



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. (Accounting and Finance) The overall aim of B. Com. (Accounting and Finance) 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. **Introduction to questions Setter:**

Semester internal examination (SIE 20+05=25 marks):

The Semester Internal Examination Shall have two components.(a) Semester Internal Assessment Written Test (SIA) of 20 marks (b) Class Attendance Score(CAS) including the behavior of the student wards teachers and other students of the College of 5 marks

End Semester Examination (ESE 75 marks):

There will be two group of questions. Group A is compulsory which will contain three questions. Questions No. 1 will be very short answer type consisting of five questions of 1 mark each. Question number 2 & 3 will be short answer type of 5 marks each. Group B will contain descriptive type seven questions of 15 marks each, out of which any four are to be answered.

Note: there may be subdivisions in which question of group B

5. **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.

6. **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.

7. **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.

8. **Self-directed Learning**

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

9. **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.

10. **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. (Accounting and Finance)

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 (Accounting and Finance) results in giving comprehensive knowledge of Business and Corporate Law, Economics, Finance, Accounting, Management, 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	Business Organization and Management

Semester 2
Business Organisation and Management
Major-2 (MJ-2)

Objectives: To acquaint the learners with the basic concepts of business, different forms of business organisation, basics of management concepts and the different management functions.

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

1. Distinguish and explain each form of business;
2. Draft a Partnership Deed for a partnership firm;
3. Prepare the draft of Articles of Association, Memorandum of Association and Prospectus for a company;
4. Explain the functions of Management of any business Organisation;
5. Identify and explain Managerial skills used in business;
6. Analyse the concept of Delegation of Authority, coordination, and control;
7. Assess the importance of effective communication in management
8. Validate the role of Motivation and Leadership in modern day management

COURSE CONTENTS:

Unit 1: Concept and Forms of Business Organisations

- 1.1 Concepts of Business, Trade, Industry and Commerce- Objectives and functions of Business
- 1.2 Social Responsibility of a business, Responsible Business, Ethical Conduct & Human Values, code of business ethics
- 1.3 Forms of Business Organisation-Meaning, Characteristics and types.
- 1.4 Sole Proprietorship-Advantages and Disadvantages of Sole Proprietorship
- 1.5 Partnership -Meaning, Characteristics, Advantages and Disadvantages of Partnership - Kinds of Partners - Partnership Deed
- 1.6 Hindu Undivided Family Business-Advantages and Disadvantages
- 1.7 Co-operative Organisation-Meaning, Advantages and Disadvantages.

Unit 2: Joint Stock Company

- 2.1 Joint Stock Company- Meaning, Definition, Characteristics - Advantages and Disadvantages
- 2.2 Kinds of Companies
- 2.3 Promotion - Stages of Promotion - Promoter - Characteristics - Kinds - Preparation of Important Documents - Memorandum of Association - Clauses - Articles of Association - Contents –Prospectus - Contents – Red herring Prospectus Statement In lieu of Prospectus (as per Companies Act, 2013).

Unit 3: Principles and Functions of Management

- 3.1 Management - Meaning and Characteristics
- 3.2 Fayol's 14 Principles of Management.
- 3.3 Functions of Management
- 3.4 Levels of Management – Skills of Management
- 3.5 Scientific Management - meaning, objectives, relevance and criticism.

Unit 4: Functions of Management: Planning and Organizing

- 4.1 Planning- Meaning, Characteristics, Types of Plans, Advantages and Disadvantages – Approaches to Planning - Management by Objectives (MBO) - Steps in MBO - Benefits –Weaknesses.
- 4.2 Organizing - Process of Organizing; Principles of Organisation - Formal and Informal Organisations – Line, Staff Organisations, Line and Staff Conflicts. Functional Organisation
- 4.3 Span of Management - Meaning - Determining Span - Factors influencing the Span of Supervision.

Unit 5: Functions of Management: Authority, Coordination, and Control

- 5.1 Meaning of Authority, Power, responsibility and accountability - Delegation of Authority - Decentralization of Authority
- 5.2 Definition, importance, process, and principles of Coordination techniques of Effective Coordination. Control-Meaning, Relationship between planning and control, Steps in Control – Types (post, current, and pre-control). Requirements for effective control.

