

University of Mumbai




No.AAMS (UG)/166 of 2021-22
Mumbai - 400 032.
October, 2021.

To
The Principal,
Vidya Prasarak Mandal's,
K.G Joshi College of Arts &
N.G. Bedekar College of Commerce (Autonomous),
Chendani Bunder Road,
Thane - 400 601.

Sir,

I am to invite your attention to the Ordinances, Regulations and Syllabus relating to the B.Voc (Sales and Marketing Management) (CBCS) (Sem - I to VI) and to inform you that the resolution passed by the Board of Deans at its meeting held on 11th June, 2021 vide item No. 9.21 have been accepted by the Academic Council at its online meeting held on **29th June, 2021** vide item No. 7.4 and subsequently approved by the Management Council at its meeting held on **29th July, 2021** vide item No. 16 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinance **6715 & 6716 Regulations 9458 & 9459** and the syllabus of **B.Voc. (Sales and Marketing Management) (CBCS) (Sem I to VI)** has been introduced as the said course has been sanctioned by the U.G.C., New Delhi, under NSQF and the same have been brought into force with effect from the academic year **2020 -21**, accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI - 400 032
25th October 2021


(Sudhir S. Puranik)
REGISTRAR

A.C/7.4/29/06/2021
M.C/16/29/07/2021


No. AAMS (UG)/166 -A of 2021

MUMBAI-400 032

25th October, 2021

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans,
- 2) The Director, Board of Examinations and Evaluation,
- 3) The Director, Board of Students Development,
- 4) The Co-ordinator, University Computerization Centre,


(Sudhir S. Puranik)
REGISTRAR

Copy to :-

- 1. The Deputy Registrar, Academic Authorities Meetings and Services (AAMS),**
- 2. The Deputy Registrar, College Affiliations & Development Department (CAD),**
- 3. The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),**
- 4. The Deputy Registrar, Research Administration & Promotion Cell (RAPC),**
- 5. The Deputy Registrar, Executive Authorities Section (EA),**
- 6. The Deputy Registrar, PRO, Fort, (Publication Section),**
- 7. The Deputy Registrar, (Special Cell),**
- 8. The Deputy Registrar, Fort/ Vidyanagari Administration Department (FAD) (VAD), Record Section,**
- 9. The Director, Institute of Distance and Open Learning (IDOL Admin), Vidyanagari,**

They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above circular and that on separate Action Taken Report will be sent in this connection.

- 1. P.A to Hon'ble Vice-Chancellor,**
- 2. P.A Pro-Vice-Chancellor,**
- 3. P.A to Registrar,**
- 4. All Deans of all Faculties,**
- 5. P.A to Finance & Account Officers, (F.& A.O),**
- 6. P.A to Director, Board of Examinations and Evaluation,**
- 7. P.A to Director, Innovation, Incubation and Linkages,**
- 8. P.A to Director, Board of Lifelong Learning and Extension (BLLE),**
- 9. The Director, Dept. of Information and Communication Technology (DICT) (CCF & UCC), Vidyanagari,**
- 10. The Director of Board of Student Development,**
- 11. The Director, Department of Students Welfare (DSD),**
- 12. All Deputy Registrar, Examination House,**
- 13. The Deputy Registrars, Finance & Accounts Section,**
- 14. The Assistant Registrar, Administrative sub-Campus Thane,**
- 15. The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,**
- 16. The Assistant Registrar, Ratnagiri sub-centre, Ratnagiri,**
- 17. The Assistant Registrar, Constituent Colleges Unit,**
- 18. BUCTU,**
- 19. The Receptionist,**
- 20. The Telephone Operator,**
- 21. The Secretary MUASA**

for information.

**New Ordinances 6715 & 6716 relating to the
B.Voc (Sales and Marketing Management).**

With reference to above subject, Kindly refer the following details

i) Necessity of starting these courses

To enhance the employability of students by offering market oriented curriculum and professional teaching.

ii) Whether UGC has recommended to start the said courses?

Yes. UGC has recommended to start the B.Voc (Sales and Marketing Management) Course with letter No.F. No. 5-1/2018(NSQF)

iii) Whether all the courses have commenced from the academic year 2019-20?

The course didn't commence from Academic Year 2019-20. It was started from Academic Year 2020-21.

iv) The courses started by the University are self financed, whether adequate number of eligible permanent Faculties are available?

The B.Voc (Sales and Marketing Management) course started by College under UGC-NSQF Scheme.

v) To give details regarding duration of the Course and is it possible to compress the course?

The B.Voc (Sales and Marketing Management) Course started by college under UGC-NSQF Scheme. It is a full time 3 Years Course with 6 Semesters.

vi) The intake capacity of each course and no. of admissions given in the current academic year(2019-20)

Intake Capacity is 50 and started from Academic Year 2020-21. The first batch had 33 students

vii) Opportunities of Employability /Employment available after undertaking these courses.

Students can get job opportunities in Sales, Marketing, Retail industries as Marketing Executive, Retail Associate, Sales Team Leader in corporate, Retail outlets and industries from different sectors.

UNIVERSITY OF MUMBAI



Syllabus for the

**Program : B.Voc. in Sales and
Marketing Management**

(Choice Based and Credit System with effect from
the academic year 2020-21)

AC - 29/06/2021

Item No.7.4

UNIVERSITY OF MUMBAI



Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course O. 6715	B.Voc. in Sales and Marketing Management
2	Eligibility for Admission O. 6716	The eligibility condition for admission to B.Voc. Programme shall be 10+2 or equivalent , in any stream.
3	Passing Marks	
4	Ordinances / Regulations (if any)	
5	No. of Years / Semesters R - 9458	3 Years with 6 Semesters
6	Level	UG
7	Pattern R - 9459	Semester
8	Status	New
9	To be implemented from Academic Year	2020-2021

Date:

Signature:

Name

Dr. Ajay Bhamare
Dean, Commerce and Management

Chairman of BoS of.....

PREAMBLE

Coverage: The Chairperson and members of BoS may decide to include preamble. Preamble or Preface is optional and should be framed within one page. It should mention the salient features and essence of the curriculum/syllabus and highlight the need for revision. The constitution of India and most of the acts and laws of the Indian Penal Code have only one page preambles.

Dr. Ajay Bhamare (Dean, Commerce and Management)

Dr. Kavita Laghate (Associate Dean, Commerce and Management)

Name of Chairperson (BoS)

Member(BoS)

Member(BoS)

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Fill up the cover page and sign according to this format and your syllabus below it and Convert PDF File and Send it.



विश्वविद्यालय अनुदान आयोग
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ज्ञान-विज्ञान विभूषण

Speed Post

06 AUG 2018

F.No. 5-112018(NSQF)

August, 2018

The Principal,
IN.G. Joshi College of Arts and
N.G. Bcdekar College of Commerce,
Chcdani, Burider Road, Near CIDCO Bus Stop,
Thane, Maharashtra.



Sub: Approval of programmes/courses under NSQF

Sir/Madam,

This is with reference to your proposal for, IntrodU+rjn4..yoMisnal? ur•%s rtd-°r kSQF. a- directed to ccrj\ey approval of the UGC for the following p< grammes/courses to be run by your s\lilution under NSQF from the academic session 2018-19:

Programmes
B.\oc
1. Sales & Marketing Management
CC
1. Disaster Management

It is further informed that the institu(ion may admit 50 students per course, and appoint and staff as per the provisions of the NSQF Guidelines.

You are requested to kindly ensure compliance of the terms and conditions/provisions as do ^n in the Guidelines for providing Skill-based Education under National Skill Qualification me\work. You are also requested to convey your confirmation to start (he course/s from the demic session 2016-19 along \with lie course-wise actual intake of students to UGC at the iesl.

Yours faithfully,

Principal
K. G. Joshi College of Arts
N. G. Bcdekar College of Commerce

(Mriganka Sekhar Sarma)
Education Officer



University of Mumbai



AFFILIATION SECTION
No. Aff/CD/2020-21/214

To,
The Principal,
Vidya Prasarak Mandal's,
K.G.Joshi College of Arts & N. G. Bedekar College of Commerce,
Chendani Bunder Road,

Sub:- Permission for B. (Voc) Course under NSQF scheme from the academic year 2020-21.

Ref:- १) शासन आदेश क्र एनजीसी २०१८/(३२२/१८)/मशि-४, दिनांक ०४ मार्च, २०२०
२) Director of Higher Education Letter No. विसस/उशि/कोविप/मशि/२०२०/७८७

Sir/ Madam».

In this reference in your letter No. ACCES2/3.1 dated 29* July, 2020 requesting Neu Cotir,e of B. Voc tsoles end 64orLetiog Management) under NSQF scliciic u-(th iniaLe ul' *fl siinfents each front the acaderiic year 2020-21.

