Edition.
- Nishant Uppal (2020). Human Resource Analytics: Strategic Decision Making, Pearson Paperback, First Edition.
- Pravin Durai (2020). Human Resource Management, Pearson, Third Edition.
- Sekhri, A. (2016). Human Resource Planning and Audit. Himalaya Publishing House, First Edition.
- Swati Dhir, Suparna Pal (2021). Human Resource Analytics: Theory and Application Techniques, Cengage India, First Edition.

SEMESTER- VII

Title of the Course: Research Methodology and Ethics

Course Code:

Nature of the Course:CORE

Course Credit: 04 credits

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Objective:

- To understand research concepts, formulate research problems, identify variables, and design hypotheses.
- To write research proposals, collect data using primary and secondary methods, and consider ethical issues in research.

Course Outcome:

CO 1: Understand the concepts, characteristics, and types of research, and develop skills for formulating research problems, identifying variables, and designing hypotheses.

- LO 1.1: Define and describe the various types of research and their characteristics.
- LO 1.2: Formulate a research problem, identify relevant variables, and develop suitable hypotheses.

CO 2: Develop the ability to write a research proposal and apply various methods of data collection, considering ethical issues.

- LO 2.1: Understand the components and purpose of a research proposal.
- LO 2.2: Use primary and secondary data collection methods while considering ethical issues in research.

CO 3: Understand the steps in data processing and analysis, and develop the ability to write a comprehensive research report.

- LO 3.1: Perform data processing steps and analyze data using statistical software.
- LO 3.2: Write and draft a research report with appropriate structure and content.

CO 4: Understand the ethical principles in research and their application in ensuring integrity in research work.

- LO 4.1: Recognize and apply ethical principles and decision-making in research.

- LO 4.2: Identify and address issues such as plagiarism, data fabrication, and publication ethics in research.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	Remember	Understand	Apply	Analyze	Evaluate	Create
Factual knowledge	CO1	CO1			CO4	
Conceptual knowledge		CO1, CO2	CO2, CO3, CO4	CO3	CO4	
Procedural knowledge		CO2	CO3	CO4		CO4
Meta-cognitive knowledge			CO3		CO4	

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	M	M	M	S	M	M	M	M	M	S
CO 2	M	M	M	M	S	S	M	S	M	M
CO 3	M	M	M	M	S	S	M	S	M	S
CO 4	M	M	M	M	M	M	S	M	S	M

UNITS	COURSE CONTENTS	L	T	P
I: Introduction (15 Marks)	Research: Concept, Characteristics, Types, Research Process	14	01	01
	Formulating a Research Problem, Steps in Formulation			
	Identifying Variables: Definition and Types, Difference between Concept and Variable, Scaling Techniques			
	Hypothesis: Definition, Characteristics, and Types			
	Research Design: Definition and Functions			

<p>II: Writing a Research Proposal and Data Collection (15 Marks)</p>	<p>The Research Proposal: Meaning and Concept, Contents of a Research Proposal</p> <p>Method of Data Collection: Using Primary Sources (Observation, Interview, Questionnaire) Using Secondary Sources, designing the research instrument.</p> <p>Sampling: Concept, Principles & Types.</p>	12	01	01
<p>III: Processing, Analysis of Data and writing Research Report (15 Marks)</p>	<p>Steps in Data Processing, Editing Data Collected through Structured Inquiries and Unstructured Interviewing</p> <p>Analysis of Data: Procedure – Analysis of Data Using Statistical Software</p> <p>Research Report: Types and Contents, Steps in Drafting Report</p>	12	01	01
<p>IV: Research Ethics (15 Marks)</p>	<p>Ethics in Research; Ethical principles – other ethical consideration: Ethical Issues in Data Collection, ethical decision making.</p> <p>Plagiarism, Para phrasing, Data Fabrication and Falsification, Misrepresentation of results, Selective reporting</p> <p>Publication ethics- Authorship and Contributorship, Predatory Journal Publishers</p>	14	01	01
	TOTAL	52	04	04

Where, *L=Lectures, T=Tutorials, P=Practical*

Total class=56 (L=52, T=4/2, P=4/2)

MODES OF FIN-SEMESTER ASSESSMENT:

(40 Marks)

- Sessional Examination (Two)- **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
 - Group Discussion
 - Assignment/ Project Work
 - Seminar Presentation on any of the relevant topics

Suggested Readings:

1. Dangi H.K. and Dewen S., “Business Research Methods”, Cengage India Private Ltd.

2. Anderson Jonathan and Poole Millicent, “Assignment and Thesis Writing”, Wiley India Pvt Ltd.
3. S.S. Vinod Chandra and S. Anand Harrendran, “Research Methodology”, Pearson publication.
4. Alan Bryman, “Social Research Methods”, OXFORD University Press.
5. Kumar Ranjit, “Research Methodology” , Pearson Education, New Delhi.
6. Kothari C.R., “Research Methodology: Methods and Techniques”, New Age International, New Delhi.

Note: Latest edition of textbooks may be used.

**FIVE YEAR INTEGRATED POST GRADUATE PROGRAMME (FYIPGP)
IN COMMERCE (MARKETING)
DETAILED SYLLABUS OF 8th SEMESTER**

SEMESTER- VIII

Title of the Course: Company Law

Course Code: C- 19

Nature of the Course: CORE

Course Credit: 04 Credits

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Objectives:

To acquire knowledge regarding Formation of Company and develop understanding of the regulatory framework of Companies with reference to various Provisions of Companies Act.

Course Outcomes & Learning Outcomes:

CO1: Understand the processes and legal requirements involved in the formation and incorporation of companies, along with the importance and procedures for drafting and altering the Memorandum and Articles of Association.

LO1.1: Understand the incorporation and formation of a company.

LO1.2: Explain the purpose and contents of the Memorandum and Articles of Association.

LO1.3: Describe the procedures for altering the Memorandum and Articles of Association.

CO2: Gain knowledge about the legal rules, contents, and importance of prospectus in the allotment of securities, and understand the consequences of misstatements in prospectus.

LO2.1: Understand the legal rules relating to the issue of prospectus and allotment of securities.

LO2.2: Identify the essential contents of a prospectus and its importance.

LO2.3: Recognize the liabilities for misstatements in a prospectus.

CO3: Develop an understanding of the various aspects of company management and administration, including membership, meetings, resolutions, and returns.

LO3.1: Describe the modes of acquiring membership and the rights of members.

LO3.2: Explain procedures for annual returns and general meetings.

LO3.3: Distinguish between ordinary and special resolutions.

CO4: Understand the rules and procedures for the declaration and payment of dividends, and the consequences of non-compliance.

LO4.1: Explain rules regarding the payment of dividends.

LO4.2: Understand the purpose of the Investor Education and Protection Fund.

LO4.3: Identify penalties for failure to distribute dividends.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge Decision	Remember	Understand	Apply	Analyze	Evaluate	Create
Factual Knowledge	CO1, CO2	CO1, CO2, CO3, CO4				
Conceptual Knowledge		CO1, CO2, CO3, CO4	CO3	CO3, CO4		
Procedural Knowledge	CO4		CO3	CO1, CO2		
Metacognitive Knowledge				CO2	CO3	

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	S	M	M	M	M	M	M	M
CO2	S	S	S	S	S	S	M	M	M	M
CO3	S	S	S	M	S	S	S	M	S	S
CO4	M	M	S	M	S	S	S	S	S	S

UNIT	CONTENTS	L	T	P
I: Formation of Company (15 Marks)	Incorporation of Company, Formation of Company, Memorandum and Articles of Association, Alteration of Memorandum and Articles of Association, Various kinds of Companies Case Study	10	02	02
II: Prospectus (15 Marks)	Prospectus and allotment of Securities: Legal Rules relating to the Issue of Prospectus, Contents of Prospectus, Golden Rules to the Framing of Prospectus. Advertisement of Prospectus, Criminal liability for mis-statement in prospectus and Civil liability for mis-statement in prospectus. Conditions for Rescission of Contract, Types of Prospectus, Remedies for misleading Prospectus. Case study	12	02	02
III: Management and Administration of Company (15 Marks)	Modes of Acquiring Membership; Rights of Members, Register of Members, Power to clear register of members or debenture holder or other security holders. Annual Return, Annual General Meeting, Calling of Extraordinary General Meeting, Notice of meeting, Quorum for meetings, Chairman of meetings, Proxies, Voting rights and means, Representation of President and Governors in meeting. Ordinary & Special resolutions, Inspection of Minute Books, Report on Annual General Meeting.	12	02	02
IV: Payment and Distribution of Dividends (15 Marks)	Declaration and payment of dividend: Rules regarding the Payment of Dividend, Unpaid Dividend Account. Investor Education and Protection Fund. Punishment for Failure to distribute dividends. Case Study.	14	02	02
	TOTAL	48	08	08

Notes: L: Lectures, T: Tutorials, P = Practicals

Total class=56 (L=48, T=8/2, P=8/2)

Cases to be Discussed:

1. Salomon v. Salomon & Co.Ltd. (1897)AC 22.
2. Lee v Lee's Air Farming Ltd.,(1961), AC12.
3. Nashv Lynde, (1929) AC 158.

Modes of In-semester Assessment:

- Two Sessional Examination
- Other (any two)

(40 Marks)

10 x 2= 20

10 x 2= 20

- ✓ Group Discussion
- ✓ Seminar Presentation
- ✓ Assignment
- ✓ Case studies

Text Book:

1. Singh Avatar, Company Law, Eastern Book Company, 2016.
2. Companies Act, 2013 with Rules; Taxman Publications(P) Ltd.
3. The Companies Act,2013; ICSI, 1stEdition, 2013.

Reference Books:

1. Kapoor G.K. and Dhamija Sanjay, Company Law and Practice, 2013; Taxman Publications (P) Ltd.
2. CompaniesAct, 2013 with Rules and Forms; Taxman Publications(P) Ltd.

SEMESTER-VIII

Title of the Course: Business Ethics

Course Code: C-20

Nature of the Course: Core

Course Credit: 04 Credits

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Objective:

1. To acquaint the students with the meaning of ethics, values, norms, and belief.
2. To make the students familiar with Business Ethics, social responsibility, and ethical thoughts of eminent Indian thinkers.

Course Outcome:

- CO1: Understand the concept, nature, and importance of ethics and business ethics, identify their sources and types, and analyse factors influencing ethical decision-making.

LO1- Developing a comprehensive understanding of ethics and business ethics, recognizing their significance in corporate decision-making, and assessing the impact of factors on ethical business practices.
- CO2: Analyse the meaning and role of values, norms, and beliefs in ethical decision-making, examine moral standards and dilemmas, and apply ethical theories.

LO1- Understanding the significance of values, norms, and beliefs in shaping ethical decision-making, critically evaluating moral standards and dilemmas, and applying ethical theories through case studies.
- CO3: Evaluate the objectives and practices of ethical management, ethics compliance, and company codes, and analyse managerial dilemmas and ethics training.

LO1- evaluating the objectives and practices of ethical management, assessing the role of ethics compliance, and analyzing managerial dilemmas and the impact of ethics training through practical case studies.
- CO4: Analyse the concept and objectives of social responsibility in business, examine broader ethical issues like corruption and corporate crime, evaluate CSR practices in India, and explore ethical perspectives from Gandhi, Vivekananda, and JRD Tata.

