



**Shivaji University, Kolhapur**

**Choice Based Credit System (CBCS)**

**Bachelor of Commerce (B. Com.)-Business  
Management (Entire) Program**

**Faculty of Commerce and Management**

**(To be implemented from Academic Year 2019-20)**

**Shivaji University, Kolhapur**  
Faculty of Commerce & Management  
**BACHELOR OF COMMERCE (B.COM.) (BUSINESS MANAGEMENT)**  
Course Structure under Choice Based Credit System (CBCS)

**1. Title :** The degree shall be titled as 'Bachelor of Business Administration' under the faculty of commerce with effect from the academic year

**B.Com. (Business Management). Sem I & II from Academic Year 2019-20**

**B.Com. (Business Management). Sem III & IV from Academic Year 2020-21**

**B.Com. (Business Management). SemV & VI from Academic Year 2021-22**

**2. Objectives:**

**Program Specific Outcomes**

After completing the B.Com. (Business Management) course the students would be able to:

1. Imbibe the professional qualities of a manager and apply the knowledge while working with various managing departments.
2. Explore the entrepreneurial potential.
3. Prepare students to undertake post graduation management programme.

**Program Outcomes:**

After completing the B.Com. (Business Management) course the students would be able to:

1. Identify the different elements of management arena and recognize different opportunities in the business.
2. Acquire the different skills required by a manager.
3. Identify the managerial challenges and inculcate the capability to cope with the spontaneous changes.
4. Understand the importance of research
5. Develop effective communication skills and with the use of appropriate technology.

**3. Pattern of CBCS:** the pattern for the purpose of Semester end examination shall be as mentioned below:

**I. B.COM. (BUSINESS MANAGEMENT) Sem I & II:** 50 marks University Semester end examination for each paper in each semester.

**II. B.COM. (BUSINESS MANAGEMENT). Sem III & IV:** 50 marks University Semester end examination for each paper in each semester except Environmental Studies. Only for Environment studies in Semester IV, 70 marks shall be for University examination for Theory paper and 30 marks for Project work.

**III. B.COM. (BUSINESS MANAGEMENT). Sem V & VI:** **40** marks University Semester end examination and **10** marks internal examination for each theory paper in each semester

**Compulsory Civic Course (CCC)**

For Sem I and Sem V there shall be Compulsory Civic Courses under self Study Mode which are as follows:

Sem I:CCC- I : Democracy, Elections and Good Governance (non-credit)

Sem V : CCC-II: Constitution of India and Local Skill Development (noncredit)

**Skill Enhancement Course (SEC)**

For Sem II and Sem VI there shall be Compulsory Skill Enhancement Courses under self Study Mode which are as follows:

Sem II : SEC-I : Any one from following (i) to (v) (Non-Credit)

i) Business Communication & Presentation ii) Event Management iii)

Personality Development iv) Yoga & Physical Management  
v) Resume, Report & Proposal Writing

Sem IV : SEC-II Any one from following (vi) to (x) (Non-Credit)

vi) Interview & Personal Presentation Skill vii) Entrepreneurship  
Development viii) Travel & Tourism ix) E-Banking & Financial  
Services x) RTI & Human Right Education (HRE), IPR & Patents

- These courses are of self study mode. The study material of all above courses will be made available on University Website.
- The examination of each of the course will be of 50 marks having 25 MCQ questions. Minimum 20 marks (40%) out of 50 are required for passing.
- The duration of examination shall be 60 minutes
- The examination shall be conducted at the college level
- The list of all candidates along with marks is to be submitted by the Principal to the University
- The degree will be awarded only after successful completion of these courses
- The performance of students regarding Non-Credit Courses (CCC & SEC) shall be separately mentioned in Result sheet as Pass or Fail

#### 4. Credit distribution chart for B.COM. (BUSINESS MANAGEMENT) Program with Course Code

Course Name	Total Courses (Papers)	Total Credits	% in Total Course
CC: Core Course	22	88	59
AECC: Ability Enhancement	7	28	19
GEC: Generic Elective Courses	4	16	11
DSE: Discipline Specific Elective	4	16	11
Total	37	148	100

#### 5. Duration

1. The program shall be a Full Time program.
2. The duration of program shall be three years.
3. The program shall be run on self supporting basis.
4. Student has to complete the program within six years i.e. 3+3 years.

#### 6. Number of Students:

A batch shall consist of not more than 60 students

#### 7. Eligibility:

As per Ordinance – O. B. Com. 1.

#### 8. Medium of Instruction:

The medium of instructions shall be in English.

#### 9. Teachers Qualification:

As per rules and regulations of Shivaji University, Kolhapur and Govt. Of Maharashtra

#### 10. Scheme of Examination:

B.COM. (BUSINESS MANAGEMENT). Program will be conducted through CBCS Semester pattern

The pattern for the purpose of Semester end examinations shall be as mentioned below:

i. B. Com. (Business Management) Sem I & II :- 50 marks University Semester end examination for each theory paper in each Semester.

ii. B. Com. (Business Management ) Sem III & IV:- 50 marks University Semester end examination for each theory paper in each Semester except Environmental Studies. Only for

Environmental Studies in Semester IV, 70 marks shall be for University examination for theory paper and 30 marks for project work.

iii. B. Com. (Business Management) Sem V & VI :- 40:10 pattern shall be applicable for each theory paper in each semester wherein 40 marks shall be for University Semester end examination and 10 marks for internal assessment

### **11. Workload (period/Lectures for each Course)**

For every semester 60 periods (60 minutes per period) are allotted to complete the syllabus of each Course (Subject)

### **12. Standard of Passing:**

I. A candidate must obtain minimum 40% of the marks in each University and internal examination paper as well as mini and major project report.

II. For environmental studies Semester IV the candidate shall have to score 28 marks out of 70 marks theory paper and 12 marks out of 30 for project work.

III. There shall be a separate head of passing in Theory and Internal examination. However, ATKT rules shall be made applicable in respect of theory paper (University Examination) only.

IV. A candidate who fails in any number of subjects during semester – I & II shall be admitted to B.COM. (BUSINESS MANAGEMENT).-II (appear for semester –III & Semester IV examination)

V. However the candidate shall not be admitted to B.COM. (BUSINESS MANAGEMENT)- III (Semester-V) unless he/she passed in all the subjects at B.COM. (BUSINESS MANAGEMENT).-I (Semester-I & Semester-II)

VI. A candidate who fails in any number of subjects during Semester-III & IV shall be admitted for B.COM. (BUSINESS MANAGEMENT).-III & allowed to appear for Semester –V & VI examinations.

