

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

Elective Courses (EC)

1 B. Discipline Related Elective (DRE) Courses

**3. Commerce - V
Marketing**

Modules at a Glance

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



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Sr. No.	Modules / Units
1	Introduction to Marketing
	- Marketing, Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing - Marketing Research - Concept, Features, Process Marketing Information System-Concept, Components Data Mining- Concept, Importance - Consumer Behaviour- Concept, Factors influencing Consumer Behaviour Market Segmentation- Concept, Benefits, Bases of market segmentation Customer Relationship Management- Concept, Techniques Market Targeting- Concept, Five patterns of Target market Selection
2	Marketing Decisions I
	- Marketing Mix- Concept, Product- Product Decision Areas Product Life Cycle- Concept, Managing stages of PLC Branding- Concept, Components Brand Equity- Concept, Factors influencing Brand Equity - Packaging- Concept, Essentials of a good package Product Positioning- Concept, Strategies of Product Positioning Service Positioning- Importance & Challenges - Pricing- Concept, Objectives, Factors influencing Pricing, Pricing Strategies
3	Marketing Decisions
	- Physical Distribution- Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels) Supply Chain Management-Concept, Components of SCM - Promotion- Concept, Importance, Elements of Promotion mix Integrated Marketing Communication (IMC)- Concept, Scope, Importance - Sales Management- Concept, Components, Emerging trends in selling Personal Selling- Concept, Process of personal selling, Skill Sets required for Effective Selling
4	Key Marketing Dimensions
	- Marketing Ethics: Concept, Unethical practices in marketing, General role of consumer organizations Competitive Strategies for Market Leader, Market Challenger, Market Follower and Market Nicher Marketing Ethics: - Rural Marketing- Concept, Features of Indian Rural Market, Strategies for Effective Rural Marketing Digital Marketing-Concept, trends in Digital Marketing Green Marketing- concept, importance - Challenges faced by Marketing Managers in 21st Century Careers in Marketing – Skill sets required for effective marketing Factors contributing to Success of brands in India with suitable examples. Reasons for failure of brands in India with suitable examples.



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

Elective Courses (EC)

1 B. Discipline Related Elective (DRE) Courses

3. Commerce-VI

Human Resource Management

Modules at a Glance

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



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Sr. No.	Modules / Units
1	Human Resource Management
	- Human Resource Management – Concept, Functions, Importance, Traditional v/s Strategic Human Resource Management - Human Resource Planning- Concept Steps in Human Resource Planning Job Analysis-Concept, Components, Job design- Concept, Techniques - Recruitment- Concept, Sources of Recruitment - Selection - Concept , process , Techniques of E,selection,
2	Human Resource Development
	- Human Resource Development- Concept, functions - Training- Concept, Process of identifying training and development needs, Methods of Training & Development (Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In, basket, management games) - Evaluating training effectiveness- Concept, Methods - Performance Appraisal- Concept, Benefits, Limitations, Methods - Potential Appraisal-Concept, Importance - Career Planning- Concept, Importance - Succession Planning- Concept, Need - Mentoring- Concept, Importance - Counseling- Concept, Techniques.
3	Human Relations
	- Human Relations- Concept, Significance - Leadership –Concept, Transactional & Transformational Leadership - Motivation- Concept, Theories of Motivation,(Maslow's Need Hierarchy Theory, Vroom's Expectancy Theory, McGregor's Theory X and Theory Y, Pink's Theory of Motivation) - Employees Morale- Concept, Factors affecting Morale, Measurement of Employees Morale Emotional Quotient and Spiritual Quotient- Concept, Factors affecting EQ & SQ - Employee Grievance- Causes, Procedure for Grievance redressal - Employee welfare measures and Healthy & Safety Measures.
4	Trends In Human Resource Management
	- HR in changing environment: - Competencies- concept, classification - Learning organizations- Concept, Creating an innovative organization, Innovation culture- Concept, Need, Managerial role. - Trends in Human Resource Management,: - Employee Engagement- Concept, Types - Human resource Information System (HRIS) – Concept, Importance, Changing patterns of employment. - Challenges in Human Resource Management: Employee Empowerment, Workforce Diversity. Attrition, Downsizing, Employee Absenteeism, Work life Balance, Sexual Harassment at work place, Domestic and International HR Practices, Millennial (Gen Y) Competency Mapping