



2nd Semester Syllabus
of

M.Com Programme

Under New CBCS Regulation 2018

DIBRUGARH UNIVERSITY

(M.Com Finance
&
M.Com Marketing)

New structure for PG CBCS as notified

Semester	Courses with Credits				
	Core (fixed)	Elective (minimum)		Ability Enhancement Course (minimum)	Total Credit/Semester
		Discipline Specific Elective	Generic Elective		
I	3 courses X 4 Credit	1 Course X 4 Credit	-----	1 Course X 2 Credit	18
II	3 courses X 4 Credit	1 Course X 4 Credit	1 Course X 4 Credit	-----	20
III	3 courses X 4 Credit	1 Course X 4 Credit	1 Course X 4 Credit	1 Course X 2 Credit	22
IV	3 courses X 4 Credit	1 Course X 4 Credit	-----	-----	16
Total Credit /Programme					76

M.Com. Structure:

Semester	Course	Course Code	Title of the Course	Hours			Total Credits
				L	T	P	
Second Semester	Core Course	COM 20100	Human Resource Management				4
		COM 20200	Financial Accounting & Reporting				4
		COM 20300	Research Methodology				4
	DSE	<u>Group: A(Finance)</u> <u>(any one)</u>					
		COM 20411	Advance Cost & Management Accounting				4
	COM 20412	Security Analysis & Portfolio Management				4	

		<u>Group:</u> <u>B(Marketing)</u> <u>(any one)</u>					
		COM 20421	Consumer Behaviour				4
		COM 20422	Retail Marketing (BCB)				4
	Generic Elective	<u>COM 20510</u>	Introduction to Stock Market (AS)				4
		<u>Or</u> COM 20520	Marketing (PB)				4
Total Credits							20

Course Code : 20100
Course Title: Human Resource Management (HRM)
Nature of Course: Core
Total Credit Assigned: 4 Credits.

Course Objective:

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

Block	Unit	Contents	L	T	P
1	1	Concept and nature of HRM as a profession- objectives, importance, function and scope of HRM	4	-	-
	2	Evolution of the concept of HRM- Environment of HRM	3	1	2
	3	Business Strategy and Human Resource Strategy: Concepts and Relationship, Linkage between strategy and HRM.	4	-	-
2	1	Human Resource Planning- need and importance-process and levels of Human Resource planning	4	-	-
	2	Job Analysis and Job Design: Job analysis techniques, job evaluation techniques, job description, job specification, job design approaches, job characteristics, approach to job design.	3	-	1

	3	Factors affecting recruitment, sources of recruitment (internal and external), basic selection model, psychological tests for selection. Requirement of a good test for selection.	5	-	-
3	1	Training and Development- concept and need of training, Designing a training programme- methods of training, evaluating training effectiveness	5	1	1
	2	Performance Appraisal- concept and objectives, Performance Appraisal process, essential of effective appraisal system- methods and techniques of appraisal, Performance Management System	5	1	2
4	1	Compensation-wage and salary administration: Compensation Management, Wage versus salary, determination of compensation, incentives schemes, fringe benefits. .	5	-	-
	2	Employee welfare- meaning and significance of labour welfare Personnel audit and research.	4	-	2
	3	Diversity at Work: Managing diversity, the paradox of diversity, diversity with special reference to differently abled, women and aging. Empowerment and gender issues.	5	1	2

Total No. of Lectures of 1 hour duration : 49 hours
Total No. of Tutorials of 1 hour duration : 4 hours
Total No. of Practical of 1 hour duration : 10 hours

Hence, $49(L) + \{ [4(T) + 10(P)]/2 \} = 56 \text{ hours}/14 = 4 \text{ Credit}$

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

Course Outcome:

This course will be enabling the students to understand:

- The applicability of HRM principles and techniques in an organization.

Suggested Readings:

Reference Books :

De Cenzo and Robins, *Fundamentals Human Resource Management*, Prentice Hall of India,
Decenzo, David A. and Robbins, S.P. *Fundamentals of Human Resource Management* Wiley and
Sons Ltd., John.

Raymond, N. and Kodwani, A.D., *Employee training and development*, McGrawHill Education
India.

Rao, T.V., *HRD score card 2500: Based on HRD audit*, Response Books, SAGE Publications.
Flippo, Edwin B., *Personnel Management*, McGraw Hill, Tokyo, 1984-2000.