In this connection, I and to in firl\ you that the Hither a/d Technical Ed Ination Dparfmcnr. Government of Maharashtra, vide शासन आदेश क्र एनजीसी २०१८/(३२२/१८)/मशि-४, दिनांक ०४ मार्च, 7ojo Ifas gi\`cn like perl zissio\i for be\): Conrse of B. \`cc (Sales and Markciinj Manayc\nenl) under NSQF sclicnlc viiii ii wLc of 30 students cacII from llic ncaenic j`ear 20*0-2I >ii >cri <ne</ly ncn g-iMcd h\isis hMder the prov'isions of Maharzshtm l'ublic Uni\`ersities /tct. 2016 under Secti>n 109, stihjeci <a lcmi: and condition laid de> n in llic above order.

I am therefore, directed to inform you that your college has been granted permission for New ' Counc oJ"J3. Vcc (Sales and Markelin F4anage>e>e>i} und+r NS\$I" scheme 'ith inlaKc <ot" ju students Cycl> Ironl the a<ademic j`ear 2020-? I on ycrn\nMently non gr<n/cJ bnsis g :j\` gofldl[IO]1S nien<ioied bñ)OSS' Q}' {ifi0 PROFS Sgid ID\`0Fflflñff \0SO)fflFO, filled @/gg\jQ{ tgh\$:}j dirvciions issMed by' the Untversily from time to tinte, and subject to lize condition.that the d cisinn of academic council on the repon ct LocaJ Inquij,' Committee to be appoiHed by the Uni `cersilj:.

SBP
10/8/2020
10-8-2020

I am further to inform you that if you start the above mentioned New Courses from the academic year 2020-21, please make an application for continuation and extension of affiliation for the Second & Third year of the said faculty in the prescribed form as per Circular No. Aff./Recog./ICC/2012-13/17 dated 24th August, 2012 and make the payment of affiliation fees in the name of the Finance and Accounts Officer, University of Mumbai. A copy of the circular No. Aff./Recog./189 of 2008 dated 17th May, 2008 is attached herewith for your information.

copy of the University Circular No. Aff./Recog./ICC/2012-13/17 dated 24th August, 2012 and a copy of the circular No. Aff./Recog./189 of 2008 dated 17th May, 2008 is enclosed herewith for your information.

Yours faithfully/-

(Jaydatta Jadhav)
Assistant Inspector
Affiliation Section

**Syllabus for B. Voc.
(Sales and Marketing Management)
under the UGC Scheme for providing skill
Based Education under National Skill
Qualification Framework (NSQF)**

**VPM's K. G. Joshi College of Arts &
N.G. Bedekar College of Commerce, Thane**

Affiliated to University of Mumbai

Phone: 022 – 2533 2412 / 2544 6555

Email: joshibedekar@gmail.com

From Academic Year 2020-21

The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components. The General Education Component shall have 40 % of the total credits and balance 60% credits will be of Skill Component.

NSQF Level	Skill Component Credits	General Education Credits	Total Credits a for Award	Normal Calendar Duration	Exit Point/Awards
4	18	12	30	One Semester	Certificate
5	36	24	60	Two Semesters	Diploma
6	72	48	120	Four Semesters	Advance Diploma
7	108	72	180	Six Semesters	B.Voc. Degree

The general education component should adhere to the normal university standards. It should emphasize and offer courses which provide holistic development.

F.Y.B.VOC. IN SALES AND MARKETING MANAGEMENT

Semester I

General Education Component

Credits

Paper I: Fundamentals of Management

4

Course Outcomes:

1. To make the learners aware about conceptual knowledge and evolution of Management.
2. To familiarize the learners with the functions in Management.

Unit – I Introduction to Management:

- **Management:** Concept, Nature, Scope, Functions, Managerial Roles, Levels of Management, Managerial Skills
- **Evolution of Management-** Classical Approach- Scientific and Administrative Management; The Behavioral approach; The Systems Approach; Contingency Approach, IT Approach.
- **Modern Management Approach-** Peter Drucker's Dimensions of Management, Indian Management Thoughts: Origin & Significance of Indian Ethos to Management.

Unit – II Planning and Decision Making:

- **Planning-** Concept, Planning Process, Types of Plans, Components of Plan
- **Management by Objectives;** -Process, Advantages, Management By Exception- Advantages; Management Information System- Concept, Components
- **Decision making** – Techniques, Essentials of a Sound Decision Making, Impact of Technology on Decision Making.

Unit – III Organizing

- **Organizing:** Concept, Steps, Principles of Organization: Organizational Structures-Features of Line & Staff Organisation, Matrix Organisation & Virtual Organisation
- **Departmentation:** Meaning & Bases of Departmentation, Span of Management

- **Delegation of Authority**- Process, Barriers to Delegation, Principles of Effective Delegation. Decentralisation: Factors Influencing Decentralisation, Centralization v/s Decentralisation

Unit – IV Leadership, Motivation and controlling :

- **Leadership**- Concept, Functions, Leadership Styles, Qualities of a good Leader
- **Motivation** – Concept, Factors influencing Motivation, Motivational Theories – Maslow’s Needs Hierarchy Theory, Herzberg’s Two Factor Theory, McGregor’s Theory X and Theory Y.
- **Controlling**- Concept, Types and Strategies for Control, Steps in Control Process, Budgetary and Non- Budgetary Controls. Characteristics of Effective Controls

References

- Management Today Principles& Practice- Gene Burton, Manab Thakur, Tata Mc GrawHill ,Publishing Co. Ltd.
- Management – James A.F. Stoner, Prentice Hall, Inc .U.S.A.
- Management : Global Prospective –Heinz Weihrich& Harold Koontz, Tata McGraw- Hill, Publishing Co.Ltd.
- Essential of Database Management Systems –Alexis Leon ,Mathews Leon Vijay Nicole, Imprints Pvt Ltd.
- Management –Task ,Resp, Practices – PetaDruche “willian Heinemann LTD.

Paper II :Foundation Course –I

4

Course Outcomes

- To acquaint students with diverse nature of Indian society
- To provide broad outline of Indian Constitution, its preamble, features,etc.
- To make students aware both about fundamental rights and duties
- To make the students understand natural and man-made disparities

Unit I: Diverse nature of Indian Society

1. Multi-cultural diversity with special reference to religion and caste
2. Linguistic diversity
3. Regional Variations based on rural, urban and tribal characteristics

Unit II: Disparities in Indian Society

1. Communalism
2. Casteism
3. Linguism and regionalism

Unit III: Inequalities in Indian Society

1. Gender inequality – Violence against Women and Declining Sex Ratio
2. Gender inequality – Low political participation of women
3. Problems of the differently-abled people and solutions

Unit IV: Introduction to the Constitution

1. Philosophy of the Constitution(with reference to the Preamble)
2. Basic Structure and Features of the Constitution
3. Fundamental Duties of the Indian Citizen

Unit V: Human Rights

1. Concept and features of Human Rights
2. The Universal Declaration of Human Rights: Classification and Importance
3. Human Rights constituents with special reference to Fundamental Rights stated in the Constitution

Paper III: Business Statistics

4

Course Outcomes

1. To develop the students ability to deal with numerical and quantitative issues in business
2. To enable the use of statistical, graphical and algebraic techniques wherever relevant.
3. To have a proper understanding of Statistical applications in Sales and

Marketing.

Units 1- Introduction to Statistics

Introduction: Functions/Scope, Importance, Limitations,

Data: Relevance of Data(Current Scenario), Type of data(Primary & Secondary), Primary(Census vs Samples, Method of Collection (In Brief), Secondary(Merits, Limitations, Sources)

Presentation Of Data: Classification – Frequency Distribution – Discrete & Continuous, Tabulation, Graph(Frequency, Bar Diagram, Pie Chart, Histogram, Ogives, Pareto chart)

Units 2 -Measures of Central Tendencies and Measures of Dispersion

Mean(A.M, Weighted, Combined),Median(Calculation and graphical using Ogives), Mode(Calculation and Graphical using Histogram)

Measures of Dispersion Measures Of Dispersion: Range with C.R(Co-Efficient Of Range), Quartiles & Quartile deviation with CQ (Co-Efficient Of Quartile),

Mean Deviation from mean with CMD (Co-Efficient Of Mean Deviation), Standard deviation with CV(Co-Efficient Of Variance)

Units 3- Correlation , Regression and Time series

Co-Relation: Karl Pearson, Rank Co-Relation, Linear Regression: Least Square Method, Time Series: Least Square Method, Moving Average Method, Determination of Season .

