



**ST. XAVIER'S COLLEGE (AUTONOMOUS), RANCHI**  
(AN AUTONOMOUS COLLEGE AFFILIATED TO RANCHI UNIVERSITY)

**SYLLABUS UNDER CBCS CURRICULUM OF  
B.COM (ADVERTISING & MARKETING)  
HONOURS (SELF FINANCING) PROGRAMME**

**w.e.f. Academic Session - 2024 - 27**

**FOR UNDER GRADUATE COMMERCE  
(SELF FINANCING) PROGRAMME  
AS PER RANCHI UNIVERSITY RULES & REGULATION**



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**Department of Vocational Programmes**  
**St. Xavier's College (Autonomous), Ranchi**  
 (An Autonomous College Affiliated to Ranchi University, Ranchi)

Ref. No.: VP/ CVoc/1/2025

Date: 25<sup>th</sup> January 2025

The meeting of the Board of Studies held today i.e. 25<sup>th</sup> January 2025 at 11.00 am at the Department finalize the syllabus of three years undergraduate programme of B.Com. (Advertising & Management Honors) under the new CBCS Credit System which is effective from academic session of 2024-27 as per directions of Ranchi University, Ranchi.

Sl No	Name of the Board Members	Status of the Board Member	Signature
1	Prof. Gautam Rudra, H.O.D. Department of Vocational Programmes	Chairperson	
2	FCMA. Ajay Deep Wadhwa, Rt. General Manager Finance, Central Coal Fields Ltd., Ranchi	University Representative	
3	Prof. (Dr.) Pinaki Ghosh, Associate Professor, Xavier Institute of Social Sciences (XISS), Ranchi	Post Graduate Alumnus	
4	Prof. (Dr.) Somnath Mukherjee, Sr. Assistant Professor, Birla Institute of Technology (Lalpur Center), Ranchi	Academic Experts	
5	Prof. (Dr.) Harmeet Kaur, Associate Professor, Dean, Faculty of Commerce & Management, Jharkhand Rai University, Ranchi	Academic Experts	
6	Shri Saswat Mazumdar, Sr. Branch Manager, Reliance Nippon Life Insurance Company Ltd., Ranchi, Jharkhand	Industry Expert	
7	Prof. (Dr.) Kaushik Dutta, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	Absent
8	Prof. Nidhi Arya, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	
9	Prof. (Dr.) Rakesh Kumar Dixit, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	
10	Prof. (Dr.) Shakil Amwar Siddique, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	
11	Prof. CMA. Ekta Arya, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	
12	Prof. Fabian Tete, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	
13	Prof. Hussain Ahmed, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	
14	Prof. (Dr.) Deependra Kumar Sinha, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	

**Minutes of the Meeting:**

All the members discussed in details thoroughly all the important point of the syllabus and unanimously this syllabus is approved with some changes for the three year undergraduate programme as per CBCS regulations of Ranchi University applicable from academic session 2017-20 and subsequently amended on 2019 to include one more GE papers in 1<sup>st</sup> to 4<sup>th</sup> semester of the programme. All regulations in related to composition of marks for the non-practical & practical papers, promotion and Credits of courses are to be followed as per the CBCS regulations of the Ranchi University, Ranchi.

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**Mission & Vision of B.Com. (Self-Financing) Honors Programme**

- ❖ **Mission:** To offer high quality management programme that equip students with right knowledge, skills and attitudes required to succeed in a dynamic world.
  - **Knowledge:** the right knowledge implies relevant contemporary and cutting-edge knowledge obtained through research and practiced which empowers students to think and act independently, creatively and ethically.
  - **Skills:** The right skills enable students to think through complex problems, analyze them critically and find solutions quickly in a changing business environment.
  - **Attitudes:** The right attitudes help students put their thoughts, feelings, behaviors' and actions in place while handling tough situations.
- ❖ **Vision:** To be a leader in management education through industry focused curriculum, case based learning and applied research.

**Programme Outcomes (PO) of B.Com. (Self-Financing) Honors Programme**

**PO1-Critical Thinking:** By the end of the programme students are expected to act intellectually such that they are able to take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at the ideas and decisions from different perspectives.

**PO2-Effective Communications:** By the end of the programme students are expected to possess good communication skills that are the cornerstone of any successful verbal and written communication required for the higher studies and jobs.

**PO3-Special Interaction:** At the end of the programme students are expected to have an insightful perspective towards difference in gender race, class, and disability and are able interact with each social entity in the most amicable way.

**PO4- Community engagements:** By the end of the programme students are expected to be continuously involved with their local community and contribute through their knowledge and skills towards the up-liftment of the society and the country as a whole.

**PO5-Ethics:** At the end of the programme students are expected to have high ethical standards in terms of their work, social structure, family and their role responsibilities.

**PO6-Environment & Sustainability:** By the end of their programme students are expected to be aware of environmental issues and contribute towards sustainable developments of locality, society and nation as a whole.

**PO7-Self-directed and Lifelong learning:** By the end of the programme students are expected to be in a mental state such that they are able to cope with the dynamic socio technological changes and are motivated to learn and contribute towards self, social and national developments.

**PO8-Teamwork:** By the end of the programme students are expected to have an outstanding team skill which is much needed to create synergy in society and at the work place.

**PO9-Employability:** By the end of the programme students are expected to possess the necessary skills to become highly employable in the industry of their choice.

**PO10-Initiative & Leadership:** By the end of the programme students are expected to demonstrate initiative and leadership skill required for self, social, organization and nation's development.

**PO11-Demonstrate Mastery in Analytics:** Demonstrate the ability to identify a business situation from the stated information, assess the statistical techniques and the software applications required to model the same, and interpret the subsequent results to assist in effective decision making.

**PO12-Sensitivity towards Global Perspective:** Understand and imbibe information related to global business modules, brands strategies, and thereby assess global practices against localized customizations to better global presence within local settings and vice versa.

**Programme Specific Outcomes (PSO) of B.Com. (Advertising & Marketing) Honors**

- PSO 1:** Students will adapt their artistic ability to support their career in design in commercial promotion and business strategic applications.
- PSO 2:** Students will assess, propose and apply various techniques in marketing and advertising.
- PSO 3:** Student will get basic insight of psychological aspects targeted and proposed consumer along with their behavioral aspects.
- PSO 4:** Develop a systematic, critical approach to problem solving at all levels of promotion, distribution, logistic and team management.
- PSO 5:** Expertise in logistic operation, supply chain and warehouse management.
- PSO 6:** Student will be able to develop an understanding of event organizing and media management.
- PSO 7:** Demonstrate professionalism in the fields of sales management by effectively manage sales team and leadership system.
- PSO 8:** Learn Computer based promotion design by using various computer based software's and tools.
- PSO 9:** Expertise in market research, data handling, data management and data mining.
- PSO 10:** Develops marketing planning and control with application of marketing strategies.
- PSO 11:** Expertise in digital marketing including Ad-words, Ad-sense, social media marketing including Facebook, Instagram, YouTube, WhatsApp, E-mail marketing and mobile marketing etc.
- PSO 12:** Expertise in the field of tourism and its related marketing and management activities.
- PSO 13:** Expertise to know about the behavioral system of human within the organization along with motivational factors.
- PSO 14:** Students are equipped with different laws relating to marketing, distribution and advertising.
- PSO 15:** Gain the insight knowledge about sales, service and its management system along with the resource management.
- PSO 16:** Able to correlate sustainability, critically evaluate and analyze contemporary business environment.
- PSO 17:** Equipped to develop the relation to rural marketing along with its importance for the modern marketing.
- PSO 18:** Able to manage network from customer relationship management and relation with other stake holders
- PSO 19:** Able to identify the component parts of e-commerce which can give the benefit of online business and marketing.
- PSO 20:** Acquire skills and capabilities to play a role of an effective entrepreneurship by developing different business models.



**Programme Pedagogy for B.Com. (Advertising & Marketing) as Outcome Based Learning's (OBL)**

- Classroom lecture with multimedia system.
- Comprehensive discussion of topics.
- Sample Specific Market Survey & Market Research.
- Live workshops with industry experts.
- Assignments to students in team works.
- Summer and winter internship in the respective areas for gaining practical knowledge.
- Collaborative learning System with industry experts & trainers.
- Lecture from industry experts & industrial exposure visit.
- Technical guidance through comprehensive practical and simulation practices.
- Student's presentation, feedback and evaluation by industrial & academic experts.
- Case studies and presentation
- Sessions on "Know Your Corporate" programmes for enhancing corporate knowledge's.
- Panel discussion with industry experts.
- Inculcating Skills to write Research Paper on the different domain subjects.
- Special remedial classes for academically weaker students.
- Professor Mentorship system in academic practices.
- Organizing mock, Live Interview and Soft Skill Development sessions.

**COURSES OF STUDY FOR UNDERGRADUATE****B.COM (ADVERTISING & MARKETING) HONOURS PROGRAMME****Subjects Combination for B. Com (Advertising & Marketing) Honors Programme (164 Credits)**

Honors/Core Courses <b>CC 14 Papers</b>	Discipline Specific Elective Courses <b>DSE 4 Papers</b>	Skill Enhancement Courses <b>SEC 2 Papers</b>	Compulsory Course <b>AECC 1+1=2 Papers</b>	Generic Courses <b>GE (A+B) 2+2+2+2=8 Papers</b>
B.Com (A&M)	B.Com(A&M) Specific	SEC in B.Com (A&M)	Language English Communication +EVS	GE in B.Com (A&M)

**Semester Wise Examination Structure for Mid Semester & End Semester Examinations:**

<b>Sem</b>	<b><u>Core Honors, Allied DSE, Compulsory AECC Courses</u></b>		<b><u>Examination Structure</u></b>		
	<b><u>Code</u></b>	<b><u>Papers</u></b>	<b><u>Mid Semester Theory (F.M)</u></b>	<b><u>End Semester Theory (F.M)</u></b>	<b><u>End Semester Practical/ Viva (F.M)</u></b>
<b>I</b>	Core 1	Marketing Management	25	75	---
	Core 2	Integrated Marketing Communication	25	75	---
	GE 1 (A)	Financial Accounting	---	100	---
	GE 1 (B)	Principle & Practice of Management	---	100	---
	AECC 1	English Communication	---	100	---
<b>II</b>	Core 3	Media Management & Digital Marketing	25	75	---
	Core 4	Retail & Merchandising	25	75	---
	GE 2 (A)	Cost & Management Accounting	---	100	---
	GE 2 (B)	Organizational Behavior	---	100	---
	AECC 2	Environmental Studies	---	100	---
<b>III</b>	Core 5	Consumer Behavior	25	75	---
	Core 6	Event & Tourism Marketing	25	75	---
	Core 7	International Marketing	25	75	---
	GE 3 (A)	Advertising Management	---	100	---
	GE 3 (B)	Public Relation Management	---	100	---
	SEC 1	Research Methodology & Quantitative Technique	---	100	---
<b>IV</b>	Core 8	Marketing & Media Laws	25	75	---
	Core 9	Service Marketing	25	75	---
	Core 10	Sales Management	25	75	---
	GE 4 (A)	Strategic Management and Business Policies	---	100	---
	GE 4 (B)	Ethics, Value and Governance	---	100	---
	SEC 2	Business Economics	---	100	---
<b>V</b>	Core 11	Product & Brand Management	25	75	---
	Core 12	Rural Marketing & Advertising	25	75	---
	DSE 1	Computer Application in Adv. & Marketing	25	75	---
	DSE 2	Customer Relationship Management	25	75	---
<b>VI</b>	Core 13	Logistics & Supply Chain Management	25	75	---
	Core 14	E – Commerce	25	75	---
	DSE 3	Entrepreneurship Development	25	75	---
	DSE 4	On the Job Training	---	---	50 + 50



**Semester – I****5 Papers****CORE COURSE – C1****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for******Mid Semester Examination (MSE):***

*There will be two groups of questions. Group A is compulsory and will contain five questions of the very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

***End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**MARKETING MANAGEMENT****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objective:** To provide the working knowledge of different concepts of marketing and their use in managerial decision.

**Course Learning Outcome:**

- Students will gain understanding of the fundamental concepts of marketing, including the elements of marketing mix and STP approach.
- Ability to analyze market trends, consumer behavior, and competitive landscapes to make informed marketing decisions.
- Expertise in conducting market research, including designing surveys, analyzing data, and interpreting results to guide marketing strategies.
- Understanding the importance of branding and how to build, manage, and protect a brand's reputation in the market.

**Unit I:** Marketing: Concept, Nature, Functions & Importance. Selling vs. Marketing, Marketing Environment: Nature, Types & Strategies to deal with internal and external (Micro and Macro) Marketing Environment, Ethical and Social Responsibilities of Marketing, Impact of brick and mortar store. **Lectures: 12**

**Unit II:** Marketing System, Types of Marketing, Marketing Information System; Definition and Components, Marketing Research-Definition, Objective, Process & Significance. **Lectures: 08**

**Unit III:** Consumer Behavior: Factors influencing the Consumer Behavior, Consumer Buying Process, Buying Motives, Consumer Market in India, Shifting consumer behavior pattern. **Lectures: 08**

**Unit IV:** Market Segmentation: Concept, Importance and basis, Target Market Selection, Market Positioning: Concept & Importance. Market Repositioning, Product Differentiation Vs Market Segmentation, Contemporary issues in Marketing **Lectures: 08**

**Unit V:** Marketing Mix: Definition, Importance & Factors determining Marketing Mix, Meaning and Nature of Products, Concept of Product Mix, Product Planning and New Product Development, Product Life Cycle, Product Packaging: Def., Functions and requisite of good packaging, Branding and Labeling. **Lectures: 10**

**Unit VI:** Pricing: Concept, Objectives & Importance of Channels of Distribution of Consumer Goods, Types of Channels of Distribution, Factors affecting choice of distribution channels, Logistics: Meaning, Importance, Objectives, Marketing Logistics Task, Approaches of Logistics (Total Cost & Total System Approach). **Lectures: 08**

**Unit VII:** Promotion: Meaning, Nature & Importance, Types of Promotion, Concept of Promotion Mix and Factors affecting Promotion Mix, Emerging trends in marketing. **Lectures: 06**

**Recommended Books:**

1. Marketing Management—Philip Kotler
2. Marketing Management—Evance & Berman
3. Principles of Marketing—Mcdenial, Lamb, Hair
4. Marketing—William M. Pride and O. C. Ferrell
5. Principles of Marketing—Philip Kotler & Gary Armstrong
6. Marketing Management-Planning, Control—V. S. Ramaswamy & S. Namakumari

**Note: Latest edition of text books may be used**

**CORE COURSE – C2****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for  
Mid Semester Examination (MSE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

**End Semester Examination (ESE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No. 1 will be very short type** of consisting of ten questions of 1 mark each. **Question No. 2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six question of fifteen marks each, out of which any four are to answer.

**Note: There may be subdivision in each question asked in Theory Examinations.**

**INTEGRATED MARKETING COMMUNICATION****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objectives:** Students should be aware about the communication and its importance in the fields of marketing by describing various mix and models of communication. The effects of communication over the proposed buyers/consumers are to describe fully.

**Course Learning Outcome:**

- Expertise in creating effective marketing communication materials.
- Ability to measure and evaluate marketing performance using key performance indicators (KPIs) and metrics to assess the effectiveness of marketing strategies and tactics.
- Capability to develop comprehensive marketing plans that align with organizational objectives and address market opportunities and challenges.

