

SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
Jivanlal College of Commerce & Economics (AUTONOMOUS)



Shri Vile Parle Kelavani Mandal's
**MITHIBAI COLLEGE OF ARTS, CHAUHAN INSTITUTE OF SCIENCE & AMRUTBE
JIVANLAL COLLEGE OF COMMERCE AND ECONOMICS (AUTONOMOUS)**
*NAAC Reaccredited 'A' grade, CGPA: 3.57 (February 2016),
Granted under RUSA, FIST-DST & -Star College Scheme of DBT, Government of India,
Best College (2016-17), University of Mumbai*

Affiliated to the
UNIVERSITY OF MUMBAI

Program: T.Y.B. Com.

Course: Export Marketing

Semester V

**Choice Based Credit System (CBCS) with effect from the
Academic year 2019-20**

BACHELOR OF COMMERCE

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- Providing a strong knowledge base
- Develop skills to apply the knowledge in functional areas
- Enhance employability of the learner by making her/him industry ready
- Develop good communication and social skills
- To make the learner a responsible citizen

PO 1: Academic Progression: The learner will be able to make smooth progression to professional courses like Chartered Accountancy, Master of Business Administration, Company Secretary and Law, as well as academic programmes like Master in Commerce and Economics.

PO 2: Employability: The learner will be ready to enter the corporate sector in the areas of finance, marketing and sales, travel and tourism and other related areas.

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**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
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Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to learn the needs of the market. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three Year Integrated Program, Bachelor of Commerce. The evaluation of students' progress will be based on internal assessment and semester end examination.

Evaluation Pattern

The performance of the learner will be evaluated in two components. The first component will be a Continuous Assessment with a weightage of 25% of total marks per course. The second component will be a Semester end Examination with a weightage of 75% of the total marks per course. The allocation of marks for the Continuous Assessment and Semester end Examinations is as shown below:

a) Details of Continuous Assessment (CA)

25% of the total marks per course:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Project/Presentation	15 marks
Component 2 (CA-2)	Class Test/Assignment	10 marks

b) Details of Semester End Examination

75% of the total marks per course. Duration of examination will be two and half hours.

Question Number	Description	Marks with Options	Total Marks
1 A	Explain the Following Terms (Any 5 out of 7)	14	10
1B	Case Study	5	5
2	Answer the following (Any 2 out of 3)	22.5	15
3	Answer the following (Any 2 out of 3)	22.5	15
4	Answer the following (Any 2 out of 3)	22.5	15
5	Answer the following (Any 2 out of 3)	22.5	15
Total Marks			75

Signature

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HOD

Approved by Vice –Principal

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**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
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Program: B.Com.				Semester: V	
Course: Export Marketing				Course Code: UCMAEXM506	
Teaching Scheme				Evaluation Scheme	
Lecture (per week)	Practical (Hours per week)	Tutori al (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
3	NIL	NIL	3	25	75
Learning Objectives:					
<ol style="list-style-type: none"> 1. To create awareness of export marketing among the learners. 2. To develop export consciousness among the learners. 					
Course Outcomes:					
After completion of the course:					
<ol style="list-style-type: none"> 1. It is expected that the learners hone their skills in the field of export marketing. 2. It is expected that the learners get career opportunities in export marketing 					
Outline of Syllabus: (per session plan)					
Module	Description				No. of Lectures
1	Introduction to Export Marketing				09
2	Global framework for export marketing				09
3	India's foreign trade policy				09
4	Promotional Measures and Institutions				09
5	Project work/ Assignment				09
	Total				45
PRACTICALS					NIL

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Unit	Topic	No. of Lectures/Credits
Module 1	<p>Introduction to Export Marketing</p> <p>1.1 Concept of Export Marketing</p> <p>1.2 Importance of Export Earnings to Business Firms and to the Nation,</p> <p>1.3 Factors Influencing Export Marketing, Challenges/Problems for Exporters in India,</p> <p>1.4 Composition of Merchandise Exports of India since 2015</p> <p>1.5 Direction of India's Exports (Region Wise) since 2015</p> <p>1.6 Composition of Services Exports since 2015</p> <p>1.7 Export Pricing Quotations – FOB, C&F, CIF. Simple Problems on FOB Pricing</p>	9
Module 2	<p>Global Framework for Export Marketing</p> <p>2.1 Trade Barriers – Types – Distinction between Tariff and Non-Tariff Barriers</p> <p>2.2 Major Economic Groupings of the World – European Union, ASEAN, SAARC, NAFTA</p> <p>2.3 Impact of Trading Blocs</p> <p>2.4 World Trade Organisation – Functions</p> <p>2.5 Major Agreements of WTO – TRIPs, TRIMs, GATS, Agreement on Agriculture</p> <p>2.6 Need for Overseas Marketing Research</p> <p>2.7 Foreign Markets Selection: Factors Influencing Selection of Foreign Markets</p>	9

