

Agenda No. in AC: 2.03

Date: 23.03.2022

University of Mumbai



Vidya Prasarak Mandal's
K.G. Joshi College of Arts and N.G. Bedekar College of Commerce
(Autonomous)
(Affiliated to University of Mumbai)

Programme: B. Com.
Specific Programme: Business Management: Marketing Management
(JBCUCMMG)
Syllabus for SYBCom

Year of Establishment: 1969
Year of Upgrading: 2022-2023

Specific Programme: Business Management: Marketing Management (JBCUCMMG)

PREAMBLE

The Latin word 'Commercium' in itself describes trading and merchandising together with required skills and attitudes for the handling of Trade, Commerce and Industry. William E. Gladstone highlighted the importance of Commerce by saying, "Commerce is the equalizer of the wealth of nations". The study of Commerce is of paramount importance, as it imparts knowledge about Business, Service Sector, Management, Production, Finance, Marketing, Human Resource, Secretarial Practices, Foreign Trade, Organisational Development and related aspects. In this programme, learners are taught the core subjects of Commerce and Management. In three-year duration, the learners are also given options to opt for few elective subjects. The objective of the programme is to equip the learners with the knowledge of current scenario of global markets and recent trends in Commerce and Management. Dedicated to develop tomorrow's leaders, managers, and professionals, the Department of Commerce offers the learners various courses such as Introduction to Business, Service Sector, Management: Issues and Challenges, Production Management, Company Secretarial Practice, Marketing Management, Human Resource Management, Export Marketing and Financial Management. The curriculum aims at enhancing employability options of the learners and instils learnability for upskilling and reskilling even in later part of life.

Eligibility: A student must have successfully cleared the HSC (12th) examination.

Programme Duration: Three years (entire B.Com. course)

Mode of Delivery: Offline (Online, in case of emergency)

DISTRIBUTION OF TOPICS AND CREDITS

Course	Course Name	Semester	Course Nomenclature	Course Code	Credits
1	Marketing Management	III	Business Management I: Marketing Management	JBCUCMMG306	3
		IV	Business Management II: Marketing Management	JBCUCMMG406	3

Credit Based Semester and Grading System
with effect from the academic year 2022-2023

Programme Outcomes

PO	PSO Description
PO1	To impart knowledge about commercial and managerial aspects of business along with social and ethical issues
PO2	To give a working knowledge in respect of cost accounting, management accounting, financial accounting, auditing and taxation
PO3	To make the learners aware about various aspects of micro and macro economics
PO4	To acquaint the learners about business law, computer systems, its applications and network infrastructure
PO5	To provide the basic knowledge about Indian Financial System and recent development in finance

Programme Specific Outcomes

PSO	PSO Description
PSO1	To impart knowledge about commercial and managerial aspects of business along with social and ethical issues
PSO2	To acquaint the learners about basic concepts of business communication, mathematical and statistical tools, environmental and other social issues related to commerce and management
PSO3	To make the learners aware about basic concepts of marketing management, production management human resource management, export marketing and financial management along with the recent trends and developments in it
PSO4	To give a working knowledge in respect of cost accounting, management accounting, financial accounting, auditing and taxation
PSO5	To make the learners aware about various aspects of micro and macro economics and also about Indian financial system and recent development in it
PSO6	To acquaint the learners about business law, company secretarial practices and computer systems, its applications and network infrastructure

Semester III

Course Nomenclature: Business Management I: Marketing Management

Course Code: JBCUCMMG306

COURSE OUTCOMES

1. To make the learners familiar with the fundamentals of marketing management and strategic marketing.
2. To make the learners aware about the marketing environment in India and the competitive forces surrounding business enterprise.
3. To enable the learners to understand the need for 4 new product knowledge about pricing of products and services

SYLLABUS

Module 1: Marketing Management and Marketing Environment (10)

Marketing Management: Evolution of Marketing, Definition, need and importance of Marketing Management, Functions of Marketing Management, Micro and Macro Environment with specific reference to India

Emerging Marketing opportunities in India – Marketing at the bottom of the pyramid, growing middle class, International marketing environment.

Module 2: Understanding Buyer Behaviour (15)

Comparing consumer markets (individuals and households) with organizational buyers (Industrial / Business houses), Factors affecting consumer behaviour, Steps in consumer purchase decision process (with respect to high involvement and low involvement products), Factors affecting organizational buyer behaviour, Steps in the organizational purchase decision process (with respect to different buying situations)

Module 3: Product (10)

Definition, Product Levels – Customer Value Hierarchy

Product Classification: Based on durability and tangibility, consumer goods classification and industrial goods classification.

