Syllabus for Bachelor of Vocation (B.VOC) in Sales and Marketing Management

Total Credits : 180

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SEM-I
1.1 Fundamentals of Management

Unit – I Introduction to Management:

Unit – II Planning and Decision Making:

Unit – III Organization:
Principles of Organization: Organizational Design & Organizational Structures; Departmentalization, Delegation; Empowerment, Centralization, Decentralization, Recentralization.

Unit – IV Leadership, Motivation and controlling: Leadership, Leadership Styles; Behavioral Leadership, Situational Leadership, Leadership Skills, Motivation – Types of Motivation; Motivational Theories – Needs Hierarchy Theory, Two Factor Theory, Theory X and Theory Y. Control, Types and Strategies for Control, Steps in Control Process, Budgetary and Non- Budgetary Controls. Characteristics of Effective Controls

1.2 Study of Human Skills

Unit I-Understanding Human Nature
Individual Behaviour, individual differences, factors affecting individual differences, Influence of environment, Personality and attitude-Determinants of personality, Personality traits theory, Big five model, type A and B personalities, Concept of understanding self through johari windows, Nature and components of attitude

Unit II- Thinking, learning and perceptions
Thinking skills, thinking styles and thinking hat, Managerial skills and development, Learning characteristics Intelligence, type (IQ, EQ, SQ, at work place), Perception features and factor influencing individual perception.

**Unit III- Group Behaviour**
Group Dynamics-Nature, types, group behaviour model (roles, norms, status, process, structures)
Team effectiveness—nature, types of teams, ways of forming an effective team, setting goals.

**Unit IV- Organisational Culture and Motivation**
Characteristics of organizational culture, Types, functions and barriers of organizational culture
Ways of creating and maintaining effective organization culture, Motivation at workplace: Concept of motivation and theories of motivation in an organizational set

1.3 Foundation Course -I

**Unit I-Agriculture in Indian Economy**
The place of Agriculture in the National Economy-Progress of agriculture Under the Five Year Plans-Present Position of Indian Agriculture : Looming Crisis-Green Revolution-Concept of Food security -The Need and Scope for Land Reforms in a Developing Economy-The Abolition of Intermediaries-Tenancy Reforms- Ceiling on Land Holdings- An appraisal of Land Reforms-Institutional Structure of Rural Credit-Agricultural Marketing and Warehousing-The Present State of Agricultural Marketing in India-Regulated Markets-Cooperative Marketing-Government and Agricultural Marketing-Warehousing in India-Reforms in Agriculture Marketing with Special Reference to Model APMC Act

**Unit II-Industrial Pattern and the Plans**

Unit III- Service Sector In Indian Economy
Growing Importance of Services Sector for India – An Overview of performance and regulation with respect to - Telecom - Port Services - Distribution Services Shipping Services - Other Transport Services - Construction, Engineering and related Services - Insurance Services - Health Services – Accounting-Legal Services - Education Services - Tourism Services - Printing and Publishing Services - Consultancy Services - Information Technology (IT) Industry

Unit IV- Infrastructure in Indian Economy

1.4 Business Communication-I

Unit I- Business Communication an Introduction
Basic Principles of Communication: Introduction, Understanding Communication, the Communication Process, Barriers to Communication, the Importance of Communication in the Workplace

Unit II- Channels of Communication
Introduction, Types of Communication, Classification of Communication Channels
Unit III- The Nature of Business Communication
Introduction, Types of Business Communication, Communication Network in Organizations,

Unit IV-Listening

1.5 Business Statistics

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)

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

Units 4- Probability and Decision Theory
1.6 Business Economics

Unit 1- Introduction to Economics
Scope and Importance of Business Economics, Basic Cost Concepts, Basics of market Demand, Market supply and equilibrium price, shifts in the demand and supply curves and equilibrium

Unit 2- Demand Analysis
Meaning, types and measurement of elasticity of Demand (Price, Income etc.) Relationship Between elasticity of demand and revenue concepts, Demand Forecasting, Methods of demand forecasting

Unit 3- Supply and Cost of production
Law of Variable Proportions, Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- Long run production function and Laws of Returns to Scale expansion path, Economies and diseconomies of Scale, Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run

Unit 4- Market Structure and Competition
Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly, Monopolistic competition, Equilibrium of a firm under monopolistic competition, debate over role of advertising, Oligopolistic markets- key attributes of oligopoly, Collusive and non collusive oligopoly market - Price rigidity, Cartels and price leadership models

SEM II

2.1 Business Environment

Unit 1- Introduction to Business Environment
Environment - Firm, customers, suppliers, distributors, Competitors, Society, Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal)

**Unit II - Political and Legal Environment**


**Unit III - Social and Technological Environment**


Competitive Environment: Meaning, Competitive Strategies

**Unit IV - International Environment**

Objective, Functions of GATT and WTO, Pros and Cons of WTO, MNCs- Definition, meaning, merits, demerits, MNCs in India, Foreign Direct Investment Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, Challenges faced by International Business and Investment Opportunities for Indian Industry.