Module 3	<p>India's Foreign Trade Policy</p> <p>3.1 Foreign Trade Policy (FTP) 2015-20 - Highlights</p> <p>3.2 Implications of <u>FTP 2015-20</u></p> <p>3.3 Role of DGFT</p> <p>3.4 Negative List of Exports</p> <p>3.6 Deemed Exports</p> <p>3.6 Special Benefits for Status Holders, EHTP/BTP/STP, IIAs, EOUs, SEZ, and AEZs</p> <p>3.7 Towns of Excellence</p>	9
Module 4	<p>Promotional Measures and Institutions</p> <p>4.1 Financial Incentives and Assurances to Exporters (in brief)</p> <p>4.2 Concept of EPCG Scheme</p> <p>4.3 Marketing Development Assistance. Market Access Initiative</p> <p>4.4 ASIDE Scheme</p> <p>4.5 Institutional Assistance for Promotion of Exports – FIEO, EPCs/Commodity Boards, ITPO, FICCI, Chambers of Commerce, FICCI.</p> <p>4.6 Institutional Assistance for Training – IIFT, IIP</p> <p>4.7 Financial Institutional Support – SIDBI, EXIM Bank, ECGC</p>	9

Suggested Readings

1. B.S.Rathor, I S Rathor, Export Marketing, Himalaya Publication House, 2006.
2. Paras Ram, Export What, Where, How, Anupam Publication, 2006-07
3. Vibha Mathur, Export Policy, New Century Publication, Chapter 5 to 6, Page 81-132.
4. Justin Paul, International Marketing, Tata McGraw, Hill, 2nd Edition, Chapter 9 to 12.

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Program: B.Com.				Semester: V	
Course: Marketing Management				Course Code: UCMACOM503	
Teaching Scheme				Evaluation Scheme	
Lecture (per week)	Practical (Hours per week)	Tutori al (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
3	NIL	NIL	3	25	75
Learning Objectives:					
<ol style="list-style-type: none"> 1. To develop understanding of the fundamental concepts of marketing management. 2. To get insight into marketing mix elements. 3. To understand Segmenting, Targeting and Positioning Strategies. 4. To create awareness regarding recent trends in the competitive marketing environment. 					
Course Outcomes:					
After completion of the course, students will be able to:					
<ol style="list-style-type: none"> 1. Gain an understanding of broad marketing functions 2. Understand key marketing concepts and principles in the areas of marketing 3. Develop insight into the four basic variables of marketing mix 4. Know consumer behaviour and their buying decision making process 5. Apply the knowledge to hone marketing skills to meet the demands of industry 					
Outline of Syllabus: (per session plan)					
Module	Description				No. of Lectures
1	Introduction to Marketing				09
2	Elements of Marketing Mix-I				09
3	Elements of Marketing Mix- II				09
4	Marketing Dimensions				09
5	Project work				09
	Total				45
PRACTICALS					NIL

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Unit	Topic	No. of Lectures/Credits
Module 1	<p>Introduction to Marketing</p> <p>1.1 Marketing- concept, importance, functions, evolution of marketing concept.</p> <p>1.2 Marketing Research- concept, process</p> <p>1.3 Marketing Information System- concept, components, role of Big data in marketing</p> <p>1.4 Consumer Behaviour- concept, factors influencing consumer behavior, consumer buying decision process.</p> <p>1.5 Market segmentation- concept, bases, advantages, requisites of effective market segmentation</p> <p>1.6 Market targeting- concept, patterns of target market selection</p> <p>1.7 CRM- concept, techniques</p> <p>1.8 Case studies</p>	9
Module 2	<p>Elements of Marketing Mix- I</p> <p>2.1 Marketing mix- concept, elements, role of marketing mix</p> <p>2.2 Product decision areas</p> <p>2.3 Product mix- concept, reasons for product mix</p> <p>2.4 Positioning- concept, strategies</p> <p>2.5 Product life cycle- concept, strategies during different stages of PLC</p>	9

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	<p>2.6 Branding- concept, components, importance, types of brands, brand name approaches Brand extension- meaning, reasons</p> <p>2.7 Packaging- meaning, essentials of a good package.</p> <p>2.8 Case studies</p>	
Module 3	<p>Elements of Marketing Mix- II</p> <p>3.1 Pricing- concept, objectives of pricing, factors influencing pricing</p> <p>3.2 Pricing strategies</p> <p>3.3 Promotion: concept, objectives. Elements of promotion mix</p> <p>3.4 Sales promotion tools- meaning, types</p> <p>3.5 Physical distribution- concept, channels of distribution</p> <p>3.6 Factors influencing selection of channels of distribution</p> <p>3.7 Recent trends in distribution</p> <p>3.8 Case studies</p>	9
Module 4	<p>Marketing dimensions</p> <p>4.1 Rural marketing- concept, prospects, challenges, strategies for effective rural marketing</p> <p>4.2 E-marketing- meaning, types, advantages</p> <p>4.3 Social media marketing- concept, platforms for social media marketing</p> <p>4.4 M-Commerce- meaning, advantages, limitations</p> <p>4.5 Green marketing- concept, importance, challenges</p> <p>4.6 Network marketing- concept, advantages</p> <p>4.7 Marketing ethics- concept, importance, unethical practices in marketing</p>	9