Text Books :

K. Aswathapa, *Human Resource Management and Personnel Management*; Tata Mcgraw Hill
Sharma R.C. and Sharma Nipun, *Human Resource Management- Theory & Practice*; Sage
publication

Course Code: 20200

Course Title: Financial Accounting and Reporting

Nature of the course: Core

Total Credits assigned: 4 credits

Course Objectives:

To acquaint the students with financial accounting and reporting practices especially of the corporations.

Block	Units	Contents	L	T	P
I Financial Accounting Frame Work-I	1	Accrual Basis Accounting	2	-	-
	2	Role of Valuation in Accounting	3	-	-
	3	Allocation in Accounting	2	-	-
	4	Financial and Physical Capital Maintenance	3	-	-
	5	Brief ideas on: Accounting Standards (AS), Indian Accounting Standards (Ind-AS), International Financial Reporting Standards (IFRS) and International Accounting Standards (IAS)	5	-	-
	6	Books of Account under the Companies Act, 2013	3	-	-
II Financial Reporting Structure & Terminologies	1	Structure under Section 129 read with Schedule-III of the Companies Act, 2013	3	-	-
	2	Classification of Equity and some Liabilities	1	-	-
	3	Reserves and Surplus	2	1	-
	4	Non-current Liabilities	3	-	-
	5	Non-current Assets	3	-	-

	6	Current Assets	2	-	-
<p style="text-align: center;">III</p> <p style="text-align: center;">Financial Reporting</p> <p>(This block should be instructed giving reference to Annual Reports of Large Companies)</p>	1	Presentation of Standalone and Consolidated Financial Statements	5	1	2
	2	Independent Auditor's Report	3	-	1
	3	Notes on Accounts annexed to and forming part of the Financial Statements	2	-	1
<p style="text-align: center;">IV</p> <p style="text-align: center;">Financial Reporting (Non-Accounting Reports)</p> <p>(This block should be instructed giving reference to Annual Reports of Large Companies)</p>	1	Corporate Governance Report	3	1	-
	2	Director's Report	2	1	-
	3	Management Discussion and Analysis	2	-	-
	4	Report on Corporate Social Responsibility	3	-	-

Total Nos. of Lectures of 1 hour duration = 52 hours

Total Nos. of Practical's of 1 hour duration = 4 hours

Total Nos. of Tutorials of 1hour duration = 4 hours

Hence, $52(L) + \{ [4(T) + 4(P)]/2 \} = 56 \text{ hours}/14 = 4 \text{ Credit}$

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

Course Outcome:

This course will be enabling the students to understand:

- Accounting procedure and practices of companies.
- Details of both Accounting reports and Non-Accounting reports.

Suggested readings:

Reference Books and Literature:

Horngren, Sundem and Elliott: Financial Accounting: Pearson Education, New Delhi.

Annual Reports of Large Companies.

(Listed in Bombay Sensex or NIFTY)

GARG: Practical Guide to Ind-AS & IFRS: Bharat Law House Pvt. Ltd., New Delhi.

Text Books:

Bhattacharyya: Financial Accounting for Managers; Prentice Hall of India, New Delhi.

Narayan Swamy: Financial Accounting and Managerial Perspective: PHI, New Delhi.

Gupta A: Financial Accounting for Managers: Pearson Education, New Delhi.

Tulsian: Financial Accounting for Management: Tata McGraw Hill Education, New Delhi.

Course Code: 20300
Course Title: Research Methodology
Nature of the Course: Core
Total Credits assigned: 4 Credits

Course objective:

To acquaint the students with the basics of Research Methodology in social science.

Block	Unit	Contents	L	T	P
1 Introduction	1	Research: Concept, Characteristics, Types	3	-	-
	2	Research Process	3	-	-
	3	Formulating a Research problem, Steps in Formulation	2	1	-
	4	Identifying variables: Definition and types of variables, Difference between Concept and variable, Scaling techniques	4	-	-
	5	Hypothesis: Definition, Characteristics and Types.	4	-	1
2 Research Design and writing a Research Proposal	1	Research Design: Definition and Functions	4	1	-
	2	The Research Proposal: Meaning and Concept, Contents of a Research Proposal	5	-	1
3 Data Collection	1	Method of Data Collection: Using primary sources-observation, interview and questionnaire	4	-	-
	2	Using Secondary Sources	2	-	-
	3	Sampling: Concept, Principles & Types	4	-	1