LO1-analyzing the concept and objectives of social responsibility in business, critically examining broader ethical issues, evaluating CSR practices in India, and exploring the ethical perspectives of Gandhi, Vivekananda, and JRD Tata through case studies.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO4,	CO1				
Conceptual knowledge		CO1	CO4	CO1, CO2,CO3, CO4	CO2,CO3	
Procedural knowledge			CO2	CO3		
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	M	M	M	M	M	M
CO2	S	S	M	S	M	M	M	M	M	M
CO3	S	S	M	S	M	S	S	S	M	M
CO4	S	S	M	S	M	S	S	S	M	S

Block	Contents	L	T	P
1 (15Marks)	Meaning Ethics- definition of ethics and Business Ethics	3		
	Objectives, nature, and sources of ethics- Types of ethics-Need for business ethics-importance of business ethics	5		
	Factors influencing business ethics-business and ethical responsibility. (Practical – Case Studies)	2		2
2 (15Marks)	Values, Norms & Beliefs- meaning of values – a comprehensive view of values	4		
	Morality-moral standards-moral dilemma	4		
	Beliefs and their role Ethical codes- theories of ethics-ethical reasoning (Practical – Case Studies)	6		2
3 (15Marks)	Ethical Management- objectives of management ethics – Ethical activities	4		
	Ethics compliance management – company codes	4		
	Codes of ethics- Managerial Dilemma- Ethics Training (Practical – Case Studies)	6		2
4 (15Marks)	Social Responsibility of Business-Objective, social responsibility concept.	6		
	Broader ethical issues in Society – Corruption, Bribery, Blackmarketing, Corporate Crime.	4		
	Corporate Social Responsibility CSR in India Ethical thoughts of Gandhi, Vivekananda and JRD Tata. (Practical – Case Studies)	4		2
TOTAL		52		08

*L= Lecture, T= Tutorial, P= Practical

Total class=56 (L=52, P=8/2)

Suggested Readings:

Reference Books :

1. Oswald A.J. Mascarenhas, Doris D'Souza, E. Abraham, J.R.D. Tata: ORATIONS ON BUSINESS ETHICS, Rupa Publications India
2. Institute Of Directors India , Directors Handbook on Business Ethics, Institute of Directors, India
3. Br. Prasanna Swaroopa;T. D. Chandrasekhar , Good Values, Great Business, SAGE Publications India Pvt Ltd

Semester- VIII

Course Title: Human Resource Information System.

Course Code: Minor- 8B

Nature of the Course: Minor

Course Credit: 4 credits

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Objective(s):

- The purpose of this course is to enable the students to develop a foundational understanding of Human Resource Information System.

Course Outcome: Upon successful completion of this course, students will be able to:

1. **CO 1:** Demonstrate a strong clarity on the fundamental concepts and components of HRIS.
1.1 **LO 1:** Define HRIS and explain its importance in modern organizations.
1.2 **LO 2:** Identify and comprehend the key components and types of HRIS.
1.3 **LO 3:** Evaluate challenges in implementing HRIS in organizations.
2. **CO 2:** Analyze the diverse applications of HRIS in key HR functions.
2.1 **LO 1:** Evaluate the functionality of HRIS in recruitment and selection processes.
2.2 **LO 2:** Evaluate the integration of HRIS in compensation management, including payroll and benefits administration
3. **CO 3:** Develop a framework for selecting an HRIS vendor.
3.1 **LO 1:** Analyze the steps involved in selecting an HRIS vendor.
3.2 **LO 2:** Compare cloud-based and on-premise HRIS solutions and make rational decision on selection of the relevant solution.
3.3 **LO 3:** Justify the selection of a suitable HRIS solution based on organizational needs.
4. **CO 4:** Demonstrate knowledge of HRIS software and their applications.
4.1 **LO 1:** Explain and apply the functionality and features of Horilla HRMS software.
4.2 **LO 2:** Analyze HR functions with Horilla HRMS software.
5. **CO 5:** Examine key issues and trends in HRIS.
5.1 **LO 1:** Discuss information security and privacy concerns in HRIS
5.2 **LO 2:** Explore ethical considerations in the use of HR data.
5.3 **LO 3:** Analyze trends in HRIS and contemplate on their potential impact on HRM as whole.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1				
Conceptual knowledge	CO1	CO1, CO2, CO3, CO4, CO5	CO4	CO2, CO3, CO5	CO1, CO2, CO3, CO5	
Procedural knowledge			CO4	CO3, CO4		CO3
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	M	M	M	M	M	M	M	M
CO2	M	S	M	M	S	M	S	M	M	M
CO3	M	M	M	M	S	M	M	M	M	M
CO4	M	M	M	M	S	M	M	S	M	M
CO5	M	S	M	M	S	M	S	M	M	M

UNIT	CONTENTS	L	T	P
UNIT 1 (15 MARKS)	Meaning and Concept, Evolution of HRIS, Types, Components (Core HR modules, Talent management modules and Strategic HR modules), Significance and Challenges. Interface between HRIS and HRR	12	2	
UNIT 2 (15 MARKS)	Recruitment and Selection: Automated job postings and applications, resume management and Applicant tracking Training and Development: E-Learning platforms: LMS- Moodle, TalentLMS, MOOCs: CourseEra, Edx, LinkedIn learning, Udemy for business Tracking progress, Identifying skill gaps. Performance Management: Setting and tracking goals, performance appraisals and feedback Compensation and benefits: Payroll processing and benefits administration, compensation planning and management	14	2	
UNIT 3 (15 MARKS)	Selection of HRIS Vendors: Key Criteria for Vendor Evaluation, Steps in Vendor selection, Introduction to HRIS Software: Horilla HRMS, its functions and features.	10	2	8
UNIT 4 (15 MARKS)	Information Security and privacy concerns, Overview of HR Analytics and Digital HR, Ethical considerations in HR data usage, Role of HRIS for global workforce management, Artificial Intelligence and Machine Learning in HRIS.	12	2	
	TOTAL	48	8	8

L=Lectures, T= Tutorials, P= Practicals

Total class=56 (L=48, T=8/2, P=8/2)

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

Two Sessional Examination -

10 x 2= 20 marks

Other (any two)

10 x 2= 20 marks

Group Discussion.

Assignment.

Seminar Presentation on any of the relevant topics.

Suggested Readings:

Kavanagh, M. J., Thite, M., & Johnson, R. D. (2015). *Human Resource Information Systems: Basics, Applications, and Future Directions*. Sage Publications.

Laudon, K. C., & Laudon, J. P. (2020). *Management Information Systems: Managing the Digital Firm*. Pearson.

Gupta, A. K. (2019). *Human Resource Information Systems: Concepts and Cases*. McGraw-Hill Education.

Dessler, G. (2021). *Human Resource Management*. Pearson India.

Government of India. (2008). *Information Technology Act, 2000 with Amendments*.

SEMESTER- VIII
Title of the Course: Ethical Marketing and Consumer Trust
Course Code:
Nature of the Course: DSE
Course Credit: 04 credits
Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

COURSE OBJECTIVE:

The objective in this course is to help students to:

- Gain a comprehensive understanding of ethical marketing principles and practices.
- Learn strategies to build and maintain consumer trust through ethical measures.
- Explore the relationship between ethical marketing and long-term brand loyalty.

COURSE OUTCOME:

- CO1: Understand the foundational principles and importance of ethical marketing.
 LO1.1: Define ethical marketing and explain its importance in modern business practices.
 LO1.2: Identify and describe key principles and practices of ethical marketing.
- CO2: Analyze and address various ethical issues and regulations in marketing.
 LO2.1: Explain transparency in marketing and the importance of honest advertising and communication.
 LO2.2: Identify and analyze misleading and deceptive practices, and understand the laws and regulations governing marketing ethics.
- CO3: Comprehend consumer rights and the significance of building consumer trust.
 LO3.1: Describe the meaning and importance of key consumer rights.
 LO3.2: Evaluate strategies to foster consumer trust in business relationships.
- CO4: Apply ethical decision-making models to marketing practices.
 LO4.1: Define and explain various ethical decision-making models (Utilitarian, Rights-Based, Justice-Based, Virtue Ethics).
 LO4.2: Apply ethical decision-making models to marketing scenarios and case studies.
- CO5: Implement sustainable and inclusive marketing strategies.
 LO5.1: Explain the importance of sustainability in marketing and develop sustainable marketing strategies.
 LO5.2: Create ethical brand strategies by promoting diversity and inclusion.
- CO6: Evaluate consumer feedback and handle ethical marketing crises.
 LO6.1: Describe the role of consumer feedback in ethical marketing and methods to collect and analyze feedback.
 LO6.2: Identify types of ethical marketing crises and develop strategies for crisis management and recovery.

Cognitive Map of Course Outcomes with Bloom’s Taxonomy

Knowledge decision	Remember	Understand	Apply	Analyze	Evaluate	Create
Factual knowledge	CO1	CO1		CO3		
Conceptual knowledge	CO2, CO4	CO1, CO2	CO4		CO6	
Procedural knowledge				CO5	CO3, CO6	CO5
Meta-cognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	M
CO3	S	S	S	M	S	S	M	M	S	M
CO4	S	S	S	M	S	S	M	M	S	M
CO5	S	S	S	M	S	S	M	M	M	M
CO6	S	S	S	M	S	S	M	M	M	M

UNITS	COURSE CONTENTS	L	T	P
I Introduction to Ethical Marketing (15Marks)	Introduction to Ethical Marketing: Definition, Importance and Principles Ethical Marketing Practices: Transparency in Marketing, Ethical Issues in Marketing, Misleading and Deceptive Practices, Laws and Regulations Governing Marketing Communication.	12	02	-
II Legal framework and Consumer trust (15Marks)	Advertising Standards Council of India (ASCI) and its Role Building Consumer Trust: Importance of Trust in Consumer Relationships, Strategies to Foster Consumer Trust Ethical Decision-Making in Marketing: Ethical Decision-Making Models (Utilitarian Approach, Rights-Based Approach, Justice-Based Approach, Virtue Ethics Approach)	14	02	-
III Sustainable Practices, Digital and inclusive marketing ethics (15Marks)	Sustainable Marketing Practices: Implementing Sustainable Marketing Strategies Digital Marketing Ethics: Ethical Concerns in Digital Marketing, Data Privacy and Security in Digital Marketing Inclusive Marketing: Promoting Diversity and Inclusion in Marketing, Developing Ethical Brand Strategies	14	02	-
IV Consumer Feedback and Ethical Marketing Crisis: (15Marks)	Use of Consumer Feedback in Ethical Marketing, Methods to Collect and Analyze Feedback Handling Ethical Marketing Crises: Types of Ethical Marketing Crises, Strategies for Crisis Management	12	02	-
		52	08	-

Where, L=Lectures, T=Tutorials, P=Practical

Total class=56 (L=52, T=8/2)

MODES OF IN-SEMESTER ASSESSMENT:

(40Marks)

- ❖ Sessional Examination (Two) - 10 x 2= 20 marks
- ❖ Other (any two) 10 x 2= 20 marks
 - Group Discussion
 - Assignment/ Project Work
 - Seminar Presentation on any of the relevant topics

Suggested Readings:

- Kotler, P., Armstrong, G., Balasubramanian, S., & Agnihotri, P. (2023). *Principles of marketing* (19th ed.). Pearson Education India.
- Fernando, A. C., Muralidheeran, K. P., & Satheesh, E. K. (2019). *Business ethics: An Indian perspective* (3rd ed.). Pearson Education India.
- Velasquez, M. G. (2016). *Business ethics: Concepts and cases*
- McKinley, M. (2011). *Ethics in marketing and communications: Towards a global perspective*
- Boatright, J. R., Smith, J. D., & Patra, B. P. (2017). *Ethics and the conduct of business* (8th ed.). Pearson Education India.

