



FYUGP
Commerce Syllabus
Semester-II
(Session-2022-23)

FOR UNDER GRADUATE COURSES UNDER VINOBA BHAVE UNIVERSITY

COURSE STRUCTURE FOR FYUGP ‘HONOURS/ RESEARCH’

Table 1: Credit Framework for Four Year Undergraduate Programme (FYUGP) [Total Credits = 176]

Semester	Common Courses (29)									Introductory Courses (15)		Internship/ Project (4)	Major* (54) + Adv. Major (24)	Minor** (32)		Research Courses (18)				Total Credit
	Language and Communication Skills (Modern Indian Language including TRL) (6)	Language and Communication Skills (English) (6)	Environmental Studies (3)	Understanding India (2)	Health & Wellness, Yoga Education, Sports & Fitness (2)	Digital Education (3)	Mathematical & Computational Thinking and Analysis (2)	Value-Based Course/ Global Citizenship Education (2)	Community Engagement/ NCC/ NSS/ (3)	Introductory Courses [Natural Sc./ Humanities/ Social Sc./Commerce] (9)	Introductory Course [Vocational Studies] (6)			Natural Sc./ Humanities/ Social Sc./ Commerce (18)	Vocational Studies (14)	Research Methodology Courses (6)	Research Proposal, Review of literature (4)	Research Internship/ Field Work (4)	Preparation of the Research Project Report (4)	
1	2	3	4	5	6	7	8			9	10	11	14	15	16	17	18	19	20	21
I	6			2	2					3	3		6							22
II		6					2	2		3	3		6							22
Exit Point: Undergraduate Certificate																				
III			3			3			3	3		4	6							22
IV													6+6	6	4					22
Exit Point: Undergraduate Diploma																				
V													6+6	6	4					22
VI													6+6	6	4					22
Exit Point: Bachelor's Degree																				
VII													6+6 (Adv. Topics)			6	4			22
VIII													6+6 (Adv. Topics)		2			4	4	22
Exit Point: Bachelor's Degree with Hons. /Research																				

*A student will have to select Commerce as ‘Major’ from the given four disciplinary areas. The selection for admission will be primarily based on availability of seats in Major and marks imposed by the institution.

**A student has to select three subjects for ‘Introductory Regular Courses’ from a pool of subjects associated with the Major offered by the institution. One of the three subjects will continue as ‘Minor’ from semester IV onwards, based on the academic interest and performance of the student.

Aims of Bachelor's Degree Programme in B. Com. (Marketing and Management) The overall aim of B. Com. (Marketing and Management) programme is to:

- Provide a conducive environment that holistically engages students through an all encompassing knowledge impartation;
- Widen the scope and depth of the course enabling them to undertake further studies in commerce and its allied areas on multiple disciplines concerned with commerce;
- Construct a sound theoretical footing;
- Acquainting students with recent market practices;
- Encourage the students to advance a range of generic skills helpful in employment, internships, and social activities;
- Formulating business problems and provide innovative solutions to enable the students to be future ready management leaders who are compassionate and yet efficient.

Graduate Attributes in B. Com.

The graduate attributes in B. Com. are the outline of the expected course learning outcomes mentioned in the beginning of each course. The characteristic attributes that a B. Com. graduate will be able to demonstrate through learning various courses are listed below:

1. **Disciplinary Knowledge**

Capability of executing comprehensive knowledge and understanding of one or more discipline that form part of commerce.

2. **Communication Skills**

- i. Ability to communicate long standing unsolved problems in commerce;
- ii. Ability to show the importance of commerce as precursor to various market developments since the beginning of the civilization.

3. **Critical Thinking**

- i. Ability to engage in reflective and independent thinking by understanding the concepts in every area of Commerce and Business;
- ii. Ability to examine the results and apply them to various problems appearing in different branches of Commerce and Business.