	4	Considering Ethical Issues in Data Collection	3	1	-
4 Processing, Analysis of Data and writing Research Report	1	Steps in Data Processing	3	-	-
	2	Editing Data collected through structural inquiries and unstructured interviewing.	4	-	-
	3	Analysis of Data: Procedure- Analysis of data using Statistical software.	3	-	1
	4	Research report: Types and contents, Steps in drafting report.	4	1	-

Total No. of Lectures of 1 hour duration: 52
Total No. of Tutorial classes of 1 hour duration: 4
Total No. of Practical classes of 1 hour duration: 4

Hence, $52(L) + \{ [4(T) + 4(P)]/2 \} = 56 \text{ hours}/14 = 4 \text{ Credit}$

***L= Lecture, T= Tutorial, P= Practical (includes library visit).**

Course outcome:

This course will enable the students to undertake research work independently and write research papers of their own

Suggested readings

Reference book

Anderson Jonathan and Poole Millicent, “Assignment and Thesis Writing”, Wiley India Pvt Ltd.
S.S. Vinod Chandra and S. Anand Harrendran, “Research Methodology”, Pearson publication.
Alan Bryman, “Social Research Methods”, OXFORD University Press.

Text Books

Kumar Ranjit, “Research Methodology”, Pearson Education, New Delhi.
Kothari C.R., “Research Methodology: Methods and Techniques”, New Age International, New Delhi.

Course Code:20411

Course Title: Advanced Cost & Management Accounting

Nature of the Course: DSE

Total credit assigned: 4 Credits

Course Objectives:

- To introduce students with the advanced areas of cost and management accounting.
- To understand the cost accounting theories and identify the cost accounting techniques adopted by manufacturing and service industry.
- To expose students to the different eras and trends of management accounting and enterprise performance management.

Block	Unit	Contents	L	T	P		
					S	G	C
					D	S	
1	1	Cost Accounting Techniques Adopted by Manufacturing and Service Industry within the Last Decade, Theory: Contingency Theory	4	-	1	1	-
	2	Cost Accounting Techniques: Standard Costing Marginal Costing Just in Time System Activity Based Costing Target Costing Life Cycle Costing Throughput Accounting Back Flush Accounting Kaizen Costing	10	2	-	-	-

2	1	Management Accounting Era, Ancient Era-Rocks and stone piles, Medieval Era, Industrial Age Era, Regulatory Compliance Era, Consumer Era and Predictive Analytics Era.	4	-	1	1	1
	2	The Seven Major Trends in Management Accounting. Expansion from product to channel and customer profitability analysis, Management accounting's expanding role with enterprise performance management (EPM), The shift to predictive accounting, Business analytics embedded in EPM methods, Coexisting and improved management accounting methods, Managing information technology and shared services as a business and the need for better skills and competency with behavioral cost management.	10	-	-	-	1
3	1	Cost Reduction: Cost reduction nature and scope; areas of cost reduction campaign; major difficulties in cost reduction and its organization.	4	1	1	1	-
	2	Productivity: the concept of productivity; difficulty in measuring productivity; techniques of productivity measurement; improvement of productivity; benefit from increased productivity; human aspects of productivity.	6	1	-	-	-
4	1	Value added and its importance, value added and its applications.	4	1	1	1	-
	2	Value analysis and engineering: concept of value analysis and value engineering; the steps in value analysis study.	6	1	-	-	-

Total No. of Lectures of 1 hour duration : 48 hrs

Total No. of Tutorials of 1 hour duration : 6 hrs

Total No. of Seminar (S) : 4 hrs

Total No. of Group Discussion (G.D.) : 4 hrs

Total No. of Case Study (C.S.) : 2 hrs

Hence, $48(L) + \{[6(T) + 4(S) + 4(G.D.) + 2(C.S.)]/2\} = 56 \text{ hours}/14 = 4 \text{ Credit}$

***L= Lecture, T= Tutorials, P= Practical.**

Course Outcomes:

This course will be enabling the students to understand and critically assess:

the importance and role of advanced cost and management accounting systems and its application in industry.

Suggested Readings:

Reference Books:

Cost & Management Accounting-free e books.net, www.freebookcentre.net

Advanced Cost Accounting, TK Mitra, Google books.

Advanced Management Accounting, Kindle Edition, Ahmed Riahi-Belkaoui, Publisher Praegar

Advanced Cost & Management Accounting, ME Thukaram Rao, New Age International Publishers

Cost & Management Accounting, CA Sunil Keswani, Bharatlaws.com

Cost Accounting A Managerial Emphasis, Charles T. Hoerngren, Srikant M. Datar, Madhav V Rajan, Prentice Hall

Text Books:

Cost & Management Accounting, Dr. SN Maheswari, Sultan Chand & Sons.

