



Estd. 1962  
NAAC 'A++' Grade

SHIVAJI UNIVERSITY, KOLHAPUR-416 004. MAHARASHTRA

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शिवाजी विद्यापीठ, कोल्हापूर – 416004.

दुरध्वनी (ईपीएबीएक्स) २६०९०००० (अभ्यास मंडळे विभाग- २६०९०९४)

फॅक्स : ००९१-०२३१-२६९१५३३ व २६९२३३३.e-mail:bos@unishivaji.ac.in

Ref./SU/BOS/Com & Mgmt./

No 0 0 3 1 9

Date : 16/09/2021

To,

The Principal  
Affiliated (Commerce & Management) College  
Shivaji University, Kolhapur

**Subject : Regarding syllabi of B. Com. Part-III 1) Business Management (Entire) (Sem. V & VI) 2) Bank Management (Entire) (Sem. V & VI) Choice Based Credit System (CBCS) degree programme under the Faculty of Commerce & Management.**

Sir/Madam,

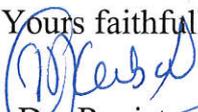
With reference to the subject mentioned above, I am directed to inform you that the University authorities have accepted and granted approval to the revised syllabi of **B. Com. Part-III 1) Business Management (Entire) (Sem. V & VI) 2) Bank Management (Entire) (Sem. V & VI) Choice Based Credit System (CBCS) under the Faculty of Commerce & Management.**

This syllabi shall be implemented from the academic year **2021-2022** onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website [www.unishivaji.ac.in](http://www.unishivaji.ac.in) (Online Syllabus).

You are therefore, requested to bring this to the notice of all Students and Teachers concerned.

Thanking you,

Yours faithfully,

  
Dy. Registrar

Encl : As above

Copy to,

1. I/c Dean, Faculty of Commerce & Management
2. Chairman, BOS under Faculty of Commerce & Management
3. Director, BOEE
4. Appointment Section
5. P. G. Admission Section
6. B. Com. Section
7. Affiliation Section (U.G./P.G.)
8. Computer Center/I.T.
9. Eligibility Section
10. Distance Education
11. P.G. Seminar Section

} for information

} for information and necessary action.

# **SHIVAJI UNIVERSITY, KOLHAPUR.**



Estd. 1962

NAAC "A++" Grade

**Faculty of Commerce and Management**

Syllabus For

**B. Com. Part III (CBCS)**

**Business Management (Entire) (Sem V & VI)**

(To be implemented from June 2021 onwards)

(Subject to the modifications that will be made from time to time)

**B.Com (Business Management) CBCS , (Entire)  
Part –III , Semester –V**

<b>Subject Code - CC-C1</b>		
<b>Subject: Entrepreneurship Development</b>		
<b>Credits -4 (Marks 50, Hours-60, No. of lectures = 75, of 48 mins. Each)</b>		
<b>Course Outcome:</b>		
1. To make students understand details of entrepreneurship development		
2. To acquaint students with different theories of entrepreneurship		
3. To develop understanding and importance of rural entrepreneurship in India.		
<b>UNIT No.</b>	<b>SYLLABUS</b>	<b>Contact Hrs.</b>
<b>I.</b>	<b>Entrepreneur</b> 1. Meaning and Characteristics of entrepreneur 2. Qualities and Functions of entrepreneur 3. Types of entrepreneur. 4. Problems faced by women entrepreneurs in India	<b>15</b>
<b>II.</b>	<b>Entrepreneurship</b> 1 Concept of Entrepreneurship 2 Theories of Entrepreneurship (Schumpeter, Max Weber, Thomas Cochran, Peter Drucker) 3 Role of entrepreneurship in Economic Development	<b>15</b>
<b>III.</b>	<b>Entrepreneurship Development</b> 1. Concept and Objectives of Entrepreneurship development 2. Phases of Entrepreneurship programme in India 3. Institutions for entrepreneurship development- EDII- Ahmadabad, NIESBUD - New Delhi , NISIET - Hyderabad ,MCED Aurangabad	<b>15</b>
<b>IV.</b>	<b>Rural Entrepreneurship in India</b> 1. Meaning and Need for rural entrepreneurship 2. Problems of rural Entrepreneurship. 3. Entrepreneurship in agricultural sector and village Industry	<b>15</b>
<b>REFERENCE BOOKS :</b>		
1) Vasant Desai - “The Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai, Sixth Edition, 2010.		
2) Khanka S. S. “Entrepreneurial Development”, Chand and Company Ltd, New Delhi, Third Revised Edition, 2001.”		
3) N.P. Singh, “Entrepreneurship Development”, - Theories & Practices.		
4. Entrepreneurial Development in India – Dr. C. B. Gupta & Dr. N. P. Srinivasan, Sultan Chand & Sons, New Delhi.		
5). M. Gangadhar Rao, “Entrepreneurship & Entertainment Development		