**Unit I:** Meaning & Importance of Marketing Communication and Pre-requisite of effective Marketing Communication. **Lectures: 05**

**Unit II:** Marketing Communication through Marketing Mix, Introduction to IMC planning. **Lectures: 05**

**Unit III:** Communication Model in Marketing—Graphic Models, Verbal Models, The Response Set-AIDA Model, Lavidge-Steiner Model, McGuire Model, DAGMAR Model. **Lectures: 10**

**Unit IV:** Integrated Marketing Communication—Brand Marketing, Direct Marketing, Customer Relationship Management, One Voice Marketing Communication, Integrated Communications. **Lectures: 10**

**Unit V:** IMC Strategy in—Advertising, Planning, Determination & Promotional Objective, Role of Advertising Manager in determining IMC strategy. **Lectures: 10**

**Unit VI:** Different features of Advertising incorporated in the IMC for effective communication. **Lectures: 05**

**Unit VII:** IMC Concepts in Product Communicates, Price Communicates, Place (Point of Sale) Communicates, Promotion Communicates and Publicity in relation with marketing. **Lectures: 05**

**Unit VIII:** Major tools of Publicity—News, Speeches, Special event, Handouts, leaflets and audio- visual public service activities and other miscellaneous tools. **Lectures: 05**

**Unit IX:** Persuasive Communication Factors—Content bound, Appeal bound, Argument bound, Style bound, Communication bound, Media bound, Situation bound and Persuasion Approaches. Future Marketing Communication Medium—Webs & Internet and its implications. **Lectures: 05**

**Recommended Books:**

1. Advertising and Promotion—Belch & Belch
2. Advertising, Promotion, and New Media—Edited by Marla R. Stafford & Ronald J. Faber
3. Contemporary Advertising—William F Arens
4. Advertising Management—S. A. Chunnawala
5. Integrated Marketing Communication—Neeraj Kumar

**Note: Latest edition of textbooks may be used**

**GENERIC ELECTIVE (GE 1A)****(Credit: Theory: 05 + Tutorials:01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40*****Instructions to Question Setter for  
End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks each. Group B will contain descriptive type six question of 20 each, out of which any four are to answer.*

**Note:** *There may be subdivision in each question asked in Theory Examinations.*

**FINANCIAL ACCOUNTING****Theory: 75 Lectures; Tutorial: 15 Lectures**

**Objective:** To make the students familiar with generally accepted accounting principles of financial accounting and their applications in business organizations excluding corporate entities.

**Course Learning Outcome:**

- Students will gain understanding of the basic principles and concepts of accounting.
- Ability to prepare financial statements.
- Expertise in recording financial transactions accurately and systematically using double-entry bookkeeping principles.
- Capability to analyze and interpret financial statements to assess the financial performance and position of a business entity.

**Unit I:** Financial Accounting: Nature and scope, Limitations of financial accounting. Accounting Standards: Meaning, Significance, Generally Accepted Accounting Principles (GAAP), IFRS, IND AS & GFR

**Lectures: 12**

**Unit II:** Accounting Process: Form recording of transactions in preparation of final accounts, Rectifications of errors **Lectures: 10**

**Unit III:** Bank Reconciliation Statements-Meaning, Reasons for difference between passbook and cash book, Advantages & disadvantages of BRS, Calculation of Reconciliation. **Lectures: 06**

**Unit IV:** Depreciation Accounting: Meaning of depreciation, causes, and objects of providing depreciation, factors affecting depreciation. Methods of depreciation: straight line method and diminishing balance method. **Lectures: 12**

**Unit V:** Accounting for Partnership-Rights, duties and power of a partner, kinds of partners, fixed and fluctuating capital, goodwill, revaluation & profits sharing calculation, accounting entries for admission of partner, retirement of a partner. **Lectures: 12**

**Unit VI:** Analysis of Financial Statements, Common Size Balance Sheet, Ratio Analysis **Lectures: 15**

**Unit VII:** Cash Flow Statement- Meaning, Objectives, Importance, Components of cash flow, preparation of cash flow (direct and indirect method) **Lectures: 08**

**Recommended Books**

1. Fundamentals of Accounting—D.C. Rawat & R.C. Bhatt
2. Financial Accounting—S. N. Maheshwari
3. Financial Accounting—P. C. Tulsian, Naseem Ahmed, Nawab Ali Khan, M.L.Gupta
4. Fundamentals of Financial Accounting—Ashok Sehgal & Deepak Sehgal
5. Financial Accounting—R. Narayanaswamy
6. Advanced Accounting—S. P. Jain and K.L.Narang
7. Accounting & Analysis—CRISIL
8. Financial Accounting—Weygandt, Kieso & Kimmel
9. Introduction to Accountancy—T. S. Grewal and S. C. Gupta

**Note:** Latest edition of textbooks may be used

**GENERIC ELECTIVE (GE 1B)****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40****Instructions to Question Setter for  
End Semester Examination (ESE):**

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks each. Group B will contain descriptive type six question of 20 each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**PRINCIPLE & PRACTICE OF MANAGEMENT****Theory: 75 Lectures; Tutorial: 15 Lectures**

**Objectives:** It provides the knowledge of Management and its different theories considered to be the back bone of every organization. Management functional system is also described for proper understanding of the management working system at every level.

**Course Learning Outcome:**

- Students will gain a comprehensive understanding of the fundamental principles, theories, and functions of management.
- Ability to develop and implement strategic plans to achieve organizational goals and objectives,
- Expertise in making effective managerial decisions by considering alternatives, evaluating risks, and analyzing consequences.
- Knowledge of different leadership styles and techniques

**Unit I:** Development of Management Thought and Approach—Taylor, Fayol, Herbert, Simon, Peter Drucker-Human Behavior Approach, Management Science approach, Contingency or Situational approach.

**Lectures: 15**

**Unit II:** Management Functions and Skills—Different Management Level functions—Board of Directors, Chief executive, Top management, Supervisory Management, Grassroots Management.

**Lectures: 15**

**Unit III:** Planning—Fundamentals, Vision, Missions and Objectives, Strategy and Operational plans, planning pre-requisites, Forecasting, Decision Making.

**Lectures: 09**

**Unit IV:** Organizing—Fundamentals, Design, Forms, Authority, Responsibility, Relationship, Conflict and Co-ordination, Changes in Organization.

**Lectures: 09**

**Unit V:** Staffing—Fundamentals, Recruitment & Selection, Training & Development Performance Appraisal.

**Lectures: 09**

**Unit VI:** Directing—Fundamentals, Motivation theories, Application Leadership & Command.

**Lectures: 09**

**Unit VII:** Controlling—Fundamentals, Operational Control Techniques.

**Lectures: 09****Recommended Books**

1. Principles and Practice of Management—L.M. Prasad
2. Management: A Global and Entrepreneurial Perspective—Wehrich, Cannice, H. Koontz
3. New Era of Management—Richard L.
4. Management—James A. F. Stoner, R. Edward Freeman, Daniel R. Gilbert, JR.
5. Principles of Management—P. C. Tripathi & P. N. Reddy
6. Essentials of Management-An International Perspective—H. Koontz, Heinz Wehrich

**Note: Latest edition of textbooks may be used**



**ABILITY ENHANCEMENT COMPULSORY COURSE (AECC 1)****(Credit: Theory – 02)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Theory ESE =40*****Instructions to Question Setter for  
End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 mark each, out of which any four are to answer.*

**Note:** *There may be subdivision in each question asked in Theory Examinations.*

**ENGLISH COMMUNICATION****Theory: 30 Lectures**

**Objective:** To equip students effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for English communication

**Course Learning Outcome:**

- Students will develop the ability to write clear, concise, and grammatically correct documents, including emails, memos, reports, and other business correspondence.
- Expertise in speaking confidently and articulately in English, including public speaking, presentations, and participating in meetings and discussions.
- Capability to communicate effectively in one-on-one or small group settings, including active listening, empathy, and conflict resolution skills.

**Unit I:** Communication – Definition, stages, barriers, types: verbal and non-verbal, Listening- Meaning, Nature and importance, Principles of Good Listening.

**Unit II:** Class-presentation (Oral for five minutes) on any of the above-mentioned topics: Descriptive writing, expansion of an idea.

**Unit III:** Writing skills – notice writing, advertisement writing, précis writing, essay writing, letter writing (applications), Business letter formats (letters of enquiry, replies and complaints), resume writing, covering letter.

**Unit IV:** Vocabulary building: One-word substitution, synonyms and antonyms, idioms and phrases

**Recommended Books:**

1. Technical Communication, M.H. Rizvi, Tata Mc.Grawhill
2. Effective Business Communication, Asha Kaul
3. Developing Communication Skills, Krishnamohan
4. Functional Grammar and Spoken and Written Communication in English, Bikram K. Das, Orient Blackswan
5. Precis, Paraphrase and Summary, P.N. Gopalkrishnan, Authors Press
6. Communication Skills, Sanjay Kumar and Pushplata, Oxford Publication

**Note:** Latest edition of textbooks may be used

-----END OF SEM - I-----

**Semester – II****5 Papers****CORE COURSE – C3****(Credit: Theory:05 + Tutorials:01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for  
Mid Semester Examination (MSE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

**End Semester Examination (ESE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No. 1 will be very short type** of consisting of ten questions of 1 mark each. **Question No. 2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six question of fifteen marks each, out of which any four are to answer.

**Note: There may be subdivision in each question asked in Theory Examinations.**

**MEDIA MANAGEMENT & DIGITAL MARKETING****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objectives:** To understand the role of media in advertising and marketing with its advantages and disadvantages. The functional aspects are also to be understood for proper application of media in general and digital marketing system.

**Course Learning Outcome:**

- Students will gain an understanding of traditional and digital media channels.
- Expertise in core digital marketing concepts, such as search engine optimization (SEO), search engine marketing (SEM), social media marketing (SMM), email marketing, content marketing, and online advertising, mobile marketing trends and strategies, pay-per-click (PPC) advertising.
- Capability to create and manage various types of digital content.
- Understanding of social media platforms, their features, and best practices for managing and engaging audiences on platforms.
- Knowledge of digital marketing analytics tools and techniques to track and measure the performance of digital marketing campaigns.

**Media Management**

**Unit I:** Introduction of Media Management- Introduction, Definition & Types of Media, Selection of Media—TRP Rating, Prime Time Demand, Sponsored Events Demand, Cinema and Film Media.

**Lectures: 05**

**Unit II:** Print Media—Definition, Growth and Development, Functions, Impact of Mass Media. **Lectures: 05**

**Unit III:** Electronic Media— Electronic Invasion, Visual Communications, Visual Aids-Factors for selection and Using Guidelines, Advantages and Disadvantages of it. **Lectures: 05**

**Unit IV:** The Press—Press Registrar, Rights and Responsibilities of the Press, Press Council of India-Objectives and Composition of the Council, Functions of the Council. **Lectures: 05**

**Digital Marketing**

**Unit I:** Introduction to Web Marketing and SEO -The Significance of Web Marketing, Internal Measures for SEO, Do and Don't for Web Content, Link Building, Introduction to Web marketing tools. **Lectures: 05**

**Unit II:** Introduction to Ad Words-Online Advertising and Search Engines, Ad Words overview, Creating and Managing Campaigns, Advanced Ad Words-KeyWord Planner, Product List Ads **Lectures: 05**

**Unit III:** Display Network-Advertising on Display Networks, Image Advertising, Mobile Advertising, Video Advertising, YouTube Advertising. **Lectures: 05**

**Unit IV:** Social Media Advertising- Creating Effective Content, Do and Don'ts for Social Media Advertising, Analyzing Target Audience. **Lectures: 05**

**Unit V:** E-Mail Marketing-Creating E-mail Campaigns, Effective strategies for E-mail Marketing.

**Lectures: 03**

**Unit VI:** Social Networking Services (SNS)-Common uses for the SNS, the SNS Industry, Facebook Advertising, Introduction to Google Analytics, Tracking performances. **Lectures: 05**

**Unit VII:** Search Engine Marketing (SEM)-Campaigns include Google PPC, LinkedIn, YouTube Video, Facebook Campaign, Benefits of Ad word compared to other Networks, Ad word setup, Creating, Planning, Deployment, etc. **Lectures: 07**

**Unit VIII:** Social Media Optimization (SMO)-Definition of Social Media, Social media Business Development, establishing your online identity, engaging your Audience, Use of Social Groups, Forums. **Lectures: 05**

**Recommended Books:**

1. Media and Communication Management—C.S. Rayudu
2. Media & Advertising—C. D. Aggarwal
3. Electronic Media—M. M. Gaur
4. Media Management—Dr. Rakesh Kumar
5. Print Media and Electronic Media—Jitendra Kumar Sharma
6. Digital Marketing-Godfrey Parkin, Web Marketing- Eric Marrow.
7. Basics of Digital Marketing-Damian Rayan & Calvin Jones.

**Note: Latest edition of textbooks may be used**

**CORE COURSE – C4****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for  
Mid Semester Examination (MSE):***

*There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

***End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.*

**Note:** *There may be subdivision in each question asked in Theory Examinations.*

**RETAIL & MERCHANDISING****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objective:** To provide an understanding with the special system of marketing with its various functional systems. This is also providing an insight in the operation area of retail marketing and its associated functionaries.

**Course Learning Outcome:**

- Students will gain an understanding of the retail industry.
- Ability to analyze consumer behavior in retail environments.
- Understanding of visual merchandising principles and techniques to create visually appealing and customer-friendly store environments that drive sales and enhance the brand experience.
- Ability to use retail analytics tools and techniques to track and analyze Key Performance Indicators (KPIs).

**Unit 1: Introduction:** Introduction to the World of Retailing and retail marketing. Types of Retailers: Multichannel Retailing, Customer Buying Behavior, Retail Market Strategy, Overview of Merchandising, Identifying and Understanding Retail Consumer: Factors affecting retail strategies, Consumer Demographic and lifestyles, Social Factor: Social factors, Consumer needs and desires, Shopping attitudes and behavior, Consumer decision making process, Retailers' actions, Formats based on Pricing: Pricing as a competitive advantage, Discount retailing, Super Store retailing, Off Price retailing, Strategic pricing. **Lectures: 20**

**Unit 2: Introduction to merchandising:** Concept of Retail Merchandising: Meaning of Merchandising, Major Areas of Merchandise Management, Role and Responsibilities of Merchandisers, Merchandising Mix: Merchandise Mix, Concept of Assortment Management, and Merchandise Mix of Show off. Merchandise Displays: Concept of Merchandise Displays, Importance of Merchandise Displays, Space Management: Concept of Space Management, Role of IT in Space Management, Concept of Planogram, Formats based on Merchandise: selection: Merchandise selection as a competitive advantage, Specialty store retailing, Department store retailing, Super specialist, Niche specialist. **Lectures: 20**

**Unit 3: Visual & Online Merchandising:** Visual Merchandising: Merchandising: Meaning of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising, Visual Merchandising in India: Visual Merchandising in India, Product Positioning and Visual Merchandising, Non Store Merchandising: Introduction, Objectives, Non-Store Retail Merchandising, Television retailing/home shopping, Product Presentation in Non-Store Retail Merchandising, Online Merchandising: Internet retailing/online shopping, Catalogue Management. **Lectures: 10**

**Unit 4 - Trends & Innovation:** Analytics and Tools **Lectures: 05**

**Unit 5 – Block chain:** Introduction, Objective and origin of Block chain. Block chain terminologies. Types of block chain.

**Lectures: 05**

**Recommended Books:**

1. Retail Marketing Management—David Gilbert
2. Retail Management—Dr. Harjit Singh
3. Retail Management—C. Bajaj, Rajnish Tuli & Nidhi V Srivastava
4. Retail Management—Gautam Bansal & Sandhir Sharma
5. Retail Business Management—Yoginder Singh

**Note: Latest edition of textbooks may be used**



**GENERIC ELECTIVE (GE 2A)****(Credit: Theory:05 + Tutorials:01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40****Instructions to Question Setter for  
End Semester Examination (ESE):**

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks each. Group B will contain descriptive type six question of 20 each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**COST & MANAGEMENT ACCOUNTING****Theory: 75 Lectures; Tutorial: 15 Lectures**

**Objectives:** To acquaint the students with basic concepts used in cost and management accounting and various methods involved in cost ascertainment system.