4. Problem solving

- i. Capability to deduce a business problem and apply the class room learning into practice to offer a solution for the same;
- ii. Capabilities to analyse and synthesize data and derive inferences for valid conclusion;
- iii. Able to comprehend solution to sustain problems originating in the diverse management areas such as Finance, Marketing, Human Resource, and Taxation.

5. Research Related Skills

- i. Ability to search for, locate, extract, organise, evaluate, and use or present information that is relevant to a particular topic;
- ii. Ability to identify the developments in various branches of Commerce and Business.

6. Information and Communication Technology (ICT) digital literacy

Capability to use various technical ICT tools (like spreadsheet) for exploring, analysis, and using the information for business purposes.

7. Self-directed Learning

Capability to work independently in diverse projects and ensure detailed study of various facets of Commerce and Business.

8. Moral and Ethical Awareness/Reasoning

- i. Ability to ascertain unethical behaviour, falsification, and manipulation of information;
- ii. Ability to manage self and various social systems.

9. Lifelong learning

Capability of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and reskilling in all areas of Commerce.

Qualification Descriptors for B. Com.

The qualification descriptors suggest the generic outcomes and attributes to be obtained while obtaining the degree of B. Com. These parameters are expected to be attained and demonstrated by the students after becoming graduate in this programme. The HEI should consider the above mentioned parameters at the time of assessing the learning of various courses for B. Com. The learning experiences and assessment procedures, thereby are so designed that every graduate in Commerce may achieve the programme learning outcomes with equal opportunity irrespective of class, gender, community, and regions. Each graduate in commerce should be able to:

1. Demonstrate extensive and coherent knowledge of commerce and its applications in real business world;
2. Understanding of various concepts and theories providing strong academic foundation;
3. Demonstrate educational skills in areas of Marketing, Finance, Accounting, HR, Tax, Economics, and several other branches of Commerce;
4. Acquire various soft skills (like communication, organizing, and analytical) required to manage complete business situation as well as life situations;
5. Apply knowledge, understanding, and skills to identify the difficult/unsolved problems in rapidly changing environment and to collect the required information from possible range of sources and try to analyse and assess these problems using appropriate methodologies;
6. Fulfill one's learning requirements to provide an insight of research in Commerce and interdisciplinary areas while seeking research pursuits;
7. Apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts, rather than replicate curriculum content knowledge, to identify and analyse problems and issues and solve complex problems with well-defined solutions;
8. Good value systems leading to high ethical and moral conduct in society at large;
9. Competencies and attitudes;
10. Values.

Programme Learning Outcomes of B. Com. (Marketing and Management)

The outcomes and attributes described in qualification descriptors are attained by students through learning acquired on completion of a programme of study. The term 'programme' refers to the entire scheme of study followed by students leading to a qualification. Programme learning outcomes for B. Com. include various subject specific skills and generic skills like mind management, creativity, and innovation of competencies in diverse areas of Commerce and Business, the achievement of which will be demonstrated by the students of B. Com. Programme for the award of bachelor degree. The programme learning outcomes of B. Com. (Accounting and Finance) also enable a student to prepare for further study, employment, and good citizenship. Further, the difference in the level of achievement of programme outreach provides for comparing of learning levels and standards across different college/institution. The various learning outcomes of the programme are mentioned below:

1. Bachelor's Degree in Commerce (Marketing and Management) results in giving comprehensive knowledge of Management, Marketing, Business and Corporate Law, Economics, Finance, Accounting, Tax and several other branches of Commerce that includes Investment, Insurance, and Banking. Thus,

this programme helps students in building a concrete footing for advanced studies in Commerce and to stand with the requirement of business sector, insurance, banking, etc. seeking youth fit for employment.

2. Students undergoing this programme will be equipped to the world of work, particularly, work of the future. The student will get a first-hand exposure of working in the real world.
3. Students completing this programme will be able to develop managerial knowledge and tactical dexterity, with a broader skill set and encourages them to seek out audacious, innovative solutions for today's business.
4. Completion of this programme will also enable the students to formulate business problems and provide innovative solutions thus, molding them into future visionaries, management leaders that are compassionate yet efficient.
5. The course provides an extreme and rigorous base for teaching, research, and allied business administrations.

