



M.O.P. VAISHNAV COLLEGE FOR WOMEN

(AUTONOMOUS)

Choice Based Credit System

Course of Study for the batch of Candidates
admitted in

2020 – 2021

2019 – 2020

2018 – 2019

ACADEMIC YEAR 2020 – 2021

B.Com (Marketing Management)

Activities / Content with direct bearing on

Employability/ Entrepreneurship/ Skill Development

Choice Based Credit System
Course for the batch of Candidates
admitted in 2020 – 2021

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: 19UCOM301& 19UCOM301P	YEAR / SEMESTER: I / I	MAXIMUM MARKS: 100 Theory:80 Practical: 20
COURSE TYPE: THEORY & PRACTICAL	CREDITS: 4	TOTAL TEACHING HOURS: Theory:40 Practical: 20

GENERAL OBJECTIVE

To facilitate the understanding of accounting in general and prepare final accounts of a sole trader as per accounting procedure.

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 cash book balance with the pass book 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)

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2020 – 2021)

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)

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=RPkBmOYCGSM>
- <https://www.youtube.com/watch?v=3b4qFwLU3ZE>
- https://www.youtube.com/watch?v=SpAwI_SSDHY

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2020 – 2021)

- 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=pLwXeaxmUnc>
- https://www.youtube.com/watch?v=6SY8s1_OEro

ACTIVITY PLANNER:

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

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

- **Problem solving exercises on sole proprietorship**
- **Virtual Accounting Lab – Creation of record book involving the different steps in creating a company and creation of different ledgers, stocks, vouchers and display of financial statements**
- Class Discussion on the different methods of Depreciation
- Knowledge sharing session on Non-profit Organization and its related accounts issues.
- Summarizing the key points in preparing Final Accounts
- Show and Tell the concepts related to Bank Reconciliation Statement
- Matching Activity on Heads and Sub- heads of Ledger
- 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.
- Project Work for Students to come up with a business idea and create transactions based on a sole proprietorship business model.
- Matching activity on Final Accounts
- Identifying terms in Vouchers and Balance Sheet
- Chapter Test

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

UNIT I

User interface and company Management

Introduction to Tally ERP, Installing Tally ERP, creating a Company, Data Path for Tally ERP Companies, Altering and Deleting Company, Gateway of Tally and User Interface

Masters –Ledgers

Understanding Ledgers, Creating Ledgers, Creating Multiple Ledgers, Altering and Deleting Ledgers.

UNIT II

Masters – Groups

Understanding Groups, Creating Groups, Altering and Deleting Groups,

Masters –Bill-wise Debtors and Creditors Ledgers –

Using Practice Files, Configuring Bill wise details, Creating Bill wise Ledgers

UNIT III

Payment Voucher and Day Books

Types of Vouchers, Understanding Default Vouchers, Payment in Single Entry Mode (Examples), Payment in Double Entry Mode (Examples), Understanding Day Book Reports, Altering and Deleting Transactions

Receipt Voucher - Understanding Receipt Vouchers

Contra and Journal Voucher- Understanding Contra for Banking, Contra Vouchers and Journal Vouchers

UNIT IV

Bank Reconciliation - Understanding BRS Process

UNIT V

Financial Reports - Trial Balance, Profit and Loss Account, Balance Sheet.

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(Effective for the batch of candidates admitted in 2020 – 2021)

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	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

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 (Food Science Management)

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)

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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 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/>

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
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YouTube Video links

- <https://www.youtube.com/watch?v=Kkni3QNGh2I>
- https://www.youtube.com/results?search_query=span+of+control
- <https://www.youtube.com/watch?v=tUrjAn24ZiA>
- <https://www.youtube.com/watch?v=WaxhwCvMo8k>
- <https://www.youtube.com/watch?v=9FZDVmSvsH0>
- <https://www.youtube.com/watch?v=dXHPqYGWlkq>
- <https://www.youtube.com/watch?v=CNU2ZMOnf1I>
- https://www.youtube.com/watch?v=YV_LBx3t6pA
- <https://www.youtube.com/watch?v=qMS95M6RBW4>
- https://www.youtube.com/watch?v=B85K_uklrTo

ACTIVITY PLANNER:

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

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

- Virtual discussion on the evolution of Management with real life examples
- AV Case analysis discussion: Management lessons from the Mumbai Dabbawallas
- Pulse Check - Virtual Discussion Forum on skills and roles of a manager required for the new normal based on the Management Story - 'The Management Rowing Race'
- Ice Breaker - Virtual group activity and webinar where every group has to work on a predetermined management concept to discuss and deliberate functions of management and their relevance to an organization highlighting key elements of planning, decision-making, communication and controlling in different organizational set-ups
- Video screening session and discussion on importance of organisational communication in the new normal
- Opinionated writing exercise on the evolution of Management
- Writing exercises on identification and critically analysing the techniques of decision making and finding solutions to the problem of the decision making in any business situation.
- Think – Pair – Share Activity on corporate strategies that are adopted by Indian Companies to face the challenges of competition.
- Knowledge sharing session on leadership styles adopted by path breaking management leaders
- Video screening session and discussion on importance of organisational communication in the new normal
- 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	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**

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
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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)

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 Hrs)

UNIT II

Measures of Dispersion

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

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2020 – 2021)

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 Hrs)

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 Hrs)

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 Hrs)

UNIT -V

Probability

Introduction, Definitions, Addition and Multiplication Theorem, Conditional probability, Bayes' 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 Hrs)

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.

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2020 – 2021)

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.
- 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.
- Students present data using measures of diagrammatic representation, by applying excel tools
- 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 and regression methods to analyze 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

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2020 – 2021)

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)

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
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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)

- Virtual Classroom problem solving exercise and take-home assignments related to Partnership and Hire purchase.
- Jam board labeling activity in different types of branch accounting
- Knowledge sharing session on Partnership and its benefits
- 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
- Classroom Quiz and Crossword solving to enhance analytical and critical thinking
- Matching activity to appropiate expense in Departmental Accounts
- Chapter Test

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2020 – 2021)

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**

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B.Com (Marketing Management)

CORE IV – MARKETING MANAGEMENT

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

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)

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2020 – 2021)

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)

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=KZYxfTjEzI>
- https://www.youtube.com/watch?v=pq3e1b_7uho
- <https://www.youtube.com/watch?v=GhFpvXsmBXY>

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2020 – 2021)

- <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=qgH18l0-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>

ACTIVITY PLANNER:

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

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

- Expert Speak - Virtual lecture on the topic - 'Digital Marketing for Starters'
- Group activity and webinar on Digital Magazine Creation on the theme 'What's next in Marketing?' to discuss and deliberate how technology and emerging trends are changing the way marketers are developing new products and redefining their branding, packaging and labelling strategies.
- Expert Speak - Virtual lecture on the topic - 'Introduction to Social Media'
- AV Case study analysis and discussion on the role played by the promotion mix elements in the marketing plan of organizations.
- Jam board Activity to match products with the product's life cycle stage it is currently positioned
- Just a Minute - Online Quiz and rapid-fire rounds
- Preparing and developing charts for distribution network for any product / service
- Breakout rooms activity - Role-play as Salesperson and Customer regarding the different selling methods/approaches
- Reflection paper writing exercise to investigate the life cycles of engineered products and how they impact the environment.
- Virtual Product Launch - Students to plan and present the modalities of launching a product online
- Discussion on path breaking advertising campaigns created by Indian marketers
- 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.

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2020 – 2021)

COURSE OUTCOME

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 2020 – 2021)

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 analyzing 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 2020 – 2021)

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-xP0PQ>
- https://www.youtube.com/watch?v=5Ei5OiIk_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 2020 – 2021)

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**
- Virtual Worksheet - Scavenger hunt on the different types of competitive markets
- Virtual Worksheet - Matching activity for Demand and Supply functions
- Short answer test online on Incremental and Marginal Concepts
- Virtual Graphical presentation of Elasticity of Demand
- Chapter Test

COURSE OUTCOMES

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

COs	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 2020 – 2021)

B.Com (Marketing Management)

NON- MAJOR ELECTIVE I
ENTERTAINMENT MANAGEMENT I

SUBJECT CODE: 19UNME404A	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 facilitate students to plan events for the entertainment industry.
Co3	To develop marketing skills required to develop strategies and manage entertainment in the rapidly changing technological and global environments.

UNIT I – INTRODUCTION TO ENTERTAINMENT MANAGEMENT

Meaning and Definition – Concept – Evolution – Features – Significance and Scope – Idea generation for the entertainment industry – Online and Offline events

UNIT II – EVENT MANAGEMENT FOR THE ENTERTAINMENT INDUSTRY

Conduct of an event – Steps and Scheduling – Planning, organizing, assigning responsibility and communication – Budget preparation – Role of event managers

UNIT III – VENUE MANAGEMENT FOR THE ENTERTAINMENT INDUSTRY

Venue Management – Meaning and Concept – Stage setting, designing and interiors – Post event evaluation

UNIT IV – MARKETING STRATEGIES FOR ENTERTAINMENT

Formulating the entertainment product mix – Pricing decisions in Entertainment Marketing – Sponsorships and Partnerships – Innovative promotional campaigns – Digital promotions of events

UNIT V – EMERGING ISSUES IN THE ENTERTAINMENT INDUSTRY

Barriers and controversies in the entertainment industry – Piracy issues – Image rights of entertainers and celebrities – Consumer engagement

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2020 – 2021)

TEXT BOOK

Study Material

REFERENCE BOOKS

- Al Lieberman and Pat Esgate (2013). The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World 2nd Edition, Pearson Education
- Shay Shayre (2011), Entertainment Marketing & Communication: Selling Branded Performance, People, and Places, Pearson Publication
- K.Ramachandra, S.AllaBakash, S.Nagabhushana (2019), Principles of Event Management, Himalaya Publishing House

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)

- Virtual discussion and video presentations on role of event managers in organising events and enhancing consumer engagement
- Break out room activity - Brainstorming session on planning, organizing, communication, budget preparation to effectively organize an event, manage the venue and develop post evaluation report of the event
- Designing an event brochure using Canva software
- Develop and plan a budget for conducting a webinar
- Assignment - Venue Profiles Creation: 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.
- Group discussion on formulating entertainment marketing mix for an Audio launch event

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2020 – 2021)

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	Demonstrate skills required to manage entertainment related events in the rapidly changing technological and global environments.	1,2,3,4	Ap
CO 3	Design a venue management plan for managing an entertainment related event from conceptualization to post evaluation stage	1,3,4	C
CO 4	Plan and formulate the marketing mix for entertainment related activities	1,2,3,4	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 2020 – 2021)

B.Com (Marketing Management)

NON- MAJOR ELECTIVE II
ENTERTAINMENT MANAGEMENT

SUBJECT CODE: 19UNME404B	YEAR / SEMESTER: I / II	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 2	TOTAL TEACHING HOURS: 30

GENERAL OBJECTIVE:

To equip the students with the knowledge and required attitude for latest developments in the industry and enable them to be job ready for the entertainment industry profiles for various career opportunities.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To introduce students to the various typology of entertainment events, both offered online and offline to consumers.
Co2	To provide a comprehensive overview on the management of various events in the entertainment industry.