Cost & Management Accounting, TS Reddy & Y Hari Prasad Reddy, Margham Publications

Cost Accounting, MN Arora, PriyankaKatyal, Vikas Publishers

Course Code: 20412

Course Title: Security Analysis & Portfolio Management

Nature of Course: DSE

Total Credit Assigned: 4 Credits.

Course objectives:

1. To expose the students to the process of making investment in the security market.
2. To make the students aware about risk and return matrix while making investment in securities.
3. To help the students to equip themselves with various theories of constructing portfolio of the investment.

Blocks	Units	Contents	L	T	P
1.Introduction to Investment	I.	Investment vs. Speculation	2	-	-
	II .	Investment alternative and attributes	2	-	-
	III.	Investment process, investment decision making.	2	2	2
	IV.	Common errors in investment management	4	-	-
2. Risk and Return	I.	Security returns, risk in a traditional sense.	2	-	-
	II.	Systematic risk, unsystematic risk, risk in a contemporary mode.	2	-	-
	III.	Using beta to estimate risk and analysis of risk and return.	2	-	-
	IV.	Calculating expected return and risk, historical risk and return on asset classes.	2	2	2
	V	Construction of Portfolio	4	2	2
3. Fundamental and Technical	I	Fundamental Analysis – Economic analysis, industry analysis and Company analysis.	5	-	2
	II	Technical analysis – market indicators and	4	-	2

analysis		forecasting			
	III	Individual stock performance.	2	2	2
4. Efficient Market and Capital Market Theory	I	Efficient Market Theory – Random walk, The efficient market hypothesis, Empirical tests of the semi-strong form.	4	2	-
	II	Capital market theory – Relaxing some assumptions of the capital asset pricing model, testing the capital asset pricing model.	4	2	-
	III	Arbitrage pricing theory	3	-	-

Total number of lectures of 1 hour duration: 44

Total number of tutorial class of 1 hour duration: 14

Total number of Practical classes of 1 hour duration: 10

Hence, $44(L) + \{[14(T) + 10 (P)]/2 \} = 56 \text{ hours}/14 = 4 \text{ Credit}$

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

Course Outcome:

The course will enable the students to understand:

- The pattern and process of analyzing securities for better investment of resources.
- The way of analyzing securities with the help of various theories related to portfolio management.

Suggested Readings:

Reference Books:

Donald E.Fisher and Ronald J.Jordan, Security Analysis and Portfolio Management, Pearson Education Pvt Ltd, New Delhi, India.

Charles P. Jones, Investments Analysis and Management, John Wiley& Sons, Inc EPIPHSIDC, Kundli.

Elton, Edwin J & Gruber Martin J Modern ; Portfolio Theory & Investment Analysis, Wiley & Sons, ***Text Books:***

Prasanna Chandra, Investment Analysis and Portfolio Management, New Delhi, Tata McGraw Hill,

V.K. Bhalla, Security Analysis and Portfolio Management, S.Chand and Co Ltd, Ram Nagar, NewDelhi.

Course Code: 20421
Course Title: Consumer Behaviour
Nature of the Course: DSE
Total Credit: 4 Credits

Course Objectives:

To provide an in-depth understanding of the consumer and industrial buying processes and their determinants as relevant for marketing decision making.

Block	Unit	Contents	L	T	P
1	1	Consumer Behaviour: Importance and nature of consumer behaviour; Types of consumers and their role; Consumer behaviour and marketing concept.	3	-	-
	2	Changing profile of Indian consumers and impact of technology.	3	-	-
	3	Conducting consumer research – overview of process, complexities and issues	4	2	-
2	1	Consumer Decision Making Process: Buying Motives; Consumer Involvement and Level of Decision Making	4	-	-
	2	Information search processing	4	-	-
	3	Consumer Buying Process	4	2	2

3	1	Self image& personality, personal values, lifestyles, psychographics.	4	-	-
	2	Individual differences in consumers: Needs and motivation; Perception; Attitude and attitude change; Learning.	4	2	2
	3	Socio-Cultural Determinants of consumer behaviour: Family and household influence on consumer buying behaviour; Group and their influences-Word of Mouth and opinion leaders, Social class.	4	-	-
	4	Culture and sub-culture. Cross-cultural dimensions of consumer behaviour	3	-	-
4	1	Models of Consumer Behaviour: Industrial Buying Behaviour model, Nicosia's model of consumer decision process, Howard and Sheth's model of buying behavior.	4	2	2
	2	Industrial Buying Behaviour,	4	-	-
	3	Consumer Protection and Public Policy	2	-	-
	4	Consumer Delight	2		