List of Major Papers for FYUGP in Commerce

University: Vinoba Bhave University		
Subject: Commerce		
Paper	Code	Paper Title
Major paper 2	MJ-2	Financial Accounting

Semester-2
Financial Accounting
Major Paper-2 (MJ-2)

Objective: The course aims to help learners to acquire conceptual knowledge on financial accounting, to impart skills for recording various kinds of business transactions and to prepare financial statements.

Learning Outcomes: After completion of the course, learners will be able to:

1. Apply the generally accepted accounting principles while recording transactions and preparing financial statements;
2. Demonstrate accounting process under computerized accounting system;
3. Measure business income applying relevant Accounting Standards;
4. Evaluate the importance of depreciation and inventories in financial statements;
5. Prepare and manage cash book and other accounts necessary while running a business;
6. Prepare and maintain financial statements of sole proprietors and partnership firms;
7. Prepare accounts for Inland Branches and Not-for-Profit Organisations.

Course Content

Unit 1: Theoretical Framework of Accounting

- 1.1 Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting information. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting: cash basis and accrual basis.
- 1.2 Financial accounting principles: Meaning and need; Generally Accepted Accounting Principles: entity, money measurement, going concern, cost, revenue recognition, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosure.
- 1.3 Accounting standards: Concept, benefits and Process of formulation of Accounting Standards including Ind AS (IFRS converged standards) and IFRSs; convergence Vs. adoption; Application of accounting standards (AS and Ind AS) on various entities in India. International Financial Accounting Standards (IFRS) – meaning, need and scope; Process of issuing IFRS.

Unit 2: Double Entry Book Keeping

- 2.1 Journal, Ledger, Preparation of Trial Balance.
- 2.2 Preparation of Cash Book , Preparation of Final Accounts of a Sole Trading Concern – Adjustments entries – Closing Stock, Outstanding Expenses, Prepaid Expenses, Depreciation, Accrued Income, Income received in Advance, Bad Debts, Provision for Bad and doubtful debts, Interest on Capital and Interest on Drawings (simple problems)

Unit 3: Business Income, Accounting for Depreciation and Inventory Valuation

- 3.1 Business income: Concept of Revenue and Business Income, Measurement of business income; relevance of accounting period, continuity doctrine and matching concept in the measurement of business income; Objectives of measurement of Business income.
- 3.2 Revenue recognition: Recognition of expenses and income. Recognition of expenses and income with a reference to AS 9 and Ind AS 18.
- 3.3 The nature of Depreciation. Accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; Disposal of depreciable assets; change in method of Depreciation and its impact of on measurement of business income.
- 3.4 Inventories: Meaning. Significance of inventory valuation. Inventory Record Systems: periodic and perpetual. Methods of computing depreciation: FIFO, LIFO and Weighted Average. Application of Accounting Standard in valuation of Inventory. Impact of inventory valuation on measurement of business income.

Unit 4: Financial statements of Sole Proprietorship and Partnership Firms

- 4.1 Capital and revenue expenditures and receipts: general introduction only.
- 4.2 Preparation of financial statements of non-corporate business entities - Sole Proprietorship and Partnership firms (both manual and using appropriate software).

Unit 5: Accounting for Branch:

- 5.1 Concept of Dependent branches; Branch Accounting - debtors system, stock and debtors' system, branch final account system and wholesale basis system.
- 5.2 Independent branches: concept, accounting treatment with necessary adjustment entries; Incorporation of Branch Trial Balance in Head Office Books for home branches.

Unit 6: Accounting for Not-for-Profit Organisations

- 6.1 Meaning of Not-for-Profit Organisation; Significance of Receipt and Payment Account, Income and Expenditure Account and Balance Sheet; Difference between Profit and Loss Account and Income and Expenditure Account
- 6.2 Preparation of Receipt and Payment Account, Income and Expenditure Account and Balance Sheet.