SEMESTER VIII
Title of the Course: Change Management
Course Code:
Nature of the Course: DSE
Course Credit: 04 credits
Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Objective:

The course enables the student to understand the concept, type, models and process of change in organisations

To equip students to devise strategies for effectively planning, implementing and sustaining organizational change.

Course Outcome:

CO1: Demonstrate basic understanding of Change Management.

- LO1.1: Define and explain the meaning, nature and significance of change in an organizational context,
- LO1.2: Classify and explain various types and approaches of change, including strategic, structural, technical, and people-oriented changes.

CO2: Understand the process of change in organizations.

- LO2.1: Understand the stages involved in organizational change and how they impact business operations.
- LO2.2: Identify the role and responsibilities of change agents in facilitating successful organizational change.

CO3: Demonstrate the execution of change in organizations.

- LO3.1: Apply key guidelines and best practices for successfully implementing organizational change.
- LO3.2: Evaluate internal and external factors that influence organizational change and decision-making.
- LO3.3: Explain and compare various planned change models, including Kurt Lewin’s Change Model, Action Research, Expanded Process Model, Systems Model of Change, and A.J. Leavitt’s Model.

CO4: Analyzing the reasons of resistance to change and undertaking strategies to overcome them.

- LO4.1: Understand the meaning, sources, and reasons behind individual and organizational resistance to change
- LO4.2: Assess how change affects people within an organization and their responses to it.
- LO4.3: Apply strategies, including effective communication, to overcome resistance and ensure smooth change implementation.

CO5: Understanding the role of leadership in leading change in the organization.

- LO5.1: Explain the role of leadership in driving, supporting, and sustaining organizational change.
- LO5.2: Assess the influence of power dynamics and organizational politics in the change process.
- LO5.3: Develop strategies for stakeholder management to ensure alignment and support for organizational change initiatives.

Cognitive Map of Course Outcomes with Bloom’s Taxonomy

Knowledge decision	Remember	Understand	Apply	analyze	evaluate	create
Factual knowledge		CO1,CO5				
Conceptual knowledge		CO1,CO2	CO3,CO4	CO4,CO5	CO3,CO4	CO5
Procedural knowledge		CO2,CO3				
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	M	M	S	S	M	M	M	M
CO2	M	M	M	M	S	S	M	M	M	M
CO3	M	M	M	M	S	S	M	M	S	S
CO4	M	M	M	M	S	S	M	M	S	S
CO5	M	M	M	M	S	S	M	S	S	M

UNIT	CONTENTS	L	T	P
I (15 Marks) Basics of Change Management	Meaning and Nature of change; Need for change; Types of Change; Approaches to change: Structural, Technical and People; Process of organisational change; Change Agents and its role.	13	02	-
II (15 Marks) Execution of Change	Effective implementation to change; Environment factors for Organisational change: Internal and External change; Models of Planned Change: Kurt Lewin's Change Model, Action Research, Expanded Process Model, Systems Model of Change, A.J Leavitt's Model of Change.	13	02	-
III (15 Marks) Resistance to Change	Meaning and Sources of Resistance to Change: Individual & organizational sources; Impact of change on people; Dealing with resistance to change; Role of Communication in managing change.	13	02	-
IV (15 Marks) Leading the Change	Role of leadership in organisational change; Power, Politics and Stakeholder Management in organizational change.	13	02	-
	TOTAL	52	08	-

** L =Lectures, T =Tutorials, P =Practical

Total class=56 (L=52, T=8/2)

OF IN-SEMESTER ASSESSMENT:

40 Marks

- Two Sessional Examination 10 x 2= 20 marks
- Other (Any two) 10 x 2= 20 marks
 - Assignment
 - Seminar Presentation on any of the relevant topics
 - Group Discussions

Suggested Readings:

- Ian Palmer; Richard Dunford; David Buchanan (2009) Managing Organizational Change: A Multiple Perspectives Approach: McGraw-Hill: New York
- John Hays (2002). Theory and Practice of Change Management. Palgrave Mcmilan:UK.
- Mills, J H; Dye, K; & Mills, AJ (2009). Understanding organizational change. Routledge: New York.
- Adrian Thornhill, Managing Change, Pearson Publications, 2016
- S.K. Bhatia, Management of Change and Organisational Development: Innovative Strategies and Approaches, Deep & Deep Publications, 2015
- Kavitha Singh, Organisational Change and Development, Excel Books, 2015

Note: Latest edition of text books may be used.

8th Semester
Course Title - Project Management
Course Code –
Nature of Course – DSE
Course Credit – 4
Distribution of Marks – 60 (End Sem) + 40 (In-Sem)

Course Objective:

The objective of this course is to enable students learn the process and issues relating to planning, preparation, appraisal and review of projects.

Course Outcomes:

CO1:

Understand the fundamentals of project management, including project attributes, life cycle, planning, monitoring, and investment opportunity identification.

- **LO:** Learning the key concepts of project management, the role of a project manager, and how to plan, monitor, and assess investment projects.

CO2:

Develop the ability to conduct market and demand analysis, assess technical aspects of projects, and make informed decisions on production technology, plant location, and equipment selection.

- **LO:** Learn how to gather market information, forecast demand, and evaluate technical requirements such as production methods, plant location, and equipment selection.

CO3:

Understand the major cost components of a project, explore various financing options, and analyze capital structure planning and financing schemes offered by financial institutions.

- **LO:** Identify project costs, evaluate financing options, and understand how to plan an effective capital structure.

CO4:

Analyze project risks, quality management, and performance measurement, and understand the process of project evaluation, reporting, closure, and audit.

- **LO:** Identify and assess project risks, evaluate performance, and understand the steps involved in project closure and audit.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge	remember	Understand	apply	analyze	evaluate	create
decision						
Factual knowledge	CO4,	CO1				
Conceptual knowledge		CO1	CO4	CO1, CO2,CO3, CO4	CO2,CO3, CO4	
Procedural knowledge				CO3		
Metacognitive knowledge						

Unit	Contents	L	T	P
I (15 Marks)	Introduction: Concept and attributes of Project, Project Management Process and Principles, Role of Project Manager, Identification of Investment opportunities, Project life cycle, Project Planning, Monitoring and Control of Investment Projects, Pre-Feasibility study.	12	1	1
II (15 Marks)	Project Preparation: Market and Demand Analysis: Information required for market and demand analysis; Sources of information- primary and secondary; Demand forecasting; Technical Analysis: Materials and inputs; Production technology; Product mix; Plant location and layout; Selection of plant and equipment.	13	2	2
III (15 Marks)	Cost of Project and Financing: Major cost components; means of financing; planning capital structure; Various financing schemes of financial institutions.	12	1	1
IV (15 Marks)	Project Risk and Performance Assessment: Project Risk Management- Identification, Analysis and Reduction, Project quality management, Project Performance Measurement and Evaluation, Project Report, Project Closure and Audit.	13	2	2
	TOTAL	50	06	06

** L =Lectures, T =Tutorials, P =Practical
Total class=56 (L=50, T=6/2, P=6/2)

MODES OF IN-SEMESTER ASSESMENT: (40 MARKS)

- Two Sessional Examinations of 10 Marks each.
- Others (Any Two) 10 Marks each-
 - Seminar Presentation on any of the relevant topics
 - Assignment
 - Group Discussion

Suggested Readings:

1. Chandra, Prasanna: Project Preparation, Appraisal and Implementation, Tata McGraw Hill, Delhi.
2. Pitale, R.L; Project Appraisal Techniques, Oxford and IBH.
3. Chaudhary, S: Project Management, Tata McGraw Hill, New Delhi.
4. Khatua,S.(2011).ProjectManagement andAppraisal.Oxford:OxfordPress University.

Latest edition of textbooks should be used.

UNITS	COURSE CONTENTS	L	T	P
I: Introduction (15 Marks)	Definition and Evolution of CSR in India Corporate Social Responsibility: Concept, Scope, Relevance, and Importance of CSR in Contemporary Society CSR and Corporate Governance in India, Concept of Charity, Corporate Philanthropy, Corporate Citizenship, CSR: Overlapping Concepts Models of CSR in India; Carroll's Model; Initiatives in India; Emerging Ethical Issues in CSR	12	02	-
II: Areas, Drivers of CSR and Global Initiatives (15 Marks)	Areas of CSR: Environmental Concerns, Social Equity, Community Development Drivers of CSR: Internal and External Drivers, Models for Implementation of CSR. International Framework for Corporate Social Responsibility: Millennium Development Goals, Sustainable Development Goals, Relationship between CSR, SDGs and MDGs United Nations (UN) Global Compact 2011; UN Guiding Principles on Business and Human Rights; OECD CSR Policy Tool.	14	02	-
III: Legal Framework for CSR in India (15 Marks)	Overview of Companies Act, 2013: Section 135, CSR Committee Formation, CSR Policy Development, Mandatory CSR Spending Schedule VII: Permissible CSR Activities in India, Compliance and Reporting Requirements in India Government Policies and Regulations on CSR in India, Public-Private Partnerships for CSR in India	14	02	-
IV: Theoretical Framework and Case Studies (15 Marks)	Theoretical Perspectives on CSR: Classical Economic Theory, Stakeholder Theory, Triple Bottom Line Theory, Carroll's Pyramid of CSR Case Studies of Successful CSR Initiatives of Indian companies: Tata, Oil India Ltd, Reliance ltd. Future Trends in CSR in India; CSR as a Strategic Business Tool for Sustainable Development; Emerging CSR Issues; Role of Public Sector in CSR	06	02	12
	TOTAL	46	08	12

Where, *L=Lectures, T=Tutorials, P=Practical*

** L =Lectures, T =Tutorials, P =Practical

Total class=56 (L=46, T=8/2, P=12/2)

** Case studies on several CSR initiatives taken by Indian firms need to be discussed in the classes.

MODES OF IN-SEMESTER ASSESSMENT:

(40Marks)

- Sessional Examination (Two)-
- Other (any two)
 - Group Discussion

10 x 2= 20 marks

10 x 2= 20 marks

- Assignment/ Project Work
- Case Studies Presentation
- Seminar Presentation on any of the relevant topics

Suggested Readings:

1. Carroll, A. B., & Buchholtz, A. K. (2014). Business and Society: Ethics, Sustainability, and Stakeholder Management. Cengage Learning.
2. Blowfield, M., & Murray, A. (2019). Corporate Responsibility. Oxford University Press.
3. Kotler, P., & Lee, N. (2004). Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause. Wiley.
4. Visser, W. (2011). The Age of Responsibility: CSR 2.0 and the New DNA of Business. Wiley.
5. Moon, J. (2014). Corporate Social Responsibility: A Very Short Introduction. Oxford University Press.
6. Companies Act, 2013 and Corporate Social Responsibility Provisions (India), <https://www.mca.gov.in/Ministry/pdf/CompaniesAct2013.pdf>
7. Chatterji, M., & Listokin, D. (2020). India: CSR and Global Strategy. Routledge.
8. Blowfield, Michael and Alan Murray, Corporate Responsibility, Oxford University Press.
9. Philip Kotler and Nancy Lee, CSR: Doing the Most Good for Company and Your Cause, Wiley, 2005.
10. Joseph A. Petrick and John F. Quinn, Management Ethics: Integrity at Work, Sage Publication, 1997.
11. Francesco Perrini, Stefano and Antonio Tencati, Developing CSR: A European Perspective, Edward Elgar.
12. William B. Werther, Jr. and David Chandler, Strategic Corporate Social Responsibility: Stakeholders in a Global Environment, Sage Publication, 2009.
13. Elkington, J. (1998), Cannibals with Forks: The Triple Bottom Line of 21st Century Business, New Society Publishers.
14. Crane, A. et al., (2008), The Oxford Handbook of Corporate Social Responsibility, New York: Oxford University Press Inc.

