

SEMESTER – I
MDC- 1: INTRODUCTORY MICROECONOMICS
(Credit: 3)

After the completion of the course, the students will be able to:

- CO1: Use microeconomic concepts such as saving and investment in their real life situations.
 CO2: Understand the profit making techniques used by different businesses or firms
 CO3: Grasp the basic concepts of Microeconomics such as Laws of Demand, Supply and Elasticity
 CO4: Apply Indifference Curve Analysis in Deriving Demand curve Income and Substitution Curve

Unit	Topics to be covered	No. of Lectures
1	Exploring the subject matter of Economics: Definition of Economics, Need, Scope and Methods of Economics, Nature and subject matter of Economics, Problem of scarcity and choice, Central Problems of Economy.	10
2	Supply and Demand: (a) concept and types of demand, Determinants of individual demand/supply; demand and demand function, theory of demand and law of demand and supply, exceptions to law of demand, demand/ supply schedule and demand/supply curve; demand for complementary and substitute goods, market versus individual demand/supply; shifts in the demand/supply curve, demand and supply together, elasticity of demand and supply , determinants, measurement and application, static and dynamic demand, consumer surplus	18
3	The Theory of Consumer Behaviour: Cardinal approach: Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Consumer's Equilibrium. Ordinal Approach: Indifference Curve- meaning and properties, Consumer's Equilibrium with the help of Indifference curve.	12
TOTAL		40

Suggested Readings:

1. Karl E. Case and Ray C. Fair, Principles of Economics, Pearson Education Inc., 8 th Edition, 2007.
2. N. Gregory Mankiw, Economics: Principles and Applications, India edition by South-western, a part of Cengage Learning, Cengage Learning India Private Limited, 4 th edition, 2007.
3. Joseph E. Stiglitz and Carl E. Walsh, Economics, W.W. Norton & Company, Inc., New York, International Student Edition, 4 th Edition, 2007.

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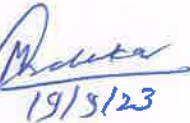
SEMESTER - II
MDC- 2: INTRODUCTORY MACROECONOMICS
(Credit: 3)

After the completion of the course, the student will be able to:

- CO1: Develop a proper and in- depth understanding of variables dealing with the aggregate economy.
- CO2: Analyse the basics of National Income Accounting, which will help them to describe and analyze the economy in quantitative terms.
- CO3: Understand the major issues and concerns of the economy such as unemployment, inflation, poverty economic growth.
- CO4: Describe Functions of Money and Determination of Money Supply and Demand

Unit	Topics to be covered	No. of Lectures
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1	Introduction to Macroeconomics and National Income Accounting The Origin and Roots of Macroeconomics, Need and relevance of Macroeconomics, Scope of the Subject, Macroeconomic concerns and issues, the Role of Government in Macroeconomics, the components of Macroeconomics, the methodology to macroeconomics, Circular flow of Income, The Concepts of National income: GDP, GNP, NNP, NNP at factor cost, Personal income, private income and personal disposable income, approaches to calculating GDP, Nominal and real GDP, Green GDP	15
2	Money and Banking Functions of money; quantity theory of money; Central banking: history, objectives, functions, relevance, performance, tools of monetary policy; Concept and history of commercial banking - functions, distribution of assets and credit creation.	15
3	The Closed Economy in the Short Run Classical and Keynesian systems; simple classical system of output and employment, Keynesian model of income determination, concept of multipliers, Relevance and limitations of Keynesian economics to developing economy	10
TOTAL		40

Suggested Readings:

1. Dornbusch, Fischer and Startz, *Macroeconomics*, McGraw Hill, 11th edition, 2010.
2. N. Gregory Mankiw. *Macroeconomics*, Worth Publishers, 7th edition, 2010.
3. Olivier Blanchard, *Macroeconomics*, Pearson Education, Inc., 5th edition, 2009.
4. Richard T. Froyen, *Macroeconomics*, Pearson Education Asia, 2nd edition, 2005.
5. Andrew B. Abel and Ben S. Bernanke, *Macroeconomics*, Pearson Education, Inc., 7th edition, 2011.

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SEMESTER - III
MDC - 3: INDIAN ECONOMY
(Credit - 3)

After the completion of the course, the student will be able to:

CO1: Examine sector-specific policies and their impact in shaping trends in key economic indicators in India.

CO2: Evaluate the Indian Empirical evidence

CO3: Analyze the rapid Economic changes taking place in the economy

CO4: Learn about the role of agriculture and industry in Economic development and their performance in Indian perspective.

Unit	Topics to be covered	No. of Lectures
1	Economic Development since Independence Characteristics of Indian Economy, Main features of the economy at independence; Structural change, growth and development under different policy regimes—goals, constraints, institutions and policy framework; an assessment of sectoral performance, sustainability and regional contrasts; structural change, trends of savings and investment.	10
2	Indian Agriculture, Industry and Service Sector Importance of Agriculture in Indian economy, Problems in Indian Agriculture and their possible solutions, Efforts by the Government for upliftment of Indian Agriculture, Land Reforms; Green and Rainbow Revolution; Industrial policies in India since independence, Importance of small scale industries in India, problems, remedies, industrial sickness in India, Services Sector: growth and Present status, Foreign Trade in India - Composition and Direction	20
3	Bihar Economy: Demographic features, Poverty and Unemployment, Growth and problems of Farm sector, Development of Industrial sector, Major policy initiatives for development.	10
	TOTAL	40

Suggested Readings:

1. Shankar Acharya, 2010, -Macroeconomic Performance and Policies 2000-8, I in Shankar Acharya and Rakesh Mohan, editors, *India's Economy: Performances and Challenges: Development and Participation*, Oxford University Press.
2. Rakesh Mohan, 2010, -India's Financial Sector and Monetary Policy Reforms, in Shankar Acharya and Rakesh Mohan, editors, *India's Economy: Performances and Challenges: Development and Participation*, Oxford University Press.
3. Pulapre Balakrishnan, Ramesh Golait and Pankaj Kumar, 2008, -Agricultural Growth in India Since 1991, *RBI DEAP Study no. 27*.
4. Kunal Sen, 2010, -Trade, Foreign Direct Investment and Industrial Transformation in India, in Premachandra Athukorala, editor, *The Rise of Asia*, Routledge.