UNIT I – CORPORATE EVENTS

Planning of corporate events – Corporate event organizer and arrangements – Need for entertainment in corporate events

UNIT II – LIVE PERFORMANCES

Music Concert – Dance performances – Theatre – Stand Up Comedy – Flash mobs – Street entertainment

UNIT III – OUTDOOR ENTERTAINMENT

Sports events – Fashion Pageant – Product launch – Fairs and Exhibitions

UNIT IV – TRADITIONAL MEDIA ENTERTAINMENT

Television shows – Movies – Radio

UNIT V – DIGITAL MEDIA ENTERTAINMENT

Digital Media and Smart technologies – Online Streaming – OTT (Over the Top) Media services – Webinars

TEXT BOOK

Study Material

REFERENCE BOOKS

- K.Ramachandra, S.AllaBakash, S.Nagabhushana (2019), Principles of Event Management, Himalaya Publishing House

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2020 – 2021)

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>

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)

- **Virtual Project - Project proposal preparation and online presentation on the conduct of any outdoor entertainment event**
- Case Study discussion on real world of experiential entertainment to critically analyse the management of entertainment industry events
- Mock Product Launch - Students to conduct an in-class demonstration of launching a mock product
- Develop and plan a budget for conducting an international fashion pageant and music concert
- Matrix activity on the process of managing entertainment events.
- Discussion on digital media entertainment options for the new age consumer
- Think - Pair - Share activity on the transition from traditional media entertainment to digital media entertainment
- Knowledge sharing session on the boom of OTT evolution in India due to the pandemic
- Opinionated writing exercise on the regulations laid down by the Government on streamlining online media content

COURSE OUTCOMES

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

CO No.	Course Outcome	PSOs Addressed	Cognitive Level
CO 1	Examine and investigate the various typology of events in the global entertainment industry	2	An
CO 2	Apply the universally applicable management principles to manage entertainment related events	1,2,3,4,5	Ap
CO 3	Propose an action plan and submit a project report on managing an event in the entertainment industry	1,2,3,4,5	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 2019 – 2020

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2019 – 2020)

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	YEAR / SEMESTER: II / III	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE:

To facilitate comprehensive understanding of the system of Corporate Accounting.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To understand the various aspects of share capital.
Co2	To facilitate the understanding of redemption of preference shares and debentures.
Co3	To understand the statutory provisions regarding preparation of final accounts of companies.
Co4	To assess the value of goodwill and shares using prescribed methodologies.
Co5	To familiarize the provisions relating to share capital and capital reduction.
Co6	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 (10 Hrs)

UNIT- V

Alteration of share capital

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

Theory: Problem Ratio= 20:80

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(Effective for the batch of candidates admitted in 2019 – 2020)

TEXT BOOK

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

REFERENCE BOOKS

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

E RESOURCES

Web links

- <https://www.investopedia.com/terms/u/underwriting.asp>
- <https://www.vedantu.com/commerce/valuation-of-goodwill>
- <https://www.yourarticlelibrary.com/accounting/company-accounts/company-final-accounts-explained/62778>
- <https://www.scribd.com/doc/83673777/Introduction-to-Internal-Reconstruction-of-Companies>

YouTube Links

- <https://www.youtube.com/watch?v=C7PrA4v4-f0>
- <https://www.youtube.com/watch?v=Rak6JzgXAao>
- https://www.youtube.com/watch?v=c0k58Rxp-FE&list=PLVjZhvcpvcGrCpx_bwxFxpK2NNdbckkX
- <https://www.youtube.com/watch?v=QVfq-HLqRsk&list=PLVjZhvcpvcGr7pBkyNnMYg7oR5CMH8EFI&index=3>
- <https://www.youtube.com/watch?v=XgGM6qQIZ9g&list=PLVjZhvcpvcGpPj56p3MfQftcMTOmP0OPq>

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 organisation and presenting the salient features of Final Accounts and Balance Sheet of the company
- Virtually - Show and Tell the preparation of final accounts of a company
- Virtual Worksheet on Matching Activity on Valuation of Goodwill
- 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
- Recall and verbalize the important concepts in corporate accounts
- Break out room activity - Discussion on Goodwill valuation
- Just a minute - Quiz on underwriting and debentures
- Chapter Test

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2019 – 2020)

COURSE OUTCOMES

CO No.	Course Outcome	PSOs Addressed	Cognitive Level
CO 1	Prepare and account for various entries to be passed in case of issue, forfeiture and reissue of shares and debentures and compute the liability of underwriters.	4	E
CO 2	Assess the accounting treatment of issue and redemption of preference shares and debentures.	4	E
CO 3	Construct multi step income statements and classified balance sheets	4	C
CO 4	Compute the value of goodwill and shares under different methods and assess its applicability.	4	Ap, E
CO 5	Prepare the accounts of companies on the event of alteration of share capital and reduction of capital	4	C

***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 2019 – 2020)

B.Com (Marketing Management)

CORE VI – SALES AND DISTRIBUTION MANAGEMENT

SUBJECT CODE: 17UCOM313	YEAR / SEMESTER: II / III	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE:

The course acquaints the students with the concepts, tools and strategies necessary for developing an effective sales and distribution management system. It also equips students to manage the sales force and marketing channels.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To familiarize students with the fundamental concepts involving the sales and distribution management process
Co2	To examine the selling process and introduce students to take up sales and a career
Co3	To strategize, plan and design sales activities
Co4	To know the process of sales force recruitment and methods of implementing training programs to nurture socially sensitive salesman
Co5	To comprehend the management of unique distribution channels and the application of IT in channel management.

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)

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2019 – 2020)

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.

REFERENCE BOOKS

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

E RESOURCES

Web links

- <https://mobileinsight.com/sales-and-distribution-management/>
- <https://www.economicdiscussion.net/sales/sales-management/32207>
- <https://www.forcemanager.com/blog/sales-strategy-plan/>
- <https://www.yourarticlelibrary.com/sales-management/sales-force-management/99720>
<https://lapaas.com/nykaa-business-model-detailed-case-study/>

YouTube Links

- <https://www.youtube.com/watch?v=yI3DmqEGXfk>
- <https://www.youtube.com/watch?v=fxu6TU2dLM0>
- <https://corporatevisions.com/sales-strategy/>
<https://www.careeronestop.org/videos/careeronestop-videos.aspx?videocode=112022>

ACTIVITY PLANNER:

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

- **Virtual discussion on different career opportunities in sales management and qualities required for a salesman**
- **Focus group debate on sales activities across different industries in India**
- **Virtual presentation on various marketing channels and emerging IT enabled channels**
- Google Jam board activity - Draw the map of the organization structure with the sales department and explain the duties and responsibilities of the various sales personnel in the organization.
- Reflection paper writing exercise on any unique and sustainable distribution method used in rural markets

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2019 – 2020)

- Matching activity on the Sales and Distribution functions of an organisation
- Just a Minute - Sell a product / service idea to the class on the virtual platform
- Forecast a sales and distribution budget of an imaginary organization
- Decision Making Task - Students to come up with solutions for any distribution related problem and justify their stand
- Chapter Test

COURSE OUTCOMES

CO No.	Course Outcome	PSOs Addressed	Cognitive Level
CO 1	Examine the fundamental concepts affecting sales management and the selling process	2	An
CO 2	Integrate strategies to effectively plan and manage a company's sales operations, territories, quotas and budgetary considerations locally and nationally	1,2, 3,4	C
CO 3	Examine methods to recruit, train, manage, motivate and lead sales force to be ethical and socially sensitive.	4, 5	An
CO 4	Propose strategies to evaluate and design sales and distribution management systems that are in sync with the Sustainable Development Goals	1,3,4, 5	C
CO 5	Critically analyse channel conflicts and design sustainable marketing channels.	1,3,4, 5	E

***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 2019 – 2020)

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	YEAR / SEMESTER: II / III	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE

To create an awareness and understanding of the various Commercial Laws prevalent in India.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To discuss the provisions and significance of Indian Contract Act.
Co2	To understand the various types of special contracts and provisions of Sale of Goods Act.
Co3	To discuss the global trends in cyber-crime & laws with respect to Intellectual Property Act.
Co4	To interpret the reason on why KYC documents have been made mandatory in financial institutions.
Co5	To determine the rights and remedies available to consumers.

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)

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2019 – 2020)

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 cyber-crime - privacy and cyber-crime – 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)

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

E RESOURCES

Web links

- <https://www.toppr.com/guides/business-laws/indian-contract-act-1872-part-i/what-is-a-contract/>
- https://www.indiacode.nic.in/handle/123456789/2390?view_type=browse&sam_handle=123456789/1362
- http://ncdrc.nic.in/bare_acts/Consumer%20Protection%20Act-1986.html
- <http://www.bareactslive.com/ACA/ACT632.HTM>

YouTube Links

- <https://www.youtube.com/watch?v=slHoNuNsCpk>
- <https://www.youtube.com/watch?v=N2OfiK3PqfQ>
- <https://www.youtube.com/watch?v=C1eoHM40izw>
- <https://www.youtube.com/watch?v=t7TiRolKLPw>
- https://www.youtube.com/watch?v=qMWExkp_nOk

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2019 – 2020)

ACTIVITY PLANNER:

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

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

- Online Moot Court activity where students argue and defend imaginary cases relating to the Indian Contract Act and Sale of Goods Act.
- Recall and verbalize key legal terminologies
- Web browsing activity on articles related to Intellectual Property Rights Act
- Opinionated report writing exercise on the cyber-crime issues faced in India
- Online Focus group discussion on the RBI Guidelines for KYC (Know Your Customer)
- Discussion on the Indian Contract Act and Sale of Goods Act.
- Matching activity for the Acts and the years it was passed.
- Writing exercise for agreement creation
- Matching activity for the Acts and the years it was passed.
- Case Study discussion on the Money Laundering Act, 2002
- Knowledge Sharing session on the Consumer Protection Act, 1986
- Chapter Test

COURSE OUTCOMES

CO No.	Course Outcome	PSOs Addressed	Cognitive Level
CO 1	Apply and analyze the concepts of Indian Contract Act,1872 in Commercial Transactions.	2, 4, 5	Ap, An
CO 2	Summarise the legal principles of Sale of Goods Act,1930	5	C
CO 3	Evaluate the Impact of IPR on Business.	3, 4, 5	E
CO 4	Analyze the various factors while investigating the offence of money laundering	4, 5	An
CO 5	Analyze the Rights and Remedies available to the Consumers and summarize in detail provisions relating to the Shops and Establishment Act	4, 5	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)

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)

SUBJECT CODE: 15UMAN306	YEAR / SEMESTER: II / III	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 5	TOTAL TEACHING HOURS: 75

GENERAL OBJECTIVE:

To develop and strengthen the entrepreneurial skill sets in students and motivate them to start their business venture.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To present the various aspects of entrepreneurship for successful business venture
Co2	To know the parameters to assess opportunities and constraints of starting a new business venture
Co3	To understand the key concepts and ideas to run family-owned business ventures
Co4	To prepare B Plans and Project Appraisals Reports
Co5	To understand the systematic process of setting up a business unit

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 an 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.