Unit 6: Functions of Management: Communication, Motivation and Leadership

- 6.1 Communication-purpose, process, formal and informal communication, barriers to effective communication and overcoming these barriers.
- 6.2 Motivation-Meaning, importance, major motivation theories- Maslow's need hierarchy theory, Herzberg's two-factors theory, Vroom's Expectation Theory, extrinsic and intrinsic motivation.
- 6.3 Leadership- meaning, theories, essential qualities, global leadership attributes, practicing leadership

Practical Exercises:

The learners are required to:

1. Complete the exercise wherein they are given different situations and scenarios to start their own business (in terms of capital, liability, scale of operations, etc.) and are asked to select the most suitable form of business and justify the same highlighting the advantages and disadvantages of their choice.
2. Prepare the Article of Association & Memorandum of Association/rules and regulations/bye laws for the form of business organisation chosen in Unit 1.
3. Participate in role play activity for describing the various levels of Management and the ways the 14 Principles of Management are used in defining the policies of the chosen organisation.
4. Participate in simulation activity wherein each learner is asked to prepare plans with respect to increasing the effectiveness in their respective organisation.
5. Participate in simulation activity wherein learners are asked to draft roles and responsibilities of members in the chosen organisation.
6. Download 'The Indian Partnership Act 1932' and 'The Companies Act, 2013' regulations from the website of the Ministry of Corporate Affair and analyse the qualitative information given therein.

Suggested Readings:

1. *Basu, C. R. (1998). Business Organization and Management. New Delhi: McGraw Hill Publishing India.*
2. *Chhabra, T. N. (2011). Business Organization and Management. New Delhi: Sun India Publications.*
3. *Gupta, C. B. (2011). Modern Business Organization. New Delhi: Mayur Paperbacks.*
4. *Kaul, V. K. (2012). Business Organization and Management, Text and Cases. New Delhi: Pearson Education.*
5. *Koontz, H., & Weihrich, H. (2008). Essentials of Management. New York: McGraw Hill Education.*
6. *Singh, B. P., & Singh, A. K. (2002). Essentials of Management. New Delhi: Excel Books.*
7. *अग्रवाल एवं गुप्ता, व्यवसायिक संगठन एवं प्रशासन, एस बी पी डी पब्लिकेशन्स, आगरा*

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. Singhania, V. K., & Singhania, 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: Principles of Marketing Management

Objective: The course aims to provide basic knowledge of concepts, principles, tools and techniques of marketing and to provide knowledge about various developments in the marketing.

Learning Outcomes: After completing the course, the learners shall be able to:

1. Develop understanding of basic concepts of marketing, marketing philosophies and environmental conditions effecting marketing decisions of a firm.
2. Analyse the steps involved in market selection.
3. Analyse and anticipate consumer behavior.

Course Contents:

Unit 1: Introduction

- 1.1 Marketing - Meaning, Nature, Scope and Importance; Core concepts of marketing; Marketing Philosophies.
- 1.2 Services Marketing: Meaning and distinctive characteristics.
- 1.3 Marketing Mix, elements of marketing mix; 4 P Theory and 7 P theory

Unit 2: Marketing Environment

- 2.1 Need for studying marketing environment; Micro environmental factors company, suppliers, marketing intermediaries, customers, competitors, publics.
- 2.2 Macro environmental factors – demographic, economic, natural, technological, politico-legal and socio- cultural.

Unit 3: Understanding Consumer Behaviour

- 3.1 Consumer Behaviour: Need for studying consumer behaviour; Types.
- 3.2 Stages in Consumer buying decision process; Factors influencing consumer buying decisions.

Unit 4 Market Selection:

- 4.1 Choosing market value through STP.
- 4.2 Market Segmentation- Levels and bases of segmenting consumer markets.
- 4.3 Market Targeting- concept and criteria.
- 4.4 Product Positioning – concept and bases; Product differentiation- concept and bases.

Practical Exercises: The learners are required to:

1. Analyse the impact of various environmental forces in the context of a given durable and nondurable product.
2. Analyse the marketing mix strategy of a durable and non-durable product.
3. Select any product and analyse its segmentation strategy in comparison to its immediate competitive product.

Suggested Readings:

1. *Etzel, M. J., Walker, B. J., Stanton, W. J., & Pandit, A. (2010). Marketing. New York: McGraw Hill.*
2. *Grewal, D., & Levy, M. (2017). Marketing. New York: McGraw Hill Education.*
3. *Kotler, P., Armstrong, G., & Agnihotri, P. (2018). Principles of Marketing. London: Pearson Education.*
4. *Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2013). Principles of Marketing: A South Asian Perspective. London: Pearson Education.*
5. *Mahajan, J. P., & Mahajan, A. (2014). Principles of Marketing. Delhi: Vikas Publications.*
6. *Saxena, R. (2006). Marketing Management. Delhi: Tata McGraw Hill Education.*
7. *Sharma, K., & Aggarwal, S. (2018). Principles of Marketing. Delhi: Taxmann Publication.*