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Subject Experts (Commerce)

Members of Course Frame Work Committee Four Year

Degree Programme under CBCS Pattern in the light of NEP 2020 at Raj Bhawan, Patna

Sl.No.	Experts Name	University	Email	Mobile No.	Signature
1	Prof. (Dr.) Lakshman Singh, Professor and Dean	Jai Prakasyh University, Chapra	dr.lakshmansingh1960@gmail.com	9430298722	L. Singh 19.9.23
2	Prof. Prakash Kr. Verma Professor & Head	Patliputra Univ., Patna	pk1960v@gmail.com	9473030650	P. Verma 19.9.23
3	Prof. N. K. Jha Professor & Head	Patna Univ., Patna	nkjhacommercepu@gmail.com	9431049264	N. K. Jha 19.09.2023
4	Prof. Sanjay Kumar Singh Professor & Head	VKSU, Ara	pdsvksu64@gmail.com	9431661369	S. Kumar 19/09/23
5	Prof. Syed Alay Mujtaba Professor & Head	BRABU, Muzaffarpur	syedalaymujtaba111@gmail.com	9430805392	S. Alay 19.9.23
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7	Dr. S. B. Lall Professor	Patna Univ., Patna	lallshankblanshan@gmail.com	8218090043	S. B. Lall 19/9/23
8	Dr. Divakar Jha Associate Professor	LNMU, Darbhanga	jhadivakar69@gmail.com	6206112610	D. Jha 19/9/23
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12	Shri Dhirendra Kumar*	J.L.N.M. College Nawahi Sursand, BRABU, Muzaffarpur	prof.dhirendrakumar@gmail.com	8969119629	S. Dhirendra 19-09-23
13	Dr. Mahajabeen Parveen Assistant Professor	BRABU, Muzaffarpur	mahjabeerunahfooz@gmail.com	9973977640	M. Parveen 19-09-23
14	Dr. Lavanya Nupur Assistant Professor	BRABU, Muzaffarpur	lavanyanupur1988@gmail.com	6200603250	L. Nupur 19/9/23

University of Bihar
Faculty of Commerce
4 year Degree Course under
CHOICE BASED CREDIT SYSTEM
Semester Scheme with Multiple Entry and Exit Option for
Under Graduate Course as per NEP 2020

Syllabus for
B.COM- MARKETING
GROUP-B
Session -2023-27 onwards

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Syllabus for four years B.Com in Marketing
Subject under CBCS system and Semester System as per UGC
Regulations
(Curriculum and Credit framework for undergraduate programme)
(Group-B) Marketing
(A) Major Core Courses

Sl. No.	Sem	Type of Course	Course Code	Name of Course	Credits	Marks CIA+ESE 30+70
1.	I	MJC-1	BCMK/MJ C-1	Principles and Functions of Management	6	100
2.	II	MJC-2	BCMK/MJ C-2	Principles and Functions of Marketing	6	100
3.	III	MJC-3	BCMK/MJ C-3	Sales and Distribution Management	5	100
4.	III	MJC-4	BCMK/MJ C-4	Advertising Management	4	100
5.	IV	MJC-5	BCMK/MJ C-5	Tourism Marketing	5	100
6.	IV	MJC-6	BCMK/MJ C-6	Rural Marketing in India	5	100
7.	IV	MJC-7	BCMK/MJ C-7	Service Marketing	5	100
8.	V	MJC-8	BCMK/MJ C-8	Consumer Behaviour	5	100
9.	V	MJC-9	BCMK/MJ C-9	Digital Marketing	5	100
10.	VI	MJC-10	BCMK/MJ C-10	Event Management	4	100
11.	VI	MJC-11	BCMK/MJ C-11	International Marketing	5	100
12.	VI	MJC-12	BCMK/MJ C-12	Business Economics	5	100
13.	VII	MJC-13	BCMK/MJ C-13	Business Law	5	100
14.	VII	MJC-14	BCMK/MJ C-14	Research Methodology	5	100
15.	VII	MJC-15	BCMK/MJ C-15	Company Law	6	100
16.	VIII	MJC-16	BCMK/MJ C-16	Business Communication	4	100

Sub Total = 80

Note:

MJC – Major Course

BCMK- B.Com in Marketing

CIA- Continuous Internal Assessment

ESE- End Semester Examination

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(B) Minor Courses MIC to be offered by the Department for students of other Departments of Commerce

Sl. No.	Sem	Type of Course	Course Code	Name of Course	Credits	Marks CIA+ESE 30+70
1.	I	MIC-1	BCMK/MIC-1	Principles & Functions of Marketing	3	100
2.	II	MIC-2	BCMK/MIC-2	Advertising Management	3	100
3.	III	MIC-3	BCMK/MIC-3	Sales & Distribution Management	3	100
4.	IV	MIC-4	BCMK/MIC-4	Consumer Behaviour	3	100
5.	V	MIC-5	BCMK/MIC-5	Rural Marketing in India	3	100
6.	V	MIC-6	BCMK/MIC-6	Tourism Marketing	3	100
7.	VI	MIC-7	BCMK/MIC-7	Service Marketing	3	100
8.	VI	MIC-8	BCMK/MIC-8	Digital Marketing	3	100
9.	VII	MIC-9	BCMK/MIC-9	Event Management	4	100
10.	VIII	MIC-10	BCMK/MIC-10	International Marketing	4	100

Sub Total = 32

Note: The Department may reduce the syllabus of the Minor Courses as per the credit distribution. The Department concerned may also decide practical courses.

(C) Multidisciplinary Courses to be offered

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	I	MDC-1	To be selected from the basket	3	100
2.	II	MDC-2	To be selected from the basket	3	100
3.	III	MDC-3	To be selected from the basket	3	100

Sub Total = 09

(D) Ability Enhancement Courses to be offered

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	I	AEC-1	MIL	2	100
2.	II	AEC-2	Environmental Science	2	100
3.	III	AEC-3	Disaster Risk Management	2	100
4.	IV	AEC-4	NCC/NSS/NGOs/Social Service/ Scout and Guide/Sports	2	100

Sub Total = 08

(E) Skill Enhancement Courses to be offered

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	I	SEC-1	To be selected from the basket	3	100
2.	II	SEC-2	To be selected from the basket	3	100
3.	III	SEC-3	To be selected from the basket	3	100

Sub Total = 09

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	I	SEC-1	To be selected from the basket	3	100
2.	II	SEC-2	To be selected from the basket	3	100
3.	III	SEC-3	To be selected from the basket	3	100

Sub Total = 09

(F) Value Added Courses to be offered

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	I	VAC-1	To be selected from the basket	3	100
2.	II	VAC-2	To be selected from the basket	3	100

Sub Total = 06

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	v	INT-1	Summer Internship	4	100

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	VIII	RP-1	Research/Dissertation	12	100

Grand Total = 160 Credits

(G) Basket for Multidisciplinary Courses (MDC)

To be decided by Respective Department

(H) Basket for Skill Enhancement Courses (SEC)

See at the end of structure (this booklet)

(I) Basket for Value Added Courses (VAC)

See at the end of structure (this booklet)

(I) Basket for Value Added Courses (VAC)
See at the end of structure (this booklet)

GROUP-B: MARKETING

SEMESTER-I

BCMK/MJC-1: PRINCIPLES AND FUNCTIONS OF MANAGEMENT

Objective:

To acquaint the learners with the basic concepts of business, different forms of business organisation, basics of management concepts and the different management functions.