Note:

- 1. The relevant Accounting Standards (both AS and Ind AS) for all of the above topics should be covered.
- 2. Any revision of relevant Indian Accounting Standard/Accounting Standard would become applicable.

Practical Exercises: The learners are required to:

- 1. Download 'Framework for the Preparation and Presentation of Financial Statements' from the websites of the Institute of Chartered Accountants of India (ICAI) and analyse the qualitative characteristics of accounting information provided therein.
- 2. Collect and examine the balance sheets of business Organisations to study how these are prepared.
- 3. Examine the accounting policies and revenue recognition policies by collecting necessary data from small business firms.
- 4. Prepare Trading and Profit & Loss Account and Balance Sheet collecting necessary data from small business firms.
- 5. Prepare financial statements manually and using appropriate software.
- 6. Prepare accounts of Inland Branches.
- 7. Collect data from your college and prepare Receipt and Payment Account, Income and Expenditure Account and Balance Sheet.

Suggested Readings:

1. Anthony, R. N., Hawkins, D., & Merchant, K. A. (2010). *Accounting: Text and Cases*. New York: McGraw-Hill Education India.
2. Dam, B. B., & Gautam, H. C. (2019). *Financial Accounting*. Guwahati: Gayatri Publications.
3. Horngren, C. T., & Philbrick, D. (2017). *Introduction to Financial Accounting*. London: Pearson Education. Lal, J., & Srivastava, S. (2012). *Financial Accounting Text & Problems*. Mumbai: Himalaya Publishing House.
4. Monga, J. R. (2017). *Financial Accounting: Concepts and Applications*. New Delhi: Mayur Paperback Publishing.
5. Shukla, M. C., Grewal, T. S., & Gupta, S. C. (2016). *Advanced Accounts. Vol.-I*. New Delhi: Sultan Chand Publishing
6. Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (2018). *Financial Accounting*. New Delhi: Vikas Publishing House Pvt. Ltd.
7. Sehgal, D. (2014). *Financial Accounting*. New Delhi: Vikas Publishing House Pvt. Ltd.
8. Goyal, B. K., & Tiwari, H. N. (2019). *Financial Accounting*. New Delhi: Taxmann Publication.
9. Goldwin, N., Alderman, W., & Sanyal, D. (2016). *Financial Accounting*. Boston: Cengage Learning.
10. Tulsian, P. C. (2002). *Financial Accounting*. Chennai: Pearson Education.
11. मेहता, बी.के., पाणी पि. के, चक्रवर्ती जे. के, वित्तीय लेखांकन, शिक्षा सागर पुब्लिकेशन, आगरा
12. सिंह, गुप्ता एवं कुमार, वित्तीय लेखांकन, एस बी पी डी पब्लिकेशन

Introductory Regular Course in Commerce under FYUGP

IRC 1: Business Economics

Objective: The course aims to acquaint the learners with fundamental economic theories and their impact on pricing, demand, supply, production, and cost concepts.

Learning Outcomes: After the completion of the course, the learners will be able to:

1. Examine how different economic systems function and evaluate implications of various economic decisions;
2. Examine how consumers try to maximize their satisfaction by spending on different goods;
3. Analyse the relationship between inputs used in production and the resulting outputs and costs.

Course Contents:

Unit 1: Basic Concepts

- 1.1 Meaning, Nature and Scope of Business Economics, Basic Problems of an Economy.
- 1.2 Application of Economic Theories in Decision Making, Steps in Decision Making.

Unit 2: Consumer Behaviour and Elasticity of Demand

- 2.1 Theory of Demand and supply, The elasticity of demand – Concept, kinds- price, cross, income and advertising elasticity of demand, Measurement of elasticity of demand, factors influencing the elasticity of demand, Importance of elasticity of demand.
- 2.2 Demand forecasting: Meaning, Need, Importance, Methods of demand forecasting Cardinal Utility Analysis: Diminishing Marginal utility and Equi marginal Utility Ordinal utility.
- 2.3 Analysis of consumer Behaviour: budget line and indifference curve, consumer equilibrium. Income consumption curve and Engle curve, Price Consumption curve and derivation of demand curve, Income and Substitution; Effect of a price change; Consumer Surplus; Revealed Preference theory.

