



M.O.P. VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

Choice Based Credit System

Course of Study for the batch of Candidates
admitted in

2018 – 2019

2017 – 2018

2016 – 2017

ACADEMIC YEAR 2018 – 2019

B.Com (Marketing Management)

Activities / Content with direct bearing on
Employability/ Entrepreneurship/ Skill Development

Choice Based Credit System
Course of Study for the batch of
Candidates admitted in 2018 – 2019

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2018 – 2019)

B.Com (Marketing Management)

CORE I - FINANCIAL ACCOUNTING

Common to B.Com (Accounting & Finance), B.Com (Marketing Management), B.Com (Corporate Secretaryship) & B.B.A

SUBJECT CODE: 15UCOM303	YEAR / SEMESTER: I / I	MAXIMUM MARKS: 80
SUBJECT CODE: 15UCOM303P	YEAR / SEMESTER: I / I	MAXIMUM MARKS: 20
COURSE TYPE: THEORY & PRACTICAL	CREDITS: 4	TOTAL TEACHING HOURS: 60 – 40 (Theory) + 20 (Practical)

GENERAL OBJECTIVE:

The course will introduce methods of preparing financial statements to measure and report issues related to financial transactions.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To facilitate the understanding of ethical accounting practices
Co2	To give a comprehensive understanding of the system of Financial Accounting as per the Indian Accounting Standards
Co3	To equip students in the preparation of the Books of Accounts in a cyclic order for both Profit and Non Profit entities
Co4	To enable the students to appreciate the importance of the roles and responsibilities of accountants in ensuring the integrity of financial information
Co5	To analyze the financial health of business for effective decision making
Co6	To facilitate hands on experience in preparation of Final Accounts using Accounting Software

UNIT I

Introduction to Accounting

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions, Objectives of Accounting, Accounting Transactions, Double Entry Book Keeping - Journal, Ledger, Preparation of Trial Balance - Classification of Errors, Rectification of Errors, Preparation of Suspense Account - Preparation of Cash Book. (7 Hrs)

UNIT II

Bank Reconciliation Statement

Introduction, Procedure for reconciling the cashbook balance with the passbook balance, Methods of Bank Reconciliation Statement.

Investment Accounting as per Accounting Standard -13

Valuation of current investment and long term investment, disposal of investment (8 Hrs)

UNIT III

Final Accounts

Preparation of Final Accounts of a Sole Trading Concern, Adjustments, Closing Stock, Outstanding and Prepaid items, Depreciation, bad debts, Provision for Bad and Doubtful Debts, Provision for Discount on Debtors, Provision for Discount on creditors, Interest on Capital and Drawings, Abnormal Loss of stock. (10 Hrs)

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UNIT IV

Non – Profit Organizations

Preparation of Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non-Trading Organizations (simple problems). (5 Hrs)

UNIT V

Depreciation Accounting

Depreciation, Meaning, Causes, Methods, Straight Line Method, Written down Value Method, Change in method of depreciation, Sinking Fund Method (Problems), Annuity Method, Insurance Policy Method, Revaluation Method, Depletion Method, Machine Hour Rate (Theory Only).

Insurance claims

Insurance claims, Average Clause (Loss of stock only) (10 Hrs)

Theory: Problem ratio= 20:80

TEXT BOOK

- T.S.Reddy & A.Murthy (2017) Financial Accounting, Margham Publications, Chennai.

REFERENCE BOOKS

- Jain & Narang (2017) Financial Accounting, Kalyani Publishers, New Delhi.
- M.A Arulanandam and K.S.Raman (Reprint 2017), Advanced Accountancy, Himalaya Publishing House
- R.L.Gupta & V.K.Gupta. (2017) Advanced Accounting, Sultan Chand & Sons, New Delhi.
- Shukla & Grewal (2009), Advanced Accounting, S Chand, New Delhi.
- P.C.Tulsian (2009), Financial Accounting, Tata Mcgraw-Hill.

E RESOURCES

Web links

- <https://www.abacademies.org/articles/single-entry-method-as-the-way-to-improve-small-and-medium-enterprise-governance-8016.html>
- <https://www.accountingcapital.com/books-and-accounts/what-are-final-accounts/>
- https://www.tutorialspoint.com/financial_accounting/financial_accounting_rectification_of_errors.htm
- https://www.tutorialspoint.com/financial_accounting/financial_nontrading_accounts.htm
- <https://www.profitbooks.net/what-is-depreciation/>

YouTube Links

- https://www.youtube.com/watch?v=oQ4SbC_vfFk
- <https://www.youtube.com/watch?v=I5sA6qKc1js>
- <https://www.youtube.com/watch?v=aw30S31WCVQ>
- https://www.youtube.com/watch?v=sPH_H9btstM
- https://www.youtube.com/watch?v=6SY8s1_OEro

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ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development
(These activities are only indicative; the faculty member can innovate)

- Cluster Activity and assignments on Preparation of Final Accounts of a Sole Trading Concern
- Accounting Live Lab - Creation of record book involving the different steps in creating a company and creation of different ledgers, stocks and vouchers
- Simulation Activity - Develop and describe new solutions or plans for effective Book keeping in an imaginary organisation
- Idea Box Activity - Students work on a group project to develop a business idea and create transactions based on a sole proprietorship business model.
- Take home problem exercise related to Final Accounts and Not for Profit Organisation
- Matching activity on Final Accounts
- Classroom discussion on Non-profit Organization and its related accounts issues.
- Case discussion on insurance claims of real-time companies
- Show and Tell the concepts related to Bank Reconciliation Statement
- Matching Activity on Heads and Sub- heads of Ledger
- Providing examples about the Inventory Information and Accounting Information
- Identifying terms in Vouchers and Balance Sheet
- Chapter Test

COURSE OUTCOMES:

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

CO No.	Course Outcome	PSOs Addressed	Cognitive Level
CO 1	Formulate financial schedules through analysis and synthesis of information	4	C
CO 2	Evaluate the reasons for discrepancies between cash book and pass book & compute the interest receivable on investments made	4, 5	Ap, E
CO 3	Construct multi step income statements and classified balance sheets	4	C
CO 4	Evaluate the surplus / deficit of Non-Profit Organizations and prepare its final statement of accounts	4, 5	E
CO 5	Compare and interpret the different methods of depreciation for various types of assets and estimate the insurance claim	4	An, E

***R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create**
PSO – Program Specific Outcome; CO – Course Outcome; Co – Course Objective

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B.Com (Marketing Management)

CORE I ACCOUNTING SOFTWARE I- PRACTICAL
Common to B.Com (Accounting & Finance), B.Com (Marketing Management), B.Com (Corporate Secretaryship) & B.B.A

SUBJECT CODE: 15UCOM303P	YEAR/SEMESTER: I/I	MAXIMUM MARKS: 20
COURSE TYPE: PRACTICAL		TEACHING HOURS: 20

UNIT I

Computerized Accounting

Installing Tally-Features & Procedure for Installing Tally-Changing default settings
Introduction to Tally-Opening screen of tally-Creating Company-Selecting company-shutting a company-altering company- configuration company

UNIT II

Inventory Information

Creation of stock group (Displaying, altering and deleting groups)-Stock items (Displaying, altering and deleting item) - Units of measure

UNIT III

Accounting Information

Ledger-single and multiple ledgers (Displaying, altering and deleting ledger)

UNIT IV

Vouchers

Vouchers in tally-Contra Vouchers-Purchases Vouchers-Sales vouchers-Payments-Receipt Voucher - Journal Voucher

UNIT V

Display Menu

Display Menu- Trial Balance, Profit & Loss account and Balance Sheet

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B.Com (Marketing Management)

CORE II - PRINCIPLES OF MANAGEMENT
Common to B.Com (Accounting & Finance), B.Com (Marketing Management), B.Com (Corporate Secretaryship) B.B.A B.Com (Honours) & B.Sc (FSM)

SUBJECT CODE: 14UMAN303	YEAR / SEMESTER: I / I	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE:

The course highlights the universally applicable principles, techniques, and concepts required for managerial analysis and decision-making. It emphasizes the need for effective management related to the internal and external environment and issues of ethics and social responsibility.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To enable students to trace the evolution and growth of management as a body of knowledge
Co2	To develop skill sets required for managerial and leadership roles
Co3	To have an in-depth knowledge of various functions of management and their relevance to an organization
Co4	To explain the importance and process of planning and ethical decision making
Co5	To study and examine the system and process of effective controlling in the organization

UNIT I

Introduction

Meaning, Definition, Nature, Process, Functions and Significance of Management, Management vs. Administration, Manager vs Entrepreneur, Management - Science or an Art? Management as a Profession, Levels of management, Skills and Roles of a Manager, Functional Areas of Management, Duties of functional managers
Contributions to management thought, F.W.Taylor & Scientific management, Henry Fayol & Administrative theory of management, Elton Mayo & Hawthorne Experiment, Peter.F Drucker. (12 Hrs)

UNIT II

Planning & Decision Making

Planning -Meaning, Definition, Nature, Process, importance, Advantages & Disadvantages, principles of planning, features of a good plan, Methods and Types of Plans, MBO, MBE. Forecasting & Decision Making- Meaning, Definition, Characteristics, Process, Advantages and Limitations, Types of decision, Techniques of decision making, problems in decision making. (12 Hrs)

UNIT III

Organising

Organisation - Meaning, Definition, Nature, Objectives, Principles, Process of Organization, Structure, Formal and Informal organization, Types of organization-Theories of organisation - Organizational Chart - Departmentation, Meaning, need, Basis of Departmentation - Span of Management - Meaning, Factors influencing span, V.A.Graicuna's theory of Span of

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management- Authority and responsibility, power, accountability – Delegation, Meaning, Definition, Process, benefits, problems, Types - Decentralisation, Meaning, benefits and disadvantages, degree of decentralization, factors determining delegation, Delegation vs. Decentralisation, Centralization vs. Decentralisation. (12 Hrs)

UNIT IV

Staffing & Directing

Staffing - Meaning, Definition, nature and function. (overview only) – Direction, Meaning, Definition, Principles and techniques- Supervision, meaning, definition, nature, advantages, disadvantages- Leadership, meaning & styles - Motivation, meaning, factors & theories of Motivation (Maslow, Herzberg & Mc. Gregor), Leaders vs Managers vs Entrepreneur - Communication, meaning, definition, nature, process, types of communication (12 Hrs)

UNIT V

Control & Co- ordination

Control, Meaning, Definition, Nature, benefits, problems, process of controlling, **MBE, SWOT, Control Techniques** (in brief) - Co-Ordination, Meaning, Definition, Nature, importance, problems, Co-ordination vs. Co-operation. (12 Hrs)

TEXT BOOK

- Gupta.C.B, (Revised 2017), - Business Management, Sultan Chand and Sons, New Delhi, 12th Edition

REFERENCE BOOKS

- J. Jayasankar, Reprint 2016 -Principles of Management (Business Management). Margham Publication. Chennai
- P.C.Tripathi& P.N Reddy, Reprint 2012, Principles of Management. Tata Mc.Graw, Hill. New Delhi.
- Harold Koontz, Heinz Weirich, Essentials of Management, An International and Leadership Perspective, McGraw Hill, Ninth Edition

E RESOURCES

Web links

- www.valuebasedmanagement.net/
- www.slideshare.net
- www.khanacademy.org
- <https://journals.sagepub.com/home/jom>
- <https://hbr.org/>

YouTube Links

- <https://www.youtube.com/watch?v=dIjOwD-CTLI>
- <https://www.youtube.com/watch?v=Kkni3QNGh2I>
- <https://www.youtube.com/watch?v=dXHPqYGWikg>
- https://www.youtube.com/results?search_query=span+of+control
- <https://www.youtube.com/watch?v=qMS95M6RBW4>

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ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative; the faculty member can innovate)

- Management Treasure Hunt to trace the evolution and process of management
- Management Mantra - Creating a WE video on any pre-determined management concept. This activity will enable students to understand the functions of management and their relevance to an organization highlighting key elements of planning, decision-making, communication and controlling
- Classroom discussion on ethical practices followed by an organisation.
- Role Play by groups showcasing / enacting the various skills required and roles played by a manager under different management situations of staffing, leadership and communication.
- Labelling and listing the various functions, responsibilities and duties of a manager.
- Develop and formulate a good plan for the management of a start-up company
- Writing exercises on identification and critically analysing the techniques of decision making and finding solutions to the problem of the decision making on any business situation.
- Project on SWOT Analysis and report the analysis
- Weekly Notice Board activity on recruitment and selection process
- Think – Pair – Share activity on corporate strategies that are adopted by Indian Companies to face the challenges of competition.
- Video screening on the demonstration of the control techniques used by managers.
- Class discussion on MBE and MBO
- Multiple Choice Questions test on the key management terminologies
- Knowledge sharing session on leadership styles adopted by path breaking management leaders
- Chapter test

COURSE OUTCOMES

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

CO No.	Course Outcome	PSOs Addressed	Cognitive Level
CO 1	Examine the roles, skills, qualities and competencies required for a manager in a global context and integrate management principles into management practices	1, 2, 3, 4, 5	An, C
CO 2	Resolve managerial problems and propose solutions through systematic planning and decision making	3, 4, 5	C
CO 3	Categorize the various types, components and complexities of an organization's structure and analyse its impact on the manager	2, 3, 4, 5	An
CO 4	Assess managerial practices and choices relative to staffing, motivation and alternative leadership styles to take ethical decisions that shall enable a sustainable growth	4,5	E
CO 5	Examine the importance of coordination and outline the various methods of control available to the manager	3, 4, 5	An

***R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create**
PSO – Program Specific Outcome; CO – Course Outcome; Co – Course Objective

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B.Com (Marketing Management)

ALLIED I – STATISTICS

Common to B.Com (Accounting & Finance), B.Com (Marketing Management), B.Com (Corporate Secretaryship) & B.A (Economics)

SUBJECT CODE: 14UMAT307	YEAR / SEMESTER: I / I	MAXIMUM MARKS: 80
SUBJECT CODE: 14UMAT307P	YEAR / SEMESTER: I / I	MAXIMUM MARKS: 20
COURSE TYPE: THEORY & PRACTICAL	CREDITS: 5	TOTAL TEACHING HOURS: 75 = 55 (T) + 20 (P)

GENERAL OBJECTIVE:

To provide conceptual knowledge of statistics, apply various statistical measures, develop problem solving skills needed in data analysis and interpretation in global environment.