Learning Outcomes:

After completion of the course, the learners will be able to:

1. Know the Principles of Management and the different levels at which decisions are taken by the Managements
2. Identify and explain Managerial skills used in business;
3. Analyse the concept of Delegation of Authority, coordination, and control;
4. Assess the importance of effective communication in management
5. Validate the role of Motivation and Leadership in modern day management

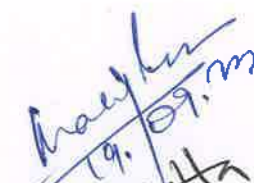
COURSE CONTENTS:

BCMK/MJC-1: PRINCIPLES AND FUNCTIONS OF MANAGEMENT (Theory: 06 credits)		
Unit	Topics to be covered	No. of Lectures
1	Principles of Management Management - Meaning and Characteristics; Fayol's 14 Principles of Management; Levels of Management Importance of Management, Arts and Science of Management- Skills of Management; Scientific Management - meaning, objectives, relevance and criticism.	10
2	Functions of Management: Planning and Organizing Planning- Meaning, Characteristics, Types of Plans, Advantages and Disadvantages – Approaches to Planning - Management by Objectives (MBO) - Steps in MBO - Benefits –Weaknesses; Organizing - Process of Organizing; Principles of Organisation - Formal and Informal Organisations – Line, Staff Organisations, Line and Staff Conflicts. Functional Organisation; Span of Management - Meaning - Determining Span - Factors influencing the Span of Supervision.	10
3	Functions of Management: Authority and Coordination Meaning of Authority, Power, responsibility and accountability - Delegation of Authority - Decentralization of Authority; Definition, importance, process, and principles of Coordination techniques of Effective Coordination	10
4	Functions of Management: Control and Communication Control-Meaning, Relationship between planning and control, Steps in Control – Types (post, current, and pre-control). Requirements for effective control. Communication-purpose, process, formal and informal communication, barriers to effective communication and overcoming these	15

	barriers;	
5	Functions of Management: Motivation and Leadership Motivation-Meaning, importance, major motivation theories- Maslow's need hierarchy theory, Herzberg's two-factors theory, Vroom's Expectation Theory, extrinsic and intrinsic motivation; Leadership- meaning, theories, essential qualities, global leadership attributes, practicing leadership	15
	TOTAL	60

Suggested Readings:

1. F. C. Sharma, Business Organisation, SBPD Publications, Agra
2. M.C. Shukla, Business Organisation, S. Chand Publications, New Delhi.
3. Y. P. Verma, Business Organisation, Sahitya Bhawan Publications, Agra.
4. Basu, C. R. (1998). Business Organization and Management. New Delhi: McGraw Hill Publishing India.
5. Chhabra, T. N. (2011). Business Organization and Management. New Delhi: Sun India Publications.
6. Gupta, C. B. (2011). Modern Business Organization. New Delhi: Mayur Paperbacks.
7. Kaul, V. K. (2012). Business Organization and Management, Text and Cases. New Delhi: Pearson Education.
8. Koontz, H., & Weihrich, H. (2008). Essentials of Management. New York: McGraw Hill Education.
9. Singh, B. P., & Singh, A. K. (2002). Essentials of Management. New Delhi: Excel Books.


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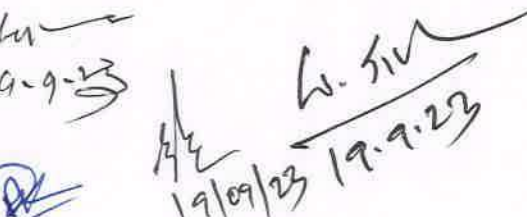
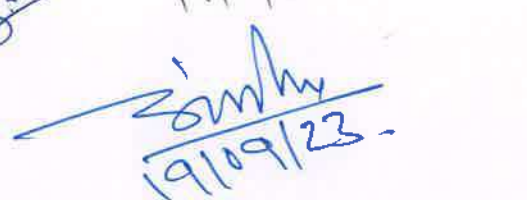

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GROUP-B: MARKETING

SEMESTER-II

BCMK/MJC-2 : PRINCIPLES AND FUNCTIONS OF MARKETING

Objective:

To acquaint the learners about the Principles and practices as followed in Marketing of the Products and Services at the National and International level

Learning Outcomes

After the completion of the course, the student will be able to:

1. acquaint with the concept of marketing and its functions in the present context.
2. gain knowledge about marketing strategies.
3. know the different concepts of marketing information system and consumer behavior.

BCMK/MJC-2 : PRINCIPLES AND FUNCTIONS OF MARKETING (Theory: 06 credits)		
Unit	Topics to be covered	No. of Lectures
1	Fundamentals of Marketing: Meaning, Concept, Importance, Functions of Marketing. Marketing and Selling, Modern Marketing Concept, Relationship Marketing.	10
2	Market Segmentation: Meaning, Objectives and Importance of Market Segmentation. Basis of Market Segmentation, Marketing Strategy-Segmentation, Targeting and Positioning.	12
3	Marketing Mix: Meaning, Elements of Marketing mix Product, Price, Promotion and Place. New Product Development Process. Reasons for failure of new product development.	16
4	Marketing Environment: Meaning, Importance of Marketing Environment. Micro and Macro Environment and their types. Methods of Sales forecasting.	12
5	Marketing Information System: Meaning, Concept and importance. Types and Components of Marketing information system. Consumer behaviour, factors influencing consumer behavior, Buying Decision Process.	10
Sub Total		60

Suggested Readings :

1. Philip Kotler- Marketing Management
2. RSN Pillai- Modern Marketing, Chand Publication, N.Delhi.
3. Ramaswami- Marketing Management-Mc. Graw Hill
4. C.N. Sontakki-Marketing Management- Kalyani Publication
5. Arun Kumar Marketing Management-Vikas Publication. & N. Minakshi-

GROUP-B: MARKETING

SEMESTER-III

BCMK/MJC-3: SALES AND DISTRIBUTION MANAGEMENT

Objective:

It aims to help management students understand the fundamentals of Sales management and Distribution management so as to recognize the need of Business and to have the effective Sales and Distribution strategies for the satisfaction of channel partners.

Learning Outcomes:

After completion of the course, the learners will be able to:

- Recognize and demonstrate the significant responsibilities of sales person as key individual.
- Understand the basic concepts and techniques of selling and their applications to managerial decision makings in the field

COURSE CONTENTS:

BCMK/MJC-3: SALES AND DISTRIBUTION MANAGEMENT (Theory: 05 credits)		
Unit	Topics to be covered	No. of Lectures
1	Evolution of Sales Management: Nature and Role of Sales Management. Sales Strategies: Relationship Strategy: Hard Sale Vs. Soft Sale Strategy, Setting Personal selling objective.	10
2	Sales Training Program: Role of a trainer: Training Method: Designing sales training program, Motivating Sales Personnel, Financial Compensation Methods, Nonfinancial Methods. Sales Meeting, Sales Contests: Managerial Evaluation of Contest	10
3	Sales Organization: Sole Organization Concepts Structures Procedure: Types; Methods. Territories Size: Allocation: Designing Allocating Sales Efforts, Sales Information System Planning: Reports, Evaluation of Sales Force. Process	10
4	Marketing Channel- Importance, Structure: Flow, Wholesaling: Functions: Classification;	10

	Key tanks. Retailing, Organized Retail in India. Types of Resailer. Role of Retailer E-Tailing. Market Logistics Scope: Inventory Management: Warehousing, Transponation	
5	Designing Channel System: Channel Design, Channel Planning Selecting Channel Partners: Change Training Motivating: Evaluating Channel Management Use of Power: Channel Confet Channe Information System: Elements: Purpose, Channel Performance Evaluation. International Channels: Mode of Entry Decision	10
	TOTAL	50