Units 4- Probability and Decision Theory

Probability: Concept of Sample space, Concept of Event, Definition of Probability, Addition & Multiplication laws of Probability, Conditional Probability, Expectation & Variance, Concept of Probability Distribution(Only Concept),Decision Theory: Acts, State of Nature Events, Pay offs, Opportunity loss, Decision Making under Certainty, Decision Making under Uncertainty, Non-Probability: Maximax, Maximin, Minimax, Regret, Laplace & Hurwicz), Probabilistics (Decision Making under risk):EMV, EOL, EVPI, Decision Tree

References

- Statistics of Management , Richard Levin & David S. Rubin, Printice Hall of India , New Delhi.
- Statistics for Business & Economics, David R Anderson, Dennis J Sweney, Thopmson Publication.

<ul style="list-style-type: none"> • Fundamental of Statistics, S C Gupta, Himalya Publication House. • Business Statistics , Bharadwaj , Excel Books, Delhi 	
Skill Component (Under the Guidelines of Sector Skill Council)	18
Total Credits	30
SEMESTER II	
General Education Component	Credits
Paper I: Accounting for Managerial Decisions	4
<p>Course Outcomes</p> <ol style="list-style-type: none"> 1. To enhance the abilities of learners to develop the concept of management accounting and its significance in the business. 2. To enhance the abilities of learners to analyze the financial statements. 3. To enable the learners to understand, develop and apply the techniques of management accounting in the financial decision making in the business corporates. 4. To make the students develop competence with their usage in managerial decision making and control. <p>Unit- I Introduction to Accounting for Management – Introduction to Management Accounting – Meaning, Nature, Scope, Functions, Decision Making Process, Financial Accounting V/s Management Accounting Analysis and Interpretation of Financial Statements i) Study of Balance sheet and Income statement / Revenue statements in vertical form suitable for analysis ii) Relationship between items in Balance Sheet and Revenue statement iii) Tools of analysis of Financial Statements (i) Trend analysis (ii) Comparative Statement (iii) Common Size Statement Note : (i) Problems based on trend analysis (ii) Short Problems on Comparative and Common sized statements</p> <p>Unit -II Ratio Analysis and Interpretation : A. Balance Sheet Ratios : i) Current Ratio ii) Liquid Ratio iii) Stock Working Capital Ratio iv) Proprietary Ratio v) Debt Equity Ratio vi) Capital Gearing Ratio</p>	

<p>B. Revenue Statement Ratio: i) Gross Profit Ratio ii) Expenses Ratio iii) Operating Ratio iv) Net Profit Ratio v) Net Operating Profit Ratio vi) Stock Turnover Ratio</p> <p>C. Combined Ratio : i) Return on capital employed (Including Long Term Borrowings) ii) Return on proprietor's Fund (Shareholders Fund and Preference Capital) iii) Return on Equity Capital iv) Dividend Payout Ratio v) Debt Service Ratio vi) Debtors Turnover vii) Creditors Turnover (Practical Question on Ratio Analysis)</p> <p>Unit -III Working Capital & Marginal Costing-</p> <p>Working Capital : Concept, Nature of Working Capital , Planning of Working Capital</p> <p>Marginal Costing -Concept and its practical applications in Managerial decisions, BEP analysis, P/V Ratio and their applications in solutions to business problems , Life Cycle Costing</p> <p>Unit-IV Budgeting and Budgeting Control - Flexible Budget and cash Budget , Capital Budgeting - Pay Back Method , NPV, The Profitability Index, IRR and ARR techniques and their practical applications in decision making process.</p> <p>References:</p> <ul style="list-style-type: none"> • Srivastava R M, Essentials of Business Finance, Himalaya Publications • Anthony R N and Reece JS. Accounting Principles , Hoomwood Illinos , Richard D. Irvin • Bhattacharya SK and Dearden J. - Accounting for Management. Text and Cases , New Delhi. • Hingorani NL and ramanthan AR - Management Accounting , New Delhi • Ravi M. Kishore , Advanced management Accounting , Taxmann , NewDelhi • Maheshwari SN - Management and Cost Accounting , Sultan Chand , New Delhi • Gupta , SP - Management Accounting , Sahitya Bhawan , Agra 	
<p>Paper II: Foundation Course- II</p> <p>Course Outcomes</p> <ul style="list-style-type: none"> • To update students about changing economic scenario • To make students aware about environmental issues and its preservation 	<p>4</p>

- To help students understand role of political parties in India
- To acquaint students with psychological aspects involving stress, conflict management, etc.

Unit I: Globalization: Impact on the Society

1. Understanding the concept of Liberalization, Privatization and Globalization
2. Positive Impact of Globalization
3. Negative Impact of Globalization

Unit II: Nature of Political Parties in India

1. Classification of political parties
2. Salient features of party system in India
3. Problems faced by political parties

Unit III: Ecology

1. Ecosystem
2. Food webs and Food chains
3. Causes of environmental degradation and Concept of Sustainable Development

Unit IV: Understanding Stress

1. Causes of Stress
2. Effects of Stress
3. Stress Management

Unit V: Understanding Psychological Conflicts

1. Types of conflicts
2. Conflict Resolution
3. Maslow's Theory of Self-Actualization

Paper III: Business Mathematics

4

Course Outcomes

1. To understand the basic concepts of Mathematics.
2. To have a proper understanding of mathematical applications in Sales and

Marketing .

Unit 1-Ratio, Proportion and Percentage

Ratio- Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage: Meaning and Computations of Percentages.

Unit 2 - Profit And Loss

Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount, Introduction to Commission and brokerage, Problems on Commission and brokerage.

Unit 3-Financial Mathematics

Simple and compound interest, Concept of present value and future value, Equated Monthly Installments (EMI) reducing balance & Flat Interest rate of interest, Annuities : Types of Annuities, Shares and Dividends : Concept of Shares, Stock exchange, Face Value, Market Value, Dividend, Equity Shares, Preferential Shares, Bonus Shares, Examples.

Unit 4-Matrices And Determinants (upto order 3 only) Definition of a Matrix, Types of Matrices, Algebra of Matrices, Determinants, Ad joint of a Matrix, Inverse of a Matrix via adjoint method , System of linear equations solution

Permutation and Combination: Factorial Notation Fundamental Principle of counting, Permutation as arrangement, Simple examples, combination as selection, simple examples on commercial application of permutation and combination.

References

- Mathematics for Economics and Finance Methods and Modelling by Martin Anthony and Norman Biggs, Cambridge University Press, Cambridge low-priced edition, 2000, Chapters 1, 2,4, 6 to 9 & 10.
- Applied Calculus: By Stephen Waner and Steven Constenoble, Brooks/Cole Thomson Learning,second edition, Chapter 1 to 5.
- Business Mathematics By D. C. Sancheti and V. K. Kapoor, Sultan Chand & Sons, 2006, Chapter 1,5, 7, 9 &10.
- Mathematics for Business Economics: By J. D. Gupta, P. K. Gupta and Man Mohan, Tata McGraw Hill Publishing Co. Ltd., 1987, Chapters 9 to 11 & 16.

<ul style="list-style-type: none"> Quantitative Methods-Part-I By S. Saha and S. Mukerji, New Central Book Agency, 1996, Chapters 7 & 12. 	
Skill Component (Under the Guidelines of Sector Skill Council)	18
Total Credits	30

S.Y.B.VOC. IN SALES AND MARKETING MANAGEMENT

SEMESTER III

General Education Component

Paper I: Field Sales Management -I

3

Course Objective:

1. To understand the concept of field sales management.
2. To Make Learners aware about practical applications of sales management.

Unit 1 Field Sales Management

- Introduction to Sales Management – Meaning & Concept – Nature, Objectives of Salesmanship, Function of Sales Management, Sales Management as a career option.
- Field Sales Management – Introduction, Concept of Personal Selling & Advertising, Difference between selling and Marketing, Difference between Advertising & Personal Selling , Changing face of Personal Selling.
- Sales Manager – Qualities & Qualification of Sales Manager – Essentials for a Successful Sales Manager – Duties & Responsibilities of a Sales Manager.