COURSE OBJECTIVES (Co):

Co.No.	Course Objective
Co1	To recognize various data collection methods, present data using suitable measures of diagrammatic representation, and compute mean, median, mode of the data.
Co2	To measure the extent of variability of a frequency distribution using measures of dispersion. - Range, Quartile deviation, Mean deviation, Standard deviation.
Co3	To compute the degree of association between two variables using correlation and identify their linear relationship through regression analysis.
Co4	To identify the appropriate tools of hypothesis testing (large sample tests, small sample tests, Chi-square tests) and draw relevant conclusions in decision making.
Co5	To equip students with various forecasting techniques and knowledge on modern statistical methods for analyzing time series data.
Co6	To understand the fundamental concepts of probability, index numbers and construct index numbers using simple aggregative method, Laspeyres, Paasche's, Bowley's and Fischer's method.

UNIT I

Data Presentation and Measures of Central Tendency

Introduction, Meaning, Definition, Scope and Limitations of Statistics, Collection, Classification and Tabulation of Statistical data, Diagrammatic and Graphical Presentation of Statistical data, Measures of Central Tendency – Mean, Median and Mode. (10 hours)

UNIT II

Measures of Dispersion

Introduction, Significance, Range, Quartile deviation, Mean deviation, Standard deviation, Co-efficient of variation.

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Correlation and Regression

Introduction, Significance, Types of correlation, Karl Pearson's co-efficient of correlation and Rank co-efficient of correlation, Regression Analysis (except bivariate frequency distribution).
(10 hours)

UNIT III

Tests of Hypothesis

Introduction, Procedure of Testing Hypothesis, Two types of Errors, One tailed and two tailed tests, Standard Error.

Large samples- Tests of significance for Single Mean, Difference of Means.

Small Samples- t test for Single Mean, Difference of Means, Paired t test.

Non-Parametric test- Chi-Square for goodness of fit (excluding fitting of distributions) and test for association of attributes.
(12 hours)

UNIT IV

Analysis of Time series

Introduction, Components of time series, Measurement of Trend- Graphic Method, Method of Semi-averages, Method of Moving Averages, Method of Least Squares, Measurement of seasonal variations - Method of Simple Averages (Weekly, Monthly or Quarterly), Simple Problems.
(11 hours)

UNIT -V

Probability

Introduction, Definitions, Addition and Multiplication Theorem, Conditional probability, Baye's theorem, Simple Problems (Statement only for all the theorems).

Index Numbers

Introduction, Uses of Index Numbers, Methods of Constructing Index Numbers: Unweighted Index Numbers- Simple Aggregative Method, Weighted Index Numbers – Laspeyres, Paasche's, Bowley's and Fischer's Ideal Index numbers, Tests of Adequacy of Index number Formulae – Time and Factor Reversal Tests, Cost of living index- Aggregate Expenditure Method, Family Budget Method.
(12 hours)

TEXT BOOK:

- S.P. Gupta (2008) Statistical methods, Sultan Chand & Sons.

REFERENCES:

- P. R. Vittal (2009), Mathematical Statistics, Margham Publications.
- Murray R Spiegel, Larry J Stephen (1999) Schaum's Outline of Theory & Problems of Statistics, Mcgraw Hill.
- Sharma (2007), Business Statistics, Pearson Education.
- G C. Beri (2005) Business Statistics, Tata Mcgraw Hill.

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E RESOURCES

Web links

www.slideshare.net

[Wolfram MathWorld: The Web's Most Extensive Mathematics Resource](#)

YouTube Links

<https://youtu.be/BiLIcCtXmm0>

<https://youtu.be/wRZwrcPnmc4>

<https://www.youtube.com/watch?v=VK-rnA3-41c>

<https://www.youtube.com/watch?v=FpSTneHuPjM&list=RDCMUCqedkv6AYxh3hk99EPtGlmQ&index=3>

<https://www.youtube.com/watch?v=KT726O6gDZY>

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative; the faculty member can innovate)

- Class presentation: Students make presentation on data pertaining to income/expenditure/savings of residents living in their area using appropriate tools of diagrammatic and graphical representation.
- Assignments: Students solve problems on mean, median, mode, Quartile deviation, Standard deviation, Coefficient of variation.
- Individual learning: Students are divided into groups and each group is assigned a task of computing Karl Pearson's co-efficient of correlation between related variables (Internal assessment and End semester marks, income and expenditure etc..) and obtain its linear relationship using regression analysis.
- Students find Mean, Median, Mode, standard deviation by applying excel tools
- Concept Mapping on Testing of hypothesis: Map a particular situation in (local/national/global) environment with appropriate tests of hypothesis to draw conclusions.
- Case study Analysis on Financial forecasting: Students analyze financial data and predict future revenues using methods of time series such as Method of Moving averages, Method of Least Squares.
- Real time reactions: Class interactive session on different methods of constructing index numbers to measure trends in wide variety of areas including stock market prices, cost of living, industrial and agricultural productions and imports.

B.Com (Marketing Management)

ALLIED I - STATISTICS PRACTICAL

• DIAGRAMMATIC REPRESENTATION

Column, Bar Diagram, Line, Pie and Area

• METHODS OF CENTRAL TENDENCY

Mean, Median, Mode.

• MEASURES OF DISPERSION

Standard deviation, Quartile deviation, Range

• CORRELATION

Correlation co-efficient

Rank Correlation (without repeated ranks)

Regression co-efficient and Regression lines

• TESTS OF SIGNIFICANCE

Small samples- t test for single mean, difference of means and paired t test.

Chi-square test for independence of attributes.

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COURSE OUTCOMES

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

CO No.	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL
CO1	Determine the measures of central tendency, present data using various diagrammatic/graphical representation and use them as an effective tool of analysis in national/global environment.	1,2,3,4	E
CO2	Explain the spread of frequency distribution using measures of dispersion and employ correlation & regression methods to analyse and interpret data.	3, 4	E
CO3	Select appropriate statistical analysis tools, apply them in business scenario to draw conclusions and develop decision making skills needed for employment/entrepreneurship.	3, 4	E
CO4	Evaluate trend, seasonal variations using components of time series to predict the effect of environmental changes for sustainable development .	2,3,4	E
CO5	Determine index numbers using different methods and solve problems based on the concepts of probability in real world scenario.	2,4	E

***R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create**
PSO – Program Specific Outcome; CO – Course Outcome; Co – Course Objective

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B.Com (Marketing Management)

CORE III - ADVANCED FINANCIAL ACCOUNTING
Common to B.Com (Accounting & Finance), B.Com (Marketing Management), B.Com (Corporate Secretaryship)

SUBJECT CODE: 14UCOM311	YEAR / SEMESTER: I / II	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE:

To provide students a sound and conceptual knowledge on branch accounting, departmental accounting, Hire purchase system and partnership accounting.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To evaluate the progress and performance of each branch and ascertain financial position of dependent and independent branches
Co2	To enable students to allocate cost and to determine the profits earned by various departments.
Co3	To facilitate the students to comprehend the salient features of the Hire purchase system and distinguish it from the Instalment system of accounting.
Co4	To equip students to understand the accounting treatment of goodwill during reconstitution of a partnership firm
Co5	To aid students to understand the settlement of accounts between partners after dissolution and the applicability of Garner Vs Murray rule.

UNIT I

Branch Accounts

Dependent branches, Stock and debtors' system, Distinction between wholesale profit and retail profit, independent branch (foreign branches excluded). (12 Hrs)

UNIT II

Departmental Accounts

Basis for allocation of expenses, Inter departmental transfer at cost or selling price, Treatment of expenses which cannot be allocated. (8 Hrs)

UNIT III

Hire purchase, Installment & Lease Accounts

Hire purchase and Installment-Default and repossession, Hire purchase trading account, Installment purchase system – Lease Accounts. (12 Hrs)

UNIT IV

Partnership

Admission of a partner – Retirement of a partner –Death of a partner. (16 Hrs)

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UNIT V

Dissolution of a Partnership:

Dissolution of a partnership, Insolvency of a partner (Application of Indian Partnership Act 1932), Insolvency of all partners, Gradual Realization of Assets and Piecemeal Distribution.

(12 Hrs)

PROBLEMS IN ALL UNITS -- PROBLEM: THEORY RATIO = 80:20

TEXT BOOK

- T.S.Reddy & A.Murthy (2017) Financial Accounting, Margham Publications, Chennai-17.

REFERENCE BOOKS

- Jain & Narang (2017) Financial Accounting, Kalyani Publishers, New Delhi.
- M.A Arulanandam and K.S.Raman (Reprint 2017), Advanced Accountancy, Himalaya Publishing House.
- R.L.Gupta & V.K.Gupta. (2017) Advanced Accounting, Sultan Chand & Sons, New Delhi
- Shukla & Grewal (2009) Advanced Accounting, S Chand & Co, New Delhi.
- P.C.Tulsian (2009) - Financial Accounting , Tata McGraw-Hill

E RESOURCES

Web links

- <https://www.educba.com/branch-accounting/>
- <https://www.com/accounting/departmental-accounts/departmental-accounts-meaning-advantages-and-methods/72928>
- <https://www.investopedia.com/terms/h/hire-purchase.asp>
- <https://vakilsearch.com/advice/dissolution-partnership-firm/>

YouTube Links

- <https://www.youtube.com/watch?v=F-p8g1TsSGw>
- <https://youtu.be/x6Ed5ciKCg8>
- <https://www.youtube.com/watch?v=mUHy33I9s8c>
- <https://www.youtube.com/watch?v=w1ZSfVtZpok>

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative; the faculty member can innovate)

- Classroom problem solving exercise and take-home assignments related to Partnership and Hire purchase.
- Forced Connections activity on developing the financial structure of mock partnership firms.
- Listing and labelling activities of the Hire Purchase, Installment and Lease Accounts
- Class discussion on Partnership and its benefits
- Classroom Quiz and Crossword solving to enhance analytical and critical thinking
- Matching activity to approximate expense in Departmental Accounts
- Think - Pair - Share activity on evaluating the reasons for Dissolution of a Partnership Firm
- Show and tell the different Departments of Accounts and their treatment
- Chapter Test

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COURSE OUTCOMES

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

CO No.	Course Outcome	PSOs Addressed	Cognitive Level
CO 1	Prepare branch accounts under various methods and compute the profit earned by dependent and independent branches.	4	E
CO 2	Construct an integrated Departmental profit and loss account by computing the profits earned by departments after allocation of common expenses to various departments.	4	C
CO 3	Critically evaluate the profitability of Hire purchase transactions in case of partial and complete repossession	4	E
CO 4	Construct a new balance sheet of a partnership firm after reconstitution.	4	C
CO 5	Differentiate between dissolution of the firm and dissolution of partnership and prepare the final settlement to partners through application of Garner VS Murray rule.	4	An, C

***R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create**
PSO – Program Specific Outcome; CO – Course Outcome; Co – Course Objective

B.Com (Marketing Management)

CORE IV – MARKETING MANAGEMENT
Common to B.Com (Accounting & Finance), B.Com (Marketing Management), B.Com (Corporate Secretaryship), B.B.A B.Com (Honours)

SUBJECT CODE: 15UMAN303	YEAR / SEMESTER: I / II	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE:

The course examines the major concepts, principles and elements of the Marketing Mix that underlay modern business models. The course introduces students to the universal applications of innovative marketing practices in the ever-transforming dynamic business environment.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To facilitate the understanding of the role played by marketing in the global business environment
Co2	To familiarize students with product, branding and packaging strategies that are universally applicable
Co3	To identify the factors influencing consumer behavior and purchase decision
Co4	To understand the pricing objectives and the modalities of sales distribution
Co5	To equip students to understand the promotion mix elements and evaluate the promotion techniques
Co6	To enable the students to appreciate the innovations and emerging cross cutting trends in marketing