2.2 Effective Presentation Skills

**Unit I - Presentation Skills**

Principles of Effective Presentation, Effective Use of OHP, Transparencies, How to make power point presentation

**Unit II - Interview Techniques**

**Interviews**: Group Discussion Preparing for an Interview, Meetings-Need and Importance of Meetings, Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference-Meaning and Importance of Conference Organizing a Conference Modern Methods- Video and Tele – Conferencing
Unit III- Business Correspondence
Trade Letters-Order, Credit and Status Enquiry, Collection, Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act

Unit IV- Writing Skills
Reports-Parts, Types, Feasibility Reports, Investigative Reports, Summarisation- Identification of main and supporting/sub points Presenting these in a cohesive manner

2.3 Foundation Course- II


Unit II- India Currency System

Unit IV- India’s Foreign Trade
The Uruguay Round of Negotiations- 8th Round of GATT- Uruguay Round of Final Act and its Implications for India- Impact of WTO on various aspects of Indian economy- WTO,
Subsidies and Agriculture-Foreign Trade Since Independence-Composition of India's Foreign Trade- Direction of India's Foreign Trade-concept of India’s Balance of Payments-India's Trade Policy- Highlights of FTP 2009 An Analysis of Trends in Exports and Imports

2.4 Business Communication-II

Unit I-Written Communication
Guidelines for Written Business Communication: Introduction, General Principles of Writing, Principles of Business Writing

Unit II- Internal Business Communication
Guidelines for Meetings -Introduction, Types of Meetings, Before the Meeting, During the Meeting, After the Meeting, and Common Mistakes made at Meetings

Unit III-Electronic Media and Shareholder Communication
Introduction, Meaning of Intranet, Communicating through Email, Communication with Shareholders

Unit IV- External Business Communication

2.5 Business Mathematics

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

**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 and pivotal reduction method.

**Unit 4 - Market Structure and Competition**

Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly, Monopolistic competition, Equilibrium of a firm under monopolistic competition, debate over role of advertising, Oligopolistic markets - key attributes of oligopoly, Collusive and non collusive oligopoly market - Price rigidity, Cartels and price leadership models

**2.6 Accounting for Managerial Decisions**


**Unit -II Activity based Costing** - Kaplan & Cooper's approach to ABC - How to develop ABC system , How ABC system supports corporate strategy . Analysis of Financial Statements Ratio Analysis - Profitability , Turnover and Solvency Ratios , Funds Flow and cash flow analysis.
Unit -III 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

Unit-IV Budgeting and Budgeting Control - Flexible Budget and cash Budget, Capital Budgeting - Pay Back Method, NPV, IRR and ARR techniques and their practical applications in decision making process.

SEM III

3.1 Consumer Behaviour

Unit I: Introduction to consumer Behaviour
Consumer Behaviour - Definition - Nature - Scope - need for CB - Factors affecting consumer Behaviour - Consumer involvement and decision making - Models of decision making

Unit II: Consumer Buying Behaviour and Buying process
Perception and consumer behavior - Introduction, meaning, nature, Importance and limitation of perception.

Unit III: Consumer behaviour and decision making models
Consumer decisions - consumer as decision makers - types of consumer decisions - consumer decision making process - problem recognition - information search - alternative evaluation and selection - Consumer decision making models - Economic model - Psychoanalytic model - Sociological model - Howard & Sheth model - Consumer Decision making

Unit: IV : Consumer Behaviour and Market Segmentation
Consumer behaviour and market segmentation - Market segmentation - meaning - definition - bases of market segmentation - requirements of good market segmentation - market segmentation strategies - Post purchase behaviour and market regulation - Defining post purchase behavior - consumer’s post purchase dissonance - satisfaction - dissatisfaction - consumer complaint behavior - loyalty

3.2 Marketing Management

Unit I: Introduction to Marketing
Definition & Characteristics of marketing - Functions of Marketing - Importance - Core concepts of marketing - Concept of Marketing Myopia. Selling versus marketing.
UNIT II: Marketing Mix, MIS and Market Segmentation

UNIT III: Marketing Mix Decisions: Product and Price Decisions
Product-Meaning, Product decisions Price-Pricing strategies, Types of pricing, factors Influencing pricing decisions

UNIT IV: Marketing Mix Decisions: Place and Promotion Decisions
Place -Meaning, Product decisions Promotion-Meaning- Promotional strategies.