**Course Learning Outcome:**

- Students will gain understanding of cost concepts, methods of cost accumulation and allocation.
- Ability to perform CVP analysis to understand the relationship between costs, volume, and profit, and to make decisions related to pricing, product mix, and sales strategies.
- Knowledge of budgeting principles and techniques.
- Expertise in using cost information to support decision-making.

**Unit I:** Introduction-Meaning, objectives and advantages of cost accounting, difference between financial, cost, and management accounting. Cost concepts and classification, Role of a Cost Account in an organization.

**Lectures: 8**

**Unit II:** Cost Accounting Standards, Generally accepted principles for cost Accounting, Cost Accounting Standards for Auditing, Cost Records & Audit.

**Lectures: 5**

**Unit III:** Material Costing-Introduction, objectives of material control system, ABC Analysis, Economic Order Quantity, Levels of Material, LIFO and FIFO inventory control system & Just In Time.

**Lectures: 12**

**Unit IV:** Labor Costing-Introduction, Time and motion study, Idle time, Bonus plan, Piece wages system, Rate wage system, Labor turnover

**Lectures: 10**

**Unit V:** Overheads-Meaning, Classification of overhead, Apportionment of overhead, Reapportionment of overhead, overhead absorption rate

**Lectures: 10**

**Unit VI** : Cost Sheet-Meaning, Elements of cost, Advantages of cost sheet, Calculation of cost of sales.

**Lectures: 8**

**Unit VII:** Process Costing-Meaning, Normal loss, abnormal loss, Valuation of scrap, Transfer valuation, Basic Concept of Marginal Costing.

**Lectures: 10**

**Unit VIII:** Budgeting and budgetary Control-Concept of budget and budgetary control, objectives, merits and limitations, Budget administration, Functional budgets, Fixed and flexible budgets, Zero base budget.

**Lectures: 12****Recommended Books:**

1. Cost Accounting—Jawhar Lal
2. Cost Accounting—Principles and Practice—Nigam, B. M. Lal and I. C. Jain
3. Cost accounting—Principle and Practice—M. N. Arora
4. Cost Accounting—S. N. Maheshwari and S. N. Mittal
5. Cost Accounting: Principles and Methods—S.P.Jain and K.L.Narang
6. Management Accounting—H. V. Jhamb
7. Management Accounting—S. K. Singh and Lovleen Gupta
8. Cost Accounting—Rajiv Goel

**Note: Latest edition of text books may be used**

**GENERIC ELECTIVE (GE 2B)****(Credit: Theory:05 + Tutorials:01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40****Instructions to Question Setter for  
End Semester Examination (ESE):**

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks each. Group B will contain descriptive type six question of 20 each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**ORGANIZATIONAL BEHAVIOR****Theory: 75 Lectures; Tutorial: 15 Lectures**

**Objectives:** This course provides the knowledge about the behavioral system of human within organization. The effects of the human behavior in different forms are analyzed for proper understanding with its influential factors.

**Course Learning Outcome:**

- Understanding of organizational culture.
- Knowledge of different organizational structures and designs.
- Students should be able to explain the factors that influence individual behavior in organizations.
- Capability to analyze different leadership styles and their effectiveness in different organizational contexts.

**Unit I:** Introduction to Organizational Behavior- Definitions, Key Elements of OB, Nature and Scope of OB, need for Studying OB, Contributing Discipline to OB, Models of OB.

**Lectures: 10**

**Unit II:** Basic Human Process—Perception-Meaning, Perceptual Process, Factors Affecting Perception, Perception and its Application in OB. Learning- Meaning, Definition, Components of Learning, Determinants of Learning. Individual Differences-Human Behavior and its Causation, Personality-Concept, Determinants, Types of Personality, Theories of Personality. Emotions-Meaning, Definitions, Types, Sources, Stress-Meaning, Concept, Symptoms of Stress, Measurement of Stress, The Individual in the Organization—Office/professional/social behavior of an individuals, Factors Influencing Individual Behavior.

**Lectures: 14**

**Unit III:** Attitudes-Meaning, Characteristics, Components, Factors Influencing Attitude, Types of Attitude/Work Related Attitude.

**Lectures:06**

**Unit IV:** Motivations in Organizations-Meaning, Definitions, Importance, Theories of Motivation (Maslow's, Herzberg's, Mc. Clelland's, Vroom's, Mc. Gregor's). Career Dynamics- Meaning, Nature, Types.

**Lectures: 07**

**Unit V:** Group Dynamics— Meaning, Group processes/Styles, Types of Groups, Factors affecting Group Behavior, Interpersonal Behavior.

**Lectures: 06**

**Unit VI:** Influencing Others—Influence, Power-Meaning, Bases of Power, Politics in the Organization-Meaning, Reasons, Leaderships in the Organizations-Meaning, Importance, Functions of Leader, Leadership Styles, Organizational Culture-Meaning, Characteristics, types, Functions, Creativity and Innovations-Its Impact on OB, Fostering Creativity and Innovations.

**Lectures: 10**

**Unit V:** Organizational Processes— Meaning, Steps, Organizational Structures-Meaning, Types, Organizational Design-Meaning. Definitions, Factors, Organizational Culture-Meaning, Causes, Organizational Change-Meaning, Process, managing organizational change, Strategic Planning-Meaning, Process, Organizational Development-Meaning, Objective, Characteristics.

**Lectures: 15**

**Unit VI:** Conflict-Meaning, Features. Conflict Management, Negotiations Skills- Meaning, Steps in Negotiation Process, Negotiation Skills.

**Lectures: 07****Recommended Books**

1. Organizational Behavior—M. N. Mishra
2. Organizational Development—Dr. Vasu Deva
3. Organizational Behavior—Jit S Chandan

**4. Organizational Behavior—Dr. Vipin B. Kumar & Dr. S. Gopinandan**

**Note: Latest edition of textbooks may be used**

**ABILITY ENHANCEMENT COMPULSORY COURSE (AECC 2)****(Credit: Theory – 02)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40*****Instructions to Question Setter for  
End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**ENVIRONMENTAL STUDIES****Theory: 30 Lectures**

**Objective:** Develop awareness among the students about the necessity and importance of environment for human and its developments.

**Course Outcomes**

After completion of this course students will gain knowledge regarding

- Gain an interdisciplinary understanding of environmental issues and the importance of sustainable development.
- Develop analytical and critical thinking skills to address environmental problems.
- Be equipped to contribute positively to environmental protection efforts, supported by an understanding of laws, conservation practices, and ethical considerations.
- Apply practical knowledge to real-world contexts through fieldwork, fostering an active role in environmental monitoring and advocacy.

**Unit I: Introduction to Environmental Studies:** Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development **Lectures: 02**

**Unit II: Ecosystems:** Definition, Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems: Forest ecosystem Grassland Ecosystem Desert Ecosystem Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). **Lectures: 02**

**Unit III: Natural Resources: Renewable and Non-renewable Resources:** Land resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies. **Lectures: 05**

**Unit IV: Biodiversity and Conservation:** Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots India as a mega-biodiversity nation; Endangered and endemic species of India Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value. **Lectures: 05**

**Unit V: Environmental Pollution:** Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution Nuclear hazards and human health risks Solid waste management: Control measures of urban and industrial waste. Pollution case studies. **Lectures: 05**

**Unit VI: Environmental Policies & Practices:** Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD). Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context. **Lectures: 04**

**Unit VII: Human Communities and the Environment:** Human population growth: Impacts on environment, human health and welfare. Resettlement and rehabilitation of project affected persons; case studies. Disaster management: floods, earthquake, cyclones and landslides. Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan. Environmental ethics. Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

**Lectures: 03**

**Unit VIII: Field work**

**Lectures: Equal to 04**

Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc. Visit to a local polluted Site-Urban/Rural/Industrial/Agricultural. Study of common plants, insects, birds and basic principles of identification, Study of simple ecosystems-pond, river, Delhi Ridge, etc.

**Recommended Books:**

1. Raziuddin, M.Mishra P.K. 2014, A Handbook of Environmental Studies, Akanaksha Publications, Ranchi.
2. Mukherjee, B. 2011: Fundamentals of Environmental Biology. Silverline Publications, Allahabad.
3. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
4. Gadgil, M., & Guha, R.1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
5. Gleeson, B. and Low, N. (eds.) 1999.Global Ethics and Environment, London, Routledge.
6. Gleick, P. H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
7. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006.
8. McCully, P. 1996. Rivers no more: the environmental effects of dams (pp. 29-64). Zed Books.
9. McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic Press.
11. Rao, M.N. & Datta, A.K. 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.
12. Raven, P.H., Hassenzahl, D.M. & Berg, L. R. 2012.Environment. 8th edition. John Wiley & Sons.
13. Rosencranz, A., Divan, S., & Noble, M. L. 2001. Environmental law and policy in India. Tripathi 1992.
14. Sengupta, R. 2003. Ecology and economics: An approach to sustainable development. OUP. Singh, J.S.,
15. Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
16. Warren, C. E. 1971. Biology and Water Pollution Control. WB Saunders.
17. Wilson, E. O. 2006.The Creation: An appeal to save life on earth. New York: Norton.

**Note: Latest edition of textbooks may be used**

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**Semester – III****6 Papers****CORE COURSE – C5****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for  
Mid Semester Examination (MSE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

**End Semester Examination (ESE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No. 1 will be very short type** of consisting of ten questions of 1 mark each. **Question No. 2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six question of fifteen marks each, out of which any four are to answer.

**Note: There may be subdivision in each question asked in Theory Examinations.**

**CONSUMER BEHAVIOR****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objectives:** For providing behavioral aspects of consumers by identifying various elements. It also develops the students' concepts about the application of behavioral tools in the buying process of the consumer.

**Course Learning Outcome:**

- Familiarity with cross-cultural differences in consumer behavior.
- Ability to analyze consumer attitudes and beliefs toward products, brands, and marketing messages, and to develop strategies to influence and change consumer attitudes.
- Understanding of factors that contribute to consumer satisfaction and loyalty.
- Understanding of the stages of the consumer decision-making process.

**Unit I:** Introduction to Consumer Behavior—Meaning, Definition, Influencing Factors, Advantages & Disadvantages, Scope and Application. **Lectures: 08**

**Unit II:** Understanding Rural Consumer Behavior: Rural Society- Demographic Sociological, cultural perspective and lifestyle of Rural India. Understanding basic difference between Rural and Urban consumer's behavior. **Lectures: 05**

**Unit III:** Consumer Motivation—Concept and Different Theories of Motivation. **Lectures: 04**

**Unit IV:** Buying Behavior—Nature, Attitude, Personality, Freudian Theory, Life Style Concept. **Lectures: 05**

**Unit V:** Consumer Psychographics—Meaning & Definition, Variables and Applications. **Lectures: 05**

**Unit VI:** Influential Factors—Meaning & Definition, Social and Economic Class, Family and its Role-Life Style of Family, Role in the decision making process, Diffusion of Innovations, Group Dynamics & Consumer Reference. **Lectures: 06**

**Unit VII:** Organizational Buying Behavior—Meaning & Definition, Models of Industrial Business and Service Sector Buying Behavior. **Lectures: 06**

**Unit VIII:** Consumer involvement & Decision making—Definition, Antecedents, Strategic Implications, Consumer Involvement Model. **Lectures: 05**

**Unit IX:** Information Search & Processing—Definition, Factors, Stages. **Lectures: 04**

**Unit X:** E-Commerce & Consumer behavior—Def., Operation, Sales and Advertising Methods. **Lectures: 06**

**Unit XI:** Introduction to Consumer Behavior Model: Howard Model, Engel Blackwell Model, Jagdish Sheth Model, Model of Industrial Marketing. **Lectures: 06**

**Recommended Books**

1. Consumer Behavior—P. C. Jain & Monika Bhatt
2. Consumer Behavior—M. Vohra
3. Consumer Behavior—Schiffman L. G
4. Consumer Behavior—Blackwell

**Note: Latest edition of textbooks may be used**

**CORE COURSE – C6****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for  
Mid Semester Examination (MSE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

**End Semester Examination (ESE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No. 1 will be very short type** of consisting of ten questions of 1 mark each. **Question No. 2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six question of fifteen marks each, out of which any four are to answer.

**Note: There may be subdivision in each question asked in Theory Examinations.**

**EVENT & TOURISM MARKETING****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objectives:** This course provides the knowledge of managing events by using various tools of management. It develops the concepts about the various available resources and its application in managing events.

**Course Learning Outcome:**

- Students will gain an understanding of the event and tourism industry.
- Ability to develop and implement marketing strategies for events.
- Knowledge of destination marketing strategies to promote tourism destinations.
- Ability to develop crisis management plans and strategies to handle emergencies and unforeseen events in the event and tourism industry.

**Unit I:** Introduction to Event Management—Scope, Significance and Need of Event Management.

**Lectures: 05**

**Unit II:** Strategic Market Planning in Events, Event Management in socio-economic development of the society, Evaluation of Event Performance.

**Lectures: 05**

**Unit III:** Strategic Critical approach in events—PREP Model (Predatorily Strategy, Retaliatory Strategy, Enrichment Strategy, Proactive Strategy), Risk vs. Return Matrix.

**Lectures: 06**

**Unit IV:** Event Manager—Role, Objective and Responsibilities, Role of Event Management in different organization.

**Lectures: 06**

**Unit V:** Various aspects of Event Management—Concept and Design, Feasibility, Legal Compliance, Promotion, Financial aspects, Risk Management, Protocol, Staging, Staffing, Leadership, Operation and Logistics, Safety and Security, Crowd Management and Evacuation, Monitoring and Control, Resource generation and application

**Lectures: 13**

**Unit VI:** Introduction to Leisure & Tourism, Nature and Characteristics of Leisure Tourism Industry, Leisure & Tourism policy of India

**Lectures: 05**

**Unit VII:** Marketing Mix and Promotion of Leisure & Tourism, Tourist Products and its positioning, Planning & Process of Leisure & Tourism Marketing, Strategy of Tourism Marketing

**Lectures: 08**

**Unit VIII:** Tourism Organization Structure

**Lectures: 06**

**Unit IX:** Travel formalities and documentation

**Lectures: 06****Recommended Books:**

1. Event Management—Lynn Van Der Wagen & Brenda R. Carlos
2. Event Marketing & Management—Sanjay Singh Gaur & Sanjay V. Saggere  
Successful Event Management—Anton Shone & Bryn Parry
3. Travel and Tourism Management—V. V. Vara Prasad & V. B. T. Sundari
4. Basics of Tourism Management—Suddhendu Narayan Misra & Sapan Kumar Sadual

**Note: Latest edition of textbooks may be used**

**CORE COURSE – C7****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for  
Mid Semester Examination (MSE):**

*There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

**End Semester Examination (ESE):**

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.*

**Note:** *There may be subdivision in each question asked in Theory Examinations.*

**INTERNATIONAL MARKETING****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objectives:** To provide the basic understanding of the international marketing and different factors of it. This also provides the knowledge regarding various organizations relates with the international business.

**Course Learning Outcome:**

- Students will gain an understanding of global markets.
- Expertise in developing market entry strategies for international markets.
- Ability to develop global branding strategies and positioning strategies to differentiate products and services in international markets and build brand equity globally.
- Familiarity with export and import regulations, documentation requirements, customs procedures, and logistics considerations for international trade transactions.
- Understanding of product adaptation and standardization strategies for international markets.
- Knowledge of distribution channel options and strategies in international markets.

**Unit-I:** International Marketing Concepts, Evolution, Importance and Process, International Marketing Research, International marketing Information systems, market analysis, Opportunities and Challenges in international marketing, Future prospects of international marketing, India's presence in International Marketing.

**Lectures: 15**

**Unit-II:** Scanning International Marketing Environment: Economic, Financial, Political, Technological, Legal and Cultural, Entering International Markets: Concepts, modes and Factors. EPRG framework.

**Lectures: 07**

**Unit-III:** International Trade Organization: WTO, RTA, SAARC, ASEAN, BRICSSS and European Union, International Marketing Strategies.

**Lectures: 10**

**Unit-IV:** Selection of retail market, Study and analysis of retail in global settings, International aspects of marketing and retailing.

