

SEMESTER I

Title of the Course: Business Organization and Management

Course Code: COMC1

Nature of the Course: Core

Course Credit: 04 credits

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

Course Objective

To familiarize the students with the concept of business organization and concepts of general management and its implementation in organizations.

Unit	Content	L	T
I Fundamental concepts and Forms of Business Organization (12 Marks)	Concept: Business, Trade, Industry and Commerce. Objectives of Business. Forms of Business Organization: <ul style="list-style-type: none">• Sole proprietorship – Meaning, characteristics• Partnership – Meaning, characteristics, Types of partners, Partnership deed.• HUF- Meaning, characteristics• Joint Stock Company - Meaning, characteristics, difference between Public and private company• Cooperative Society - Meaning, characteristics• Limited Liability Partnership - Meaning, characteristics	10	2
II Nature of Management (12 Marks)	Concept, nature, objective of Management Levels of Management, Management as Profession Management thoughts – Henry Fayol and F.W. Taylor	10	1
III Planning and Organizing (12 Marks)	Meaning, importance, process, limitation of Planning. Types of Planning – Strategic and Operational Planning Decision Making – Process, Quantitative and Qualitative Decision-Making technique Organizing – Meaning, Formal vs Informal Organization. Virtual Organization meaning	11	2

<p style="text-align: center;">IV</p> <p>Directing and Controlling (12 Marks)</p>	<p>Motivation - Meaning and Significance. Maslow's Need Theory, Herzberg's two factor Theory</p> <p>Leadership - Meaning, types with example, Qualities of good leader</p> <p>Communication – Meaning, process, Types, Barriers. Factor influencing communication effectiveness</p>	11	1
<p style="text-align: center;">V</p> <p>Indian Ethos and Contemporary Issues in Management (12 Marks)</p>	<p>Management lessons from Bhagwat Gita</p> <p>Ethical lessons from the Ramayan</p> <p>Concept and benefits of Business Process Reengineering (BPR)</p> <p>Concepts and elements of learning Organization</p> <p>Meaning of Six-sigma</p> <p>Concept of Diversity at work place, Work-life balance, Freelancing, Work from Home, Flexi-time</p>	10	2

Where, L =Lectures, T =Tutorials

Course Outcomes:

Upon completion of this course,

- Students will understand the basic principles of business and the different forms of business organizations
- Students will gain a clear understanding of the nature of management and its importance in organizational success.
- Students will understand the significance of planning and organizing within an organization.
- Students will comprehend the importance of directing (leadership, motivation) and controlling (monitoring and evaluation) in management.
- Students will understand the role of Indian cultural values and ethical principles in shaping management practices.

Modes of In-Semester Assessment: (40 Marks)

- Two Sessional Examination 20 marks
- Other (any two) 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: Fundamentals of Marketing

Course Code: MKTMIN1

Nature of the Course: Minor

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 understand the concept of marketing and its applications.

Unit	Content	L	T
I Introduction to Marketing (15 Marks)	Nature, scope, Importance of marketing. Changing concepts Marketing. Marketing vs Selling. Marketing Mix. Modern Marketing – E-Marketing, Societal Marketing Marketing environment: Meaning and Components	14	2

<p style="text-align: center;">II</p> <p style="text-align: center;">Consumer Behavior and Market Segmentation (15 Marks)</p>	<p>Consumer behaviour: Meaning, Process and significance of consumer behaviour, Factors affecting consumer behaviour.</p> <p>Market segmentation- meaning and importance. Bases for market segmentation</p>	12	2
<p style="text-align: center;">III</p> <p style="text-align: center;">Product and Price (15 Marks)</p>	<p>Product: Concept of product; Product planning and development. Product Life Cycle. Packaging - Meaning and functions. Brand name and trade mark concept.</p> <p>Price: Meaning, Significance of Price, Factors affecting Price, Pricing Objectives</p>	12	2
<p style="text-align: center;">IV</p> <p style="text-align: center;">Promotion and Distribution (15 Marks)</p>	<p>Promotion: Meaning, importance of Promotion. Methods of promotion. Factors affecting promotion mix.</p> <p>Distributions Channels: Meaning and Importance. Factors affecting choice of a distribution channel. Concept of Physical distribution. Transportation and Warehousing function. Inventory Management</p>	14	2

Where, L =Lectures, T =Tutorials

Course Outcomes:

By the end of this course,

- Students will understand the fundamental concepts of marketing and its importance in the business world.
- Students will understand concept of consumer behavior and market segmentation.
- Students will understand the importance of product development, branding, and positioning in creating a competitive advantage and learn how to set effective pricing strategies.
- Students will learn the different promotional strategies and significance of distribution channels and logistics.