### **Gradation Chart:**

Marks obtained Numerical Grade

(Grade Point)

CGPA Letter Grade

Absent 0 (Zero) - -

0-40 0 to 4 0.0 to 3.99 Fail

41-50 5 4.00 to 4.99 C

51-60 6 5.00 to 5.99 B

61-70 7 6.00 to 6.99 B+

71-80 8 7.00 to 7.99 A

81-90 9 8.00 to 8.99 A+

91 to 100 10 9.00 to 10.0 O

Outstanding

#### **Note:**

i) Marks obtained  $\geq 0.5$  shall be rounded off to next higher digit

ii) The SGPA & CGPA shall be rounded off to 2 decimal points

#### **Calculation of SGPA & CGPA**

1. Semester Grade Point Average (SGPA)

**SGPA** =  $\frac{\text{Course credits} \times \text{Grade Points obtained of a semester}}{\text{Course credits of respective semester}}$

2. Cumulative Grade Point Average (CGPA)

**CGPA** =  $\frac{\text{Total credits of a semester} \times \text{SGPA of respective semester of all semesters}}{\text{Total course credits of all semesters}}$

### **13. Fee Structure**

As per University norms

#### 14. Requirements:

##### i) Core Faculty

For First Year Sem I & Sem II - 1 Full Time Faculty

For Second Year Sem III & Sem IV - 1 Full Time Faculty

For Third Year Sem V & Sem VI - - 1 Full Time Faculty

Total – 3 Full Time Faculties

In addition there shall be visiting faculty drawn from academicians/professionals from different fields.

The eligibility norms for the post of Assistant Professor are as per

UGC norms. As per the need additional faculty on CHB basis may be appointed to give justice to the subject.

ii) **Library:** The entire library fees collected from the students shall be invested on library

iii) **Equipments and Stationary:** supply of Computers, overhead projector, necessary software, operating system, necessary stationary.

CBCS R.B.Com. 2: i) Structure of B. Com. Business Management Programme Sem I & II

STRUCTURE – I									
SEMESTER- I - DURATION: 06 MONTHS									
S r. N o.	TEACHING SCHEME					EXAMINATION SCHEME			
		THEORY (TH)			PRACTICAL (PR)	THEORY			PRACTICAL
	Course Type	No. of lectures	Hours	Credits	-	PAPER HOURS	MAX	MIN	-
1	CC – A1	4	3.2	4	NO PRACTICAL	2	50	18	NO PRACTICAL
2	CC – A3	4	3.2	4		2	50	18	
3	CC – A5	4	3.2	4		2	50	18	
4	GEC –A	4	3.2	4		2	50	18	
5	GEC – B	4	3.2	4		2	50	18	
6	AECC- C1	4	3.2	4		2	50	18	
		-	-	-					
	<b>Total</b>	<b>24</b>	<b>19.2</b>	<b>24</b>	<b>-</b>	<b>-</b>	<b>300</b>	<b>-</b>	<b>-</b>
SEMESTER- II - DURATION: 06 MONTHS									
S r. N o.	TEACHING SCHEME					EXAMINATION SCHEME			
		THEORY (TH)			PRACTICAL (PR)	THEORY			PRACTICAL
	Course Type	No. of lectures	Hours	Credits	-	PAPER HOURS	MAX	MIN	-
1	CC – A2	4	3.2	4	NO PRACTICAL	2	50	18	NO PRACTICAL
2	CC – A4	4	3.2	4		2	50	18	
3	CC – A6	4	3.2	4		2	50	18	
4	GEC –A	4	3.2	4		2	50	18	
5	GEC – B	4	3.2	4		2	50	18	
6	AECC- C2	4	3.2	4		2	50	18	

	-	-	-	-	-	300	----	-
<b>Total</b>	<b>24</b>	<b>19.2</b>	<b>24</b>	-	-	<b>300</b>	----	-
<b>Grand Total Sem I + II</b>	<b>48</b>	<b>38.4</b>	<b>48</b>	-	-	<b>600</b>	----	-

<b>CC :Core Course : All courses (subjects) are compulsory.</b>
<b>GEC : Generic Elective Course : Candidate has to select any one course (subject) from Group A &amp; one course (subject) from Group B.</b>
<b>AECC :Ability Enhancement Compulsory Course : All courses (subjects) are compulsory.</b>
<b>(A) Non-Credit Self Study Course : Compulsory Civic Courses (CCC)</b>
<b>For Sem I: CCC – I : Democracy, Elections and Good Governance</b>
<b>(B) Non-Credit Self Study Course : Skill Development Courses (SDC)</b>
<b>For Sem II: SDC – I : Any one from following (i) to (v)</b>
i) Business Communication & Presentation ii) Event management iii) Personality Development, iv) Yoga & Physical Management v) Resume, Report & proposal writing

Structure of B. Com. Programme Sem III &IV

STRUCTURE – II									
SEMESTER- III - DURATION: 06 MONTHS									
Sr. No.	TEACHING SCHEME					EXAMINATION SCHEME			
	THEORY (TH)				PRACTICAL (PR)	THEORY			PRACTICAL
	Course Type	No. of lectures	Hours	Credits	-	PAPER HOURS	MAX	MIN	-
1	CC-B1	4	3.2	4	NO PRACTICAL	2	50	18	NO PRACTICAL
2	CC-B3	4	3.2	4		2	50	18	
3	CC-B5	4	3.2	4		2	50	18	
4	CC-B7	4	3.2	4		2	50	18	
5	AECC-C3	4	3.2	4		2	50	18	
6	AECC-C5	4	3.2	4		2	50	18	
7	AECC-EVS	-	-	-	-	-	--	-	--
<b>Total</b>		<b>24</b>	<b>19.2</b>	<b>24</b>	<b>-</b>	<b>TOTAL MARKS</b>	<b>300</b>	<b>-</b>	<b>-</b>
SEMESTER- IV - DURATION: 06 MONTHS									
Sr. No.	TEACHING SCHEME					EXAMINATION SCHEME			
	THEORY (TH)				PRACTICAL (PR)	THEORY			PRACTICAL

	Course Type	No. of lectures	Hours	Credits	-	PAPER HOURS	MAX	MIN	-
1	CC-B2	4	3.2	4	NO PRACTICAL	2	50	18	NO PRACTICAL
2	CC-B4	4	3.2	4		2	50	18	
3	CC-B6	4	3.2	4		2	50	18	
4	CC-B8	4	3.2	4		2	50	18	
5	AECC-C4	4	3.2	4		2	50	18	
6	AECC-C6	4	3.2	4		2	50	18	
7	AECC-EVS	4	3.2	4		3	70 + 30	25+10	30 MarksProject Total 100Marks.
Total		28	22.4	28	-	-	400	-	-
Grand Total		52	41.6	52	-	-	700	-	-