**Lectures: 05**

**Unit-V:** Decision making process for International Markets, Nationalization, Product Strategy for International Markets, Building Brands in International Markets, Pricing Decision for International Markets, International Logistics and Distribution, Communication Decision for International Markets, International Trade Finance and Risk Management.

**Lectures: 15**

**Unit-VI:** Brief introduction of Export Procedure and Documentation, Institutional Infrastructure for Export Promotion. -FICCI, EXIM, ITO, ECGC, EPC

**Lectures: 08****Recommended Books:**

1. International Marketing—Rakesh Mohan Joshi
2. Export Marketing—B. S. Rathor & J. S. Rathor
3. International Marketing Management—Hamant Wagdre
4. Global Management—V. D. Dudeja
5. International Marketing Management—M. P. Sirohi

**Note:** Latest edition of textbooks may be used

**GENERIC ELECTIVE (GE 3A)****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40*****Instructions to Question Setter for  
End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks each. Group B will contain descriptive type six question of 20 each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**ADVERTISING MANAGEMENT****Theory: 75 Lectures; Tutorial: 15 Lectures**

**Objective:** Advertising is the best way to communicate to the customers. Advertising helps informs the customers about the brands available in the market and the variety of products useful to them. The students will be able to understand the overall role of advertising plays in the business world.

**Course Learning Outcome:**

- Students will gain a comprehensive understanding of the principles and theories of advertising.
- Capability to conduct market research and audience analysis to identify target markets.
- Ability to develop creative briefs that clearly communicate advertising objectives.
- Knowledge of media planning principles and techniques.

**Unit I:** Definition, Nature and evolution of advertising, its functions and role, criticism, social, economic and legal aspects of advertising, advertising and marketing strategies, Response hierarchy model with reference to advertising, Advertising budget: Objectives, preparation of functional budget- cash and promotional budget.

**Lectures: 18**

**Unit-II:** Features of different Advertising-Consumer goods ad, Industrial goods Ad, Service product ad, and Cooperative Sectors Ads, Social Ads and Financial Ads.

**Lectures: 08**

**Unit-III:** Creative Strategy-Creative process, Appeal creation and excretion style, Process of creation of Ads.

**Lectures: 07**

**Unit-IV:** Advertising agency organizational structure and its functioning system, Role of Ad Manager in an Ad agency.

**Lectures: 06**

**Unit V:** Advertising media: different types of media, function, merits and demerits of media, selection of media and its vehicles.

**Lectures: 06**

**Unit VI:** Advertising Copy – Meaning, Components, Types of Advertising Copy, copy writing: different elements of a copy, Importance of Creativity in Advertising, Illustration, layout and use of color model, Media Planning – Importance, Strategies and Media Mix.

**Lectures: 15**

**Unit-VII:** Advertising Research – Importance, Testing Advertising Effectiveness, Market Testing for Ads, International Advertising – Importance, International *versus* Local Advertising

**Lectures: 15****Recommended Books:**

1. Advertising & Promotion—Belch & Belch
2. Advertising, Promotion and New media —Edited by Marla R. Stafford & Ronald J. Fabe
3. Contemporary Advertising—William F Arens
4. Advertising Management—S. A. Chunnawala
5. Advertising Agencies in India – M.A. Burghate

**Note: Latest edition of textbooks may be used**

**GENERIC ELECTIVE (GE 3B)****(Credit: Theory:05 + Tutorials:01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40****Instructions to Question Setter for  
End Semester Examination (ESE):**

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks each. Group B will contain descriptive type six question of 20 each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**PUBLIC RELATION MANAGEMENT****Theory: 75 Lectures; Tutorial: 15 Lectures**

**Objectives:** Provides knowledge about the importance of public relation by the application of various tools. Different situational focuses are also elaborated for providing knowledge of application of public relationship management.

**Course Learning Outcome:**

- Students will gain a comprehensive understanding of the principles, theories, and practices of public relations.
- Capable in developing strategic public relations plans that align with organizational goals and objectives.
- Capability to build and maintain relationships with media professionals.
- Ability to create compelling and relevant content for various communication channel.

**Unit I:** Introduction to Public Relation**Lectures: 03****Unit II:** Corporate interest in Public Relation.**Lectures: 03****Unit III:** Public Relation Agencies—Growth and Challenges.**Lectures: 02****Unit IV:** Process and Practice of Public Relation—Environment Scanning, Target Publics, Right to Information.**Lectures: 05****Unit V:** Create a communication Plan, Communication and Media Strategies, Communication Message and Transmission Strategies, Resistance to Change, Mass Communication, Evaluation the impact of PR Plan and its Process, Public Relation Audit.**Lectures: 08****Unit VI:** Negotiation Skills and Public Relation—Process and Conflict.**Lectures: 03****Unit VII:** Marketing PR and Integrated Marketing Communication.**Lectures: 03****Unit VIII:** Customer Relation—Public Relation and Customer satisfaction.**Lectures: 03****Unit IX:** Dealer Relations—Objectives of Good Relationship and Communication.**Lectures: 03****Unit X:** Vendor Relations—Objectives and Importance of PR for Vendor.**Lectures: 03****Unit XI:** Employee Public Relations—Characteristics and Management Objectives.**Lectures: 03****Unit XII:** Media Relations—Networking, Assistance and Norms, Press Conference.**Lectures: 03****Unit XIII:** CSR and Community Relations—Objectives, Community Networking and Media.**Lectures: 03****Unit XIV:** Corporate Image & Identity Management—Definition, PR Role and Image Management,

Corporate Advertising—Advertising Credibility, Objectives, Types, Media Management.

**Lectures: 03****Unit XV:** Process, Identity Mix, Identity and Image Relationship, Legal aspects of Corporate.**Lectures: 06****Unit XVI:** Investors Relations—Introduction, Objective, Role, Responsibility and Communication**Lectures: 03****Unit XVII:** Event Management—Objective, Types, Classification, Public Relation application in organizing an Event.**Lectures: 03****Unit XVIII:** Crisis Management—Definition, Kinds, Ten Commandants and PR application.**Lectures: 03****Unit XIX:** Government and PR—Objectives, Agencies, Private and Public Sector, PR problem related with Government.**Lectures: 03****Unit XX:** PR and Lobbying—Definition and Nature of Lobbyists, Pressure Group and PR role in lobbying**Lectures: 03****Unit XXI:** Ethics in Public Relation—Legal aspects, Ethical Code, IPR Code for PR, ASCI Code.**Lectures: 03****Unit XXII:** Public Relation Agency—Definition, Functions, Selection, Structure and Audit**Lectures: 03**

**Recommended Books**

1. Management of Public Relation & Communication—Sailesh Sengupta
2. Public Relations—Shrutika Kasor
3. Public Relations-Principles and Practices—Iqbal S. Sachdeva

**Note: Latest edition of textbooks may be used**

**SKILL ENHANCEMENT COURSE (SEC-1)****(Credits: Theory-02)****Marks: =100 (ESE: 3Hrs)=100****Pass Marks Th ESE = 40****Instructions to Question Setter for  
End Semester Examination (ESE):**

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**RESEARCH METHODOLOGY & QUANTITATIVE TECHNIQUE****Theory: 30 Lectures**

**Objectives:** It develops the understanding about the various aspects of research and its applications. The application of data and its importance are also providing the knowledge about the research systems with data.

**Course Learning Outcomes**

After completion of this course students will gain knowledge regarding

- Have a comprehensive understanding of research methodology, data collection techniques, and hypothesis testing.
- Be equipped to design research studies, collect relevant data, analyze data using various statistical methods, and interpret results.
- Be able to use quantitative techniques and tools, such as measures of central tendency, probability distributions, and regression analysis, to draw meaningful conclusions.
- Be proficient in using MS Excel for data analysis, preparing data for research, and presenting findings through reports.
- Develop the necessary skills to conduct independent research and present results in a structured and professional manner, both in written reports and presentations.

**Research Methodology****Lectures: 12**

**Unit I:** Research - meaning, objective & types.

**Unit II:** Research design - meaning, features of a good design.

**Unit III:** Methods of data collections.

**Unit IV:** Attitude measurement & Scales.

**Unit V:** Test of Hypothesis-Parametric & Nonparametric Tests.

**Unit VI:** Interpretation

**Unit VII:** Report writing.

**Quantitative Technique****Lectures: 18**

**Unit VIII:** Measures of Central Tendency - Arithmetic Mean, Median and Mode.

**Unit IX:** Measures of Variations - Range, Quartiles, Mean Deviation and Standard Deviation

**Unit X:** Index Number

**Unit XI:** Time Series

**Unit XII:** Use of MS Excel in Data Analysis, Correlation & Regression Analysis.

**Recommended Books:**

1. Research Methodology—R. Panneerselvam
2. Quantitative Techniques—C. R. Kothari
3. Quantitative technique—C. Satyadevi
4. Mass Media Research—Roger D. Wimmer & Joseph R. Dominick

**Note: Latest edition of textbooks may be used**

-----END OF SEM - III-----

**Semester – IV****6 Papers****CORE COURSE – C8****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for******Mid Semester Examination (MSE):***

*There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

***End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.*

**Note:** *There may be subdivision in each question asked in Theory Examinations.*

**MARKETING & MEDIA LAWS****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objectives:** To give basic understanding of different laws relating to marketing and advertising.

**Course Learning Outcome:**

- Students will gain an understanding of the legal framework governing marketing and media activities.
- Expertise in identifying and interpreting legal requirements and regulations related to marketing and media practices.
- Knowledge of intellectual property rights.
- Ability to navigate advertising and promotion regulations.
- Expertise in understanding privacy laws and data protection regulations.
- Knowledge of consumer protection laws and regulations.

**Unit I: The Indian Contract Act 1872:** Contract - Meaning, characteristics, and kinds, Essentials of a valid contract, Consideration - Def., types and rule, Specific contract - Contingent, Quasi, Guarantee, Bailment, contract of indemnity, Void agreements.

**Lecture: 04**

**Unit II: The Negotiable Instrument Act 1881:** Characteristics of a negotiable instrument, Kinds of negotiable instrument.

**Lecture: 04**

**Unit III: The Consumer Protection Act 2019:** Features, Rights and Responsibilities of Consumers, Redressal Mechanism.

**Lecture: 03**

**Unit IV: Environment Protection Act 1986:** Features, Offences, Prevention and control of Environment Pollution.

**Lecture: 03**

**Unit V: The Essential Commodities Act 1955:** Features, Essential commodities, Control of Production, Supply and Distribution of Commodities, Public Interest.

**Lecture: 03**



**Unit VI: Food Safety and Standard Act 2006:** Objectives, FSSAI, Functions of FSSAI & Penalties.

**Lecture: 04**

**Unit VII: The Drug and Magic Remedies (Objectionable Advertisement) Act 1954:** Definition of advertisement, drug and magical remedies, Advertisement related to self-medication and harmful drugs, Prohibition of advertisement.

**Lecture: 04**

**Unit VIII: The Bureau of Indian Standard Act 2016:** Features, Procedure of BIS Standards, Offences and Penalties.

**Lecture: 03**

**Unit IX: The Agricultural Produce Grading and Marketing Act (AGMARK) 1937:** Features, Offences and Penalties.

**Lecture: 03**

**Unit X: The Intellectual Properties Rights:** The Trademarks Act 1999: Features, Offences and Penalties, The Patent Act-1970: Features, Offences and Penalties, The copyright act 1957: Features, Offences and Penalties.

**Lecture: 05**

**Unit XI: The Information Technology Act 2000:** Features, Digital signature, Digital signature Certificate and certifying authorities.

**Lecture: 04**

**Unit XII: The Legal Metrology Act 2009:** Features, The packaging rules.

**Lecture: 04**

**Unit XIII: The Competition Act 2002:** Features and Regulatory Framework for Business.

**Lecture: 04**

**Unit XIV: Press and Registration of Periodicals Act 2023:** Features, Procedure of Registration.

**Lecture: 04**

**Unit XV: Cinematograph Act 1952:** Introduction to The Cinematographic (Amendment) Act 2023, Features, Offences and Penalties.

**Lecture: 04**

**Unit XVI: Sales of Goods Act 1930:** Contract of sale, meaning and difference between sale and agreement to sell, Condition and warranties, Transfer of ownership in goods including sale by a non-owner, unpaid seller - meaning, rights of an unpaid seller against goods and the buyer.

**Lecture: 04**

**Recommended Books:**

1. Business Law—R. S. N. Pillai & Bagavathi
2. Business Legislation for Management—M. C. Kuchhal
3. Business and Industrial Laws—P. P. Gogna
4. Mass Media and Regulations—C. S. Rayudu & S. B. Nageswar Rao

**Note: Latest edition of textbooks may be used**

**CORE COURSE – C9****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for  
Mid Semester Examination (MSE):***

*There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

***End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.*

**Note:** *There may be subdivision in each question asked in Theory Examinations.*

**SERVICE MARKETING****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objective:** This subject provides the knowledge on the services and its different elements on the different aspects of services. It also provides the knowledge on different factors of services which is the crucial factors of service marketing.

**Course Learning Outcome:**

- Students will gain an understanding of the unique characteristics of services, expertise in developing service marketing strategies.
- Capability to manage service quality and customer satisfaction.
- Knowledge of service design principles and techniques to create compelling service offerings that meet customer needs and expectations.
- Expertise in managing service delivery channels.

**Unit I:** Introduction to Services Marketing—Need, Scope, Classification of Services, Characteristics of Services, Introduction to Service Marketing Management. **Lectures: 15**

**Unit II:** Service Marketing Mix— (a) Product (b) Price (c) Promotion (d) Place (e) People (f) Process (g) Physical Evidence. **Lectures: 15**

**Unit III:** Organization for Services Marketing—Role, Understanding, Planning and Management, Internal Marketing, Relationship Marketing and Service Quality and its measurements. **Lectures: 10**

**Unit IV:** Special aspects of Services Marketing—No Profit Service Marketing, Charities Marketing, Professional Services Marketing, Hospital Marketing, Education marketing, and Social Marketing, Religious Services Marketing. **Lectures: 10**

**Unit V:** The Internationalization of Services. **Lectures: 05**

**Unit VI:** The Importance of After Sales Services in the Services Marketing. **Lectures: 05**

**Recommended Books:**

1. Services Marketing—S. M. Jha
2. Services Marketing—Helen Woodruffe
3. Services Marketing—Vasanti Venugopal & V. N. Raghu
4. Services Marketing—Ravi Shankar

**Note:** Latest edition of textbooks may be used

**CORE COURSE – C10****(Credit: Theory:05 + Tutorials:01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for  
Mid Semester Examination (MSE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

**End Semester Examination (ESE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No. 1 will be very short type** of consisting of ten questions of 1 mark each. **Question No. 2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six question of fifteen marks each, out of which any four are to answer.

**Note: There may be subdivision in each question asked in Theory Examinations.**

**SALES MANAGEMENT****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objective:** This course provides the insight knowledge about the sales and its management system including resource management. The objective and role of sales manager is describing for the practical knowledge enhancement.

**Course Learning Outcome:**

- Students will gain an understanding of the principles, theories, and practices of sales management.
- Expertise in developing sales strategies that aligns with organizational objectives, market conditions, and customer needs.
- Capability to forecast sales demand, analyzes sales trends, and develop sales plans and budgets
- Knowledge of the sales process from prospecting and lead generation to closing and post-sales service.
- Ability to design and manage sales force organization structures.
- Understanding of sales training methods and techniques to develop sales skills, product knowledge, and customer relationship management skills.
- Knowledge of methods and metrics for evaluating sales performance.

**Unit I:** Introduction to Sales Management concept, the role of the Sale manager.

**Lectures: 08**

**Unit II:** Sales Planning—Process, Types and Control.

**Lectures: 04**

**Unit III:** Sales Forecasting—Methods and Significance, Sales Forecasting in long term and short term, Forecasting in according to competition and market force, Factors responsible for perfect forecasting and applied formula for forecasting

**Lectures: 05**

**Unit IV:** Sales Budget-Types, Methods and Procedure

**Lectures: 05**

**Unit V:** Sales Force Management—Functions of Sales Manager-Recruitment, Selection, Training, Deployment, Compensation, Planning, Motivation, Control, Performance Appraisal.