Modes of In-Semester Assessment:

(40 Marks)

- Two Sessional Examination 20 marks
- Other (any two) 20 marks
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics

Suggested Readings:

- Philip Kotler: Marketing Management, Prentice Hall, New Delhi.
- Sontakki C.N: Marketing Management, Kalyani Publishers, New Delhi.
- Evans: Marketing Management, Cengage Learning India Pvt. Ltd., Delhi

SEMESTER II

Title of the Course: Fundamentals of Advertising

Course Code: MKTMIN2

Nature of the Course: Minor

Course Credit: 04 credits

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

Course Objective:

To familiarize 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.

Unit	Content	L	T
I Introduction to Advertising Management (15 Marks)	Nature, Importance, Types of advertising. Advertising objectives: communication and sales objectives. DAGMAR approach. Legal Restrictions on Advertising in India	14	2
II Advertising Media and Advertising Message (15 Marks)	Types of Advertising Media- Strengths and limitations. Factors influencing selection of advertising media; Media Scheduling Advertising Message- Advertising appeals; Print and broadcast advertising copy	12	2

III Advertising Agency (15 Marks)	Concept; Types of Advertising Agency; Functions of Advertising Agency; Compensation	12	2
IV Advertising and Integrated Marketing Communications (15 Marks)	Elements of Integrated Marketing Communication: Direct Marketing, Sales Promotion, Public Relations, publicity, Personal Selling	14	2

Where, L =Lectures, T =Tutorials

Course Outcomes:

By the end of this course,

- Students will understand the role and significance of advertising in the overall marketing strategy.
- Students will gain knowledge of the different types of advertising media and concepts of advertising agency.
- Students will understand the concept of Integrated Marketing Communications (IMC) and how advertising fits into the broader marketing strategy.

Modes of In-Semester Assessment:

(40 Marks)

- Two Sessional Examination 20 marks
- Other (any two) 20 marks
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics

Suggested Readings:

- Baines P., Fill C., Page K., adapted by Piyush K. Sinha, Marketing, Asian Edition, Oxford University Press.
- Philip Kotler, Kevin Lane Keller, Marketing Management, Pearson Education Ltd.

- Jaishri Jethwaney, Shruti Jain, Advertising Management, Oxford University Press, India.
- Rajeev Batra, John G Myers and David A Aaker, Advertising Management, Eastern Economy Edition, Prentice Hall India.
- Frank Jefkins – Revised by Daniel Yadin, Advertising, Pearson Education Ltd.
- Geeta Naidu, Pooja Dhaktod, Advertising Management, Sai Jyoti Publication. Note: Latest edition of text books may be used.

SEMESTER II

Title of the Course: Social Media Marketing

Course Code: MKTGEC2

Nature of the Course: GE

Course Credit: 03 credits

Distribution of Marks: 45 (End Sem) + 30 (In-Sem)

Course Objective:

Provides knowledge regarding social media advertising including strategy development using various social media management tools and platforms.

Unit	Content	L	T
Unit I: Introduction to Social Media Marketing (13 Marks)	Social Media Marketing- Concept and Importance. Role, Evolution of Social Media Marketing	9	02
Unit II: Social Media Platforms (12 Marks)	Online communities and Forums; Blogs and Microblogs, Social Networks, other contemporary social media platforms: Social Media Influencers	9	02
Unit III: Social media marketing Plan (10 Marks)	SMM Plan- Setting Goals, Determining Strategies, Identifying Target audience, Selecting Tools, Selecting Platforms, Implementation	9	02

Unit IV: Social Media Dynamics (10 Marks)	Social Media Marketing: Trends and Ethics, Social Media monitoring, Restriction, Future of social media marketing, Viral Marketing	10	02
	TOTAL	37	08

Where, L =Lectures, T =Tutorials

Course Outcomes:

By the end of this course,

- Students will understand the fundamental concepts of social media and its evolution as a powerful tool for communication and marketing.
- Students will gain knowledge of various social media platforms and understand the importance of creating a comprehensive social media marketing plan.
- Students will explore social media trends and future of social media marketing.

Modes of In-Semester Assessment:

(30 Marks)

- Two Sessional Examination 20 marks
- Other (any one) 10 marks
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics

Suggested Readings:

- Tuten, T. L., & Solomon, M. R. (2017). Social media marketing. Sage.
- Gupta, S. (2020). Digital Marketing. India: McGraw Hill Education (India) Private Limited
- Ahuja V (2015). Digital Marketing. Oxford University Press.

SEMESTER III
Title of the Course: Consumer Behaviour
Course Code: MKTMIN3
Nature of the Course: Minor
Course Credit: 04 credits
Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Outcomes:

To provide students with a deep understanding of the psychological, social, and cultural factors that influence consumer decision-making.