UNIT I

Marketing & It's Applications

Meaning and definition of Marketing Management, Nature, importance, Evolution, concepts, traditional and modern functions of marketing, inter relationship between marketing and other functional areas, distinction between marketing and selling- Marketing environment. (12 Hrs)

UNIT II

Consumer Behaviour and Market Segmentation

Consumer Behaviour, Definition, Dimensions, Need, Kotler's model of Consumer Behaviour, Consumer Buying Process, Buying motives, Theories of Buyer Behaviour, Maslow's hierarchy of needs, Economic theory, Learning theory, Psychoanalytic theory, Howard Sheth model - **Market segmentation**, Concept, meaning, need, steps in segmentation, basis of segmentation, targeting and positioning. (12 Hrs)

UNIT III

Marketing Mix I

Product, Concept of product, attributes, levels, objectives, policies, product mix & line, **New Product Development, Product Life Cycle, product failures, branding and packaging strategies, labelling** – **Price**, Meaning and definition, significance, objectives, factors influencing pricing, kinds of pricing decisions, pricing problem, pricing discrimination. (15Hrs)

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2018 – 2019)

UNIT IV

Marketing Mix II

Place, Channel of Distribution, meaning, importance, levels and gaps in COD, marketing middlemen, Kinds of channel members (major channel types), functions of middlemen, difference between channels of distribution and physical distribution – **Promotion**, Meaning, objectives, strategies, elements of the promotion mix (in brief), Meaning, objectives, advantages and disadvantages of **advertising, personal selling, sales promotion, publicity and public relations** (12 Hrs)

UNIT V

Marketing in the New Millennium

Innovations in marketing, De-marketing, Re-marketing, Over Marketing, Meta Marketing, Virtual marketing, green marketing, Global marketing, Services marketing - Convergence and Future development, Interactive TV, **SMS Marketing, Social media promotion techniques** (9 Hrs)

TEXT BOOK

- Dr.C.B.Gupta & Dr. N. Rajan Nair, (Reprint 2018), Marketing Management, Sultan Chand & Sons, New Delhi, 19Th Revised Edition

REFERENCE BOOKS

- Philip Kotler. (Reprint 2016). Principles of Marketing: A South Asian Perspective, Pearson Education. New Delhi
- Dr. N. Rajan Nair. (Reprint 2015). Marketing, Sultan Chand & Sons. New Delhi
- K.S.Chandrasekar. (Reprint 2014). Marketing Management Text and Cases, Tata McGraw Hill, New Delhi.

E RESOURCES

Web links

- <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- <https://www.scirp.org/journal/paperinformation.aspx?paperid=77341>
- <https://managementstudyguide.com/marketing-management-articles.htm>
- <https://www.economicdiscussion.net/marketing-management/what-is-marketing-management/31788>
- <https://www.yourarticlelibrary.com/marketing/marketing-mix/marketing-mix-definition-and-concepts-with-diagram/50808>

YouTube Links

- <https://www.youtube.com/watch?v=Gqp29XSBdP4>
- <https://www.youtube.com/watch?v=KZYxfsTjEzI>
- https://www.youtube.com/watch?v=pq3e1b_7uho
- <https://www.youtube.com/watch?v=GhFpvXsmBXY>
- <https://www.youtube.com/watch?v=m5bpca2hPEk>
- https://www.youtube.com/watch?v=1dFn_HTWlak&t=1s
- https://www.youtube.com/watch?v=KZYxfsTjEzI&feature=emb_logo
- https://www.youtube.com/watch?v=qgH1810-X_Y
- https://www.youtube.com/watch?v=pq3e1b_7uho&t=1s
- <https://www.youtube.com/watch?v=cuPnPJCWJwU>
- <https://classroom.google.com/u/0/w/MjIzODk3NzkwNjQy/tc/MzEwNjM3MzI0NzIz>

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2018 – 2019)

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development
(These activities are only indicative; the faculty member can innovate)

- Matrix Activity to match products with the product's life cycle stage it is currently positioned
- Show and tell activity on the new age marketing tools and techniques.
- Brainstorming and discussion on the role played by the promotion mix elements in the marketing plan of organizations
- Short Documentary screening on Ad copy writing - The story of the Zoo Zoos
- Preparing and developing charts for distribution network for any product / service
- Marketing Express Exhibition to showcase how emerging marketing trends are changing the way marketers are developing new products and redefining their branding, packaging and labelling strategies.
- New Product Development Activity - Students work as a group to create a new product prototype and formulate a marketing campaign.
- Role-play as Salesperson and Customer regarding the different selling methods/approaches
- Discussion on path breaking advertising campaigns created by Indian marketers
- Classroom discussion to investigate the life cycles of engineered products and how they impact the environment.
- Mock Product Launch - Students to plan and present the modalities of launching a product
- Wrap it up - In class activity to design product packages using eco-friendly and sustainable materials
- New product failure in-class activity handout - Students to review and identify (1) their target market, (2) the reasons for failure, and (3) market research which could have averted their launch.
- Situation analysis - Brainstorming session on a given marketing problem. Students have to make some tough decisions to sustain an imaginary brand in the long run.
- Notice board activity on the promotional campaigns undertaken by global brands in India

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2018 – 2019)

COURSE OUTCOMES

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

CO No.	Course Outcome	PSOs Addressed	Cognitive Level
CO 1	Analyze the relevance of marketing terminologies, concepts, principles, theories, analytic techniques, and facts used in the global business environment for effective and ethical decision-making.	2, 5	An
CO 2	Integrate Segmentation, Targeting and Positioning to create, capture, and deliver value to consumers through the application of universal consumer behaviour theories	1, 2, 3, 4	C
CO 3	Formulate the product and price mix based on the business situation, management resolution and ethical solution to serve consumer needs.	1, 3, 4, 5	C
CO 4	Develop a marketing plan to generate better sales and profits through cutting edge promotion techniques and unique distribution methods for business sustainability.	1, 3, 4, 5	C
CO 5	Outline the innovative and digital tools to develop marketing strategies for the new age consumer.	1, 3, 4	An

***R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create**
PSO – Program Specific Outcome; CO – Course Outcome; Co – Course Objective

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2018 – 2019)

B.Com (Marketing Management)

ALLIED II – MANAGERIAL ECONOMICS
Common to B.Com (Accounting & Finance), B.Com (Marketing
Management), B.Com (Corporate Secretaryship) & B.B.A

SUBJECT CODE: 15UCOM308	YEAR / SEMESTER: I / II	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 5	TOTAL TEACHING HOURS: 75

GENERAL OBJECTIVE:

To develop the ability to apply the concepts, tools and techniques of economics in analysing and interpreting business decisions

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To introduce managerial economics as a discipline, its basic concepts and objectives of the firm.
Co2	To explore the approaches to demand, supply and forecasting techniques
Co3	To examine cost and production concepts
Co4	To understand pricing under different market structures
Co5	To learn about basic macroeconomic concepts, risk and uncertainty.

UNIT I

Introduction

Introduction, Definition, nature, scope and importance of managerial economics, managerial economics in Decision Making - basic concepts, Opportunity Cost, Accounting Profit, Economic Profit, Incremental and Marginal Concepts, Time and Discounting Principles - Firm, objectives, theories of firm - Role and responsibilities of a managerial economist. (15 Hrs)

UNIT II

Demand and Supply Functions

Utility analysis, cardinal - ordinal utility analysis, Consumer equilibrium, Price, Income and Substitution Effect.

Demand function and Meaning of Demand, determinants and distinctions of demand, Law of demand - Demand forecasting - Elasticity of demand, Price, income, cross, advertisement elasticity of demand

Supply Functions, Law of supply, Elasticity of supply - Equilibrium (20 Hrs)

UNIT III

Production and Cost

Production function, short run and long run production function - Economies and diseconomies of Scale - Cost concepts, Classification, cost functions - cost control and cost reduction.

(15 Hrs)

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2018 – 2019)

UNIT IV

Markets

Revenue concepts – markets and pricing - price and output determination under perfect competition - monopoly - discriminating – monopoly - monopolistic competition - oligopoly - Pricing objectives and methods. (15 Hrs)

UNIT V

Decision Making

Decision making under risk and uncertainty – National income and business cycles – role of government in market economy. (10 Hrs)

TEXT BOOK:

- P.L. Mehta (2016), Managerial Economics – Analysis, Problems and Cases, Sultan Chand & Sons
- Sankaran.S (2015), Managerial Economics, Margham Publications.

REFERENCE BOOKS

- H. Craig Peterson, W. Chris Lewis, Sudhir K. Jain (2006) 1st impression, Pearson Education
- D.M. Mithani (2005), Managerial Economics – Theory and Applications, 4th enlarged edition, Himalaya Publication House
- Atmanand (2004), Managerial Economics, 1st edition, Excel Books

E RESOURCES

Web links

- <https://www.scribd.com>
- <https://www.academia.edu>
- <https://economicsconcepts.com>
- <https://www.economist.com/economics-a-to-z>
- <https://www.oxfordeconomics.com/>
- <http://www.slideshare.net/rameshwarpatel/concepts-of-managerial-economics>
- <http://mbadiscussions.com/fundamental-concepts-managerial-economics-4112.html>
- http://www.comp.nus.edu.sg/~ipng/mecon/sg/01int_sg.pdf
- <http://www.cepe.ethz.ch/education/ManagerialEconomics/lecture3a.pdf>
- <https://www.extension.iastate.edu/agdm/wholefarm/html/c5-207.html>
- <http://www.smetoolkit.org/smetoolkit/en/content/en/416/Demand-Forecasting>

YouTube Links

- <https://www.youtube.com/watch?v=nsfPUisgeP4>
- <https://www.youtube.com/watch?v=GnaSEfCNDHU>
- <https://www.youtube.com/watch?v=ywHW1-xPOPQ>
- https://www.youtube.com/watch?v=5Ei5Oilk_X0
- <https://www.youtube.com/watch?v=sNRZE0kwNGI>

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2018 – 2019)

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative; the faculty member can innovate)

- Class Discussion: “Managerial Economists in the modern world”
- MCQ quiz: Demand
- Group presentations: Demand and Demand forecasting
- Open forum: Methods of cost control
- Group discussion: Differential pricing
- Case study on uncertainty
- Article review on Global Financial crisis
- Show and Tell activity about opportunity cost using real life examples
- Compare and contrast the Economies and diseconomies of Scale
- Case study discussion on cost control and cost reduction.
- Simulation game - students manage a firm and make decisions to maximize profits. Results are graded based on cumulative profits compared to the best firm in the marketplace.
- Simulation exercise - students observe the marketplace dynamics and then demonstrate their understanding by answering an economic problem on any given topic.
- Scavenger hunt on the different types of competitive markets
- Concept mapping exercise on a firms business goals and pricing objectives
- Matching activity for demand and supply functions
- Short answer test on incremental and marginal concepts
- Graphical presentation of Elasticity of Demand

COURSE OUTCOMES

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

CO No.	Course Outcome	PSOs Addressed	Cognitive Level
CO 1	Examine the different economics concepts in decision making and compare the different theories of the firm.	2, 3, 4	An
CO 2	Critically evaluate the concept of consumer equilibrium in cardinal and ordinal utility analysis, demand and supply	3, 4	E
CO 3	Compare and contrast the short run and long run production function and cost functions and analyse economies and diseconomies of scale.	4	An
CO 4	Evaluate the market type based on competition for determination of price and output	2, 4	E
CO 5	Analyse the factors that cause risk and uncertainty in business.	4, 5	An

***R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create**
PSO – Program Specific Outcome; CO – Course Outcome; Co – Course Objective

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2018 – 2019)

B.Com (Marketing Management)

NON-MAJOR ELECTIVE I
ENTERTAINMENT
MANAGEMENT -I

SUBJECT CODE: 18UNME403A	YEAR / SEMESTER: I / II	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 2	TOTAL TEACHING HOURS: 30

GENERAL OBJECTIVE:

The course will equip students with the knowledge, skills and required attitude for managing entertainment industry related activities and also familiarize them with the latest developments in the industry.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To enable the students to understand the concept, scope and significance of Entertainment Management
Co2	To familiarize students with the functionality of the entertainment industry
Co3	To enable students to manage entertainment related events and activities

UNIT I – INTRODUCTION TO ENTERTAINMENT MANAGEMENT

Meaning and Definition – Concept – Evolution – Features – Significance and Scope – Idea generation for the entertainment industry – Publicity

UNIT II – TYPOLOGY OF ENTERTAINMENT

Music Marketing – Film Marketing – Small screen Marketing – Reality show marketing – Sports Marketing – Tourism marketing – Theme Park Marketing – Fashion pageant Marketing – Live Marketing

UNIT III – MARKETING STRATEGIES FOR ENTERTAINMENT

Formulating entertainment product mix – Pricing decisions in Entertainment Marketing – Sponsorships and Partnerships – Innovative promotional campaigns

UNIT IV: EVENT MANAGEMENT FOR THE ENTERTAINMENT INDUSTRY

Venue Management – Concept and Importance - Staging, designing and interiors – Post event evaluation