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2019 – 2020)

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)

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

E RESOURCES

Web links

- <https://www.inc.com/drew-hendricks/50-best-websites-for-entrepreneurs.html>
- <http://www.lifehack.org/articles/featured/21-entrepreneurship-websites-worth-checkingout.html>
- <https://www.forbes.com>
- <http://www.bizbrain.org/50-great-websites-for-entrepreneurs/>
- <http://www.businessinsider.com/24-must-read-blogs-for-entrepreneurs-2012-6?IR=T>
- <http://www.chrisducker.com/best-small-business-blogs-2015/>
- <https://generalassemb.ly/blog/10-startup-founder-blogs-every-entrepreneur-should-read/>

YouTube Links

- https://www.youtube.com/watch?v=z_aT70s-m9Y
- <https://www.youtube.com/watch?v=G8gRkJ9cnzo>
- <https://www.youtube.com/watch?v=MdNNGfoxrqA>
- <https://www.youtube.com/watch?v=ekxktN8y8F0>

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2019 – 2020)

ACTIVITY PLANNER:

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

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

- Innovative Startup Ideas - Virtual group presentations on innovative entrepreneurial / business ideas in India
- Journey mapping - Online Case study analysis on tracing the journey of any successful entrepreneur
- Brainstorming on idea generation and the procedure of setting up business.
- B Plan & Project Proposal preparation - Students to prepare a B Plan and proposal of any imaginary product / service of their choice
- Knowledge sharing session on the functioning of selected government institutions in promoting entrepreneurship
- Break out rooms - Focus group discussion on the impact of entrepreneurial growth on the economic development of India
- Break out rooms - Think - Pair - Share activity on the traits of successful entrepreneurs

COURSE OUTCOMES

CO No.	Course Outcome	PSOs Addressed	Cognitive Level
CO 1	Examine the significance of entrepreneurship and the role of entrepreneurs in the economic growth of India	1, 2	An
CO 2	Outline and analyze the opportunities and constraints in developing Global Business Ideas	1, 2, 3, 4	An
CO 3	Summarize the steps involved in setting up a Business	1, 3, 4	C
CO 4	Evaluate the concept and issues of family business management and women entrepreneurship	4, 5	E
CO 5	Prepare a B-Plan and formulate a detailed process for implementation	1, 2, 3, 4, 5	C

***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 2019 – 2020)

B.Com (Marketing Management)

ELECTIVE I – CHOICE BASED ELECTIVE
HRM FOR NON-HR MANAGERS

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

SUBJECT CODE: 19UMAN302	YEAR / SEMESTER: II / III	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 5	TOTAL TEACHING HOURS: 75

GENERAL OBJECTIVE:

The course acquaints students with the understanding of theories, policies and Legal Compliances of HRM and key skills that are required by today's HR professionals to effectively contribute to dynamic organisations.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To familiarise students with the functions, systems, policies and applications of Human Resource Management in organizations.
Co2	To understand the theoretical foundations of key areas associated with HR development in the organization
Co3	To equip the students with HR skills and their ability to assess the constraints and opportunities associated with managing employees.
Co4	To enable students to assess training requirements, design orientation and training programs.
Co5	To familiarize students with employee retention strategies

UNIT I

Introduction to HRM

Human Resource Management (HRM) – Meaning – Importance – The role of HRM in business and important functions – HR Planning (Manpower planning in previous times) – Developing Job Descriptions, Job Specifications (10hrs)

UNIT II

Recruitment, Training and development

Recruitment – Testing and Selection – Interviews – Employee orientation and on-boarding – Compensation – Pay and perquisites, Rewards and Incentives – Legal provisions related to compensation – Training and Development (12 hrs)

UNIT III

HR Policies

HR Policies – Discipline and Grievance Management – Legal provisions for managing discipline and grievance – Performance management – Career paths and succession planning - Managing employee separation – Conducting employee surveys (12 hrs)

UNIT IV

Legal Compliances and HRM

Trade Unions, Industrial Disputes, and Standing Orders – Employee retention – Turnover optimization and retention strategies – Engagement, involvement, commitment and satisfaction (12hrs)

UNIT V

Future development in HRM

ICT and HRM – HR Information Systems, HR Analytics – HR Scorecard and organizational Effectiveness – HRM in merger and acquisitions – Knowledge management, learning organization and HRM – HR outsourcing – Directions for future development in HRM

(14hrs)

REFERENCE BOOKS

- Noe, R.A., Hollenbeck, J.R., Gerhart, B. and Wright, P.M., (2017). Human resource management: Gaining a competitive advantage. New York, NY: McGraw-Hill Education.
- Dessler, G., & Biju, V. (2011). Human resource management (12th ed.). New Delhi: Pearson Education
- Armstrong M., (2006). A Handbook of Human Resources Management Practice 10th Edition, Kogan page limited, London, U.K, pp.3.

E RESOURCES

Web links

- <https://www.aihr.com/blog/human-resource-basics/>
- <https://www.inc.com/encyclopedia/human-resource-management.html>
- <https://www.economicdiscussion.net/human-resource-management/human-resource-planning-definition-importance-objectives-process-prerequisites/31575>
- <https://sprigghr.com/blog/hr-professionals/15-essential-hr-policies/>
- <https://www.corporatecomplianceinsights.com/hr-function-compliance-role/>
- <https://hbr.org/2020/08/21-hr-jobs-of-the-future>

YouTube Links

- <https://www.youtube.com/watch?v=A2HFusWQIeE>
- https://www.youtube.com/watch?v=-aI2NaB1X_U
- <https://www.youtube.com/watch?v=Vk4263sxCy4>
- <https://www.youtube.com/watch?v=mxYeowRX8w8>
- <https://www.youtube.com/watch?v=WESuW-bjTW0>

ACTIVITY PLANNER:

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

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

- Breakout rooms and online focus group discussions on Recruitment, Training, development and HR Policies.
- Online ice breaker sessions and crossword puzzles related to Recruitment process, training and development, applications of HR analytics and the future of HRM to enhance problem solving skills
- Online Role-Play as Recruiter and Human Resource Manager
- Online discussion of the Future of Human Resource and the various career options available in the Human Resource area.
- Online Discussion on the case study of the Human Resource Policies of various top Fortune 500 companies from the secondary data that are available through internet sources.
- Chapter Test

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2019 – 2020)

COURSE OUTCOMES

CO No.	Course Outcome	PSOs Addressed	Cognitive Level
CO 1	Examine the role of HRM in the new age organisation and plan manpower requirements and implement techniques of job design	2, 4, 5	An, C
CO 2	Formulate action plans for employee recruitment, selection, training and performance appraisal.	4, 5	C
CO 3	Outline the legal provisions for managing discipline and grievances in an organisation	5	An
CO 4	Estimate, defend and handle legal compliance in HRM involving trade union disputes, employee retention and other legal and ethical issues concerning human resources	5	E
CO 5	Integrate ICT in HRM practices to take ethical decisions, corrective actions and strategize for future developments in the field of HRM.	1, 2, 4, 5	C

***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 2019 – 2020)

B.Com (Marketing Management)

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

SUBJECT CODE: 14UCOM365	YEAR / SEMESTER: II / IV	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE:

To equip students with the skills required to plan and manage the activities in the retail marketing

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To familiarize students with the conceptual and organizational aspects of the retail sector, including its evolution in India
Co2	To apply the principles, practices, and concepts of retail strategies and planning.
Co3	To identify the skills required for a retail marketer to sustain in the era of technological advancement
Co4	To introduce the concept of logistics and supply chain management
Co5	To motivate students to take up retailing as a career option

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 BOOKS

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

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.

