

## Syllabus of B.Com. (Vocational)

### Advertising, Sales Promotion & Sales Management

S.No.	Semester	Course No. Name of the Paper	Lecture Period Week	Total Teaching Load/Week	Exam Hour
1	1	C-1 Marketing Communication	3	3	3
2	1	C-2 Retail Management	3	3	3
3	2	C-3 Advertising	3	3	3
4	2	C-4 Retail Market Strategy	3	3	3
5	-	On the Job Training-I	-	-	-
6	3	C-5 Advertising Media	3	3	3
7	3	C-6 Merchandise Management	3	3	3
8	4	C-7 Personal Selling and Salesmanship	3	3	3
9	4	C-8 Retail Store Management	3	3	3
10	-	On the Job Training-II	-	-	-
11	5	C-9 Management of the Sales Force	3	3	3
12	5	C-10 Legal and Ethical Issues in Retailing	3	3	3
13	6	C-11 Project report based on Entrepreneurship Development	3	3	3
14	6	C-12 Entrepreneurship Development	3	3	3

# **Advertising, Sales Promotion & Sales Management**

## **Advertising**

### **Course 1 Marketing Communication**

Concept and nature of marketing communication , communication process , steps in developing effective marketing communication , types of marketing communication-verbal and non-verbal , written , audio visual communication.

Corporate communication-formal & informal, downward , upward, horizontal , diagonal, types of grapevine communication, advantage & disadvantage , interview, seminar , Report- format & characteristics of report , e-marketing , B-B marketing .

### **Course 2 Retail Marketing**

Retailing-definition and significance , retailers role in distribution channel , benefit of retailing-benefit to customer , manufacturer, wholesaler ,& economy , evaluation of retailing , retailing environment , economic environment , legal environment , technological environment , competitive environment.

Consumer buying behavior, buying consideration (product tangibility, product durability, product availability), Buying situation (consumer population, consumer requirement, consumer potential).

### **Course 3 Advertising**

Meaning and importance of advertising , role of advertising in marketing, types of advertising-commercial & non-commercial classified and non-classified advertising , co-operative advertising , A study of comparative advertizing, DAGMAR approach to setting advertising objectives , setting of advertising budget , factors effective advertising expenditure in a company , advertising message , preparing an effective advertising copy, elements of a print copy , headlines , illustration , body copy , slogan , logo , seal of approval , elements of broad cast copy , copy for direct mail.

Message strategy: attention , attention versus comprehension , interpretation and comparison.

#### **Course 4 Retail Market Strategy**

Target market and retail format building sustainable, competitive advantage , strategic positioning . operations purchasing / logistic market research , financing , technology , nature of strategic planning retail strategic planning process , developing the mission , stabilizing objectives , situational analyses identifying strategies , alternatives , selecting the target market , obtaining resources needed to compete developing positioning strategy , strategy implementation , evaluation results and controlling operations

#### **Course 5 Advertising Media**

Advertising media , types media (newspaper & magazines , pamphlet , posters & brochures), Electronic media (radio , television , audio , visual , cassettes, direct mail), outdoor media-characteristics and limitation , exhibition and melas , press conference .

Media planning : selection of media category , media scheduling , evaluation of advertising effectiveness , methods of measuring advertising effectiveness , pre-testing & post-testing communication , regulation of advertising in India, mis-leading and deceptive advertising , advertising agency-their role and importance , role & importance of advertising organization patterns , function selection of advertising agency , agency commission and fee.

#### **Course 6 Merchandise Management**

Merchandise assortment planning-organizing the buying process by categories management, category management-the category management process , the buying organization , setting financial objectives (putting profits , sales and turnover together) , Gross margin returns on inventory investment , measuring inventory turnover, calculating average inventory , sales forecasting , category life cycle making sales forecast , assortment planning process need for trade off between variety , assortment and product availability , assortment plan-product mix-

trend, shotgun merchandising , rifle merchandising , retail organization and management- designing a retail organizing structure , defining organizational objectives , identifying organizational takes –task-principle of organization design –specialization and departmentalization , authority and responsibility , unity of command , span of control.

### **Course 7 Personal selling and salesmanship**

Nature and importance of personal selling, door to door selling , ADIAS model of selling , types of selling situation , types of sales person , buying motives , types of market consumer and industrial market.

Process of effective personal selling, prospecting , pre-approach , approach , presentation and demonstration and objection handling , closing the sales and post sales activities , qualities of successful salesperson with particular customer services , distribution network relationship.