Total No. of Lectures of 1 hour duration : 49 hours

Total No. of Tutorials of 1 hour duration : 08 hours

Total No. of Practicals of 1 hour duration : 06 hours

Hence, $49(L) + \{[8(T) + 6(P)]/2\} = 56 \text{ hours}/14 = 4 \text{ Credit.}$

Course Outcome:

This course will be enabling the students to understand:

- Consumer and industrial buying processes and to take rational marketing decisions.

Suggested Readings:***Reference Book:***

Peter, J. Paul, and Jerry C. Olson, Consumer Behaviour and Marketing Strategy, McGraw Hill.

Hawkins, Dal I., Roger J. Best and Kenneth A. Coney, Consumer Behaviour Implication for Marketing Strategy, McGraw Hill.

Hawkins, Del I, Mothersbaugh, David L, Mookerjee A, Consumer Behaviour: Building Marketing Strategy, McGraw Hill, Indian Edition.

(Note: Latest edition of the readings may be used.)

Text Books:

Schiffman, L.G. and L.L.Kanuk, Consumer Behaviour, Prentice Hall.

Engel, J.F., Roser D. Blackwell and Paul W. Miniard, Consumer Behaviour, Cengage Learning.

Sahney, S., Consumer Behaviour, OXFORD University Press.

Course Code: 20422

Course Title: Retail Marketing

Nature of the Course: DSE

Total Credit Assigned: 4 Credits

Course Objectives:

- To make students understand the concept, evolution and classifications in retailing.
- To enhance students' knowledge with regard to the various elements of the retail environment and different aspects of retail strategies.
- To highlight some of the systems, challenges and legal requirements specific to retailing.

Block	Unit	Contents	L*	T*	P*		
					S	GD	CS
1 History, Concept and Classification of Retailing	I	Meaning, Objectives, Importance, Characteristics.	2	-	-	-	-
	II	Evolution of Retailing.	2	-	-	-	-
	III	Classification of Retail Institutions; Retailer Relationship	4	2	-	-	-
2 Consumer and the Location	I	Value and the Value Chain; Retail Actions.	3	-	-	-	-
	II	Consumer Demographics and Lifestyle; Identification of Consumer Needs and Characteristics; Consumer Needs and Desire.	4	1	2	-	-
	III	Location Factor in Retailing; Trade Area Analysis; Types of Locations.	2	-	-	-	-
	IV	Shopping Attitudes and Behaviour.	2	2	-	-	-

3 Elements and Systems in Retail	I	Environmental Factors in Retailing; Elements of Retail Marketing Mix.	3	-	-	1	-
	II	Retail Information System; Retail Audit.	3	1	1	-	-
	III	Human Resource Skills Needed in Indian Retailing; Human Resource Challenges in Indian Retail Sector.	3	-	1	-	-
	IV	Use of Feedback in Improving Customer Service	3	1	-	1	-
4 Retail strategy and Legal provisions	I	Significance of Retail Image; Integrating Retailing Strategy.	3	-	-	-	-
	II	Pricing Strategy, Promotional Strategy.	6	-	-	1	-
	III	Legal Requirements – Trade License; Legal Requirements with respect to Employees; Statutory Requirements for different types of Retail Stores (Pharmacies, Restaurants and Petrol Pumps)	7	2	-	1	-

- **Total No. of Lectures of 1 hour duration** : **48 hours**
- **Total No. of Tutorial classes of 1 hour duration** : **8 hours**
- **2 nos. of Seminars of 2 hour duration** : **4 hours**
- **2 nos. Group Discussion of 2 hours duration** : **4 hours**

Hence, $48 (L) + \{[8 (T) + 8 (P)]/2\} = 56 \text{ hours}/14 = 4 \text{ Credits}$

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

Course Outcome:

This course will be enabling students to understand:

- the concept of retailing and status of retail marketing.
- the various aspects and determinants of a retail strategy.
- the legalities that need to be statutorily complied with while starting and running a retail institution in India.