E RESOURCES

Web links

- www.topwebportal.net
- <http://www.fibre2fashion.com/industry-article/free-retail-industry-article>
- <http://www.rai.net.in/irm.htm>
- <http://www.isp-planet.com/cplanet/marketing/04302001blackwell.html>
- www.businessplants.org/market.html

YouTube Links

- <https://www.youtube.com/watch?v=6rLoH7dkW24>
- <https://www.youtube.com/watch?v=E6BB12Fj5wc>
- <https://www.youtube.com/watch?v=7Y2mZOS8wc4>
- <https://www.youtube.com/watch?v=em7dqAHhgRY>
- <https://www.youtube.com/watch?v=wUy5o0TxDCY>
- <https://www.youtube.com/watch?v=2quBqm0Cmv0>

ACTIVITY PLANNER:

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

- Emerging Trends in Retail spaces - Conduct of Virtual Exhibition to demonstrate the concepts of selling and negotiation skills of the retailer and retail logistics / retail store design and visual merchandising
- Virtual discussions and concept mapping for different career opportunities in the retail sector and opportunities available for retail franchising
- Focus group discussion on the applications of website and mobile in retailing
- Decision-making tasks - Students to draft a mock franchise agreement for a fast-food giant
- Jam board activity - Journey Mapping - Students to trace the journey of an Indian Retail Giant
- Ice breaker session on the impact of the pandemic on the retail sector in India
- Reflection paper writing exercise on the Indian Retail Sector
- Knowledge sharing session on retail logistics in real-time situation
- Chapter Test

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2019 – 2020)

COURSE OUTCOMES

CO No.	Course Outcome	PSOs Addressed	Cognitive Level
CO 1	Examine the Indian retail sector, the various retail formats and career opportunities in the local and the national markets	2	An
CO 2	Evaluate strategies applicable for growth of retail business including franchising	1,3, 4	E
CO 3	Examine the elements of store design and investigate the factors that determine store location selection, tenant mix and trade areas	2, 3, 4	An
CO 4	Evaluate the role of merchandising and pricing in retail	4, 5	E
CO 5	Outline the retail supply chain activities and its significance in the success of a retail outlet	4	An
CO 6	Analyse the significance of emerging trends in global retailing	1, 2	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 2019 – 2020)

B.Com (Marketing Management)

CORE IX – INTERNATIONAL TRADE
Common to B.Com (Accounting & Finance), B.Com (Marketing Management), B.Com (Corporate Secretaryship) & B.B.A

SUBJECT CODE: 15UCOM333	YEAR / SEMESTER: II / IV	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE

The course provides students a sound and conceptual knowledge on the theory and practice of international trade and trade-related policies. It focuses on analysing the gains from trade, the changing patterns of trade, the relationship between trade, investment, and economic growth, and the reasons for and consequences of India's trade policy.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To offer students an introduction to the theory of international trade and the trends in India's Foreign Trade policy.
Co2	To describe the forms of international finance and payment mechanisms
Co3	To be able to analyse the main arguments for protection and to critically evaluate the relevance and arguments for free trade
Co4	To understand the role of various institutions in facilitating international trade
Co5	To familiarize students with the concepts of comparative advantage and the gains from 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)

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2019 – 2020)

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

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

E RESOURCES

Web links

- <https://www.investopedia.com/terms/g/gatt.asp>
- https://www.wto.org/english/thewto_e/whatis_e/tif_e/fact5_e.ht
- <https://www.thebalance.com/what-is-the-imf-its-role-and-functions-3306115>
- <https://www.imf.org/en/About/Factsheets/IMF-at-a-Glance>
- <https://www.britannica.com/topic/World-Bank>
- <https://www.worldbank.org/en/who-we-are>
- <https://www.investopedia.com/terms/w/worldbank.asp>

YouTube Links

- <https://www.amazon.com/Life-Debt-Michael-Manley/dp/B07GQ8R99D>
- <https://www.youtube.com/watch?v=txTWKJPR5Bs>
- <https://www.youtube.com/watch?v=l3DUCyvP62I>
- https://www.youtube.com/watch?v=-CYwjg-LAHg&list=PL-uRhZ_p-BM6vqy0uBwWkO9Hb7dTlwPow&index=1&t=41s
- https://www.youtube.com/watch?v=3I9rj1xJjko&list=PL-uRhZ_p-BM6vqy0uBwWkO9Hb7dTlwPow&index=19
- https://www.youtube.com/watch?v=jPE9yE9OsME&list=PL-uRhZ_p-BM6vqy0uBwWkO9Hb7dTlwPow&index=26
- <https://www.youtube.com/watch?v=AimYG1jYD0A&list=PLSQI0a2vh4HBtIbLIQQw2I mjOUFN8yH9-&index=2>

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2019 – 2020)

ACTIVITY PLANNER:

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

- Trade Zone - Conduct of Virtual Mock MUN - Students will represent different international institutions and discuss problems such as World Unemployment due to the Pandemic, Resource Mobilisation and Going digital: How to build an inclusive digital economy
- Opinionated writing exercise on India's Foreign Trade
- Experiential learning - Trading Game Tic-Tac-Toe Tariff - Students simulate the trading of goods between countries. Then they reflect on the challenges of trade between countries.
- Recall and verbalize International Trade terms and key terminologies.
- Virtual Discussion on Free Trade Policy
- Video demonstration of the various international institutions and International Liquidity.
- Reflection paper writing exercise on free trade and trade barriers in international business
- Knowledge sharing session - Identify major recent developments in the world trading system, and be able to critically analyse key issues raised both by the current round of WTO negotiations and by the spread of regional trading arrangements.
- 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 features, relevance, need and theories of international trade in the emerging globalised business environment.	2	An
CO 2	Evaluate the impact of the international payment structure on an organization's international business opportunities.	2,4	E
CO 3	Investigate the global business environment in terms of free trade policies, quotas, tariffs and exchange control.	2, 3, 4, 5	An
CO 4	Analyze the impact of statutory and regulatory compliance laid down by various international organizations on the international movement of goods and services.	2, 5	An
CO 5	Examine and assess India's foreign trade composition and policies keeping India Vision 2030 in mind	2, 3, 4, 5	An, E

***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 2019 – 2020)

B.Com (Marketing Management)

CORE X – CREATIVE ADVERTISING

SUBJECT CODE: 19UMED301	YEAR / SEMESTER: II / IV	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE

This course is designed to give students a basic understanding of the fundamental theoretical framework of advertising, to develop, execute, implement and evaluate advertising campaigns.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To familiarize students with the role played by advertising in the overall communication process.
Co2	To understand the applications of appropriate theories and tools to plan, develop, and evaluate media plans and budgets
Co3	To understand the ethical regulations and legal formalities governing advertisements in India
Co4	To introduce students to the concept of campaign planning and copy writing
Co5	To enable students to create and defend the strategy and execution of an ad campaign for an imaginary product / service

UNIT I

Introduction to Advertising

Advertising – Meaning, Definition, Nature, Scope – Objectives of Advertising – Importance of Advertising – Functions of Advertising – Types of Advertising – Criticisms against advertising – AIDA Model – The DAGMAR Model – The Digital Funnel Model (12 Hrs)

UNIT II

Media Decisions for advertising

Advertising Media – Types of Advertising Media – Factors influencing choice of media
Media Planning – Meaning and Concept – Developing the media Plan – Decisions in Media Planning – Digital Media Buying for advertising – Problems in Media Planning (10 Hrs)

UNIT III

Advertising Agency and Budgeting

Advertising Agency – Meaning and Definition – Agency Structure – Functions of an advertising agency – Selecting an advertising agency – Relationship between the Client and Agency – Dissolution of Client - Agency relationship – Agency Compensation
Digital Advertising Agencies – Digital Agency Culture
Setting Advertising Budgets – Methods of Budgeting (12 Hrs)

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UNIT IV

Regulation of Advertising

Deceptive Advertising – Meaning and context –Need for ethics in advertising
Ethical effects of advertising – Bad taste – Stereotyping– Portrayal of Women in advertisements – Advertising to children – Regulation and control of advertising – Digital Media Regulations for Advertising

(12 Hrs)

UNIT V

Campaign Planning and Creative Advertising Copy

Creative side of Advertising – Creative brief and Creative concept

Campaign planning – Meaning, objectives and basic principles – Factors influencing the planning of advertising campaign – Minimalism

Ad copy writing – Meaning & elements of Ad Copy –Types of Advertising Copy – Writing effective copy – Developing copy for different media – Print, Radio, Television, Digital Media and Websites

(14 Hrs)

TEXT BOOKS

- C. B. Gupta (2018). Advertising and Personal Selling. Sultan Chand & Sons
- P Saravanavel & S Sumathi (2019). Advertising and Salesmanship. Margham Publications

REFERENCE BOOK

- Rajeev Batra, John G. Myers & David A. Aaker (2018).Advertising Management, 5th Edition. *Pearson Education*
- William D.Wells, John Burnett & Sandra Moriarty (2018), Advertising : Principles and Practice , 10th edition, *Pearson Education*

E RESOURCES

Web links

- <https://www.marketing91.com/objectives-of-advertising/>
- <https://www.businessmanagementideas.com/advertising-2/advertising-research/20158>
- <https://www.easypresswire.com/blog/impact-of-advertising-on-society/>
- <https://www.storygize.com/advertisement-campaign/>
- <https://www.demandgen.com/campaign-planning-strategy-and-execution-in-5-steps/>

YouTube Links

- <https://www.youtube.com/watch?v=oipCr-ZkZAs>
- <https://www.youtube.com/watch?v=S15ULvt2Nnc>
- <https://www.youtube.com/watch?v=-PezrcPy9fk>
- https://www.youtube.com/watch?v=9mo_PfCxZY0
- <https://www.youtube.com/watch?v=MDeNopMCxVM>

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of candidates admitted in 2019 – 2020)

ACTIVITY PLANNER:

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

- Virtual discussion on Media Planning
- Just a minute - Surprise quiz on Agency Selection and Budget options
- Expert Speak - Virtual Workshop session on Content writing for media
- Focus Group activity and case analysis on Ad Copy development and Ad Copy Writing
- Opinionated writing exercise and documentation on creating innovative ads to enhance the customer experience and engagement
- Ad Pitch - Students to demonstrate a verbal advertising/promotion pitch prepared for the benefit of a prospective client (an imaginary product / service can be chosen)
- Think – Pair – Share activity on the workflow in advertising agencies, their functions of media planning & media budgeting.
- Case study discussion and classroom knowledge sharing session on a brands ad campaign planning process.
- Documentary screening and discussion on advertisement campaign planning and ad copy writing.

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 role of advertising in the most widely accepted global approaches in the development of an organization's marketing process	2	An
CO 2	Recommend and justify appropriate media plans, schedules, budgets and formulate potentially effective strategies for creative media execution	1, 3, 4	E
CO 3	Examine the structure of the advertising agency and critique the client - agency relationship in the age of digital transformations.	4, 5	An
CO 4	Defend and recommend social, ethical and legal compliance governing a country's advertising industry that has to be adopted by organisations	4, 5	E
CO 5	Integrate campaign planning principles and create effective ad copies for different media platforms.	1, 3, 4, 5	C
CO 6	Plan, create and design a creative advertisement campaign for products and services.	1,3, 4, 5	C

***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 2019 – 2020)

B.Com (Marketing Management)

ALLIED IV – BRAND MANAGEMENT

SUBJECT CODE: 17UMAN304	YEAR / SEMESTER: II / IV	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 5	TOTAL TEACHING HOURS: 75

GENERAL OBJECTIVE:

The course equips students to integrate global branding principles, elements and components, to develop a consumer - centric approach to plan, build, measure and evaluate strategies for new and existing brands.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To introduce students to the concept of brand, branding and brand management.
Co2	To provide a comprehensive overview of the universally applicable brand building and brand management activities undertaken by organisations
Co3	To identify brand positioning strategies to leverage brand performance and to introduce students to the concept of global branding
Co4	To equip students with the modalities of establishing an effective brand equity management system
Co5	To introduce students to emerging branding tools to develop sustainable branding strategies.