3.3 Strategic Management

Unit-1 Strategic management
Strategy-Meaning, Definition, Strategic Management-Meaning, Definition, Significance, Need for strategic thinking in business, Concept and importance of Strategic Business Units(SBU’s), Strategic Intent – Mission, Vision, Goals, Objective, Plans, Strategies for developing a marketing plan.

Unit-2 Strategy Formulation
Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization), Business Level Strategy (Cost Leadership, Differentiation, Focus), Functional Level Strategy (R & D, HR, Finance, Marketing, Production), Market and environmental analysis, Strategic planning for marketing mix - product strategy, price strategy, promotion strategy, place strategy, Strategic Market Planning - Offensive Strategies, Defensive Strategies

Unit-3 Strategic Implementation

Unit-4 Strategic Evaluation & Control

3.4 Business Law-I

UNI I: Indian Contract Act, 1872

Essentials of Contract, Agreement and Contract, Offer and Acceptance, Consideration
Capacity to Contract, Free Consent, Void Agreements

UNI II: Special Contracts

Contract of Indemnity and Guarantee, Contract of Bailment and Pledge, Contract of Agency

UNIT III: Sale of Goods Act, 1930

Concepts, Sale and Agreement to sell, Formation of contract of sale, Conditions and warranties, Implied conditions and warranties, Rights of an unpaid seller

UNIT IV: Negotiable Instrument Act, 1881

Introduction to Negotiable Instrument, Characteristics, Promissory Notes, Bill of Exchange, Cheque, Dishonor of Cheque, Holder in Due Course, Noting, Protest, Maturity of an Instrument

3.5 Advertising and Publicity Management

Unit I: Introduction to Advertising:

Unit II: Integrated Marketing Communication:

Unit III: Advertising Design
Unit IV: Public Relation and Publicity
Meaning of Public Relations, Difference between public relations and advertising, Role of Public Relations, Process of Public Relations, Advantages and Disadvantages of Public Relations, Publicity, Advantages and Disadvantages of Publicity

3.6 Information Technology-I

Unit I-Introduction to Computers
Introduction, Characteristics of Computers, Block diagram of computer, Types of computers and features, Mini Computers, Micro Computers, Mainframe Computers, Super Computers Types of Programming Languages, Machine Languages, Assembly Languages, High Level Languages, Types of Memory (Primary And Secondary), RAM, ROM, PROM, EPROM, Secondary Storage Devices (FD, CD, HD, Pen drive) Devices, Scanners, Digitizers, Plotters LCD, Plasma Display, Printers, Number Systems, Introduction to Binary, Octal, Hexadecimal system, Conversion, Simple Addition, Subtraction, Multiplication, Division

Unit II- Networking Basics
Meaning and Advantages of Networking, Different types of networks (LAN, MAN, WAN) Networking Devices (Modem, Hub, Switches, Bridges, Router, Gateways), Intranet, Extranet, Virtual private networks, Concept of Internet and its features

Unit III- Introduction to Data base and Data warehouse
Introduction to DBMS, Need for using DBMS., Advantages and disadvantages of DBMS, Concepts of tables, records, attributes, keys, integrity constraints, schema architecture, data independence, Data Warehousing, Concepts of Data warehousing (meaning), Importance of data warehouse for an organization, Characteristics of Data warehouses, Functions of Data warehouses, Data warehouse architecture, Business use of data warehouses, Concept of Data Mining, Business Applications of Data warehousing and Data mining

Unit IV-Office Automation using MS Office
Learn Word, Creating/Saving of Document, Editing and Formatting Features Designing a title page, Preparing Index, Use of Smart Art, 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 VLookups/HLookups 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

SEM IV

4.1 Customer Relationship Management

Unit - I : CRM concepts
Acquiring customers, - Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling - Service Level Agreements (SLAs), creating and managing effective SLAs.

Unit - II : CRM in Marketing


Unit - III : Sales Force Automation

Unit - IV : Analytical CRM
Managing and sharing customer data - Customer information, databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts - Data analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.
4.2 Entrepreneurial management

Unit 1: Entrepreneurship Culture and Development


Unit 2: Project Management

Project – Concept and classification of project, Project Cycle, Project Management- Concept, Phases, Essential skills for Project Management, Project formulation- Stages of project formulation, Project design and network analysis-concept and network analysis techniques: PERT, CPM, CCM, GERT

Unit 3: Entrepreneurial Venture


Unit 4: Incentives for Promotion and Development of Entrepreneurship in India

Assistance and Incentives – Need, Types of assistance and incentives- fiscal, financial, promotional, marketing and organizational, Institutions of entrepreneurship promotion and development-The National Institute for Entrepreneurship and Small Business Development, District Industry Centre(DIC), National Alliance of Young entrepreneurs, NPSD- National policy for skill development and entrepreneurship 2015.