UNIT V: EMERGING ISSUES IN THE ENTERTAINMENT INDUSTRY

Relationship management in the business of entertainment – Controversies in the entertainment industry – Role of technology in Entertainment business – Viral Marketing for the Entertainment Industry

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2018 – 2019)

TEXT BOOK:

- Study Material

REFERENCE BOOKS:

- Shay Shayre (2011), Entertainment Marketing & Communication: Selling Branded Performance, People, and Places, Pearson Publication
- Sam Fullerton (2010) Sports Marketing, Tata McGraw Hill
- Laura Dias (2008) Core Concepts in fashion, Tata McGraw Hill
- G. A. J. Bowdin, Johnny Allen & William O'Toole (2010) Events Management, 2nd Edition, Elsevier

E RESOURCES

Web links

- <https://guidebook.com/resources/event-planning-guide/>
- <https://medium.com/hubilo-official-blog/event-venue-management-checklist-8216e164cf2>
- <http://ccsd.net/resources/community-government-relations/event-planning-procedures-072616.pdf>
- <https://www.reference.com/world-view/venue-management-490c93556f470628>

YouTube Links

- <https://www.youtube.com/watch?v=pNqCgW5k5Zk&t=22s>
- <https://www.youtube.com/watch?v=1u-9EtZXH7I>
- <https://www.youtube.com/watch?v=E4mOS3kFsr0>
- https://www.youtube.com/watch?v=dbOyht2Hw_U

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development
(These activities are only indicative; the faculty member can innovate)

- Group discussion on formulating entertainment product mix, price mix, promotion mix, sponsorships and partnerships for entertainment related activities
- Classroom Presentation on Venue Management and post event evaluation for any event of the student's choice
- Think - Pair - Share activity for formulating a budget for conducting an inter collegiate fest
- Preparation of event plan for wedding/college day celebration
- Written assignment and documentation on Venue Profiles - Each student will be responsible for providing a written profile of two or three venues. Pre-defined criteria will be established prior to this assignment.
- Matrix activity on typology of entertainment events and the skills required for event managers
- Knowledge sharing session on the controversies in the Indian entertainment industry

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2018 – 2019)

COURSE OUTCOMES

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

CO No.	Course Outcome	PSOs Addressed	Cognitive Level
CO 1	Outline the fundamental concepts, evolution, features and scope of the Entertainment industry.	1,2	An
CO 2	Categorize the various typology of Entertainment related events	1, 3	An
CO 3	Plan and formulate the marketing mix for entertainment related activities	1,2,3,4	C
CO 4	Design a plan for managing an entertainment related event from conceptualization to post evaluation stage	1,3,4	C
CO 5	Examine and investigate the best practices, legal and ethical issues involved in the entertainment industry	3, 4, 5	An

***R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create
PSO – Program Specific Outcome; CO – Course Outcome; Co – Course Objective**

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2018 – 2019)

B.Com (Marketing Management)

NON-MAJOR ELECTIVE II
ENTERTAINMENT MANAGEMENT

SUBJECT CODE: 18UNME403B	YEAR / SEMESTER: I / II	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 2	TOTAL TEACHING HOURS: 30

GENERAL OBJECTIVE:

The course will enable students to be job ready for various entertainment industry specific profiles and career opportunities.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To enable students to critically analyse the management of entertainment industry events
Co2	To familiarize students with the challenge involved in marketing and managing entertainment in the rapidly changing global environments.

Case Studies from the real world of experiential entertainment will have to be analysed by students and presented as a report on the following topics

1. Managing live performance
2. Managing a fashion pageant
3. Managing an amusement park
4. Managing a sporting event
5. Managing a reality show
6. Managing movie music
7. Managing a movie brand
8. Managing a celebrity
9. Managing a luxury destination
10. Managing a shopping mall

E RESOURCES

Web links

- <https://filmlifestyle.com/branding-tips/>
- <https://commercial-realestate-training.com/21-ways-to-manage-a-shopping-center-successfully/>
- <https://medium.com/hubilo-official-blog/event-venue-management-checklist-8216e164cf2>
- <http://ccsd.net/resources/community-government-relations/event-planning-procedures-072616.pdf>
- <https://www.reference.com/world-view/venue-management-490c93556f470628>

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2018 – 2019)

YouTube Links

- <https://www.youtube.com/watch?v=aqzcKlm1oeQ>
- <https://www.youtube.com/watch?v=Tiv0tO1wito>
- <https://www.youtube.com/watch?v=M7WEqXGide4>
- <https://www.youtube.com/watch?v=FA-TYV9B8P4>

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development
(These activities are only indicative; the faculty member can innovate)

- Classroom discussion and video presentations on outdoor entertainment options available in India
- Case Study discussion on real world of experiential entertainment to critically analyse the management of entertainment industry events
- Think - Pair - Share activity on the transition from traditional media entertainment and digital media entertainment
- Knowledge sharing session on digital media entertainment boom in India
- Preparation of event plan for a wedding or College Annual day celebration
- Matrix activity on the process of managing entertainment events.

COURSE OUTCOMES

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

CO No.	Course Outcome	PSOs Addressed	Cognitive Level
CO 1	Examine the basic and unique concepts that apply to the entertainment industry	2	An
CO 2	Apply marketing strategies and management principles to manage entertainment related events	1, 3, 4	Ap
CO 3	Present a case analysis report on managing an event in the entertainment industry	1, 2, 3, 4, 5	Ap, An, E, C

***R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create**
PSO – Program Specific Outcome; CO – Course Outcome; Co – Course Objective

Choice Based Credit System
Course of Study for the batch of
Candidates admitted in 2017 – 2018

B.COM (Marketing Management)

CORE V – CORPORATE ACCOUNTING

COMMON TO B.Com (Accounting & Finance), B.Com (Marketing Management) & B.Com (Corporate Secretaryship)

SUBJECT CODE:14UCOM320	THEORY	100 MARKS
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CREDITS: 4

TEACHING HOURS: 60

YEAR / SEMESTER: II / III

COURSE OBJECTIVES:

- To facilitate the understanding of Corporate Accounting in General
- To give a comprehensive understanding of the system of Corporate Accounting
- To develop skill, related to critical thinking and problem solving
- To facilitate the understanding of the format of P&L account and B/S of the companies as per new schedule with reference to all chapters

UNIT- I

Issue and Underwriting of shares and debentures

Issue of shares and debentures, various kinds, Forfeiture, Re-issue – Underwriting of shares and debentures. (12 Hrs)

UNIT -II

Redemption of shares and debentures

Redemption of preference shares and debentures – Profits prior to incorporation. (13 Hrs)

UNIT- III

Final Accounts of Company

Preparation of company final accounts, preparation of Balance Sheet of companies, Computation of Managerial Remuneration as per new schedule VI (15 Hrs)

UNIT -IV

Goodwill Valuation

Valuation of goodwill and shares (10Hrs)

UNIT- V

Alteration of share capital

Alteration of share capital, internal reconstruction and reduction of capital. (10 Hrs)

PROBLEMS IN ALL UNITS. PROBLEM: THEORY RATIO= 80:20

TEXT BOOK

- T.S.Reddy and A.Murthy, (2018) Corporate Accounting-Vol.I, Margham Publishers, Chennai, Revised 6th Edition

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2017 – 2018)

REFERENCE BOOKS

- S.P.Jain and K.LNarang, (2017) Corporate Accounting, Kalyani Publishers, New Delhi, 10th Edition.
- S.N.Maheswari and Suneel Maheswari,(2011) Corporate Accounting, Vikas Publishing, Noida

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative; the faculty member can innovate)

- **Financial Statement Analysis of any organization and presenting the salient feature of the analysis report**
- Cluster Activity, assignments and introspection time related to problem solving and critical thinking with experience on solving problems related to Final Accounts of a Company
- Searchopedia and Crack a Puzzle activity related to problem solving and critical thinking to solve problems related to Final Accounts of a Company
- Matching Activity on Valuation of Goodwill
- Activities related to problem solving on Alteration of Share Capital
- Multiple Choice Questions on redemption of shares and Debentures
- Show and Tell activity for the preparation of final accounts of a company
- Reciting the important concepts in corporate accounts
- Class discussion on Goodwill valuation.
- Chapter Test

B.COM (Marketing Management)

CORE VI – SALES AND DISTRIBUTION MANAGEMENT

SUBJECT CODE:17UCOM313	THEORY	100 MARKS
CREDITS: 4	TEACHING HOURS: 60	

YEAR / SEMESTER: II / III

COURSE OBJECTIVES

- To understand the key terms and processes of sales and distribution management.
- To know the process of developing a sound sales and distribution policy.
- To comprehend the management of the sales force and marketing channels.

UNIT I

Introduction to sales management

Meaning, nature, scope and importance of sales management – Levels of sales management – Sales planning – Emerging trends in sales management – **The selling process (in detail) – Sales as a career.** (12 Hrs)

UNIT II

SALES PLANNING AND STRATEGY

Strategic planning – Sales strategies – sales forecasting – Sales budget.
Sales territories – Meaning, procedures advantages and disadvantages.
Sales quotas – Meaning, importance, types, methods and administration. (10 Hrs)

UNIT III

OVERVIEW OF SALES FORCE MANAGEMENT

Recruitment and selection of sales force – training of salesman – leadership and supervising salesman – Types of compensation plans – Evaluating and controlling the sales force – Ethical, legal and social responsibilities of sales personnel. (15 Hrs)

UNIT IV

INTRODUCTION TO DISTRIBUTION MANAGEMENT

Meaning, need, role of distribution management – overview of distribution channels and strategy – channel formats and levels – channel flows – channel systems – cost and margins in distribution systems. (15 Hrs)

UNIT V

CHANNEL MANAGEMENT

Channel conflicts – stages, reasons, types – **Managing channel conflicts** – channel policies – **IT enabled channel management** - Unique distribution examples (case studies) (8 Hrs.)

TEXT BOOK

- Krishna K Havaldar and Vasant M Cavale (2018), Sales and Distribution Management, Text and Cases. 3rd Edition. Tata Mc Graw Hill Education.

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2017 – 2018)

REFERENCE BOOKS

- Ramendra Singh (2017). Sales And Distribution Management, Vikas Publication.
- Pingali Venugopal (2017). Sales And Distribution Management: An Indian Perspective, Sage Publication.

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative; the faculty member can innovate)

- Concept mapping activity - Draw the map of the organization structure inclusive of a sales department and explain the duties and responsibilities of the various sales personnel's in the organization.
- Classroom presentation on various marketing channels and emerging IT enabled channels.
- Classroom discussion on different career opportunities in sales management and qualities required for a salesman
- Focus group discussion on sales activities across different industries.
- Show and tell activity pertaining to unique distribution channels adopted by Indian organizations in the real-time situation
- Matching and labelling activity for Sales and Distribution related functions of an organisation
- Classroom discussion on recruitment and selection of the sale and distribution person.
- Listing activities of the various departments of sales and distribution alongside with the marketing activities
- Writing exercise and documentation - Forecast and prepare a sales and distribution budget of any retail organisation
- Chapter Test

B.COM (Marketing Management)

**CORE VII – LEGAL SYSTEM OF BUSINESS
Common to B.Com (Accounting & Finance), B.Com (Marketing
Management) & B.Com (Corporate Secretaryship)**

SUBJECT CODE: 15UCOM310	THEORY	100 MARKS
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CREDITS: 4

TEACHING HOURS: 60

YEAR / SEMESTER: II / III

COURSE OBJECTIVES

- Students are expected to possess the basic knowledge of Commercial and Labour Acts and its application
- To create an awareness and understanding of the regulations of different Acts

UNIT I

The Indian Contract Act, 1872

Law of Contracts – Essential Elements of a Contract - Offer and Acceptance – Consideration - Legality of Object - Classification of Contracts - Void and voidable agreements, Contingent Contracts - Performance of Contracts - Quasi Contract - Discharge of Contracts - Breach of Contracts. (16 Hrs)

UNIT II

The Sale of Goods Act 1930

Definition – Sale and Agreement to Sell, Condition and Warranties - Transfer of Property – Performance of contract of Sale.

Special Contracts

Indemnity and Guarantee, Contract of Indemnity and guarantee, Distinction - Extent of surety's liability, Kinds of guarantee, Rights of surety, Discharge of surety.

Bailment and Pledge – Meaning, Requisites of bailment, Classification of bailment, Duties and rights of Bailor and Bailee, Finder of goods, termination of bailment, pledge, rights of pawnor and pawnee, pledge by non-owners. (14 Hrs)

UNIT III

Intellectual Property Rights

The Patents Act, 1970 – The Copyright Act, 1957 – The Trade Marks Act, 1999 - Geographical Indication - Cyber Laws - Cyber Crime –Introduction, Impact of cybercrime - privacy and cybercrime – investigation - global trends in cyber laws - cyber ethics. (10 hrs)

UNIT IV

Money Laundering Act 2002

Definitions, Punishment, Obligation of banking companies, Financial Institutions – offences- RBI Guidelines on KYC (Know Your Customer) (8 Hrs)

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2017 – 2018)

UNIT V

The Consumer Protection Act, 1986

Rights and Remedies available to the Consumers-Shops and Establishment Act (12Hrs)

TEXT BOOK

- Kapoor, N.D, (2014), Elements of Mercantile Law, Sultan Chand and Sons.