Suggested Readings:

1. Dr. Mrinal Kumar; Sales and Distribution Management; Shiksha Sagar Publishers & Distributors
2. Dr. F.C. Sharma; Sales and Distribution Management; SBPD POUblications, Agra
3. Havaladar, Krishna K: Sales and Distribution Management, Tata McGraw Hill
4. Gupta S. L.: Sales & Distribution Management: Test & Cases in Indian Perspectives. Excel Books
5. Still, Kundiff, Govoni, Sales and Distribution Management, PHI,
6. L. Gorchels. C. West. E. J. Marien. The Managers Guide to Distribution Channels, McGraw Hills:

GROUP-B: MARKETING

SEMESTER-IV

BCMK/MJC-4: ADVERTISING MANAGEMENT

Objective:

The objective of this subject is to make the students familiar with Advertising Medium of Advertising and its Agency, to prepare the students to manage the advertising management

Learning Outcomes:

After completion of the course, the learners will be able to:

- Familiarize with advertising concepts.
- Identify effective media choice for advertising
- Develop ads for different media
- Measure the advertising effectiveness
- Analyse the role of advertising agency

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COURSE CONTENTS:

BCMK/MJC-4: ADVERTISING MANAGEMENT (Theory: 04 credits)		
Unit	Topics to be covered	No. of Lectures
1	Introduction: Communication Process, Advertising as a tool of communication; Meaning, nature and importance of advertising: Types of advertising, Advertising objectives.	08
2	Media Decisions: Major media types and their characteristics, Internet as an advertising media- merits and demerit Factors influencing media choice; media selection, media scheduling. Advertising through th Internet-media devices.	08
3	Message Development: Advertising appeals, Advertising copy and elements, Essential of Message Developme Preparing ads for different Media-Video Advertising: Television & YouTube, Audio Chann Radio & Podcast Advertising. Newspapers, Print & Digital Publications (Magazines), Out-Of-Ho Advertising, Social Media:	08
4	Advertising Agency: Advertising Agency: Role and types of advertising agencies, Selection of advertisingagency; S and Ethical aspects of advertising in India.	08
5	Role of Advertisement: Role of Advertisement in business and society, Advertising Standard Council of India(ASCI) : Practical Component (Credit/Hours)	08
	TOTAL	40

Suggested Readings:

1. Dr. Mrinal Kumar; Advertising Management; Shiksha Sagar Publishers and Distributors, Agra
2. Dr.F.C.Sharma; Advertising Management; SBPD Publications, Agra
3. Advertising Management, Dr. Varma & Aggarwal, King Books
4. Principles of Marketing, Kotler & Armstrong, Prentice-Hall of India
5. Advertising: An Introduction Text, S. A. Chunawalla, Himalayan Publishing House
6. Advertising Principles and Practice, Wells Burnett Moriarty, PHI
7. Foundations of Advertising, S.A. Chunawalla, KC Sethia , Himalayan Publishing House

GROUP-B: MARKETING**SEMESTER-IV**

BCMK/MJC-5: TOURISM MARKETING

Objective:

- To enhance the students with the concept of marketing and its role in the promotion of tourism products
- To make the students aware of various tour packages and the use of technology in marketing
- Familiarize the students with the various marketing strategies adopted by major tour operators

Learning Outcomes:

- Students get an overview of the concept of marketing and its role in the promotion of tourism products
- Students are exposed to various tour packages and the use of technology in marketing
- Students obtain knowledge about various marketing strategies adopted by major tour operators

COURSE CONTENTS:

BCMK/MJC-5: TOURISM MARKETING (Theory: 05 credits)		
Unit	Topics to be covered	No. of Lectures
1	Understanding Marketing and Marketing Process: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Environment, Strategic Planning and Marketing Process, Organizing and Implementing Marketing in the Organization. Services Marketing: Concept, Definition, Characteristics with Special Emphasis on Tourism Services.	10
2	Developing Marketing Opportunities and Strategies: Marketing Information Systems and Marketing Research, Consumer Markets and Consumer Behaviour, Business Markets and Buyer Behaviour, Market Segmentation - Targeting and Positioning for competitive Advantage.	10
3	Developing the Tourism Marketing Mix: Managing the Product/Service, Product Decisions- Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions, Pricing Products Pricing Considerations and Approaches. Pricing Strategies and Methods.	10
4	Distribution Channel and Logistics Management : Channel Selection, Cooperation and conflict Management, Promotion Decision, Promotion Mix: Advertising, Sales Promotion, Selling & Publicity; Additional P's of tourism services Personal	10

COURSE CONTENTS:

BCMK/MJC-6: RURAL MARKETING IN INDIA (Theory: 05 credits)		
Unit	Topics to be covered	No. of Lectures
1	Rural Marketing: Rural Marketing - Concept. Nature and Scope, Importance, Rural Vs Urban Marketing Rural Marketing Environment, Emerging Rural Markets After Globalisation	10
2	Rural Consumer: Rural Consumer Characteristics, Attitudes and Behaviour, Buying Patterns and influences. Segmenting Rural Markets.	10
3	Rural Marketing Strategies: Rural Marketing Strategies Product Planning for Rural Markets, Quality and Size, Pricing Decisions, Packaging and Branding Decisions.	10
4	Promotion and Distribution in Rural markets: Promotion and Distribution in Rural markets, Distribution Channels and Logistics in Rural markets.)	10
5	Input and Output Marketing: Input and Output Marketing Agricultural Marketing System and Practices, Problems in Agricultural Marketing, Role of government in Marketing of Agricultural Products Cooperative Marketing,	10
	TOTAL	50

Suggested Readings:

1. Dr. Mrinal Kumar; Shiksha Sagar Publishers & Distributors, Agra
2. Dr. F.C. Sharma; SBPD Publications, Agra
3. Cooperative Marketing in India and Abroad, L.P. Singh, HPH, Bombay
4. Nayyar and Ramaswami, Globalisation and Agricultural Marketing, Rawat Publication, Jaipur
5. Gopal swami TP; Rural marketing, Wheelers Publications, New Delhi

GROUP-B: MARKETING

SEMESTER-IV

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BCMK/MJC-7: SERVICE MARKETING

Objective:

- To create awareness among the students about the ever growing importance of the service sectors and the unique challenges faced by managers in marketing the services.
- To make students aware marketing mix of various services and its importance in service sector
- To impart knowledge to the students in understanding specialized field of marketing

Learning Outcomes:

After completion of the course, the learners will be able to:

- Describe the concept of service marketing
- Clearly understand marketing mix strategy to be adopted in marketing the services
- Illustrate the importance of CRM (Consumer Relationship Marketing) in service marketing
- To equip the students with the tools and techniques of marketing of various profit making and non-profit making organizations.
- To prepare the students as a professionally qualified Marketing Managers in service sectors.

