

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE	
Board of Studies in Business Management	
UG First Year Programme	
Semester -II	
Title of Paper	Credits 2/ 4
Introduction to Marketing	Credits 2
II)	
III)	
From the Academic Year	2024-25

Sr. No.	Heading	Particulars
1	Description the course:	<p><u>Introduction:</u> Learners will be able to understand the basic concepts in Marketing.</p> <p><u>Relevance</u> This course is relevant for any learner interested in Marketing.</p> <p><u>Usefulness</u></p> <ul style="list-style-type: none"> • Marketing Industry. <p><u>Application</u> A learner simply needs to find a way to acquire practical skills that will give him an edge over the other candidates. <i>Even in the toughest job markets, the best candidates find great positions.</i></p> <p><u>Interest</u></p> <p>Why should a learner be interested a career as a Export?</p> <ul style="list-style-type: none"> • Salary. Marketing job typically leads to a well-paid career. • Promotions. Marketing skills making them the leading candidates for senior roles within a corporation. • Secure Future. There's high demand for Marketing on the job market. • Growth. Learner will face different challenges that will test and upgrade existing skills <p><u>Connection with other courses: It is connected with</u></p> <ul style="list-style-type: none"> • Marketing Industry. <p><u>Demand in Industry:</u> " Marketing is one of the top-paying entry-level jobs on the market."</p> <p><u>Job prospectus:</u></p> <ul style="list-style-type: none"> • National and International Marketing
2	Vertical :	OE
3	Type :	Theory

4	Credit:	2 credits (30 Hours of Theory work in a semester)
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) <ol style="list-style-type: none"> 1. To know the concept of marketing. 2. To understand various concepts of marketing. 3. To know the concept of market segmentation & consumer behavior. 	
8	Course Outcomes: (List some of the course outcomes) <ol style="list-style-type: none"> 1. . Learn the terminologies related to marketing. 2. Learn various concepts of marketing. 3. Learners identify factors influencing consumer behavior. 	

9	Modules: - Per credit One module can be created
	Module 1: Introduction to Marketing.
	Introduction to Marketing: Concept of Marketing, Nature, Importance and Scope of marketing, Difference between marketing and selling, different concepts of marketing (exchange, production, product, societal, holistic etc.) functions of marketing manager
	Module 2: Market Segmentation and Consumer Behavior
	Market segmentation and consumer Behavior: Concept of Market segmentation, basis of Market segmentation, Importance of Market segmentation, Concept of consumer behaviors, nature and factors influencing consumer behaviors, buying process, types of buyers, buying motives
10	Text Books: <ol style="list-style-type: none"> 1. 2. 3. 4.

11	<p>Reference Books:</p> <p>1. Marketing Management: An Asian perspective, Philip Kotler, siew meng leong,</p> <p>2. Marketing Management: Dr C. B. Gupta, Dr. Rajan Nair, Prentice hall,</p> <p>3. Marketing Management in MNC's –P. K. Ravishankar, Paciifc Publication</p>												
12	<p>Internal Continuous Assessment: 40%</p> <table border="1" data-bbox="886 575 1482 940"> <thead> <tr> <th>Question No</th> <th>Questions</th> <th>Total (30 marks)</th> </tr> </thead> <tbody> <tr> <td>Q1</td> <td>Theory OR Theory</td> <td>15</td> </tr> <tr> <td>Q2</td> <td>Theory OR Theory</td> <td>15</td> </tr> <tr> <td>Total</td> <td></td> <td>30</td> </tr> </tbody> </table>	Question No	Questions	Total (30 marks)	Q1	Theory OR Theory	15	Q2	Theory OR Theory	15	Total		30
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13	<p>Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 3)</p> <table border="1" data-bbox="886 1104 1482 1675"> <thead> <tr> <th></th> <th>Assessment/ Evaluation</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Class Test during the lectures. (Physical/ Online mode). (Short notes/ MCQ's/ Match the Pairs/ Answer in one sentence/ puzzles)</td> <td>10</td> </tr> <tr> <td>2.</td> <td>Participation in Workshop/ Conference/Seminar/ Case Study/Field Visit/ Certificate Course. (Physical/Online mode)</td> <td>10</td> </tr> </tbody> </table>		Assessment/ Evaluation	Marks	1.	Class Test during the lectures. (Physical/ Online mode). (Short notes/ MCQ's/ Match the Pairs/ Answer in one sentence/ puzzles)	10	2.	Participation in Workshop/ Conference/Seminar/ Case Study/Field Visit/ Certificate Course. (Physical/Online mode)	10			
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14 **Format of Question Paper:** for the final examination

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Total		30

**Sign of the BOS Chairperson
Dr.(Prof.) Megha Somani
BOS in Business
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**Sign of the
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& Management**