Suggested Readings:

Reference Books:

Retail Marketing Management by David Gilbert, Pearson Education Pvt Ltd, Delhi

Retail Management by Rogre Cox, Pearson Education Pvt Ltd, Delhi

Retailing Management –Text and Cases by S. Pradhan, Tata McGraw Hill, Delhi

Text Books:

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

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

Course Code: 20510
Course Title: Introduction to Stock Market
Nature of the course: GE
Total Credit: 4 Credits

Course Objective:

To make the non Commerce background students to understand the concept of stock market and acquaint with the different terminologies, strategies, related to investment in stock market.

Block	Unit	Course Content	L	T	P
1	Basics of Stock Market	i) Stock market and economy	3	-	-
		ii) Participants in Stock Market	3	-	-
		iii) Difference between Share and Stock	2	-	-
		iv) Salient features of debenture and bond.	2	1	-
2	Stock Market Terminologies	i) Major stock exchanges in India and stock indices.	3	-	-
		ii) Limit order, bull market, bear and delivery of stock and bond.	3	-	-
		iii) Put, call and stop loss.	3	-	-
		iv) Booking profit and loss	3	-	-
		v) Short and long trading options.	2	-	1
		vi) Brokerage houses.	2	-	-
3	Strategies of Investing in Stock Market	i) Volume of money to invest in stock market, DMAT A/C and fund requirement	2	-	-
		ii) Investing in Equities.	2	-	-
		iii) Investing in Bonds.	2	-	2
		iv) Investing in Mutual Funds.	3	-	2

		v) Investment in Initial Public Offerings & Book Building Process.	4	-	-
		vi) Selection of Securities for investments.	2	-	-
4	Types of Investors in Stock Market	i) Speculator, hedger and arbitragers.	2	-	-
		ii) Dematerialisation of securities and the process.	3	2	-
		iii) Role of Depositories	3	-	-
		iv) Formation of portfolios	2	-	2
		v) Movement of Stock indices	2	-	-

Total Lectures=53 Nos, total tutorials= 3 nos, and total practical =7nos

Hence, $53(L) + \{ [3(T) + 7(P)]/2 \} = 58 \text{ hours}/14 = 4 \text{ Credit}$

***L= Lecture, T= Tutorial, P= Practical (includes library visit).**

Course Outcome:

To impart working knowledge on stock market to the students from other disciplines.

Suggested Reading:

Reference Readings:

National Stock Exchange of India Publications available online on:

www.nseindia.com/publications

Text Books:

Bodie, Kane, Markus and Mohanty : Investments (Eighth Edition), McGraw Hill, New Delhi.

Bhole : Indian Financial System : Himalaya Publishers, Mumbai.

Madura : International Corporate Finance: Thomsons, USA

Course Code: 20520
Course Title: MARKETING
Nature of the Course: GE
Total Credits Assigned: 4 Credits

Course Objectives:

To acquaint the students with the fundamental concepts of modern marketing.

Block	Sl. No	Units	L	T	P
I	1	Meaning of market – definition and classification of markets	2	-	-
	2	Marketing – features-object- importance & function.	4	-	-
	3	Marketing Mix	2	-	-
	4	Modern Marketing & Marketing environment.	4	1	2
II	1	Consumer Behaviour: – Buying Motives	3	-	-
	2	Product – its features- product mix	4	1	2
	3	Brands – branding - packaging	3	-	-
III	1	Pricing – importance of pricing - factors affecting pricing decisions	4	-	-
	2	Distribution – Channels – physical distribution decision.	4	-	-
	3	Promotion – Difference between promotion and sales promotion – need, importance and objectives of promotion.	5	1	2
IV	1	Social marketing	4	-	-

	2	Service marketing	3	-	-
	3	Rural marketing			
	4	Digital Marketing	4	1	2

Total No. of Lectures of 1 hour duration : 50 hours

Total No. of Tutorials of 1 hour duration : 4 hours

Total No. of Practical of 1 hour duration :8 hours

Hence, $50(L) + \{ [4(T) + 8(P)] / 2 \} = 56 \text{ hours} / 14 = 4 \text{ Credit}$

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

Course Outcome:

After completion of this course, the students will be able to understand the basics of marketing, marketing mix and modern marketing environment.

Suggested Readings:

Reference Book:

Kotler and Keller, "Marketing Management" Pearson Publication

Text Books:

Pillai and Bhagawati, "Marketing Management" S.Chand, New Delhi

Govindaranjan M, "Marketing Management- Concepts, Cases, Challenges and Trends, PHI, New Delhi.

