

JAI HIND COLLEGE AUTONOMOUS



Syllabus for S.Y.BCom

Course : Commerce

Semester : IV

Credit Based Semester & Grading System

With effect from Academic Year 2018-19

List of Courses

Course: Commerce

Semester: IV

SR. NO.	COURSE CODE	COURSE TITLE	NO. OF LECTURES / WEEK	NO. OF CREDITS
SYBCom				
1	CCOM401	Principal of Management & Finance	04	04
2	CCOM402	ADVERTISING	03	03
3	CCOM403	Marketing Strategies	03	03

Semester IV – Theory

Course: CCOM401	Finance (Credits : 3 Lectures/Week: 3)	
	<p>Objectives:</p> <ol style="list-style-type: none"> 1. To provide basic conceptual and applicative knowledge about finance and quality management 2. To develop the student's employability skills. <p>Outcomes:</p> <p>Understanding the nuances of finance-its objectives, new trends etc.</p>	
Unit 1	<p>Introduction to Financial Concepts</p> <ul style="list-style-type: none"> • Financial Management- Meaning, Objectives, Functions • Financial Planning- Need, objectives, significance, essentials of a sound financial plan. • Indian Financial System-Concept, features, functions, Components, Role, Challenges faced in the Financial sector, Weakness of the Indian financial system, Constituents of the Indian financial system 	10 lectures
Unit 2	<p>Financial Markets & Regulatory Framework</p> <ul style="list-style-type: none"> • Financial Markets- Introduction, Classification of Financial Markets- Organised (primary, secondary, money), Unorganised, Money market Instruments, Reasons for growth of Capital markets, role of capital markets • IPO- Concept, Merits, demerits, ASBA • Dematerialization- Concept, Need • SEBI- functions, powers, role, investor protection measures of SEBI • Stock Exchange- concept, features, services • Speculators- Meaning, features, types • Credit Rating Agencies- Concept, functions, advantages, Credit rating agencies- CRISIL & CARE 	13 lectures
Unit 3	<p>Recent Trends in Finance</p> <p>Asset Management</p> <ul style="list-style-type: none"> • <u>Structures</u> Mutual Funds- concept, functions, advantages, limitations, types, factors responsible for growth of mutual funds, SIP Alternative Investment Funds (AIF) Portfolio Management Service (PMS) • Derivatives Market- Meaning, participants, types. • Commodity Market-meaning, features, functions, types • Start-up ventures Private Equity, Venture Capital & Angel Funds • Micro finance- concept, features, benefits, role • Self Help Groups- concept, objectives, features, advantages of financing rural poor. • Sweat equity shares, ESOP • International Financial Services Centres (IFSC's) 	12 lectures

Unit 4	Introduction to Quality Management <ul style="list-style-type: none"> • Introduction to Quality: Dimensions of Quality • Quality Circle: Meaning, features, importance. • Quality Management Tools: TQM –Meaning, features, advantages, making TQM effective • Six Sigma–Meaning, Steps • ISO 9000 – Meaning, Standards • Kaizen- Meaning, process 	10 lectures
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Textbook & References

1. Launching New Ventures : An Entrepreneurial Approach-KathleenR.Allen, Cengage Learning
2. Essentials of Inventory Management-MaxMuller, Amacon Publishes
3. Indian Financial System—BharathiPathiak, Pearson Publication
4. Financial Institutions and Markets: Structure Growth& Innovations – L.M.Bhole, Jitendra Mahakad, Tata McGraw Hill.
- 8.The Indian Financial System and Financial Market Operator-Vasant Desai, Himalaya Publishing
9. Indian Financial System – M.Y. Khan, Tata McGraw –Hill
- 10.Production and Operations Management –Anandkumar Sharma, Anmol Publication
11. Mutual Funds in India: Emerging Issues-Nalini PravaTripathy, Excel Books New Delhi.
12. Start up Stand up: A step by step guide to Growing your Business, Nandini Vaidyanathan, Jaico Publishing House, Mumbai

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Semester End Examination (SEE)- 100 Marks

Semester IV – Theory

Course: CCOM402	Course Title: Advertising (Credits :3 Lectures/Week: 3)	
	Objectives: <ul style="list-style-type: none"> ➤ To highlight the role of advertising for success of brands and help students to understand concepts and methods of advertising. ➤ To orient learners towards practical aspects and techniques of advertising. ➤ This course will prepare learners to lay down a foundation for their careers related to advertising and marketing. ➤ To provide basic conceptual and applicative knowledge about advertising Outcomes: Understanding the strategies of advertising and new trends in marketing	
Module I	<u>Media in Advertising (Types)</u> <u>-Contemporary style</u> <ul style="list-style-type: none"> • Out of Home advertising-Blimps, balloons, drones, flags, wraps, merchandise, event sponsorship, film advertising. <u>-New age media</u> <ul style="list-style-type: none"> • Digital media- Forms, (graphic design, video design, digital publishing, web page design, game design) • Significance of digital media, Limitations of digital media. • Internet advertising, social media advertising. <u>-Media Research</u> <ul style="list-style-type: none"> • Concept, Importance of media research. 	Lectures 10
Module II	<u>Fundamentals of Creativity in Advertising</u> <ul style="list-style-type: none"> • Creativity- Concept and Importance, Creative brief. • Visualisation – Meaning, Techniques. • Buying Motives – Meaning, Features, Types. • Selling Points – Meaning, Features. • Advertising Appeals – Meaning, Essentials, Types. • USP • High Involvement Products, Low Involvement Products- meaning, features. • AIDA formula. • Story telling in Advertising- need and importance. 	Lectures 12
Module III	<u>Execution of advertising</u> A) <u>Preparing Print Advertisements</u> <ul style="list-style-type: none"> • Copywriting – Meaning, Essentials, Elements, Types. • Illustration – Meaning, Functions, Importance, Types. • Layout – Meaning, Principles. B) <u>Creating Broadcast Advertisements</u> <ul style="list-style-type: none"> • Execution on T.V. • Execution on Radio. • Jingles • Storyboard 	Lectures 12
Module IV	<u>Evaluation of Advertising and Advertising Budget</u>	