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)

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(Effective for the batch of candidates admitted in 2019 – 2020)

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)

TEXT BOOKS

- Sunil B Rao, Md. Ghouse Basha T and D N Kumar (2018). Brand Management. Vision Book House.
- Niraj Kumar & Mr. Paras Tripathi (2018) Brand Management, Himalaya Publishing House

REFERENCE BOOKS

- K. Sasikumar & K.S. Chandrasekar (2015) Brand Management Practices - Issues and Trends, Himalaya Publishing House
- S.A.Chunawalla (2018), Compendium of Brand Management. 5th Edition. Himalaya Publishing House

E RESOURCES

Web links

- <https://www.brandingstrategyinsider.com/30-must-read-articles-on-brand-management/>
- <https://www.singlegrain.com/blog-posts/branding/the-complete-guide-to-brand-building-must-read-for-digital-marketers/>
- <https://www.thebrandingjournal.com/2016/11/brand-positioning-definition/>
- <https://knowledge.insead.edu/blog/insead-blog/five-best-practices-of-global-brand-management-4136>
- <https://www.forbes.com/sites/steveolenski/2016/07/20/how-brands-should-use-celebrities-for-endorsements/?sh=329bafea5593>

YouTube Links

- <https://www.youtube.com/watch?v=JKIAOZZritk>
- https://www.youtube.com/watch?v=a9LWp9y2fMw&feature=emb_logo
- https://www.youtube.com/watch?v=Ivn6Zs3M2JU&feature=emb_logo
- <https://www.youtube.com/watch?v=Iy5GPb636mg&t=15s>
- <https://www.youtube.com/watch?v=m4yrXiYIHtM&t=1s>
- <https://www.youtube.com/watch?v=pxtWfyiAao>

ACTIVITY PLANNER:

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

- Virtual Ice Breaker Session on brand building strategies undertaken by major Indian brands to build sustainable portfolios and increase their equity among consumer segments.
- Focus group discussion on the applications of David Akers Brand Equity Model by real time brands
- Expert Speak - Virtual Lecture on the 'Brand Building Strategies for Startups'
- AV case analysis discussion on the promotion strategies used by Global brands to enter India.

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(Effective for the batch of candidates admitted in 2019 – 2020)

- Virtual Capstone Case Study presentation and discussion on a brands marketing journey to critically analyse its portfolio and brand strategies - Supported with video screening analysis
- Brand Report Card - Rate and critically evaluate your favorite brand using global parameters
- Retelling the story of a brand and creating a brand journey map
- 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.
- 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
- Matching Activity of the brand and its celebrity endorsed.
- 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 nature, types, functions and process of branding and brand management in the global marketplace.	1, 2	An
CO 2	Investigate the steps in building a brand and formulate effective brand portfolios and segmenting strategies.	1, 3, 4, 5	An, C
CO 3	Outline brand values, positioning and brand building strategies for a global brand.	1, 2, 3, 4, 5	An
CO 4	Critique, evaluate and develop a brand equity management system that ensures effective brand performance.	1, 3, 4, 5	E, C
CO 5	Examine the impact of celebrity endorsements and luxury brands on consumer purchase patterns.	3, 4, 5	An
CO6	Defend and justify the applications of sustainable branding practices in the new business environment.	1, 3,4, 5	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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(Effective for the batch of candidates admitted in 2019 – 2020)

B.Com (Marketing Management)

ELECTIVE II - INTERDISCIPLINARY ELECTIVE
TOURISM MANAGEMENT

SUBJECT CODE: 18UELE302C	YEAR / SEMESTER: II / IV	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 5	TOTAL TEACHING HOURS: 75

GENERAL OBJECTIVE

To enhance the knowledge of students in various areas related to tourism marketing and the management of a destination for environment sustainability.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To familiarize students with the basic concepts of travel and tourism
Co2	To introduce students to the concept of tourist profiles and market segmentation strategies
Co3	To acquaint students with the elements of the tourism marketing mix
Co4	To enhance the knowledge of students in various typology of tourism planning and how it affects the destination.
Co5	To understand various skills necessary for travel agency and tour operation business

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)

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(Effective for the batch of candidates admitted in 2019 – 2020)

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

E RESOURCES

Web links

- <https://www.wearemarketing.com/blog/how-create-international-marketing-strategy-tourism.html>
- <https://www.economy.gov.ae/Publications/An%20Introduction%20to%20Tourism%200750619562.pdf>
- <https://hwb.gov.wales/api/storage/3f708892-2cfe-4b78-bed2-2ec90ce5fc52/Section1-IntroducingTourism.pdf>
- <https://link.springer.com/content/pdf/bfm%3A978-1-349-21946-9%2F1.pdf>
- https://www.iti.gov.nt.ca/sites/iti/files/tourism_product_development.pdf
- <https://colorwhistle.com/types-of-tourism/>

YouTube Links

- https://www.youtube.com/watch?v=7bv_eqtkKqQ
- <https://www.youtube.com/watch?v=WDKc6z4LRgQ>
- <https://www.youtube.com/watch?v=43SCxAt4Xw4>
- https://www.youtube.com/watch?v=8Ulrn4D3M_Y
- <https://www.youtube.com/watch?v=TEwZBPlyRLQ>
- <https://www.youtube.com/watch?v=hUBBLZXIQI4>

ACTIVITY PLANNER:

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

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

- Virtual focus group discussion on the role of travel agents and employment opportunities available in the field of tourism
- Virtual group presentations on the typology of tourism
- Canva Assignment - Students to design a destination image campaign for the projection of the Indian Tourism Industry
- Opinionated writing exercise on the cultural features of various countries and its people
- Case study of local tourism development and how it depends on infrastructure, such as roads, police, sewerage.
- Just a minute - Quiz on tourism marketing mix
- Chapter Test

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(Effective for the batch of candidates admitted in 2019 – 2020)

COURSE OUTCOMES

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

CO No.	Course Outcome	PSOs Addressed	Cognitive Level
CO 1	Examine tourism as a knowledge of study within the broader cultural, environmental, political and economic dimensions in the local and global context.	2	An
CO 2	Outline and evaluate the planning, development and segmentation process in tourism management.	1,3,4	An, E
CO 3	Analyse, evaluate and formulate marketing strategies for tourism destinations.	1,3,4, 5	An, E, C
CO 4	Critique the typologies of tourism for their implications on sustainability of a destination.	2, 4, 5	E
CO 5	Examine the role of tourist agencies, organizations and Government departments in the development of tourism in India	2, 5	An

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

SUBJECT CODE: 17UCOM321	YEAR / SEMESTER: III / V	MAXIMUM MARKS: 80
SUBJECT CODE: 17UCOM321P	YEAR / SEMESTER: III / V	MAXIMUM MARKS: 20
COURSE TYPE: THEORY &PRACTICAL	CREDITS: 4	TOTAL TEACHING HOURS: 40 (THEORY) + 20 (PRACTICAL)

GENERAL OBJECTIVE

To explain the basic concepts of cost accounting methods and techniques for application of cost ascertainment and cost control.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To understand the computation aspects of the various elements of cost and the methods of costing.
Co2	To facilitate the students to be aware of computation of cost related to products and services
Co3	To understand the need for material control and labour cost control.
Co4	To facilitate allocation and apportionment of overheads to different departments or cost centers.
Co5	To know the various methods of costing and their applicability to business
Co6	To enable the students to understand the meaning of process costing, its importance and the accounting procedure of process costing including normal loss, and abnormal loss or gain

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. (8 Hrs)

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(Effective for the batch of candidates admitted in 2018 - 2019)

UNIT IV

Methods of costing

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

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)

Theory: Problem Ratio – 20: 80

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. Practical Costing. 5th Edition. S.Chand & Co. New Delhi 2011.
- Saxena and Vashist. 2010. Cost Accounting. 5th Edition. Sultan Chand & Sons. New Delhi. 2002.

E RESOURCES

Web links

- <https://cleartax.in/s/cost-accounting#:~:text=Cost%20Accounting%20is%20a%20method,make%20an%20organization%20cost%20effective.>
- <https://www.yourarticlelibrary.com/cost-accounting/cost-accounting-concepts-23-basic-concepts/55272>
- <https://www.investopedia.com/terms/c/cost-accounting.asp>
- <https://www.indeed.com/career-advice/career-development/standard-costing-definition#:~:text=Standard%20costing%20is%20the%20practice,material%2C%20direct%20labor%20or%20overhead.>
- <https://www.economicdiscussion.net/cost-accounting/marginal-costing/32662>

YouTube Links

- <https://www.youtube.com/watch?v=cvplBQaNgaQ>
- <https://www.youtube.com/watch?v=JSaZsMPecU4>
- <https://www.youtube.com/watch?v=eyjYDnA0VnY>
- <https://www.youtube.com/watch?v=Z7LYbCOvBhc>
- <https://www.youtube.com/watch?v=4FCV3ubII4o>
- <https://www.youtube.com/watch?v=2jRcnSOkuxA>

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)

- Virtual Presentation - Mock product launch and preparation of cost sheet for the product
- Virtual Accounting Lab - Practical training in Tally software relating to creation of Stock Group, Cost Centers, Cost Categories and creation of Financial Reports
- Labeling activity on overhead Costing
- Listing activity on types of Labour calculation
- 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
- Writing exercise and documentation on Transport costing
- Matching activity on basic concepts of costing
- Self-evaluation assignments on Process Costing
- Chapter Test

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

SUBJECT CODE: 17UCOM321P	YEAR/SEMESTER: III/V	MAXIMUM MARKS: 20
COURSE TYPE: PRACTICAL		TEACHING HOURS: 20

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.