COURSE CONTENTS:

BCMK/MJC-7: SERVICE MARKETING (Theory: 05 credits)		
Unit	Topics to be covered	No. of Lectures
1	Introduction- Importance of Services Sector, Nature and Types of Service, Difference Between Service and Goods, Marketing. Environment for Services Indian Marketing Scenario	10
2	Services Marketing Mix Need for Expanded Marketing Mix. Product Mix, Promotion Mix, and Distribution Mix of Services, Additional three P's Process, Physical Evidence and Attractions and Management of Marketing people.	10
3	Marketing Segmentation and Selection Marketing Segmentation and Selection; Service Market Segmentation; Targeting and Positioning	10
4	Marketing of profit Making Service Organizations: Marketing of profit Making Service Organizations - Bank, Insurance, Hotel and Tourism	10

GROUP-B: MARKETING

SEMESTER-VI

BCMK/MJC-10: EVENT MANAGEMENT

Objective:

To enable students to understand how event is to be managed and know the planning and procedure of event management

Learning Outcomes:

After completion of the course, the learners will be able to:

- Understand the significance of various events
- Demonstrate the ability to organize the event
- Demonstrate the ability to conduct the event.
- Prepare the budget require for conducting an event

COURSE CONTENTS:

BCMK/MJC-10: EVENT MANAGEMENT (Theory: 04 credits)		
Unit	Topics to be covered	No. of Lectures
1	Introduction to Event Management: Event- Meaning Importance and Types of Events, Analysis of Event, Event Management Meaning, Decision Makers and their Roles and Responsibilities, 5 C's of EventManagement	08
2	Event Management Planning and Procedure: Establishing of Policies & Procedures, Steps in Planning the event, Principles of Event Management, Permissions and Licenses from Government and Local Authorities	08
3	Conduct of an Event: Preparing a Planning Schedule, Steps in Organizing an event. Assigning Responsibility. Event Safety and Security, Conducting the Event-Checklist (Pre during and post event check list), Communication-channels of communications for different types of events,	08
4	Budgeting of Event: Preparation of Event Budget-items of expenditure for various events, managing the event budget	08
5	Reporting:	08

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	Reporting of event organizing the event report, steps in preparing the event report.	
	TOTAL	40

Suggested Readings:

1. Stephen, A, Event Management
2. Kilkenny, S. The Complete Guide to successful Event Planning.
3. Wagen, L.V.D, Human Resource Management for Events
4. Hayed, N, Successful Team Management.
5. Mohan, S, Event Management & Public Relations, Enkay Publishing House
6. Goyal, S.K, Event Management & Public Relations, Adhyayan Publisher

GROUP-B: MARKETING

SEMESTER-VI

BCMK/MJC-11: INTERNATIONAL MARKETING

Objective:

- Students will be able to understand the concept and importance of International marketing
- To equip the students with marketing strategies of MNCs.
- To provide an in-depth knowledge of marketing mix to be applied in International Marketing
- To identify export policy and practices in India.

Learning Outcomes:

After completion of the course, the learners will be able to:

- Understand how International marketing strategies are different from domestic marketing strategies
- Will have clear concept of international pricing. factors influencing international price, pricing process and its methods,
- Be equipped with modern tools and techniques of International Marketing
- To prepare the students as a professionally qualified global Marketing Managers

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COURSE CONTENTS:

BCM/MJC-11: INTERNATIONAL MARKETING (Theory: 05 credits)		
Unit	Topics to be covered	No. of Lectures
1	Introduction: Nature, Definition and Scope of International Marketing. Domestic vs international marketing, marketing strategy of MNCs.	10
2	Product planning for International Market: Product planning for International Market Product Mix, Branding, Packaging, quality issues, After Sales Services	10
3	International Pricing: International Pricing- Factors influencing international Price, Pricing process and Methods	10
4	Promotion and Distribution: Promotion and Distribution Methods of international Promotion, Advertising, International distribution channels:	10
5	Export policy and practices in India: Export policy and practices in India- Exim policy. Trends in Indian Foreign Trade, Export pricing. Export Finance.	10
	TOTAL	50

Suggested Readings:

1. Bhattacharya and Varchney: International Marketing Management, Sultan Chand New Delhi.
2. Kriplani V: International Marketing, Prentice Hall, New Delhi.
3. Iceegan W J: Multinational MKTg Mgt, Prentice Hall, New Delhi.
4. AntarRastriya Vipnan, Kothari Jain, Ramesh Book Depot.
5. Rathor, Rathor & Jani, International Marketing, HPH Bombay.

GROUP-B: MARKETING

SEMESTER-VI

BCMK/MJC-10: BUSINESS ECONOMICS

Objective:

To acquaint the students with Principles of Economics in Managerial decision making.

Learning Outcomes:

Objective:
To acquaint the students with Principles of Economics in Managerial decision making.

Learning Outcomes:

After completion of the course, the learners will be able to:

- Understand the conceptual framework of Economic theories and their application in business decision making.
- Examine how consumers try to maximize their satisfaction by spending on different goods,
- Analyse the relationship between inputs used in production and the resulting outputs and costs.

COURSE CONTENTS:

BCMK/MJC-12 BUSINESS ECONOMICS (Theory: 05 credits)		
Unit	Topics to be covered	No. of Lectures
1	Nature and Scope of Managerial Economics: Definition of Economics - Important concept of Economics - Basic Economic problem - Relationship between Micro and Macro economics - Managerial Economics - Nature and Scope - Objectives of the Firm.	10
2	Theory of Consumer behavior: Managerial Utility Analysis indifference curve and analysis Meaning of Demand - Law of Demand - Types of Demand - Determinants of demand - Elasticity of Demand - Demand Forecasting.	10
3	Production and Cost Analysis : Law of returns to scale and Economies of scale - Cost analysis - different cost concepts - Cost - output relationship - Short run and long run - Revenue curves of firms - Supply Analysis.	10
4	Pricing Methods and Strategies: Objectives - Factors - General Considerations of Pricing - Methods of pricing - Role of Government - Dual pricing - price Discrimination.	10
5	Market forms: Market structure - Basis of Market classification - Output determination - Perfect Competition - Monopoly - Monopolistic Competition - Duopoly - Oligopoly.	10
	TOTAL	50

Suggested Readings:

1. Dr. S. Sankaran – Managerial Economics – Margham Publication
2. Aryamala T – Managerial Economics – Vijay Nicole Imprints Private Limited
3. Mankar: Business Economics, Macmillan Ltd.,
4. Varshney RL and Maheshwari KL - Managerial Economics.
5. Yogesh Maheshwari - Managerial Economics - Prentice-Hall of India.
6. Gupta GS - Managerial Economics.
7. Jingham M.L. - Micro Economics, Vrinda Publications (P) Ltd. (Theory).

GROUP-B: MARKETING

SEMESTER-VII

SEMESTER III

BCMK/MJC-13: BUSINESS LAW

Objective:

- To provide fundamental knowledge of Business Law and Practices
- To encourage interpretational skills regarding various acts enacted in India
- To make the learners acquainted with the use of negotiable Instruments in Financial transactions.
- To increase an in depth understanding of the provisions of Companies' Act 2013 and LLP Act.