Unit 2: Sales Organisation

- Meaning, Nature, Characteristics of a Sales Organization, Need & Objectives of Sales Organization.
- Structure of Sales Organization, Types of Sales Organizations and factors affecting structure of Sales Organization.
- Centralization & Decentralization of Sales Organization, Merits and Demerits

:Sales Policies

- Product Policies – Branding , Promotional Policies – Promotional Measures
- Pricing Policies – Methods of Pricing, Factors, Strategies
- Place / Distribution Policies – Channels of Distribution-Types (Consumer & Industrial Goods), Factors affecting selection of channel of distribution

<p>Unit 4:Sales Force Management</p> <ul style="list-style-type: none"> • Recruitment and Selection of Salesforce – Concept, Sources of Recruitment Steps in selection process, Training of Salesforce -Methods • Compensating & Motivating the Sales Team -Methods of Compensation, Monetary and Non-Monetary tools of Motivation. • Evaluating Sales Force Performance, Functions, Sales records, Reporting, Performance Appraisal of Sales Force. <p>References</p> <ul style="list-style-type: none"> • Philip Kotler – Marketing Management, 11th ed. Pearson Publication. • Porter, Michel E. Competitive Strategy, New York: The Free Press, 1980. • Tirodkar, Field Sales Management, Vani Publication, Pune. • Richard R Still, Edward W. Candiff, Sales Management. • M.D.Pestonjee, Motivation & Job Satisfaction. • Tom Reilly, Value Added Selling • Helen Woodruffe, Services Marketing, Macmillan Publication. 	
<p>Paper II: Marketing Management</p> <ol style="list-style-type: none"> 1. To understand marketing strategies and their impact on business models 2.To learn strategic marketing tactics related to product, price, service, brand, positioning, incentives and communication for business growth. 3. To learn the various marketing strategies adopted by Companies to create a competitive advantage <p>Unit I: Introduction to Marketing</p> <p>Concept Features, Importance, Functions of Marketing, Evolution of Marketing - Concept of Marketing Myopia- Market Targeting -Concept , Five Patterns of Market Targeting .</p> <p>UNIT II: Marketing Mix, MIS and Market Segmentation</p> <p>Marketing Mix-4 P’s of Marketing Mix, MIS-Concept & Components, Market segmentation : Concept, Need & Benefits, Bases for market segmentation of consumer goods, industrial goods and services. Segment, Niche & Local Marketing, Effective segmentation criteria.</p>	<p>3</p>

<p>UNIT III: Marketing Mix Decisions: Product and Pricing Decisions Product-Concept, Product decisions Areas, Product Life Cycle, Branding-Concept & Components-Packaging –Concept, Essential good Package Pricing-Concept, Objectives, factors Influencing pricing decisions, Types of pricing, Pricing strategies</p> <p>UNIT IV: Marketing Mix Decisions: Place and Promotion Decisions</p> <ul style="list-style-type: none"> • Place /Physical Distribution-Concept, Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels) • Promotion - Concept, Importance, Elements of Promotion mix, Integrated Marketing Communication (IMC)- Concept, Scope, Importance. <p>References :</p> <ul style="list-style-type: none"> • Philip Kotler (2003). Marketing Management : Eleventh Edition. New Delhi : Pearson Education • V. S. Ramaswani and S Namakumari (2002). Marketing : Planning, Implementation and Control (3rd Edition) New Delhi, Macmillan India • Michael Porter – Competitive Advantage • Theodore Levitt – Marketing Management • Fundamentals of Marketing – William Stanton • Customer Driven Services Management (1999) Response Books 	
<p>Paper III: Business Law-I</p> <p>Course Objective:</p> <ul style="list-style-type: none"> • To provide a conceptual study about the framework of Indian Business Laws. • To orient students about the legal aspects of business • To familiarize the students with case law studies related to Business Laws of Semester III. <p>UNI I :Indian Contract Act, 1872</p>	<p>3</p>

- Essentials of Contract, Agreement and Contract ,Offer and Acceptance, Consideration

Capacity to Contract,, Concept of E-Contract

- Consent (Ss.13, 14-18, 39.53, 55, 66)-Agreements in which consent is not free - Coercion, Undue Influence, Misrepresentation Fraud, Mistake.
- Void Agreements (S. 24-30) – Concept, Void Agreements under Indian Contract Act

UNI II: Special Contracts

- **Law of Indemnity & Guarantee** (Ss. 124-125, Ss. 126-129, 132-147) – Concept, Essentials elements of Indemnity and Guarantee, Contract of Indemnity vs. Guarantee, Modes of Discharge of Surety.
- **Law of Bailment** (S. 148, 152-154, 162, 172, 178, 178A, 179) – Concept, Essentials of Bailment, Kinds of Bailment, Rights and Duties of Bailor and Bailee
- **Law of Pledge** – Concept, Essentials of valid Pledge, Lien - concept, Difference between Pledge and Lien, Rights of Pawnor & Pawnee.(Ss.173, 174, 177)
- **Law of Agency (Ss. 182-185, 201-209)** – Concept, Modes of creation of Agency, Modes of termination of Agency, Rights& Duties of Principal and Agent

UNIT III: Sale of Goods Act, 1930

- Contract of Sale (S.2) – Concept, Essentials elements of contract of sale, Distinction between Sale and Agreement to sell (S.4) Distinguish between Sale and Hire Purchase Agreement, Types of Goods. Effects of destruction of Goods (Ss. 6,7.8),
- Conditions & Warranties (Ss. 11-25 & 62, 63) – Concept, Distinguish between Conditions and Warranties, Implied Conditions & Warranties, Concept of Doctrine of Caveat Emptor –Exceptions.
- Property – Concept , Rules of transfer of property (Ss. 18-26)
- Unpaid Seller (Ss. 45-54, 55 & 56)- Concept, Rights of an unpaid seller, Remedies for Breach of contract of Sale (Ss. 55-61),Auction sale – Concept, Legal Provisions. (S. 64)

<p>UNIT IV: The Negotiable Instruments (Amended) Act 2015</p> <ul style="list-style-type: none"> • Negotiable Instruments – Concept (S13), Characteristics, Classification of Negotiable Instruments (Ss. 11, 12, 17-20, 42, 43, 104,134,135) Maturity of Instruments. • Promissory Note and Bill of Exchange (Ss. 4,5, 108-116)- Concept, Essentials of Promissory Note, Bill of Exchange (Ss. 4,5), Essential features of promissory note and Bill of exchange, Kinds Promissory note and Bill of exchange, Cheque (S.6)– Concept, Types & Crossing of Cheque, Distinguish between Bill of Exchange & Cheque, Dishonour of Cheque – Concept & Penalties (Ss. 138, 139,142) • Miscellaneous Provisions (S. 8-10, 22, 99-102, 118-122, 134-137) – Parties to Negotiable instruments Holder, Holder in due course, Rights & Privileges of Holder in due course, Payment in due course, Noting & Protest (99-104A) <p>References</p> <ul style="list-style-type: none"> • Law of Contract: Avatar Singh, Eastern Book Company. • Merchantile Law: by M.C.Kucchal. • Business Law : N.D.Kapoor • The Law of Contract: An Outline by Dr. Nilima Chandiramani, Avinash Publications. • Law of Sale of Goods and Partnership: A Concise Study by Dr. Nilima Chandiramani, Shroff Publishers. • The Sale of Goods Act: P. Ramanatha Aiyar, University Book Agency. • The Negotiable Instruments Act: Bhashyam &Adiga, Bharat Law House. • The Negotiable Instruments Act: Avatar Singh, Eastern Book Company • Khergamvala on the Negotiable Instruments (Amendment)Act,2015,Lexis Nexis 	
<p>Paper IV: Information Technology in B.Voc. Sales & Marketing</p> <p>-I</p> <p>Course Outcomes</p> <ol style="list-style-type: none"> 1. To learn basic concepts of Information Technology, its support and role in Management, for managers 2. Module II comprises of practical hands on training required for office 	<p>3</p>

automation. It is expected to have practical sessions of latest MS-Office software

3. To understand basic concepts of Email, Internet and websites, domains and security therein
4. To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features

Unit I-Introduction to Computers

- History of Computers
- Parts of Computers
- Hardwares: Specifications and Data Storage Management
- Softwares: Concept of System Software and Applications
- Networking: Introduction and types of network topologies
-

Unit II- Office Automation using MS Office

- Learn Word: Creating/Saving of Document Editing and Formatting Features Designing a title page, Preparing Index, Use of SmartArt Cross Reference, Bookmark and Hyperlink. Mail Merge Feature.
- Spreadsheet application (e.g. MS-Excel/openoffice.org) Creating/Saving and editing spreadsheets Drawing charts. Using Basic Functions: text, math & trig, statistical, date & time, database, financial, logical Using Advanced Functions : Use of VLookup/HLookup Data analysis – sorting data, filtering data (AutoFilter , Advanced Filter), data validation, what-if analysis (using data tables/scenarios), creating sub-totals and grand totals, pivot table/chart, goal seek/solver,
- Presentation Software Creating a presentation with minimum 20 slides with a script. Presenting in different views, Inserting Pictures, Videos, Creating animation effects on them Slide Transitions, Timed Presentations Rehearsal of presentation

