



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 : B.Com

Proposed Course : Commerce

Semester V

Credit Based Semester and Grading System (CBCS) with effect from the
academic year 2020-21

T.Y.B.COM COMMERCE

Academic year 2020-21

Semester V

Course Code	Course Title	Credits	Lectures /Week
CCOM501	Introduction to Marketing	5	3
CCOM502	Management and Organization Development I	5.5	4
CCOM503	Export Marketing I	4.5	3



Semester V – Theory

Course: CCOM501	Course Title: Introduction to Marketing (Credits : 5 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>Introduction to Marketing</p> <ul style="list-style-type: none"> • 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 	12 L
Unit II	<p>Marketing Decisions I</p> <ul style="list-style-type: none"> • Marketing Mix- Concept, Product- Product Decision Areas Product Life Cycle- Concept, Managing stages of PLC • Branding- Concept, Components, Reasons for failure of brands in India with suitable examples, Factors contributing to Success of brands in India with suitable examples. Brand Equity- Concept, Factors influencing Brand Equity, • Packaging- Concept, Essentials of a good package (Experiential learning with group work) • Product Positioning- Concept, Strategies of Product Positioning • Service Positioning- Importance & Challenges 	11 L
Unit III	<p>Marketing Decisions II</p> <ul style="list-style-type: none"> • 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 	11 L

Unit IV	Key Marketing Dimensions <ul style="list-style-type: none"> • 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. (Caselets used of Index) • Digital Marketing-Concept, trends in Digital Marketing • Green Marketing- concept, importance • Challenges faced by Marketing Managers in 21st Century. 	11 L
References: <ul style="list-style-type: none"> • Phillip Kotler. (2005) Marketing Management, Englewood cliffs, Prentice Hall, NJ • Richard M. S Wilson, Colin Gilligan, Strategic Marketing Management, Viva Books Pvt. Ltd.,2003. • Walker –Boyd, Larreche , Marketing Strategies –Planning Implementations, Tata Macgraw Hill.2004. • Neelamegam,S.(2007) Marketing in India : Cases and Readings, Vikas, New Delhi • Kotler, P., Keller, K.L. Koshy, A. &Jha. M. (2009). Marketing Management: A South Asian Perspective. • (Thirteenth Ed). Pearson Education, New Delhi. • Gandhi, J.C. Marketing a Managerial Introduction Tata Mc Graw Hill. • Maheshwari, R.P., Jindal, Lokesh, (2011). Marketing Management Theory and Practice. • Sherlekar, S.A. Marketing Management. Himalaya Publishing House. • Saxena, Rajan. Marketing Management • Ramaswamy &Kumari Nama. Marketing Management 		

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 and Class Presentations

II. Semester End Examination (SEE)- 60 Marks

Semester V – Theory

Course: CCOM502	Course Title: Management & Organisation Development I (Credits : 5.5 Lectures/Week: 5)	
	<p>Objectives: 1. To provide basic conceptual and applicative knowledge about management 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 skills required for being effective managers.</p>	
Unit I	<p>Introduction</p> <ul style="list-style-type: none"> • Management – Definition and Characteristics • Management – as Science, art and profession – Levels of management and management skills. • Significance of Indian ethos in Management. 	11 L
Unit II	<p>Functions of Management</p> <ul style="list-style-type: none"> • Planning- nature, characteristics, merits, limitations, essentials of a good plan & planning process. • Decision making- techniques, essentials of sound decision making. • Organising- Definition, principles, delegation of authority & decentralization, virtual organisation, line & staff organisation, matrix organisation. 	12 L
Unit III	<p>Environmental Context of Management</p> <ul style="list-style-type: none"> • Environment & culture of Organisation • Ethical & social environment • Global Environment • Multi-cultural Environment 	18 L
Unit IV	<p>Managing strategy & Strategic Planning</p> <ul style="list-style-type: none"> • Nature of Strategic Management • Using SWOT analysis to formulate strategy. • Formulating business level strategy • International & Global strategy 	19 L
<p>References:</p> <ol style="list-style-type: none"> 1. Koontz Harold & Weihrich Harold, 2017, “Essentials of Management- An International, Innovation, and Leadership Perspective”, 10th Edition, McGraw Hill Education (India) Private Limited. 2. Aswathappa K & Ghuman Karminder, 2010, “Management- Concept, Practice & Cases”, McGraw Hill Education (India) Private Limited. 		