REFERENCE BOOKS

- Bare Acts
- Mrs.S.Sumathi & Prof.P.Saravanel (2013) Legal Systems in Business, Himalaya Publications, 7th Edition
- Avatar Singh (Reprint 2008) Principles of Mercantile law, Eastern Book Co, India

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Moot court activity where students argue and defend imaginary cases
- Definition - reciting activity for the key terminologies
- Text reading on Intellectual Property Rights Act
- Case Study discussion on the Money Laundering Act, 2002
- Knowledge Sharing session on the Consumer Protection Act, 1986
- Treasure hunt for identifying legal terms
- Writing exercise for agreement creation
- Case Study discussion on the Indian Contract Act and Sale of Goods Act.
- Matching activity for the Acts and the years it was passed.
- Chapter Test

B.COM (Marketing Management)

**ALLIED III – ENTREPRENEURSHIP DEVELOPMENT AND SMALL BUSINESS
MANAGEMENT**

**Common to B.Com (Accounting & Finance), B.Com (Marketing
Management), B.Com (Corporate Secretaryship), B.B.A, B.Com(Honours)
& B.A ECONOMICS**

SUBJECT CODE: 15UMAN306	THEORY	100 MARKS
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CREDITS: 5

TEACHING HOURS: 75

YEAR / SEMESTER: II / III

COURSE OBJECTIVES:

- To present the various aspects of entrepreneurship for successful business venture
- To understand the key concepts and ideas to run family-owned business
- To apply theory into practice

UNIT I

Concept of Entrepreneurship

Entrepreneurship – Meaning, Types, Qualities of an Entrepreneur, Classification of Entrepreneurs - Factors influencing Entrepreneurship - Functions of Entrepreneur-Economic development and entrepreneurial growth (12 hrs)

UNIT II

Entrepreneurship process

Innovation & entrepreneurship

Idea generation- Business research and opportunity analysis,
Feasibility study - Marketing, Finance, Technology & Legal Formalities-Project appraisal,
Preparation of Project Report (12 hrs)

UNIT III

Steps for establishing a unit

Steps for Setting up a Business: Registration, Licensing, Funding, ownership structure and legal formalities, Entrepreneurship development & funding agencies (14 hrs)

UNIT IV

Family business management

Family-owned business-meaning, importance, types, history, pitfalls, succession issues. Strategies for improving family business performance, Professional Vs family entrepreneurs, Women inheritance- Women entrepreneurship (12 hrs)

UNIT V

Business plan

B-Plan writing- Meaning, process, detailing and contents of a B-plan, features of a good B-plan, Types of B-Plans (10 hrs)

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(Effective for the batch of candidates admitted in 2017 – 2018)

TEXT BOOK

- Jayashree Suresh, (Reprint 2017) Entrepreneurial Development, Margham Publications. Chennai-17, sixth Edition.

REFERENCE BOOKS

- Charantimath Poornima, (Reprint 2014.), Entrepreneurship Development-Small Business Enterprises Pearson Education, Seventh Edition
- Raj Shankar, (Reprint 2016), Entrepreneurship Theory and Practice, Vijay Nicole and Imprints Pvt. Ltd.
- Vasant Desai, (Reprint 2017). Dynamics of Entrepreneurial Development & Management Twenty Fourth Edition. Himalaya Publishing House. Mumbai
- E. Gordon & K. Natrajan (Reprint 2017) Entrepreneurship Development, Himalaya Publishing House, 2013
- Dr. C.B. Gupta & Dr. S.S. Khanka (Reprint 2014). Entrepreneurship And Small Business Management. Sultan Chand & Sons. Fifth Edition

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative; the faculty member can innovate)

- Flipped Classroom Activity on New Product Development
- Classroom brainstorming on idea generation and the procedure of setting up business.
- Conduct of the 'The Market Place - One day Mock Sandhai' to exhibit the entrepreneurial skills of students in 5 stages- Concept development & B Plan formulation, Product / service development, Promotion & Sales team dynamics, Cost sheet preparation and Reporting
- B Plan & Project Proposal preparation - Students to prepare a B Plan and proposal of any imaginary product / service of their choice
- Expert Speak – Guest Lecture on the topic 'Entrepreneurship skills'
- Think - Pair - Share activity on the traits of successful entrepreneurs
- Role play on any given entrepreneurial situation
- Case study analysis on the journey of any successful entrepreneur
- Written report - Students to submit a written report on the functioning of selected government institutions in promoting entrepreneurship
- Journey mapping - Students to trace the journey of any successful women entrepreneur
- Flash card game for identifying entrepreneurial traits and skills

B.COM (Marketing Management)

**ELECTIVE I – CHOICE BASED ELECTIVE
SPORTS MARKETING**

Common to B.Com (Accounting & Finance), B.Com (Marketing Management), B.Com (Corporate Secretaryship)

SUBJECT CODE: 17UCOM305	THEORY	100 MARKS
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CREDITS: 5

TEACHING HOURS: 75

YEAR / SEMESTER: II / III

Course objective:

- To understand basic concepts in building a strategic sports marketing plan.
- To manage the portfolios of sports personalities
- To understand the relevance and application of sports analytics

Unit I

Introduction to Sports Marketing

Meaning of Sports Marketing – Evolution and the special nature of Sports Marketing – Sports Industry model – Sports Marketing Mix – **Careers in Sports Marketing**

(15 Hrs)

Unit II

Sports Environment

Planning and organising sporting events – Role of Government in Sports – Sports as a tourism boost – Social Media in Sports

(10 Hrs)

Unit III

Sports Commerce

Managing Sports Brands – **Sponsorship, Corporate Partnerships, and the Role of Activation – Promotion and Paid Media** – Digital and broadcast media – Public Relations

(15 Hrs)

Unit IV

Managing Sports Personalities

Recruiting sportsmen – Diet and physical fitness of sportsmen – Sportsmen as celebrity endorsers – Management of ethical decision making in sports

(15 Hrs)

Unit V

Sports technology

Application of technology in sports – Basics of Sports Analytics - On-field and Off-field Sports analytics – **Application of sports analytics** – Strategic decision making – Evaluation of talent – The future of sports analytics.

(20 Hrs)

TEXT BOOKS

- Mullin, B. J., Hardy, S., & Sutton, W. A. (2014). Sport marketing (4th ed.). Champaign, IL: Human Kinetics. ISBN-13: 978-1-4504-2498-1.
- Melissa Jane, Johnson Morgan, Jane Summers (2015). Sports Marketing.

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2017 – 2018)

REFERENCE BOOKS (e Books)

- Eric C. Schwarz and Jason D. Hunter (2008). Advanced Theory and Practice in Sport Marketing, Elsevier Inc.
- David Shilbury, Hans Westerbeek, Shayne Quick and Daniel Funk (2009). Strategic Sport Marketing, 3rd Edition, Allen & Unwin Publication, UK
- Ken Kaser & Dotty Boen Oelkers (2017). Sports & Entertainment Marketing, 3e, Thomson
- John Beech and Simon Chadwick (2015). The Business of Sport Management, Pearson Education Limited
- Russell Hoyer, Aaron Smith, Matthew Nicholson, Bob Stewart & Hans Westerbeek, (2008). Sport Management, Principles and Applications, 2e. Elsevier Inc.

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative; the faculty member can innovate)

- Portfolio creation - Students choose a sport and promote a real or imaginary team by creating press releases, business cards and ads or commercials.
- **Game Changer - Classroom presentations on developing a comprehensive plan for managing a large-scale sports event including venue management, sponsorship, sports personality management and audience management.**
- Google Drawing activity - Groups to create a visually exciting sports event ticket of their choice. Vital information related to the event - day, date, location, name of event/ sports team and players name, seating information, and anything specifically related to the event should be mentioned.
- **Expert Speak - Guest lecture on the topic Sports Analytics**
- Concept mapping - Fantasy Stadium Project
- Students can find a place to build a new stadium in Google Earth and give 4 reasons for the selection. They will design a stadium and select a major sponsor to name the stadium and explain the naming process. They will also list out the benefit from collaborating with the sponsor.
- Knowledge sharing session on the role of the Indian Government in promoting Sports in India
- Diet Chart Designing - Students to design a diet chart for sports persons with regards to nutrition and health quotient
- Debate on sporting controversies in international sports and ethical issues hindering the sports industry

B.COM (Marketing Management)

CORE VIII – RETAIL MARKETING Common to B.Com(Marketing Management) & B.B.A

SUBJECT CODE: 14UCOM365	THEORY	100 MARKS
CREDITS: 4	TEACHING HOURS – 60 HRS	

YEAR / SEMESTER: II / IV

COURSE OBJECTIVES:

- To help the students to understand the challenges faced by managements worldwide, due to the boom in Consumerism.
- To use this as an effective mechanism to achieve best marketing results.

UNIT I

Introduction to Retail

Meaning - Evolution - Key factors in Indian Retail sector - Challenges - Theories of Retail Development, Retail Life cycle - Classification of Retail formats - Marketing Retail Equation - Retail as a Career (10 Hrs)

UNIT II

Retail Strategy and Planning

Retail value chain – Retail Franchising – Meaning, Types, Advantages & Disadvantages, Retail store locations, selection, tenant mix, Trade areas – Retail store Design & Visual Merchandising – Concept, Principles and Tools (12 Hrs)

UNIT III

Retail Merchandising

Role & Responsibilities of the Merchandiser and Buyer, buying for different types of Retail organization, Process of Merchandise Planning, Merchandise Sourcing, Retail Pricing – Concept, Elements, Determinants of Retail Price, developing a Pricing Strategy, Adjustments to Retail pricing - Selling and negotiation skills of the retailer. (15 Hrs)

UNIT IV

Supply Chain Management

Definitions, Need, Evolution of Supply Chain Management – Issues involved in Developing the supply Chain Management – Vendor Managed Inventory – Collaborative Planning Forecasting and Replenishment (CPFR) – Retail Logistics – Reverse Logistics (12 Hrs)

UNIT V

Emerging Trends in Retail Marketing

Application of Technology in retail – Online Shopping, Reducing the role of location – Use of Website and mobile in retailing (11 Hrs)

TEXT BOOK

- Swapna Pradhan (2016), Retail Management Text & Cases, 5th Edition, Tata Mc Graw hill Publication

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(Effective for the batch of candidates admitted in 2017 – 2018)

REFERENCE BOOKS

- David Gilbert (2018), Retail Marketing Management, 2nd Edition, *Pearson Education India*.
- Barry Berman, Joel R Evans, Patrali Chatterjee and Ritu Srivastava (2018), Retail Management: A Strategic Approach, 13th edition, *Pearson Education India*.

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative; the faculty member can innovate)

- 'Retail spaces' - Exhibition to demonstrate the concepts of selling, negotiation skills, retail logistics and applications of technology in retailing / retail store design and visual merchandising
- Discussions on different career opportunities in the retail sector and opportunities in retail franchising
- Mock App development for a retail product or service
- Role-play as a store retailers and franchisor for negotiation skills
- Decision-making tasks - Students to draft a mock franchise agreement for a fast-food giant waiting to enter the Indian Market and list the pros and cons of franchise business
- Knowledge sharing session on retail logistics in real-time situation
- Show and tell activity on the applications of e - tailing
- Journey Mapping - Students to trace the journey of an Indian Retail Giant
- Reflection paper writing exercise on the Indian Retail Sector
- Chapter Test

B.COM (Marketing Management)

CORE IX – INTERNATIONAL TRADE

Common to B.Com (Accounting & Finance), B.Com (Marketing Management), B.Com (Corporate Secretaryship) & B.Com(Honours)

SUBJECT CODE: 15UCOM333	THEORY	100 MARKS
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CREDITS: 4

TEACHING HOURS: 60

YEAR / SEMESTER: II / IV

COURSE OBJECTIVES:

- To introduce the students to basics of international trade
- To understand the role of various institutions in facilitating international trade

UNIT I

Introduction

Meaning, nature, features and importance of international trade, domestic vs. international trade, Theories of international trade – comparative cost advantage – modern theory of international trade, terms of trade. (12 Hrs)

UNIT II

International payments

Rate of exchange–meaning–determination–fixed vs.flexible rate of exchange, Balance of Payments – structure-BOT vs. BOP- equilibrium – disequilibrium-causes-corrective measures. (12 Hrs)

UNIT III

Trade policy

Free trade vs protection – advantages – disadvantages – importance, tariffs and quotas – effects – types of quotas – effects of quotas, exchange control – meaning – objectives – techniques – methods – merits and demerits (12 Hrs)

UNIT IV

International Institutions and international liquidity

IMF, IMF and international liquidity, The World Bank, International Financial Corporation (IFC), International Development Association (IDA), Euro – Dollar Market, UNCTAD, GATT, WTO (12 Hrs)

UNIT V

India's Foreign Trade

Foreign trade in India – value – composition – direction, India's BOP, Foreign Trade Policy, FEMA, India and WTO (12 Hrs)

