

**The Kelkar Education Trust's
V. G. Vaze College of Arts, Science and Commerce
(Autonomous)**



**The Kelkar Education Trust's
Vinayak Ganesh Vaze College of Arts, Science & Commerce
(Autonomous)**

**SYLLABUS FOR T.Y.B.COM
(JUNE 2023 ONWARDS)**

PROGRAMME: BACHELOR OF COMMERCE

SEMESTER V & VI

**COURSE: COMMERCE V & VI
(MARKETING & HUMAN RESOURCE MANAGEMENT)**

Course Code	Paper Title	Credit
VCCM301 & VCCM351	Commerce V & VI	04

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1. Syllabus as per Choice Based Credit System

- | | |
|---|--|
| 1) Name of the Programme | : T.Y.B.COM – COMMERCE V & VI |
| 2) Course Code | : VCCM301 & VCCM351 |
| 3) Course Title | : Commerce V & VI |
| 4) Semester wise Course Contents | : Copy of the syllabus Enclosed |
| 5) Reference & Additional References | : Enclosed in the syllabus |
| 6) Credit Structure | |
| (No. of Credit per Semester) | : 04 |
| 7) No. of Lectures Per Unit | : 15 |
| 8) No. of Lectures Per Week | : 04 |
| 9) No. of Tutorials Per Week | : NIL |

2. Scheme of Examination : Semester End Exam: 60 Marks

(4 Questions of 15 Marks)

Internal Assessment 40 Marks:

Test: 15 Marks

Project/Assignments: 15 Marks

Class Participation: 10 Marks

3. Special Notes (if any) : No

4. Eligibility (if any) : As laid down in the College-
-Admission Brochure/Website

5. Fee Structure : As per College Fee Structure Specification

6. Special Ordinances/Resolutions (if any) : No

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Programme: TYBCOM

Semester: V & VI

1) Course: Commerce V & VI

Course Code: VCCM301 & VCCM351

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	15	15	10	-	-	60	100

Maximum Time, Semester End Exam (Theory) – 2 Hrs.

Prerequisite: Basic Interest in Marketing & Human Resource Management

Course Objectives

- 1) To understand the concept of marketing management.
- 2) To learn about marketing process of different types of products and services.
- 3) To understand the tools used by marketing managers in decision situations.
- 4) To understand the marketing environment.
- 5) To create awareness of basic aspects of human resource management to understand the functioning of human resource management in an organisational setting.

Distribution of marks as per Units, COs and Bloom's Taxonomy

Unit	COs	Bloom's Taxonomy Level	Type of Question	Marks	Weightage (%)
1	CO1: Remember	Define / State	Essay Type	15	25
2	CO2: Understand	Explain / Classify / Describe / Recognise	Essay Type, Problem solving	15	25
3	CO3: Apply	Demonstrate / Execute / Interpret	Essay Type, Problem solving	15	25
4	CO4: Evaluate	Argue / Judge / Critique	Essay Type, Problem solving	15	25

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COMMERCE V (MARKETING)

Course Outcomes:

Students should be able to...

CO1: Remember the concepts, features, and importance of marketing, consumer behavior, market segmentation, and customer relationship management, including the influence of AI on consumer insights.

CO2: Understand the elements of the marketing mix, product life cycle stages, branding strategies, and sustainable packaging practices, including challenges in service positioning and psychological pricing.

CO3: Apply knowledge of physical distribution systems, supply chain management components, and omnichannel marketing strategies to integrate online and offline consumer experiences effectively.

CO4: Evaluate trends in digital marketing (e.g., SEO, PPC, AI-powered personalization), green marketing, niche marketing, and factors contributing to brand success or failure in India.

COMMERCE V - MARKETING

Course Contents Semester V		
Sr. No.	Modules/Units	Lectures
1	Introduction to Marketing	15
	Marketing: Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing, Emerging Market Strategies. Marketing Research: Concept, Features, Process, Marketing Information System - Concept, Components Data Mining- Concept, Importance. Consumer Behaviour: Concept, Factors influencing Consumer Behaviour, Market Segmentation- Concept, Benefits, Bases of market segmentation; Customer Relationship Management: Concept, Techniques, Market Targeting- Concept, Five patterns of Target market Selection, Influence of AI in Consumer Insights.	
2	Marketing Decisions I	15
	Marketing Mix: Concept, Product- Product Decision Areas Product Life Cycle- Concept, Managing Stages of PLC Branding- Concept, Components, Brand Equity- Concept, Factors influencing Brand Equity. Packaging: Concept, Essentials of a good package, Product Positioning- Concept, Strategies of Product Positioning, Service Positioning-	