**Lectures: 12**

**Unit VI:** Different forms of Sales Organization—Line, Line & Staff, Functional, Product based, Geographical Territory wise.

**Lectures: 06**

**Unit VII:** Departmental Relations, Distribution-Network Relations.

**Lectures: 04**

**Unit VIII:** Controlling and Sales efforts—Quotas, Sales Control and Cost Analysis.

**Lectures: 05**

**Unit IX:** Sales Territories – Meaning, Significance, Consideration in Territory Management.

**Lectures: 05**

**Unit X: After Sales Service** – Meaning, Types and Importance, Customer relationship management – Introduction, fundamentals, Role of CRM in after sales services.

**Lectures: 06****Recommended Books:**

1. Fundamentals of Sales Management—Ramneek Kapoor
2. Sales Management in Indian Perspective—Vaswar Das Gupta
3. Sales Management-Theory & Practice—Bill Donaldson
4. Sales Management—Still, Cundiff & Govoni

**Note: Latest edition of textbooks may be used**

**GENERIC ELECTIVE (GE 4A)****(Credit: Theory:05 + Tutorials:01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40*****Instructions to Question Setter for  
End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks each. Group B will contain descriptive type six question of 20 each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**STRATEGIC MANAGEMENT & BUSINESS POLICIES****75 Lectures; Tutorial: 15 Lectures**

**Objectives:** The most important aspects of business are strategic system and its applications at the various stages. Different models are analyzed thoroughly for proper understanding of business with its strategic application.

**Course Learning Outcome:**

- Students will gain a comprehensive understanding of strategic management concepts, theories, frameworks and tools.
- Expertise in conducting external environmental analysis.
- Ability to formulate business strategies that align with organizational goals and objectives, based on external and internal analysis.
- Knowledge of strategy implementation processes.
- Expertise in developing key performance indicators (KPIs), balanced scorecards, and other metrics to monitor and evaluate strategic performance.

**A. Strategic Management**

**Unit I:** Introduction to Strategies- Introduction; Objectives; Fundamentals of Strategy; Conceptual Evolution of Strategy; Scope and Importance of Strategies; Purpose of Business-Setting Goals(SMART), Objectives and tactics; Difference between Goals and Objectives of Business; Strategic Intent through Vision and Mission Statement; Core Competencies of Business, Analysis of mission for all the institutions, SWOT.

**Lectures: 10**

**Unit II:** Strategic Management- Introduction; Need and Scope; Evolution and Development, Key Features of Strategic Management; Importance of Strategic Management; Role of Strategists in Decision Making, Strategist in various management levels; Types of Strategies-Corporate Level, Business Level, Tactical and Functional Level, Operational Level, Blue and Red ocean strategy, Ethical issue in strategic management.

**Lectures: 10**

**Unit III:** Strategy Analysis- Meaning, Strategy Analysis and its Importance; Environmental Appraisal and Scanning-Need for Environmental appraisal, environmental Scanning Techniques, Competitive and Industry Analysis; Organizational Positioning and Strategic Advantage profile-BCG Business Portfolio Matrix, Igor Ansoff Growth Matrix, McKinsey/GE Growth Pyramid.

**Lectures: 10**

**Unit IV:** Strategy Formulation & Implementation – Introduction, Strategic Formulation, Approach to strategic decision making process, Process in strategic formulation, Strategic implementation and its stages, Reasons, Strategy leadership and strategy implementation, Strategic business unit, SWOT.

**Lectures: 10**

**Unit V:** Strategic control & Evaluation – Introduction, Strategy Evaluation, Strategic Control, Concept of Synergy and its meaning.

**Lectures: 05****B. Business Policies**

**Unit VI:** Business Policies – Introduction, Objectives, Importance, Definition of policy, process, procedure and programmes, Types of Policies, Business policy statement.

**Lectures: 05**

**Unit VII:** Business policy and Decision making – Introduction, Objective, Factors considering before framing business policies, steps involved in framing business policies, Policy cycle and its stages, Role of policies in retail strategy.

**Lectures: 05**

**Unit VIII:** Business Continuity Plan – Introduction, Concept, steps in BCP, Business impact area, BCP and its influencing on policy making.

**Lectures: 05**

**Unit IX:** Business investment strategy – Business plan and venture, Business investment strategies for new, existing, poor and faulty businesses. **Lectures: 05**

**Unit X:** Strategies for multinational corporation – Concept, Benefits of MNCs, Limitation of MNCs, Techniques employed by MNCs to manage market. **Lectures: 03**

**Unit XI:** Strategic Alliance – Concept, Types of strategic alliance and business decision, problems involved in strategic alliance. **Lectures: 04**

**Unit XII:** Role of creativity and innovation in business – Introduction, creativity, Innovation, Importance and challenges. **Lectures: 03**

**Recommended Books:**

1. Strategic Management—R. Srinivasan
2. Strategic Management—Keso Prasad
3. Essentials of Strategic Management—J. David Hunger & Thomas L. Wheelen
4. Strategic Management—Fred R. David
5. Strategic Management & Competitive Advantage—Jay B. Barney & W. S. Hesterly
6. Strategic Management—John Parnell

**Note: Latest edition of textbooks may be used**

**GENERIC ELECTIVE (GE 4B)****(Credit: Theory:05 + Tutorials:01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40*****Instructions to Question Setter for  
End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks each. Group B will contain descriptive type six question of 20 each, out of which any four are to answer.*

**Note:** *There may be subdivision in each question asked in Theory Examinations.*

**ETHICS, VALUE & GOVERNANCE****Theory: 75 Lectures; Tutorial: 15 Lectures**

**Objectives:** Ethics, Values & Governance is designed to provide students' a holistic understanding and knowledge about business ethics applicability, Corporate Governance mechanism and emerging issue like sustainability.

**Course Learning Outcome:**

- Expertise in understanding corporate governance principles, ethical considerations, and corporate social responsibility (CSR) practices.
- Students will gain an understanding of major ethical theories and frameworks.
- Expertise in ethical decision-making processes.
- Knowledge of ethics in governance principles and practices.
- Expertise in applying ethical principles and values to various business functions and operations.

**Unit I:** Business Ethics: Concept, Nature, and Scope; Need and Importance, Ethical theories and approaches – The Teleological approach and the Deontological approach. Universalism vs. Ethical relativism, Utilitarianism, Ethical principles in business, Ethical Leadership **Lectures: 10**

**Unit II:** Ethical Decisions: Ethical decision making, Ethical Decision-making, Ethical Dilemmas in Organization, Ethical competency, Conflict of interest. **Lectures: 05**

**Unit III:** Values: Concept & Relevance in Business, Types of values, Values & ethical behavior, Professional values. **Lectures: 05**

**Unit IV:** Ethical Issues in the Functional Areas: Marketing, Finance, Human Resource and Information Technology. **Lectures: 10**

**Unit V:** Corporate Social Responsibility (CSR): Concept, Corporations and their social responsibilities, Carroll's Pyramid of Corporate Social Responsibility, CSR and strategy, Shareholder theory of the firm, Regulatory mandates for CSR, Meaning and Scope of Sustainability, Triple Bottom Line (TBL). **Lectures: 15**

**Unit VI:** Corporate Governance: Concept, Definition, Corporations and their characteristics, Global Corporate Governance Practices: Anglo-American Model, German Model, Japanese Model, Corporate Governance Issues in Indian Family-Based Businesses. **Lectures: 15**

**Unit VII:** Codes and Regulatory framework of Corporate Governance: Various Committee Reports - Global and Indian – Basic features and emphasis areas, Ethical governance. **Lectures: 10**

**Unit VIII:** Corporate Misconduct & Bad governance: Reasons for Corporate Misconduct, Whistle blower policy for protecting Corporate Governance **Lectures: 05**

**Recommended Books:**

1. Business Ethics and Corporate Governance: A C Fernando (Pearson Education India)
2. Corporate Governance and Stewardship: N Balasubramanian (Tata McGrawHill)
3. The Essential Book of Corporate Governance: G. N. Bajpai (SAGE Publication)
4. Ethics and Corporate Governance: Prof Rajinder Kaur and Prof Rashmi Aggarwal (Thomson Reuters)
5. Corporate Governance: Principles and Practices: Sandeep Goel (McGraw-Hill)

**Note:** Latest edition of textbooks may be used

**SKILL ENHANCEMENT COURSE (SEC- 2)****(Credits: Theory-02)****Marks: =100 (ESE: 3Hrs)=100****Pass Marks Th ESE = 40*****Instructions to Question Setter for  
End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**BUSINESS ECONOMICS****Theory: 30 Lectures**

**Objectives:** This course intends to expose the student to the basic concepts in economics, in both micro and macroeconomic system.

**Course Learning Outcome:**

- Capability to analyze costs and benefits associated with business decisions.
- Expertise in applying microeconomic analysis to business decisions.
- Students will gain a solid understanding of fundamental economic principles, theories, and concepts relevant to business decision-making.
- Ability to use economic forecasting techniques.

**Unit I:** Introduction–Basic concepts, Economic rationale of optimization, Nature and scope of business economics, Macro and Micro economics, Basic problems of an economy, Marginalize, Equi-marginalize, Opportunity cost principle, Discounting principle, Risk and uncertainty. Externality and trade-off, Constrained and unconstrained optimization, Economics of Information, Theory of Utility - Theory of utility, cardinal and ordinal utility theory, law of diminishing marginal utility, law of Equi-marginal utility, indifference curves, consumer equilibrium, consumer surplus. Introduction to national, global, geopolitics and circular economy.

**Lectures: 13**

**Unit II:** Concept of Demand and Supply - Different concepts of demand, demand curve, Determinants of demand, Law of demand, Demand forecasting methods, Market equilibrium, Concepts of elasticity. Concept of supply, supply curve, Conditions of supply, Elasticity of supply, Economies of scale and scope.

**Lectures: 08**

**Unit III:** Inflation, Deflation and Hyperlactation: Types, measurements and remedies.

**Lectures: 05**

**Unit V:** Pricing in different Market Structures - Market – Types – Structures –Features - Price determination (long run and short run) in Perfect Competition, Monopoly, Monopolistic and Oligopoly markets, pricing strategies.

**Lectures: 04****Recommended Books**

1. Managerial Economics and Financial Accounting—M. Kasi Reddy & S. Saraswati
2. Managerial Economics—K. P. M. Sunderam
3. Microeconomics—Robert S. Pindyck & Daniel L. Rubinfeld
4. Business Economies—K. Rajagopalachar
5. Principles of Economics—Case, E. Karl and Fair C. Ray

**Note: Latest edition of textbooks may be used**

-----END OF SEM IV-----



**Semester – V****4 Papers****CORE COURSE – C11****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for******Mid Semester Examination (MSE):***

*There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

***End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.*

**Note:** *There may be subdivision in each question asked in Theory Examinations.*

**PRODUCT & BRAND MANAGEMENT****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objective:** It develops the knowledge in branding system of different products. The marketing aspects are associated with the product development and branding in association of different elements.

**Course Learning Outcome:**

- Students will gain a comprehensive understanding of the principles, theories, and practices of product and brand management.
- Expert in managing the product development process.
- Capability to develop brand strategies that differentiate products and create competitive advantages in the marketplace.
- Ability to manage brand equity and build strong, enduring brands that resonate with customer.
- Expertise in planning and executing new product launches.
- Understanding of product portfolio management principles and techniques to analyze, evaluate, and optimize product portfolios.

**Unit I:** Introduction to Product & Brand Management—Functions, Significance, Management, Loyalty and Equity, Migration of product to the brand

**Lectures: 08**

**Unit II:** Product and Brands Advertising—the Design Theory, Unique Selling Proposition (USP).

**Lectures: 05**

**Unit III:** Product & Brands Name Plans—Translation Problems and Hurdles.

**Lectures: 04**

**Unit IV:** Buying Decision Process—Source of Information and Evaluation.

**Lectures: 04**

**Unit V:** New Product Development—Identification, Orientation and Research.

**Lectures: 05**

**Unit VI:** Market Segmentation of different Products.

**Lectures: 05**

**Unit VII:** Freudian Theory and Brand Personality.

**Lectures: 03**

**Unit VIII:** Branding Strategies.

**Lectures: 05**

**Unit IX:** Product & Brand Value—Scan and Measurement.

**Lectures: 04**

**Unit X:** Brand and Stakeholders—Primary and Secondary.

**Lectures: 04**

**Unit XI:** Brand Equity and Brand Extensions—Projective Type and Technique, Brand Loyalty, Positioning Strategy and Integrated Focused Communications.

**Lectures: 06**

**Unit XII:** Concepts of Product Basket Mix and its Value Orientation.

**Lectures: 04**

**Unit XIII:** Introduction to Laws in Branding.

**Lectures: 03****Recommended Books**

1. Brand Management-Text and Cases—U. C. Mathur
2. Brand Management-The Indian Context—Y. L. R. Moorthi

**3. Product Management and New Product Development—R. K. Srivastava**

**Note: Latest edition of textbooks may be used**

**CORE COURSE – C12****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for  
Mid Semester Examination (MSE):**

*There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

**End Semester Examination (ESE):**

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**RURAL MARKETING & ADVERTISING****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objective:** To give basic understanding of different concepts relation to rural markets and its importance for the modern marketing.

**Course Learning Outcome:**

- Students will gain an understanding of the unique characteristics of rural markets.
- Capability to adapt products and services to meet the needs and preferences of rural consumers.
- Ability to develop and manage distribution channels suited to rural markets.
- Expertise in organizing promotional activities and events targeted at rural consumers.
- Ability to develop and manage rural brands that resonate with rural consumers.
- Knowledge of rural consumer behavior.
- Expertise in building and maintaining relationships with rural consumers.

**Unit-I:** Introduction to Rural Marketing: Introduction, Scope and an overview of Rural Marketing. Evolution of rural marketing in India, Emerging trends of rural marketing in India, Rural Market Research, Agricultural marketing: Marketing of Agricultural Produce. Rural Economy: Concept and characteristics of Rural Economy, Factors affecting rural economy, Basic needs of rural economy, Rural-Urban disparities and Policy interventions, Role of Agriculture in the economic development of India. Channels of Distribution like ITC E-choupal, Godrej, Adhar, HUL, Shakti and Trade Management, Rural Retailing.

**Lectures: 15**

**Unit-II:** Marketing mix strategies for rural consumer: Rural marketing strategies with special reference to segmentation, targeting and positioning. Product and service strategies, Rural Product categories-FMCGs, Agriculture Goods and Service, Importance of Branding, Packaging and labeling, Pricing strategies, Promotional strategies, Segmentation, Targeting and Positioning for Rural marketing. Challenges and Innovative measures for Rural Marketing.

**Lectures: 10**

**Unit-III:** Rural Communication Methods and Rural Advertising: Rural Communication: Meaning and scope. Communication strategies for rural market, Advertising and Sales Promotion Strategies, New Product Launch Techniques for Rural Markets, Different approaches of rural communication in contemporary Rural Society- Rural radio. Community based Radio & television. Audio Visual media, Rural Advertising-Meaning and definition of Advertising, Objectives of Advertising, Characteristics of Advertising, Effects of advertising on Society, Traditional Media- Puppetry, Dance-Drama, Rural Specific Art forms like 'Hari Katha' etc. Decorated Bullock carts, Folk Theatre, Demonstration house to house, Hats and Meals, Wall paintings, Posters. Agricultural Games, Modern Media: Selecting Media mix- Radio & Television, Print Media. Cinema hall, Outdoor, POPs, Music Records, Study Classes.