COURSE OUTCOMES

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

CO No.	Course Outcome	PSOs Addressed	Cognitive Level
CO 1	Categorise the elements of cost and apply its principles to prepare cost sheet, for preparing tenders and quotations and differentiate between Cost Accounting and Financial Accounting	4	An , C
CO 2	Compute and Assess Material and labour costs to ensure effective utilization of Materials and labour	4, 5	Ap, E
CO 3	Examine the concept of allocation and apportionment of overheads among various departments to ensure equitable distribution of overheads	4, 5	An
CO 4	Examine the various methods of costing such as Job, Batch and Contract Costing to estimate costs for the future periods for similar jobs	4	An
CO 5	Prepare Process Accounts by understanding the impact of normal / abnormal loss / abnormal gain	4	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 XII – MARKETING RESEARCH AND CONSUMER BEHAVIOUR

COMMON TO B.COM (Marketing Management) & B.Sc (Food Science Management)

SUBJECT CODE: 14UMAN316	YEAR / SEMESTER: III / V	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE

The course enables students to gain a comprehensive understanding of the relevance of marketing research to gain consumer insight keeping the individual, social and cultural dimensions of consumer behaviour as a backdrop. The course also introduces the students to the universally applicable marketing research tools and techniques to enhance their research skills.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To understand the process and role of marketing research in managerial decision making.
Co2	To develop innate skills required for a researcher
Co3	To give students a perspective to understand the applications of marketing research in various domains
Co4	To familiarize students with individual determinants, personal, socio-cultural and environmental dimensions that influence consumer decisions making
Co5	To acquaint students with the process of consumer behavior in an informed and systematic way.

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)

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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)

TEXT BOOKS

- Suja R Nair (2016). Consumer Behaviour and Marketing Research, *Himalaya Publishing House*

REFERENCE BOOKS

- 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
- 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

E RESOURCES

Web links

- <https://www.entrepreneur.com/encyclopedia/market-research>
- <https://managementhelp.org/marketing/market-research.htm>
- <https://managementhelp.org/marketing/competitors.htm>
- <http://www.mymarketresearchmethods.com/an-overview-of-market-research-methods/>
- <https://managementhelp.org/businessresearch/focus-groups.htm>
- <http://www.swotnot.com/types-of-market-research/>
- <https://www.thebalance.com/market-research-101-data-analysis-2296676>
- <https://www.thebalance.com/what-is-a-target-audience-2295567>
- <https://www.thebalance.com/market-segmentation-2221043>

YouTube Links

- <https://www.youtube.com/watch?v=YWtRjZff59A>
- <https://www.youtube.com/watch?v=Ypmv3SN2xHU>
- <https://www.youtube.com/watch?v=4uKGCVi9HLY>
- <https://www.youtube.com/watch?v=ja6MPh088II>
- <https://www.youtube.com/watch?v=-VEYbyVZh7E>

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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)

- Marketing Insights - Student webinars on the applications and influence of marketing techniques on consumer behaviour
- Virtual Marketing 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
- Multiple choice test on the topic Consumer Behaviour
- Virtual Buzz Group discussion on the environmental influences on the consumers.
- Consumer profiling and portfolio creation for any brand of the student's choice
- Just a Minute - Summarizing the steps involved in the research process.
- Mind Mapping activity to trace the cultural influences on consumer purchase intentions.
- Jam board matching activity for the various steps involved in the research process.
- 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 and investigate various research approaches including sampling, data collection, questionnaire design and reporting for specific marketing situations in the global business environment.	1, 2, 3, 4	An
CO 2	Critique and evaluate the applications of appropriate research techniques in business and marketing.	1,3,4	E
CO 3	Appraise the complexity of consumer behaviour and summarize relevant consumer behaviour theories in understanding the impact of marketing strategies	3, 4,5	An, C
CO 4	Examine the environmental influences of consumer behaviour and critique the role played by culture, social class, family, personal influences and opinion leaders on consumers' consumption patterns.	2, 4, 5	An, E
CO 5	Relate individual determinants such as personality, perception, learning, motivation and attitude to the choices consumers make and outline the stages of the consumer decision process with inclusivity in mind	4, 5	Ap, An

***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 XIII – INTEGRATED MARKETING COMMUNICATION

SUBJECT CODE: 14UCOM354	YEAR / SEMESTER: III / V	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE

The course will enable students to integrate universally applicable marketing communication tools, theories, principles and practices to deliver a powerful and unified message in support of an organization's marketing program.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To familiarize students with the concepts, theories and practices of communication and integrated marketing communication.
Co2	To understand the difference between integrated and one voice marketing plans.
Co3	To equip students to plan creative media strategies and ensure control at every level
Co4	To acquaint students with traditional and new age promotional tools to develop marketing communication campaigns.
Co5	To ethically implement and practice the marketing communication programs

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)

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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)

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

E RESOURCES

Web links

- <http://www.learnmarketing.net/>
- <http://www.tdiindia.com/advertising.php>
- <http://www.adforum.com>
- <http://www.adeater.com>
- <http://www.scribd.com/doc/6966676/Integrated-Marketing-Communications>
- <http://www.slideshare.net/f098/ethical-issues-in-advertising>

YouTube Links

- <https://www.youtube.com/watch?v=U2sjaUTJF8g>
- <https://www.youtube.com/watch?v=q6u0AVn-NUM>
- <https://www.youtube.com/watch?v=iOFIrrr6YPY>
- <https://www.youtube.com/watch?v=kQSqETitNB8>
- <https://www.youtube.com/watch?v=Yhor7CPrFik>

ACTIVITY PLANNER:

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

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

- Capstone case study analysis and webinar on the media planning strategies, creative strategies, IMC tools used and evaluation of the same of an existing brand. The capstone analysis will enable students to analyse the creative edge of brands and how IMC tools are used in parallel promotional situations in order to develop effective communication strategies and programmes
- IMC Tool Box creation - Students to develop and create an IMC Tool Box for any global brand of their choice
- 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
- Concept mapping activity for Media Planning and Selection Decisions.

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- Knowledge sharing session on international IMC programs adopted by global brands
- Opinionated writing exercise on the social implication and ethical issues relating to Marketing Communication with real-times examples
- Just a minute - List the various tools of IMC
- Prepare a Marketing Communication Brief for a creative brand portfolio
- 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	Construct communication objectives that integrate global communication theories, elements and consumer behaviour models	1, 2, 3 4, 5	C
CO 2	Formulate and design an integrated marketing communications plan and strategy based on contemporary IMC tools, concepts and process.	1, 3, 4	C
CO 3	Integrate and create appropriate multi-platform creative media strategies in the light of given marketing objectives and examine the various measurement and control techniques available to marketers.	1, 3, 4, 5	C
CO 4	Critique and evaluate the applications of various IMC promotional tools universally used in the age of globalisation.	2, 3, 4	E
CO 5	Investigate social, legal and ethical issues related to integrated marketing communications from a multicultural and international perspective	2, 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)

CORE XIV– SERVICES MARKETING

SUBJECT CODE: 14UMAN322	YEAR / SEMESTER: III / V	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE:

The course facilitates a comprehensive understanding of the services marketing mix, models and frameworks of services strategies including service product and delivery, managing the organisation's physical evidence, employees and customers, measuring customer satisfaction and service quality.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To provide a understanding on how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems
Co2	To explain service blueprinting, the integration of new technologies, and other key issues facing today's customer service providers and service managers.
Co3	To acquaint students with the services marketing models, frameworks, strategies for service delivery, physical evidence setting, measuring customer satisfaction and service quality initiatives
Co4	To develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service
Co5	To understand the functionality of the service industry in India

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)

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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)

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*.

E RESOURCES

Web links

- <http://www.scribd.com/doc/18745048/servicesmarketingnotes>
- <http://www.marketingteacher.com/powerpoint/MAIN.htm02>
- <http://www.learnmarketing.net/slides.htm>
- <http://www.referenceforbusiness.com/encyclopedia/Man-Mix/Marketing-Strategy.html>
- <http://www.s4growth.com/publications/columns/18.cfm>
- <http://www.l.ximb.ac.in/users/fac/MNT/mnt.nsf/.../Services%20Marketing.ppt>
- [http://www.authorstream.com/.../richadinker-80020-introduction-service -](http://www.authorstream.com/.../richadinker-80020-introduction-service-)
- <http://business-fundas.com/2011/the-8-ps-of-services-marketing/>

YouTube Links

- <https://www.youtube.com/watch?v=DV8NnBBmYso>
- <https://www.youtube.com/watch?v=VKJDhKgDug0>
- <https://www.youtube.com/watch?v=Gxf6UfF5PpY&t=25s>
- <https://www.youtube.com/watch?v=7GaURedHeM>
- <https://www.youtube.com/watch?v=y9z-ULngCRk>
- <https://www.youtube.com/watch?v=DV8NnBBmYso>
- <https://www.youtube.com/watch?v=77czO8sxABI>

ACTIVITY PLANNER:

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

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

- Digital Magazine creation and presentation on the different Service industries in India
- Case study discussion on Customer Relationship Management
- G-Meet jamboard activity on tracing service blueprint
- Mapping and tracing activity for designing the service blueprint for any service industry of the student's choice
- 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.
- Reflection paper writing exercise on Managing Service Promises

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- 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
- 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 nature and elements of the extended marketing mix and design effective service blueprints that have universal applications for various industries.	1, 2, 3, 4	An
CO 2	Examine and defend the application of the 7 P's of the Services Marketing Mix to develop a positioning strategy for any service organisation.	1, 2, 3, 4, 5	An, E
CO 3	Recommend strategies for matching demand and supply through capacity planning and justify the importance of external internal communication orientations in the service sector.	3, 4	E
CO 4	Critically analyse services marketing problems and apply knowledge to develop and communicate recommended solutions to increase customers' perceptions of satisfaction, service quality and value	3, 4, 5	An, E
CO 5	Formulate a gap strategy to close quality gaps in services based on 5 key dimensions of the RATER model.	3, 4, 5	C
CO6	Outline the various services offered by the Indian service sector to provide qualitative and equitable services to consumers	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)

ELECTIVE III – DIGITAL MARKETING

SUBJECT CODE: 15UCOM312	YEAR / SEMESTER: III / V	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 5	TOTAL TEACHING HOURS: 75

GENERAL OBJECTIVE:

The course provides students with a comprehensive understanding of digital marketing and social media tools for planning, decision-making and problem-solving for organizational improvement and growth within a global environment.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To provide a solid understanding of core business principles in the primary areas of digital marketing and web based technologies
Co2	To enable the creation and delivery of relevant creative digital content to the targeted audience
Co3	To assess social media presence and industry benchmarking
Co4	To equip students to apply digital marketing tools such as SEO, Social media, blogs and analytics for business enhancement
Co5	To familiarize students with the strategic role of digital marketing processes and tools in designing the overall marketing strategy and the Digital Marketing Plan.

