

***Revised Syllabus of Courses of B.Com. Programme at Semester V
with effect from the Academic Year 2018-2019***

Elective Courses (EC)

1 B. Discipline Related Elective (DRE) Courses

***3. Commerce - V
Marketing***

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Marketing	12
2	Marketing Decisions I	11
3	Marketing Decisions	11
4	Key Marketing Dimensions	11
Total		45

Sr. No.	Modules / Units
1	<p>Introduction to Marketing</p> <ul style="list-style-type: none"> ✓ Marketing, Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing ✓ Marketing Research - Concept, Features, Process Marketing Information System-Concept, Components Data Mining- Concept, Importance ✓ Consumer Behaviour- Concept, ,Factors influencing Consumer Behaviour Market Segmentation- Concept, Benefits, Bases of market segmentation Customer Relationship Management- Concept , Techniques Market Targeting- Concept, Five patterns of Target market Selection
2	<p>Marketing Decisions I</p> <ul style="list-style-type: none"> ✓ Marketing Mix- Concept, Product- Product Decision Areas Product Life Cycle- Concept, Managing stages of PLC Branding- Concept , Components Brand Equity- Concept , Factors influencing Brand Equity ✓ Packaging- Concept , Essentials of a good package Product Positioning- Concept, Strategies of Product Positioning Service Positioning- Importance & Challenges ✓ Pricing- Concept, Objectives, Factors influencing Pricing, Pricing Strategies
3	<p>Marketing Decisions</p> <ul style="list-style-type: none"> ✓ Physical Distribution- Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels) Supply Chain Management-Concept, Components of SCM ✓ Promotion- Concept, Importance, Elements of Promotion mix Integrated Marketing Communication (IMC)- Concept, Scope ,Importance ✓ Sales Management- Concept, Components, Emerging trends in selling Personal Selling- Concept , Process of personal selling, Skill Sets required for Effective Selling
4	<p>Key Marketing Dimensions</p> <ul style="list-style-type: none"> ✓ Marketing Ethics: Concept, Unethical practices in marketing, General role of consumer organizations Competitive Strategies for Market Leader, Market Challenger, Market Follower and Market Nicher Marketing Ethics: ✓ Rural Marketing- Concept, Features of Indian Rural Market, Strategies for Effective Rural Marketing Digital Marketing-Concept, trends in Digital Marketing Green Marketing- concept, importance ✓ Challenges faced by Marketing Managers in 21st Century Careers in Marketing – Skill sets required for effective marketing Factors contributing to Success of brands in India with suitable examples, Reasons for failure of brands in India with suitable examples.

***Revised Syllabus of Courses of B.Com. Programme at Semester VI
with effect from the Academic Year 2018-2019***

Elective Courses (EC)

1 B. Discipline Related Elective (DRE) Courses

3. Commerce-VI

Human Resource Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
01	Human Resource Management	12
02	Human Resource Development	11
03	Human Relations	11
04	Trends In Human Resource Management	11
Total		45

Sr. No.	Modules / Units
1	<p data-bbox="320 203 735 237">Human Resource Management</p> <ul data-bbox="320 259 1398 483" style="list-style-type: none"> <li data-bbox="320 259 1398 327">✓ Human Resource Management – Concept, Functions, Importance, Traditional v/s Strategic Human Resource Management <li data-bbox="320 338 1398 405">✓ Human Resource Planning- Concept Steps in Human Resource Planning Job Analysis-Concept, Components, Job design- Concept, Techniques <li data-bbox="320 416 1398 483">✓ Recruitment- Concept, Sources of Recruitment Selection - Concept , process , Techniques of E, selection,
2	<p data-bbox="320 506 735 539">Human Resource Development</p> <ul data-bbox="320 562 1398 1010" style="list-style-type: none"> <li data-bbox="320 562 1398 741">✓ Human Resource Development- Concept, functions Training- Concept, Process of identifying training and development needs, Methods of Training & Development (Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In, basket, management games) Evaluating training effectiveness- Concept, Methods <li data-bbox="320 786 1398 853">✓ Performance Appraisal- Concept, Benefits, Limitations, Methods Potential Appraisal-Concept, Importance <li data-bbox="320 875 1398 1010">✓ Career Planning- Concept, Importance Succession Planning- Concept, Need Mentoring- Concept, Importance Counseling- Concept, Techniques.
3	<p data-bbox="320 1032 552 1066">Human Relations</p> <ul data-bbox="320 1088 1398 1469" style="list-style-type: none"> <li data-bbox="320 1088 1398 1267">✓ Human Relations- Concept, Significance Leadership –Concept, Transactional & Transformational Leadership Motivation- Concept, Theories of Motivation,(Maslow’s Need Hierarchy Theory, Vroom’s Expectancy Theory, McGregor’s Theory X and Theory Y, Pink’s Theory of Motivation) <li data-bbox="320 1290 1398 1402">✓ Employees Morale- Concept, Factors affecting Morale, Measurement of Employees Morale Emotional Quotient and Spiritual Quotient- Concept, Factors affecting EQ & SQ <li data-bbox="320 1413 1398 1469">✓ Employee Grievance- Causes, Procedure for Grievance redressal Employee welfare measures and Healthy & Safety Measures.
4	<p data-bbox="320 1491 863 1525">Trends In Human Resource Management</p> <ul data-bbox="320 1547 1398 1995" style="list-style-type: none"> <li data-bbox="320 1547 1398 1693">✓ HR in changing environment: Competencies- concept, classification Learning organizations- Concept, Creating an innovative organization, Innovation culture- Concept, Need, Managerial role. <li data-bbox="320 1704 1398 1850">✓ Trends in Human Resource Management,: Employee Engagement- Concept, Types Human resource Information System (HRIS) – Concept, Importance, Changing patterns of employment. <li data-bbox="320 1861 1398 1995">✓ Challenges in Human Resource Management: Employee Empowerment, Workforce Diversity. Attrition, Downsizing, Employee Absenteeism, Work life Balance, Sexual Harassment at work place, Domestic and International HR Practices, Millennial (Gen Y)Competency Mapping