**B.Com (Business Management) CBCS , (Entire)  
Part –III , Semester –V**

<b>Subject Code - CC-C3</b> <b>Subject: Business Management Paper –IX</b> <b>( Services Marketing )</b> <b>Credits -4 (Marks 50, Hours-60, No. of lectures = 75, of 48 mins. Each)</b>		
<b>Course Outcome:</b> <ol style="list-style-type: none"> <li>1. To make students understand importance of service industry</li> <li>2. To help students understand 7 P's of service industry</li> <li>3. To help students understand the application of 7 P's in service industry</li> </ol>		
<b>UNIT No.</b>	<b>SYLLABUS</b>	<b>Contact Hrs.</b>
<b>I.</b>	<b>Services :</b> <ol style="list-style-type: none"> <li>1. Meaning ,concept and Characteristics of services</li> <li>2. Difference between Goods and Services,</li> <li>3. Classification of Services</li> <li>4. Reasons for growth of service sector in India.</li> </ol>	<b>15</b>
<b>II.</b>	<b>Service Marketing:</b> <ol style="list-style-type: none"> <li>1. Meaning and concept of service marketing</li> <li>2. 7P's in Service Marketing</li> <li>3. Service consumer behavior – as a decision maker and components of customer expectation</li> </ol>	<b>15</b>
<b>III.</b>	<b>Challenges Of Service Marketing</b> <ol style="list-style-type: none"> <li>1. Marketing Planning for Services,</li> <li>2. Developing and Managing the Customer Service Function,</li> <li>3. Developing and Maintaining Quality of Services,.</li> </ol>	<b>15</b>
<b>IV.</b>	<b>Application of 7 P's in industry</b> <ol style="list-style-type: none"> <li>1. Bank and Insurance</li> <li>2. Tourism and Hospitality</li> <li>3. Healthcare services.</li> <li>4. Transportation Services.</li> </ol>	<b>15</b>
<b>REFERENCE BOOKS :</b> <ol style="list-style-type: none"> <li>1. Services Marketing, Zha S.M., Himalaya Publishing House</li> <li>2. Services Marketing – Harsh Verma, Pearson Education</li> <li>3. Service Marketing – RajendraNargudkar, Tata McGraw Hill Education Pvt. Ltd.</li> <li>4. Services Marketing □Zeithaml, Bitner, Gremler&amp;Pandit, McGraw Hill Publication</li> </ol>		