<b>CC :Core Course : All courses (subjects) are compulsory.</b>
<b>AECC :Ability Enhancement Compulsory Course : All courses (subjects) are compulsory.</b>
<b>AECC – EVS : Ability Enhancement Compulsory Course - Environmental Studies</b>

### i) Structure of B. Com. Programme Sem V & VI

STRUCTURE - III											
SEMESTER- V - DURATION: 06 MONTHS											
Sr. No.	TEACHING SCHEME					EXAMINATION SCHEME					
	THEORY (TH)				PRACTICAL (PR)	THEORY			Internal Exam.		
	Course Type	No. of lectures	Hours	Credits	-	PAPER HOURS	MAX	MIN	Internal	MAX	MIN
1	CC-C1	4	3.2	4	NO PRACTICAL	2	40	14	Seminar	10	04
2	CC-C3	4	3.2	4		2	40	14		10	04

3	CC-C5	4	3.2	4		2	40	14		10	04
4	CC-C7	4	3.2	4		2	40	14		10	04
5	DSE - I	4	3.2	4		2	40	14		10	04
6	DSE -II	4	3.2	4		2	40	14		10	04
<b>Total</b>		<b>24</b>	<b>19.2</b>	<b>24</b>		<b>-</b>	<b>240</b>	<b>-----</b>	<b>60</b>		
Theory + Internal 240 + 60 = 300											
<b>SEMESTER- VI - DURATION: 06 MONTHS</b>											
Sr. No.	TEACHING SCHEME					EXAMINATION SCHEME					
	THEORY (TH)				PRACTICAL (PR)	THEORY			Internal Exam		
	Course Type	No. of lectu res	Hours	Credit s	-	PAPER HOURS	MAX	MIN	Internal	MAX	MIN
1	CC-C2	4	3.2	4	NO PRACTICAL	2	40	14	Internal Exam	10	04
2	CC-C4	4	3.2	4		2	40	14		10	04
3	CC-C6	4	3.2	4		2	40	14		10	04
4	CC-C8	4	3.2	4		2	40	14		10	04
5	DSE - III	4	3.2	4		2	40	14		10	04
6	DSE - IV	4	3.2	4		2	40	14		10	04
<b>Total</b>		<b>24</b>	<b>19.2</b>	<b>24</b>		<b>-</b>	<b>240</b>	<b>-----</b>	<b>60</b>		
Theory +Internal 240 + 60 =300											
<b>Grand Total</b>		<b>48</b>	<b>38.4</b>	<b>48</b>	-	-	<b>480</b>	<b>----</b>	<b>Theory + Internal 480 + 120 = 600</b>		

<b>CC : Core Course : All courses (subjects) are compulsory</b>
<b>DSE : Discipline Specific Elective : Candidate has to select any one course (subject) which consists of Paper I to IV. Paper I &amp; II for Sem V and Paper III &amp; IV for Sem VI.</b>
<b>(A) Non-Credit Self Study Course : Compulsory Civic Courses (CCC)</b> <b>For Sem V: CCC – II : Constitution of India and Local Self Government</b>
<b>(B) Non-Credit Self Study Course : Skill Development Courses (SDC)</b> <b>For Sem VI: SDC – II: Any one from following (vi) to (x)</b> vi) Interview & Personal Presentation Skill, vii) Entrepreneurship Development Skill, viii) Travel & Tourism, ix) E-Banking & Financial Services, x) RTI & Human Right Education (HRE), IPR & Patents

### CBCS R. B. Com. 3 : List of Courses (Subject)

(i) For B. Com. Sem I & II

Semester I		Semester II	
Course Code	Course (Subject)	Course Code	Course (Subject)
<b>Core course</b>			
<b>CC-A1</b>	Accountancy Paper-I	<b>CC-A2</b>	Accountancy Paper-II
<b>CC-A3</b>	Principles of Business Management-I	<b>CC-A4</b>	Principles of Business Management-II
<b>CC-A5</b>	Business Economics Paper-I	<b>CC-A6</b>	Business Economics Paper-II
<b>GEC-A1</b>	Impression Management Paper – I	<b>GEC- A2</b>	Impression Management Paper – II (Business Communication)
<b>GEC- B1</b>	Business Management Paper – I (Business Environment)	<b>GEC-B2</b>	Business Management Paper – III (Corporate Governance)
<b>AECC-C1</b>	Business Management Paper –II (Organisational Behaviour)	<b>AECC- C2</b>	Business Management Paper –IV (Principles of Marketing )
	<b>A) Non-Credit Self Study Course : Compulsory Civic Courses (CCC) For Sem V: CCC – II : Constitution of India and Local Self Government</b>		<b>B) Non-Credit Self Study Course : Skill Development Courses (SDC) For Sem II: SDC – I : Any one from following (i) to (v) :</b> i) Business Communication & Presentation ii) Event management iii) Personality Development, iv) Yoga & Physical Management v) Resume, Report & proposal writing

**Note :**

- 1. CC :** Core Course : All courses (subjects) are compulsory.
- 2. GEC :** Generic Elective Course
- 3. AECC :** Ability Enhancement Compulsory Course : All courses (subjects) are compulsory.

(ii) For B. Com. Sem III & IV

Semester III		Semester IV	
Course Code	Course (Subject)	Course Code	Course (Subject)
<b>Core course</b>			
<b>CC-B1</b>	Accountancy Paper-III (Cost Accounting)	<b>CC-B2</b>	Accountancy Paper-IV (Management Accounting)
<b>CC-B3</b>	Quantitative Techniques for Business	<b>CC-B4</b>	Research Methodology
<b>CC-B5</b>	Business Regulatory Framework I	<b>CC-B6</b>	Business Analytics
<b>CC-B7</b>	Modern Management Practices	<b>CC-B8</b>	International Business
<b>AECC-C3</b>	Business Management Paper –V (Human Resource Management)	<b>AECC-C4</b>	Business Management Paper –VII (Information Technology )
<b>AECC-C5</b>	Business Management Paper –VI (Financial Management )	<b>AECC-C6</b>	Business Management Paper –VIII (Production Management )
			SEC-II Any one from following (vi) to (x) (Non-Credit) vi) Interview & Personal Presentation Skill vii) Entrepreneurship Development viii) Travel & Tourism ix) E-Banking & Financial Services x) RTI & Human Right Education (HRE), IPR & Patents
<b>AECC- EVS</b>	Environmental Studies	<b>AECC- EVS</b>	Environmental Studies

**Note:**

1. **CC:** Core Course: All courses (subjects) are compulsory.
2. **AECC:** Ability Enhancement Compulsory Course: All courses (subjects) are compulsory.
3. **AECC – EVS :** Ability Enhancement Compulsory Course – Environmental Studies