Evaluation Scheme

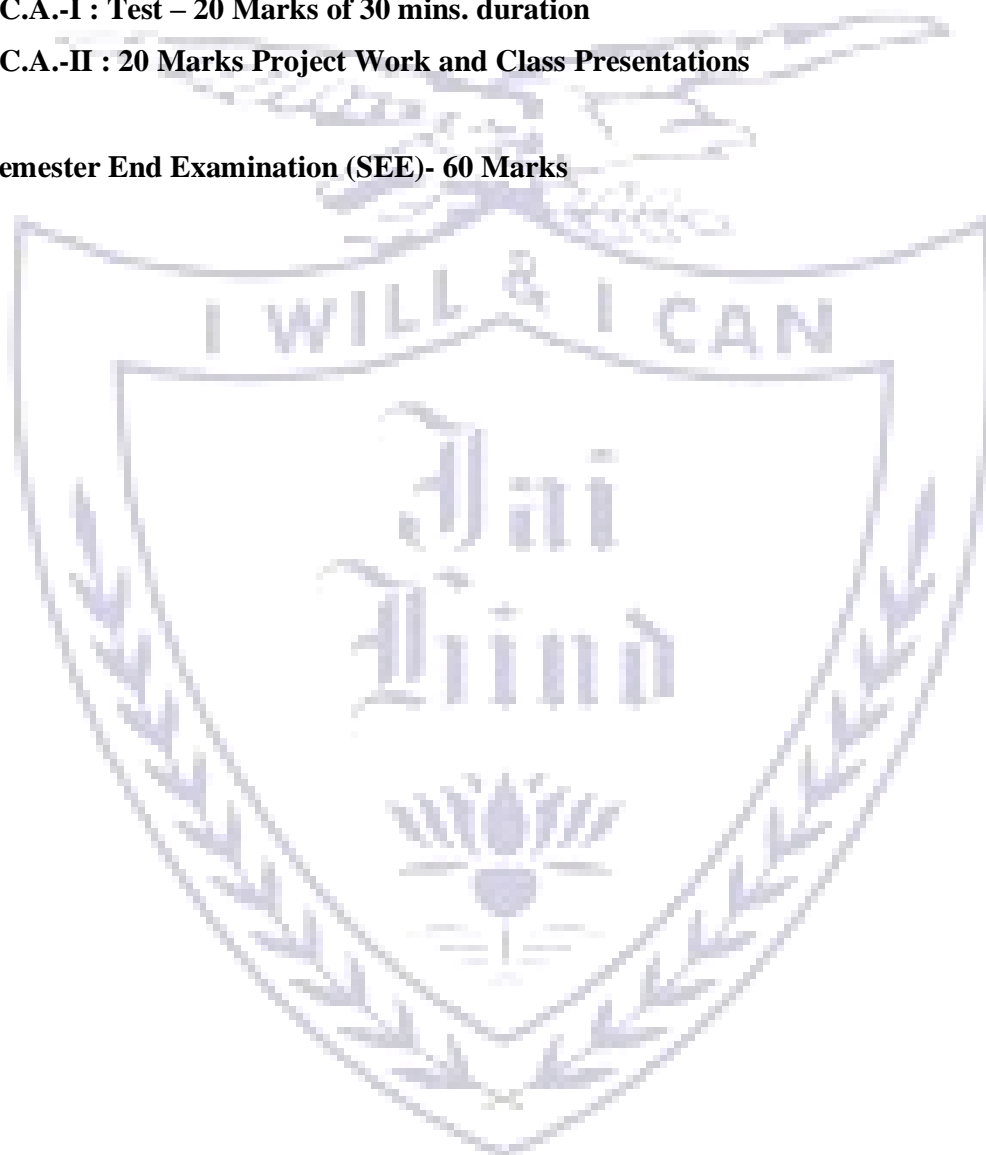
[A] Evaluation scheme for Theory courses