**B.Com (Business Management) CBCS , (Entire)  
Part –III , Semester –V**

<p><b>Subject Code - CC-C5</b>  <b>Subject: Business Management Paper –X</b>  <b>(Human Resource Planning &amp; Business Ethics)</b>  <b>Credits -4 (Marks 50, Hours-60, No. of lectures = 75, of 48 mins. Each)</b></p>		
<p><b>Course Outcome:</b></p> <ol style="list-style-type: none"> <li>To make students understand importance of service industry</li> <li>To help students understand 7 P's of service industry</li> <li>To help students understand the application of 7 P's in service industry</li> </ol>		
<b>UNIT No.</b>	<b>SYLLABUS</b>	<b>Contact Hrs.</b>
<b>I.</b>	<p><b>Human Resources Planning :</b></p> <ol style="list-style-type: none"> <li>Meaning and concept of Human resource planning</li> <li>Need for HR Planning</li> <li>Advantages of HR Planning</li> </ol>	<b>15</b>
<b>II.</b>	<p><b>Process of HR Planning:</b></p> <ol style="list-style-type: none"> <li>Steps involved in HR Planning</li> <li>Assessing Human Resource requirements;</li> <li>Human resource forecasting</li> </ol>	<b>15</b>
<b>III.</b>	<p><b>Business Ethics</b></p> <ol style="list-style-type: none"> <li>Concept of business ethics</li> <li>Difference between ethics and morals</li> <li>Management and Business Ethics</li> </ol>	<b>15</b>
<b>IV.</b>	<p><b>Corporate Social Responsibility and Ethics</b></p> <ol style="list-style-type: none"> <li>Need of CSR</li> <li>Social Responsibility of business with respect to different stakeholders</li> <li>Ethics and organizational culture</li> </ol>	<b>15</b>
<p><b>REFERENCE BOOKS :</b></p> <ol style="list-style-type: none"> <li>Shukla M.B. Business Ethics: Text &amp; Cases</li> <li>Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India</li> <li>A.C. Fernando: Business Ethics Pearson Education</li> <li>Ethics in Business Practice: Accounting. Gupta, Ananda Das.</li> <li>Business Ethics: Texts and Cases from the Indian Perspective by Ananda Gupta</li> </ol>		

**B.Com (Business Management) CBCS ,(Entire)  
Part –III ,Semester –V**

<p><b>Subject Code - CC-C7</b>  <b>Subject: Business Management Paper-XI</b>  <b>(GST)</b></p>
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<b>Credits -4 (Marks 50, Hours-60, No. of lectures = 75, of 48 mins. Each)</b>		
<b>Course Outcome:</b>		
1. To make students understand details of Taxation.		
2. To acquaint students with different types of tax in India.		
3. To develop knowledge and understanding of goods and services tax in India.		
<b>UNIT No.</b>	<b>SYLLABUS</b>	<b>Contact Hrs.</b>
<b>I.</b>	<b>Introduction to Taxation.</b> 1. Meaning of Taxation. 2. Features of Taxation. 3. Advantages of Taxation. 4. Types of Taxation in India-Direct Tax, Indirect Tax.	<b>15</b>
<b>II.</b>	<b>Introduction to GST.</b> 1. Meaning and origin of GST. 2. Features of GST. 3. Advantages of GST. 4. Need for GST in India.	<b>15</b>
<b>III.</b>	<b>GST Structure in India.</b> 1. Types of GST in India. 2. Difference between CGST, SGST and IGST. 3. GST rates in India. 4. Goods and Services exempt under GST.	<b>15</b>
<b>IV.</b>	<b>Registration and Filing of GST Return.</b> 1. GST Registration -Eligibility, limit and Need of Documents. 2. Process of GST Registration. 3. GST Number-How to obtain GST number in details. 4. Filing of GST Return -Methods.	<b>15</b>
<b>REFERENCE BOOKS:</b>		
1) H.C Mehrotra, Indirect Taxes. [sahitya bhavan publications]		
2) Vinod k. Singania, Indirect Taxes. [ taxmannspublication , new delhi,2018]		
3) GST- The essentials of goods and services tax. [Dr.Thomas Joseph Thoumkuzhy, Dr. Jaya Jacob M. Dr.Chinnu M. Chacko]		
4) Business Taxation-Vision book house.		
5) Goods and Services Tax Act,2017.		

**B.Com (Business Management) CBCS ,(Entire)  
Part –III ,Semester –V**

<p><b>Subject Code - DSE-A1</b>  <b>Business Management Paper –XII</b>  <b>(Project Report &amp; Viva Voce)</b>  <b>Credits -4 , Marks : 50</b></p>
<p><b>Course Outcome:</b></p> <p>1. To expose the students to practical application of theoretical concepts</p> <p>2. To explore various functional areas and analyze it in real business situation</p>