Unit III- Electronic Commerce

Meaning, Advantages and Limitations of E Commerce, The role of Strategy in E Commerce, Value chains in E Commerce, Infrastructure for Electronic

Commerce Web Based Tools for Electronic Commerce, Electronic Commerce software, Security Threats to electronic Commerce , Implementing Security for Electronic Commerce, Electronic Payment Systems, Strategies for Marketing, Sales & Promotion Strategies for Purchasing Logistics & Support Activities, Electronic Markets & Communities, Business Plans for Implementing Electronic Commerce

Unit IV- E-Security Systems

- Threats to Computer systems and control measures. Types of threats Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism) Threat Management
- IT Risk Definition, Measuring IT Risk, Risk Mitigation and Management
- Information Systems Security
- Security on the internet Network and website security risks Website Hacking and Issues therein. Security and Email
- E-Business Risk Management Issues Firewall concept and component, Benefits of Firewall
- Understanding and defining Enterprise wide security framework
- Information Security Environment in India with respect to real Time Application in Business Types of Real Time Systems, Distinction between Real Time, On – line and Batch Processing System. Real Time Applications viz. Railway / Airway / Hotel Reservation System, ATMs, EDI Transactions - definition, advantages, examples; ECash, Security requirements for Safe E-Payments Security measures in International and Cross Border financial transactions
- Threat Hunting Software

References

- Information Technology for Management, 6TH ED (With CD) By Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)
- Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch
- Tata McGraw Hill Joseph, P.T. : E-commerce An Indian Perspective (Ch-13,Ch-14)
- Computer Viruses and Related Threats: A Management Guide (Ch-2, Ch-3) By John P. Wack, Lisa J.Carnahan
- (E-Book

<https://play.google.com/books/reader?id=tsP15h9gr8MC&printsec=frontcover&output=reader&hl=en&pg=GBS.PR7.w.2.1.0>

Skill Component (Under the Guidelines of Sector Skill Council)	18
Total Credits	30
SEMESTER IV	
General Education Component	
Paper I: Field Sales Management-II	3
<p>Course Objective:</p> <ul style="list-style-type: none"> • This course will prepare learners to understand the concept of Field Sales Management and Sales Organization. • To make learners understand various sales policies and learn the various aspects of sales force management <p>Unit 1: SALES PLANNING & FORECASTING I</p> <ul style="list-style-type: none"> • Sales Plan – Steps in developing an effective Sales Plan. • Planning Function of Sales Management – Sales Call Planning, Setting Quantitative Performance Standards. • Sales Forecasting – Meaning, Objectives & Factors affecting Sales Forecasting. • Sales Forecasting Techniques (Qualitative & Quantitative) <p>Unit 2 SALES PLANNING & FORECASTING II</p> <ul style="list-style-type: none"> • Concept of Sales Territory, Reasons for establishing sales territories • Salesman’s Report & its types • Concept of Quotas & Targets, Reasons for fixing targets. • Methods of fixing Quotas & Targets <p>Unit 3: SALES BUDGET & CONTROL</p> <ul style="list-style-type: none"> • Meaning of Sales Budget, Objectives of Sales Budget, Procedure to prepare Sales Budget. • Sales Control – Concept and steps in Control Process Sales Analysis & Marketing Cost Analysis Sales Audit - Concept, Importance of Sales Audit • Procedure of Conducting Sales Audit 	

<p>Unit 4: RECENT ISSUES IN SALES MANAGEMENT</p> <ul style="list-style-type: none"> • Ethical & Legal issues in Sales Management • Use of Technology in Sales Management (Telemarketing, E-Marketing, M-Marketing, Digitalization) Relationship Selling Process & Consumer Education (Value Added Selling) • Challenges in Sales Management <p>References</p> <ul style="list-style-type: none"> • Philip Kotler – Marketing Management, 11th ed. Pearson Publication. • Porter, Michel E. Competitive Strategy, New York: The Free Press, 1980. • Richard R Still, Edward W. Candiff, Sales Management. • M.D.Pestonjee, Motivation & Job Satisfaction. • Tom Reilly, Value Added Selling • Helen Woodruffe, Services Marketing, Macmillan Publication. • V.S.Ramaswamy, S.Namakumari, Marketing Management, Global Prospective –Indian Concept, Macmillan Publication 	
<p>Paper II: Advertising and Publicity Management</p> <p>Course Objective:</p> <ol style="list-style-type: none"> 1. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company. 2. It aims to orient learners towards the practical aspects and techniques of advertising. 3. It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising 4. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company. 5. It aims to orient learners towards the practical aspects and techniques of advertising. <p>Unit I:Introduction to Advertising:</p> <ul style="list-style-type: none"> • Integrated Marketing Communications (IMC)- Concept, Features, Elements, Role of advertising in IMC • Advertising: Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers. • Classification of advertising: Geographic, Media, Target audience and Functions 	<p>3</p>

Unit II: Advertising Agency

- **Ad Agency:** Features, Structure and services offered, Types of advertising agencies , Agency selection criteria
- **Agency and Client:** Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation
- **Careers in advertising:** Skills required for a career in advertising, Various Career Options, Freelancing Career Options - Graphics, Animation, Modelling, Dubbing

Unit III: Advertising Design & Appeals, Message Strategies & Executional Framework:

- **Advertising Design:** Advertising Theory, Types of Advertising Appeals, Structure of an Advertisement
- **Message Strategies,** Cognitive strategies, Executional Strategies, Creating an Advertising, Advertising Effectiveness
- **Pro Bono/Social advertising:** Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Self-Regulatory body- Role of ASCI (Advertising Standard Council of India)

Unit IV: Brand Building and Special Purpose Advertising

- **Brand Building:** The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises.
- **Special purpose advertising:** Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising.
- **Trends in Advertising:** Media, Ad spends, Ad Agencies, Execution of advertisements

References:

<p>1. Advertising and Promotion : An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education</p> <p>2. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education</p> <p>3. Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education Limited</p> <p>4. Kleppner’s Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011 – Pearson Education Limited</p> <p>5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall</p> <p>6. Advertising Management, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education</p> <p>7. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing</p>	
<p>Paper III: Business Law II</p> <p>Course Objective:</p> <ul style="list-style-type: none"> • To provide a conceptual study about the framework of Indian Business Laws. • To orient students about the legal aspects of business • To familiarize the students with case law studies related to Business Laws of Semester III. <p>Unit I :Indian Companies Act, 2013 Nature of Company, Incorporation of Company ,Memorandum of Association, Articles of Association, Prospectus, Directors, Corporate Social Responsibility</p> <p>Unit II:Indian Partnership Act, 1932 and Limited Liability Partnership Act,2008 Partnership - Concept, Essentials, Types of Partners and Partnership, Registration of Partnership, Limited Liability Partnership Act, 2008,Concept, Characteristics, Advantages and Disadvantages, Procedure of incorporation, Mutual rights and duties of partners, Difference between LLP and Partnership, Difference between Company and LLP</p> <p>Unit III:Intellectual Property Rights</p>	<p>3</p>

<p>Nature and Definition of IPR,Patent- concept, patentable and non patentable criteria,</p> <p>Copyright – concept of author and authorized acts, Duration of Copyright, original work and fair use, rights of copyright holder, infringement of copyright,Trademark- Concept, function, types, infringement and Passing off,Geographical Indication- concept</p> <p>Unit IV: Consumer Protection Act, 1986, Amendments in 2019 and Competition Act, 2002</p> <p><i>Objects and reasons of Consumer Protection, Definitions- Consumer, Consumer Dispute, Complaint, Complainant, Service, Deficiency in Service, Goods, Defects in Goods, Unfair Trade Practice, Consumer Disputes Redressal Mechanism – District forum, State Commission, National Commission, Competition Act, 2002,Objects, reasons and advantages of Competition Act,Anti-Competition Agreements, Abuse of Dominant position,Competition Commission of India</i></p> <p>References</p> <ul style="list-style-type: none"> • Guide to the Companies Act,2013 by A Ramaiya , Lexis Nexis. • Company Law by G.K.Kapoor. • Company Law by N.D.Kapoor. • Company Law by P.C. Tulsian. • Law and practice of Intellectual Property in India by Dr.Vikas Vashishth, Bharat Law House. 	
<p>Paper IV: Information Technology in B.Voc. Sales & Marketing –II</p> <p>Course Outcomes</p> <p>1 To understand managerial decision-making and to develop perceptive of major functional area of MIS.</p> <p>2 To provide conceptual study of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Key issues in implementation. This module provides understanding about emerging MIS technologies like ERP, CRM, SCM and trends in enterprise applications.</p> <p>3 To learn and understand relationship between database management and data warehouse approaches , the requirements and applications of data warehouse</p> <p>4 To learn outsourcing concepts. BPO/KPO industries, their structures , Cloud</p>	<p>3</p>

computing

Unit I- Introduction to IT Support in Management

Information Technology concepts, Concept of Data, Information and Knowledge, Concept of Database, Introduction to Information Systems and its major components, Types and Levels of Information systems, Main types of IT Support systems Computer based Information Systems (CBIS), Types of CBIS, Office Automation System (OAS), Transaction Processing System (TPS), Management Information System (MIS), Decision Support Systems (DSS), Executive Information System (EIS), Knowledge based system, Expert system