TEXT BOOK

- D.M. Mithani, (2016), International Economics, Himalaya Publishing House, Mumbai

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(Effective for the batch of candidates admitted in 2017 – 2018)

REFERENCE BOOKS

- S. Sankaran, (2015), International Trade, Margham Publication
- H L Bhatia, (2006), International Economics, Vikas Publishing
- Francis Cherunilam, (2008), International Economics, McGraw Hill Publication.
- Misra and Puri, (2015) Indian Economy, 33rd edition, Himalaya Publishing House, Mumbai

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative; the faculty member can innovate)

- **Experiential learning - Trading Game Tic-Tac-Toe Tariff - Students simulate the trading of goods between countries and reflect on the challenges of trade between countries.**
- **Case study discussion on International Payments**
- Highlight key words, definitions and reciting terms, key terminologies, concepts and theories of International Trade and comparative cost advantage
- Video demonstration of the role played by various international institutions in the global business environment
- **Classroom discussion on Free Trade Policy**
- Debating and summarizing the advantages of India's Foreign Trade
- Reflection paper writing exercise on free trade and trade barriers in international business
- Chapter Test

B.COM (Marketing Management)

CORE X – CREATIVE ADVERTISING

SUBJECT CODE: 14UMED318	THEORY	60 MARKS
SUBJECT CODE: 14UMED318P	PRACTICAL	40 MARKS

CREDITS: 4

TEACHING HOURS: 60 HOURS

YEAR / SEMESTER: II / IV

THEORY: 45 HOURS

PRACTICAL: 15 HOURS

COURSE OBJECTIVES:

- To increase the understanding of the communication process.
- To focus on important issues in planning and evaluating integrated marketing communications.
- To understand the applications of appropriate theories and tools to plan, develop, and evaluate marketing communications.
- To give hands-on experience with constructing a complete advertising plan

UNIT I

Advertising Objectives & Message

Introduction to Advertising – Definition, Nature, scope – Types of Advertising – Functions and benefits of Advertising – History of Advertising

Traditional vs. Nontraditional Advertising – Careers in advertising (10 Hrs)

UNIT II

Advertising Research

Advertising planning & Decision making

Media Planning – Choice, Reach, Frequency, Media Classes, Vehicles and Schedules

Modern advertising agencies – Structure, Functions, Client – Agency relationship

Media budgeting – Methods (10 Hrs)

UNIT III

Advertising & Society

Ethics, Regulations and Social Responsibilities – Taste and Advertising

Stereo typing in Advertising – Women in advertisement, racial and ethnic stereotypes,

Advertising to children.

Legal aspects of Advertising – Advertising controversial products & its legal aspects

(10 Hrs)

UNIT IV

Campaign Planning

Campaign planning, objectives and basic principles – Factors influencing the planning of advertising campaign – Campaigning a new product

Ad copy writing – Effective copy, Writing for different media – Print, Radio, Television and

Web

(15 Hrs)

UNIT V

(PRACTICAL COMPONENT – Creation of an advertisement campaign for an imaginary product / service – Creative Evaluation)

Creative Advertising Creation & Message Execution

Creative side of the Advertising – Creative brief, Creative concept, Strategy and Creativity

Ad designing and production – Role of photography, Illustration & Drawings in Advertising,

Layout and designs – Stages, Principles

Art direction for television – Print production – Broadcast production – Web designing

(15 Hrs)

TEXT BOOKS

- Rajeev Batra, John G. Myers & David A. Aaker (2018). Advertising Management, 5th Edition. Pearson Education
- Kenneth E. Clow & Donald E. Baack (2018). Integrated Advertising, Promotion and Marketing Communications, 6th Edition, Pearson Education
- Frank Jefkins (2018), Advertising, 4th Edition, Pearson Education
- Roger Baron & Jack Z. Sissors (2018). Advertising Media Planning, 7th Edition, TATA McGraw-Hill Education

REFERENCE BOOK

- William D. Wells, John Burnett & Sandra Moriarty (2018), Advertising : Principles and Practice , 10th edition, Pearson Education

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative; the faculty member can innovate)

- Classroom debate on famous ad campaigns and group wise analysis of the media planning process of the ads and the budget considerations.
- Documentary screening and discussion on advertising campaign planning and ad copywriting
- Notice board activity on Global advertising campaigns.
- Think - Pair - Share activity on the portrayal of women and children in advertisements
- Knowledge sharing session on the laws governing the Indian Advertisement sector and its implications
- Video Screening of famous ad campaigns for critical analysis
- Ad Logistics - Ad campaign creation for an imaginary brand in any three media formats to enhance the practical applications of creative advertising techniques.
- Scavenger hunt on the key terminologies of Media Planning and Media Budgeting
- Role-play to enact a situation involving the client and agency in the briefing stage of campaign planning.
- Multiple choice tests on the important concepts of creative advertising.
- Report writing and documentation on creating innovative ads to enhance the customer experience and engagement

B.COM (Marketing Management)

ALLIED IV – BRAND MANAGEMENT

SUBJECT CODE: 17UMAN304	THEORY	100 MARKS
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CREDITS: 5

TEACHING HRS: 75 HRS

YEAR / SEMESTER: II / IV

COURSE OBJECTIVES:

- To provide a comprehensive overview of brand management and new product development.
- To identify and describe current brand management concepts, theories, thought, and significant trends
- To understand the basic knowledge and tools for success as a product manager, brand manager and a product development manager.

UNIT I

Understanding Brands

Introduction to Brands – What is a Brand – Brands Vs Products – Types of brands – Functions of branding – Brand attributes – Significance of branding to consumers & firms – Brand names (15 Hrs)

UNIT II

Brand Building

Brand Awareness –Types of Brand Awareness, Brand Image – Types of Associations, Brand Identity, Brand Personality – Steps of brand building – Defining and establishing brand values – Brand knowledge, Brand portfolios and market segmentation (17 Hrs)

UNIT III

Brand Positioning

Identifying and establishing brand positioning – Brand Leveraging and Brand Performance – Creating Core Brand Values – Building Branding Strategies – Brand Extensions, Brand Licensing, Franchising and Global Branding (15 Hrs)

UNIT IV

Managing Brands

Brand equity – Customer based brand equity – Sources of brand equity – Measuring sources of brand equity and consumer mindset – Establishing a brand equity management system, Co-branding – Brand Rejuvenation and Re launch (13 Hrs)

UNIT V

The New Business Environment

The new competitive environment and branding – Designing & Sustaining Branding Strategies – Packaging design and branding for the consumer – Celebrity endorsements – Luxury brands (15 Hrs)

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(Effective for the batch of candidates admitted in 2017 – 2018)

TEXT BOOKS

- S.A.Chunawalla (2018), Compendium of Brand Management. 5th Edition. Himalaya Publishing House
- Kevin Lane Keller, Ambi M. G & Parameswaran (2018). Strategic Brand Management: Building, Measuring and Managing Brand Equity, Pearson Publication

REFERENCE BOOKS

- K. Sasikumar & K.S. Chandrasekar (2015) Brand Management Practices - Issues and Trends, Himalaya Publishing House
- Niraj Kumar & Mr. Paras Tripathi (2015) Brand Management. Himalaya Publishing House

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative; the faculty member can innovate)

- Classroom discussion and Ice breaker session – Tracing a brand's journey and analyzing its strength / equity among its customers segments and brand building strategies undertaken by major Indian brands to build sustainable portfolios.
- Case study discussion on franchise brands in India and their strategies to enter markets
- Total Recall - Students to analyse the brand rejuvenation and relaunch strategies undertaken by famous Indian brands
- A great big brand role play - Student to identify the muddiest point a brand experienced and recreate a scenario for rectifying the brand's mistake
- Just a minute flash card game - Students identify Brand names with the logos
- Matrix activity for creating the portfolios of any five existing successful brands.
- Brand Paths - Group activity to design the brand strategy for an imaginary product / service and do a detailed classroom presentation of the same.
- Learning exercise for brand management versus short-term profits - Students need to review a seemingly successful and profitable burger chain and the strategies it adopted
- Chapter Test

B.COM (Marketing Management)

ELECTIVE II - INTERDISCIPLINARY ELECTIVE

TOURISM MANAGEMENT

SUBJECT CODE: 11UELE302Q	THEORY	60 MARKS
SUBJECT CODE: 11UELE302QP	PRACTICAL	40 MARKS

CREDITS: 5

TEACHING HOURS: 75 HOURS

YEAR / SEMESTER: II / IV

THEORY: 60 HOURS

PRACTICAL: 15 HOURS

UNIT I - INTRODUCTION

Definition of Tourism Management – Need for tourism management – Factors influencing the growth of tourism – Effects of tourism – Tourism marketing – Tourism industry in India and abroad (15 Hrs)

UNIT II – TOURISM PLANNING

Tourism product planning and development – User’s profile – Tourism life study styles – Market segmentation (15 Hrs)

UNIT III – MARKETING OF TOURISM

Tourism product strategy – Tourism Pricing strategy – Tourism promotion strategy – Tourism distribution strategy (15 Hrs)

UNIT IV – TYPOLOGY OF TOURISM

Typology of tourism – Different kinds of tourism – educational, religious, medical, entertainment, cultural, heritage, sports and adventurous tourism (15 Hrs)

UNIT V – TOURISM ORGANISATIONS

ITDC – World Tourism Organisation (WTO) - **Role of travel agents and Employment opportunities** (15 Hrs)

TEXT BOOK:

- S.M.Jha (Revised edition 2015), “Tourism marketing”, Himalaya Publishing House

REFERENCE BOOK:

- Roy A. Cook, Laura Stale, Joseph J Margua (3rd Edition), Tourism: The Business of Travel, Pearson Education

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(Effective for the batch of candidates admitted in 2017 – 2018)

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the faculty member can innovate)

- **Discussions on role of travel agents and employment opportunities**
- Mockup Activity - Students to design a destination image campaign for the projection of the Indian Tourism Industry
- Just a Minute - Quiz on tourism marketing mix
- Group Discussion on the cultural features of various countries and its people
- Case study of local tourism development of any Indian tourist location
- **Incredible India Campaigns - Class room group presentations on the typology of tourism available in India and the promotion techniques adopted by the Government to project India as a global tourist destination**
- Show and Tell activity - Students can bring a souvenir they would like to talk about. This souvenir should be from their home country or a place they have recently visited.
- Scrap book creation on the cultural features of various countries and its people
- Chapter Test

**Choice Based Credit System
Course of Study for the batch of
Candidates admitted in 2016 – 2017**

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2016 – 2017)

B.Com (Marketing Management)

CORE XI – ELEMENTS OF COST ACCOUNTING
Common to B.Com (Accounting & Finance), B.Com (Marketing Management) & B.Com (Corporate Secretaryship)

SUBJECT CODE: 14UCOM347	THEORY	80 MARKS
SUBJECT CODE: 14UCOM347P	PRACTICAL	20 MARKS

CREDITS: 4

TEACHING HOURS: 60

THEORY: 40

PRACTICALS: 20

YEAR / SEMESTER: III / V

COURSE OBJECTIVES

- To understand the computation aspects of the various elements of cost and the methods of costing.
- To facilitate the students to be aware of computation of cost related to products and services.

UNIT I

Nature and Scope of Cost Accounting

Cost analysis, concepts and Classifications. Installation of costing systems, cost centers and profit centers. **Cost sheets, tenders and quotations** - Reconciliation of Cost and Financial Accounts. (6 Hrs)

UNIT II

Material and Labour Costing

Material purchase control, Level, aspects, need and essentials of material control, Stores control, Stores Department. EOQ, Stores records, ABC analysis, VED analysis, Material costing, Issue of materials - FIFO, LIFO, WAM, Market price, and Standard price method. (As per AS-2)

Labour cost - Computation and control, Time keeping, basic wage payment calculation, Idle time and over time. Labour turnover, Causes and Effects of labour Turnover (8 Hrs)

UNIT III

Overheads Costing

Classification, Allocation, Apportionment and Absorption, Accounting and control of overheads, Manufacturing, Administration, Selling and Distribution. (Primary and Secondary Distribution). Machine Hour Rate (excluding over & under absorption), Activity based costing, Accounting and control of overheads (8 Hrs)

UNIT IV

Different methods of costing

Methods of costing -Job, Batch, Contract costing. (With escalation Clause). Transport Costing (8 Hrs)

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2016 – 2017)

UNIT V

Process costing

Normal loss - Abnormal loss – Abnormal gain - Equivalent production - Joint Products and By – Products - Methods – Terminologies - Spoilage, Wastage, Scrap, Defective

(10 Hrs)

PROBLEMS IN ALL UNITS: PROBLEM: THEORY - 80:20

TEXT BOOK

- T.S. Reddy & Hari Prasad Reddy (2018) Cost Accounting and Management accounting, 4th Edition, Margham Publications. Chennai-17

REFERENCE BOOKS

- Jain S.P. and Narang K.L. (Reprint 2017). Cost Accounting.10th Edition. Kalyani Publishers. New Delhi.
- Khanna B. S., Pandey I.M., Ahuja G.K., and Arora M.N. (2011). Practical Costing. 5th Edition. S. Chand & Co. New Delhi
- Saxena and Vashist (2010) Cost Accounting. 5th Edition. Sultan Chand & Sons. New Delhi.