Note: Latest edition of textbooks may be used. Moreover, published articles on corporate social responsibility can also be accessed from reputed journals to better understand CSR and its theoretical background.

**FIVE-YEAR INTEGRATED POST-GRADUATE PROGRAMME
(FYIPGP) IN COMMERCE (MARKETING)**

DETAILED SYLLABUS OF 9th SEMESTER

Course Title: Methodological Framework for Business Research

Course Code: C-21

Nature of the Course: CORE

Credit: 04 Credits

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Objective:

- To provide students with a strong foundation in business research.
- To develop the ability to analyse and report research findings, using basic quantitative, qualitative, and mixed-method approaches systematically and ethically.

Course Outcome:

CO1: Students will be able to understand business research as a systematic knowledge system.

- ✓ LO1: Explain the meaning, nature, scope, objectives, and importance of business research in managerial decision-making.
- ✓ LO2: Differentiate between ontology, epistemology, and major research paradigms relevant to business research.

CO2: Students will be able to design a basic business research study by formulating research problems, hypotheses, variables, and selecting appropriate research designs.

- ✓ LO1: Formulate business research problems and hypotheses based on literature review and managerial issues.
- ✓ LO2: Identify and select appropriate research designs (exploratory, descriptive, explanatory, case study, comparative, and longitudinal) for business research.

CO3: Students will be able to apply measurement and sampling techniques suitable for conducting quantitative and qualitative business research.

- ✓ LO1: Explain measurement concepts, scaling techniques, reliability, and validity used in business research.
- ✓ LO2: Compare probability and non-probability sampling methods and understand issues related to sample size and sampling errors.

CO4: Students will be able to select appropriate data collection methods for conducting quantitative, qualitative, and mixed-method business research.

- ✓ LO1: Identify suitable quantitative and qualitative data collection techniques for different business research objectives.

✓ LO2: Understand the application of mixed-methods research in business and management studies.

CO5: Students will be able to analyse business research data and report findings in a structured and meaningful manner.

✓ LO1: Perform basic data preparation and quantitative/qualitative analysis for business research.

✓ LO2: Prepare and present business research reports with clear interpretation and managerial implications.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	understand	apply	analyse	evaluate	create
Factual knowledge	CO1	CO1				
Conceptual knowledge		CO1	CO2	CO2		
Procedural knowledge			CO3	CO3	CO4	CO5
Metacognitive knowledge				CO4	CO4	CO5

Mapping of Course Outcomes to Program Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	M	M	M	M	M
CO2	M	S	S	M	M	M	M	M	M	M
CO3	M	M	M	S	S	M	M	M	M	M
CO4	M	S	M	S	M	M	M	M	M	M
CO5	M	M	S	M	M	S	M	M	M	M

UNIT	Contents	L	T	P
I (15 Marks)	Foundations of Business Research	06		
	Business Research as a Knowledge System: Meaning, nature, scope, objectives, and importance of business research. Philosophical Foundations: Ontology, epistemology, and research paradigms.	06	02	
II (15 Marks)	Research Design and Conceptual Frameworks	06	02	
	Research Process-Steps in research: idea to report, Conceptualisation and operationalisation, defining variables.			
	Formulating Research Problems and Hypotheses: From literature review to hypothesis development.	04	01	01
	Types of Research Designs: Exploratory, descriptive, explanatory, case study, comparative, longitudinal.	03		

III (15 Marks)	Measurement in Business Research: Levels of measurement, scales, reliability and validity.	04		
	Sampling Techniques: Probability vs non-probability sampling, Sample size determination, sampling errors, Quantitative vs Qualitative logic in sampling determination.	04 03		01
IV (15 Marks)	Quantitative Data Collection: Surveys, questionnaires, structured interviews.	03	02	01
	Qualitative Data Collection: Participant/ non-participant observation, semi-structured interviews, focus groups.	03		01
	Introduction to Mixed Methods	02		
	Data Analysis and Reporting: Data Preparation, Basic Quantitative Analysis, Qualitative Analysis, Reporting Research Findings	05	02	02
	TOTAL	49	08	06

L= Lectures, T= Tutorials, P=Practical

L= 49, T= 08/2 P= 06/2

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Sessional Examinations 10 x 2= 20 Marks
- Other (any two) 10 x 2= 20 Marks
- Group Discussions
- Assignment
- Seminar Presentation on any of the relevant topics

SUGGESTED READINGS

- William G. Zikmund: Business Research Methods, 2011-12
- Cooper and Schindler: Business Research Methods, Tata Mc Graw-Hill, 2011
- Mark Saunders: Research Methods for Business: Pearson Education, 2010
- Cooper and Schindler: Business Research Methods, 10th edition, New Delhi
- C.R. Kothari, (2004): Research Methodology – Methods, 2nd edition. New Age Publications.
- Anil K. Mishra (2012). A Hand-Book of Research in SPSS, 1st edition. Himalayan Publishing, House, Mumbai
- Field, A. (2013). Discovering Statistics Using IBM SPSS. 4th edition, Sage Publications London.

Title of the Course: Digital Tools in Business Research

Course Code: C-22

Nature of the Course: Core

Course Credit: 04 credits

Distribution of Marks: 60 (End-Sem) + 40 (In-Sem)

COURSE OBJECTIVE

The objectives of this course are to:

- Familiarise students with free and open-source / freemium tools used at every stage of business research.
- Enable students to formulate research ideas, especially in commerce and management studies, using AI tools such as Perplexity.
- Equip students to use digital tools for literature review, conceptual framework building, sample-size determination, data analysis and visualisation, and referencing and reporting.
- Prepare students for industry analytics roles and future M.Phil./PhD research through intensive hands-on practice.

COURSE OUTCOME

CO1: Understand the role of digital tools across the business research process.

- **LO1.1:** Explain how tools support idea generation, design, analysis and reporting.
- **LO1.2:** Identify appropriate tools for marketing, finance and operations research tasks.

CO2: Use AI and online platforms to generate and refine research ideas.

- **LO2.1:** Employ **Perplexity** to explore topics, variables and preliminary questions.
- **LO2.2:** Validate AI-generated ideas using scholarly search tools.

CO3: Conduct systematic literature reviews with digital tools.

- **LO3.1:** Search, filter and organise literature using Google Scholar/Semantic Scholar and mapping tools.
- **LO3.2:** Manage references and citations using **Zotero/Mendeley**.

CO4: Design conceptual frameworks and sampling plans using specialised tools.

- **LO4.1:** Develop visual conceptual models using diagramming/mind-mapping software.
- **LO4.2:** Determine sample size using online calculators and G*Power/OpenEpi.

CO5: Analyse and interpret data with open-source analytics tools.

- **LO5.1:** Use Excel/Google Sheets and **jamovi/JASP/R** for descriptive and basic inferential statistics.
- **LO5.2:** Build simple dashboards using **Power BI Desktop/Tableau Public**.

CO6: Prepare well-referenced research reports and presentations.

- **LO6.1:** Generate citations and bibliographies automatically via reference managers.
- **LO6.2:** Create research reports and slide decks using Word/Google Docs and PowerPoint/Canva, adhering to ethical and plagiarism norms.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge dimension	Remember	Understand	Apply	Analyse	Evaluate	Create
Factual knowledge	CO1	CO1				
Conceptual knowledge	CO1	CO1, CO2, CO3	CO4	CO4, CO5	CO5, CO6	CO2, CO4, CO6

Knowledge dimension	Remember	Understand	Apply	Analyse	Evaluate	Create
Procedural knowledge		CO3, CO4	CO2, CO3, CO4, CO5	CO5	CO5, CO6	CO4, CO5, CO6
Meta-cognitive knowledge				CO6	CO6	CO6

Mapping of Course Outcomes to Programme Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	M	M	S	M	M	M
CO2	S	S	S	S	S	M	S	M	M	M
CO3	S	S	S	S	S	M	S	S	M	M
CO4	S	S	S	S	S	M	S	S	M	M
CO5	S	S	S	S	S	M	S	S	M	M
CO6	S	S	M	S	S	S	S	S	M	M

(S = Strong, M = Moderate)

UNITS – COURSE CONTENTS

UNITS	COURSE CONTENTS	L	T	P
I (15 Marks)	<p>Digital Tools for Research Ideas and Literature Review</p> <ul style="list-style-type: none"> • Business research Workflow and digital tools. • Using AI tools for research idea formulation: creating accounts; crafting prompts; generating topic lists, variables, and preliminary research questions; refining and narrowing topics; critical use and cross verification with scholarly sources. • Scholarly search tools: Google Scholar, Semantic Scholar, DOAJ; search operators; using “cited by” and “related articles”; setting alerts for marketing and finance topics. • Literature visualisation tools: Litmaps, Elicit, Research Rabbit; identifying seminal and recent work; mapping clusters. • Introduction to reference managers: installation and basic use of Mendeley—capturing references from browsers, attaching PDFs, tagging and folders. 	12	02	0
II (15 Marks)	<p>Digital Tools for Conceptual Frameworks and Sample Size Determination</p> <ul style="list-style-type: none"> • From literature to conceptual framework: identifying key constructs, independent/dependent/mediating/moderating variables. • Diagramming & mind mapping tools: Napkin AI, diagrams.net (draw.io), Free Mind/XMind, yEd—creating causal diagrams, path models and simple conceptual frameworks. • Tools for sample size determination: online calculators (Raosoft, Survey Monkey/Qualtrics calculators), G*Power and OpenEpi; population, confidence level, margin of error, effect size; saving and reporting calculations. • Basics of survey design tools: Digital Forms for Data collection; question types, Likert scales, branching, exporting data to Sheets/Excel. 	14	02	02
III (15 Marks)	<p>Digital Tools for Data Analysis and Interpretation</p> <ul style="list-style-type: none"> • Data management using Excel/Google Sheets: importing data (from CSV/Forms), data cleaning (missing values, coding), sorting and filtering, pivot tables. 	12	02	0

UNITS	COURSE CONTENTS	L	T	P
	<ul style="list-style-type: none"> • Introduction to open-source statistical tools: JASP (GUI frontends for R) and brief orientation to R + RStudio; data import and saving projects. • Digital tools for Descriptive statistics: frequencies, mean, median, mode, standard deviation; cross-tabulations; graphical representation (bar, pie, line, histogram, boxplot) using JASP and Sheets; applications to customer satisfaction and financial-return datasets. • Digital tools for inferential analysis: correlation and simple linear regression; independent-samples t-test / one-way ANOVA; chi-square test for association—interpreting outputs in business language. • Introduction to data visualisation/dashboards: Power BI Desktop or Tableau Public; connecting to Excel/CSV; creating simple marketing/finance dashboards. 			
IV (15 Marks)	<p>Digital Tools for Referencing, Reporting and Presentation</p> <ul style="list-style-type: none"> • Advanced use of Mendeley: citation styles (APA, Harvard), integrating with MS Word/LibreOffice/Google Docs; generating and updating bibliographies; managing groups and shared libraries. • Digital writing tools: templates and styles in Word/Docs; inserting tables/figures from jamovi/JASP/Power BI; basic introduction to Overleaf for students interested in scholarly publishing. • Plagiarism checking and ethical AI use: Application and uses of AI and plagiarism check; using Perplexity/other AI responsibly for outlining and language support; institutional rules on disclosure and citation of AI assistance. • Report structure and formatting: title page, abstract, introduction, literature review, methodology, results, discussion, conclusions, references and appendices; exporting to PDF. • Presentation and collaboration tools: PowerPoint, Google Slides, Gamma, Canva; designing concise slide decks; using Google Drive/OneDrive for team collaboration; brief on ORCID and Google Scholar profile creation. 	10	02	02
	TOTAL	48	08	08

L= Lectures, T= Tutorials, P=Practical

L= 48 T= 08/2 P= 08/2

MODES OF IN-SEMESTER ASSESSMENT (40 Marks)

- **Sessional Examinations (Two)**
 - (Short theory + interpretation questions; tool concepts)
 - $10 \times 2 = 20$ marks
- **Other (any two) – $10 \times 2 = 20$ marks**
 - **Tool-based Lab Test** (Perplexity + search + Zotero or jamovi/JASP practical).
 - **Assignment / Mini-Project:** end-to-end digital research workflow for a marketing/finance topic (idea → framework → sample size → analysis → dashboard → report).
 - **Seminar Presentation** using digital tools on any relevant research-methods topic.
 - **Hands-on Learning Portfolio:** screenshots and short reflections for each major tool used.