<p>3 To be able to apply research methodology in project report</p> <p>4. To help students understand policies, standard operating procedures , processes , best practices, applied in the company /industry.</p> <p>5. To develop students skills in report writing through data collection, data analysis ,data extraction and presentations.</p> <p><b>Guideline for Students :</b></p> <ul style="list-style-type: none"> <li>- The Topic of the Project Report to be selected from the functional areas of course.</li> <li>- Student can carry out the project work after college hours/ holidays</li> <li>- The student should take regular guidance from the teacher while carrying out project work</li> <li>- Structure of the Project Report will be as follows:</li> </ul>
<p><b>Chapter-1 : Introduction to the Study</b></p> <p>1.1 Introduction</p> <p>1.2 Purpose of the study</p> <p>1.3 Objectives of the study</p> <p>1.4 Hypothesis of the study</p> <p>1.5 Research Methodology</p> <p>1.6 Scopes of the study</p> <p>1.7 Significance of the study</p> <p>1.8 Limitations</p>
<p><b>Chapter-2 : Introduction to the Organization</b></p> <p>2.1 Introduction to the Industry</p> <p>2.2 Brief History of the Organization</p> <p>2.4 Organization Structure</p> <p>2.5 Departments/Manufacturing Process</p> <p>2.6 Important Statistical Information</p> <p>2.7 Future Prospects</p>
<p><b>Chapter-3 : Theoretical Background and Basic Concepts</b> Necessary theoretical inputs may be added to support the research work.</p> <p><b>Chapter-4 : Data Analysis and Interpretation</b></p> <p><b>Chapter-5 : Findings , Observations, Conclusions and Suggestions</b></p> <p><b>Bibliography</b></p> <p><b>Appendix</b></p> <p>The above guidelines are not a prescription for writing the project report but can be used as a milestone, while writing the project report.</p>
<p><b>Submission of Project Report and Conduct of Viva Voce</b></p> <p>1. The Project report shall be submitted by the students before Semester End Examination</p> <p>2. Evaluation : Project Report - 30 Mark : Business Management related field Only</p>

	Viva Voce - 20 Marks : By one Internal Examiner and one External Examiner	

**B.Com (Business Management) CBCS , (Entire)**

**Part –III , Semester –V**

**Subject Code - DSE-A2**

**Subject: Business Management Paper –XIII**

**(Management Information System)**

**Credits -4 (Marks 50, Hours-60, No. of lectures = 75, of 48 mins. Each)**

**Course Outcome:**

1. To make students evaluate the role of information systems in today's competitive business environment
2. Identify and describe important features of organizations in order to build and use information systems successfully.
3. Demonstrate systems analysis, design and decision making in a business setting.
4. Assess how information systems support the activities of managers and end-users in organizations.

<b>UNIT No.</b>	<b>SYLLABUS</b>	<b>Contact Hrs.</b>
<b>I.</b>	<b>Concept of Management Information System –</b> MIS support for planning, Organizing and controlling – Structure of MIS –Information for decision – making..	<b>15</b>
<b>II.</b>	<b>Concept of System –</b> Characteristics of System – Systems classification – Categories of Information Systems – Strategic information system and competitive advantage	<b>15</b>
<b>III.</b>	<b>Computers and Information Processing –</b> Classification of computer – Input Devices – Output devices – Storage devices –Batch and online processing. Hardware – Software. Database management system	<b>15</b>
<b>IV.</b>	<b>System Analysis and design –</b> SDLC – Role of System Analyst –Functional Information system – Personnel, production, material, marketing.	<b>15</b>

**REFERENCE BOOKS :**

1. "Management Information Systems", Prentice Hall of India – Mudrick & Ross
2. "Management Information System", - Gordan B. Davis
3. "Information Systems Analysis and Design" – James A Senn
4. "Management Information Systems" – Prentice – Hall of Undua – Sadagopan
5. "Management Information System" – CSV Murthy – Himalaya Publications
6. O'Brien, Management Information Systems – Managing Information Technology in the Business Enterprise, Tata McGraw Hill,