Learning Outcomes:

On the successful completion of the course, students will be able to;

- Understand the provisions of Indian Contract Act 1872 and develop case solving skills through case studies.
- Develop an in depth knowledge of various provisions of Sales of Goods Act ,Negotiable Instruments Act, Companies' Act 2013 and LLP Act 2008.
- Develop skills related to legal counseling of clients.

COURSE CONTENTS:

BCMK/MJC-13: BUSINESS LAW (Theory: 05 credits)		
Unit	Topics to be covered	No. of Lectures
1	Contract Act, 1872: Concept and Essentials of Contract, Classification of Contract, offer and Acceptance, Capacity of Parties. Consideration, Free Consent, Legality of Objects, Void Agreements, Discharge of Contracts, Indemnity and Guarantee, Contract of Bailment, Pledge, Agency	10
2	Sale of Goods Act, 1930: Contract of Sale, Meaning and Difference Between Sale and Agreement to Sell, Conditions and Warranties, Transfer of Property and Goods, Unpaid Seller and His Rights.	10
	Negotiable Instrument Act, 1881: Concept and Features of Negotiable Instrument, Promissory Note, Bills of Exchange and Cheque, Holder and Holder in Due Course, Dishonour and Discharge of Negotiable instrument. Consumer Protection Act, 1986: Salient Features, Definition of consumer, Grievance Redressal Machinery.	10

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4	Limited Liability Partnership (LLP) Act, 2008: Salient Features of LLP, Difference between LLP and Partnership, LLP and Company, LLP Agreement, Nature of LLP, Partners and Designated Partners, Registration Process of LLP, Conversion to LLP, Winding up and Dissolution.	10
5	Indian Companies' Act, 2013: Concept of Company, Formation of Company, Prospectus of Company, Share and Share Capital, Meeting of Company.	10
	TOTAL	50

Suggested Readings:

1. Dr. Singh & Tiwari; SBPD Publications, Agra
2. Dr. Mrinal Kumar; Shiksha Sagar Publishers & Distributors, Agra
3. R.C. Agarwal; B.K. Singh & Angad Tiwari, SBPD Publications, Agra
4. Kapoor N.D; Elements of Mercantile Law
5. Sen & Gupta; Business Law

GROUP-B: MARKETING

SEMESTER-VII

BCMK/MJC-14: RESEARCH METHODOGY

Objective:

This course gives a comprehensive introduction to the subject of business research methods. The objective of this course is to develop the research skills of the Students in investigating the business problems with a view to arrive at objective findings, interpretation of data and conclusions of their investigation in the form of systematic reports. Further, acquainting them with all modern and universally applied research concepts and techniques and encouraging them to apply their acquired theoretical knowledge to real-life situations are part of this course objectives

Learning Outcomes:

At the end of this course, the students will be able to:

- understand some basic concepts of research and its methodologies
- identify appropriate research topics select and define appropriate research problem and parameters
- prepare a research proposal to undertake a research project
- enhance the ability to prepare the research report

COURSE CONTENTS:

BCMK/MJC-14: RESEARCH METHODOGY (Theory: 05 credits)		
Unit	Topics to be covered	No. of Lectures

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The objective of the course is to understand and evaluate the legal framework of Corporate Environment in India and to gain elementary knowledge of Indian Corporate law

Learning Outcomes:

After the completion of the course, the student will be able to:

- Understand the concept of Company as a form of Business organization & Acquaint with the legal norms relating to companies.
- Understanding the characteristics and types of Companies, illustrating the duties and responsibilities of director as per compliance under company,s Act 2013.
- Acquire knowledge of Company meetings, internal & esternal affairs of management and provisions related to payments of Divident & Books of Accounts.

COURSE CONTENTS:

BCMK/MJC-15: COMPANY LAW (Theory: 06 credits)		
Unit	Topics to be covered	No. of Lectures
1	Introduction to the Companies Act 1956 and 2013: Definition of Company, its nature and Kinds- Formation of Company and its stages. Company documents, Memorandum of Association, Article of Association and Prospectus. Alteration of Memorandum and Article of Association, Doctrine of constructive notice and doctrine of indoor Management.	15
2	Share Capital- Definition of share, shares and stock Types of shares, Types of share capital, Issue of Shares at premium and discount. Right issue, Issue of Bonus shares, Share Certificate, Share Warrant.	10
3	Members, Shareholders and Board of Directors: Meaning of member and shareholders, Distinguish between member and Shareholders. Methods of becoming a member. Rights and Liabilities of Members, Termination of membership. Board of Directors and their Right, Duties and Liabilities.	12
4	Meetings and Resolutions- Meaning of meeting, Types of meeting, Board Meeting, Shareholders Meeting- Statutory meeting, Annual General Meeting, Extra Ordinary General Meeting, Class Meeting. Types of Resolutions.	12
	Winding up of a Company- Meaning, Modes of Winding up. Appointment of official liquidator. Powers and Duties of liquidator	11
	TOTAL	60

Suggested Readings:

1. R. K.Vishnoi & Satish Kumar Saha; SBPD Publications, Agra

UNIT-10: BUSINESS COMMUNICATION (Theory: 04 credits)		
Unit	Topics to be covered	No. of Lectures
1	Introduction to Business Communication, Characteristics of Effective Organizational Communication, Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7 C's.	08
2	Barriers to Communication,	08

GROUP-B: MARKETING

BCMK/MIC-2: ADVERTISING MANAGEMENT

Objective:

To teach the basics of Advertising as promotional tools in marketing and to develop a customer oriented attitude for designing advertising model for the business

Learning Outcomes:

After completing the course, the Student shall be able to:

1. Understand the Communication objectives behind advertising and promotions.
2. Understand the various advertising and media elements in the advertising decisions.
3. Identify the ethical and legal issues of advertising.

Course Contents

BCMK/MIC-2: ADVERTISING MANAGEMENT (Theory: 3 credits)		
Unit	Topics to be covered	No. of Lectures
1	Introduction to Advertising Communication Process, Information Response Hierarchy Models- AIDA Model & Hierarchy of Effects Model; Advertising Importance, types and objectives; DAGMAR Approach, Target audience selection-basis methods of setting of Advertising Budget.	10
2	Advertising: Message and Media Decisions Advertising Message-Advertising appeals Elements of print and broadcast advertising copy; Types of Advertising Media Strengths and limitations Factors influencing selection of advertising media Media scheduling.	10
3	Advertising Effectiveness and Institutional Framework Rationale of measuring advertising effectiveness communication and sales Effect, Pre and Post testing Techniques Advertising Agency: Role types and selection Ethical and legal aspects of advertising Role of Advertising Standards Council of India (ASCI)	10
Sub Total		30

Suggested Readings:

1. Basu, C. R. (1998). Business Organization and Management. New Delhi: McGraw Hill Publishing India.
2. Chhabra, T. N. (2011). Business Organization and Management. New Delhi: Sun India Publications.
3. Gupta, C. B. (2011). Modern Business Organization. New Delhi: Mayur Paperbacks.
4. Kaul, V. K. (2012). Business Organization and Management, Text and Cases. New Delhi: Pearson Education.
5. Koontz, H., & Weihrich, H. (2008). Essentials of Management. New York: McGraw Hill

Education.

