

**Revised Syllabus of Courses of
B.Com Programme at Semester-III
with effect from Academic Year
2017-18**

**Elective Courses (EC)
1B Discipline Related Elective (DRE)
Courses**

Elective Courses (EC)
1B Discipline Related Elective (DRE)
Courses

3. Commerce-III
(Management: Function and
Challenges)

Course Objectives:

To make the learners aware about conceptual knowledge and evolution of Management.

To familiarize the learners with the functions in Management.

Sr. No.	Modules	No. of Lectures
1	Introduction to Management	11
2	Planning & Decision Making	10
3	Organizing	12
4	Directing and Controlling	
	Total	45

1. Introduction to Management

- **Management-** Concept, Nature, Functions, Managerial Skills & Competencies.
- **Evolution of Management Thoughts**
 - Classical Approach: Scientific Management- F.W. Taylor's Contribution Classical Organization Theory: Henri Fayol's Principles
 - Neo Classical: Human Relations Approach- Elton Mayo's Hawthorne experiments.
- **Modern Management Approach-** Peter Drucker's Dimensions of Management, Indian Management Thoughts: Origin * Significance of Indian Ethos to Management.

Planning & Decision Making

- Planning- Steps, Importance, Components, Co-ordination- Importance.
- M.B.O. – Process, Advantages, Management by Exception- Advantages; Management Information System- Concept, Components.
- Decision Making- Techniques, essentials of a Sound Decision Making, Impact of Technology on Decision Making.

Organizing

- Organizing- Steps, Organization Structures- Features of Line & Staff Organization, Matrix Organization, Virtual Organization, Formal v/s Informal Organization.
- Departmentation- Meaning- Cases, Span of Management- Factors Influencing Span of Management, Tall and Flat Organization.
- Delegation of Authority- Process, Barriers to Delegation, Principles of Effective Delegation.
Decentralization: Factors Influencing Decentralization, Centralization v/s. Decentralization

Directing And Controlling

- Motivation- concept, Importance, Influencing factors. Importance of Communication, Barriers to effective Communication.
- Leadership- Concept, Functions, Styles, Qualities of good leader.
- Controlling- Concept, Steps, Essentials of good control system, Techniques of Controlling- PERT, CPM, Budgetary, Control, Management Audit.

SEMESTER- III Reference Books

1. Management Today Principles & Practice- Gene Burton, Manab Thakur, Tata McGraw-Hill, Publishing Co. Ltd.
2. Management- James A.F. Stoner, Prentice Hall, Inc. U.S.A.
3. Management: Global Prospective- Heniz Wehrich & Harold Koontz, Tata McGraw- Hill, Publishing Co. Ltd.
4. Essential of Database Management System- AlexisLeon, MathewsLeon Vijay Nicole, Imprints Pvt. Ltd.
5. Management- Task, Resp, Practices- Peta Druche
"willian Heinemann Ltd.

Paper Pattern

Multiple Choice Questions

(a) Select the most appropriate answer from the option given below

(Any 10 out of 12) 10

(b) State whether the following statements are True or False

(Any 10 out of 12) 10

Question No. 2 to 5 having a,b,c, option

Answer any 2 of the following out of 3 questions

– Modul-1 15

Question No. 6 Write notes on any 4 out of 6 20

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

Elective Courses (EC)

1B Discipline Related Elective (DRE) Courses

3. Commerce- V

Marketing

Course Objectives

1. To make the learners aware about conceptual knowledge & Evaluation of Marketing Concept.
2. To Familiarize the learners with functions of marketing.
3. To Know the learners about trends of marketing.
4. To take able learner to take marketing decision.

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

Marketing Decisions

- 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
- Packing- concept, Essentials of goods package
 - Product Positioning- Concept, Strategies of Production
 - Positioning Service Positioning – Importance & Challenges.
- Pricing- Concept, Objectives, Factors influencing Pricing, Pricing Strategic

Marketing Decision

- 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 Personal Selling- Concept, Process of personal selling, Skill Sets required for Effective Selling.

Key Marketing Dimensions

- Marketing Ethics: Concept, Unethical practices in marketing, General role of consumer organizations.
Competitive Strategies for Market Leader, Market Challenger, 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.

Paper Pattern

Maximum Marks 100

Question to be set: 06

Duration: 03 Hrs.

Q. 1 Objective type questions

(a) Sub question to be asked 12 and to be answered any 10 10 Marks

(b) Sub question to be asked 12 and to be answered any 10 10 Marks

(Multiple choice/ True or False/ match the columns/ fill in the blanks)

Q. 2 Full Length Question or Q. 2 Full Length Question 15 marks

Q.3 Full Length Question or Q. 3 Full Length Question 15 marks

Q.4 Full Length Question or Q. 4 Full Length Question 15 marks

Q.5 Full Length Question or Q. 5 Full Length Question 15 marks

Q.6 A) Theory Question B) Theory Question 10 marks each

or

Q.6 Short Notes to be asked 06 to be answered 04 20 marks