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative; the faculty member can innovate)

- MCQ solving and Chit based activity on cost sheets, tenders and Quotations
- Accounting Live Lab - Practical training in Tally software relating to creation of Stock Group, Cost Centers and Cost Categories
- Report writing and documentation on Transport costing
- Matching activity on basic concepts of costing
- Self-evaluation assignments on Process Costing
- Labeling activity on overhead Costing
- Listing activity on types of Labour calculation
- Classroom discussion on methods of Costing and Process Costing
- Matrix Activity on the advantages and disadvantages of the various costing methods
- Memory Game - Identifying terms and explaining the term in detail
- Chapter Test

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2016 – 2017)

B.Com (Marketing Management)

CORE XI – ACCOUNTING SOFTWARE II – PRACTICAL

PRACTICAL: 20 Hrs

UNIT I

Masters Inventory: Understanding Inventory, Integrating Accounts and Inventory.

UNIT II

Stock Group and Categories: Stock group Godown and Locations, Stock Category, Units of Measure, Stock Items, Manual Stock Valuation without Inventory.

UNIT III

Purchase Order Processing: Purchase Order Process, Purchase Order Voucher, Receipt Note (Inventory).

UNIT IV

Cost Centers and Cost Categories: Understanding Cost Centers, Cash Book and Bank Book, Stock Transfer Report, Negative Stock Report.

UNIT V

Financial Reports: Working Capital, Cash Flow and Fund Flow Statements.

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2016 – 2017)

B.Com (Marketing Management)

CORE XII – MARKETING RESEARCH AND CONSUMER BEHAVIOUR

SUBJECT CODE: 14UMAN316	THEORY	60 MARKS
SUBJECT CODE: 14UMAN316P	PRACTICAL	40 MARKS

CREDITS: 4
YEAR / SEMESTER: III / V

TEACHING HOURS – 60 Hrs
THEORY: 50
PRACTICAL: 10

COURSE OBJECTIVES:

- To understand the process and role of marketing research in managerial decision making.
- To acquire knowledge about various external and internal factors shaping up consumer purchase.
- To develop abilities to apply consumer behavior concepts to marketing problems those are likely to involve consumer and identity implications.

UNIT I

Introduction to marketing research

Marketing Research: Nature and Scope of Marketing Research – Marketing Research as an aid to Marketing Decision Making, Scientific Method – Research Design, exploratory, descriptive and conclusive research – Marketing Research procedure – Secondary and Primary methods of data collection, questionnaire construction procedure, application of sampling techniques, analysis and reporting of data (15 Hrs)

UNIT II

Application of marketing research

Application of Marketing research: Motivation, advertising, product and sales control (10 Hrs)

UNIT III

Introduction to consumer behaviour

Consumer Behaviour: Models of consumer behaviour, market segmentation for understanding consumers (10 Hrs)

UNIT IV

Environmental influences on consumers

Environmental Influences on consumers: Culture; Social class; Family; Personal influence and Opinion leadership (10 Hrs)

UNIT V

Individual determinants of consumer behaviour

Individual Determinants of Consumer Behaviour: Motivation and Involvement; Information Processing; learning personality and self-concept; Attitude theories and change Consumer Decision Processes: Problem recognition; search and evaluation; purchasing; post purchase behavior (15 Hrs)

PROJECT – 40 MARKS

Conduct a survey-based project and present a Project Report

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2016 – 2017)

TEXT BOOKS

- Suja R Nair (2016). Consumer Behaviour and Marketing Research, *Himalaya Publishing House*
- David Loudon and Albert J Della Bitta (2010 Reprint), Consumer Behavior, 4th edition., *Tata McGraw Hill*
- Joseph F. Hair, Jr, Mary Wolfinbarger, Arthur H Money, Phillip Samouel, Michael J Page (2015) Essentials of Business Research Methods, *Tata McGraw Hill*
- Ghauri (2011), Research Methods in Business Studies – A Practical Guide, 3/e, *Pearson Education*

REFERENCE BOOKS

- Leon G. Schiffman, Joseph Wisenblit & S. Ramesh Kumar (2018). Consumer Behavior, 11th Edition. *Pearson Education*
- Michael R. Solomon (2018). Consumer Behavior: Buying, Having, and Being, 11th Edition. *Pearson Education*
- Donald R Cooper & Pamela S Schindler (2015). Marketing Research, Special Indian Edition. *Tata McGraw Hill*

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative; the faculty member can innovate)

- **Expert Speak – Guest Lecture on Product Marketing Research**
- Simulation learning for the application of Market Research.
- Multiple choice test on the topic the key terminologies for Consumer Behaviour
- Group discussion on the environmental influences on the consumers.
- Consumer profiling and portfolio creation for any brand of the student's choice
- **Classroom Presentations on the applications and influence of marketing techniques on Consumer Behaviour**
- Just a Minute - Summarizing the steps involved in the research process.
- **Marketing Live Lab - Hands on practical session on Questionnaire preparation, tabulation, coding, and primary data analysis. Application of MS Excel software tools that can be used for marketing research - Diagrammatic representation, Percentage analysis, Chi-Square, range analysis, Regression etc., report writing and presentation of research report**
- Mind Mapping activity to trace the cultural influences on consumer purchase intentions.
- Knowledge sharing activity on types of opinion leaders
- Chapter Test

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2016 – 2017)

B.Com (Marketing Management)

CORE XIII – INTEGRATED MARKETING COMMUNICATION

SUBJECT CODE: 14UCOM354	THEORY	100 MARKS
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CREDITS: 4

TEACHING HOURS – 60 Hrs

YEAR / SEMESTER: III / V

COURSE OBJECTIVES:

- To familiarize the students with concepts and practices in marketing communication.
- To learn various communication tools and its effectiveness in contemporary time
- Draw a lesson from that knowledge for better integration various marketing communication tools.
- Bring out creative ideas for effective marketing communication.

UNIT I

Communication objectives

Communication objectives – Target, Task and Theme – Theories of communication – Attitude formation — Communication mix – Elements of communication mix – Modeling consumer behaviour: AIDA – Relationship between Study of Consumer’s Behaviour and IMC Plan
(10 Hrs)

UNIT II

Introduction to IMC

Meaning and role of IMC in Marketing process – One voice communication v/s IMC – Introduction to IMC tools – Concept and the process – Marketing Communication Mix – The value of IMC plans
(10 Hrs)

UNIT III

Developing the IMC programme

Planning and development of creative marketing communication – Creative strategy in implementation and evaluation of IMC – Types of appeals and execution styles – Media planning and selection decisions – Steps involved and information needed for media planning – Measuring communication effectiveness and control
(15 Hrs)

UNIT IV

IMC promotional tools

Database and Direct Response Marketing – Sales Promotions – Advertising – E-active Marketing – Public relations and corporate image - branding, packaging and merchandising – Nature and role of public relations – Planning and managing public relations – Sponsorship Programs
(15 Hrs)

UNIT V

Social implications of marketing communication

Moral and Ethical Issues in Marketing Communication –The future of marketing communications – Research in marketing communications – Interactivity in marketing communications – Key international marketing communication issues.
(10 Hrs)

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2016 – 2017)

TEXT BOOKS

- Kenneth E. Clow & Donald E. Baack (2018), Integrated Advertising, Promotion and Marketing Communications, 6th edition, *Pearson Publication*
- George E Belch, Michael A Belch and Keyoor Purani (2015), Advertising And Promotion : An Integrated Marketing Communications Perspective (SIE), 9th Edition, Tata McGraw-Hill

REFERENCE BOOKS

- Philippe Malaval, Marie-Helene Abbo, Muneesh Kumar and Jean-Marc Decaudin (2018). Integrated Marketing Communication: Pentacom, 4th edition, *Pearson Publication*
- Kruti Shah (2015), Advertising and Integrated Marketing Communication. 1st Edition, Tata McGrawhill

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative; the faculty member can innovate)

- Classroom presentation of the Integrated Marketing Communications Campaign undertaken by famous brands.
- Listing activity for the IMC promotional tools and activities
- Expert Speak – Guest Lecture on the IMC tools - ‘Digital Marketing and Big Data’
- IMC Tool Box creation - Students to develop and create an IMC Tool Box for any global brand of their choice
- Short answer test on IMC related concepts
- Think - Pair - Share activity - Students discuss IMC promotion tools that brands have adopted and also give a proposal to the brands to enhance consumers interaction in the future.
- Knowledge sharing session on international IMC programs adopted by global brands
- Discussion on the social implication and ethical issues relating to Marketing Communication with real-times examples
- Concept mapping activity for Media Planning and Selection Decisions.
- Chapter Test

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2016 – 2017)

B.Com (Marketing Management)

CORE XIV– SERVICES MARKETING

SUBJECT CODE: 14UMAN322	THEORY	100 MARKS
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CREDITS: 4

TEACHING HRS: 60 HRS

YEAR / SEMESTER: III / V

COURSE OBJECTIVES:

- To understand the tangible and intangible services of the product
- To implement the above said services to the existing market conditions

UNIT I

Introduction

Marketing of Services: Introduction and growth of the service sector – The concept of services – Characteristics of services – Classification of services – **Designing of the service – Blueprinting using technology** – Developing human resources – Building service aspirations
(10 Hrs)

UNIT II

Marketing mix in service marketing

The seven Ps: Product decision, Pricing strategies and tactics, Promotion of service and Distribution methods for services – Additional dimension in services marketing - People, Physical evidence and Process
(15 Hrs)

UNIT III

Effective management of service marketing

Marketing demand and supply through capacity planning and segmentation – Internal marketing of services – External versus internal orientation of service strategy
(10 Hrs)

UNIT IV

Service quality & quality gap

The customer expectations versus perceived service gap – Quality gaps – Factors and techniques to resolve this gap – Quality standards, factors and solutions – **External communication to the customers – Developing appropriate and effective communication about service quality – Customer relationship management**
(10 Hrs)

UNIT V

Marketing of service

Marketing of Service with special reference to:
1.Financial services 2.Health services 3.Hospitality services including travel, hotels and tourism, 4.Professional service 5.Public utility service 6.Educational services
(15 Hrs)

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2016 – 2017)

TEXT BOOK

- Vasanti Venugopal & V.N. Raghu (2017), Services Marketing, Himalaya Publishing House
- Dr.L.Natarajan (2015) Services Marketing., *Margham Publishers*, Chennai

REFERENCE BOOKS

- Jochen Wirtz, Jayanta Chatterjee & Christopher Lovelock (2018), Services Marketing: People, Technology, Strategy, 8th Edition, Pearson Publication.
- K. Rama Mohana Rao (2018). Services Marketing, 2nd edition. Pearson Publication.

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Expert Speak – Guest Lecture on Relationship Marketing Strategies
- Service Delight - Magazine compilation of a pre-determined service industry in India highlighting the types of services provided by them and the quality of service
- Time Out - Presentations on tracing and developing service blueprint for any service industry in India
- Writing exercise and documentation on the service experience provided by any service provider of the student's choice and listing how the service experience can be improved in the future.
- Group discussion on Managing Service Promises
- Think - Pair - Share activity on the five dimensions of service quality for any service brand
- Matrix activity on service gaps and strategies adopted to close the gap
- Knowledge sharing session on the services offered by the following sectors in India: 1. Health care 2. Financial Services 3. Tourism 4. Telecommunication 5. Professional Services
- Chapter Test

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2016 – 2017)

B.Com (Marketing Management)

ELECTIVE III – BRAND MANAGEMENT

SUBJECT CODE: 14UMAN313	THEORY	100 MARKS
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CREDITS: 5

TEACHING HRS: 75 HRS

YEAR / SEMESTER: III / V

COURSE OBJECTIVES:

- To provide a comprehensive overview of brand management and new product development.
- To identify and describe current brand management concepts, theories, thought, and significant trends
- To understand the basic knowledge and tools for success as a product manager, brand manager and a product development manager.