6. Singh, B. P., & Singh, A. K. (2002). Essentials of Management. New Delhi: Excel Books.
7. F. C. Sharma, Business Organisation, SBPD Publications, Agra
8. M.C. Shukla, Business Organisation, S. Chand Publications, New Delhi.
9. Y. P. Verma, Business Organisation, Sahitya Bhawan Publications, Agra.

SEMESTER-III

BCM/MIC-3: SALES AND DISTRIBUTION MANAGEMENT

Objective:

It aims to help management students understand the fundamentals of Sales management and Distribution management so as to recognize the need of Business and to have the effective Sales and Distribution strategies for the satisfaction of channel partners.

Learning Outcomes:

After completion of the course, the learners will be able to:

- Recognize and demonstrate the significant responsibilities of sales person as key individual.
- Understand the basic concepts and techniques of selling and their applications to managerial decision makings in the field

COURSE CONTENTS:

BCM/MIC-3: SALES AND DISTRIBUTION MANAGEMENT (Theory: 03 credits)		
Unit	Topics to be covered	No. of Lectures
1	Evolution of Sales Management: Nature and Role of Sales Management. Sales Strategies: Relationship Strategy: Hard Sale Vs. Soft Sale Strategy, Setting Personal selling objective.	10
2	Sales Training Program: Role of a trainer: Training Method: Designing sales training program, Motivating Sales Personnel, Financial Compensation Methods, Nonfinancial Methods. Sales Meeting, Sales Contests: Managerial Evaluation of Contest	10
3	Sales Organization: Sole Organization Concepts Structures Procedure: Types; Methods. Territories Size: Allocation: Designing Allocating Sales Efforts, Sales Information System Planning: Reports, Evaluation of Sales Force. Process	10

	TOTAL	30
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Suggested Readings:

1. Dr. Mrinal Kumar; Sales and Distribution Management; Shiksha Sagar Publishers & Distributors
2. Dr. F.C. Sharma; Sales and Distribution Management; SBPD Publications, Agra
3. Havaladar, Krishna K: Sales and Distribution Management, Tata McGraw Hill
4. Gupta S. L.: Sales & Distribution Management: Text & Cases in Indian Perspectives. Excel Books
5. Still, Kundiff, Govoni, Sales and Distribution Management, PHI,
6. L. Gorchels. C. West. E. J. Marien. The Managers Guide to Distribution Channels, McGraw Hills:

SEMESTER-IV

BCMK/MIC-4: CONSUMER BEHAVIOUR

Objective:

Objective of this course on Consumer Behaviour is to present a comprehensive coverage of the subject with examples from the Indian Scenario. This course also challenges students to understand the complexities of consumer needs and perceptions and translate them into effective Marketing Strategies. The course will be based on real life case-studies from Indian environment

Learning Outcomes:

After completion of the course, the learners will be able to:

- To explain the basic concept and model of consumer behaviour
- To analyze the effects of psychological socio-cultural and demographic factors on the consumer decision process with their results
- To define the importance of consumer behaviour for businesses

COURSE CONTENTS:

BCMK/MIC-4: CONSUMER BEHAVIOUR (Theory: 03 credits)		
Unit	Topics to be covered	No. of Lectures
1	Understanding Consumer Behaviour: Introduction to Consumer Behaviour Consumer Behaviour and the Marketing Concepts: Factors influencing Consumer Behaviour,	10
2	Consumer Decision making process: Concept of Consumer Decision: Levels of Consumer Decision Making: A Model of Consumer Decision-Making	10

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3	Consumer Motivation: The concepts of motivation, Maslow's Theory of Motivation: Role of Motives in Guiding Behaviour: Involvement of Consumer	10
	TOTAL	30

Suggested Readings:

1. Dr. F.C Sharma; SBPD Publications, Agra
2. Dr. Mrinal Kumar; Shiksha Sagar Publishers & Distributors, Agra.
3. D. L. Leidon. J. Albert Della Bitta Consumer Behaviour, Concepts and Applications. Tata McGraw Hill Publishing Company Limited
4. Hawkins, H. J. Best, and K. A Coney: Consumer Behaviour Building Marketing Strategy, Tata McGraw-Hill Publishing Company Limited
5. FR. Kardes Consumer Behaviour and Managerial Decision Making, Prentice Hall of India Private Limited
6. Henry A. Consumer Behaviour and Marketing Action, Thomson Asia Pte Ltd
7. K. Srivastava, S. Khandai Consumer Behaviour in Indian Context Galgotia Publishing Compa
8. L. G. Schiffman, L L Kamuk. & S. R. Kumar, Consumer Behaviour, Pearson Education Inc
9. M. Evans, A, Jamal, & G. Foxall: Consumer Behaviour, John Wiley & Son LTD

SEMESTER-V

BCM/MIC-5: RURAL MARKETING IN INDIA

Objective:

- To develop knowledge among students about importance of the rural sectors inmarketing and the provide solutions to the challenges faced by managers in rural marketing
- To apply tools and techniques to promote and distribute the products in rural and Practices
- To provide solutions to handle the problems in Agricultural Marketing

Learning Outcomes:

After completion of the course, the learners will be able to:

- Understand how rural marketing is different from urban marketing
- Clearly understand rural marketing strategies to be adopted.
- Illustrate the importance of CRM (Consumer Relationship Marketing) in service marketing
- To equip the students with the tools and techniques of rural which will help them to take distribution channels and logistics decisions in rural markets
- To prepare the students as a professionally qualified Marketing Managers in rural sectors

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COURSE CONTENTS:

BCMK/MIC-5: RURAL MARKETING IN INDIA (Theory: 03 credits)		
Unit	Topics to be covered	No. of Lectures
1	Rural Marketing: Rural Marketing - Concept. Nature and Scope, Importance, Rural Vs Urban Marketing Rural Marketing Environment, Emerging Rural Markets After Globalisation	10
2	Rural Consumer: Rural Consumer Characteristics, Attitudes and Behaviour, Buying Patterns and influences. Segmenting Rural Markets.	10
3	Rural Marketing Strategies: Rural Marketing Strategies Product Planning for Rural Markets, Quality and Size, Pricing Decisions, Packaging and Branding Decisions.	10
	TOTAL	30

SEMESTER-V

BCMK/MIC-6: TOURISM MARKETING

Objective:

- To enhance the students with the concept of marketing and its role in the promotion of tourism products
- To make the students aware of various tour packages and the use of technology in marketing
- Familiarize the students with the various marketing strategies adopted by major tour operators

Learning Outcomes:

- Students get an overview of the concept of marketing and its role in the promotion of tourism products
- Students are exposed to various tour packages and the use of technology in marketing
- Students obtain knowledge about various marketing strategies adopted by major tour operators

COURSE CONTENTS:

