

DEPARTMENT OF COMMERCE
SYLLABUS
TYBCOM – Commerce – V

Module 1. Introduction to Marketing (12 Lectures)

- Marketing, Concept, Features, Importance, Functions, Evolution, Strategic v/s. Traditional Marketing
- Marketing Research - Concept, Features, Process
Marketing Information System - Concept, Components
- Data Mining - Concept, Importance
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

Module 2. Marketing Decisions - I (11 Lectures.)

- 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
- Packaging - Concept, Essentials of a Good Package
Product Positioning - Concept, Strategies of Product Positioning
Service Positioning - Importance and Challenges
- Pricing - Concept, Objectives, Factors Influencing Pricing, Pricing Strategies

Module 3. Marketing Decisions - II (11 Lectures .)

- Physical Distribution - Concept, Factors Influencing Physical Distribution, Marketing Channels (Traditional and Contemporary Channels)

Supply Chain Management - Concept, Components of SCM

- Promotion - Concept, Importance, Elements of Promotion Mix

Integrated Marketing Communication (IMC) - Concept, Scope, Importance

- Sales Management - Concept, Components, Emerging Trends in Selling

Personal Selling - Concept, Process of Personal Selling, Skill sets required for
Effective Selling

Module 4. Key Marketing Dimensions (11 Lectures.)

- Marketing Ethics - Concept, Unethical Practices in Marketing, General Role of Consumer Organisations

Competitive Strategies for Market Leader, Market Challenger, Market Follower and Market Nicher Marketing Ethics

- Rural Marketing - Concept, Features of Indian Rural Market, Strategies For Effective Rural Marketing

Digital Marketing - Concept, Trends in Digital Marketing

Green Marketing - Concept, Importance

- 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

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Module 1 Human Resource Management (12 Lectures)

- Concept, Functions, Importance, Traditional
- v/s Strategic Human Resource Management Human Resource Planning- Concept Steps in Human Resource Planning
- Job Analysis-Concept, Components, Job design- Concept, Techniques Recruitment-Concept, Sources of Recruitment
- Selection - Concept , process , Techniques of E,selection,

Module 2 Human Resource Development (11 Lectures)

- Concept, functions• Training- Concept, Process of identifying training and development needs, 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, Performance Appraisal-Concept, Benefits, Limitations, Methods
- Potential Appraisal-Concept, Importance, Career Planning- Concept, Importance
- Succession Planning- Concept, Need Mentoring- Concept, Importance Counseling-Concept, Techniques.

Module 3 Human Relations (11 Lectures)

- Leadership –Concept, Transactional & Transformational Leadership Motivation- Concept, Theories of Motivation,(Maslow’s Need Hierarchy Theory, Vroom’s Expectancy Theory, McGregor’s Theory X and Theory Y, Pink’s Theory of Motivation)
- Employees Morale- Concept, Factors affecting Morale, Measurement of Employees Morale Emotional Quotient and Spiritual Quotient- Concept, Factors affecting EQ & SQ Employee Grievance- Causes, Procedure for Grievance redressal
- Employee welfare measures and Healthy & Safety Measures.

Module 4 Trends in Human Resource Management (11 Lectures)

- HR in changing environment:**• Competencies- concept, classification Learning organizations- Concept, Creating an innovative organization, Innovation culture- Concept, Need, Managerial role. Trends in Human Resource Management,:

- Employee Engagement- Concept, Types Human resource Information System (HRIS) – Concept, Importance, Changing patterns of employment. Challenges in Human Resource Management: Employee Empowerment,
- Workforce Diversity. Attrition, Downsizing, Employee Absenteeism, Work life Balance, Sexual Harassment at work place, Domestic and International HR Practices, Millennial (Gen Y)Competency Mapping