Unit 3: Production and Cost

- 3.1 Production Function – Concept Definition, Types of products, Law of variable proportions, Assumptions, Limitations and Significance.
- 3.2 Isoquant curves, Definition, General properties of isoquant curves, marginal rate of technical substitution, economic region of production, Isocost lines, optimal combination of resources, the expansion path, returns to scale.
- 3.3 Cost of production: Concept of explicit costs, implicit costs and opportunity costs of production, derivation of short run and long run cost curves.
- 3.4 Economies and Diseconomies of scale and the shape to the long run average cost.

Practical Exercises: The learners are required to:

1. Apply concept of demand analysis in real life;
2. Study various effects in changes in demand and supply in consumption;
3. Visit local markets and classify firms into various markets;
4. Visit any industrial unit and study its production process;
5. Prepare a production schedule for a hypothetical product under and particular condition of demand supply;
6. Visit any industrial unit and classify its cost into fixed and variable costs.

Suggested Readings:

1. Ahuja, H. L. (2019). *Theory of Micro Economics*. New Delhi: Sultan Chand Publishing House.
2. Koutsoyannis, A. (1975). *Modern Microeconomics*. London: Palgrave Macmillan.
3. Chaturvedi, D. D., & Gupta, S. L. (2010). *Business Economics Theory & Applications*. New Delhi: International Book House Pvt. Ltd.
4. Adhikari, M. (2000). *Business Economics*. New Delhi: Excel Books.
5. Kennedy, M. J. (2010). *Micro Economics*. Mumbai: Himalaya Publishing House.
6. Seth, M. L. (2017). *Micro Economics*. Agra: Lakshmi Narain Agarwal Educational Publishers.
7. Relevant study material of ICAI: www.icai.org.

IRC 2: Commercial Law

Objective: The course aims to give the learners a broad understanding about important aspects of legal environment of business; to make them study how various special contracts are brought into force; and to impart knowledge about legal agreement so that they get acquainted with the process of establishing legal relationships and to have knowledge of various measures protecting the interest of the consumers.

Learning Outcomes: After the completion of the course, the learners will be able to:

1. Examine various aspects of entering into a contract and implications of different types of contract;
2. Interpret the regulation governing the Contract of Sale of Goods;
3. Discuss the laws governing partnership and legal consequences of their transactions and other actions in relation with the partnership, and examine contractual obligations and provisions governing limited liability partnership.

Course Contents:

Unit 1: Indian Contract Act, 1872

- 1.1 Nature of contract and its essentials, Void, valid and voidable contracts, Consent, consideration and its' impact on contract, Agreements in restraint of trade, Performance, breach, revocation and termination of contract.
- 1.2 Agency and bailment contracts.
- 1.3 Contract of Indemnity.
- 1.4 Contract of Guarantee and Pledge.

Unit 2: Sale of Goods Act, 1930

- 2.1 Nature of sale, conditions and warranties.
- 2.2 Performance of contract of sale and right of unpaid seller.

Unit 3: Indian Partnership Act, 1932

- 3.1 General nature of Partnership, Rights and duties of Partners.
- 3.2 Reconstitution of Firm and Registration and dissolution.

Practical Exercises: The learners are required to:

1. Enlist steps involved in execution of contract.
2. Enlist steps involved in agreement to sale.
3. Enlist steps involved in discharge of contract.
4. Prepare agreement to sale and contract related to sale of movable property, pledging of property, indemnity & guarantee bond etc.