(iii) For B. Com. Sem V & VI

Semester V		Semester VI	
Course Code	Course (Subject)	Course Code	Course (Subject)
<b>Core course</b>			
<b>CC-C1</b>	Entrepreneurship Development	<b>CC-C2</b>	Entrepreneurship Project Management
<b>CC-C3</b>	Business Management Paper –IX (Services Marketing)	<b>CC-C4</b>	Business Management Paper –XIV (Rural and Retail Marketing)
<b>CC-C5</b>	Business Management Paper –X (Human Resource Planning & Business Ethics)	<b>CC-C6</b>	Business Management Paper –XV (Banking & Portfolio Management)
<b>CC-C7</b>	Business Management Paper –XI (GST)	<b>CC-C8</b>	Business Management Paper –XVI (Human Resource Development)
<b>DSE-A1</b>	Business Management Paper –XII (Project Report & Viva Voce)	<b>DSE-A3</b>	Business Management Paper –XVII (Material Management)
<b>DSE-A2</b>	Business Management Paper –XIII (Management Information System)	<b>DSE-A4</b>	Business Management Paper –XVIII (Digital Marketing)
	<b>(A) Non-Credit Self Study Course : Compulsory Civic Courses (CCC) For Sem V: CCC – II : Constitution of India and Local Self Government</b>		<b>(B) Non-Credit Self Study Course : Skill Development Courses (SDC) For Sem VI: SDC – II: Any one from following (vi) to (x) vi) Interview &amp; Personal Presentation Skill, vii) Entrepreneurship Development Skill, viii) Travel &amp; Tourism, ix) E-Banking &amp; Financial Services, x) RTI &amp; Human Right Education (HRE), IPR &amp; Patents</b>

**Note :**

- 1. CC: Core Course:** All courses (subjects) are compulsory.
- 1. DSE: Discipline Specific Elective:** Candidate has to select any one course (subject) which consists of Paper I to IV. Paper I & II for Sem V and Paper III & IV for Sem VI.

## B.Com. Part-I Business Management (Entire)

### Program Structure

Paper No	Sem-I	Paper No.	Sem-II
BM-101	Accountancy Paper – I	BM-201	Accountancy Paper – II
BM-102	Principles of Business Management-I	BM-202	Principles of Business Management-II
BM-103	Business Economics Paper-I	BM-203	Business Economics Paper-II
BM-104	Impression Management Paper – I	BM-204	Impression Management Paper – II (Business Communication)
BM-105	Business Management Paper – I (Business Environment)	BM-205	Business Management Paper – III (Corporate Governance)
BM-106	Business Management Paper –II (Organisational Behaviour)	BM-206	Business Management Paper –IV (Principles of Marketing )
BM-107	<b>(A) Non-Credit Self Study Course : Compulsory Civic Courses (CCC) For Sem I: CCC – I : Democracy, Elections and Good Governance</b>	BM-207	<b>(B) Non-Credit Self Study Course : Skill Development Courses (SDC) For Sem II: SDC – I : Any one from following (i) to (v) :</b> i) Business Communication & Presentation ii) Event management iii) Personality Development, iv) Yoga & Physical Management v) Resume, Report & proposal writing

## B.Com. Part-II Business Management (Entire) Course Structure

Paper No	Sem-III	Paper No	Sem-IV
BM-301	Accountancy Paper –III (Cost Accounting)	BM-401	Accountancy Paper – IV (Management Accounting)
BM-302	Quantitative Techniques for Business	BM-402	Research Methodology
BM-303	Business Regulatory Framework I	BM-403	Business Analytics
BM-304	Modern Management Practices	BM-404	International Business
BM-305	Business Management Paper –V (Human Resource Management)	BM-405	Business Management Paper –VII (Information Technology )
BM-306	Business Management Paper –VI (Financial Management )	BM-406	Business Management Paper –VIII (Production Management )
BM-307		BM-407	SEC-II Any one from following (vi) to (x) (Non-Credit) vi)Interview &

			Personal Presentation Skill vii) Entrepreneurship Development viii) Travel & Tourism ix) E-Banking & Financial Services x) RTI & Human Right Education (HRE), IPR & Patents
<b>AECC – EVS : Ability Enhancement Compulsory Course - Environmental Studies</b>			

### B.Com. Part-III Business Management (Entire)

#### Course Structure

Paper No	Sem-V	Paper No	Sem-VI
BM-501	Entrepreneurship Development	BM-601	Entrepreneurship Project Management
BM-502	Business Management Paper –IX (Services Marketing)	BM-602	Business Management Paper –XIV (Rural and Retail Marketing)
BM-503	Business Management Paper –X (Human Resource Planning & Business Ethics)	BM-603	Business Management Paper –XV (Banking & Portfolio Management)
BM-504	Business Management Paper –XI (GST)	BM-604	Business Management Paper –XVI (Human Resource Development)
BM-505	Business Management Paper –XII (Project Report & Viva Voce)	BM-605	Business Management Paper –XVII (Material Management)
BM-506	Business Management Paper –XIII (Management Information System)	BM-606	Business Management Paper –XVIII (Digital Marketing)
BM-507	<b>(A) Non-Credit Self Study Course : Compulsory Civic Courses (CCC)</b> <b>For Sem V: CCC – II : Constitution of India and Local Self Government</b>	BM-607	<b>(B) Non-Credit Self Study Course : Skill Development Courses (SDC)</b> <b>For Sem VI: SDC – II: Any one from following (vi) to (x)</b> vi) Interview & Personal Presentation Skill, vii) Entrepreneurship Development Skill, viii) Travel & Tourism, ix) E-Banking & Financial Services, x) RTI & Human Right Education (HRE), IPR & Patents

**Nature of Question Paper: (for all courses of B.Com. (Business Management) program)**

**QUESTION PAPER PATTERN  
FOR ALL SEMESTERS**

Duration: 2 Hours

Total Marks – 50

**Instructions: -**

- 1) All Questions are compulsory
- 2) Figures to the right indicate marks

**Nature of Questions:-**

- Q.1 Broad Question/Numerical Problem in Case of Accountancy/Finance etc. 15  
OR  
Q.1 Broad Question/Numerical Problem in Case of Accountancy/Finance etc. 15  
Q.2 Write Short Answers//Numerical Problem in Case of Accountancy/Finance etc. (Any Two) 20  
a)  
b)  
c)  
d)  
Q.3 Write Short Notes (Any Two)  
15  
a)  
b)  
c)  
d)

**Note:-**

The above nature of question paper is applicable for all the courses of B.Com. program for all six semesters. For the courses where testing of students via numerical problems is a concern, Question number 1 and Question number 2 should carry numerical problems.