	<ul style="list-style-type: none"> • Pre-testing & Post testing advertising effectiveness – Meaning, Objectives, Methods- Pre-testing methods- Checklist , Consumer Jury, Sales Test Area, Portfolio Test, Projective Techniques. Post-testing Methods – Readership Survey Method, Recognition & Recall Test, Inquiry & Coupon Response Method, Attitude & Opinion Test. • Advertising budget- Meaning, Factors to be considered for advertising budget. 	Lectures 11
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Textbook& References:

1. Advertising and Promotion : An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education
2. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education
3. Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education Limited
4. Kleppner’s Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011– Pearson Education Limited
5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall
6. Advertising Management, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education
7. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing
8. Brand Equity & Advertising- Advertising’s role in building strong brands, 2013-David A. Aker, Alexander L. Biel, Psychology Press
9. Brand Positioning – Strategies for Competitive Advantage, Subroto Sengupta, 2005, Tata McGraw Hill Publication.
10. The Advertising Association Handbook - J. J. D. Bullmore, M. J. Waterson, 1983 - Holt Rinehart & Winston
11. Integrated Advertising, Promotion, and Marketing Communications, Kenneth E. Clow and Donald E. Baack, 5th Edition, 2012 – Pearson Education Limited
12. Kotler Philip and Eduardo Roberto, Social Marketing, Strategies for Changing Public Behaviour, 1989, The Free Press, New York.
13. Confessions of an Advertising Man, David Ogilvy, 2012, Southbank Publishing
14. Advertising, 10th Edition, 2010 - Sandra Moriarty, Nancy D Mitchell, William D. Wells, Pearson

Evaluation Scheme

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II. Semester End Examination (SEE)- 100 Marks

Semester IV – Theory

Course: CCOM403	Course Title: Marketing Strategy (Credits : 3 Lectures/Week: 3)	
	<p>Objectives: 1. To provide basic conceptual and applicative knowledge about marketing 2. To develop the student's employability and interpersonal skills</p> <p>Outcomes: Unique methodology of teaching and learning will provide the students basic conceptual and applicable knowledge and an excellent opportunity to develop industry level skill set.</p>	
Unit I	<p>Marketing Strategies</p> <ul style="list-style-type: none"> • Marketing strategy : Concept, different types of marketing strategies: Preparing for the marketing Strategy- PESTLE, SWOT analysis, Competitor's analysis. • Competitive Strategies- Differentiation (Case :Nike, Volvo, IBM) , Cost Leadership, focus (Case: Porche, Rolls Royce), developing competitive advantage, Core competencies. • Case Study: Gillette- maintaining dominance in the global market. • Developing the Marketing Strategy. • Strategies for New & growing markets (Case study: Canon Inc.), Pulse (Hard boiled sweet) 	Lectures 13
Unit II	<p>Consumer Behaviour</p> <ul style="list-style-type: none"> • Consumer Behaviour- concept, importance, Types of Consumer Behaviour. • Profiling the consumer & understanding their needs. • Steps in Consumer Buying Behaviour. • Factors influencing consumer behaviour. • Customer Segmentation- Basis of segmentation, strategies, importance. <p>Activity- (Understanding consumer behaviour by visit to organised retail markets) Case Study on Consumer Behaviour: (Kellogg's)</p>	Lectures 11
Unit III	<p>Customer Relationship Management & Digital Marketing</p> <ul style="list-style-type: none"> • Customer Relationship Management- Concept, Meaning, Techniques of CRM, Customer loyalty, Role of Quality, value & customer satisfaction in developing customer relationships (Case Studies of Customer Satisfaction- Xerox, FedEx Express) • Digital Marketing- Meaning, Advantages, Types, Tools, activities, Social Media marketing- (how to use social media for marketing-Facebook, linked in, Twitter, Instagram), Business Model for digital marketing, Global Strategy. <p>Case Study on Digital Marketing-OGX beauty brand reaches millennials with global strategy</p>	Lectures 11
Unit IV	<p>Market Research & Marketing of Real products (Activity)</p> <ul style="list-style-type: none"> • Market Research- Meaning, product research, consumer 	Lectures 10

	<p>research, competitor’s research.</p> <ul style="list-style-type: none"> Marketing of Real Products on the basis of certain parameters- Pricing, Packaging, Positioning, customer profiling, differentiation, digital media used, strategies for customer retention. 	
<p>Textbook& References:</p> <ol style="list-style-type: none"> Philip Kotler (2003). Marketing Management : Eleventh Edition. New Delhi : Pearson Education V. S. Ramaswani and S Namakumari (2002). Marketing : Planning, Implementation and Control (3rd Edition) New Delhi, Macmillan India Michael Porter – Competitive Advantage Theodore Levitt – Marketing Management Fundamentals of Marketing – William Stanton R. Kalokota, Andrew V. Winston, Electronic Commerce - A Manger's Guide, Pearson Education Tripathi, E-Commerce, Jaico Publishing House, Mumbai, Edn. 2010. Mullins, Walker, Boyd, (2008), Marketing Management- A Strategic decision making approach, 6th edition. Ferrell, Hartine, Marketing Management Strategies, International Edition, 2011. Simons Kingsnorth, Digital Marketing Strategy, 2016. 		

Evaluation Scheme

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III. Semester End Examination (SEE)- 100 Marks