

**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 2020 ONWARDS)**

PROGRAMME: BACHELOR OF COMMERCE

SEMESTER V & VI

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

Course Code	Paper Title	Credit
CCOM501 & CCOM601	Commerce V & VI	03

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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** : CCOM501 & CCOM601
- 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) : 03
- 7) **No. of Lectures Per Unit** : 12
- 8) **No. of Lectures Per Week** : 03
- 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

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
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.

Course Outcomes

Students should be able to...

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|------------|--|
| CO1 | Get the basic understanding of various marketing concepts and nature of human resource and its significance to the organisation. |
| CO2 | Demonstrate strong conceptual knowledge in the functional area of marketing management. |
| CO3 | Demonstrate analytical skills in identification and resolution of problems pertaining to marketing. |
| CO4 | Understand the role, functions and functioning of human resource department of the organisations. |
| CO5 | Design and formulate various HRM processes such as Recruitment, Selection, Training & Development, Performance Appraisals, Compensation Plans & Ethical Behaviour. |

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COMMERCE V - MARKETING

Course Contents Semester V		
Sr. No.	Modules/Units	Lectures
1	Introduction to Marketing	12
	<p>Marketing: Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing.</p> <p>Marketing Research: Concept, Features, Process, Marketing Information System - Concept, Components Data Mining- Concept, Importance.</p> <p>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.</p>	
2	Marketing Decisions I	11
	<p>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.</p> <p>Packaging: Concept, Essentials of a good package, Product Positioning- Concept, Strategies of Product Positioning, Service Positioning- Importance & Challenges.</p> <p>Pricing: Concept, Objectives, Factors Influencing Pricing, Pricing Strategies.</p>	
3	Marketing Decisions II	11
	<p>Physical Distribution: Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels) Supply Chain Management - Concept, Components of SCM.</p> <p>Promotion: Concept, Importance, Elements of Promotion Mix Integrated Marketing Communication (IMC) - Concept, Scope, Importance.</p>	

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	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	11
	<p>Marketing Ethics: Concept, Unethical practices in marketing, General role of consumer organizations.</p> <p>Digital Marketing: Concept, Trends in Digital Marketing; Green Marketing- concept, importance; Niche Marketing.</p> <p>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.</p>	
	Total	45

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COMMERCE VI – HUMAN RESOURCE MANAGEMENT

Course Contents Semester VI		
Sr. No.	Modules/Units	Lectures
1	Human Resource Management	12
	<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.</p>	
2	Human Resource Development	11
	<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, Management Games), Evaluating training effectiveness- Concept, Methods.</p> <p>Performance Appraisal: Concept, Benefits, Limitations, Methods Potential Appraisal - Concept, Importance.</p> <p>Career Planning: Concept, Importance Succession Planning- Concept, Need Mentoring- Concept, Importance Counselling- Concept, Techniques.</p>	
3	Human Relations	11
	<p>Human Relations: Concept, Significance Leadership – Concept, Transactional & Transformational Leadership Motivation - Concept,</p>	

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	<p>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 Employees Morale Emotional Quotient and Spiritual Quotient- Concept, Factors affecting EQ & SQ.</p> <p>Employee Grievance: Causes, Procedure for Grievance Redressal Employee welfare measures and Health & Safety Measures.</p>	
4	Trends in Human Resource Management	11
	<p>HR in changing environment: Competencies - Concept, Classification, Learning organizations- Concept, Creating an innovative organization, Innovation Culture- Concept, Need, Managerial Role.</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, Attrition, Downsizing, Employee Absenteeism, Work life Balance, Sexual Harassment at work place, Competency Mapping.</p>	
	Total	45

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Beyond Syllabus

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

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	<p>Attempt any TWO of the following out of THREE Questions:</p> <p>(i)</p> <p>(ii)</p> <p>(iii)</p>	
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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.

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8. Sherlekar, S.A. Marketing Management. Himalaya Publishing House.
9. Saxena, Rajan. Marketing Management
10. Ramaswamy & Kumari Nama. Marketing Management

HUMAN RESOURCE MANAGEMENT

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.
15. Greenhaus, J.H., Career Management, Dryden, New York.
16. Mabey, C and Salama, G., Strategic Human Resource Management, Blackwell, Oxford.
17. Aswathappa. K, Human Resource Management
18. Subba Rao, Human Resources Management.
19. Michael Porter, HRM and Human Relations.

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	20.M.N. Rudrabasavaraj: Cases in Human Resource Management – Himalaya Publishing House –New Delhi, 1998
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The final syllabus which has been approved by the following BoS Members:

Mrs. Chitra Subramaniam - Head of Department of Commerce

Dr. Adhir Vasant Ambavane - Member – Faculty

Mr. Manoj Arjun Sangare - Member - Faculty

Mr. Sunil Chari - Industry / Corporate Sector

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

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

Mr. Bipinchandra Wadekar - Vice-Chancellor Nominee

Ms. Siddhika Rane - Meritorious Alumnus



**MRS. CHITRA SUBRAMANIAM
CHAIRMAN – BOS**

Date: 19th August, 2020.



**MR. BIPINCHANDRA WADEKAR
VC – NOMINEE (BOS)**

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