Unit II- ERP/E-SCM/E-CRM

Concepts of ERP

- Architecture of ERP: Generic modules of ERP
- Applications of ERP
- ERP Implementation concepts ERP lifecycle
 - Concept of XRP (extended ERP)
 - Features of commercial ERP software Study of SAP, Oracle Apps, MS

Dynamics NAV, Peoplesoft

- Concept of e-CRM E-CRM Solutions and its advantages, How technology helps?
- CRM Capabilities and customer Life cycle Privacy Issues and CRM
- Data Mining and CRM CRM and workflow Automation
- Concept of E-SCM Strategic advantages, benefits E-SCM Components and Chain Architecture
 - Major Trends in e-SCM
- Case studies ERP/SCM/CRM

Unit III- Digital Marketing

Introduction to Digital marketing , Advantages and Limitations, Various activities of Digital marketing, Search Engine Optimization, Search Engine Marketing, Content Marketing & Content Influencer Marketing, Campaign Marketing, Email Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts & Vodcasts, Digital Marketing on various Social Media platforms, Online Advertisement, Online Marketing Research, Online PR,

<p>Latest developments and Strategies in Digital Marketing.</p> <p>Unit IV-Outsourcing and Google Drive</p> <ul style="list-style-type: none"> • Meaning, Need ,Scope of Outsourcing. Outsourcing : IT and Business Processes • Business Process Outsourcing (BPO) & Knowledge Process Outsourcing(KPO) Concept, Scope, Benefits, Process, BPO and IT-enabled services , KPO vs BPO, Opportunity and Scope KPO challenges • Outsourcing in Cloud Environment Cloud computing offerings, Traditional Outsourcing Vs. Cloud Computing, Google drive: usage of Google drive in storing the Google documents, excel sheets, presentations and PDF files <p>References</p> <ol style="list-style-type: none"> 1. Information Technology for Management, 6TH ED (With CD) By Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2) 2. Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch 3. Tata McGraw Hill Joseph, P.T. : E-commerce An Indian Perspective (Ch-13,Ch-14) 4. Computer Viruses and Related Threats: A Management Guide (Ch-2, Ch-3) By John P. Wack, Lisa J. Carnahan 5. (E-Book : https://play.google.com/books/reader?id=tsP15h9gr8MC&printsec=frontcover&output=reader&hl=en&pg=GBS.PR7.w.2.1.0) 6. Electronic Commerce - Technologies & Applications. Bharat, Bhaskar 	
<p>Skill Component</p> <p>(Under the Guidelines of Sector Skill Council)</p>	18
Total Credits	30

T.Y.B.VOC. IN SALES AND MARKETING MANAGEMENT	
SEMESTER V	
General Education Component	
<p>Paper I: Logistics and Supply Chain Management</p> <p>Course Outcomes</p> <ol style="list-style-type: none"> 1. To provide students with basic understanding of concepts of logistics and supply chain management 2. To introduce students to the key activities performed by the logistics function 3. To provide an insight in to the nature of supply chain, its functions and supplychain systems 4. To understand global trends in logistics and supply chain management <p>Unit 1: Overview of Logistics and Supply Chain Management</p> <p>a) Introduction to Logistics Management</p> <ul style="list-style-type: none"> • Meaning, Basic Concepts of Logistics- Logistical Performance Cycle, Inbound Logistics, Inprocess Logistics, Outbound Logistics, Logistical Competency, Integrated Logistics , Reverse Logistics and Green Logistics •Objectives of Logistics, Importance of Logistics, Scope of Logistics, Logistical Functions/Logistic Mix, Changing Logistics Environment <p>b) Introduction to Supply Chain Management</p> <p>Meaning, Objectives, Functions, Participants of Supply Chain, Role of Logistics in Supply Chain, Comparison between Logistics and Supply Chain Management, Channel Management and Channel Integration</p> <p>c) Customer Service: Key Element of Logistics</p> <p>Meaning of Customer Service, Objectives, Elements, Levels of customer</p>	3

service, Rights of Customers

d) Demand Forecasting

Meaning, Objectives, Approaches to Forecasting, Forecasting Methods, Forecasting Techniques, (Numerical on Simple Moving Average, Weighted Moving Average)

UNIT 2: Elements of Logistics Mix

a) Transportation

Introduction, Principles and Participants in Transportation, Transport Functionality, Factors Influencing Transportation Decisions, Modes of Transportation- Railways, Roadways, Airways, Waterways, Ropeways, Pipeline, Transportation Infrastructure, Intermodal Transportation

b) Warehousing

Introduction, Warehouse Functionality, Benefits of Warehousing, Warehouse Operating Principles, Types of Warehouses, Warehousing Strategies, Factors affecting Warehousing

c) Materials Handling

Meaning, Objectives, Principles of Materials Handling, Systems of Materials Handling, Equipments used for Materials Handling, Factors affecting Materials Handling Equipments

d) Packaging

Introduction, Objectives of Packaging, Functions/Benefits of Packaging, Design Considerations in Packaging, Types of Packaging Material, Packaging Cost

UNIT 3: Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis

a) Inventory Management

Meaning, Objectives, Functions, Importance, Techniques of Inventory Management (Numericals - EOQ and Reorder levels)

b) Logistics Costing

Meaning, Total Cost Approach, Activity Based Costing, Mission Based Costing

c) Performance Measurement in Supply Chain

Meaning, Objectives of Performance Measurement, Types of Performance Measurement, Dimensions of Performance Measurement, Characteristics of Ideal Measurement System

d) Logistical Network Analysis

Meaning, Objectives, Importance, Scope, RORO/LASH

UNIT 4: Recent Trends in Logistics and Supply Chain Management**a) Information Technology in Logistics**

Introduction, Objectives, Role of Information Technology in Logistics and Supply Chain Management, Logistical Information System, Principles of Logistical Information System, Types of Logistical Information System, Logistical Information Functionality, Information Technology Infrastructure

b) Modern Logistics Infrastructure

Golden Quadrilateral, Logistics Parks, Deep Water Ports, Dedicated Freight Corridor, Inland Container Depots/Container Freight Stations, Maritime Logistics, Double Stack Containers/Unit Trains

c) Logistics Outsourcing

Meaning, Objectives, Benefits/Advantages of Outsourcing, Third Party Logistics Provider, Fourth Party Logistics Provider, Drawbacks of Outsourcing, Selection of Logistics Service Provider, Outsourcing-Value Proposition

d) Logistics in the Global Environment

Managing the Global Supply Chain, Impact of Globalization on Logistics and Supply Chain Management, Global Logistics Trends, Global Issues and Challenges in Logistics and Supply Chain Management

References:

- David Simchi Levi, Philip Kaminshy, Edith Simchi Levi, Designing &

<p>Managing the Supply Chain -Concepts, Strategies and Case Studies</p> <p>Logistics</p> <ul style="list-style-type: none"> • Donald Waters, An Introduction to Supply Chain • Martin Christopher, Logistics & Supply Chain Management - Strategies for Reducing Cost & Improving Services • Vinod Sople, Logistic Management - The Supply Chain Imperative • Donald J Bowersox & David J Closs, Logistic Management - The Integrated Supply Chain Process 	
<p>Paper II: Event Marketing</p> <p>Objectives</p> <ol style="list-style-type: none"> 1 To understand basic concepts of Event Marketing. 2 To impart knowledge to learners about categories of Events. 3 To understand segmenting, targeting and positioning in the context of Event Marketing. 4 To familiarize learners with trends and challenges in Event Marketing. <p>Unit 1 : Introduction to Events</p> <ul style="list-style-type: none"> • Concept, Evolution, Importance of Event Marketing, 5 C's of Events- Conceptualization, Costing, Canvassing, Customization, Carrying-out, Event Designing • Reach Interaction-Interaction Points, Direct Interaction, Indirect Interaction, Interaction Catalysts or Enablers, Importance of Events as a Marketing Communication Tool • The Varied Marketing Needs Addressed by Events: Brand Building, Focus on Target Market, implementation of Marketing Plan, Marketing Research, Relationship Building, Concept of Event Creativity, • Key Elements of Events: Event Infrastructure, Customer Groups, Clients, Event Organizers, Venue, Media <p>Unit 2: Segmenting, Targeting and Positioning of Events and Concept of Product in Events</p> <ul style="list-style-type: none"> • Concept of Market in Events; Segmentation and targeting of the Market for events; Positioning of events • Concept of Product in Events: Benefit Levels, Core, generic, expected, augmented • Categories of Events: Competitive Events, Artistic Expression, Cultural 	<p>3</p>