**Nature of Question Paper: (for all courses of B.Com. (Business Management) program)**

**QUESTION PAPER PATTERN  
FOR ALL SEMESTERS**

Duration: 2 Hours

Total Marks – 40

**Instructions: -**

- 1) All Questions are compulsory
- 2) Figures to the right indicate marks

**Nature of Questions:-**

- Q.1 Broad Question/Numerical Problem in Case of Accountancy/Finance etc. 14  
OR  
Q.1 Broad Question/Numerical Problem in Case of Accountancy/Finance etc. 14  
Q.2 Write Short Answers//Numerical Problem in Case of Accountancy/Finance etc. (Any Two) 16  
a)  
b)  
c)  
d)  
Q.3 Write Short Notes (Any Two)  
10  
a)  
b)  
c)  
d)

**Note:-**

The above nature of question paper is applicable for all the courses of B.Com. program for all six semesters. For the courses where testing of students via numerical problems is a concern, Question number 1 and Question number 2 should carry numerical problems.

Unit No.	Contents	Contact Hours
<b>B.Com. Business Management (Entire)</b> <b>Semester I</b> <b>Paper No- CC – A1</b> <b>Subject : Accountancy Paper I</b>		
Credits -4 (Marks 50, Hours-60, No. of lectures = 75, of 48 mins. Each)		
Course Outcomes: The student will obtain <ol style="list-style-type: none"> <li>1. Knowledge of Book keeping, various accounting concepts and Conventions</li> <li>2. The practical knowledge about basic accounting procedures with the help of problems.</li> <li>3. Knowledge of Bank Reconciliation Statement and its use.</li> </ol>		
1	<b>Introduction</b> Book Keeping and Accounting, Scope of Financial Accounting, Accounting Concepts and Conventions,	15
2	<b>Basic Accounting Terms</b> Types of Accounts, Accounting Rules, Capital and Revenue, Journal – Meaning, Importance and Procedure	15
3	<b>Ledger:</b> Posting, Balancing, Subsidiary books, Preparation of Financial Statements	15
4	<b>Bank Reconciliation Statement</b>	15
<b>References:</b> Gupta R.L and Gupta V.K. : Principles and Practice of Accountancy Shukla and Grewal : Advanced Accounts Khan M.Y. and Jain P. K. : Financial Accounting Maheshwari and Maheshwari : An Introduction of Accountancy Jain and Narang : Advanced Accounting Tulsian P. C. : Financial Accounting Arora : Computerised Accounts		

<p align="center"><b>B.Com. Business Management (Entire)</b>  <b>Semester –I</b>  <b>Paper No- CC – A3</b>  <b>Subject: Principles of Business Management I</b></p>		
	<p>Course Outcomes:  The student will be able to understand  1. Concept of Management, levels and functions of management  2. Various theories of management developed by experts.</p>	
Unit		Contact Hours
I	<p><b>Introduction to management:</b>  Concept and Nature of Management need for the study, Managerial Roles, Managerial Skills, levels and Functions of Management.</p>	15
II	<p>A. Contribution to Development of Management Theory: F.W.Taylor, Henri Fayol, Elton Mayo, Peter Drucker,  B. Different Approached to Management Theory.</p>	15
III	<p>Planning and Decision Making:  A. Concept, Types, Steps in Planning, Limitations of planning. Environmental Analysis and diagnosis (internal and external environment).  B. Forecasting- Meaning, Techniques,  C. Decision Making- Concept, Types and steps in decision making, Techniques of Decision Making.</p>	15
IV	<p><b>Organizing and Direction:</b>  A. Concept Principles and Process.  B. Authority and Responsibility.  C. Staffing- Concept importance and Process.  D. Direction: Concept Principles and Process.</p>	15
	<p><b>Suggested Readings:</b>  1. Harold Koontz and Heinz Wehrich, Essentials of Management: An International and Leadership Perspective, McGraw Hill Education.  2. Stephen P Robbins and Madhushree Nanda Agrawal, Fundamentals of Management: Essential Concepts and Applications, Pearson Education.  3. George Terry, Principles of Management, Richard D. Irwin  4. Newman, Summer, and Gilbert, Management, PHI  5. James H. Donnelly, Fundamentals of Management, Pearson Education.  6. B.P. Singh and A.K.Singh, Essentials of Management, Excel Books  7. Griffin, Management Principles and Application, Cengage Learning  8. Robert Kreitner, Management Theory and Application, Cengage Learning  9. TN Chhabra, Management Concepts and Practice, DhanpatRai&amp; Co. (Pvt. Ltd.), New Delhi  10. Peter F Drucker, Practice of Management, Mercury Books, London  11. Organisation and Management- Dr. C.B. Gupta  12. Business Organization and Management –M.C.Shukla  13. Essentials of Management- Koontz and O’ Donnell</p>	

14. Management: Stoner 16. Management: Moshal 17. Principles of Management- P.C. Tripathi and P.H.Reddy 18. Management- Principles and practice- Shriniwas & Chunawala 19. Principles of management: Terry,G.R.and Stephen Franklin	
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<b>B.Com. Business Management (Entire)</b> Semester –I <b>Paper No- CC- A5</b> Subject: Business Economics Paper- I Course Outcomes: 1. The students will understand nature and scope of Business Economics. 2. The students will get acquainted with demand function. 3. The students will get acquainted with demand forecasting. 4. The students will understand production function.		
Unit No.	Title	Periods
I	Introduction of Business Economics A) Definition, Concept, Nature and scope of Business Economics - Business Economics and Business Decisions. B) Features of Business Economics – Micro and Macro Economics, Prescriptive Science bridges gap between theoretical Economics. C) Goal of Business Firm- Profit maximization.	15
II	Demand Function – A) Concept of Demand – Demand Function - Types of goods- Consumer’s and Producer’s goods, Perishable and Non-perishable goods, Autonomous and Derived goods. B) Elasticity of Demand –Concept of Price Elasticity of Demand, Types of price elasticity of Demand – Income elasticity of Demand, Cross elasticity of Demand.	15
III	Demand Forecasting – A) Meaning of Demand forecasting – Importance in Business decision making. B) Methods of Demand forecasting - Market survey, Time Series and Graphical method.	15
IV	Unit IV- Production Function - A) Meaning of Production Function – Total, Average, and Marginal production. Inputs – fixed and Variable inputs. B) Production Theories: Law of variable proportion, Law of Returns to scale. - Internal Economies and External Economies.	15
	<b>REFERENCE BOOKS</b> 1. Principles of Economics – Alfred Marshall 2. Economic Analysis –BouldingE.K. 3. A Textbook of Economics – A.W Stonier & D.C.Hague. 4. Risk, Uncertainty and Profit. –F.H.Knight.	