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	Importance & Challenges, Sustainable Packaging, Packaging for E-Commerce. Pricing: Concept, Objectives, Factors Influencing Pricing, Pricing Strategies, Price discrimination in E- Commerce, Psychological Pricing	
3	Marketing Decisions II	15
	Physical Distribution: Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels) Supply Chain Management - Concept, Components of SCM, Omnichannel Marketing Strategies: Integrating Online and Offline Consumer Experiences. Promotion: Concept, Importance, Elements of Promotion Mix Integrated Marketing Communication (IMC) - Concept, Scope, Importance, Neuro-Marketing Sales Management: Concept, Components, Emerging trends in selling Personal Selling- Concept, Process of Personal Selling, Skill Sets required for Effective Selling.	
4	Key Marketing Dimensions	15
	Marketing Ethics: Concept, Unethical practices in marketing, General role of consumer organizations. Digital Marketing: Concept, Trends in Digital Marketing; Green Marketing- concept, importance; Niche Marketing, Advanced Digital Marketing Techniques: SEO, PPC, AI-Powered Personalization, Voice Search Optimization. Challenges faced by Marketing Managers in 21st Century Careers in Marketing: Skill sets required for effective marketing Factors contributing to Success of brands in India with suitable examples, Reasons for failure of brands in India with suitable examples. AI in Consumer Engagement: Chatbots, Virtual Assistants, and Personalization in Marketing.	
	Total	60

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Distribution of marks as per Units, COs and Bloom's Taxonomy

Unit	COs	Bloom's Taxonomy Level	Type of Question	Marks	Weightage (%)
1	CO1: Understand	Explain / Classify / Describe / Recognise	Essay Type	15	25
2	CO2: Analyse	Differentiate / Organise / Examine / Experiment	Essay Type, Problem solving	15	25
3	CO3: Apply	Demonstrate / Execute / Interpret	Essay Type, Problem solving	15	25
4	CO4: Evaluate	Argue / Judge / Critique	Essay Type, Problem solving	15	25

COMMERCE VI (HUMAN RESOURCE MANAGEMENT):

Course Outcomes:

Students should be able to...

CO1: Understand human resource management concepts, functions, and planning processes, including job analysis, recruitment techniques, and managing gig economy workers.

CO2: Analyse human resource development methods like training techniques (e.g., gamification), performance appraisal systems (e.g., 720-degree appraisal), and career planning strategies such as succession planning and mentoring.

CO3: Apply effective grievance redressal procedures, employee welfare measures, and leadership styles (transactional vs transformational) to enhance employee morale and engagement.

CO4: Evaluate emerging HR trends like hybrid work models, Green HRM practices, competency mapping, workforce diversity challenges (e.g., neurodiversity), and virtual team management strategies.

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COMMERCE VI – HUMAN RESOURCE MANAGEMENT

Course Contents Semester VI		
Sr. No.	Modules/Units	Lectures
1	Human Resource Management	15
	<p>Human Resource Management: Concept, Functions, Importance, Traditional v/s Strategic Human Resource Management.</p> <p>Human Resource Planning: Concept Steps in Human Resource Planning Job Analysis - Concept, Components, Job Design- Concept, Techniques.</p> <p>Recruitment: Concept, Sources of Recruitment Selection - Concept, Process, Techniques of E-Selection, Gig Economy - Managing Freelancers, Contract Workers, and Platform - Based Employment, DE& I in Recruitment.</p>	
2	Human Resource Development	15
	<p>Human Resource Development: Concept, Functions, Training- Concept, Methods of Training & Development - Apprenticeship, Understudy, Job Rotation, Vestibule Training, Case Study, Role Playing, Sensitivity Training, In-basket, Gamification in Training, Evaluating training effectiveness- Concept, Methods, Microlearning</p> <p>Performance Appraisal: Concept, Benefits, Limitations, Methods Potential Appraisal - Concept, Importance, 720 Degree Appraisal, Employee-Driven Reviews</p> <p>Career Planning: Concept, Importance Succession Planning- Concept, Needs, Mentoring- Concept, Importance Counselling- Concept, Techniques.</p>	
3	Human Relations	15
	<p>Human Relations: Concept, Significance; Leadership – Concept, Transactional & Transformational Leadership; Motivation - Concept, Theories of Motivation, (Maslow's Need Hierarchy Theory, Vroom's Expectancy Theory, McGregor's Theory X, Theory Y & Theory Z, Pink's Theory of Motivation).</p> <p>Employees Morale: Concept, Factors affecting Morale, Measurement of</p>	

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	<p>Employees Morale Emotional Quotient and Spiritual Quotient- Concept, Factors affecting EQ & SQ.</p> <p>Employee Grievance: Causes, Procedure for Grievance Redressal</p> <p>Employee welfare measures and Health & Safety Measures.</p> <p>Employee Branding and Talent Acquisition</p>	
4	Trends in Human Resource Management	15
	<p>HR in changing environment: Competencies - Concept, Classification, Learning organizations- Concept, Creating an innovative organization, Innovation Culture- Concept, Need, Managerial Role, Green HRM, HR Audit – Concept, Objectives, Scope,</p> <p>Remote Employee Management, Virtual Team Management, Hybrid Work Models.</p> <p>Trends in Human Resource Management: Employee Engagement- Concept, Types, Employee Empowerment, Changing patterns of employment.</p> <p>Challenges in Human Resource Management: Workforce Diversity - Neurodiversity, Attrition, Downsizing, Employee Absenteeism, Work life Balance, Sexual Harassment at work place, Competency Mapping,</p>	
	Total	60

Beyond Syllabus

Problem-based learning, Case Studies, Guest Lectures on Recent Development, Paper presentations, and Industrial Visits, Digital Storytelling, Peer Learning & Assessment.