(Department may choose any two of the above as per resources.)

End-Semester Examination (60 Marks)

- **Part A – Theory & Interpretation:** 20 marks
 - Four short-answer/application questions (5 marks each) on concepts and tool outputs.

- **Part B – Practical Examination:** 40 marks
 - On-system tasks such as:
 - refine a topic using Perplexity and locate articles in Google Scholar;
 - modify a conceptual framework in diagrams.net;
 - compute sample size using an online calculator;
 - run basic analysis in Jamovi/JASP and interpret;
 - insert citations using Zotero in a short Word document.
-

SUGGESTED READINGS

- Saunders, M., Lewis, P., & Thornhill, A. (latest ed.). **Research Methods for Business Students**. Pearson.
- Kothari, C. R., & Garg, G. (latest ed.). **Research Methodology: Methods and Techniques**. New Age International.
- Wickham, H., & Grolemund, G. (2017). **R for Data Science** (online, free). O'Reilly.
- Official documentation/tutorials (online, free) for: **Perplexity, Google Scholar, Zotero, jamovi/JASP, G*Power, Power BI Desktop/Tableau Public, Google Forms**.

Title of the Course: Intellectual Property Rights
Course Code: C-23
Nature of the Course: Core
Course Credit: 04 credits
Distribution of Marks: 60 (End-Sem) + 40 (In-Sem)

COURSE OBJECTIVE

- To provide a clear understanding of Intellectual Property Rights (IPR) and why they matter for businesses.
- To familiarise students with the main Indian IPR Acts relevant to commerce.
- To explain the core rules and business implications of Patents, Trademarks, Geographical Indications and Copyright.
- To enable students to identify and manage IP issues in marketing, branding, product development and digital content.

COURSE OUTCOMES.

On completion of this course, students will be able to:

- **CO1:** Explain the basic concepts, scope and types of IPR and their role in business strategy.
 - ❖ **LO1.1:** Explain the importance and need for IPR in modern business environments.
 - ❖ **LO1.2:** Illustrate how IPR can be used as a strategic business asset with examples.
 - ❖ **LO1.3:** Assess the role of IPR in enhancing competitive advantage and innovation.
- **CO2:** Identify the main Indian IP Acts and their relevance to commerce.
 - ❖ **LO2.1:** List major Indian IP laws (Patents Act, Trademarks Act, Copyright Act, GI Act, Designs Act).
 - ❖ **LO2.2:** Relate different IP laws to specific business situations.
 - ❖ **LO2.3:** Compare the applicability of various IP Acts in commercial contexts.
 - ❖ **LO2.4:** Examine the effectiveness of Indian IP laws in protecting business interests.
- **CO3:** Demonstrate an understanding of key concepts and procedures related to Patents and their use in innovation and technology-driven businesses.
 - ❖ **LO3.1:** Explain the patenting process in India.
 - ❖ **LO3.2:** Assess the business value of patents in innovation-driven industries.
 - ❖ **LO3.3:** Develop a basic outline of a patent application idea for a business concept.
- **CO4:** Demonstrate clarity on how Trademarks, Branding and Geographical Indications support brand equity and regional products.
 - ❖ **LO4.1:** Demonstrate how trademarks contribute to brand positioning and recognition.
 - ❖ **LO4.2:** Critically evaluate the role of GI in promoting regional products and economic development.
 - ❖ **LO4.3:** Design a basic branding strategy incorporating trademarks and GI elements.
- **CO5:** Elaborate on Copyright protection and common issues in digital and content-driven businesses.
 - ❖ **LO5.1:** Explain rights of copyright owners and the concept of fair dealing.
 - ❖ **LO5.2:** Analyze issues related to digital piracy and content misuse.
 - ❖ **LO5.3:** Formulate guidelines for ethical and legal use of digital content in business.

UNITS	COURSE CONTENTS	L	T	P
I (15 Marks)	General Introduction to IPR & Legal Framework <ul style="list-style-type: none"> Intellectual Property: Meaning, Need for IPR, Types-patent, trademark, copyright, design, GI, trade secret; IP as a business asset. Overview of Global frameworks: WIPO, TRIPS, WTO Role of Indian IP Office (Controller General of Patents, Designs & Trademarks). <ul style="list-style-type: none"> Consequences of violation of IPRs. 	10	02	02
II (15 Marks)	Patents and Related Protection <ul style="list-style-type: none"> Patent: concept, business relevance, scope (What can/cannot be patented.) Patents Act, Designs Act. Basic conditions of patentability: novelty, inventive step, industrial applicability Overview of patent process in India: filing → examination → publish → grant. <ul style="list-style-type: none"> Case studies 	10	02	02
III (15 Marks)	Trademarks, Branding and Geographical Indications (GI) <ul style="list-style-type: none"> Trademarks: meaning and functions, Trademarks Act Types of marks (word, logo, label) and idea of distinctiveness vs generic terms. Simple outline of registration and protection; infringement / passing off. Trademarks and branding: role in brand equity, brand extension; issues of counterfeiting. Geographical Indications: concept, GI Act, GI tagged products of North East India, case studies related to GI tagged product; link to regional branding and marketing. <ul style="list-style-type: none"> Case studies 	14	02	02
IV (15 Marks)	Copyright and Digital IPR <ul style="list-style-type: none"> Copyright: meaning, works protected, Copyright Act 1957 (Amendment). Basic rights of owners and simple idea of fair dealing (education, research, private use). Digital IPR: online piracy (software, movies, music), copying of images/text in websites and social media; risks for marketers and content creators. Do's and don'ts for using third-party content (images, logos, music, videos) in business and digital marketing. <ul style="list-style-type: none"> Case studies 	14	02	02
	TOTAL	48	08	08

L= Lectures, T= Tutorials, P=Practical

L= 48, T= 08/2 P= 08/2

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Sessional Examinations 10 x 2= 20 Marks
- Other (any two) 10 x 2= 20 Marks
- Group Discussions
- Assignment
- Seminar Presentation on any of the relevant topics

SUGGESTED READINGS

Core Texts

Ganguli, P. (2001). *Intellectual Property Rights: Unleashing the Knowledge Economy*. Tata McGraw-Hill.

N.S. Gopalakrishnan & T.G. Agitha. *Principles of Intellectual Property*. Eastern Book Company.

Cornish, W., Llewelyn, D., & Aplin, T. (latest ed.). *Intellectual Property: Patents, Copyright, Trade Marks*

and Allied Rights. Sweet & Maxwell.

Supplementary / Indian Context

B.L. Wadehra. *Law Relating to Intellectual Property*. Universal Law Publishing.

V.K. Ahuja. *Law Relating to Intellectual Property Rights*. LexisNexis.

World Intellectual Property Organization (WIPO) – *WIPO Intellectual Property Handbook* (free PDF).
Government of India, National IPR Policy (DPIIT).

SEMESTER-IX

Title of the Course: Small Business Management

Course Code: Minor 9B

Nature of the Course: MINOR

Course Credit: 04 Credits

Distribution of Marks: 60 (End-Sem) + 40 (In-Sem)

COURSE OBJECTIVE

The objectives of this course are to:

- Develop a comprehensive understanding of the structure, functioning and significance of small business enterprises in the economy.
- Examine the entrepreneurial process involved in the formation, management and growth of small business ventures.
- Familiarize students with functional areas of management as applied to small business organizations.
- Provide insights into government policies, institutional support systems and financial assistance for small businesses in India.
- Enable students to analyze contemporary issues such as digitalization, sustainability and globalization affecting small businesses.

COURSE OUTCOME (CO)

CO1: Explain and interpret the concepts, nature, scope, and economic significance of small business enterprises, with special reference to the Indian context.

LO1.1: Define and describe the meaning, characteristics, and classification of small business and MSMEs.

LO1.2: Interpret the role and contribution of small businesses to economic development, employment generation, and regional growth.

CO2: Analyze and evaluate the entrepreneurial process involved in the formation and development of small business enterprises.

LO2.1: Analyze entrepreneurial traits, motivation, and opportunity identification relevant to small business creation.

LO2.2: Evaluate feasibility analysis and business planning as tools for establishing successful small business ventures.

CO3: Apply functional management principles in the effective operation of small business organizations.

LO3.1: Apply basic concepts of production, marketing, financial, and human resource management in small business contexts.

LO3.2: Demonstrate the use of cost control, working capital management, and marketing strategies suitable for small enterprises.

CO4: Examine and assess the role of government policies and institutional support systems in promoting small business development.

LO4.1: Examine the objectives and functions of support institutions such as MSME, SIDBI, NSIC, DICs, and Start-up India.

LO4.2: Assess the effectiveness of government schemes and financial assistance programs for small business sustainability.

CO5: Analyze contemporary issues affecting small businesses and propose suitable strategies for growth and sustainability.

LO5.1: Analyze challenges related to globalization, digitalization, e-commerce, and competition faced by small businesses.