Unit	Content	L	T
I Introduction to Consumer Behavior (15 Marks)	Consumer Behaviour: Concept, Determinants, Importance, Scope Consumer Involvement and Decision-Making Process Changing profile of Indian Consumer	12	02
II Information Search, Consumer Research (15 Marks)	Information Search: Concept, Nature Consumer Research: Meaning, Type, Process	12	02
III Internal Influences of Consumer Behaviour (15 Marks)	Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.	14	02
IV External Influences of Consumer Behaviour (15 Marks)	Culture, Sub Culture, Social Class, Reference Groups, Family	14	02
	TOTAL	52	08

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

Course Outcomes:

By the end of this course,

- Students will gain a foundational understanding of consumer behavior, focusing on the factors that influence purchasing decisions and how businesses can cater to consumer needs and wants.
- Students will understand the concept of information search in consumer decision-making and learn the techniques and methodologies involved in consumer research.
- Students will understand the internal factors and external factors that influence consumer behavior.

Modes of In-Semester Assessment: (40 Marks)

- Two Sessional Examination 20 marks
- Other (any two) 20 marks
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics

Suggested Readings:

- 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 McGRaw New Delhi.
- Kumar: Consumer Behaviour and Branding: Concepts, Reading and Cases, Pearson, New Delhi

SEMESTER III

Title of the Course: Advanced Consumer Behaviour (Discipline Specific)

Course Code: COMC-4

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 to understand the concept of consumer behaviour and its applications.

Unit	Content	L	T
I	Consumer Behaviour: Concept, Determinants, Importance of Consumer behaviour	12	02

Consumer Behavior: Its Origin and models (15 Marks)	Consumer behaviour Models: Howard and Sheth Model, The Nicosia Model. Consumer Involvement and Decision-Making Process		
II Information Search, Consumer Research and Motivation (15 Marks)	Information Search: Concept, Nature Consumer Research: Meaning, Type, Process Motivation: Meaning, features, Objective	12	02
III Internal Factors of Consumer Behaviour (15 Marks)	Personality: Meaning, nature, determinants, Theories: Self-Concept: Concept, Self-concept and consumer behaviour, Life style: Concept, Determinants, Value and life style – VALS Perception: Meaning, Nature, Sensation and Perception, Factors affecting perception, perceived risk, attitude and value	14	02
IV External Factors of Consumer Behaviour (15 Marks)	Culture: Meaning, features, elements, culture and consumer behavior, sub culture: Meaning and nature Social Class: Meaning, nature, components, social class and consumer behavior, Group: Meaning, features, group formation, Reference Group, Family Opinion Leadership: Meaning and Importance, Opinion Leaders and their influence	14	02
	TOTAL	52	08

Where, L =Lectures, T =Tutorials

Course Outcomes:

By the end of this course,

- Students will understand the fundamental concepts of consumer behavior, focusing on how consumers make decisions and what factors influence their purchasing choices.

- Students will comprehend the process of information search in the consumer decision-making process, and learn about the various research methods and techniques used to study consumer behavior.
- Students will explore the personal and psychological factors that influence consumer behavior, including motivation, perception, learning, personality, and attitudes.
- Students will gain insight into the socio-cultural influences on consumer behavior, such as family, social class, culture, and reference groups.

Modes of In-Semester Assessment: (40 Marks)

- Two Sessional Examination 20 marks
- Other (any two) 20 marks
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics

Suggested Readings:

- Engel, J.F., Roser D. Blackwell and Paul W. Miniard, Consumer Behaviour, Cengage Learning, 2007
- Peter, P.J. and Olson, J.C., Consumer Behavior and Marketing Strategy, Seventh Edition, 2005, McGraw-Hill Higher Education

SEMESTER III

Title of the Course: Retail Marketing

Course Code: MKTGEC3

Nature of the Course: GE

Course Credit: 03 credits

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

Course Objectives:

To familiarize students with essential marketing strategies and tools to manage and promote retail businesses effectively

Unit	Content	L	T
I Introduction to Retailing	Retailing: Concept, Scope and functions of retailing Evolution of retailing, Retail as a career option Trends in Retailing, Challenges in Retailing	9	02

(15 Marks)			
II Store Location and Types of retailing (15 Marks)	Store Location: Types of retail locations, determinants of choosing a retail store location Types of retailing: Organised and unorganised retail stores	9	02
III Retail Price and Promotion (15 Marks)	Retail Price: Pricing strategies in retail, factors influencing setting of retail prices Retail Promotion: Advertising, Public Relations, Personal Selling, Sales Promotion	9	02
IV Retail Dynamics (15 Marks)	Non-store based retailing: Direct Marketing, Direct Selling, Vending Machines, Electronic Retailing Legal issues in retailing; Pharma retailing, jewellery retailing, e-retailing	10	02
	TOTAL	37	08

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

Course Outcomes:

By the end of this course,

- students will have a comprehensive understanding of retailing concepts, strategies, and operations
- Students will be able to apply their knowledge to make informed decisions about store location, pricing, promotions, and the legal aspects of retailing in a dynamic marketplace.

Modes of In-Semester Assessment:

(40 Marks)

- Two Sessional Examination 20 marks
- Other (any two) 20 marks
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics

Suggested Readings:

- 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