Product Life Cycle: Stages and features of each stage, Product Positioning: Meaning and Importance, Steps in Product Positioning.

Module 4: Pricing

(10)

Meaning and objective of Pricing, Factors affecting pricing decisions.

Methods of Pricing: Mark-up pricing, Target-return Pricing, Perceived-value Pricing, Value Pricing, Going-Rate Pricing and Auction Pricing.

Steps in Pricing.

REFERENCES

Philip Kotler (2003) Marketing Management: Eleventh Edition: Pearson Education

V. S. Ramaswani and S Namakumari (2002) Marketing: Planning, Implementation and Control (3rd Edition) New Delhi, Macmillan India

Michael Porter – Competitive Advantage

Theodore Levitt – Marketing Management

Fundamentals of Marketing – William Stanton

Customer Driven Services Management (1999) Response Books

MODALITY OF ASSESSMENT

A. Internal Assessment: 40% - 40 Marks

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB. 1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

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|--|----|
| 1. Answer ANY TWO of the following. | 15 |
| a. (Theory Question - Module 1) | |
| b. (Theory Question - Module 1) | |
| c. (Theory Question - Module 1) | |
| | |
| 2. Answer ANY TWO of the following. | 15 |
| a. (Theory Question - Module 2) | |
| b. (Theory Question - Module 2) | |
| c. (Theory Question - Module 2) | |
| | |
| 3. Answer ANY TWO of the following. | 15 |
| a. (Theory Question - Module 3) | |
| b. (Theory Question - Module 3) | |
| c. (Theory Question - Module 3) | |
| | |
| 4. Answer ANY TWO of the following. | 15 |
| a. (Theory Question - Module 4) | |
| b. (Theory Question - Module 4) | |
| c. (Theory Question - Module 4) | |

Semester IV

Course Nomenclature: Business Management II: Marketing Management

Course Code: JBCUCMMG406

COURSE OUTCOMES

1. To make the learners understand distribution function and the types of role of intermediaries.
2. To enable the learners to understand promotion and marketing communication tools and also buyers' behaviour.
3. To acquaint the learners with an insight into marketing of services and rural marketing.

SYLLABUS

Module 1: Distribution

(10)

Types of middlemen, Factors affecting channel by middlemen, Functions performed by middlemen

Logistics: Meaning and components

E-marketing: Meaning, merits and demerits of e-marketing

Online retailing – successful online retailers in India and abroad.

Module 2: Promotion

(15)

Elements of promotion mix, Objectives of promotion and marketing communication, Factors affecting promotion mix decisions, Steps in designing a marketing communication program, Role of social media in marketing communication.

Module 3: Understanding Competition and Strategic Marketing

(10)

Marketing Strategy: Definition and Features, Steps in Strategic Marketing Planning Process, SWOT Analysis, Michael Porter's Five Forces Model, Analysing competition.

Module 4: Marketing of services and Rural Marketing

(10)

Services: Definition and Features

Marketing mix for services marketing, Managing service quality and productivity, Rural market scenario in India

Factors contributing to the growth of rural markets in India, Challenge of Rural Marketing, Strategies to cope with the challenges of rural marketing.

REFERENCES

Philip Kotler (2003) Marketing Management: Eleventh Edition: Pearson Education

V. S. Ramaswani and S Namakumari (2002) Marketing: Planning, Implementation and Control (3rd Edition) New Delhi, Macmillan India

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MODALITY OF ASSESSMENT

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Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB. 1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following. 15
 a. (Theory Question - Module 1)
 b. (Theory Question - Module 1)
 c. (Theory Question - Module 1)
2. Answer **ANY TWO** of the following. 15
 a. (Theory Question - Module 2)
 b. (Theory Question - Module 2)
 c. (Theory Question - Module 2)
3. Answer **ANY TWO** of the following. 15
 a. (Theory Question - Module 3)
 b. (Theory Question - Module 3)
 c. (Theory Question - Module 3)
4. Answer **ANY TWO** of the following. 15
 a. (Theory Question - Module 4)
 b. (Theory Question - Module 4)
 c. (Theory Question - Module 4)
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