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

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

(iv) C.A.-II : 20 Marks Project Work and Class Presentations

II. Semester End Examination (SEE)- 60 Marks



Semester V – Theory

Course: CCOM503	Course Title: Export Marketing I (Credits : 4.5 Lectures/Week: 3)	
	<p>Objectives: 1. To provide basic conceptual and applicative knowledge about exports and imports 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>Introduction to Export Marketing</p> <ul style="list-style-type: none"> a) Concept and features of Export Marketing; Importance of Exports for a Nation and a Firm; Distinction between Domestic Marketing and Export Marketing b) Factors influencing Export Marketing; Risks involved in Export Marketing; Problems of India's Export Sector c) Services exports of India (since 2015); Region-wise India's Export Trade (since 2015) <p>(Case study on Healthcare & Tourism)</p>	12 L
Unit II	<p>Global Framework for Export Marketing</p> <ul style="list-style-type: none"> a) Trade barriers; Types of Tariff Barriers and Non-Tariff barriers; Distinction between Tariff and Non-Tariff barriers b) Major Economic Groupings of the World; Positive and Negative Impact of Regional Economic Groupings; Agreements of World Trade Organisation (WTO) c) Need for Overseas Market Research; Market Selection Process, Determinants of Foreign Market Selection 	11 L
Unit III	<p>India's Foreign Trade Policy</p> <ul style="list-style-type: none"> a) Foreign Trade Policy (FTP) 2020-2022 - Highlights and Implications, Export Trade facilitations and ease of doing business as per the new FTP b) Role of Directorate General of Foreign Trade (DGFT), Negative list of Exports, Deemed Exports c) Benefits to Status Holders & Towns of Excellence; Common benefits for EHTP, BTP and STP; Benefits enjoyed by (IIAs) Integrated Industrial Areas (SEZ), EOU, AEZ 	11 L

Unit IV	Export Incentives and Assistance a) Financial Incentives available to Indian Exporters - Marketing Development Assistance (MDA), Market Access Initiative (MAI), Assistance to States for Infrastructure Development for Exports (ASIDE), Industrial Raw Material Assistance Centre (IRMAC), b) Institutional Assistance to Indian Exporters - Federation of Indian Export Organisations (FIEO), India Trade Promotion Organisation (ITPO), The Federation of Indian Chambers of Commerce and Industry (FICCI), Export Promotion Councils (EPCs) & Commodity Boards (CBs), Indian Institute of Foreign Trade (IIFT), Indian Institute of Packaging (IIP) c) Schemes - Export Promotion Capital Goods (EPCG) Scheme, Duty Exemption and Remission Schemes, Export Advance Authorisation Scheme; Duty Drawback (DBK); IGST Refund for Exporters	11 L
References: <ul style="list-style-type: none"> • Export Policy Procedures & Documentation – M. I. Mahajan, Snow White Publications Pvt. Ltd, 26th Edition, • International Business, K. Aswathappa, McGraw-Hill Education (India) Pvt. Ltd., 6th Edition • New Import Export Policy - Nabhi Publications, 2017 • Export Management, T.A.S. Balagopal, Himalaya Publishing House, Mumbai, 2014 		

Evaluation Scheme

[A] Evaluation scheme for Theory courses

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

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

(vi) C.A.-II : 20 Marks Project Work and Class Presentations

II Semester End Examination (SEE)- 60 Marks