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QUESTION PAPER PATTERN

Maximum Marks: 60

Duration: 2 Hours

Question to be set: 04

Q. No.	Particulars	Marks
Q. 1.	Module I Attempt any TWO of the following out of THREE Questions: (i) (ii) (iii)	15 Marks
Q.2.	Module II Attempt any TWO of the following out of THREE Questions: (i) (ii) (iii)	15 Marks
Q.3.	Module III Attempt any TWO of the following out of THREE Questions: (i) (ii) (iii)	15 Marks
Q.4.	Module IV Attempt any TWO of the following out of THREE Questions: (i) (ii) (iii)	15 Marks

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RECOMMENDED RESOURCES

Text Books	
Reference Books	
	<p style="text-align: center;">MARKETING</p> <ol style="list-style-type: none"> 1. Phillip Kotler. (2005) Marketing Management, Englewood cliffs, Prentice Hall, NJ 2. Richard M. S Wilson, Colin Gilligam, Strategic Marketing Management, Viva Books Pvt. Ltd.,2003. 3. Walker –Boyd, Larreche, Marketing Strategies –Planning Implementations, Tata McGraw Hill.2004. 4. Neelamegam, S, S. (2007) Marketing in India : Cases and Readings, Vikas, New Delhi 5. Kotler, P., Keller, K.L. Koshy, A. &Jha. M. (2009). Marketing Management: A South Asian Perspective. (Thirteenth Ed). Pearson Education, New Delhi. 6. Gandhi, J.C. Marketing a Managerial Introduction Tata McGraw-Hill. 7. Maheshwari, R.P., Jindal, Lokesh, (2011). Marketing Management Theory and Practice. 8. Sherlekar, S.A. Marketing Management. Himalaya Publishing House. 9. Saxena, Rajan. Marketing Management 10. Ramaswamy & Kumari Nama. Marketing Management <p style="text-align: center;">HUMAN RESOURCE MANAGEMENT</p> <ol style="list-style-type: none"> 11. Bernardin, John H: Human Resource Management, Tata McGraw Hill, New Delhi 2004. 12. Arthur M, Career Theory Handbook, Prentice Hall Inc, Englewood Cliff. 13. Belkaoui, A.R. and Belkaoui, JM, Human Resource Valuation: A Guide to Strategies and Techniques, Quarum Books, Greenwood, 1995. 14. Dale, B, Total Quality and Human Resources: An Executive Guide, Blackwell, Oxford.

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	<p>15. Greenhaus, J.H., Career Management, Dryden, New York.</p> <p>16. Mabey, C and Salama, G., Strategic Human Resource Management, Blackwell, Oxford.</p> <p>17. Aswathappa. K, Human Resource Management</p> <p>18. Subba Rao, Human Resources Management.</p> <p>19. Michael Porter, HRM and Human Relations.</p> <p>20. M.N. Rudrabasavaraj: Cases in Human Resource Management – Himalaya Publishing House –New Delhi, 1998</p>
E-References	<p>1. <u>https://atlasvpn.com/blog/how-and-why-price-discrimination-in-e-commerce</u></p> <p>2. <u>https://www.techtarget.com/searchcustomerexperience/definition/neuro-marketing</u></p> <p>3. <u>https://www.iedunote.com/green-hrm</u></p> <p>4. <u>https://youmatter.world/en/definition/green-human-resources-management-meaning-definition/</u></p> <p>5. <u>https://www.guidespark.com/blog/the-role-of-hr-in-the-new-normal/</u></p>

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The final syllabus has been approved by the following BoS Members:

Dr. Adhir Vasant Ambavane - Head of the Department of Commerce

Mr. Manoj Arjun Sangare - Member – Faculty

Ms. Suchitra Poojari - Member – Faculty

Dr. Kishori Bhagat - Vice-Chancellor Nominee

Mr. Sanjeev Shah - Industry / Corporate Sector

Dr. Shobha Samir Dedhiya - Subject Expert – From Other University (SNDT)

Dr. Pramila Patil Subject Expert – From Other University (SNDT)

CA Kunal Sanil - Meritorious Alumnus



**DR. ADHIR AMBAVANE
CHAIRMAN – BOS**



**DR. KISHORI BHAGAT
VC – NOMINEE (BOS)**