



**JAI HIND COLLEGE
BASANTSING INSTITUTE OF SCIENCE
&
J.T.LALVANI COLLEGE OF COMMERCE
(AUTONOMOUS)**

"A" Road, Churchgate, Mumbai - 400 020, India.

**Affiliated to
University of Mumbai**

Program : S.Y.B.A

Proposed Course :Commerce

**Credit Based Semester and Grading System (CBCS) with
effect from the academic year 2018-19**

Semester IV			
Course Code	Course Title	Credits	Lectures /Week
ACOM401	Financial Management	3	3

Semester IV			
Course Code	Course Title	Credits	Lectures /Week
ACOM401	Marketing Management	3	3



Semester IV – Theory

Course: ACOM401	Course Title: Introduction to Financial Management (Credits :3 Lectures/Week:3)	
	Objectives: 1. To provide basic conceptual and applicative knowledge about finance. 2.To develop the student's employability skills. Outcomes: Understanding the nuances of finance-its objectives, new trends etc.	
Unit I	Module 1: Fixed capital and working capital <ul style="list-style-type: none"> • Meaning, Importance, Sources, Determinants of Fixed capital • Management of working capital: Meaning, Importance, Classification of working capital, Factors Affecting working capital requirement, Sources of working capital 	10 lectures
Unit II	Module 2: Study of Financial Ratios <ul style="list-style-type: none"> • Introduction to Ratios- types of financial ratios, Profitability ratios, liquidity ratios, asset management ratios, leverage ratios, valuation ratios. • Case Studies 	15 lectures
Unit III	Module 3: Asset management <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) Dematerialization- Concept, Need 	10 lectures
Unit IV	Module 4: Recent Trends in Finance <ul style="list-style-type: none"> • Derivatives Market- Meaning, participants, types. • Currency Market- Meaning, features, functions, types • Micro finance- concept, features, benefits, role. Case study of Grameen bank. • Sweat equity shares, ESOP • International Financial Services Centres (IFSC's) 	10 lectures
Textbook& References: <ul style="list-style-type: none"> • Chandra Prasanna (2010), Fundamentals of Financial Management (5th edition), Tata McGraw Hill Education Pvt. Ltd.: New Delhi • Reddy R.Jayprakash (2010), Financial Management, APH Publishing Corporation: New Delhi • Horne, James C. Van (2012), Fundamentals of Financial Management (13th edition) by PHI Learning Pvt Ltd.: New Delhi 		

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

(i) C.A.-I : Test – 20 Marks of 30 mins. duration

(ii) C.A.-II : 20 Marks- Case Study Analysis

II. Semester End Examination (SEE)- 60 Marks



Semester IV – Theory

Course: ACOM402	Course Title: Marketing Management (Credits : 3 Lectures/Week:3)	
	Objectives: 1.To provide basic conceptual and applicative knowledge about marketing. 2. To develop the student's employability skills. 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.	
Module I	Product & Pricing Decisions <ul style="list-style-type: none"> • Product- Definition • Product Levels • Product Classification- Based on durability & tangibility, consumer goods & industrial goods. • Product Life Cycle: Stages and features of each stage, • Product Positioning: Meaning and Importance, Steps. • Pricing- Meaning and objective of Pricing, Factors affecting pricing decisions, Methods of pricing, Steps. • Branding- Concept, Importance, Strategies, Brand Equity. 	Lectures 12
Module II	Marketing Channels <ul style="list-style-type: none"> • Distribution- Types of Middlemen • Factors affecting channels decisions • Functions performed by middlemen • Logistics- Meaning & components • E-marketing-Meaning, merits & demerits 	Lectures 11
Module III	Promotion Decisions <ul style="list-style-type: none"> • Promotion- Elements of promotion mix, • Objectives of Promotion & marketing Communication • Factors affecting, promotion mix decisions • Steps in Marketing communication programme • Types of Communication tools • Factors affecting communication tools • Sales Promotion • Differences between Advertising & Sales Promotion • Publicity & Public Relations 	Lectures 10
Module 4	Marketing Strategies <ul style="list-style-type: none"> • Marketing strategy :Concept, role and importance, different types of marketing strategies, formulating marketing strategies, Analysing marketing opportunities • Preparing for the marketing Strategy- PESTLE, SWOT analysis, Competitor's analysis. • Competitive Strategies- Differentiation, Cost Leadership, Focus, Core competencies, Defensive & Offensive strategies 	Lectures 12

	• Other Strategies -Strategies for New & growing markets, Bottom of the Pyramid Strategies	
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Textbook& References:

1. Philip Kotler (2003). Marketing Management : Eleventh Edition. New Delhi : Pearson Education
2. V. S. Ramaswani and S Namakumari (2002). Marketing : Planning, Implementation and Control (3rd Edition) New Delhi, Macmillan India
3. Michael Porter – Competitive Advantage
4. Theodore Levitt – Marketing Management
5. Fundamentals of Marketing – William Stanton
6. R. Kalokota, Andrew V. Winston, Electronic Commerce - A Manger's Guide, Pearson Education
7. Tripathi, E-Commerce, Jaico Publishing House, Mumbai, Edn. 2010.
8. Mullins, Walker, Boyd, (2008), Marketing Management- A Strategic decision making approach, 6th edition.
9. Ferrell, Hartine, Marketing Management Strategies, International Edition, 2011.
10. Simons Kingsnorth, Digital Marketing Strategy, 2016.

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

- (i) C.A.-I : Test – 20 Marks of 30 mins. duration
- (ii) C.A.-II : 20 Marks- Project Work

II. Semester End Examination (SEE)- 60 Marks