### **Course 8 Retail Stores Management**

Stores management- role of store manager, managing the store personnel , minimizing the cost of retail store , managing the buying and selling activities at the retail store, providing customer service-the retail personnel management process , job analysis , recruitment , election , socializing and training , motivating , evaluating store employees , compensation , legal and ethical issue in managing store personal hiring , selection , compensation , laor relations-cost control , labor scheduling , store maintenance energy management , reducing inventory shrinkage , detecting and preventing shoplifting.

### **Course 9 Management of the sales force**

Concept and importance of sales force , recruitment and selection , training and development , motivation and compensation , performance appraisal , sale force size , organization of the sales department , geographic , product wise marketer based.

Sales planning and control , market analysis and sales forecasting , methods of sales forecasting , sales budget , importance and process of sales budget , sales quota-objectives , principle of selling , administration of sales quota , sales promotion-forms of sales promotion , consumer oriented sales promotion , trade oriented sales promotion and sales force oriented sales promotion , measure tools of sales promotion – samples , point of purchase , display and demonstration , exhibition and fashion show , sales contest and lotteries , gift offers , premium and free goods.

### **Course 10 Legal and ethical issues in retailing**

Focus on the customer-dealing with ethical issues , awareness of ethical issues , moral philosophy , intention and behavior , the organization environment , company ethics program , social responsibility , cost-free activities , legally mandated activities , policy influence activities , group imposed activity , interest group coerced activity , free will activities , product and packaging –environmental orientation –waste reduction , recycling packaging , legal framework , supplier relation , competitor relations , consumer relations , employee relation.

### **Course 11 Project Report based on entrepreneurship development**

### **Course 12 Entrepreneurship Development**

Concept of entrepreneurship, elements of entrepreneurship, M conceptual model (views of schumpeter. walker and drunker) , function and types of entrepreneur.

establishing entrepreneurial systems: search for business idea , sources of ideas , idea processing , selection of idea , input requirement , personal ,finance , information and intelligence.

Project formulation: need , concept , significance and elements of project formulation, feasibility analysis , project report , project selection and appraisal.

Steps for starting a small industry: decision to become an entrepreneur, step to be taken preparation of project report guidelines, procedure and formalities for registration.

Selection of types of organization: sole proprietorship , partnership and joint stock company.

## **Business Administration**

<b>S.No.</b>	<b>Semester</b>	<b>Course No. Name of the Paper</b>	<b>Lecture Period Week</b>	<b>Total Teaching Load/Week</b>	<b>Exam Hour</b>
1	1	C-1 Principles of Management	3	3	3
2	1	C-2 Materials management and Stores control	3	3	3
3	2	C-3 Personnel Management	3	3	3
4	2	C-4 Business Law	3	3	3
5	3	C-5 Financial Accounting	3	3	3
6	3	C-6 Management Information System (MIS)	3	3	3
7	4	C-7 Commercial Arithmetic I	3	3	3
8	4	C-8 Commercial Arithmetic II	3	3	3
9	5	C-9 Management Accounting	3	3	3
10	5	C-10 Government & Business	3	3	3
11	6	C-11 Company Accounts	3	3	3
12	6	C-12 Government of Business	3	3	3

# **Business Administration**

## **Course 1 Principles of Management**

The foundation of management-nature and significance of management managerial skills, function and nature of management, planning –the nature and significance and process of planning , management by objectives , process and techniques of decision making.

Organizing: nature , span of management , departmentation , delegation of authority and decentralization , formal and informal organization.

Directing: concept , nature , principles and techniques of direction , motivation , human motives, maslow theory , hertberz theory.

Controlling: nature and scope of control , process control techniques.

Leadership: meaning, characteristics and style of leadership

## **Course 2 Materials Management and Stores control**

Materials management: meaning , objectives , scope and function , forecasting and planning of material, organization of materials management department , procurement of material: purchasing function , make or buy decision , buying process , purchase price analysis decision and value analysis.

Concept, importance and objectives of stores management , procedure of receiving , checking and inspection of material.

Meaning. Objective and mechanism of stores control, ABC analysis, calculation of safety stock , inventory carrying cost and ordering cost and determination of EOQ.

### **Course 3 Personnel Management**

Meaning and concept , significance and features of personnel management , recruitment , selection , placement and training and development , leadership and motivation , performance appraisal , compensation , methods of wages payment , group dynamics.

### **Course 4 Business Law**

Law of contract act 1872: nature of contract, classification, offer and acceptance, capacity of parties to contract, free consent , consideration , legality of object , agreement declare void , performance of contract.