UNIT I

Introduction to Digital and Social Media Marketing: Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Email Marketing, Online Reputation Management, Affiliate Marketing. (Theory)

Personal Branding on Social Media: Establishing a blog, polishing LinkedIn profile, establishing Twitter identity, creating a video resume, setting up Pinterest, Instagram, YouTube and Slideshare channel – picking up a niche (Practical) (20 hrs)

UNIT II

Importance of Blogging and Content Marketing: Content plan for the blog. Writing appropriate blog posts. Understanding on page optimization in SEO (in Detail), Blog promotion and Off page optimization of blog. Evaluating a website's SEO presence and generating an evaluative report. Understanding complete terminologies of SEO. (Theory and Practical) (15 hrs)

UNIT III

Role of Social Media in Business (PR, Marketing, Recruitment, Online Reputation Management and more) :B2B and B2C Social Media Marketing, Popular Social Media Marketing Tools. Strategizing social media marketing presence (Theory)

Facebook Marketing Introduction, Facebook Community Marketing (Practical), Facebook Advertising Masterclass (Practical) (15 hrs)

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UNIT IV

Social Media Marketing Tools for Driving Sales: Marketing and Twitter Advertising, LinkedIn Community Marketing and LinkedIn Ads, Instagram and Pinterest marketing, social media and Digital

Social Media and Digital Marketing Analytics: Understanding Facebook Insights- Understanding LinkedIn Community Insights – Understanding Insights of Twitter, SlideShare, YouTube, Pinterest. (15 hrs)

UNIT V

Creating Benchmarking reports, insights and analytics reports, advertisement reports

Advertising on Google - Google Adwords

(10 hrs)

TEXT BOOKS

- Seema Gupta (2018) Digital Marketing, Tata Mc Graw Hill
- Sorav Jain (2015). Social Media for Business. Mukesh Technologies

REFERENCE BOOKS

- Puneet Bhatia (2018) Fundamentals of Digital Marketing, First Edition, Pearson Publication
- Nitin C Kamat & Chinmay Nitin Kamat (2018) Digital Social Media Marketing, Himalaya Publishing House

E RESOURCES

Web links

- <https://www.marketo.com/digital-marketing/>
- <https://www.digitalmarketer.com/digital-marketing/>
- <https://www.marketingevolution.com/marketing-essentials/what-is-a-digital-marketing-platform-marketing-evolution>
- <https://developers.google.com/search/docs/beginner/seo-starter-guide>
- <https://vwo.com/ab-testing/>

YouTube Links

- <https://www.youtube.com/watch?v=ZVuHLP169mM>
- <https://www.youtube.com/watch?v=DjJDO0QNxpE>
- https://www.youtube.com/watch?v=0R_3iarc8IA
- <https://www.youtube.com/watch?v=e05V9W3UHOY>
- https://www.youtube.com/watch?v=WpLxUaDK_c8

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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)

- Expert Speak – Virtual Guest Lectures and Hands on Workshop Sessions on the following topics - Digital marketing for starters / Introduction to social media strategy / Nuances of Content Writing
- Propose a Digital Marketing Plan: The activity consists of formulating, developing a Digital Marketing Plan, applying the necessary digital marketing tool, evaluating the social media strategies for the adopted digital marketing plan and reporting the plan with Google Analytics.
- Virtual Marketing Lab: The following skill development activities will be demonstrated by the students on online portals:
 - Buying Domain Name and Web Hosting to build a personal website which is very important to have hands-on experience with SEO and other digital marketing techniques.
 - Creating of Home page and subpages for the Website using Elementor Plugin.
 - Creating a dummy campaign using mail chimp to promote Digital marketing services.
 - Creating a signup form using “Form Builder Option”.
 - Creating an audience list and adding dummy subscribers to the audience list
 - Creating a XML Map and Submitting to Google Search Console
 - Perform Readability Analysis of the website
 - Use keyword Planner tool. Select 10 Important Keyword for your website.

COURSE OUTCOMES

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

CO No.	Course Outcome	PSOs Addressed	Cognitive Level
CO 1	Examine and investigate the universal applications of various digital marketing and social media marketing tools for personal branding.	1, 2, 3	An
CO 2	Examine the relevance of advanced application of Search Engine Optimization and develop appropriate content and blog posts for increasing audience engagement through content marketing.	1, 3, 4	An
CO 3	Evaluate the role of social media tools in business.	3, 4, 5	E
CO 4	Appraise the strength of social media tools to drive sales, generate leads and aggregate audience interaction.	1, 3, 4	E
CO 5	Measure and evaluate the effectiveness of digital marketing campaigns using analytics reports for ethical decision making.	3, 4, 5	E
CO6	Integrate best practices to create and design digitally relevant and socially acceptable digital media campaigns.	1, 3, 4,5	C

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

SUBJECT CODE: 16UCOM302	YEAR / SEMESTER: III / VI	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVES:

To analyze and interpret financial statements to pave way for future financial decision makers.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To facilitate understanding of the concepts of Management accounting and aid students to analyze the financial information to make effective decisions.
Co2	To organize, interpret, and communicate information that improves internal processes and allows managers to assist in drawing effective conclusions.
Co3	To enable students to critically analyze and provide recommendations to improve the operations of the organizations through the applications of management accounting techniques
Co4	To enable the students to develop competencies in managerial decision making and control.
Co5	To understand the role of managerial accounting and apply it to real business scenarios

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)

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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)

Theory: Problem Ratio =20:80

TEXT BOOK

- Reddy, T.S. & Hari Prasad Reddy (2017), Management Accounting, Margham Publications. Chennai-17, 5th Revised Edition 2014, 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

E RESOURCES

Web links

- <https://www.investopedia.com/ask/answers/062915/what-are-common-concepts-and-techniques-managerial-accounting.asp>
- <https://www.yourarticlelibrary.com/accounting/management-accounting/management-accounting-concept-functions-and-scope/61276>
- <https://cleartax.in/g/terms/ratio-analysis>
- <https://www.toppr.com/guides/maths-formulas/ratio-analysis-formulas/>
- <https://www.accountingtools.com/articles/2017/5/14/standard-costing>

YouTube Links

- <https://www.coursera.org/lecture/core-concepts-of-accounting/4-1-what-is-managerial-accounting-key-ideas-jVtql>
- <https://www.investopedia.com/terms/r/ratioanalysis.asp>
- <https://www.investopedia.com/financial-edge/0910/6-basic-financial-ratios-and-what-they-tell-you.aspx>
- <https://www.youtube.com/watch?v=aE4JnjAx2Qc>
- <https://www.youtube.com/watch?v=qItTbnuIT7M>

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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)

- **Problems and case studies from Annual Reports on the topics Ratio Analysis**
- **Advanced Problems and case studies on Marginal Costing (Key Factor and make or buy decisions), Budgeting and variance analysis**
- Just a minute - Classroom Quiz and Crossword solving for problems based on decision making
- Analyzing differences between actuals and Budgeted based on Standard costing and variance analysis
- Jam board activity on compare and contrast of Funds flow and Cash flow statements
- Labelling Activity on the various classifications of budgets
- Matching Activities 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

COURSE OUTCOMES

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

CO No.	Course Outcome	PSOs Addressed	Cognitive Level
CO 1	Assess, interpret financial statements, and integrate the information needed for making sound economic decisions	3, 4	C
CO 2	Critically evaluate the financial performance of an organization through application of Ratio analysis & construct the new balance sheet of the organization	4	E
CO 3	Evaluate the cash flow position of a company and its impact on business growth and success.	4	E
CO 4	Critically evaluate the CVP analysis to aid effective decision making in various business scenarios	4	E
CO 5	Investigate the variations in the elements of cost and sales	4	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)

CORE XVI - RURAL MARKETING

SUBJECT CODE: 17UCOM326	YEAR / SEMESTER: III / VI	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE

The course provides a strong foundation of applied knowledge, concepts, approaches and analytical skills for the successful marketing of products and services to rural consumers and also equips students to take sustainable and ethical decisions to implement relevant frameworks in the rural marketing program.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To provide an overview of rural markets and emerging perspectives of rural marketing.
Co2	To understand the profile of a rural market segments and consumers
Co3	To understand, learn and practice various research methodologies and use tools for rural research
Co4	To develop a strong foundation of applied knowledge, concepts, approaches and analytical skills for formulating and implementing a successful rural marketing mix
Co5	To acquaint students with nuances of taking up rural marketing as a career and apply innovative IT tools for rural markets. .

UNIT I

Introduction to Rural Marketing

Meaning, definition, concept and nature of Rural Marketing – Taxonomy of rural markets – Urban v/s Rural marketing – Rural marketing environment – PEST analysis – **Becoming a successful rural marketer** (8 Hrs)

UNIT II

Rural Market Research and Rural Buyer Behaviour

Sources of information for rural market research – Rural research business – Key decisions, approaches and tools.

Aspects of rural buyer behaviour – Rural Consumer decision making process – environmental factors affecting rural consumers – Buyer characteristics and innovation adoption.

Rural STP approach – **Guidelines for effective segmentation and emerging rural market segments.** (14 Hrs)

UNIT III

Product and Pricing Strategies

Rural Product Strategy – Rural product classification and decisions – **Product innovation strategies and customer value strategies – Rural branding and packaging strategies** – Fake brands – Strategies to counter fake brands

Rural Pricing Strategy – Rural pricing policy and objectives – Segmentation based pricing– Challenges in Rural Pricing (15 Hrs)

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UNIT IV

Distribution and Promotion Strategies

Rural Distribution Strategy – Rural distribution and logistics – Direct v/s indirect marketing – organized rural retailing – Types of retail outlets – Rural malls – E Tailing and training for rural retailers – Rural supply chain management – ITC e-Choupal.

Rural promotion mix – Marketing communication challenges in rural markets – Designing the rural communication strategy. (15 Hrs)

UNIT V

Future of Rural Marketing

Technology and innovation as a rural driver – ICT as a transformation agent – Innovations in rural marketing – Marketing of rural tourism (8 Hrs)

TEXT BOOK

- C. S. G. Krishnamacharyulu & Lalitha Ramakrishnan (2017). Rural Marketing: Text and Cases, 2nd edition, Pearson Publication

REFERENCE BOOKS

- Pradeep Kashyap (2017). Rural Marketing 3rd Edition, Tata McGrahill
- Badi & Badi (2017), Rural Marketing, Himalaya Publishing House.

