

**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)**

<b>Course Code</b>	<b>Paper Title</b>	<b>Credit</b>
<b>CCOM501 &amp; CCOM601</b>	<b>Commerce V &amp; VI</b>	<b>03</b>

**The Kelkar Education Trust's  
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**1. Syllabus as per Choice Based Credit System**

- |   |  |
|---|--|
| <b>1) Name of the Programme</b>                 | <b>: T.Y.B.COM – COMMERCE V &amp; VI</b> |
| <b>2) Course Code</b>                           | <b>: CCOM501 &amp; CCOM601</b>           |
| <b>3) Course Title</b>                          | <b>: Commerce V &amp; VI</b>             |
| <b>4) Semester wise Course Contents</b>         | <b>: Copy of the syllabus Enclosed</b>   |
| <b>5) Reference &amp; Additional References</b> | <b>: Enclosed in the syllabus</b>        |
| <b>6) Credit Structure</b>                      |  |
| <b>(No. of Credit per Semester)</b>             | <b>: 03</b>                              |
| <b>7) No. of Lectures Per Unit</b>              | <b>: 12</b>                              |
| <b>8) No. of Lectures Per Week</b>              | <b>: 03</b>                              |
| <b>9) No. of Tutorials Per Week</b>             | <b>: NIL</b>                             |

**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**

**The Kelkar Education Trust's  
V. G. Vaze College of Arts, Science and Commerce  
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Programme: TYBCOM

Semester: V & VI

Course: Commerce V & VI

Course Code: CCOM501 & CCOM601

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	
3	-	-	3	15	15	10	-	-	60	100
<b>Maximum Time, Semester End Exam (Theory) – 2 Hrs.</b>										

**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.

### COMMERCE V (MARKETING)

#### Course Outcomes:

Students should be able to...

**CO1:** Give a clear understanding of different marketing terms.

**CO2:** To focus on different elements of marketing mix viz. product, price, place and promotion.

**CO3:** Develop the various skill sets required for comprehending & facing the various challenges in marketing.

**CO4:** To identify and explain ethical considerations related to marketing and to learn key marketing dimensions such as digital marketing, green marketing and niche marketing.

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**COMMERCE V - MARKETING**

<b>Course Contents Semester V</b>		
<b>Sr. No.</b>	<b>Modules/Units</b>	<b>Lectures</b>
<b>1</b>	<b>Introduction to Marketing</b>	<b>12</b>
	<p><b>Marketing:</b> Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing.</p> <p><b>Marketing Research:</b> Concept, Features, Process, Marketing Information System - Concept, Components Data Mining- Concept, Importance.</p> <p><b>Consumer Behaviour:</b> 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.</p>	
<b>2</b>	<b>Marketing Decisions I</b>	<b>11</b>
	<p><b>Marketing Mix:</b> Concept, Product- Product Decision Areas Product Life Cycle- Concept, Managing Stages of PLC Branding- Concept, Components, Brand Equity- Concept, Factors influencing Brand Equity.</p> <p><b>Packaging:</b> Concept, Essentials of a good package, Product Positioning- Concept, Strategies of Product Positioning, Service Positioning- Importance &amp; Challenges.</p> <p><b>Pricing:</b> Concept, Objectives, Factors Influencing Pricing, Pricing Strategies, Price discrimination in E- Commerce.</p>	
<b>3</b>	<b>Marketing Decisions II</b>	<b>11</b>
	<p><b>Physical Distribution:</b> Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional &amp; Contemporary Channels) Supply Chain Management - Concept, Components of SCM.</p> <p><b>Promotion:</b> Concept, Importance, Elements of Promotion Mix Integrated Marketing Communication (IMC) - Concept, Scope, Importance, Neuro-Marketing</p>	

**The Kelkar Education Trust's  
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	<b>Sales Management:</b> Concept, Components, Emerging trends in selling Personal Selling- Concept, Process of Personal Selling, Skill Sets required for Effective Selling.	
<b>4</b>	<b>Key Marketing Dimensions</b>	<b>11</b>
	<p><b>Marketing Ethics:</b> Concept, Unethical practices in marketing, General role of consumer organizations.</p> <p><b>Digital Marketing:</b> Concept, Trends in Digital Marketing; Green Marketing- concept, importance; Niche Marketing.</p> <p><b>Challenges faced by Marketing Managers in 21st Century Careers in Marketing:</b> 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.</p>	
	<b>Total</b>	<b>45</b>

**COMMERCE VI (HUMAN RESOURCE MANAGEMENT):**

**Course Outcomes:**

**Students should be able to...**

**CO1:** To demonstrate an understanding of HRM concepts, human resource planning, recruitment and selection.

**CO2:** To gain practical insights about HRD practices and matter concerned therewith like training and development, performance appraisal.