Sale of goods act 1930 : formation of contract of sale , goods and their classification , price , conditions and warranty , transfers of property input , performance of contract of sale , unpaid seller and his rights , sales by auction.

The Consumer protection 1986: silent features , grievances reprisal machinery , Rights of consumers.

### **Course 5 Financial Account**

Concept of book-keeping and accountancy , importance and need of book-keeping and accountancy , difference between book-keeping and accountancy and its various system , importance , basic terms , basic accounting (Journal . ledger , trial balance ) , final accounts of sole trader with adjustment , insolvency accounts , royalty accounts , hire purchase system.

Partnership accounts : essential characteristics of partnership , partnership deed , fixed and fluctuate capital accounts , goodwill , change in profit sharing ratio , reconstruction of partnership firm , admission of partner , retirement of partner and death of partner and dissolution of partnership and piecemeal distribution of cash.



## **Course 6 Management Information System**

Meaning and concept of MIS , objective and importance , the place of information system in the organization the power of MIS.

Major types of information system in organization, decision support system (DSS) devices and tools of interacting with MIS hardware, software and telecommunication, managing data resources, major problems arrear in information system

## **Course 7 Commercial Arithmetic-I**

Percentage, profit and loss, ratio analysis , commission , brokerage , premium , share and stock.

## **Course 8 Commercial Arithmetic-II**

Elementary matrices and determination: define of matrices, types of matrices, algebra of matrices, calculation of value of determinants upto second order only simplex method solution of problems upto two variables.

Geometric average: simple and weighted, simple and compound interest , present value factor.

## **Course 9 Management Accounting**

Management accounting : meaning , nature , scope and functions of management accounting , ratio analysis , classification of ratio(profitability ratio , turnover ratio , liquidity ratio ) , Advantage of ratio analysis , limitations of accounting ratio .

Cost volume profit analysis: BEP, PV ratio , margin of safety , sale for desirable profit , effects of change in fix and variable cost in BEP and sales.

Standard cost and variance analysis: meaning of standard cost and standard costing , advantage and application , variance analysis , material and labor variance.

### **Course 10 Government and Business**

Role of government in business, concept trusteeship , evolution of mixed economy in India  
social responsibility of business and consumer protection.

Features of latest industrial policy and recent policies, main provision of industrial development and regulation act 1951, growth of public enterprises after independence, rational of public enterprises in India, Salient features of foreign exchange management act FEMA

### **Course 11 Company Accounts**

Issue , forfeiture and re-issue of shares , redemption of preference shares , issue and redemption of debentures , purchase of business , pre and post incorporation of profit and loss , simple problem related to amalgamation , absorption and reconstruction.

### **Course 12 Government of business**

Forms of organization structure of public enterprises, performance and major problems.

Promotional role: need of industrial development of backward areas, recent incentives schemes in operation of central and UP government, government policies regarding promotion of small scale industries. reservation , registration , entrepreneurial and financial assistance , role of FDI in economy , a brief study of MRTP act and FEMA, recent changes in foreign investment policy and impact of foreign capital

## Applied Business Economics

S.No.	Semester	Course No. Name of the Paper	Lecture Period Week	Total Teaching Load/Week	Exam Hour
1	1	C-1 Statistical Methods I	3	3	3
2	1	C-2 Business Economics I	3	3	3
3	2	C-3 Statistical Methods II	3	3	3
4	2	C-4 Indian Financial System	3	3	3
5	3	C-5 Business Economic II	3	3	3
6	3	C-6 Business Finance I	3	3	3
7	4	C-7 Emerging Issues of Industry	3	3	3
8	4	C-8 Business Finance II	3	3	3
9	5	C-9 Research Methodology Management	3	3	3
10	5	C-10 Public Finance	3	3	3
11	6	C-11 Statistical Methods III	3	3	3
12	6	C-12 Financial Management	3	3	3

# **Applied Business Economics**

## **Course 1 Statistical Methods-I**

Introduction: Meaning , definition , scope and limitation of statistics , function and importance of statistics , planning of statistical investigation , collection of data , census and sample investigation , law of inertia of large number and law of statistical regularity.

Diagrammatical and graphical presentation of statistical data , bar diagram , histogram , frequency polygon , frequency curve , ogive curve , measurement of central tendency : meaning , advantage and disadvantages of different averages , arithmetic , geometric and harmonic mean , simple and weighted mean , median , mode , quartiles , deciles , percentile.

## **Course 2 Business Economics I**

Introduction: Meaning and scope of business economics , elements of risk and uncertainty in business , process of decision making .