	<p>5. Economic theory and Operations Analysis – Baumol W.L.  6. Managerial Economics – D.Gopalkrishna.  7. Managerial Economics – Dr.M.N.Shinde.  8. Managerial Economics – D.N.Dwivedi.  9. Fundamentals Of Economics –D.N.Elhance.  10. Managerial Economics – H.C. Peterson &amp; Cpislewis.  11. Managerial Economics –J.C.Verma.  12. Principle of Economics – K.P.M.Sundaram &amp; M.C.Vaish.  13. Modern Economic Theory  K.K.Dewett.  14. 15.Introduction to Positive  Economics – R.J. Lipsey.  15. Advanced Economic Theory-  M.L.Jhingan.  16.Methods in Business Statistics –R.J.Shah.  17.Economics –Samuelson.  18.Business Administration and Management – S.C.Saksena.  19.Business Management – Sinha J.C. and Mugali V.N.  20.Statistical Methods – S.P.Gupta. 25.Theory of Price – G. J.Stigler.  1. Principles of Economics. – S.M.Israney and N.K.Sastry.</p>	
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	<p><b>B.Com. Business Management (Entire)</b>  <b>Semester –I</b>  <b>Paper No- GEC– A1</b>  <b>Subject: Impression Management Paper- I</b></p> <p><b>Course Outcomes:</b></p> <ol style="list-style-type: none"> <li>The student will be able to understand the concept and techniques of impression management</li> <li>The students shall acquire the skills of impression management required to improve their employability</li> </ol>	
Unit		Contact Hours
I	<p><b>Introduction to Impression Management</b>  Concept, characteristics, Motives and Strategies of Impression Management, Techniques of Impression Management-Self Descriptions, Association, Opinion, Conformity, Excuses, Apologies, Acclaiming, Flattery and Favors</p>	<b>15</b>
II	<p><b>Personality</b>  Concept, Characteristics of Personality, Factors influencing Personality, Types of Personality, Internal and External Personality</p>	<b>15</b>
III	<p><b>Soft Skills</b>  Interpersonal Skills, Motivation, Negotiating and Conflict Resolution,</p>	<b>15</b>

	Assertiveness, Leadership, Team-Building, Decision-making, Time Management- Importance and Techniques of Time management	
IV	<p><b>Communication Skills:</b> Concept, Types and process of communication.</p> <p><b>(A) Oral Communication:</b> Meaning, Scope, Principles of Oral Communication, Techniques of Effective Speech, Face-to-Face Conversation, Tele-Conferencing, Demonstration, Meetings</p> <p><b>(B) Written Communication:</b> Purpose of writing, Concept of Electronic Writing Process, Writing Business Letters and Reports</p>	15
	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1) Impression Management in the organization-- Robert a. Giacalone and Paul Rosenfeld, Routledge,1989</li> <li>2) Erving Goffman: The Presentation of Self in Everyday Life-- Barnhart, Adam,1994</li> <li>3) Impression Management: The Self-Concept, Social Identity and Interpersonal Relations-- Schlenker, Barry R, Monterey/ California: Brooks/ Cole,1980</li> <li>4) Organisational Behaviour-- Stephon Robbins</li> <li>5) Human Behaviour at Work-- Keith Davis</li> <li>6) Human Behaviour-- Dr. Anjali Ghanekar</li> <li>7) Business Communication--The ICFAI Publication (The ICFAI Center for Management Research),2003</li> <li>8) Business Communication Today--Courtland L. Bovee , John S. Thill and Barbara E. Schatzman, Pearson Education,2003</li> <li>9) Business Communication- Dr. C.S Rayudu, HH Publication, Eight Revised Edition</li> </ol>	

	<p><b>B.Com. Business Management (Entire)</b>  <b>Semester – I</b>  <b>Paper No- GEC– B1</b>  <b>Business Environment</b></p>	
	<p>Course Outcomes:</p> <ol style="list-style-type: none"> <li>1. The student will be able to understand the concept of Business Environment and its elements.</li> <li>2. Economic Environment on national and global level</li> <li>3. Non Economic Environment- Technological and socio-cultural</li> <li>4. Political and Legal environment and Natural environment</li> </ol>	
I	1.Business Environment – Meaning, Definition, Importance- Micro and Macro Elements of environment- Internal and External environment of business.	15
II	Economic Environment- Meaning, Nature. Economic Environment after 1991 and its impact on Industry. A rapid review of industrial policies in India. Global economic environment and its impact.	15
III	Non Economic Environment – a. Technological Environment- Features of modern technology- need of technological up gradation in India. Status of Technology in India. Global Technology and Indian Industry.	15

	b. Social and Cultural Environment - Nature-components- Its impact on business organizations.	
IV	a. Political and legal environment – Concept and components of political and legal environment. Political institution – legislature, Executive, Judiciary. Legal Environment for Business. Nature and extent of State Regulation – Reasons of State Intervention, Extent of Intervention, Problems of control. b. Natural Environment – Nature- components- Its impact on business organizations. Environment Management : Environment pollution, Ozone Depletion, Global Climate change, Waste management. Environmental Regulations – Environmental Regulation in India , Environment Protection	15
	Business Environment – K.Aswathappa Business Environment - Freancis Cherunilam, Himalaya Management Policy and Strategic Management, R.M.Srivastava Industrial Health and Safety Management- A.M.Sarma Business Policy: Azar Kazmi. Corporate Planning – L.M.Prasad	

	<b>B.Com. Business Management (Entire) Semester-I Paper No- AECC– C1 Subject-Organizational Behaviour</b>	
	Course Outcomes: The students will be able to understand 1. The concept, significance of organizational behavior 2. Foundation of Individual Behaviour and Group Behaviour 3. Organizational Conflict- Concept, resolution etc. 4. Organizational Development	
Unit	Contents	Contact Hours
I	<b>Organizational Behaviour-</b>  Concept, significance, contributing disciplines to OB, relationship between management and organizational Behaviour, Emergence and ethical perspective.	15
II	<b>Foundation of Individual Behaviour and Group Behaviour</b>  a) Individual Ability, Personality, Learning, Perception, Values, Attitudes , Job satisfactions  b) Group- definition and importance, types of groups, Group formation, group development, group composition, group performance factors, Principles- centered approach to team development.	15
III	<b>Organizational Conflict-</b>	15

	Concept, sources, patterns, levels and types of conflicts, traditional and Modern approaches to conflict, functional and dysfunctional organizational conflicts, resolution of conflict.	
IV	<b>Organizational Development-</b> Concept, Need for change, Resistance to change, Theories of Planned change, Organizational diagnosis, OD intervention, OD Techniques.	15
	<b>References-</b> 1. Hersey, Paul, Kenneth H. Blanchard and Dewey E. Johnson: Management of Organizational Behaviour- Utilising Human resources, Prentice Hall, New Delhi. 2. Koontz, Harold, Cyril O'Nonnell, and Heinz Wehrich : Essentials of Management, Tata McGraw Hill, New Delhi. 3. Luthans, Fred-Organizational Behaviour, McGraw Hill 4. Newstrom, John W. and Keith Davis: Organisational Behaviour- Human Behaviour, Tata McGraw Hill, New Delhi.	