Celebrations, Exhibition Events, Charitable Events, Special Business Events, Retail Events,

- Event Variations- Time Frame Based, Concept Based, Artist Based, Client, Industry Based

Unit 3: Concept of Pricing and Promotion in Events

- Pricing: Risk Rating, Setting Pricing Objectives, Understanding local legislations and tax laws, Feedback about events from the market, skills required for negotiating the best price, validation against pricing objectives, pricing decisions, Event Charges: Percentage of the total Event Cost, Flat Fee, Package Price, Hourly Rate
- Networking Components: Print Media, Radio, Television, Internet, Outdoor Media, Direct Marketing, Sales Promotion, Public Relations and Merchandising
- Event Sponsorship: Concept of Sponsorship, Sponsorship in a communication context, Synergy between sponsor and Event, Identifying Potential sponsors, Impact Measurement, types of Event Sponsorship.

Unit 4: Trends and Challenges in Event Marketing

- E-Event marketing, Virtual Events, Societal Event Marketing, Green Event, Cause Related Event Marketing, Sports Event Marketing,
- Ethical Issues in Event Management, Current Trends and Challenges in Event Management
- Safety and Security of Event , Event Crisis Management, Event Industry in India and Career in Event Management

References

- Preston C.A., “Event Marketing: How to successfully promote Events, Festivals, Conventions, and Expositions”, Wiley, Second Edition, 2015
- Gaur Sanjaya Singh and Sanjay V Saggere, “Event Marketing and Management”, Vikas Publishing House Pvt. Ltd. , 2003
- Sharma Diwakar, “Event Planning & Management”, Deep and Deep Publications Pvt. Ltd., 2005
- Hoyle Leonard H., “Event Marketing-How to successfully Promote Events, Festivals, Conventions and Expositions”, Wiley, 2009
- Genadinik Alex, “Event Planning-Management and Marketing for Successful Events”, CreateSpace Independent Publishing Platform,

<p>2015</p> <ul style="list-style-type: none"> • Harichandan C.P., “Event Management”, Global Vision Publishing House, 2010 • Goyal K. Swarup, “Event Management”, Adhyayan Publishers, 2013 	
<p>Paper III: Marketing Research</p> <p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. To recognise the importance of marketing research; 2. To understand the steps in the marketing research process; 3. To apply basic principles in designing marketing research; and 4. To analyse data and report research findings. <p>Unit I - Introduction to Marketing Research</p> <ul style="list-style-type: none"> • Marketing Research- Definition, features, functions, significance of Marketing, Research in marketing decision making, limitations of Marketing Research • Steps in Marketing Research, Ethics in Marketing Research, Career options in Marketing Research, Qualities of a good Marketing Research professional • Marketing Information System- Definition, components, Data Mining- concept, importance <p>Unit II - Planning the Research Process</p> <ul style="list-style-type: none"> • Research Design- concept, importance, types, Hypothesis- concept, types • Questionnaire- concept, types of questions, steps in the preparation of questionnaire, essentials of a good questionnaire • Sampling- concept, terms in sampling, techniques of sampling, essentials of good sampling <p>Unit III - Data Collection & Data Processing</p> <ul style="list-style-type: none"> • Data Collection: Primary data & Secondary data :concept & methods, Qualitative and Quantitative research- concept, Qualitative v/s Quantitative research, Concept of Integrating technology in data collection, methods- (online surveys, hand held devices, text messages, social networking), importance • Data processing: Editing- meaning, objectives, types, Coding- meaning, guidelines, Classification- meaning, methods, Tabulation- meaning, methods 	<p>3</p>

Unit IV – Data Analysis & Recent Trends in Marketing Research-

- Data Analysis- meaning, steps, use of statistical tools (SPSS, SAS, MS EXCEL,MINITAB)
- Data Interpretation- meaning, stages Report Writing- concept, types, contents, use of visual aids in research report.
- Recent Trends in Marketing Research- Concept of Consumer Market Research, Business-to-Business Market Research, Sales Analysis and Forecasting, Online Marketing Research, Marketing Research and Social Marketing,

References:

- Marketing Research Text and Cases, Rajendra Nargundkar, McGraw Hill, 2nd edition
- Marketing Research (Text with Cases), Suja Nair, Himalaya Publishing House, Maharashtra, 2014
- Marketing Research, John Boyce, Tata McGraw Hill Publishing Co. Ltd., Maharashtra, 2011
- Encyclopaedia of Marketing Research Series, S.D. Singh, Anmol Publications Pvt. Ltd., New Delhi, 2012
- Marketing Research: A Global Outlook, V. Kumar, Sage Publications, New Delhi, 2015
- Marketing Research, G. C. Beri, McGraw Hill, New Delhi, 2007

Paper IV: E-Commerce and Digital Marketing

3

Course Outcomes:

1. To understand increasing significance of E-Commerce and its applications in Business and Various Sectors.
2. To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business.
3. To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation.

Unit 1: Introduction to E-commerce

- Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages & Limitations of E-Commerce, Traditional Commerce & E-Commerce
- Ecommerce Environmental Factors: Economic, Technological, Legal ,

Cultural &

Social

- Factors Responsible for Growth of E-Commerce, Issues in Implementing E Commerce, Myths of E-Commerce
- Impact of E-Commerce on Business, Ecommerce in India
- Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism, Government,

Education

- Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce

Unit 2: E-Business & Applications

- E-Business: Meaning, Launching an E-Business, Different phases of Launching an E Business
- Important Concepts in E-Business: Data Warehouse, Customer Relationship Management , Supply Chain Management, Enterprise Resource Planning
- Bricks and Clicks business models in E-Business: Brick and Mortar, Pure Online, Bricks and Clicks, Advantages of Bricks & Clicks Business Model, Superiority of Bricks and Clicks E-Business Applications: E-Procurement, E-Communication, E Delivery, E-Auction, E-Trading.
- Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI.
- Website : Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle Approach for Building a Website, Different Ways of Building a Website

Unit 3: Payment, Security, Privacy & Legal Issues in E-Commerce

- Issues Relating to Privacy and Security in E-Business
- Electronic Payment Systems: Features, Different Payment Systems :Debit Card, Credit Card ,Smart Card, E-cash, E-Cheque, E-wallet, Electronic Fund Transfer.
- Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types, Advantages and Disadvantages of Payment Gateway.
- Types of Transaction Security

<ul style="list-style-type: none"> • E-Commerce Laws: Need for E-Commerce laws, E-Commerce laws in India, Legal Issues in E-commerce in India, IT Act 2000 <p>Unit 4: Digital Marketing</p> <ul style="list-style-type: none"> • Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing. • Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing, Content Marketing & Content Influencer Marketing, Campaign Marketing, Email Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts & Vodcasts. • Digital Marketing on various Social Media platforms. • Online Advertisement, Online Marketing Research, Online PR • Web Analytics • Promoting Web Traffic • Latest developments and Strategies in Digital Marketing. <p>References</p> <ul style="list-style-type: none"> • D Nidhi ,E-Commerce Concepts and Applications, ,Edn 2011, International Book house P.ltd • Bajaj Kamlesh K,E-Commerce- The cutting edge of Business • Whiteley David, E-Commerce Technologies and Applications-2013 • E-Business & E-Commerce Management 3rd Ed, Pearson Education • Kalokota & Robinson,E-Business 2.0 Road map for Success, Pearson Education • Elias M. Awad ,Electronic Commerce, 3rd Edition, Pearson Education • Erfan Turban et.al ,Electronic Commerce - A Managerial Perspective, Pearson Education • R. Kalokota, Andrew V. Winston, Electronic Commerce - A Manger's Guide, Pearson Education 	
<p>Skill Component (Under the Guidelines of Sector Skill Council)</p>	18
Total Credits	30
SEMESTER VI	
General Education Component	

Course Outcomes

- 1 To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country
- 2 To learn the applicability of ethics in functional areas of Sales and marketing
- 3 To understand the emerging need and growing importance of good governance and CSR by organisations
- 4 To study the ethical business practices, CSR and Corporate Governance practiced by various organisations