Suggested Readings:

1. Bose, D. C. (2008). *Business Law*. New Delhi: PHI Limited.
2. Chopra, R. K. (2015). *Business Laws*. New Delhi: Himalaya Publishing House.
3. Kuchhal, M. C., & Kuchhal, V. (2018). *Business Laws*. New Delhi: Vikas Publishing.
4. Singh, A. (2009). *Business Law*. Delhi: Eastern Book Company.

IRC 3: Income Tax Law and Practice

Objective: The course aims to provide knowledge of the various provisions of income-tax law in India.

Learning Outcomes: After the completion of the course, the learners will be able to:

1. Comprehend the concepts of taxation, including assessment year, previous year, assesses, person, income, total income, agricultural income and determine the residential status of persons;
2. Compute income under different heads, applying the charging provisions, deeming provisions, exemptions and deductions;

Course Contents:

Unit 1: Basic Concepts

- 1.1 Tax: concept, types – direct and indirect; canons of taxation; Direct Tax: Need, features and basis of charges.
- 1.2 Income Tax (as per Income Tax Act 1961 and amendments): Basic Concepts.
- 1.3 Residential status; Scope of Total Income, Heads of Income.
- 1.4 Income which do not form a part of Total Income; Agriculture Income and its taxability.

Unit 2: Income from Salary and House Property

- 2.1 Meaning of salary, Basis of charge, conditions of chargeability, Allowances, Perquisites, Deductions and exemptions, Computation of taxable Income from Salary.
- 2.2 Income from house property Basis of charge, Determinants of Annual Value, Deductions and exemptions, computation of taxable income House Property.

Unit 3: Profits and Gains from Business or Profession, Capital Gains, and Income from Other Sources

- 3.1 Meaning of business income, methods of accounting, Deductions and Disallowances under the Act, Computation of presumptive income under Income-tax Act, Computation of taxable income from Business and profession.
- 3.2 Meaning of Capital Asset, Basis of Charge, Exemptions related to capital gains; Meaning of Transfer, Computation of taxable capital Gain.
- 3.3 Income from Other Sources Basis of charge - Dividend, Interest on securities, winning from lotteries, Crossword puzzles, Horse races, Card games etc., Permissible deductions, impermissible deductions.

Practical Exercises: The learners are required to:

1. Identify five individuals above the age of 18 years without PAN Card. Educate them about the relevance of getting a PAN card issued from IT Department of India and help them fill the online application form for generating their PAN Card. Also, educate them about the significance of filing return and help them fill the same online. Prepare and present a report of the key learnings from the exercise.
2. Compute income under different heads, total income, and tax liability of an individual.

Suggested Readings:

1. Ahuja, G., & Gupta, R. (2020). *Simplified Approach to Income Tax*. New Delhi: Flair Publications Pvt. Ltd.
2. Singhanian, V. K., & Singhanian, M. (2020). *Student's Guide to Income Tax including GST Problems & Solutions*. New Delhi: Taxmann Publications Pvt. Ltd.
3. *Study Material of ICAI Intermediate Paper 4A: Income-tax Law*.

IRC 4: Business Organization and Behaviour

Objective: The course aims to develop a theoretical understanding among learners about the structure and behaviour of organisation as it develops over time.

Learning Outcomes: After completion of the course, learners will be able to:

1. Differentiate between various types of personality using standard tools;
2. Appreciate the applicability of decision making process in real life situations and use TA and Johari Window;
3. Have knowledge to understand the level of motivation in employees.

Course Contents:

Unit 1: Introduction and Individual Behaviour

- 1.1 Organisational Behaviour: concepts, determinants, challenges and opportunities of OB. Contributing disciplines of OB. Organisational Behaviour Models.
- 1.2 Personality- Type A and B, Big Five personality types, Factors influencing personality.
- 1.3 Values and Attitudes- Concept and types of values: Terminal value and Instrumental Value.
- 1.4 Components of attitude, job related attitudes.
- 1.5 Learning- Concept, Learning theories, and reinforcement.
- 1.6 Perception and Emotions- Concept, Perceptual process, Importance, Factors influencing perception, Emotional Intelligence.