**Lectures: 18**

**Unit-IV:** Advertising Strategies for Rural Marketing: Understanding Rural Consumer. Effective use of Language and content, copy writing and creative advertisement for Rural Consumer, Designing the Message, Determining Communication objects, Effective use of Conventional and Non-Conventional media, Branding and Positioning.

Case studies – TATA Namak, Coca-Cola, Colgate toothpaste, Dabur Dantmanjan Tooth Powder, Babool Tooth Paste, Navratan Hail Oil, Tata Tea etc.

**Lectures: 10**

**Unit-V:** Rural Financial Institutions: Regional Rural Banks (RRB), Co-operative Banks, NABARD (National Agricultural Bank for Rural Development).

**Lectures: 07**

**Recommended Books:**

1. Rural Marketing Management—Sukhpal Singh
2. Rural Marketing Environment, Problem and Strategies—T. P. Gopalaswamy
3. Rural Marketing Management—Bir Singh
4. Rural Marketing-Text and Cases—C.S.G. Krishnamacharyulu, Lalit Ramakrishnan
5. Rural Marketing—Pradeep Kashyap and Siddartha Raut
6. Rural Marketing—Balram Dogra and Karminder Ghuman

**Note: Latest edition of textbooks may be used**

**DISCIPLINE SPECIFIC ELECTIVE (DSE 1)****(Credit: Theory: 05 + Tutorials: 01=06)****Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE) =40****Instructions to Question Setter for  
Mid Semester Examination (MSE):**

*There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

**End Semester Examination (ESE):**

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.*

**Note:** *There may be subdivision in each question asked in Theory Examinations.*

**COMPUTER APPLICATION IN ADVERTISING & MARKETING****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objective:** This course provides the skills to the students about the different application of computer especially in fields of marketing and advertising.

**Course Learning Outcome:**

- Expertise in using computer applications relevant to advertising and marketing.
- Capability to create visually appealing and effective advertising materials using graphic design software.
- Knowledge of data analysis tools and techniques for measuring and analyzing marketing performance.
- Expertise in developing and managing websites for advertising and marketing purposes.

**(A) Microsoft Word:****Lectures: 15**

**I. Introduction:** MS Word Application Window, Working with documents, Opening and Saving the file, Closing of the file, Exploring the Ribbon, Quick Access Toolbar, and Navigation Pane, Formatting the text, Different tabs of word environment, Alignment to text, Line spacing and paragraph spacing, Bullets, numbering, and lists, Applying fonts, Spell checking, Consulting thesaurus, Assign character styles, Borders and shading, Printing your document, Creating and Printing Merged Documents, Character and Paragraph Formatting, Page Design and Layout, Editing tools, Auto correct, Auto format, Working with different Views, Find and Replace and its different options, Navigation of Page, Page numbering, Header and footer, Footnotes and endnotes, Splitting panes, Tiling of the documents, Using mail merge, Page setup, Proofing options, Format Painter, Compatibility options.

**II. Working systems:**

Tables- Working with tables, inserting rows and columns, deleting data from a table, Borders and Shading, converting text to a table, Sort table data, Creating Nested tables, Calculations in a table, merging cells, Drawing more complex tables.

Graphics- Inserting Images from various sources, crop a graphic, sizing a graphic, Wrap text around graphics, insert a symbol, insert a word art/SmartArt object, creating a drawing.

Charts- Different types of Charts, working with charts, create a graph, create a chart from a table, Modify a chart.

**(B) Microsoft Excel****Lectures: 15**

**I. Introduction:** Spreadsheet Concepts, MS Excel Interface, Creating, Workbook and Worksheet, Saving and Editing a Workbook, Inserting, Deleting Work Sheets, entering data in a cell, Using AutoFill and Flash Fill, Copying and Moving from selected cells, Find and Replace, Changing the size of rows and columns, Adding and deleting rows and columns, Inserting page breaks, Applying themes, Handling operators in Formulae, Functions: Mathematical, Logical, Statistical, Text, Financial, Date and Time functions.

**II. Working Systems:** Introduction to charts and graphs, creating charts in excel, modifying charts, Available chart types, Change the layout or style of a chart, select a predefined chart style, Change the layout and style of chart elements manually, save a chart as a chart template, Using Function Wizard, Formatting Cells (Different Cell Formats, changing data alignment, changing date, number, character or currency format,

changing font, adding borders and colors, Merge and Wrap), Printing worksheets, applying Freeze Panes, Cell References- Relative and Absolute, Conditional Formatting, Pivot table, What-If Analysis- Goal seek, Data Tables and Scenario Manager, Applying Filters.

**(C) PowerPoint:****Lectures: 15**

**I. Introduction:** Concept and Uses of presentation package, PowerPoint interface, Creating, Opening and Saving Presentations, creating presentation from template, working in different views in Power point, working with Slides, Adding, duplicating, and deleting slides, changing slide layouts, Organizing Slides, Adding and Formatting Text, Formatting Paragraphs.

**II. Working Systems:** Drawing and Working with Objects, Applying Themes and Backgrounds, inserting shapes, pictures and SmartArt, Handling Tables, working with Charts and Graphs, Designing Slide Shows, Running and Controlling a Slide Show, Printing Presentations, Applying Transitions and Animation, Hyperlinks and Action Buttons, slide show, creating a Photon Album, Master Slides, creating photo album, rehearse timing and record narration, Inserting Videos and Audios.

**(D) Photoshop:****Lectures: 15**

**I. Introduction:** Concept and Uses of Photoshop, setting up the document, Photoshop Interface Layout, Palettes, Categories of Tools in Photoshop (Selection, Alteration, Drawing and Selection Tools, Assisting Tools.

**II. Working Systems:** Using Paints and Colors in Photoshop, Applying the different tools such as Marquee, Lasso, Magic Wand etc., working with Masks and Layers in Photoshop, Using Transformations in Photoshop, playing with Text in Photoshop, working with images in Photoshop, Cropping (Using Crop Tool, cropping to a specific size, cropping with Marquee Tool), Basic image adjustments (Brightness/Contrast, Levels, Curves, Hue/Saturation), Using the Healing Brush, Clone Stamp, and Patch Tool for retouching, Removing blemishes, wrinkles, and distractions, Resizing, Red Eye Removal, Sharpening and Softening an Image, Applying Special effects in Photoshop.

**Recommended Books**

1. Microsoft Office 2007—Lawpoint
2. Adobe Photoshop CS3—Lawpoint
3. Fundamentals of Computers—V. Rajaraman
4. Computer Fundamentals—D. P. Nagpal
5. Information System and Data Processing Management—N. K. Verma
6. PC Software and IT Tools—Gautam Roy

**Note: Latest edition of textbooks may be used**

**DISCIPLINE SPECIFIC ELECTIVE (DSE 2)****(Credit: Theory:05 + Tutorials:01=06)****Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE) =40****Instructions to Question Setter for  
Mid Semester Examination (MSE):**

*There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

**End Semester Examination (ESE):**

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**CUSTOMER RELATIONSHIP MANAGEMENT****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objective:** Developing awareness among the students about the importance of customer relationship management and its various applications for the business. By defining various tools of relationship management student is well versed with the application.

**Course Learning Outcome:**

- Students will gain a comprehensive understanding of customer relationship management concepts, principles, and strategies.
- Expertise in adopting a customer-centric approach to business, focusing on understanding customer needs, preferences, and behaviors.
- Capability to use software based on CRM and different technology platforms to manage customer interactions, track customer data, analyze customer insights, and automate marketing, sales, and service processes to improve operational efficiency and effectiveness.
- Ability to collect, organizes, and manages customer data from various sources.
- Expertise in managing supplier relationships and supplier performance.
- Knowledge of customer engagement strategies and retention tactics to cultivate long-term relationships with customers.

**Unit I:** Meaning, Importance, Application in Marketing and Human Resources.

**Lectures: 05**

**Unit II:** Consumer Response and its Importance, Response in different Segments.

**Lectures: 06**

**Unit III:** Consumer Satisfaction and its affecting factors, Measurement methodology and Analysis. Advantages of it, Loyalty breaking and Reclaim of lost consumers, Management of Consumer Loyalty.

**Lectures: 05**

**Unit IV:** Organizational success factors of CRM.

**Lectures: 05**

**Unit V:** Complaint Management System, Classification and Advantages. Measurement System, Market Research Process, Desk Research and Field Survey and Report Preparation.

**Lectures: 09**

**Unit VI:** Types of Service Business, Characteristics and Segmentation, Generate Customer Satisfaction through services.

**Lectures: 06**

**Unit VII:** Measurement System, Market Research Process, Desk Research and Field Survey and Report Preparation.

**Lectures: 08**

**Unit VIII:** E-CRM-Need and Application and Performance Enhancement, Artificial Intelligence in CRM

**Lectures: 03**

**Unit IX:** CRM in B2B & B2C system

**Lectures: 03**

**Unit X:** Introduction to Application Service Provider (ASP) Who are ASPs? Their role and function, advantages and disadvantages of implementing ASP.

**Lectures: 05**

**Unit XI:** Impact of CRM on Marketing Channels Meaning, how does the traditional distribution channel structure support customer relationship, emerging channel trends that impact CRM.

**Lectures: 05**

**Recommended Books:**

1. Customer Relationship Management—R. K. Sugandhi
2. Customer Relationship Management—H. P. Mohamed & A. Sagadevan
3. Electronic Customer Relationship Management—J. Fjermestad & N. C. Romano
4. Customer Relationship Management—Niranjan Pani & Sarbeswar Mohapatra

**Note: Latest edition of textbooks may be used**

-----**END OF SEMESTER V**-----



**Semester – VI****4 Papers****CORE COURSE – C13****(Credit: Theory:05 + Tutorials:01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for******Mid Semester Examination (MSE):***

*There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

***End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.*

**Note:** *There may be subdivision in each question asked in Theory Examinations.*

**LOGISTICS & SUPPLY CHAIN MANAGEMENT****Theory: 60 Lectures; Tutorials: 10 Lectures**

**Objective:** This course provides the knowledge for the importance of supply chain and logistics in the various ways. It also provides the knowledge about the different party system applied in the logistics with its advantages and disadvantages.

**Course Learning Outcome:**

- Students will gain a comprehensive understanding of supply chain management concepts, principles, and strategies.
- Capability to design and optimize supply chain networks.
- Ability to manage inventory levels and control inventory costs throughout the supply chain.
- Understanding of warehousing principles and distribution strategies.
- Knowledge of supply chain risks and disruptions.

**Unit I:** Introduction to Supply Chain Management, Purchasing and Supply Management.**Lectures: 04****Unit II:** Integrated Logistics Management—Quality Customer Service, Service Response Logistics.**Lectures: 08****Unit III:** Integrated Logistics Activities—Domestic Transportation & Management, Inventory Management, Transportation Scheduling, Warehouse Management, Material Handling and Packaging.**Lectures: 13****Unit IV:** Modes of Transportation, Containerization and Multimodal Transport in India**Lectures: 08****Unit V:** Distribution and Retail Supply Chain Management, Public Distribution System.**Lectures: 03****Unit VI:** Reverse Logistics and Competitive Strategy.**Lectures: 04****Unit VII:** LSCM Alliances 3<sup>rd</sup> Party Logistics+4<sup>th</sup> Party Logistics=7<sup>th</sup> Party Logistics Principles.**Lectures: 05****Unit VIII:** Advantages and Outsourcing.**Lectures: 03****Unit IX:** Organizing and Planning for LSCM functions**Lectures: 04****Unit X:** Measurement and Improvement of Logistics Service Quality.**Lectures: 05****Unit XI:** Introduction to Operation Research in Logistics.**Lectures: 03****Recommended Books:**

1. Logistics Management—S. K. Bhattacharya
2. Logistics Management-The Supply Chain Imperative—Vinod V. Sople
3. Logistics—David J Bloomberg, Stephen Lemay, Joe B. Hanna

**Note:** Latest edition of textbooks may be used

**CORE COURSE – C14****(Credit: Theory:05 + Tutorials:01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for  
Mid Semester Examination (MSE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

**End Semester Examination (ESE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No. 1 will be very short type** of consisting of ten questions of 1 mark each. **Question No. 2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six question of fifteen marks each, out of which any four are to answer.

**Note: There may be subdivision in each question asked in Theory Examinations.**

**E-COMMERCE****Theory: 60 Lecture; Tutorial: 10 Lectures**

**Objectives:** The basic purpose of this paper is to familiarize the students with the preliminary aspects of ecommerce.

**Course Learning Outcome:**

- Students will gain a comprehensive understanding of e-commerce concepts, models, technologies, and trends.
- Capability to design, develops, and manages e-commerce websites and online stores.
- Knowledge of supply chain management principles and practices in the context of e-commerce, including inventory management, order fulfillment, logistics, and last-mile delivery, to ensure efficient and timely product delivery to customers.
- Understanding of electronic payment systems, payment gateways, and online transaction security mechanisms.
- Knowledge of mobile commerce trends, technologies, and best practices.

**UNIT I: E-commerce and its Technological Aspects:** Overview of developments in Information Technology and Defining E-Commerce: Introduction, meaning, concept, scope of E commerce, Electronic Market, Electronic Data Interchange, Internet Commerce, Benefits and limitations of E-Commerce, produce a generic framework for E-Commerce, Architectural framework of Electronic Commerce, Web based E Commerce Architecture.

**Lecture: 12**

**UNIT II: Consumer Oriented E Commerce E-Retailing:** Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, Features of e retailing. E-Marketing: Business to Business (B2B), Business to customer (B2C) e-commerce; Online Sales force, On line Service & Support.

**Lecture: 08**

**UNIT III: E services:** Categories of e-services, Web-enabled services, matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized

services. Business to Business Electronic Commerce.

**Lecture: 08**

**UNIT IV: Electronic Data Interchange:** Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System: Study and examine the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net - Electronic Cash, cheques and credit cards on the Internet.

**Lecture: 12**

**UNIT V: Security in E Commerce:** Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server. Legal Aspects of e-commerce, Security issues of e-commerce: Firewall, E-locking, Encryption; Cyber laws - aims and salient provisions; Cyber laws in India and their limitations.

**Lecture: 10**

**UNIT VI: Issues in E Commerce:** Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical Principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.

**Lecture: 10**

**Recommended Books**

1. Agarwala, K.N. and D. Agarwala Business on the Net: What's and How's of E-Commerce, McMillan
2. Frontiers of E-Commerce - Ravi Kalkota , TMH
3. O'Brien J. Management Information System, TMH
4. Oberoi, Sundeep E-Security and You, TMH
5. Young, Margret Levine The complete reference to Internet, TMH

**Note: Latest edition of textbooks may be used**

**DISCIPLINE SPECIFIC ELECTIVE (DSE 3)****(Credit: Theory:05 + Tutorials:01=06)****Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE) =40****Instructions to Question Setter for  
Mid Semester Examination (MSE):**

*There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

**End Semester Examination (ESE):**

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**ENTREPRENEURSHIP DEVELOPMENT****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objective:** This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in entrepreneurial start-ups; manage family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial business.

**Course Learning Outcome:**

- Students will gain a comprehensive understanding of entrepreneurship as a concept.
- Ability to foster innovation and creativity in entrepreneurship.
- Expertise in identifying and evaluating entrepreneurial opportunities.
- Capability to develop comprehensive business plans and strategies for new ventures.
- Ability to conduct market research and develop marketing strategies.
- Knowledge of financial management principles and techniques for new ventures.
- Understanding of legal and regulatory requirements for starting and operating a business.
- Expertise in entrepreneurial leadership skills.
- Knowledge of networking strategies and relationship-building techniques to establish connections.

**Unit I: Entrepreneurial Management:** The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Idea generation, Identifying opportunities and Evolution, Building the Team/Leadership, Strategic planning for business, Steps in strategic planning, Forms of ownership-Sole proprietorship, partnership, limited liability partnership and corporation form of ownership, advantage/disadvantage, Franchising, advantages/disadvantages of franchising, types of franchise arrangements, franchise contracts, franchise evolution checklist, Financing entrepreneurial ventures, managing growth, Valuation of a new company, Harvesting and Exist strategies, Corporate Entrepreneurship.