4.3 Services Marketing

Unit 1: Introduction to Services

Services-Introduction and meaning of Services, unique characteristics, difference between services and tangible products, Service sector-classification of services, growth of service sectors and service industries, Recent Trends in service sector-Market research and Service
development cycle, Opportunities and Challenges in service sector, Recent trends in service sector

**Unit 2: Services Marketing**

Services marketing - Introduction, concept and meaning of service marketing, Evolution of services marketing, Need and growth - Myths encountered in services, Need for service marketing, Growth in service marketing, Service segmentation – Concept and Need for Service Segmentation, Bases of Segmentation of Services, Need for Targeting and Positioning of Services.

**Unit 3: Services Marketing Mix**


**Unit 4: Service Design and Service Delivery**

Service Delivery - Introduction, Service Delivery Process, Employee Role in Service Delivery, Service Employee Criteria - Importance and Emotional approach, Role of service provider, Intermediaries involved in service process and service delivery, Challenges - Challenges to service design, New Service Development and Innovations.

4.4 Business Law II

**Unit I: Indian Companies Act, 2013**

Nature of Company, Incorporation of Company, Memorandum of Association, Articles of Association, Prospectus, Directors, Corporate Social Responsibility

**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

**Unit III: Intellectual Property Rights**
Nature and Definition of IPR, Patent - concept, patentable and non patentable criteria,

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

Unit IV: Consumer Protection Act, 1986, Competition Act, 2002


4.5 Personal Selling And Salesmanship

Unit I: Concept of Personal Selling
Nature and Characteristics and Importance of Personal Selling, Door to door selling, Nature & Characteristics of Personal selling, Strength and weakness, Role of Personal Selling, in Marketing, Professionalising Salesmanship, Situations where Personal Selling is more effective than Advertising
Cost of Advertising Vs Cost of Personal Selling

Unit II: Current Tends in Personal Selling
AIDA model of selling, Selling situations, Types of sales person, Buyer seller Dyad, Diversity of Personal Selling, AIDA theory In selling, Peddlers, Professional sales person, Peddler VS professional sales person, Industrial sales person

Unit III: Organisational Consumer Behaviour
Types of Market – Consumer and industrial markets, Characteristics and implications for selling function: Difference between organisation and consumer behavior, Organisation buyer behavior, Factor affecting organization buyer behaviour

Unit IV: Salesmanship
Background Knowledge essential to sales person- Knowledge of products, Company and competition, Different stages of personal selling process
Qualities of successful sales person with particular reference to consumer services, Personal selling skills, Personal development- Goal Setting,
Positive mental attitude, Effective Communication Art of persuasion, Time Management

4.6 Information Technology-II

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- Emergence of E-commerce and M-Commerce


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, Latest developments and Strategies in Digital Marketing.

Unit IV- Office Automation using MS Office

Presentation Software, Creating a presentation with minimum 20 slides with a script, Presenting in different views, Inserting Pictures, Videos, Creating animation effects on them
SEM V

5.1 Business Ethics

UNIT 1: Ethics
Introduction to Ethics and Business Ethics, Ethics  Concept of Ethics, Evolution of Ethics, Nature of Ethics – Personal, Professional, Managerial , Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition

UNIT 2: 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 3: 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 4: Ethics in Finance & Human Resource Management
5.2 Logistics and Supply Chain Management

Unit 1: Distribution Management
Introduction, Indian Distribution Scenario at Present, Vertical Marketing System, Horizontal and Multi-Channel Marketing Systems, Understanding Distribution of services.

UNIT 2: The Basics of Supply Chain Management
Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Key Drivers of Supply Chain Management, Typology of Supply Chains, Cycle View of Supply Chain, Problems in SCM and Suggested Solutions

UNIT 3: Procurement and Inventory Management
Introduction, Supply Chain Operations: Procurement Cycle, Inventory Management, Inventory Costs, Types of Inventory Models, Inventory Control Systems, Tools of Inventory Management.

UNIT 4: Logistics Management

5.3 Brand Management

Unit I: Introduction to Branding
Basics of Branding: Importance of branding; Basic branding concepts - Brand personality, brand image, brand identity, brand equity and brand loyalty; Product vs. corporate branding: Major branding decisions.