UNIT 1: Business Ethics

Business Ethics Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics , Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences, Myths about Business Ethics ,Ethical Performance in Businesses in India

Unit 2: Ethics in Marketing and Advertising

Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements, Ethical Issues in International Business Practices

Unit 3:Corporate Governance (CG)

Concept, History of Corporate Governance, Need for Corporate Governance, Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory, Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading, Role of SEBI in Ensuring Corporate Governance, Kotak Committee Report on Corporate Governance, Clause 49

Unit 4: Corporate Social Responsibility(CSR)

Meaning of CSR, Evolution of CSR, Types of Social Responsibility, CSR Principles and Strategies, Issues in CSR, Social Accounting ,Tata Group’s CSR Rating Framework, High Level Committee Report on CSR, Recent Guidelines in CSR , Society’s Changing Expectations of Business With Respect to Globalisation, Future of CSR

. Laura P. Hartman, Joe DesJardins, Business Ethics, Mcgraw Hill, 2nd Edition

2. C. Fernando, Business Ethics – An Indian Perspective, Pearson, 2010

3. Joseph DesJardins, An Introduction to Business Ethics, Tata McGraw Hill, 2nd Edition

4. Richard T DeGeorge, Business Ethics, Pearson, 7th Edition

<p>5. Dr.A.K. Gavai, Business Ethics, Himalaya Publishing House, 2008</p> <p>6. S.K. Mandal, Ethics is Business and Corporate Governance, McGraw Hill, 2010</p> <p>7. Laura Pincus Hartman, Perspectives in Business Ethics, McGraw Hill International Editions, 1998</p>	
<p>Paper II: International Marketing</p> <p>Course Outcomes:</p> <p>1 To understand International Marketing, its Advantages and Challenges.</p> <p>2 To provide an insight on the dynamics of International Marketing Environment.</p> <p>3 To understand the relevance of International Marketing Mix decisions and recent developments in Global Market</p> <p>Unit 1: Introduction to International Marketing</p> <p>Introduction, Scope of International Marketing, International Marketing vs. Domestic Marketing, Principles of International Marketing, Customer value and the value equation, Competitive or differential advantage, Management Orientations, MNCs and TNCs, Benefits of international marketing.</p> <p>Unit 2 : International Market Entry Strategies</p> <p>Introduction, Different Entry Modes and Market Entry Strategies, joint Ventures, Strategic Alliances, Direct Investment, Manufacturing and Franchising.</p> <p>Unit III: Foreign Markets and Export Marketing Process</p> <p>Introduction, choosing appropriate mode of operations, Issues Related to Exports, processing an Export Order, Entering into export contract, Export Pricing and Costing, Export-Import (EXIM) Policy, 2014-2019</p> <p>Unit IV: Legal and Ethical Issues in International Marketing</p>	<p>2</p>

Introduction, Nature of International Business Disputes and Proposed Action, Legal Concepts Relating to International Business, International Dispute Settlement Machinery, ethical Consideration in International Marketing and Marketing Communications.

References

- Dr. Shakeel Ahmad Siddiqui, International Marketing, Dreamtech press , Edition 2011
- Philip R.Cateora, John L. Graham, Prashanth Salwan, International Marketing , Tata Mcgraw hill Education Private limited, New Delhi, Thirteenth Edition .
- RajGopal, International Marketing, Vikas Publishing House Pvt. Ltd., Edition 2007.
- Sak Onkvisit, John J.Shaw, International Marketing Analysis and Strategy, Pearson Publication, Third Edition
- Francis Cherunilam, International Business, PHI Learning Private Limited New Delhi, Fifth Edition .
- Justin Paul and Ramneek Kapoor, International Marketing Text and Cases, Tata Mcgraw Hill Education Private Limited New Delhi, Second Edition.
- Rakesh Mohan Joshi, International Marketing, Oxford University Press, Second Edition
- Philip R. Cateora, John L. Graham, International Marketing, Tata Mcgraw Hill, Twelfth Edition
- Rakesh Mohan Joshi, International Marketing Oxford University Press, First Edition

Paper III: Rural Marketing

2

Course Outcomes

The objective of this course is to explore the students to the Agriculture and Rural Marketing environment so that they can understand consumer's and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.

Unit I -Rural Marketing

- **Rural Marketing:** Nature, Definition, Scope, Importance, Challenges and opportunities in India.
- **Factors influencing Rural Marketing:** Socio -cultural factors, population, occupation, literacy level, land distribution & use, development programmes, infrastructure, communication media, credit availability, local requirements.
- **Rural Market:** Size & structure, Segmentation of Indian rural market. Rural and Urban Market: A Comparative Analysis

Unit II-Rural Marketing Research

- **Rural Consumer Behaviour,** Market research (with special reference to seeds,fertilizers, farm equipments, new techniques, agricultural output & other services.)
- **Product and Service Marketing in Rural India:** Rural Marketing Mix: Product Planning, New Product Development for Rural Markets, Brand Management in Rural Market and communication media & message, distribution channels,; Rural Retail Channel Management

Unit III: e-Rural Marketing

- **e-Rural Marketing :** Concept, Importance, Challenges in e-Rural Marketing
- **E-Choupal Model of ITC,** IT for Sustainable Rural Development and E-Governance in rural market Corporate Sector in Agri-business: Cultivation, Processing & Retailing Organized Rural Retailing

Unit IV: Social Marketing

- Unethical Business Practices & Corporate Social Responsibility and Rural Marketing
- Consumer Education: Consumer Education and consumer movement in rural India.
- Role of government in Rural Marketing. Role of NGOs in Rural Marketing

References

- Badi & Badi : Rural Marketing
- Mamoria, C.B. & Badri Vishal : Agriculture problems in India

- Arora, R.C. : Integrated Rural Development
- Rajgopal : Managing Rural Business
- Gopaldaswamy, T.P. : Rural Marketing

Paper IV: Brand Management

3

Course Outcomes

- 1 To understand the meaning and significance of Brand Management
- 2 To Know how to build, sustain and grow brands
- 3 To know the various sources of brand equity

Unit I: Introduction to Brand Management:

Meaning of Brand, Branding, Brand Management, Importance of Branding to
 • Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand Building including Brand Building Blocks, Brand Positioning: Meaning, Importance, Basis.

Unit II-Planning and Implementing Brand Marketing Programs

Planning and Implementing Brand Marketing Programs:

- Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements
- Integrating Marketing Programs and Activities
- Personalising Marketing: Experiential Marketing, One to One Marketing, Permission Marketing
- Product Strategy: Perceived Quality and Relationship Marketing
- Pricing Strategy: Setting Prices to Build Brand Equity
- Channel Strategy: Direct, Indirect Channels
- Promotion Strategy: Developing Integrated Marketing Communication Programs
- Leveraging Secondary Brand Associations to Build Brand Equity: Companies, Countries, Channel of Distribution, Co-branding, Characters, Events

Unit III: Measuring and Interpreting Brand Performance

a) The Brand Value Chain

b) Measuring Sources of Brand Equity:

- Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association
- Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses

c) Young and Rubicam's Brand Asset Valuator

d) Measuring Outcomes of Brand Equity

- Comparative Methods: Brand based Comparative Approaches, Marketing Based Comparative Approaches, Conjoint Analysis
- Holistic Methods: Residual Approaches, Valuation Approaches: Historical Perspectives and Inter brand's Brand Valuation Methodology

Unit IV: Growing and Sustaining Brand Equity

a) Designing & Implementing Branding Strategies:

- **Brand Architecture:** Meaning of Brand Architecture, The Brand-Product Matrix, Breadth of a Branding Strategy, Depth of a Branding Strategy
- **Brand Hierarchy:** Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels
- **Cause Marketing to Build Brand Equity:** Meaning of Cause Marketing, Advantages, Green Marketing

b) Brand Extensions:

- Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity

c) Managing Brands over Time:

- Reinforcing Brands, Revitalising Brands

d) Building Global Customer Based Brand Equity

References:

- Keller Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity
- Keller Kevin Lane, Strategic Brand Management-2008
- Elliot, Richard, Strategic Brand Management-2008

<ul style="list-style-type: none"> • Kapferer, Jean-Noel, Strategic Brand Management-2000 • Kishen, Ram, Strategic Brand Management- 2013 • Keller Kevin Lane, Strategic Brand Management 4e-2015 	
<p>Paper V:Project Work</p> <p>Note: At the end of Semester VI students have to Prepare and submit a Project on any of the above mentioned subject covered in Semester I to Semester VI.</p>	3
<p>Skill Component</p> <p>(Under the Guidelines of Sector Skill Council)</p>	18
Total Credits	30