LO5.2: Propose strategies for growth, innovation, sustainability, and ethical practices in small business management.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge dimension / Cognitive process	Remember	Understand	Apply	Analyse	Evaluate	Create
Factual knowledge	CO1	CO1				
Conceptual knowledge	CO1	CO1, CO4	CO3	CO2, CO5	CO4, CO5	
Procedural knowledge		CO3	CO3	CO3, CO5	CO4	
Meta-cognitive knowledge				CO5	CO5	CO5

Mapping of Course Outcomes to Programme Outcomes

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	M	M	M	M	M	M
CO2	S	S	S	S	M	M	M	M	M	M
CO3	S	S	S	S	S	M	S	M	M	M
CO4	S	S	S	S	S	S	S	S	M	M
CO5	S	S	S	S	S	M	S	S	S	M

(S = Strong, M = Moderate)

UNITS	COURSE CONTENTS	L	T	P
I (15 Marks)	Foundations of Small Business Management: <ul style="list-style-type: none"> • Meaning, nature and scope of small business. • Small business vs. large business. • Micro, Small and Medium Enterprises (MSMEs): definition and classification under MSME Act. • Role of small business in economic development: employment generation, regional development and exports. • Problems and challenges of small businesses in India. • Impact of liberalization, privatization and globalization on small business. 	12	02	–
II (15 Marks)	Entrepreneurship and Small Business Formation: <ul style="list-style-type: none"> • Concept and theories of entrepreneurship. • Entrepreneurial traits, motivation and competencies. • Identification of business opportunities. • Feasibility analysis: technical, financial and market feasibility. • Preparation of business plan. • Forms of organization suitable for small business. • Registration, licensing and legal formalities. 	12	02	–
III	Functional Management of Small Business:	12	02	06

(15 Marks)	<ul style="list-style-type: none"> • Production and operations management in small enterprises. • Marketing management for small businesses: product planning, pricing, promotion and distribution. • Financial management: sources of finance, working capital management and cost control. • Human resource management: recruitment, training, motivation and leadership in small businesses. • Use of ICT and digital tools in small business management. 			
IV (15 Marks)	<p>Growth, Support Systems and Emerging Issues:</p> <ul style="list-style-type: none"> • Growth and expansion strategies for small businesses. • Institutional support: MSME, SIDBI, NSIC, DICs, Start-up India, MUDRA. • Initiative and schemes by central and state government towards growth of MSMEs. • Women entrepreneurship and social entrepreneurship. • Small business failure and sickness: causes and remedies. • Sustainability, ethics and CSR in small business. • Impact of digitalization and e-commerce. 	10	02	06
Total		46	08	12

L= Lectures, T= Tutorials, P=Practical

L-46 T=08/2 P=12/2

MODES OF IN-SEMESTER ASSESSMENT (40 Marks)

- Sessional Examinations (Two) – 10 × 2 = 20 Marks
- Other (Any Two) – 10 × 2 = 20 Marks
- Group discussion on small business issues
- Assignment / Mini project (business plan)
- Seminar presentation on government schemes or entrepreneurship topics
- Hands-on learning: case analysis or digital tools for small business

SUGGESTED READINGS

- Desai, V. Small-Scale Industries and Entrepreneurship. Himalaya Publishing House.
- Charantimath, P. M. Entrepreneurship Development and Small Business Enterprises. Pearson.
- Kumar, S. A., & Suresh, N. Entrepreneurship Development. Himalaya Publishing House.
- Hisrich, R. D., Peters, M. P., & Shepherd, D. A. Entrepreneurship. McGraw Hill.
- Government of India. MSME Annual Reports and Policy Documents.

SEMESTER–IX

Title of the Course: Consumer Psychology

Course Code:

Nature of the Course: DSE (Discipline Specific Elective)

Course Credit: 04 Credits

Distribution of Marks: 60 (End-Sem) + 40 (In-Sem)

COURSE OBJECTIVE

The objectives of this course are to:

- Introduce the fundamental concepts and scope of consumer psychology and its relevance to marketing decisions.
- Explain major theories of consumer decision making and individual psychological determinants of behaviour.
- Examine social, cultural and ethical influences on consumption with emphasis on the Indian context.
- Analyse contemporary digital consumer behaviour in online and social-media environments.
- Enable students to apply consumer-psychology insights to design consumer-centric and ethical marketing strategies.

COURSE OUTCOME (CO):

CO1: Explain the foundations of consumer psychology and the consumer decision-making process, including the customer journey.

LO1.1: Define and describe the basic concepts, scope, and importance of Consumer Psychology.

LO1.2: Explain the stages of the consumer decision-making process and customer journey with suitable examples.

CO2: Analyse major theories of consumer decision making (EKB model, decision rules, Prospect Theory & heuristics) and relate them to real-life buying situations.

LO2.1: Analyze the EKB model, decision rules, Prospect Theory, and common heuristics influencing consumer decisions.

LO2.2: Evaluate and relate consumer decision-making theories to real-life marketing and buying situations.

CO3: Examine key individual-level determinants of consumer behaviour: perception, learning & memory, personality & self-concept, and attitudes.

LO3.1: Explain perception, learning, memory, personality, self-concept, and attitude formation in consumer behaviour.

LO3.2: Analyze the impact of individual psychological determinants on brand preference and purchase behaviour.

CO4: Evaluate the impact of family, reference groups, social class, culture and sustainability concerns on consumer behaviour in the Indian context.

LO4.1: Examine the influence of family, reference groups, social class, and culture on consumer decisions in India.

LO4.2: Assess the role of sustainability and ethical concerns in shaping contemporary consumer behaviour.

CO5: Analyse online and social-media consumer behaviour and propose ethical, consumer-centric marketing actions across offline and digital touchpoints.

LO5.1: Analyze digital consumer behaviour, social media influence, and electronic word-of-mouth in purchase decisions.

LO5.2: Propose ethical and consumer-centric marketing strategies across online and offline platforms.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge dimension / Cognitive process	Remember	Understand	Apply	Analyse	Evaluate	Create
Factual knowledge	CO1	CO1				
Conceptual knowledge	CO1, CO2	CO1–CO4	CO2–CO5	CO2–CO5	CO4, CO5	CO5
Procedural knowledge		CO2, CO3	CO2–CO5	CO2–CO5	CO4, CO5	CO5
Meta-cognitive knowledge			CO5	CO5	CO5	CO5

Mapping of Course Outcomes to Programme Outcomes

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	M	M	M	M	M	M
CO2	S	S	S	S	M	M	M	M	M	M
CO3	S	S	S	S	M	M	S	S	M	M
CO4	S	S	S	S	S	S	S	S	S	M
CO5	S	S	S	S	S	M	S	S	S	S

(S = Strong, M = Moderate)

UNITS AND CONTENTS COVERED

UNITS	COURSE CONTENTS	L	T	P
I (15 Marks)	<p>Foundations of Consumer Psychology:</p> <ul style="list-style-type: none"> • Meaning, nature and scope of consumer psychology; relevance for marketing strategy. <p>Theories of Consumer Psychology:</p> <ul style="list-style-type: none"> • Engel–Blackwell–Miniard (EKB) Model, Decision Rules, Prospect Theory & Heuristics – reference point and loss aversion 	12	02	–
II (15 Marks)	<p>Determinants of Consumer Psychology:</p> <ul style="list-style-type: none"> • Perception (Role of basic marketing cues shaping consumers' interpretation) • Learning & Memory (Classical and instrumental conditioning; loyalty and habit formation/breaking) • Personality & Self-Concept (AIO approach and simple trait view; self-image congruence and symbolic consumption) • Attitudes (Components viz. cognitive, affective, behavioural) 	12	02	–
III (15 Marks)	<p>Social & Cultural Influences:</p> <ul style="list-style-type: none"> • Family and household decision making; roles of family members in purchase. • Reference groups and opinion leadership. • Social class and income; aspirational and status-oriented consumption (premiumisation vs value seeking). • Key Indian cultural values (collectivism, festivals, traditions) and their influence on choices. • Sustainable and responsible consumption (Eco-friendly products, minimalism, sharing economy and ethical brands) • Ethics in consumer research and influence (Informed consent, privacy, transparency, dark patterns) 	16	02	03
IV (15 Marks)	<p>Digital Consumer Psychology:</p> <ul style="list-style-type: none"> • Online consumer behaviour (Search, comparison and purchase; role of user experience (UX), navigation, speed, trust badges and return policies) • Social media behaviour (Feeds, likes, shares, reels; parasocial interaction; impact of influencers on consumer decision making) 	10	02	03
Total		50	06	06

L= Lectures, T= Tutorials, P=Practical

L-50 T=06/2 P=06/2

MODES OF IN-SEMESTER ASSESSMENT (40 Marks)

- Sessional Examinations (Two) – $10 \times 2 = 20$ Marks
- Other (Any Two) – $10 \times 2 = 20$ Marks
- Group Discussion / Role Play on contemporary consumer issues.
- Assignment / Project Work (small consumer study or digital-behaviour audit for an Indian brand).
- Seminar Presentation on any topic related to consumer psychology.
- Hands-on learning: Case analysis or basic interpretation of provided consumer data/tables.

SUGGESTED READINGS

- Schiffman, L. G., Wisenblit, J., & Kumar, S. R. – *Consumer Behaviour*. Pearson.
- Solomon, M. R. – *Consumer Behavior: Buying, Having and Being*. Pearson.
- Majumdar, R. – *Consumer Behaviour: An Indian Perspective*. PHI Learning.
- Nair, S. R. – *Consumer Behaviour in Indian Context*. Himalaya Publishing House.
- Kumar, S. R. – *Consumer Behaviour and Branding: Concepts, Readings and Cases – The Indian Context*. Pearson.

**FIVE YEAR INTEGRATED POST GRADUATE PROGRAMME (FYIPGP)
IN COMMERCE (MARKETING)
DETAILED SYLLABUS OF X SEMESTER**

SEMESTER- X

Course Title: Research and Publication Ethics

Course Code: C 24

Nature of the course: CORE

Course Credit: 04 credits

Distribution of Marks: 60 (End Sem) + 40 (In- Sem)

Course Objective: To enable learners to practice ethical research and publication in commerce and management by applying principles of integrity, responsible conduct, and scholarly communication using appropriate tools, databases, and research metrics.

CO1: Students will be able to explain the basic concepts of philosophy, ethics, and values in academic and business research.

- ✓ LO1.1: Define the nature, scope, and branches of philosophy and ethics.
- ✓ LO1.2: Explain moral judgments and ethical values in academic and professional life.

CO2: Students will be able to apply ethical standards and integrity in commerce and management research.

- ✓ LO2.1: Identify ethical responsibilities of researchers in business and management studies.
- ✓ LO2.2: Apply principles of research integrity in academic research work.

CO3: Students will be able to distinguish between different forms of research and publication misconduct.

- ✓ LO3.1: Differentiate falsification, fabrication, and plagiarism (FFP).
- ✓ LO3.2: Identify issues related to redundant publication, salami slicing, and data misrepresentation.

CO4: Students will be able to follow ethical practices and standards in scholarly publication.

- ✓ LO4.1: Describe publication ethics guidelines such as COPE, WAME, and ICMJE.
- ✓ LO4.2: Apply authorship criteria and manage conflicts of interest responsibly.

CO5: Students will be able to identify credible journals and avoid predatory publishers.

- ✓ LO5.1: Recognize features of predatory journals and unethical publishers.
- ✓ LO5.2: Use journal finder and evaluation tools to select appropriate journals for publication.

CO6: Students will be able to use plagiarism detection and open-access tools for ethical research practices.

- ✓ LO6.1: Use plagiarism detection software such as Turnitin, Urkund, and open-source tools.
- ✓ LO6.2: Apply SHERPA/RoMEO and open-access resources to ensure copyright compliance.

CO7: Students will be able to access research databases and evaluate research impact using metrics.

- ✓ LO7.1: Use indexing and citation databases such as Scopus and Web of Science for literature review.
- ✓ LO7.2: Evaluate journals and authors using research metrics like Impact Factor, h-index, CiteScore, and altmetrics.