E RESOURCES

Web links

- <https://www.ascentgroupindia.com/blog/top-rural-marketing-agencies-in-india/>
- <https://www.geektonight.com/rural-marketing/>
- https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_RM_NOTES_2.pdf
- <https://timesofindia.indiatimes.com/readersblog/rural-marketing/the-new-age-of-rural-marketing-9499/>

YouTube Links

- https://www.youtube.com/watch?v=XDHcLI9c_6Y
- <https://www.youtube.com/watch?v=UglBtucPx-8>
- <https://www.youtube.com/watch?v=mgJgzdsVr8Q>
- <https://www.youtube.com/watch?v=ShoD-FOlMUY&t=8s>
- <https://www.youtube.com/watch?v=ennB2YxxRQs>

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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)

- Virtual presentations on applications of rural marketing research on various emerging rural market segments and Rural supply chain management
- Virtual Classroom discussion and Online presentations of E - Tailing and training for rural retailers
- Virtual Case study discussion and Online presentations of Rural branding and packaging Strategies
- Reflection paper writing exercise on the efforts undertaken by the Government of India and several brands to improve the quality of life of rural consumers
- Focus group discussion to understand the intentions of students to become rural marketers
- Jam board journey mapping activity- Students to trace the journey of a brand from urban to the rural market
- Discussion on the changes in the economic scenario of rural areas
- 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 fundamental rural marketing concepts, taxonomy, PEST analysis and strategies adopted by brands in rural India to enhance the quality of life for rural consumers.	2, 3, 4, 5	An
CO 2	Appraise the key decisions, approaches and tools applied by rural researchers to classify and segment rural markets to understand the buying behaviour of rural consumers.	1, 3, 4	An
CO 3	Recommend product and service innovations to brands to implement sustainable experiential marketing strategies for rural consumers and also formulate strategies to counter the sales of fake brands in rural markets.	1, 3, 4, 5	E, C
CO 4	Plan and design appropriate strategies for rural distribution channels and promotional techniques that depend on the multifarious problems hindering rural India.	1, 2, 3, 4, 5	C
CO 5	Outline and recommend the application of ICTs in Indian rural markets to empower efficiency and responsiveness among rural consumers and marketers	4, 5	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 XVII- BUSINESS TAXATION
Common to B.Com (Accounting & Finance), B.Com (Marketing Management), B.Com (Corporate Secretaryship)

SUBJECT CODE: 15UCOM331	YEAR / SEMESTER: III / VI	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE

To impart knowledge on the current indirect taxation structure and provisions applicable in India.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To facilitate the students to understand the impact of GST on Indian Economy.
Co2	To analyze the applicability of GST provisions on goods & services.
Co3	To assess the place and time of supply for application of GST provisions.
Co4	To be aware of the documents required for filing of GST returns
Co5	To discuss basic provisions of customs act.

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

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E RESOURCES

Web links

- <https://gsteservices.com/gst-info/features-and-benefits-of-gst/>
- <https://caknowledge.com/key-features-gst-benefits-gst/>
- <https://cleartax.in/s/supply-under-gst-scope>
- <https://www.indiafilings.com/learn/time-supply-gst/>
- <https://www.cbic.gov.in/htdocs-cbec/customs/cs-act/cs-act-ch1-revised>

YouTube Links

- <https://www.youtube.com/watch?v=76UUB7Vv8s8>
- <https://www.youtube.com/watch?v=gPUGr4C-E8I>
- <https://youtu.be/iOCJdPumaI>
- <https://www.youtube.com/watch?v=s7E7eq5qVNw>

ACTIVITY PLANNER:

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

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

- Virtual discussion on filing of returns using the gstrn portal (<https://selfservice.gstsystem.in/>)
- Labeling Activity on CGST, SGST and UTGST
- Just a Minute - E quiz on implications of GST
- Knowledge Sharing session on Baggage duties
- Listing Activities on types of Customs Duties
- 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
- Show and Tell Activity on GST Returns
- 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	Outline the provisions of Goods and Service Tax and explain the differences between new tax regime and old tax regime	2, 5	An
CO 2	Examine the process of GST composition Levy Scheme in detail along with eligibility criteria and application procedure	4, 5	An
CO 3	Compute the input tax credit and examine the place of supply and time of supply	4	Ap, An
CO 4	Classify and design and the documents to be maintained under GST, filing of returns, refund mechanism, audit and appeals	4, 5	Ap, C
CO 5	Examine the provisions of the Customs Act in relation to baggage rules, assessable value and export import procedure	5	An

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PSO – Program Specific Outcome; CO – Course Outcome; Co – Course Objective

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B.Com (Marketing Management)

CORE XVIII – INTERNATIONAL MARKETING

SUBJECT CODE: 17UCOM327	YEAR / SEMESTER: III / VI	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS:60

GENERAL OBJECTIVE

The course enables students to understand and develop international marketing strategies for businesses to respond effectively to different market conditions. It also discusses the various market entry modes available for marketers to enhance their competitive advantage.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To provide an in-depth, critical understanding of international marketing theories and models
Co2	To familiarize students with a firm's international decision making process and market selection process
Co3	To provide a complete overview of international market entry strategies and modes
Co4	To enhance skills to develop an international marketing strategy
Co5	To acquaint students with the differences in international cultural orientations and emerging new technologies that is rapidly changing the global business scenario

UNIT I

Introduction to International Marketing

Meaning and Definition of International marketing – Developing a global marketing strategy-
Motives for internationalization – Risks and barriers in global marketing – Upasala's global marketing model and the network model (8 Hrs)

UNIT II

International market selection process

International market research – Global marketing environment – Issues in political and legal environment – Socio cultural environment – Layers of culture – Managing cultural difference – Effects of cultural dimensions on ethical decision making – International market selection process – Building a model for market selection – Market expansion strategies – The global product/ market portfolio. (15 Hrs)

UNIT III

Market Entry Strategies

Emerging markets and global market entry modes – Factors influencing the choice of entry modes – Direct and indirect export modes – Currency fluctuations
Intermediate entry modes – Contract manufacturing, licensing, franchising, joint ventures and strategic alliances. (10 Hrs)

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UNIT IV

Designing the International Marketing Programme

Developing international product strategy – New products for the international market-
International pricing strategies – Factors influencing international pricing decisions – External
determinants of channel decisions – Managing and controlling international channels –
International communication process – International promotion and advertising strategies

(15 Hrs)

UNIT V

Global Competitiveness

Developing a firm's international competitiveness – Porter's competitive analysis – Value
Chain Analysis – Competitive benchmarking – Blue Ocean Strategy and Value innovation

Digital marketing in the global era – Global strategy for internet marketing – Global mobile
marketing

(12 Hrs)

TEXT BOOK

- Svend Hollensen & Madhumita Banerjee (2017), Global marketing, 4th edition Pearson Publication

REFERENCE BOOKS

- Warren J. Keegan & Mark C. Green (2017), Global Marketing, 9th edition, Pearson Publication
- Gautam Dutta (2017), Global Marketing 1st edition, Pearson Publication

E RESOURCES

Web links

- <https://www.businessmanagementideas.com/marketing/international-marketing-2/20680>
- <https://www.marketingteacher.com/the-international-market-entry-evaluation-process/>
- <https://howtoexportimport.com/Process-to-select-International-market-4576.aspx>
- https://www.researchgate.net/publication/249643551_The_decision_process_for_the_International_Market_Selection/link/0046352a0a5183630b000000/download
- <http://www.tradestart.ca/market-entry-strategies>
- <https://www.smartling.com/resources/101/your-guide-to-market-entry-strategy/>
- <https://www.mediabeacon.com/en/blog/global-marketing-strategy>
- <https://www.semanticscholar.org/paper/International-Marketing-Strategies-For-Global-Agnihotri-Monjee/ad487ed6dbc521bdfe062d8d2c49fe7f0ddce92e>
- <https://www.cleverism.com/global-marketing-strategies/>

YouTube Links

- <https://www.youtube.com/watch?v=aFZCMOoJmK4>
- https://www.youtube.com/watch?v=drK_S95gCJU
- <https://www.youtube.com/watch?v=VgVTfU9kVmA>
- https://www.youtube.com/watch?v=GbP_lgzhNKk
- <https://www.youtube.com/watch?v=D8-PkFgw2Yk>
- <https://www.youtube.com/watch?v=vRTuaTg0V5c>
- <https://www.youtube.com/watch?v=OMJfjU0--MM>
- <https://www.youtube.com/watch?v=5k8FuCxj9Q0>

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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)

- Marketing Express 4.0 – Virtual Exhibition tracing an international brands journey from its inception to its present stand in the industry
- Expert Speak - Virtual Workshop on International Trade Entry Modes
- Expert Speak - Virtual lecture on International Trade Dynamics
- It's a Wrap: Capstone Case Study analysis and webinar on a brands International decision making process, market selection process, entry modes, expansion strategies and promotion mix
- Virtual Buzz Group discussion - Students discuss the Global Competitiveness Index of 2020 (Buzz group discussion comprises of small groups of 5-6 participants discussing a specific question or issue in order to come up with many ideas within a short duration.
- Take a break - Slogan / jingle making activity- Creative thinking activity that involves slogan or jingle making for any international brands
- International Brief Encounters - Virtual game to develop an understanding of how culture influences the behavior and perception of country marketers and customers. This game will help players learn how to describe and recognize cultural differences through behavior, how culture influences the way we view the behavior of others, and how to communicate with others despite cultural norms.
- Formulate an International Marketing Plan (IMP) and interpret the development of the plan.
- Journey mapping - Students to trace the PLC of an international brand in the Indian market.
- IM Tool Box creation - Students to create an international Marketing portfolio for a brand of their choice and recommend the promotional strategies that the brand can adopt
- Reflection paper writing exercise 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

COURSE OUTCOMES

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

CO No.	Course Outcome	PSOs Addressed	Cognitive Level
CO 1	Examine and critique the concepts, principles and theories that constitute international marketing practices adopted by multinational corporations.	2, 3	An, E
CO 2	Relate and analyze factors affecting the international marketing environment and investigate the diversity issues in international markets	2, 3	Ap, An
CO3	Outline the steps and process involved in market selection process, expansion strategies and global product portfolio development.	1, 2, 3, 4	An
CO 4	Recommend appropriate strategies for international market entry modes that involve meticulous strategizing of global business goals.	1, 2, 3, 4	E
CO 5	Formulate universally applicable marketing mix programs for global products and services that are customized to suit and satisfy local audience.	1, 2, 3, 4, 5	C
CO 6	Critique and evaluate international marketing models that impact the international business opportunities of a global corporation in the current volatile business structure.	1, 2,3,4,5	E

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