<b>B.Com. Business Management (Entire)</b> <b>Semester –II</b> <b>Paper No- CC– A2</b> <b>Subject: Accountancy</b> <b>Paper- II</b>		
	Course Outcomes: 1. The student will understand accounting in different scenarios- Joint Venture, Branch and Departmental 2. The student will be able to learn accounting in case of single entry system of book-keeping	
Unit		Contact Hours
I	<b>Joint Venture -</b> Joint Venture System: relevant concept and accounting procedure	15
II	<b>Branch Accounting</b> Branch accounts – objectives of branch accounts – types of branches – dependent branches – independent branch – accounting system.	15
III	<b>Departmental Accounting</b> Departmental accounts – accounting procedure – allocating procedure – allocation of common expenses – interdepartmental transfer	15
IV	<b>Single Entry System of Accounting -</b> Single entry system – salient features – limitations of single entry system – distinction between single entry system and double entry system – ascertainment of profit – net worth method – conversion method	15
	<b>References:-</b> 1. Gupta R.L. and Gupta V.K.- principles and Practice of Accountancy. 2. Shuklo and Grewal – Advanced Accounts	

	3. Khan & Jain – Financial Accounting 4. Maheshwari & Maheshwari- An Introduction to Accountancy. 5. Jain & Narang- Advanced Accounting 6. Arora – Computer Accounts.	
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	<b>B.Com. Business Management (Entire)</b> Semester – II <b>Paper No- CC– A4</b> Principles of Business Management Paper – II  Course Outcomes: The student will be understand the management concepts of - 1. Motivation 2. Leadership 3. Function of co-ordination and Controlling 4. Emerging issues in management	
I	<b>Motivation</b> Concept, Characteristics, importance and Theories of Motivation- Maslow need hierarchy theory, Herzberg Theory, Douglas, McGregor’s Theory X and Y McClelland Theory.	15
II	<b>Leadership</b> Concept, Characteristics, Importance, Functions and qualities of leader and Leadership styles. Theories of leadership – trait theory, managerial grid.	15
III	<b>Co-ordination and Controlling</b> Co-ordination- Concept, Characteristics, Need, Requisites for effective co-ordination, Techniques of Co-ordination Control- Concept, Need, Steps in process of control, Control techniques.	15
IV	<b>Emerging issues in Management</b> A. Corporate Social Responsibility- Concept and importance and practices. B. Green Management - Concept and importance and practices. C. Management and Change- Concept, need, resistance to change and overcoming resistance to change, D. Disaster management- Concept and importance	15
	<b>References</b> 1. Boatwright, John R: Ethics and the Conduct of Business, Pearson Education, 2. New Delhi. 3. SathishModh: Ethical Management: Macmillan. 4. Koontz, H and Wechrick, H: Management, McGraw Hill Inc, New York. 5. Drucker, Peter, F: Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi.	

	6. L.M Prasad: Principles of management. 7. Rustom&Davan, Principles and practice of Management. 8. Srinivasan&Chunawalla, Management Principles and Practice	
	<p style="text-align: center;"><b>B.Com. Business Management (Entire)</b>  <b>Semester –II</b>  <b>Paper No- CC– A6</b>  <b>Subject: Business Economics paper II</b></p> <p>Course Outcomes:          The students will understand cost of production and revenue of firm.          The students will get acquainted with market structure and product pricing.          The students will get acquainted with theories of factor pricing.</p>	
Unit No	Title	Periods
I	<p><b>Cost of production and Revenue –</b></p> <p>A) Concepts of costs: Money and Real cost, Opportunity cost, Social cost, Total, Average, and Marginal costs. Short run and long run cost curves.</p> <p>B) Revenue - Meaning of Revenue – Total, Average, and Marginal Revenue. Average, Marginal Revenue Curves in Perfect Competition and Monopoly market.</p> <p>C) Break Even Analysis.</p>	<b>15</b>
II	<p><b>Product Pricing I –</b></p> <p>A) Perfect competition: - Characteristics – Price and output determination of firm in short and long run.</p> <p>B) Monopoly: - Characteristics – Price determination – Concept and types of Price discrimination.</p>	<b>15</b>
III	<p><b>Product Pricing II –</b></p> <p>A) Monopolistic Competition – Characteristics – price and output determination of firm in short and long run.</p> <p>B) Oligopoly –Characteristics.</p>	<b>15</b>
IV	<p><b>Factor Pricing-</b></p> <p>A) Rent- Ricardian theory and modern theory of rent.</p> <p>B) Wages – Money and real wage – wage determination under imperfect market- Exploitation of labour.</p> <p>C) Interest – Neo - Classical and Keynesian theory of profit.</p> <p>D) Profit –Risks –Bearing and Uncertainty theories of Profit.</p>	<b>15</b>
	<p style="text-align: center;"><b>REFERENCE BOOKS</b></p> <ol style="list-style-type: none"> <li>1. Principles of Economics – Alfred Marshall</li> <li>2. Economic Analysis –Boulding E.K.</li> <li>3. A Textbook of Economics – A.W Stonier &amp; D.C.Hague.</li> <li>4. Risk, Uncertainty and Profit. –F.H.Knight.</li> </ol>	

	<p>5. Economic Theory of Monopolistic Competition–Chamberlin  6. Economic theory and Operations Analysis – BaumolW.L.  7. Managerial Economics – D.Gopalkrishna.  8. Managerial Economics – Dr.M.N.Shinde.  9. Managerial Economics – D.N.Dwivedi.  10. Fundamentals Of Economics –D.N.Elhance.  11. Managerial Economics – H.C. Peterson &amp;Cpislewis.  12. Managerial Economics –J.C.Verma.  13. Principle of Economics – K.P.M.Sundaram&amp; M.C.Vaish.  14. Modern Economic Theory K.K.Dewett.  15. Introduction to Positive Economics – R.J. Lipsey.  16. Advanced Economic Theory- M.L.Jhingan.  17. Methods in Business Statistics –R.J.Shah.  18. Economics –Samuelson.  19. Business Administration and Management – S.C.Saksena.  20. Business Management – Sinha J.C. and MugaliV.N.  21. Statistical Methods – S.P.Gupta. 25.Theory of Price – G. J.Stigler.  2. Principles of Economics. – S.M.Israney andN.K.Sastry.</p>	
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	<b>B.Com. Business Management (Entire)</b> <b>Semester –II</b> <b>Paper No- GEC– A2</b> <b>Subject: Impression Management Paper II</b>	
	<p>Course Outcomes:  1. The students will be acquainted with the concept and techniques of self-presentation skills  2. The students shall acquire the various soft skills required to improve their employability</p>	
Unit		Contact Hours
I	<b>Self-Presentation</b> Physical appearance, Factors affecting Physical Appearance, Self-Introduction, Self-Confidence, Body Language, Interaction Skill, Argumentation Skill	15
II	<b>Interview Techniques</b> Concept and definitions of Interview, Types of Interview, Preparing for job interview, Verbal and non-verbal communication during job interview, Observation session and role play techniques to be used to	15