**Lectures: 24**

**Unit II: Entrepreneurship Creativity and Innovation:** Stimulating Creativity, Organizational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams, source of innovation business, managing organizations for innovation and positive creativity.

**Lectures: 06**

**Unit III: Social Entrepreneurship:** Introduction to social entrepreneurship, Characteristics and role of social entrepreneurs, Innovation and Entrepreneurship in a social Context, Start-Up and early stage venture issues in creating and sustaining a Non-profits organization, Financing and Risks, Business Strategies and Scaling up.

**Lectures: 08**

**Unit IV: Family Business and Entrepreneurship:** The entrepreneur, role and personality, family business, concepts, structure and kinds of family firms, culture and innovation of family firm, managing business, family and shareholder relationships, conflict and conflict resolution in family firms, managing leadership, succession and continuity, women's issues in the family business, encouraging change in the family business system.

**Lectures: 12**

**Unit V: Financing the Entrepreneurial Business:** Arrangements of funds, traditional source of financing,

Loan syndicating, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital.

**Lectures: 10**

**Recommended Books:**

1. Burns, P.-Entrepreneurship and small business. New Jersey
2. Drucker, P. F-Innovation and entrepreneurship: Practice and principles, USA; Elsevier
3. Gersick, K.E., Davis, J.A., Hampton, M. M., & Lansberg, I.-Generation to generation: Life Cycle of the family business: Boston: Havard Business School Press
4. Hisrich, R., & Peters, M.-Entrepreneurship, New Delhi: Tata McGraw Hill
5. Holt, D. H.-Entrepreneurship new venture creation. New Delhi: PHI
6. John Kao, Creativity & Entrepreneurship
7. Kaplan, J.-Patterns of Entrepreneurship. Wiley
8. Khandwalla, P.-Corporate creativity. New Delhi: Tata McGraw Hill
9. Mullins, J.-New business road test. New Delhi: PHI

**Note: Latest edition of textbooks may be used**

**DISCIPLINE SPECIFIC ELECTIVE (DSE 4)****(Credit: Theory: 01 + Tutorials: 05=06)****Marks: 50 (Internal Evaluation)+50 (External Evaluation)=100 Pass Marks (Internal + External)=40****ON JOB TRAINING****Objectives:** To provide basic and hand on understanding of the industry.**On the Job Works for six to eight weeks at the Designated Organization recommended by the college.****Guidelines to Examiners for End Semester Examination (ESE Pr):**

Evaluation of project dissertation work may be as per the following guidelines:

Overall project dissertation may be evaluated under the following heads by External &amp; Internal Examiners Separately:

- **Motivation for the choice of topic = 05 marks**
- **Project dissertation design = 05 marks**
- **Literature Review = 05 marks**
- **Methodology and Content depth = 05marks**
- **Results, Discussion & Future Scope = 05 marks**
- **Presentation style = 10 marks**
- **Viva-voce = 15 marks**
- **Total Marks =50 x 2 =100**

**PROJECT WORK**

All student related to Specific discipline will undergo 'Training/Project' of minimum 6 weeks' duration in Semester-VI, related to area of their specialization. Student alone or in a group of not more than three, shall undertake one Project Dissertation approved by the Subject Teacher / H.O.D. of the Department/College concerned.

The progress of the Project Dissertation shall be monitored by the faculty members at regular intervals, and followed by internal and external viva exam of 50 marks each.

Training Schedule: The students will be allowed to work on any project based on the concepts studied in core /elective or skill based elective courses.

The Units imparting industrial exposure shall conduct formal induction sessions and emphasis on personality skills while acquainting the learners with skills of trade.

**Academic Credits for training shall be based on following:**

- Log books and attendance
- Appraisals, Report and presentation, as applicable. For distribution of marks refer to details on Course structure/ Credit Distribution during the tenure of Industrial Exposure, apart from carrying out the assigned jobs. All trainees must ensure that the log books and appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed. Trainees are also advised to make a report in their specialization in Semester-VI on completion of training in that respective department.
- A Power Point presentation (based on the report) for duration of **10 minutes** should be make. This will be presented in front of a select panel from the institute and the industry. The presentation should express the student's experiences in the department and what has he learned/ observed.

Marks will be awarded on this presentation and documents submitted to the faculty coordinator at the institute. Students have to submit the following on completion of industrial training to the concern faculty at the college:

1. Synopsis submission
2. Synopsis Approval will be given within a week from the date of submission.
3. Synopsis will be approved by concerned department faculty member.
4. Faculty members will be the internal guide of particular group of Students.
5. The group size will be minimum of 1 candidate and maximum of 3 candidates.
6. Group will present power point presentation in front of panel and submit the project status Report within the 15 to 20 days from the date of approval.
7. Final Project Submission contains Hard copy, Soft copy & leave letter. Project hard copy contains
  - a) Front page
  - b) Certificate of Authenticity

**c) Certificate of job Trainings****d) Declaration****e) Acknowledgement****f) Preface****g) Table of content/index****h) Objective of the project****i) Scope of the Project****j) Project guidelines (These points are mandatory)****i. Introduction with Company profile.****ii. Vision, mission & objective.****iii. SWOT Analysis.****iv. Chronology of Achievements.****v. Topic introduction & discussion.****vi. Its relevance & implication in company.****vii. Findings.****viii. Conclusion.****ix. Further enhancement (Suggestion).****x. Bibliography.****xi. Reference Website.****xii. CD (Compact Disc/Soft copy).****k) The file should be Book Binding. One Project Report for office copy and each candidate must have its own copy.****\*Topics, Objectives & Guidelines of the Project is to be decided by the Project Guide.**

-----**END OF SEMESTER VI**-----

<b><u>End of Syllabi-B. Com (Advertising &amp; Marketing) Honors</u></b>
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**ANNEXURE-I**

**B.COM – ADVERTISING & MARKETING (HONOURS)**  
**Distribution of Credits Semester Wise for Undergraduate Honors Courses**

**SEMESTER WISE DISTRIBUTION OF 164 CREDITS**

	<b><u>CC</u></b>	<b><u>AECC</u></b>	<b><u>GE-A</u></b>	<b><u>GE-B</u></b>	<b><u>SEC</u></b>	<b><u>DSE</u></b>	<b><u>Total Credits</u></b>
Semester I	12	02	06	06			26
Semester II	12	02	06	06			26
Semester III	18		06	06	02		32
Semester IV	18		06	06	02		32
Semester V	12					12	24
Semester VI	12					12	24
	<b>84</b>	<b>04</b>	<b>24</b>	<b>24</b>	<b>04</b>	<b>24</b>	<b>164</b>

**CC = Core Course; AECC = Ability Enhancement Compulsory Course; GE = Generic Elective; SEC = Skill Enhancement Course; DSE = Discipline Specific Elective**



**ANNEXURE-II****MARKS DISTRIBUTION FOR EXAMINATIONS AND FORMAT OF QUESTION PAPERS****Marks distribution of Theory Examinations of Mid Semester:**

Topic	Code	Full Marks	Pass Marks	Time	Group-A (Very Short answer type Compulsory Questions) No. of Questions X Marks = F.M.	Group-B (Descriptive Questions with Choices) No. of Questions X Marks = F.M.	Total No. of Questions to Set	
							Group A	Group B
Mid Sem	T25	25	---	1 Hr	5 x 1 =5	4 (out of 6) x 5=20	5	6

**Marks distribution of Theory Examinations of End Semester**

Topic	Code	Full Marks	Pass Marks	Time	Group-A (Very Short answer type Compulsory Questions) No. of Questions X Marks = F.M.	Group-B (Descriptive Questions with Choices) No. of Questions X Marks = F.M.	Total No. of Questions to Set	
							Group A	Group B
End Sem	T75	75	40	3 Hrs	Q.No.1 (10x1) +1x5 =15	4 (out of 6) x 15=60	2	6
	T100	100	40	3 Hrs	Q.No.1 (10x1) +2x5 =20	4 (out of 6) x 20=80	3	6

# Question No.1 in Group – A carries 10 very short answer type 1Mark Questions.

Abbreviations: T=Theory Examination, P= Practical Examination, I=Internal Exam, E=External Exam

Note: There may be sub divisions in each question asked in Theory Examinations.

**Marks distribution of Practical Examinations of End Semester**

Topic	Code	Full Marks	Pass Marks	Distribution of Marks	
End Sem	P 50 + P 50	100	(Internal + External)	Project File	Viva
			40 (I + E)	P25 + P25	P25 + P25

Abbreviations: T=Theory Examination, P= Practical Examination, I=Internal Exam, E=External Exam

Note: There may be sub divisions in each question asked in Theory Examinations.

## ANNEXURE-III

**FORMAT OF QUESTION PAPER FOR MID SEM EXAMINATION OF  
SUBJECTS WITHOUT PRACTICAL**



**St. Xavier’s College, Ranchi**

Mid Semester No. \_\_\_\_\_

Exam Year \_\_\_\_\_

Subject/Code \_\_\_\_\_

F.M. = 25

Time = 1Hr.

**General Instructions:**

- i. **Group A** carries very short answer type compulsory questions.
- ii. **Answer any 4 out of 6** subjective/ descriptive questions given in **Group B**.
- iii. Answer in your own words as far as practicable.
- iv. Answer all sub parts of a question at one place.
- v. Numbers in right indicate full marks of the question.

**Group A [5x1=5]**

1. ....
2. ....
3. ....
4. ....
5. ....

**Group B [5x4=20]**

- |         |     |
|---------|-----|
| 1. .... | [5] |
| 2. .... | [5] |
| 3. .... | [5] |
| 4. .... | [5] |
| 5. .... | [5] |
| 6. .... | [5] |

**Note: There may be subdivisions in each question asked in Theory Examination.**

## ANNEXURE-IV

**FORMAT OF QUESTION PAPER FOR END SEM EXAMINATION OF  
SUBJECTS WITHOUT PRACTICAL**



**St. Xavier's College, Ranchi**

Mid Sem No. \_\_\_\_\_

Exam Year \_\_\_\_\_

Subject/Code \_\_\_\_\_

F.M. =75

P.M. =40 (Including Mid Sem)

Time=3 Hrs.

**General Instructions:**

- i. **Group A** carries very short answer type compulsory questions.
- ii. **Answer any 4 out of 6** subjective/ descriptive questions given in **Group B**.
- iii. Answer in your own words as far as practicable.
- iv. Answer all sub parts of a question at one place.
- v. Numbers in right indicate full marks of the question.

**Group A**

1. ....

[10x1=10]

- a.
- b.
- c.
- d.
- e.
- f.
- g.
- h.
- i.
- j.

2. ....

[5x1=5]

**Group B**

1. ....
2. ....
3. ....
4. ....
5. ....
6. ....

[15]  
[15]  
[15]  
[15]  
[15]  
[15]

**Note: There may be subdivisions in each question asked in Theory Examination.**

## ANNEXURE-V

**FORMAT OF QUESTION PAPER FOR END SEM EXAMINATION OF  
GE, SEC & AECC PAPERS**



**St. Xavier's College, Ranchi**

End Sem No. \_\_\_\_\_

Exam Year \_\_\_\_\_

Subject/Code \_\_\_\_\_

F.M. = 100

P.M. = 40

Time=3 Hrs.

**General Instructions:**

- i. **Group A** carries very short answer type compulsory questions.
- ii. **Answer any 4 out of 6** subjective/ descriptive questions given in **Group B**.
- iii. Answer in your own words as far as practicable.
- iv. Answer all sub parts of a question at one place.
- v. Numbers in right indicate full marks of the question.

**Group A**

1. ....

[10x1=10]

a.

b.

c.

d.

e.

f.

g.

h.

i.

j.

2. ....

[5x1=5]

3. ....

[5x1=5]

**Group B**

1. ....

[20]

2. ....

[20]

3. ....

[20]

4. ....

[20]

5. ....

[20]

6. ....

[20]

**Note: There may be subdivisions in each question asked in Theory Examination.**

## ANNEXURE-VI

**FORMAT OF INTERNAL EXAMINATION FOR  
ON THE JOB TRAINING ASSESSMENT****St. Xavier's College, Ranchi**

Internal Exam No. \_\_\_\_\_

Exam Year \_\_\_\_\_

Subject/Code \_\_\_\_\_

F.M. = 50

P.M = 40 (Internal + External)

**General Instructions:**

- |                                       |          |
|---------------------------------------|----------|
| 1. Motivation for the choice of topic | 05 marks |
| 2. Project dissertation design        | 05 marks |
| 3. Methodology and Content depth      | 10 marks |
| 4. Results, Discussion & Future Scope | 05 marks |
| 5. Presentation style                 | 10 marks |
| 6. Viva-voce                          | 15 marks |

**ANNEXURE-VII****FORMAT OF EXTERNAL EXAMINATION FOR  
ON THE JOB TRAINING ASSESSMENT****St. Xavier's College, Ranchi****External Exam No.**\_\_\_\_\_**Exam Year**\_\_\_\_\_**Subject/Code**\_\_\_\_\_**F.M = 50****P.M = 40 (Internal + External)****General Instructions:**

- |                                       |          |
|---------------------------------------|----------|
| 1. Motivation for the choice of topic | 05 marks |
| 2. Project dissertation design        | 05 marks |
| 3. Methodology and Content depth      | 10 marks |
| 4. Results, Discussion & Future Scope | 05 marks |
| 5. Presentation style                 | 10 marks |
| 6. Viva-voce                          | 15 marks |

**ANNEXURE-VIII**

Sem – I	Sem - II	Sem – III	Sem – IV	Sem – V	Sem – VI	Credit System
Core 1	Core 3	Core 5	Core 8	Core 11	Core 13	Core = 6 Credit
Core 2	Core 4	Core 6	Core 9	Core 12	Core 14	GE = 6 Credit
AECC 1	AECC 2	Core 7	Core 10	DSE 1	DSE 3	AECC = 2 Credit
GE 1A	GE 2A	SEC 1	SEC 2	DSE 2	DSE 4	SEC = 2 Credit
GE1B	GE2B	GE 3A	GE 4A			DSE = 6 Credit
		GE3B	GE4B			

**Semester wise paper along with their credit system:****Calculation of SGPA & CGPA based on 10-point scale:**

Calculation of SGPA & CGPA based on 10 Point Scale	Grade and Grade Point Table		
Credit Point = Gr. Pt. (GrP) x Cr	<b>Marks in %</b>	<b>Grade</b>	<b>Grade Point</b>
<b>Semester Grade Point Average (SGPA)</b>	91-100	O	10
$SGPA = \frac{\sum (GrP \times Cr)}{\sum Cr} = \frac{\sum Crp}{\sum Cr}$	81-90	A+	9
<b>Cumulative Grade Point Average (CGPA)</b>	71-80	A	8
$CGPA = \frac{\sum_{s=1}^n (Crp)_s}{\sum_{s=1}^n (Cr)_s}$	61-70	B+	7
	51-60	B	6
	46-50	C	5
	40-45	P	4
	< 40	F	0
	Absent	X	0

**ANNEXURE-IX****Sample Calculation for SGPA & CGPA for B.Com. (Vocational) (Honors) Programme****Sample Calculation for SGPA:**