BCM/MIC-6: TOURISM MARKETING (Theory: 03 Credits)		
Unit	Topics to be covered	No. of Lectures
1	Understanding Marketing and Marketing Process: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Environment, Strategic Planning and Marketing Process, Organizing and Implementing Marketing in the Organization. Services Marketing: Concept, Definition, Characteristics with Special Emphasis on Tourism Services.	10
2	Developing Marketing Opportunities and Strategies: Marketing Information Systems and Marketing Research, Consumer Markets and Consumer Behaviour, Business Markets and Buyer Behaviour, Market Segmentation - Targeting and Positioning for competitive Advantage.	10
3	Developing the Tourism Marketing Mix: Managing the Product/Service, Product Decisions- Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions, Pricing Products Pricing Considerations and Approaches. Pricing Strategies and Methods.	10
	TOTAL	30

Suggested Readings:

1. Dr. F.C.Sharma; Tourism Marketing; SBPD publishers, Agra
2. Dr. Mrinal Kumar; Tourism Marketing; Shiksha Sagar Publishers and Distributors, Agra
3. . Havaladar, Krishna K: Sales and Distribution Management, Tata McGraw Hill
4. Gupta S. L.: Sales & Distribution Management: Test & Cases in Indian Perspectives. Excel Books
5. Still, Kundiff, Govoni, Sales and Distribution Management, PHI,
6. L. Gorchels. C. West. E. J. Marien. The Managers Guide to Distribution Channels, McGraw Hills:
7. Russell W. McCalley, Marketing Channel Management: People, Products, Programs, and Markets, Greenwood Publishing Group

SEMESTER-VI

BCM/MIC-7: SERVICE MARKETING

Objective:

- To create awareness among the students about the ever growing importance of the service sectors and the unique challenges faced by managers in marketing the services.
- To make students aware marketing mix of various services and its importance in service sector

- To impart knowledge to the students in understanding specialized field of marketing

Learning Outcomes:

After completion of the course, the learners will be able to:

- Describe the concept of service marketing
- Clearly understand marketing mix strategy to be adopted in marketing the services
- Illustrate the importance of CRM (Consumer Relationship Marketing) in service marketing
- To equip the students with the tools and techniques of marketing of various profit making and non-profit making organizations.
- To prepare the students as a professionally qualified Marketing Managers in service sectors.

COURSE CONTENTS:

BCMK/MIC-7: SERVICE MARKETING (Theory: 03 credits)		
Unit	Topics to be covered	No. of Lectures
1	Introduction- Importance of Services Sector, Nature and Types of Service, Difference Between Service and Goods, Marketing. Environment for Services Marketing Indian Scenario	10
2	Services Marketing Mix Need for Expanded Marketing Mix. Product Mix, Promotion Mix, and Distribution Mix of Services, Additional three P's Process, Physical Evidence and Attractions and Management of Marketing people.	10
3	Marketing Segmentation and Selection Marketing Segmentation and Selection; Service Market Segmentation; Targeting and Positioning	10
	TOTAL	30

Suggested Readings:

6. Dr. F.C.Sharma;SBPD Publications, Agra
7. Dr. Mrinal Kumar; Shiksha Sagar , Publishers & Distributors, Agra
8. Jha S.m, Service Marketing HPH, Mumbai
9. Joseph T.M., Marketing Management; Indian Perspective HPH, Mumbai
10. Venu Gopal & Rahgu; Service Marketing, HPH, Mumbai

SEMESTER-VI

BCMK/MIC-8: DIGITAL MARKETING

Objective:

To create awareness on the concepts of Digital Marketing and its Impact on Modern Business

Learning Outcomes:

After completion of the course, the learners will be able to:

- To gain knowledge on Digital Marketing, Email marketing and Content marketing
- To understand Search Engine Optimization tools and techniques To gain skills on creation of Google Ad Words & Google AdSense
- To gain knowledge on Social Media Marketing and Web Analytics
- To gain knowledge on Youtube Advertising & Conversions

COURSE CONTENTS:

BCMK/MIC-8: DIGITAL MARKETING (Theory: 03 credits)		
Unit	Topics to be covered	No. of Lectures
1	Digital Marketing: Introduction to Digital Marketing: Meaning and Definition of Digital Marketing. Need of Digital Marketing, Digital Marketing Platforms, Email Marketing Importance of email marketing, email Marketing platforms.	10
2	Search Engine Optimization (SEO): SEO Importance and Its Growth in recent years, Ecosystem of a search Engine, kinds of traffic, Keyword Research & Analysis (Free and Paid tool & Extension), Recent Google Updates & How Google Algorithms works On Page Optimization (OPO), SEO Tools: Google Webmaster Tools Site Map Creators 1, Google My Business	10
3	Social Media Marketing (SMM) & Web Analytics: Social Media Marketing (SMM) Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing. YouTube Marketing, Pinterest Marketing, Snapchat Marketing, Instagram Marketing. Social Media Automation Tools, Social Media Ad Specs	10
TOTAL		30

Suggested Readings:

1. Dr Mili Chaurasia & Dr. MeeraGoyal; SBPD Publications, Agra
2. Dr. Mrinal Kumar; Shiksha Sagar Publishers & Distributors
3. Malik R & Agarwal; R, digital marketing, Bluerose Publishers Pvt Ltd
4. Bhatia, P.S., Fundamentals of Digital Marketing , Pearson
5. Alan Charlesworth; Internet Marketing

SEMESTER-VII

BCMK/MIC-09: EVENT MANAGEMENT

Objective:

To enable students to understand how an event is to be managed and know the planning and procedure of event management

Learning Outcomes:

After completion of the course, the learners will be able to:

- Understand the significance of various events
- Demonstrate the ability to organize the event
- Demonstrate the ability to conduct the event.
- Prepare the budget required for conducting an event

COURSE CONTENTS:

BCMK/MIC-09: EVENT MANAGEMENT (Theory: 04 credits)		
Unit	Topics to be covered	No. of Lectures
1	Introduction to Event Management: Event- Meaning Importance and Types of event, Analysis of Event, Event Management Meaning, Decision Makers and their Roles and Responsibilities, 5 C's of Event Management	10
2	Event Management Planning and Procedure: Establishing of Policies & Procedures, Steps in Planning the event, Principles of Event Management, Permissions and Licenses from Government and Local Authorities	15
3	Conduct of an Event: Preparing a Planning Schedule, Steps in Organizing an event. Assigning Responsibility. Event Safety and Security, Conducting the Event-Checklist (Pre during and post event check list), Communication-channels of communications for different types of events,	15
TOTAL		40

Suggested Readings:

1. Stephen, A, Event Management
2. Kilkeny, S. The Complete Guide to successful Event Planning.
3. Wagen, L.V.D, Human Resource Management for Events
4. Hayed, N, Successful Team Management.

- Note:**

- 03x10=30 marks**

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Date-September 21, 2023

To

The Principal Secretary to Governor
Raj Bhawan, Patna

Sub: Submission of Uniform syllabus for 4 year Undergraduate courses of Bachelor of Science under CBCS in the Botany.

Sir,

With reference to letter No. BSU (UGC)-02/2023-1473/GS (I) dated 14.09.2023, a meeting of the panel of experts in Botany was held on 21.09.2023 to finalize the Syllabus for Botany. We are submitting the syllabus.

Yours sincerely,

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