Unit 2: Decision making and Communication

- 2.1 Concept and nature of decision making process, Individual versus group decision making.
- 2.2 Communication and Feedback, Transactional Analysis (TA), Johari Window.

Unit 3: Motivation

- 3.1 Meaning and Importance, Equity theory of Motivation, Vroom's Valence Expectancy theory, Ken Thomas' Intrinsic Motivation theory, McClelland's theory of Motivation.
- 3.2 Motivation and organisational effectiveness.

Practical Exercises: The learners are required to:

1. Apply the tools for measuring personality types like Type A&B, 16 Personality Traits, etc. Role Play on TA and Johari Window;
2. Assume a case for decision making in business context, write a report and present how they would proceed step by step to arrive at the final decision;
3. Design a questionnaire to measure the level of motivation & intrinsic motivation using Ken Thomas Theory.

Suggested Readings:

1. Chhabra, T. N. (2017). *Management Process & Organizational Behaviour*. Delhi: Sun India Publications.
2. Greenberg, J., & Baron, R. A. (1996). *Organizational Behaviour*. New Jersey: Prentice Hall.
3. Luthans, F. (2010). *Organizational Behaviour*. New York: McGraw Hill Education.
4. Robbins, S. P., & Judge, T. A. (2015). *Organizational Behaviour*. New Delhi: London: Pearson Education.
5. Singh, A. K., & Singh, B. P. (2007). *Organizational Behaviour*. New Delhi: Excel Books Pvt. Ltd.

IRC 5: Advertising and Sales Promotion

Objective: The course aims to teach the basics of advertising and personal selling as promotional tools in marketing and to develop a customer oriented attitude for designing advertising and personal selling messages.

Learning Outcomes: After completion of the course, learners will be able to:

1. Identify communication objectives behind advertising and promotions;
2. Explain various advertising and media elements in the advertising decisions;
3. Comprehend the importance and role of personal selling;

Course Contents:

Unit 1: Introduction to Advertising

- 1.1 Communication Process; Information Response Hierarchy Models- AIDA Model & Hierarchy of Effects Model.
- 1.2 Advertising: Importance, types and objectives; DAGMAR Approach.
- 1.3 Target audience selection- basis; Methods of setting of Advertising Budget.

Unit 2: Advertising: Message and Media Decisions

- 2.1 Advertising Message-Advertising appeals; Elements of print and broadcast advertising copy.
- 2.2 Types of Advertising Media- strengths and limitations; Factors influencing selection of advertising media.

Unit 3: Introduction to Personal Selling

- 3.1 Concept of Personal Selling and Salesmanship; Qualities of a good salesperson, Ethical conduct in selling, Types of salespersons.
- 3.2 Role of Personal Selling in CRM; AIDAS model of selling, Buying Motives.

Practical Exercises: The learners are required to:

1. Perform a content analysis of various advertising campaigns to:
 - a. Identify objective of an advertisement forming part of an advertising campaign.
 - b. Find out the target audience of a campaign.
 - c. Prepare a report on various media options used in a campaign.
2. Identify various CRM tools used by the sales people in the context of a given selling situation.

Suggested Readings:

1. Belch, G. E., Belch, M. A., & Purani, K. (2009). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw Hill
2. Education. Buskirk, R. A. B. D., Buskirk, F. A. R. (1988). *Selling: Principles and Practices*. New York: McGraw Hill Education.
3. Castleberry, S. B., & Tanner, J. F. (2013). *Selling: Building Relationships*. New York: McGraw Hill Education.
4. Futrell, C. (2013). *Fundamentals of Selling*. New York: McGraw Hill Education.
5. Shah, K., & D'Souza, A. (2008). *Advertising and Promotions: An IMC Perspective*. New Delhi: Tata McGraw Hill Publishing Company Limited.
6. Sharma, K. (2018). *Advertising: Planning and Decision Making*. New Delhi: Taxmann Publication.