Bloom's Taxonomy

Knowledge Dimension	Remember	Understand	Apply	Analyze	Evaluate	Create
Factual Knowledge	CO1	CO1	–	–	–	–
Conceptual Knowledge	–	CO1	CO2	CO2	–	–
Procedural Knowledge	–	–	CO3	CO3	CO4	CO5
Metacognitive Knowledge	–	–	–	CO4	CO5	CO7

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	M	M	–	S	M	–	M	–
CO2	M	S	S	M	M	S	M	M	M	–
CO3	–	S	S	M	M	S	–	M	–	–
CO4	–	S	M	S	M	S	M	M	–	S
CO5	–	M	M	M	S	M	M	S	M	S
CO6	–	M	M	M	S	S	–	S	–	S
CO7	–	S	S	S	M	M	–	S	M	S

Contents

Unit	Content	L	T	P
I (15 Marks)	SCIENTIFIC CONDUCT IN COMMERCE & MANAGEMENT RESEARCH Ethics with respect to business and management research. Intellectual honesty and research integrity. Scientific misconducts: falsification, fabrication, and plagiarism (FFP). Redundant publications: duplicate and overlapping publications, salami slicing. Selective reporting and misrepresentation of data	10	2	2
II (15 Marks)	PUBLICATION ETHICS Publication ethics: definition, introduction and importance. Best practices/standards setting initiatives and guidelines: COPE, WAME, ICMJE. Conflicts of interest. Publication misconduct: concept, problems that lead to unethical behavior and vice versa, types. Violation of publication ethics, authorship and contributorship. Identification of publication misconduct, complaints and appeals. Predatory publishers and journals; Techniques to identify predatory journals; Ethics Reports	14	2	2
III (15 Marks)	OPEN ACCESS PUBLISHING & PUBLICATION MISCONDUCT Open access publications and initiatives. SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies. Journalfinder/journal suggestion tools Ethical issues in Commerce & Management, authorship. Conflicts of interest. Complaints and appeals: Case studies from India and abroad. Consequences of Ethics violation.	14	2	2
IV (15 Marks)	DATABASES AND RESEARCH METRICS Indexing databases. Citation databases: Web of Science, Scopus, etc. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, and Cite Score. Metrics: h-index, g-index, i10 index, altmetrics	10	2	2
	TOTAL	48	8	8

L= Lectures, T= Tutorials, P=Practical

L= 48, T= 08/2 P= 08/2

MODES OF IN-SEMESTER ASSESSMENT: (40Marks)

- Sessional Examination (Two)- 10 x 2= 20 marks
- Other (any two) 10 x 2= 20 marks
- Group Discussion
- Assignment/ Project Work
- Case Studies Presentation
- Seminar Presentation on any of the relevant topics

References:

- 1) Bird, A. (2006). Philosophy of Science, Routledge
- 2) MacIntyre & Alasdair (1967). A Short History of Rthics. London.
- 3) Chaddah, P. (2108). Ethics in Competitive Research: Do not Get Scoped; Do not get Plagiarized.
- 4) National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009). On Being a Acientist: A Guide to Responsible Conduct in Research: Third Edition. National Academies Press.
- 5) Resnik, D. B. (2011). What is Ethics in Research & Why is it Important. National Institute of Environmental Health Sciences, 1-10, Retrieved from <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>
- 6) Beall, J. (2012). Predatory Publishers are Corrupting Open Access. Nature, 489(7415), 179 <https://doi.org/10.1038/489179a>
- 7) Indian National Science Academy (INSA), Ethics in Science Education, Research and Governance (2019). http://www.insaindia.res.in/pdf/Ethics_Book.pdf

SEMESTER – X

Title of the Course: Emotional Intelligence and Creative Thinking

Course Code: C25

Nature of the Course: Core

Course Credit: 04 Credits

Distribution of Marks: 60 (End–Sem) + 40 (In–Sem)

COURSE OBJECTIVE

The objective of this course is to:

- Introduce the basic ideas of emotional intelligence (EI) and creative thinking.
- Help students understand and manage their own emotions and behaviour.
- Improve interpersonal skills for teamwork, leadership and customer interaction.
- Develop simple creative-thinking skills for solving business problems in marketing, finance and other commerce areas.

COURSE OUTCOME

CO1: Understand the basic concepts and components of emotional intelligence and creative thinking.

- **LO1.1:** Describe the meaning and importance of EI and creativity in personal and professional life.

CO2: Develop intrapersonal EI skills related to self-awareness and self-management.

- **LO2.1:** Identify personal emotional patterns, strengths and areas for improvement.

CO3: Apply interpersonal EI skills for communication, teamwork and handling conflict.

- **LO3.1:** Use empathy, active listening and constructive feedback in simple workplace situations.

CO4: Use basic creative-thinking tools to generate and evaluate ideas for business problems.

- **LO4.1:** Apply at least two structured techniques (e.g., brainstorming, SCAMPER, mind mapping) to propose practical solutions.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge dimension	Remember	Understand	Apply	Analyze	Evaluate	Create
Factual knowledge	CO1	CO1				
Conceptual knowledge	CO1	CO1	CO2, CO3, CO4	CO3, CO4	CO4	CO4
Procedural knowledge		CO2, CO3	CO2, CO3, CO4	CO3, CO4	CO4	CO4
Meta-cognitive knowledge		CO2	CO2	CO2	CO2, CO4	CO4

Mapping of Course Outcomes to Programme Outcomes

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	M	M	M	M	M	M
CO2	M	S	S	S	M	M	M	M	S	M
CO3	M	S	S	S	M	M	S	S	S	M
CO4	S	S	S	S	S	S	S	S	S	S

(S = Strong, M = Moderate)

UNITS & COURSE CONTENTS

UNITS	COURSE CONTENTS	L	T	P
I (15 Marks)	Foundations of Emotional Intelligence and Creative Thinking <ul style="list-style-type: none"> • Emotional intelligence: Meaning; EQ vs IQ; relevance for commerce, marketing and finance careers. • Simple EI model: Self-awareness, self-management, social awareness, relationship management. • Creative thinking: meaning, Difference between creativity and innovation. 	12	02	–
II (15 Marks)	Intrapersonal EI: Self-awareness and Self Management <ul style="list-style-type: none"> • Self-awareness: recognising feelings, strengths, weaknesses and personal values; self-assessment and reflection. • Emotional self-management: basic techniques for managing anger, stress and anxiety; impulse control. • Motivation and mindset: growth mindset, optimism and resilience; setting small personal and academic goals. 	12	02	–
III (15 Marks)	Interpersonal EI, Communication and Teamwork <ul style="list-style-type: none"> • Empathy and perspective taking in everyday interactions. • Communication skills: active listening, clear expression, non-verbal signals, feedback. • Conflict management: common causes, simple win–win approach. • EI in teamwork and leadership: building trust and cooperation in small groups; application to customer service and sales situations. 	12	02	04
IV (15 Marks)	Creative Thinking Tools and Business Applications <ul style="list-style-type: none"> • Steps in simple problem solving: define the problem → generate ideas → choose ideas → plan basic action. • Divergent and convergent thinking; common blocks to creativity and ways to reduce them. • Selected tools (introductory level): brainstorming rules, SCAMPER checklist, mind mapping; Six Thinking Hats. 	10	02	08
Total		46	08	12

L= Lectures, T= Tutorials, P=Practical

L=46 T=08/2 P=12/2

MODES OF IN-SEMESTER ASSESSMENT (40 Marks)

- Sessional Examinations (Two) – $10 \times 2 = 20$ Marks
- Other (Any Two) – $10 \times 2 = 20$ Marks
- Group Discussion / Role Play on EI or creative-thinking situations.
- Assignment / Short Project (personal EI plan or simple creativity project for a business issue).
- Seminar Presentation on a selected EI or creativity topic.
- Hands-on learning (workshop, reflection journal, or team activity).

SUGGESTED READINGS

(Any recent editions; low-cost/Indian editions may be used)

- Goleman, D. *Emotional Intelligence*.
- Goleman, D. *Working with Emotional Intelligence*.
- Bradberry, T., & Greaves, J. *Emotional Intelligence 2.0*.
- Singh, D. *Emotional Intelligence at Work: A Professional Guide*.
- De Bono, E. *Six Thinking Hats* and/or *Lateral Thinking*.

SEMESTER – X

Title of the Course: Cross Cultural Management

Course Code: Min10B

Nature of the Course: Minor

Course Credit: 04 credits

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Objective:

The aim of the course is to discuss cultural differences that impact on behaviour in the workplace and shape leadership practices. Students will learn about the differences between organizational and national/ethnic cultures. They will explore main components of culture and analyze their role in the workplace.

Course Outcome:

CO1: Explain the concept of culture, cultural dimensions, and the significance of cross-cultural understanding in organisations.

- LO1.1: Define culture and identify major cultural dimensions influencing organisational behaviour.
- LO1.2: Explain the importance and impact of cross-cultural interactions on organisational performance and communication.

CO2: Analyse the influence of national culture on organisational culture and strategic decision-making, including cultural shifts.

- LO2.1: Examine how national culture shapes organisational culture and managerial decision-making.
- LO2.2: Analyse cultural shifts arising from economic factors and foreign interventions in local contexts.

CO3: Evaluate cultural differences using comparative cultural models in international business environments.

- LO3.1: Compare behavioural and cultural differences across countries using models such as Hofstede, Edward T. Hall, GLOBE, and Kluckhohn&Strodtbeck.
- LO3.2: Assess the role of political, legal, economic, ecological, and technological environments in cross-cultural management.

CO4: Apply cross-cultural human resource management practices in global organisations.

- LO4.1: Explain global staffing strategies including expatriate and local manager selection and training.
- LO4.2: Develop approaches for effective cross-cultural leadership and management of multicultural teams.

CO5: Demonstrate skills in cross-cultural negotiation, conflict resolution, decision-making, and ethical management.

- LO5.1: Apply culturally sensitive negotiation and conflict resolution techniques in global business contexts.
- LO5.2: Evaluate ethical values across cultures and propose strategies to maintain ethical practices in organisations.

Cognitive Map of Course Outcomes with Bloom’s Taxonomy

Knowledge decision	Remember	Understand	Apply	analyze	evaluate	create
Factual knowledge		CO1,CO5				

Conceptual knowledge		CO1,CO2	CO3,CO4	CO4,CO5	CO3,CO4	CO5
Procedural knowledge		CO2,CO3				
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	M	M	S	S	M	M	M	M
CO2	M	M	M	M	S	S	M	M	M	M
CO3	M	M	M	M	S	S	M	M	S	S
CO4	M	M	M	M	S	S	M	M	S	S
CO5	M	M	M	M	S	S	M	S	S	M

UNIT	CONTENTS	L	T	P
I(15 Marks)	Introduction to Cross Cultural Management: Understanding Culture and cultural environment, Culture Dimensions, Significance and Impact of Cross Culture on Organisations, Role of Culture in Strategic Decision-Making. Influence of Parent country nationals, Host country nationals, and Third country nationals on Organisational Culture. Shift in Culture: Significance of Shift in Culture, Influence of Economic Factors and Foreign Intervention on Shifts in Local Cultures. How climate creates culture.	13	02	-
II(15 Marks)	Comparing Culture: Cultural and Behavioural Differences in Different Countries, Various Models for Comparing Cultural- Hofstede, Edward T Hall Study, GLOBE, Kluchohm&Stoodbeck, Cultural Adaptation through Sensitivity Training, Political, Legal, Economic, Ecological and Technological Facing Business and their Management.	13	02	-
III (15 Marks)	Cross Cultural Human Resources Management: Staffing and Training for Global Operations. Global Staffing Choices – Expatriates or Local Managers, Dynamics of Cross-Cultural leadership, Managing and Motivating Multi Culture Teams. Cross –Cultural Negotiation & Decision Making: Culture and Dispute, Resolution of Conflicts and Disputes in Cross Culture Context. Culture-Shock and reverse Culture-Shock	13	02	-
IV(15 Marks)	Cross-Culture Ethics: International ethics and culture; Fundamentals of Cross-Cultural Interaction: Social Cognition, Stereotypic expectations, Differential Attributions; coping with cultural differences: Understanding Socialization; A Cross-Cultural Interaction Model. How to Maintain Ethics in Organizations.	13	02	-
	TOTAL	52	08	-

L= Lectures, T= Tutorials, P=Practical

L=52 T=08/2

MODE OF IN-SEMESTER ASSESSMENT:

ss

40 Marks

- Two Sessional Examination

10 x 2= 20 marks

- Other (Any two)

10 x 2= 20 marks

- Assignment
- Seminar Presentation on any of the relevant topics
- Group Discussions

Suggested Readings:

Recommended Readings:

- Thakur, M., Burton & G. E, International Management, Tata McGraw Hill.
- Esen D. and Rchildress J., The Secret OfA Winning Culture: Building High PertormanceTeams, Prentice Hall
- Hodgetts, R. and Luthens, F, International Management, McGraw Hill Inc.
- Deresky, H., Inter, fional management: Managing Across Borders And Cultural, 4th Ed. Pearson Publications

Note: Latest edition of text books may be used.