**CO3:** To highlight significance of leadership and role of motivation in HRM and to get insight about human relations.

**CO4:** To Analyse the recent trends in HRM.

**The Kelkar Education Trust's  
V. G. Vaze College of Arts, Science and Commerce  
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**COMMERCE VI – HUMAN RESOURCE MANAGEMENT**

<b>Course Contents Semester VI</b>		
<b>Sr. No.</b>	<b>Modules/Units</b>	<b>Lectures</b>
<b>1</b>	<b>Human Resource Management</b>	<b>12</b>
	<p><b>Human Resource Management:</b> Concept, Functions, Importance, Traditional v/s Strategic Human Resource Management.</p> <p><b>Human Resource Planning:</b> Concept Steps in Human Resource Planning Job Analysis - Concept, Components, Job Design- Concept, Techniques.</p> <p><b>Recruitment:</b> Concept, Sources of Recruitment Selection - Concept, Process, Techniques of E-Selection, HR strategies in New Normal</p>	
<b>2</b>	<b>Human Resource Development</b>	<b>11</b>
	<p><b>Human Resource Development:</b> Concept, Functions, Training- Concept, Methods of Training &amp; Development (Apprenticeship, Understudy, Job Rotation, Vestibule Training, Case Study, Role Playing, Sensitivity Training, In-basket, Management Games), Evaluating training effectiveness- Concept, Methods.</p> <p><b>Performance Appraisal:</b> Concept, Benefits, Limitations, Methods Potential Appraisal - Concept, Importance.</p> <p><b>Career Planning:</b> Concept, Importance Succession Planning- Concept, Needs, Mentoring- Concept, Importance Counselling- Concept, Techniques.</p>	
<b>3</b>	<b>Human Relations</b>	<b>11</b>
	<p><b>Human Relations:</b> Concept, Significance; Leadership – Concept, Transactional &amp; Transformational Leadership; Motivation - Concept, Theories of Motivation, (Maslow's Need Hierarchy Theory, Vroom's Expectancy Theory, McGregor's Theory X, Theory Y &amp; Theory Z, Pink's Theory of Motivation).</p> <p><b>Employees Morale:</b> Concept, Factors affecting Morale, Measurement of Employees Morale Emotional Quotient and Spiritual Quotient- Concept, Factors affecting EQ &amp; SQ.</p>	

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V. G. Vaze College of Arts, Science and Commerce  
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	<b>Employee Grievance:</b> Causes, Procedure for Grievance Redressal Employee welfare measures and Health & Safety Measures.	
<b>4</b>	<b>Trends in Human Resource Management</b>	<b>11</b>
	<p><b>HR in changing environment:</b> 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><b>Trends in Human Resource Management:</b> Employee Engagement- Concept, Types, Employee Empowerment, Changing patterns of employment.</p> <p><b>Challenges in Human Resource Management:</b> Workforce Diversity - Neurodiversity, Attrition, Downsizing, Employee Absenteeism, Work life Balance, Sexual Harassment at work place, Competency Mapping,</p>	
	<b>Total</b>	<b>45</b>

**The Kelkar Education Trust's  
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**Beyond Syllabus**

Case Studies, Guest Lectures on Recent Development, Paper presentations, and Industrial Visits

**QUESTION PAPER PATTERN**

**Maximum Marks: 60**

**Duration: 2 Hours**

**Question to be set: 04**

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



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**RECOMMENDED RESOURCES**

<b>Text Books</b>	
<b>Reference Books</b>	
	<p style="text-align: center;"><b>MARKETING</b></p> <ol style="list-style-type: none"> <li>1. Phillip Kotler. (2005) Marketing Management, Englewood cliffs, Prentice Hall, NJ</li> <li>2. Richard M. S Wilson, Colin Gilligam, Strategic Marketing Management, Viva Books Pvt. Ltd.,2003.</li> <li>3. Walker –Boyd, Larreche, Marketing Strategies –Planning Implementations, Tata McGraw Hill.2004.</li> <li>4. Neelamegam, S, S. (2007) Marketing in India : Cases and Readings, Vikas, New Delhi</li> <li>5. Kotler, P., Keller, K.L. Koshy, A. &amp;Jha. M. (2009). Marketing Management: A South Asian Perspective. (Thirteenth Ed). Pearson Education, New Delhi.</li> <li>6. Gandhi, J.C. Marketing a Managerial Introduction Tata McGraw-Hill.</li> <li>7. Maheshwari, R.P., Jindal, Lokesh, (2011). Marketing Management Theory and Practice.</li> <li>8. Sherlekar, S.A. Marketing Management. Himalaya Publishing House.</li> <li>9. Saxena, Rajan. Marketing Management</li> <li>10. Ramaswamy &amp; Kumari Nama. Marketing Management</li> </ol>

**The Kelkar Education Trust's  
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	<p style="text-align: center;"><b>HUMAN RESOURCE MANAGEMENT</b></p> <p>11. Bernardin, John H: Human Resource Management, Tata McGraw Hill, New Delhi 2004.</p> <p>12. Arthur M, Career Theory Handbook, Prentice Hall Inc, Englewood Cliff.</p> <p>13. Belkaoui, A.R. and Belkaoui, JM, Human Resource Valuation: A Guide to Strategies and Techniques, Quarum Books, Greenwood, 1995.</p> <p>14. Dale, B, Total Quality and Human Resources: An Executive Guide, Blackwell, Oxford.</p> <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>
<p><b>E-References</b></p>	<ol style="list-style-type: none"> <li>1. <a href="https://atlasvpn.com/blog/how-and-why-price-discrimination-in-e-commerce">https://atlasvpn.com/blog/how-and-why-price-discrimination-in-e-commerce</a></li> <li>2. <a href="https://www.techtarget.com/searchcustomerexperience/definition/neuromarketing">https://www.techtarget.com/searchcustomerexperience/definition/neuromarketing</a></li> <li>3. <a href="https://www.iedunote.com/green-hrm">https://www.iedunote.com/green-hrm</a></li> <li>4. <a href="https://youmatter.world/en/definition/green-human-resources-management-meaning-definition/">https://youmatter.world/en/definition/green-human-resources-management-meaning-definition/</a></li> <li>5. <a href="https://www.guidespark.com/blog/the-role-of-hr-in-the-new-normal/">https://www.guidespark.com/blog/the-role-of-hr-in-the-new-normal/</a></li> </ol>

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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)**