Demand analysis , concept of cost: Fixed cost , variable cost , semi-variable cost , total cost , marginal cost , average cost , short-term cost , long-term cost , cost measurement.

## **Course 3 Statistical Methods –II**

Measurement of dispersion , absolute and relative measure , range dispersion and its coefficient , mean dispersion , quartiles-dispersion , moments measure that , measure of dispersion , standard deviation , combined standard deviation , coefficient of variation , variance , probable error , standard error , fluctuation modules , precision , relationship between different measure of dispersion , merits and demerits of standard deviation .

Skewness –Karl Pearson method, bowley method , coefficient of skewness correlation , moments and kurtosis.

#### **Course 4 Indian Financial System**

Financial system-Definition and significance , commercial banking , financial services , inter-bank borrowings .

Reserve bank of India-instrument of money control , public debts , secondary debts market , selective credit control , Role of RBI in cooperative credit , SEBI and Regulation of primary and secondary markets –regulation of public issues , issue of shares , Right issue by listed companies without SEBI vetting underwriting , Firms allotment .

Primary market-instrument, debentures , types of mutual fund , return from mutual funds , private mutual funds , unit trust of India , components of investment performance.

#### **Course 5 Business Economics II**

Capital Budgeting , cost of capital :Cost of equity capital , cost of preference share capital , cost of borrowed capital , Appraising capital projects , urgency method , pay-back period method , rate of return method , present value method.

Market structure: normal and market price , price and output determination under condition of perfect competition , monopoly and monopolistic competition , profit planning , Break-even analysis

#### **Course 6 Business Finance I**

Introduction: Nature, scope and significance of business finance , relation of finance to other business function , Finance function , general responsibility of finance executive , plan source and forms of external and internal financing .

Capitalization: concept of capitalization , over capitalization and under capitalization , optimum capitalization , factor effecting capital structure , components of capital structure of simple problems on capital gearing , ownership capital , borrowed capital , corporate securities , cost of capital.

### **Course 7 Emerging Issues of Industry**

Current industrial industry policy, study of present position, problems and prospect of Iron and steel industry, Cotton textile industry, sugar industry, cement industry, cottage and small scale industry in India.

Economic Planning: Definition, objectives, importance of economic planning , types of economic planning , problem of priority , determination and resources allocation , economic planning in India , organizing and function of planning commission in India –achievements in the field of agriculture and industry during current five year plan.

### **Course 8 Business Finance II**

Money and capital market: structure and problem of India capital and money market , commercial banking , term lending institutional financing , non-bank financial , corporations , industrial development bank of India (IDBI), Financial analysis :budgeting , meaning and importance , preparation of cash budget and flexible budget , financial variance , material and labor variance.

### **Course 9 Research Methodology Management**

Meaning, objectives and motivation in research, types of relevance and scope of research in management. research design-features of good research design , types of research , Basic principle of experimental.

Testing of hypothesis –procedure for hypothesis testing and use of statistical techniques for testing of hypothesis, testing of sample, sampling distribution , sampling design-steps and characteristics of good sample random sampling.

## **Course 10 Public Finance**

Public Finance :Definition , scope and role in national economy , economic functions of a modern state , theory of maximum social advantages , public revenue and expenditure :classification , taxation , canans , incidence , economic effects , taxable capacity , non-tax revenue , public expenditure –classification , canans , and economy effects of public expenditure.

Public debts: public classification, floatation, redemption and economy effects of public debts, tax versus long-term public debts, main resources of revenue and heads of expenditure of the states and centre, deficit of finance.

## **Course 11 Statistical Methods III**

Correlation :Meaning and types of correlation , degree of correlation , Karl pearson coefficient of correlation , Concurrent deviation method , Rank method , Probable error and standard error.

Regression and its coefficient , meaning and utility of regression , Lines and regression , standard efforts of estimate , Ratio of variation , ratio of regression , Indian statistics :Central statistics organization (CSO) , National sample survey organization (NSNO) , population statistics , measure of population growth , general death rate , fertility rate , general fertility rate , AGE specific fertility rate , total fertility rate , cumulative fertility rate , standard fertility rate.

## **Course 12 Financial Management**

Financial Management: Financial goals, financial function investment , financial and dividend decision , financial planning , capital structure , theories and determination .

Operating and financial leverage: their measure , effects on profit analysis , alternate financial plans , combined financial and operating leverage .

Cost of capital: Significance of cost of capital, calculating cost of debt. Preference shares, equity shares capital and retained earnings, combined (weighted cost of capital ).

Capital Budgeting: nature of investment decision , pay-back period method , accounting rate of return method , net present value method.