SEMESTER – X

Title of the Course: Media Planning and Communication

Course Code:

Nature of the Course: DSE (Discipline Specific Elective)

Course Credit: 04 Credits

Distribution of Marks: 60 (End–Sem) + 40 (In–Sem)

COURSE OBJECTIVE

The objectives of this course are to:

- Provide a clear understanding of integrated marketing communication (IMC) and the role of media planning.
- Familiarise students with essential steps, tools and metrics used in media planning for traditional and digital media.
- Develop the ability to design simple, effective and accountable media plans for brands.
- Create awareness of ethical and regulatory aspects of advertising and media communication in India.

COURSE OUTCOME (CO)

CO1: Explain the concepts of IMC, major media types and the basic communication process.

CO2: Use core media planning tools (objectives, budgeting, reach, frequency, GRP/TRP, CPM/CPRP) for simple analysis.

CO3: Develop basic media strategies and schedules combining traditional and digital media for a given brief.

CO4: Recognise ethical and regulatory issues in media and communication and evaluate campaigns from a responsibility and effectiveness perspective.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge	Remember	Understand	Apply	Analyse	Evaluate	Create
Factual knowledge	CO1	CO1			CO4	
Conceptual knowledge	CO1	CO1, CO2	CO2, CO3	CO2, CO3	CO3, CO4	CO3
Procedural knowledge		CO2	CO2, CO3	CO2, CO3	CO3, CO4	CO3
Meta-cognitive knowledge			CO4	CO4	CO4	CO4

Mapping of Course Outcomes to Programme Outcomes

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	M	M	M	M	M	M
CO2	S	S	S	S	S	M	M	M	M	M
CO3	S	S	S	S	S	S	S	S	S	M
CO4	S	M	M	S	S	S	S	S	S	S

(S = Strong, M = Moderate)

UNITS & COURSE CONTENTS

UNITS	COURSE CONTENTS	L	T	P
I (15 Marks)	Foundations of Media Planning and Communication: <ul style="list-style-type: none">• Integrated Marketing Communication (IMC): meaning, role and main tools• Media landscape: Types, strengths and limitations of different forms of media• Basic communication process: sender–message–channel–receiver; AIDA	12	02	–
II	Media Planning Basics:	12	02	–

(15 Marks)	<ul style="list-style-type: none"> • Media planning process: Situation analysis–target audience–setting media objectives– strategy–implementation and evaluation. • Media objectives: Reach, frequency, continuity; geographic and timing decisions. • Budgeting approaches: percentage of sales, objective–task, competitive parity, affordability. • Core media metrics: audience, rating, Gross Rating Point(GRP)/Television Rating Point (TRP), reach, frequency, • Basic scheduling patterns: continuity, flighting and pulsing. 			
III (15 Marks)	<p>Media Selection and Planning in the Indian Context:</p> <ul style="list-style-type: none"> • Factors in media and vehicle selection • Simple media mix and schedule design for brands using traditional media. • Elementary media buying concepts: rate card, negotiation, packages; role of media agencies. 	12	02	04
IV (15 Marks)	<p>Digital & Social Media Planning and Integration</p> <ul style="list-style-type: none"> • Digital channels: Meaning, Types and Roles • Digital media planning: Objectives, simple targeting and platform choice. • Key digital metrics: impressions, clicks, Click-Through-Rate (CTR), Cost-Per-Click (CPC), Cost-Per-Mille (CPM), Cost-Per-Rating-Point (CPRB) conversions, basic engagement. • Ethical and regulatory aspects: Salient features ASCI guidelines, misleading claims, ad clutter. 	10	02	08
Total		46	08	12

L= Lectures, T= Tutorials, P=Practical

L=46 T=08/2 P=12/2

MODES OF IN-SEMESTER ASSESSMENT (40 Marks)

- Sessional Examinations (Two) – 10 × 2 = 20 Marks
- Other (Any Two) – 10 × 2 = 20 Marks
- Group Discussion.
- Assignment / Project Work (simple media plan or evaluation of an existing campaign).
- Seminar Presentation on a relevant media planning or IMC topic.
- Hands-on learning (spreadsheet exercise on media metrics, case analysis, or digital plan workshop).

SUGGESTED READINGS

- Belch, G. E., Belch, M. A., & Purani, K. Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw Hill.
- Clow, K. E., & Baack, D. Integrated Advertising, Promotion, and Marketing Communications. Pearson.
- Jethwaney, J., & Jain, S. Advertising Management. PHI Learning.
- Shah, K., & D’Souza, A. Advertising and Promotions: An IMC Perspective. Tata McGraw Hill.
- Ryan, D. Understanding Digital Marketing. Kogan Page.

SEMESTER-X
Course Title: Sustainable Marketing
Course Code:
Nature of the Course: DSE
Course Credit:
Distribution of Marks: 60 (End Sem) + 40 (In- Sem)

COURSE OBJECTIVE:

- To develop a comprehensive understanding of sustainability concepts and their relevance to contemporary marketing practices and global development frameworks.
- To enable students to design and implement sustainable marketing strategies by integrating ethical considerations, consumer behaviour insights, circular economy principles, and sustainability performance measurement tools.

COURSE OUTCOME:

CO1: Students will be able to understand the fundamental concepts of sustainability and sustainable marketing in relation to global environmental and societal challenges.

- ✓ LO1: Explain sustainability, sustainable development, Triple Bottom Line (TBL), and SDGs.
- ✓ LO2: Describe the concept, scope, and evolution of sustainable marketing and distinguish it from traditional and green marketing.

CO2: Students will be able to analyse stakeholder roles and strategic opportunities for integrating sustainability into marketing practices.

- ✓ LO1: Examine stakeholder roles and ethical decision-making in sustainable marketing.
- ✓ LO2: Analyse sustainability opportunities and apply STP strategies in sustainable markets.

CO3: Application of Sustainable Marketing Strategies

Students will be able to apply sustainable marketing strategies related to product development, branding, and circular economy practices.

- ✓ LO1: Apply sustainable product design principles such as durability, recyclability, and minimalism.
- ✓ LO2: Explain and implement sustainable branding, packaging, and circular economy practices.

CO4: Consumer Behaviour Analysis

Students will be able to analyse consumer behaviour patterns influencing sustainable consumption.

- ✓ LO1: Examine environmental consciousness, values, beliefs, and social norms influencing behaviour.
- ✓ LO2: Analyse barriers, attitude-behaviour gap, and behavioural nudges affecting sustainable consumption.

CO5: Students will be able to evaluate sustainable marketing decisions and sustainability performance within organisations.

- ✓ LO1: Evaluate sustainable marketing mix (Product, Price, Place, Promotion).
- ✓ LO2: Assess sustainability performance using metrics, ESG frameworks, and environmental regulations.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	understand	apply	analyse	evaluate	create
Factual knowledge	CO1	CO1				
Conceptual knowledge		CO2	CO3	CO3		
Procedural knowledge			CO3	CO4	CO5	
Metacognitive knowledge				CO4	CO5	

Mapping of Course Outcomes to Program Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	M	M	M	M	M	M	M	M
CO2	M	S	S	M	M	M	M	M	M	M
CO3	M	M	M	S	S	M	M	M	M	M
CO4	M	S	M	S	M	M	M	M	M	M
CO5	M	M	S	M	M	S	M	M	M	M

UNITS	COURSE CONTENTS	L	T	P
Unit 1 Foundations of Sustainable Marketing (15 Marks)	Sustainable Marketing: Concept, Scope and Importance; Evolution of Sustainable Marketing; Distinction between Traditional Marketing, Green Marketing and Sustainable Marketing; Pillars of Sustainable Marketing; Triple Bottom Line (TBL); United Nations Sustainable Development Goals (SDGs); Stakeholder Perspective in Sustainable Marketing; Sustainability and Ethical Decision-Making; Challenges in Practising Sustainable Marketing.	12	02	–
Unit 2 Sustainable Marketing Opportunities and Strategy (15 Marks)	Market Segmentation, Targeting and Positioning (STP) for Sustainable Markets; Holistic Approach to Sustainable Marketing; Sustainable Product Strategy: Eco-design, Durability, Recyclability and Minimalism; Sustainable Branding and Packaging.	10	02	–
Unit 3 Consumer Behaviour and Sustainable Consumption (15 Marks)	Green Consumer Behaviour: Concept and Dimensions; Environmental Consciousness, Beliefs, Values and Social Norms in Sustainable Consumption; Value Proposition for Sustainability (Functional Value, Emotional Value and Social Value); Attitude–Behaviour Gap in Sustainable Purchasing; Barriers to Sustainable Consumption; Behavioural Nudges for Sustainable Behaviour; 5R of Sustainable Consumption: Reduce, Reuse, Recycle, Refuse and Repurpose.	10	02	04
Unit 4 Sustainable Marketing Mix, Measurement and Policy Framework (15 Marks)	Sustainable Marketing Mix: Product – Circular Products and Eco-labels; Price – Fair Pricing and Incentives for Sustainable Choices; Place – Green Logistics and Reverse Logistics; Promotion – Sustainability Communication and Greenwashing; Basic Sustainability Metrics in Marketing: Resource Use, Waste Generation and Carbon Footprint. Overview of ESG Reporting Frameworks Overview of Legal and Regulatory Framework (India): Environmental Protection Laws, Waste Management Rules, and Extended Producer Responsibility (EPR).	08	02	08

UNITS	COURSE CONTENTS	L	T	P
	TOTAL	40	8	12

L= Lectures, T= Tutorials, P=Practical

L=40 T=8/2 P= 12/2

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Sessional Examinations 10 x 2= 20 Marks
- Other (any two) 10 x 2= 20 Marks
- Group Discussions
- Assignment
- Seminar Presentation on any of the relevant topics

SUGGESTED READINGS

- Belz, F. M., & Peattie, K. (2014). Sustainability Marketing: A Global Perspective. Wiley.
- Ottman, J. A. (2017). The New Rules of Green Marketing. Routledge.
- Charter, M., & Polonsky, M. J. (1999). Greener Marketing: A Global Perspective on Greening Marketing Practice. Greenleaf.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity. Wiley.
- Rogers, P., Jalal, K., & Boyd, J. (2007). An Introduction to Sustainable Development. Earthscan.