UNIT I

Understanding Brands

Introduction to Brands – What is a Brand – Brands Vs Products – Types of brands – Functions of branding – Brand attributes – Significance of branding to consumers & firms – Brand names (15 Hrs)

UNIT II

Brand Building

Brand Awareness –Types of Brand Awareness, Brand Image – Types of Associations, Brand Identity, Brand Personality – Steps of brand building – Defining and establishing brand values – Brand knowledge, **Brand portfolios** and market segmentation (17 Hrs)

UNIT III

Brand Positioning

Identifying and establishing brand positioning – Brand Leveraging and Brand Performance – Creating Core Brand Values – Building Branding Strategies – Brand Extensions, Brand Licensing, **Franchising and Global Branding** (15 Hrs)

UNIT IV

Managing Brands

Brand equity – Customer based brand equity – Sources of brand equity – Measuring sources of brand equity and consumer mindset – **Establishing a brand equity management system,** Co-branding – Brand Rejuvenation and Re launch (13 Hrs)

UNIT V

The New Business Environment

The new competitive environment and branding – **Designing & Sustaining Branding Strategies – Packaging design and branding for the consumer** – Celebrity endorsements – Luxury brands (15 Hrs)

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2016 – 2017)

TEXT BOOKS

- S.A.Chunawalla (2018), Compendium of Brand Management. 5th Edition. Himalaya Publishing House
- Kevin Lane Keller, Ambi M. G & Parameswaran (2018). Strategic Brand Management: Building, Measuring and Managing Brand Equity, Pearson Publication

REFERENCE BOOKS

- K. Sasikumar & K.S. Chandrasekar (2015) Brand Management Practices - Issues and Trends, Himalaya Publishing House
- Niraj Kumar & Mr. Paras Tripathi (2015) Brand Management. Himalaya Publishing House

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative; the faculty member can innovate)

- Classroom discussion and Ice breaker session – Tracing a brand's journey and analyzing its strength / equity among its customers segments and brand building strategies undertaken by major Indian brands to build sustainable portfolios.
- Case study discussion on franchise brands in India and their strategies to enter markets
- Total Recall - Students to analyse the brand rejuvenation and relaunch strategies undertaken by famous Indian brands
- A great big brand role play - Student to identify the muddiest point a brand experienced and recreate a scenario for rectifying the brand's mistake
- Just a minute flash card game - Students identify Brand names with the logos
- Matrix activity for creating the portfolios of any five existing successful brands.
- Brand Paths - Group activity to design the brand strategy for an imaginary product / service and do a detailed classroom presentation of the same.
- Learning exercise for brand management versus short-term profits - Students need to review a seemingly successful and profitable burger chain and the strategies it adopted
- Chapter Test

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2016 – 2017)

B.Com (Marketing Management)

CORE XV – ELEMENTS OF MANAGEMENT ACCOUNTING
Common to B.Com (Accounting & Finance), B.Com (Marketing Management) & B.Com (Corporate Secretaryship)

SUBJECT CODE: 16UCOM302	THEORY	100 MARKS
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CREDITS: 4

TEACHING HOURS: 60

YEAR / SEMESTER: III / VI

COURSE OBJECTIVES:

- To enable the students to understand about the operations of funds in business
- To pave way for future financial decision makers

UNIT I

Introduction to Management Accounting

Meaning, scope, importance and limitations, Management Accounting vs. Cost Accounting - **Analysis and Interpretation of Financial Statements**, Comparative Statements, Common Size Statements and Trend Analysis. (10 Hrs)

UNIT II

Ratio Analysis

Classification of ratios – Liquidity, Profitability and Turnover ratios. (10 Hrs)

UNIT III

Funds And Cash Flow Analysis

Funds flow and Cash flow statements (As per AS-3) (15 Hrs)

UNIT IV

Budgets

Classification of budgets – Sales, Production, Production Cost, materials, labour Overheads, Preparation of Cash Budget, Receipts & Payments Method, P&L Method & Balance Sheet Method, Fixed and Flexible budget.

Marginal Costing

Decision making analysis, Key Factor, Make or Buy, Product Mix & Sales Mix, Discontinuance of product line, Change Vs. Status Quo, Shutdown or continue, expand or contract, Equipment replacement, idle capacity utilization, exploring foreign market, exploring new market. (15 Hrs)

UNIT V

Variance

Standard costing and Variance analysis. (10 Hrs)

PROBLEMS IN ALL UNITS. PROBLEM: THEORY - 80:20

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2016 – 2017)

TEXT BOOK

- Reddy,T,S. & Hari Prasad Reddy (2017), Management Accounting, Margham Publications. Chennai-17,5th Revised Edition2014, Reprint 2015

REFERENCE BOOKS

- Jain S.P. &Narang K.L. (2018) Cost and Management Accounting, Kalyani publications 15th Edition
- Dr.S.N.Maheswari, (2013) Cost and Management Accounting, Sultan Chand and sons publications, 14th Edition, Reprint 2013

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative; the faculty member can innovate)

- Critical thinking and problem-solving activity - Students to take balance sheet of a company and analyse different ratios and cash flows
- Class presentation on the different types of Budgets
- Just a minute - Classroom Quiz and Crossword solving for problems based on decision making
- Compare and contrast Funds flow and Cash flow statements
- Labelling activity on the various classifications of budgets
- Matching activity for Ratio Analysis and Decision-Making Analysis
- Decision making tasks - Developing the financial structure for an e-Shop
- Matrix analogies activity to compare Cost, Management and Financial Accounting
- Think - Pair - Share activity for analyzing differences between actuals and budgeted statements based on standard costing and variance analysis
- Chapter Test

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2016 – 2017)

B.Com (Marketing Management)

CORE XVI – RETAIL MARKETING

Common to B.Com(Marketing Management) & B.B.A

SUBJECT CODE: 14UCOM365	THEORY	100 MARKS
CREDITS: 4	TEACHING HOURS – 60 HRS	

YEAR / SEMESTER: III / VI

COURSE OBJECTIVES:

- To help the students to understand the challenges faced by managements worldwide, due to the boom in Consumerism.
- To use this as an effective mechanism to achieve best marketing results.

UNIT I

Introduction to Retail

Meaning - Evolution - Key factors in Indian Retail sector - Challenges - Theories of Retail Development, Retail Life cycle - Classification of Retail formats - Marketing Retail Equation - Retail as a Career (10 Hrs)

UNIT II

Retail Strategy and Planning

Retail value chain – Retail Franchising – Meaning, Types, Advantages & Disadvantages, Retail store locations, selection, tenant mix, Trade areas – Retail store Design & Visual Merchandising – Concept, Principles and Tools (12 Hrs)

UNIT III

Retail Merchandising

Role & Responsibilities of the Merchandiser and Buyer, buying for different types of Retail organization, Process of Merchandise Planning, Merchandise Sourcing, Retail Pricing – Concept, Elements, Determinants of Retail Price, Developing a Pricing Strategy, Adjustments to Retail pricing - Selling and negotiation skills of the retailer. (15 Hrs)

UNIT IV

Supply Chain Management

Definitions, Need, Evolution of Supply Chain Management – Issues involved in Developing the supply Chain Management – Vendor Managed Inventory – Collaborative Planning Forecasting and Replenishment (CPFR) – Retail Logistics – Reverse Logistics (12 Hrs)

UNIT V

Emerging Trends in Retail Marketing

Application of Technology in retail – Online Shopping, Reducing the role of location – Use of Website and mobile in retailing (11 Hrs)

TEXT BOOK

- Swapna Pradhan (2016), Retail Management Text & Cases, 5th Edition, Tata Mc Graw hill Publication

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2016 – 2017)

REFERENCE BOOKS

- David Gilbert (2018), Retail Marketing Management, 2nd Edition, *Pearson Education* India.
- Barry Berman, Joel R Evans, Patrali Chatterjee and Ritu Srivastava (2018), Retail Management: A Strategic Approach, 13th edition, *Pearson Education* India.

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative; the faculty member can innovate)

- E-Shop - Group activity on developing a 'Retail App' on a pre-determined retail product/service
- Classroom discussion and knowledge sharing session on different emerging retail careers and the dynamics of retail logistics
- Show and tell on how to use a website and mobile in retailing
- Ice Breaker Session - Instant class activity on creating a store design with any material / stationery available in the campus
- Formulate and plan a franchise for a product that is existing in the market. The franchise plan will be a competitive product or service that is already in the market. Explain the pros and cons of your product or service and how your product or service is unique.
- Reflection paper writing exercise on the Indian Retail Sector
- Think - Pair - Share activity on the applications of retail logistics in real-time situations.
- Role-play as a store retailers and franchisor for negotiation skills
- Mall Visit - Students can visit any shopping mall in Chennai City and observe the different store layouts and visual merchandising designs.

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2016 – 2017)

B.Com (Marketing Management)

CORE XVII – BUSINESS TAXATION
Common to B.Com (Accounting & Finance), B.Com (Marketing Management), & B.Com (Corporate Secretaryship)

SUBJECT CODE: 15UCOM331	THEORY	100 MARKS
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CREDITS: 4

TEACHING HOURS: 60

YEAR / SEMESTER: III / VI

COURSE OBJECTIVES:

- To facilitate the students to understand the impact of GST on Indian Economy.
- To enable the students to comprehend the Overview of GST

UNIT – I

Overview of GST

Overview of GST-CGST, IGST & SGST/UGST-Concept of destination based Consumption tax-Dual levy-IGST Model (12 hrs)

UNIT – II

Levy and Registration

Levy and Registration-Levy of GST-Registration of dealers under GST-Supply-Meaning and scope of supply of goods and services (15 Hrs)

UNIT – III

Place, Time and Value of Supply

Place of supply-Time of supply-Valuation-Input tax credit (13 Hrs)

UNIT – IV

GST records and returns

GST records and returns-Tax invoice-Invoice rules - **Filing of returns** – matching of Input tax credit-Types of returns- GSTN-Overview of technology framework enabling GST (10 Hrs)

UNIT – V

Customs Act 1962

Customs duty, Types of duties, Baggage rules, Computation of assessable value and duty (10 Hrs)

REFERENCE BOOKS

- Reference Material
- Dr. Vinod K Singhania and Dr. Monica Singhania, Students Guide to Income Tax including GST (59th Edition) 2018 – 19

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2016 – 2017)

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative; the faculty member can innovate)

- Classroom discussion on filing of GST returns
- Labeling Activity on CGST, SGST and UTGST
- Just a Minute - Class quiz on implications of GST
- Listing Activities on types of Customs Duties
- Discussion on case laws relating to baggage rules in customs act
- Matching Activity for Time and Place of Supply
- Think - Pair - Share activity on the concepts of Custom Act, 1962
- Multiple Choice test on the key taxation Definitions and terminologies.
- Brainstorming session on advantages and disadvantages of the new tax system
- Knowledge Sharing session on Baggage duties
- Expert Talk - Guest Lecture on the GST Act
- Show and Tell Activity on GST Returns
- Chapter Test

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2016 – 2017)

B.Com (Marketing Management)

CORE XVIII – INTERNATIONAL MARKETING

SUBJECT CODE: 14UMAN319	THEORY	100 MARKS
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CREDITS: 4

TEACHING HRS: 60 HRS

YEAR / SEMESTER: III / VI

COURSE OBJECTIVES:

- To facilitate understanding of the nature, structure, and distinct characteristics of international marketing
- To develop insights into how differences in global economic, cultural, social, political, and legal environments can affect marketing decisions.
- To develop knowledge and skills to analyze cross-cultural variables and their impact on international marketing.
- To develop ability to adapt marketing strategies to specific national market needs and constraints.

UNIT I

Introduction

International marketing – introduction – differences in domestic and international markets – stages - orientations – motivating factors, – theories of international trade – absolute cost differences – comparative cost differences – factor endowments, rate of exchange – determination- fluctuations – fixed vs. floating rates, entry strategies (15 Hrs)

UNIT II

International marketing environment

Economic environment – growth and development – trade barriers – trade blocs – globalisation and WTO

Social and cultural environment – demographic features – elements of culture and cultural dynamics

Political and legal environment – types of governments and political economic systems, international legal frameworks and systems – dispute settlement processes (10 Hrs)

UNIT III

International markets

International market classifications – country analysis and selection – marketing research and assistance – institutions assisting international marketing – IBRD – IMF – ADB – EXIM Bank (10 Hrs)

UNIT IV

International marketing mix

International marketing mix – product strategies – pricing for international marketing - export pricing, international distribution – channel selection and management, international promotion. (15 Hrs)

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(Effective for the batch of candidates admitted in 2016 – 2017)

UNIT V

Risks and procedures

Risks in international marketing – Types – Management of risks

Export and import procedures and documents

(10 Hrs)

TEXT BOOK

- Justin Paul, Ramneek Kapoor (2008). International Marketing –Text and Cases – The McGraw Hill Publication

REFERENCE BOOKS

- Francis Cherunilam. (2009), International Marketing, *Himalaya Publishing House*
- Philip R Cateora, John L Graham, Prashant Salwan (2010) International Marketing – *Mcgraw Hill Publication*
- D.M. Mithani. (2011), Money, Banking, International Trade and Public Finance, *Himalaya publication*
- Subhash C. Jain (2001) International Marketing – *Asian Bank Private Ltd.*
- Sunil Gupta & Kulbhushan Chandel (2006) International Marketing, *Kalyani Publishers*, Reprint 2006
- R. L. Varshney & B. Bhattacharyya (2005) International Marketing Management, *Sultan Chand and Sons*

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Experiential learning through project report preparation on International Marketing issues
- Class discussion on the importance of demographics as part of environmental scanning and marketing plans
- Class discussion on the broad implications of the changing Indian demographics and comparison with the other nations across the globe
- Classroom presentation on international markets and international organisation.
- Show and tell activity on the procedures that are involved in Export and Import, including the documentation process by an industrial expert.
- Review paper related to international marketing and its environment
- Think-pair-Share activity on the risks involved international marketing
- Just a minute - Quiz on key terminologies and concepts of International Marketing
- Chapter Test