**B.Com (Business Management) CBCS , (Entire)**

**Part –III , Semester –VI**

<b>Course Code : CC-C2</b> <b>Subject: Entrepreneurship Project Management</b> <b>Credits -4 (Marks 50, Hours-60, No. of lectures = 75, of 48 mins. Each)</b> <b>Course Outcome:</b> 1. Understand the process of project identification 2. To gain knowledge regarding different institutions and schemes 3. Understand different methods of project appraisal and preparation of business plan		
UNIT No.	SYLLABUS	Contact Hrs.
<b>I.</b>	<b>Introduction to project Identification</b> 1. Meaning and concept of project 2. Sources of business idea 3. Scanning of business environment 4. Preparation of preliminary project report (PPR)	<b>15</b>
<b>II.</b>	<b>Institutional support and scheme : Role of</b> 1. District Industries Center(DIC) office 2. Micro, Small & Medium Enterprise (MSME) 3. Small Industries Service Sector(SISI) 4. MCED, SIDBI, SFC, KVIC, MUDRA, PMEGP	<b>15</b>
<b>III.</b>	<b>Project Appraisal</b> 1. Meaning of project appraisal 2. Methods of project appraisal – Economic analysis, financial analysis, Market analysis, Technical Analysis	<b>15</b>
<b>IV.</b>	<b>Formulation Of Business Plan</b> 1. Meaning and Objectives of Business Plan 2. Elements of Business Plan 3. Business Planning Process - Self Audit, Evaluation of Business Environment, Setting Objectives, Forecasting Market Conditions, Stating actions and resources required, Evaluating Proposed plan, Assessing Alternative strategic plans, Controlling the plan through Annual Budget	<b>15</b>
<b>REFERENCE BOOKS :</b> 1) Vasant Desai - “The Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai, Sixth Edition, 2010. 2) Khanka S. S. “Entrepreneurial Development”, Chand and Company Ltd, New Delhi, 3) N.P. Singh, “Entrepreneurship Development”, - Theories & Practices. 4. Entrepreneurial Development in India – Dr. C. B. Gupta & Dr. N. P. Srinivasan, 5) M. Gangadhar Rao, “Entrepreneurship & Entertainment Development 6) Prasanna Chandra, Project Preparation, appraisal, implementation, Tata McGraw hill		

**B.Com (Business Management) CBCS , (Entire)**

**Part –III , Semester –VI**

<b>Course Code : CC-C4</b> <b>Subject : Business Management Paper –XIV</b> <b>(Rural and Retail Marketing)</b> <b>Credits -4 (Marks 50, Hours-60, No. of lectures = 75, of 48 mins. Each)</b> <b>Course Outcome:</b>
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1. Develop understanding of concepts of rural and retail marketing. 2. Understand the current situation of rural marketing. 3. Analyze the marketing of agricultural inputs and products. 4. Understand retail formats, retail buying behavior and retail marketing mix.		
UNIT No.	SYLLABUS	Contact Hrs.
<b>I.</b>	<b>Rural Marketing:</b> 1. Concept and Characteristics of rural marketing 2. Rural marketing environment 3. Rural marketing mix.	<b>15</b>
<b>II.</b>	<b>Segmentation, Targeting and Positioning for Rural Markets:</b> 1. Challenges of rural marketing 2. Rural consumer behavior 3. Marketing of Agricultural Inputs, agricultural products, non-farm products	<b>15</b>
<b>III.</b>	<b>Retail Marketing:</b> 1. Concept of retail marketing , Classification of Retail formats and Importance of retailing, 2. Retail buying behavior. 3. Technology in retailing, introduction to E-tailing	<b>15</b>
<b>IV.</b>	<b>Retail Marketing Mix</b> 1. Components of retail marketing mix. 2. The relevance of retail marketing mix in current business scenario. 3. Retail mix for various formats. 4. Visual Merchandising	<b>15</b>
<b>REFERENCE BOOKS :</b> 1. Rural Marketing: Concepts and practices by Balram Dogra, Karminder Ghuman 2. Rural Marketing-C S G Krishnamacharyulu, Lalitha Ramakrishnan,`,Pearson Education 3. Rural Marketing: Pradeep Kashyap,Siddhartha Raut,Biztantra,New Delhi 4. Rural Marketing- T P Gopaldaswamy, Vikas Publishing House New Delhi 5. Managing retailing by Piyush Kumar Sinha, Dwarika Prasad Uniyal---(Oxford University 6. Retail Marketing-A Sivakumar, Excel Books New Delhi 7. Retail Management-Suja Nair, Himalaya Publishing House Mumbai 8. Retailing Management :Swapna Pradhan,` Tata McGraw-Hill Publishing Company		