SEM	Course	Credit	Grade Letter	Grade Point	Credit Point (Credit X Grade)	SGPA (Credit Point/Credit)
I	C1	06	A	8	48	
	C2	06	B+	7	42	
	AECC 1	02	B	6	12	
	GE 1A	06	B	6	36	
	GE 1B	06	B+	7	42	
	<b>Total</b>	<b>26</b>			<b>180</b>	<b>6.92(180/ 26)</b>
II	C3	06	B	6	36	
	C4	06	C	5	30	
	AECC – 2	02	B+	7	14	
	GE 2A	06	A+	9	54	
	GE 2B	06	B+	7	42	
	<b>Total</b>	<b>26</b>			<b>176</b>	<b>6.76(176/ 26)</b>
III	C5	06	A+	9	<b>54</b>	
	C6	06	O	10	<b>60</b>	
	C7	06	A	8	<b>48</b>	
	SEC1	02	A	8	<b>16</b>	
	GE 3A	06	O	10	<b>60</b>	
	GE 3B	06	B+	7	<b>42</b>	
	<b>Total</b>	<b>32</b>			<b>280</b>	<b>8.75(280/ 32)</b>
IV	C8	06	B	6	<b>36</b>	
	C9	06	A+	9	<b>54</b>	
	C10	06	B	6	<b>36</b>	
	SEC2	02	A+	9	<b>18</b>	
	GE 4A	06	A	8	<b>48</b>	
	GE 4B	06	B+	7	<b>42</b>	
	<b>Total</b>	<b>32</b>			<b>234</b>	<b>7.31(234/ 32)</b>
V	C11	06	B	6	<b>36</b>	
	C12	06	B+	7	<b>42</b>	
	DSE1	06	O	10	<b>60</b>	
	DSE2	06	A	8	<b>48</b>	
	<b>Total</b>	<b>24</b>			<b>186</b>	<b>7.75(186/ 24)</b>
VI	C11	06	A+	9	<b>54</b>	
	C12	06	A	8	<b>48</b>	
	DSE1	06	B+	7	<b>42</b>	
	DSE2	06	A	8	<b>48</b>	
	<b>Total</b>	<b>24</b>			<b>192</b>	<b>8.0(192/24)</b>
<b>CGPA</b>						
<b>Grand Total</b>		<b>164</b>			<b>1248</b>	<b>7.61(1248/ 164)</b>

**Sample Calculation for CGPA:**

Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI
Credit:26; SGPA:6.92	Credit:26; SGPA:6.76	Credit:32; SGPA: 8.75	Credit:32; SGPA: 7.31	Credit:24; SGPA: 7.75	Credit:24; SGPA:8.0

**Thus, CGPA = (26x6.92+26x6.76+32x8.75+32x7.31+24x7.75+24x8.0)/164 = 7.61**



## ANNEXURE-X

**Name of Question Setter & Answer Book Evaluator (Applicable only the for Academic Session 2024-27)**

Course	Course Title	Name of Question Setter	Name of Evaluator
Semester – I			
Core 1	Marketing Management	Prof. Gautam Rudra – 9525019500, HOD, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi.	Dr. Mrinal Gaurav – 943159372, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
		Dr. Kaushik Dutta – 9835144450 , Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi	Prof. Tauseef Ali – 9572862285, Asst. Prof., MBA Dept., Marwari College, Ranchi
Core 2	Integrated Marketing Communication	Dr. Shakil Anwar Siddique – 9430173081, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi	Prof. Awesh Rawani – 79912855, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
		Dr. Prachi Prasad – 8002326564 MBA dept., Marwari College, Ranchi	Prof. Nikita Mukherjee-VF-8092075932, B-2 South Point Apartment, SOP, Doranda, Ranchi.
GE 1 (A)	Financial Accounting	Prof. Hussain Ahmed – 9234979811, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi	Prof. Sherya Patel – 7004966244, MBA Dept., BIT Lalpur, Ranchi
		Prof. Ekta Arya – 9334348060, Dept of Commerce Vocational Studies, St. Xavier's College, Ranchi	Prof. Rakesh Kr. Sinha 9304220872 BBA dept. Marwari College, Ranchi
GE 1 (B)	Principle & Practice of Management	Prof. Fabian A Tete, 9006813557, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi.	Prof. Dilip Kumar, ICFAI University, Ranchi, 8004407568,
		Dr. Shyamal Gomes – 9955741139, XISS, Ranchi.	Dr. Ranjay Kamal--9939011543, MBA Dept.Marwari College, Ranchi
AECC 1	English Communication	Prof. Nidhi Arya – 9308989280, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi	Prof. Ruchika Kerketta – 9430779263, Asst. Prof. , Raksha Shakti University, Ranchi
		Dr. Ranjay Kamal – 9939011543, MBA Dept., Marwari College, Ranchi.	Prof. Radhashyam Dey – 9162170226, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
Semester – II			
Core 3	Media Management & Digital Marketing	Dr. Shakil Anwar Siddiqui--930837231, Asst. Prof., Commerce Vocational Studies, St. Xavier's College, Ranchi.	Prof. Awesh Rawani – 79912855, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
		Dr. Sumit Kumar, 9006746228, Marwari College, Ranchi.	Prof. Somnath Mukherjee-Asst. Professor, BIT, Mesra
Core 4	Retail & Merchandising	Prof. Gautam Rudra – 9525019500, HOD, Dept. of Commerce Vocational & Management Studies, St. Xavier's College, Ranchi.	Prof. Tauseef Ali Ahsan–9572862285, Asst. Prof., MBA Dept., Marwari College, Ranchi
		Dr. Kaushik Dutta – 9835144450, Asst. Professor, Vocational & Management Studies, St. Xavier's College, Ranchi.	Dr. Mrinal Gaurav – 943159372, MBA Dept., Yogda Satsang Mahavidyalaya, Ranchi
GE 2 (A)	Cost & Management Accounting	Prof. Hussain Ahmed – 9234979811, Asst. Prof., Commerce Vocational Studies, St. Xavier's College, Ranchi	Prof. Santosh Kr. Yadav --9608391765, Asst. Prof., MBA Dept., Marwari College, Ranchi

		Prof. Ekta Arya – 9334348060, Asst. Prof., Commerce Vocational Studies, St. Xavier's College, Ranchi	Prof, Anirban Biswas-825250213, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
GE 2 (B)	Organizational Behavior	Prof. Fabian A Tete, 9006813557, Asst. Prof., Commerce Vocational Studies, St. Xavier's College, Ranchi	Prof. Sumit, BBA Department, Marwari College, Ranchi, 9006746228
		Prof. Nidhi Arya -9308989280 , Asst. Professor, Commerce Vocational Studies, St. Xavier's College, Ranchi.	Dr. Anish Haider, 9905132780, BIT, Extension Ranchi
AECC 2	Environmental Science	Dr. Deepender Sinha--8002533373, Asst. Professor, Commerce Vocational Studies, St. Xavier's College, Ranchi.	Dr. Ranjay Kamal--9939011543, MBA Dept., Marwari College, Ranchi
		Prof. Pipas Kumar, Dept. of Environmental Science, St. Xavier's College, Ranchi	Dr. Anil Kumar--9431330199,Asst. Prof. , NIFFT, Ranchi
Semester – III			
Core 5	Consumer Behavior	Dr. Kaushik Dutta --9835144450, Asst. Professor, Commerce Vocational Studies, St. Xavier's College, Ranchi.	Dr. Prachi Prasad--8002326564, Asst. Prof., MBA Dept., Marwari College, Ranchi
		Prof. Manisha Jain, 9135090077, C303 – Aamantran Apartment Harihar Singh Road, Ranchi.	Dr. Mrinal Gaurav--943159372, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
Core 6	Event & Tourism Marketing	Prof. Gautam Rudra, HOD, Commerce Vocational Studies, St. Xavier's College, Ranchi.	Dr. Prachi Prasad--8002326564, Asst. Prof., MBA Dept., Marwari College, Ranchi
		Prof. Awesh Rawani--79912855, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi	Prof. Nikita Mukherjee-VF, 8092075932, B-2 South Point Apartment , SOP, Doranda, Ranchi-2
Core 7	International Marketing	Dr. Shakil Anwar Siddiqui--9430173081, Asst. Professor, Commerce Vocational Studies, St. Xavier's College, Ranchi.	Prof. Tauseef Ali Ahsan-9572862285, Asst. Prof., MBA Dept., Marwari College, Ranchi
		Dr. Mrinal Gaurav--943159372, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi	Prof. Ashish Mohan--821038584, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
GE 3 (A)	Advertising Management	Prof. Pankaj Sharma--9709209316, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi	Dr. Pinaki Ghosh, 9430193055, XISS Ranchi
		Dr. Sumit Kumar, 9006746228, Marwari College, Ranchi.	Prof. Somnath Mukherjee-Asst. Professor, BIT, Mesra
GE 3 (B)	Public Relation Management	Prof. Nidhi Arya -9308989280 , Asst. Professor, Commerce Vocational Studies, St. Xavier's College, Ranchi.	Prof. Tauseef Ali Ahsan-9572862285, Asst. Prof., MBA Dept., Marwari College, Ranchi
		Prof. Fabian A Tete, 9006813557, Asst. Prof., Commerce Vocational Studies, St. Xavier's College, Ranchi.,	Dr. Ranjay Kamal--9939011543, MBA Dept., Marwari College, Ranchi
SEC 1	Research Methodology & Quantitative Technique	Dr. Deepender Sinha--8002533373, Asst. Professor, Commerce Vocational Studies, St. Xavier's College, Ranchi.	Prof. Anirban Biswas, 7903224850, Yogda Satsang Mahavidyalaya, Ranchi.
		Dr. Mrinal Gaurav, 943159372, Yogda Satsang College, Ranchi	Dr. Abdullah, 9006746228, Marwari College, Ranchi

**Semester – IV**

<b>Core 8</b>	<b>Marketing &amp; Media Laws</b>	<i>Prof. Pooja Shukla-737199106, MBA dept., Amity University, Ranchi</i>	<i>Prof. Nasir Ahmad, 7979035311, Gossner College, Ranchi</i>
		<i>Dr. Sumit Kumar, 9006746228, Marwari College, Ranchi</i>	<i>Prof. Vinay Hansdak, 7033615516, Gossner College, Ranchi</i>
<b>Core 9</b>	<b>Service Marketing</b>	<i>Prof. Gautam Rudra – 9525019500, HOD, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi.</i>	<i>Prof. Nikita Mukherjee-VF 8092075932, B-2 South Point Apartment, SOP, Doranda, Ranchi.</i>
		<i>Prof. Pankaj Sharma--9709209316, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi</i>	<i>Prof. Ashish Mohan--821038584, MBA dept, Yogda Satsang Mahavidyalaya, Ranchi</i>
<b>Core 10</b>	<b>Sales Management</b>	<i>Dr. Kaushik Dutta --9835144450, Asst. Professor, Commerce Vocational Studies, St. Xavier's College, Ranchi.</i>	<i>Dr. Pinaki Ghosh, 9430193055, XISS Ranchi</i>
		<i>Dr. Mridanish Jha, 9304805050, ICFAI University Ranchi</i>	<i>Prof. Manisha Jain-VF, 9135090077, C303 – Aamantran Apartment Harihar Singh Road, Morabadi, Ranchi.</i>
<b>GE 4 (A)</b>	<b>Strategic Management and Business Policies</b>	<i>Dr. Shakil Anwar Siddique--9430173081, Asst. Professor, Commerce Vocational Studies, St. Xavier's College, Ranchi</i>	<i>Dr. Somnath Mukherjee, 9431366989, BIT Meshra, Ranchi</i>
		<i>Dr. Subroto Ghosh, 9771473885, Faculty, Loyola Training Center, Ranchi</i>	<i>Dr. Amar E Tigga – 9431708880, XISS Ranchi</i>
<b>GE 4 (B)</b>	<b>Ethics, Value &amp; Governance</b>	<i>Prof. Nidhi Arya -9308989280, Asst. Professor, Vocational &amp; Management Studies, St. Xavier's College, Ranchi.</i>	<i>Dr. Ranjay Kamal--9939011543, MBA Dept., Marwari College, Ranchi</i>
		<i>Prof. Fabian A Tete, 9006813557, Asst. Prof., Commerce Vocational Studies, St. Xavier's College, Ranchi.,</i>	<i>Mr. Dilip Kumar, 8004407568 Assistant Professor, ICFAI University, Ranchi</i>
<b>SEC 2</b>	<b>Business Economics</b>	<i>Dr. Deepender Sinha--8002533373, Asst. Professor, Commerce Vocational Studies, St. Xavier's College, Ranchi.</i>	<i>Prof. Bipul Kumar Dubey--706100544, MBA Dept., Yogda Satsang Mahavidyalaya, Ranchi</i>
		<i>Prof. Santosh Kr. Yadav --9608391765, Asst. Prof., MBA Dept., Marwari College, Ranchi</i>	<i>Prof. Umesh Kumar Yadav, 8987503802, Gossner College, Ranchi</i>

**Semester – V**

<b>Core 11</b>	<b>Product &amp; Brand Management</b>	<i>Dr. Kaushik Dutta --9835144450, Asst. Professor, Commerce Vocational Studies, St. Xavier's College, Ranchi.</i>	<i>Prof. Manisha Jain, 9135090077, C303 – Aamantran Apartment Harihar Singh Road, Ranchi.</i>
		<i>Dr. Somnath Mukherjee, 9431366989, Asst. Professor, BIT Mesra, Ranchi</i>	<i>Prof. Sayed Tazim Ahmed--79783076, MBA Dept., Yogda Satsang Mahavidyalaya, Ranchi</i>
<b>Core 12</b>	<b>Rural Marketing &amp; Advertising</b>	<i>Dr. Shakil Anwar Siddiqui--9430173081, Asst. Professor, Commerce Vocational Studies, St. Xavier's College, Ranchi</i>	<i>Prof. Awesh Rawani--79912855, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi</i>
		<i>Prof. Tauseef Ali Ahsan-9572862285, Asst. Prof., MBA Dept., Marwari College, Ranchi</i>	<i>Prof. Pankaj Sharma--9709209316, MBA Dept., Yogda Satsang Mahavidyalaya, Ranchi</i>

DSE 1	Computer Application in Advertising & Marketing	Prof. Kamaldeep , Asst. Professor, Computer Science, St. Xavier's College, Ranchi.	Prof. Partho Sarathy Chatterjee, MBA Dept., Yogda Satgang Mahavidhyalaya, Ranchi
		Dr. Rajeev Narayan--9835557635, BBA Dept., Marwari College, Ranchi	Prof. Ashish Mohan--821038584, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
DSE 2	Customer Relationship Management	Prof. Nidhi Arya -9308989280 , Asst. Professor, Commerce Vocational Studies, St. Xavier's College, Ranchi	Dr. Rajeev Narayan--9835557635, BBA Dept., Marwari College, Ranchi
		Prof. Pankaj Sharma--9709209316, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi	Prof. Anirban Biswas-825250213, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
Semester – VI			
Core 13	Logistics & Supply Chain Management	Dr. Kaushik Dutta --9835144450, Asst. Professor, Commerce Vocational Studies, St. Xavier's College, Ranchi.	Dr. Somnath Mukherjee, MBA Dept., BIT Lalpur, Ranchi
		Dr. Subroto Ghosh, 9771473885, Faculty-Loyola Training Center, St. Xavier's College, Ranchi	Dr. Amar E Tigga – 9431708880, XISS Ranchi
Core 14	E – Commerce	Dr. Shakil Anwar Siddique-9430173081, Asst. Professor, Commerce Vocational Studies, St. Xavier's College, Ranchi	Prof. Awesh Rawani--79912855, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
		Dr. Sumit Kumar, 9006746228, Marwari College, Ranchi	Dr. Sony Kumari, IMS, 9234728247
DSE 3	Entrepreneurship Development	Prof. Gautam Rudra – 9525019500, HOD, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi.	Prof. Ranjay Kamal --9939011543, MBA Dept. Marwari College, Ranchi
		Prof. Fabian A Tete, 9006813557, Asst. Prof., Commerce Vocational Studies, St. Xavier's College, Ranchi	Prof. Anirban Biswas-825250213, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
DSE 4	On the Job Training	Dr. Shakil Anwar Siddique-9430173081, Asst. Prof., Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi.	Prof. Manisha Jain-VF 9135090077, C303 – Aamantran Apartment Harihar Singh Road, Morabadi, Ranchi.
		Dr. Kaushik Dutta -9835144450, Asst. Professor, Vocational & Management Studies, St. Xavier's College, Ranchi	Dr. Subroto Ghosh, 9771473885, Faculty-Loyola Training Center, Ranchi