	demonstrate interview strategies	
III	<b>Group Discussion</b> Concept, Features and Scope of Group Discussion, Process of Group Discussion, Dynamics of group behavior, Techniques of effective participation in GD	15
IV	<b>Business Etiquettes</b> Meaning and Definitions of Etiquette and Business Etiquettes, Etiquettes during Business Meetings, Etiquettes during Conference, Dining Table Etiquettes, Common Etiquette Mistakes	15
	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1) Impression Management: The Self-Concept, Social Identity and Interpersonal Relations-- Schlenker, Barry R, Monterey/ California: Brooks/ Cole,1980</li> <li>2) Organisational Behaviour—Stephon Robbins</li> <li>3) Human Behaviour at Work—Keith Davis</li> <li>4) Human Behaviour-- Dr. Anjali Ghanekar</li> <li>5) Business Communication--The ICFAI Publication (The ICFAI Center for Management Research),2003</li> <li>6) Business Communication Today--Courtland L. Bovee , John S. Thill and Barbara E. Schatzman, Pearson Education,2003</li> <li>7) Business Communication- Dr. C.S Rayudu, HH Publication, Eight Revised Edition</li> </ol>	

	<b>B.Com. Business Management (Entire)</b> <b>Semester - II</b> <b>Paper No- GEC– B2</b> <b>(Corporate Governance)</b>	
	<p>Course Outcomes: The student will be acquainted with -</p> <ol style="list-style-type: none"> <li>1. Concept of Corporate Governance</li> <li>2.Role of Stakeholders</li> <li>3. Concept of ethics</li> <li>4. Corporate Culture</li> </ol>	
Unit		Contact Hours
I	<b>Corporate Governance:</b> Concept, characteristics and importance of different stakeholders. Principles of corporate governance. Corporate governance in India. Characteristics of good corporate governance, measures to improve corporate governance. Benefits of Corporate Governance.	15
II	Role of different stake holders in Corporate Governance	15
III	. Concept of Ethics, Ethical issues in management. Business Ethics vis-à-vis Corporate Governance.	15
IV	Corporate Culture – concepts, characteristics and Importance and types. Measures for sustainable corporate culture.	15

	<p><b>References</b></p> <ol style="list-style-type: none"> <li>1. Governance: Principles, Policies, and Practices, Robert Ian Tricker, 2009</li> <li>2. Corporate Governance Matters, David F. Larcker, Brian Tayan, 2011</li> <li>3. The Shareholder Value Myth: How Putting Shareholders First Harms Investors, Corporations, and the Public, Lynn Stout</li> <li>4. The New Corporate Governance in Theory and Practice, Stephen Bainbridge</li> <li>5. Power and accountability , Robert A. G. Monks</li> </ol>	
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	<p align="center"><b>B.Com. Business Management (Entire)</b> Semester-II <b>Paper No- AECC– C2</b> <b>(Principles of Marketing)</b></p> <p><b>Course Outcome:</b> Upon successful completion of Principles of Marketing, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Use an understanding of marketing and the core concept of marketing. Consumer Behavior and factors affecting on it.</li> <li>2. Understand Marketing mix and marketing environment.</li> <li>3. Marketing segmentation ,selection, positioning and differentiation.</li> </ol>	
<b>Unit</b>	<b>Course contents</b>	<b>Contact Hours</b>
<b>1</b>	<p><b>Introduction to Marketing:</b></p> <p>Meaning and definition of marketing, Importance of marketing, Core concept of marketing- need, want, demand, value and satisfaction, exchange and transactions. Concept of Consumer Behaviour and factors affecting on it, Marketing planning.</p>	<b>15</b>
<b>2</b>	<p><b>Marketing Mix:</b></p> <p>Meaning and significance- 7 P's of marketing (Product, Price, Place, Promotion, People, Process and Physical evidence). Marketing environment- nature: Internal and external environment.</p>	<b>15</b>
<b>3</b>	<p><b>Market Segmentation:</b></p> <p>Meaning, definition, Importance, Basis for market segmentation, Requisites of sound market segmentation. Target market selection and positioning, Product differentiation.</p>	<b>15</b>
<b>4</b>	<p><b>IT Marketing and Marketing Information System (MIS):</b></p> <p><b>IT Marketing-</b> Meaning, Importance of IT in marketing. Concept and forms of E-marketing.</p> <p><b>MIS (Marketing Information System)</b> Meaning, definition, Importance</p>	<b>15</b>

	and components of MIS	
	<p><b>Reference Books-</b></p> <p>1- Kotler Philip, Gary Armstrong, Prafulla Agnihotri and Ahsan UI Haque. Principles of Marketing. 13th edition. Pearson Education.</p> <p>2- Michael, J. Etzel, Bruce J. Walker, William J Stantion and Ajay Pandit. Marketing Concepts and Cases. ( Speical Indian Edition)</p> <p>3- McCarthy, E Jerome and William D. Perreault, Basic Markting. Richard D. Irwin.</p> <p>4- Lamb, Charles W, Joseph F. Hair, Dheeraj Sharma and Carl McDaniel Marketing :A South Asian Perspective Cengage Learning.</p> <p>5- Pride William M. , D.C. Ferell. Marketing: Planning, Implementation &amp; Control . Cengage Learning .</p> <p>6- Majaro, Simon. The Essence of Marketing Perentice Hall, New Delhi</p> <p>7- Zikmund William G and Michael D's Amico. Marketing :Creaing and Keeping Customers in an E- Commerce World. Thomson Learning.</p> <p>8- Chhabra, T.N, and S.K. Grover. Marketing Management. Fourth Edition Dhanpat Rai &amp; Company.</p> <p>9- The Consumer Protection Act-1986.</p> <p>10- Iacobucci and Kapoor, Marketing Management : A South Asian Perspective, Cengage Leaening Note- Latest edition of text books may be used.</p>	