**B.Com (Business Management) CBCS ,(Entire)  
Part –III, Semester –VI**

<p><b>Paper No- CC-C6</b>  <b>Subject: Business Management Paper-XV</b>  <b>(Banking &amp;Portfolio Management)</b>  <b>Credits -4 (Marks 50, Hours-60, No. of lectures = 75, of 48 mins. Each)</b></p> <p><b>Course Outcome:</b></p> <ol style="list-style-type: none"> <li>1. To enhance knowledge about Banking Structure in India.</li> <li>2. To understand Deposit Products and Services offered by banks.</li> <li>3. To provide knowledge of portfolio management, models and problems in portfolio management</li> </ol>
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<b>UNIT No.</b>	<b>SYLLABUS</b>	<b>Contact Hrs.</b>
<b>I.</b>	<b>Introduction to Banking in India.</b> 1. Meaning and origin of Banking in India. 2. Types of Banks in India. 3. Functions of Banks in India. 4. Importance of Banking in India.	<b>15</b>
<b>II.</b>	<b>Deposit Products and Services of Banks.</b> 1. Current Account, Saving Account -Meaning and features. 2. Fixed and Recurring Accounts- Meaning and features 3. Services offered by banks, Para-Banking facilities. 4. Online Banking-Debit Card, Credit Card.	<b>15</b>
<b>III.</b>	<b>Introduction to Portfolio Management.</b> 1. Meaning and key elements of portfolio. 2. Role of Portfolio Management. 3. Types of Portfolio Management. 4. Objectives of Portfolio Management	<b>15</b>
<b>IV.</b>	<b>Portfolio Models and Problems in Portfolio Management.</b> 1. Markowitz's Portfolio model. 2. Features of Markowitz's model. 3. Sharpe's and Baumol's portfolio model. 4. Problems in portfolio management.	<b>15</b>
<b>REFERENCE BOOKS:</b> 1) Portfolio management-A beginner's guide [M. Imran Ahsan] 2) Portfolio management- S. Kevin 3) Security Analysis and Portfolio management- Himalaya Publishing House [V. A. Avahani] 4) Principles and practice of banking -Indian Institute of Banking and Finance.		

**B.Com (Business Management) CBCS , (Entire)  
Part –III , Semester –VI**

<p align="center"><b>Course Code : CC-C8</b> <b>Business Management Paper –XVI</b> <b>(Human Resource Development)</b> <b>Credits -4 (Marks 50, Hours-60, No. of lectures = 75, of 48 mins. Each)</b></p>		
<b>Course Outcome:</b>		
<p>1. To make students understand the concept of HRD in an organization 2. To gain knowledge regarding different techniques of HRD 3. To gain knowledge regarding importance of HRD in organizational development.</p>		
<b>UNIT No.</b>	<b>SYLLABUS</b>	<b>Contact Hrs.</b>
<b>I.</b>	<b>Human Resource Development</b> 1. Concept of HRD 2. Aims and objectives of HRD 3. Scope of HRD 4. components of HRD	<b>15</b>
	1. Process of HRD	

<b>II.</b>	2. Benefits of Human Resource Development 3. Responsibilities of HRD manager in an organization	<b>15</b>
<b>III.</b>	<b>Techniques of HRD</b> 1. Performance Appraisal 2. Employee Training 3. Executive Development 4. Career Planning and Development	<b>15</b>
<b>IV.</b>	1. Organizational Change and Development 2. Involvement in Social and Religious Organizations 3. Involvement in Quality Circles 4. Involvement in Worker's Participation in Management.	<b>15</b>
<b>REFERENCE BOOKS:</b> 1. Aswathappa - HRM Tata me grow hill Publishing co. New Delhi. 2. LM Prasad, HRM – Sultan Chand & Sons, New Delhi. 3. Jayashankar – HRM – Margham Publications, Chennai. 4. Chitra Atmaran Naik – Hen – Ane books Pvt.Ltd 5. Dr. Radha – HRM		