Unit II-Brand Creation and Development:
Identifying and selecting brand name; Building brand personality; Brand extension; Enhancing brand image through sponsorship and event management; Building brands through Internet. Brand Building in Different Sectors- Customers, industrial, retail and service brands.

Unit III: Dimensions of Branding
Brand vision, Brand Ambassador, Brand as a personality, Brand as a trading asset, Brand extension, Brand Positioning
Unit IV: Developing International Brands
Branding impact on buyers, Brand loyalty, Developing International Brands: Local, foreign and global brands; Pre-requisites and process; Country-of-origin effects and global branding; Building Indian brands for global markets.

5.4 Research Methodology in Marketing

Unit I - Marketing Research Dynamics
Introduction, Meaning of Research, Research Characteristics, Various Types of Research, Marketing Research and its Management, Nature and Scope of Marketing Research, Marketing Research in the 21st Century (Indian Scenario), Marketing Research: Value and Cost of Information

Unit II - Planning the Research Process

Unit III - Data Interpretation and Report Writing

Unit IV – Applications and Trends in Marketing Research-

Part II- Introduction, Advertising Research, Media research, Sales Analysis and Forecasting, Data Mining.

Recent Trends in Marketing Research- Introduction, Marketing Information System and Research, Online Marketing Research, Recent Trends in Marketing Research, Research in
Lifestyle Retail, Marketing Research and Social Marketing, Rural Marketing Research, Trends in Services Marketing Research, Brand Equity Research, International Marketing and Branding Research.

5.5 Event Marketing

Unit 1: Introduction to Events
Definition and Meaning of Event Marketing; The Evolution of Event Marketing, Advantages 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

Unit 2: Segmenting, Targeting and Positioning of Events and Concept of Product in Events
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 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
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
6.1 Corporate Governance and Corporate Social Responsibility

UNIT 1: Corporate Governance (CG)
Concept, History of Corporate Governance in India, Need for Corporate Governance, Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Benefits of Good Governance, Issues in Corporate Governance

UNIT 2: Theories of 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, Cadbury Committee Report, Clause 49

UNIT 3: Corporate Social Responsibility (CSR)
Corporate Social Responsibility (CSR), Meaning of CSR, Evolution of CSR, Types of Social Responsibility, Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract, Need for CSR

UNIT 4: Current Trends in CSR
CSR Principles and Strategies, Issues in CSR, Social Accounting, Tata Group’s CSR Rating Framework, Sachar Committee Report on CSR, Recent Guidelines in CSR, Society’s Changing Expectations of Business With Respect to Globalisation, Future of CSR

6.2 International Marketing

Unit 1: Introduction to International Marketing
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.

Unit 2: International Market Entry Strategies
Introduction, Different Entry Modes and Market Entry Strategies, joint Ventures, Strategic Alliances, Direct Investment, Manufacturing and Franchising.

Unit III: Foreign Markets and Export Marketing Process

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

Unit IV: Legal and Ethical Issues in International Marketing


6.3 Digital Marketing

Unit I: Introduction to digital marketing
Introduction, Features, Importance, Functions, Advantages and Limitations

Unit II: Activities of Digital Marketing
Search Engine Optimization, Email Marketing, Blog Marketing, Display Marketing

Unit III: E-Business and Applications
Meaning, Different phases of launching E-Business, Electronic Data Interchange (EDI), Benefits of EDI

Unit IV: Security and Privacy Issues
Unethical practices related to E-Business, Cyber Act, Electronic payment systems, issues relating privacy and security in E-Business.

6.4 Rural Marketing

Unit I - 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-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

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.

6.5 Retail Marketing

Unit 1- Introduction to Retailing


Unit 2- Store Location and Layout & Retail Merchandising
Introduction, Types of Retail Stores Location, Factors Affecting Retail Location Decisions, Country/Region Analysis, Trade Area Analysis, Site Evaluation, Site Selection, Location Based Retail Strategies

Introduction, Understanding Merchandising Management, Activities of a Merchandiser, Retail Merchandising Management Process

**Unit 3-International Retailing**

Introduction, Stages in Retail Global Evolution, Reasons for Going Global, Benefits of Going Global, Other Opportunities and Benefits of Going Global, Market Entry Methods

**Unit 4-Rural Retailing**

Introduction, an Overview of the Indian Rural Market, Role of Rural retailing in India, Challenges in Indian Rural Market, Periodic Markets (Shanties/Haats/ Jathras), Rural retail Players in India, Rural Retail Strategies, Future of Rural retailing

**6.6 Project Work -II**

Note: At the end of Semester Vth and VIth students have to submit Prepare and submit a Project on any of the abovementioned subject covered in Semester I to Semester VI