

B.Com Syllabus

First Semester

1.6 PRINCIPLES OF MARKETING

(80 marks Paper of 3 hours duration and 20 marks IA) 5 hours per week

Objective: To acquaint the students with the basis of marketing.

Pedagogy: Classroom lecture, Case Study, Discussions and Assignments

UNIT 1: INTRODUCTION TO MODERN MARKETING: (15 Hours)

Different concepts of Marketing: including product concept, sales concept, production concept, Social concept and modern concepts of marketing, Functions of Marketing; Marketing Research: Meaning, objectives and procedure, Supply Chain Management, Marketing Channels, Marketing Ethics.

MARKET SEGMENTATION:

Meaning, Importance of Market Segmentation – Market Segmentation Strategies – Basis of Segmentation.

UNIT 2: PRODUCT: (10 Hours)

Meaning and Features of Product – Product Life Cycle – Meaning, Definition, Stages and Implication of Product Life Cycle – Meaning of New Product – Stages of New Product Development – Causes for failure of a New Product.

UNIT 3: PRICING AND PROMOTION: (15 Hours)

Meaning of pricing, Methods of Pricing, Objectives of Pricing, Factors influencing Pricing decision.

Promotion – Meaning, Definition and Basic four variables of promotion features.


UNIT 4: SERVICE MARKETING: (15 Hours)

Meaning, types, nature and characteristics of services, service customers, reasons for growth of Indian Service Scenario. Meaning, nature and importance of Service Marketing, differences between service marketing and product marketing, Service Gap Model – meaning and characteristics, 7 P's of Marketing. Role of Women in Service Marketing.

UNIT 5: MODERN DIGITAL MARKETING: (15 Hours)

Market forces – Marketing in the Digital Age – E-Commerce Domain – Conducting of E-Commerce – Promises and Challenges of E-Commerce.




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SKILL DEVELOPMENT

1. Identify the product of your choice and describe in which stage of life cycle the product is positioned.
2. Visit a large-scale organization and collect the details of their pricing strategies and record the details with comments.
3. Visit organization and collect details information about market segmentation adopted.
4. Prepare a questionnaire to elicit it information regarding the product of your choice.
5. Visit computer lab and collect information about digital marketing.

Books for Reference

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| 1. Philip Kotler | : Marketing Management – People Publication |
| 2. J. C. Gandhi | : Marketing Management – TMH, New Delhi |
| 3. Sontakki and Deshpande | : Principals of Marketing and Salesmanship |
| 4. Dayles | : E-Commerce, Pearson, New Delhi |
| 5. Joshep | : E-Commerce, PH, New Delhi |
| 6. B. S. Raman | : Principals of Marketing |
| 7. K. D. Basava | : Marketing Management and Modern Marketing. |



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B.COM THIRD SEMESTER
3.6: PRINCIPLES AND PRACTICES OF MANAGEMENT

Objective: To acquaint the students with the knowledge of Management strategies.

Pedagogy: Class room lecture, Seminar and presentation.

Unit I: Introduction: (15 Hours)

Meaning, Definition, features, scope, functions and importance of Management. Management and Administration, Levels of Management. Evolution of management thoughts – Pre Scientific Management Period and Scientific Management Period. Contribution of F. W. Tylor and Henry Fayol.

Unit II: Planning and organizing: (15 Hours)

Planning: Meaning, definitions, features, components of planning, advantages and disadvantages, types, process.

Organizing: meaning, definition, characteristics, importance and principals of organizing. Types of organizations – line and staff, function and committee types of organization.

Unit III: Direction and Leadership: (15 Hours)

Direction: meaning, definition, characteristics, principals and importance of direction, techniques of directions – orders and supervision.

Leadership: meaning, definition, importance, essential qualities of a leader, leadership styles, functions of leader.

Unit IV: Motivation: (10 Hours)

Meaning, definition, nature, importance, types, theories of motivation – contribution of A. H. Maslow, M. C. Greogors, Theory X and Y. Motivation factors and techniques.

Unit V: Coordination and Controlling: (15 Hours)

Coordination: meaning, definition, features, principales and techniques of coordination. Types of Coordination, steps for effective coordination.

Controlling: meaning, definition, principals, processes and techniques.

Executive Skill Development:

1. Collect the bio-data and photograph of contributors to management thought.
2. Draft the organization chart and discuss authority relationship.
3. Identify the feedback control/feed forward control system of any business organization or bank in your area.
4. Conduct an interview with the officers in a company and show your observation of them as leader.




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