**B.Com (Business Management) CBCS , (Entire)  
Part –III , Semester –VI**

<b>Course Code : CC-C8</b>		
<b>Subject : Business Management Paper –XVII (Material Management)</b>		
<b>Credits -4 (Marks 50, Hours-60, No. of lectures = 75, of 48 mins. Each)</b>		
<b>Course Outcome:</b>		
1. To make students understand the concept of materials management		
2. To gain knowledge about methods of purchasing		
3. To make students understand the concept of stores and inventory management		
<b>UNIT No.</b>	<b>SYLLABUS</b>	<b>Contact Hrs.</b>
<b>I.</b>	<b>Materials Management :-</b> 1. Concept, objectives, scope & functions of materials management. <b>Materials planning &amp; Control:-</b> 2. Concept, significance, material requirement planning (MRP), Material control cycle.	<b>15</b>
<b>II.</b>	<b>Purchase Management :-</b> 1. Concept, objectives of purchasing 2. Functions of purchase department 3. Methods of purchasing.	<b>15</b>
<b>III.</b>	<b>Stores Management &amp; Materials handling:-</b> 1. Stores Management : Meaning and stores function, 2. Classification & codification – meaning, need & methods. 3. Materials handling: Nature, objectives and scope of materials handling.	<b>15</b>

<b>IV.</b>	<b>Inventory Management &amp; Control :-</b> 1. Inventory – Meaning and types of inventory 2. Inventory Management :- Meaning and objectives 3. Techniques of inventory control	<b>15</b>
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**REFERENCE BOOKS :**

- 1) K. Aswathappa & K. Shridhara Bhat - Production & Operations Management
- 2) S. A Chunawalla & D R. Patel – Production & Operations Management –
- 3) Datta A. K., Materials Management :- Procedures, Text & Cases,
- 4) Donald W. Dobler & David M. Burt- Purchasing & Supply Management – Text & Cases.
- 5) Saravanavel P and Sumathi S - Production and Materials Management
- 6) Chunnawalla and Patel - Production and Materials Management
- 7) Menon - Stores Management MacMillan
- 8) Gopalakrishnan - Materials Management - Prentice - Hall of India

**B.Com (Business Management) CBCS , (Entire)  
Part –III , Semester –VI**

<b>Course Code : DSE-A4</b>		
<b>Subject : Business Management Paper –XVIII (Digital Marketing)</b>		
<b>Credits -4 (Marks 50, Hours-60, No. of lectures = 75, of 48 mins. Each)</b>		
<b>Course Outcome:</b>		
1. To make students understand of basics of digital marketing.		
2. To make students understand Marketing mix and customer behavior of Digital marketing.		
3. To make students understand various types of digital marketing.		
<b>UNIT No.</b>	<b>SYLLABUS</b>	<b>Contact Hrs.</b>
<b>I.</b>	<b>Digital Marketing:</b> 1. Concept of digital marketing 2. Digital banking V/s traditional marketing 3. Importance of digital marketing	<b>15</b>
<b>II.</b>	1. Marketing Mix for Digital Marketing 2. Purchase behavior of consumers in digital marketing 3. 6. Online customer expectation	<b>15</b>
<b>III.</b>	<b>Types of digital marketing and its application</b> 1. Sem (Search Engine Marketing) 2. Seo (Search Engine Optimization) 3. Ppc (Pay-Per-Click) 4. Smm (Social Media Marketing) 5. Content Marketing 6. Email Marketing	<b>15</b>

<b>IV.</b>	<ol style="list-style-type: none"> <li>1. Influencer/Affiliate Marketing</li> <li>2. Viral Marketing</li> <li>3. Radio Advertising</li> <li>4. 10. Television Advertising</li> <li>5. 11. Mobile Advertising</li> <li>6. - Benefits of Digital marketing</li> </ol>	<b>15</b>
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2. Modern Marketing Principles & Practices by R S N Pillai
3. Fundamentals of Digital marketing Second edition by Pearson
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5. Digital Marketing Analytics 2<sup>Nd</sup> edition by Chuck Hemann and Ken Burbary, Pearson India