	4.8 Case Studies	
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Suggested Readings

1. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and MithileshwarJha, Marketing Management: A South Asian Perspective, Pearson Education.
2. Lamb, Charles W.; Hair, Joseph F., and Carl McDaniel, Principles of Marketing, South Western Publishing, Ohio
3. Chhabra, T.N., Principles of Marketing, Sun India Publication.
4. McCarthy, E. Jerome., and William D. Perreault, Basic Marketing, Richard D. Irw
5. Majaro, Simon, The Essence of Marketing, Prentice Hall, New Delhi.
6. Zikmund, William G. and Michael D'Amico, Marketing: Creating and Keeping Customers in an E-Commerce World, Thomson Learning.
7. Etzel, Michael J., Walker, Bruce J., Staton, William J., and Ajay Pandit, Marketing Concepts and Cases, Tata McGraw Hill (Special Indian Edition).
8. McCarthy, E. Jerome; Cannon, Joseph P., and William D. Perrault, Jr., Basic Marketing: A Managerial Approach, McGraw Hills.

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Program: T. Y. B. Com.

Course: Entrepreneurship Management

Semester VI

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Program: B.Com.				Semester: VI	
Course: Entrepreneurship Management				Course Code: UCMAETM606	
Teaching Scheme				Evaluation Scheme	
Lecture (per week)	Practical (Hours per week)	Tutori al (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
3	NIL	NIL	3	25	75
Learning Objectives: To develop entrepreneurship skills among the learners.					
Course Outcomes: After completion of the course: The learners are expected to set up ventures.					
Outline of Syllabus: (per session plan)					
Module	Description				No. of Lectures
1	Basics of Entrepreneurship				09
2	Setting up and Entrepreneurial Venture				09
3	Financial Aspects of Entrepreneurial Venture				09
4	Marketing Aspects of Entrepreneurial Ventures				09
5	Project work				09
	Total				45
PRACTICALS					NIL

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Unit	Topic	No. of Lectures/Credits
Module 1	<p>Basics of Entrepreneurship</p> <ol style="list-style-type: none"> 1. Concept, Definitions of Entrepreneurship, Entrepreneur 2. Importance of Entrepreneurship 3. Theories of Entrepreneurship- Innovation Theories-Joseph Schumpeter, Theory of High Achievement-David McClelland, Theory of Social Change-Everett Hagen, Biological Theory of Entrepreneurship 4. Traits of Effective Entrepreneur 5. Functions of Entrepreneur 6. Concept of Intrapreneur 7. Distinguish between Entrepreneur & Intrapreneur <p>Case Studies on Successful Entrepreneurs: Azim Premji, Bill Gates, Carlos Slim, Dhirubhai Ambani, JRD Tata</p>	9
Module 2	<p>Setting up an Entrepreneurial Venture</p> <ol style="list-style-type: none"> 1. Business Idea- Techniques of Generating Ideas 2. Project Selection (Steps-Project Report-Feasibility Study) 3. Business Plan (Specimen) 4. Business Life Cycle 5. Product Life Cycle) 6. Case Studies 	9
Module 3	<p>Financial Aspects of Entrepreneurial Venture</p> <ol style="list-style-type: none"> 1. Fixed Capital – Factors, Sources 2. Working Capital-Factors and Sources 3. Management of Fixed Capital and Working Capital 4. Procedure to Obtain Bank Loans 5. New Trends in Entrepreneurship Funding- Crowd Funding, Venture Capital, Angel Investor, Peer-to-Peer Lending 6. Financial Incentives from Government 7. Case Studies 	9

Module 4	Marketing Aspects of Entrepreneurial Ventures 1. Marketing Mix for Entrepreneurial Venture 2. Pricing Decisions. 3. Recent Trends in Distribution, Horizontal Marketing System, Third Party Delivery Channel, Multichannel Marketing, Multi-level Marketing, Vertical Marketing System 4. Promotional Tools 5. Strategies for Advertising- Influencer Strategy, Participatory Strategy, Show-N-Tell Strategy, Product Display & Demonstration Strategy, 6. CRM-Techniques 7. Case Studies	9

Suggested Readings

1. Hisrich, Robert D., Entrepreneurship, 8th ed., McGraw Hill India, New Delhi.
2. Coulter Mary, Entrepreneurship in Action, 2nd ed., PHI Learning, New Delhi.
3. Angadi, V.B, Cheema H., Entrepreneurship ,Growth and Economic Integration-a Linkage, Himalaya Publication House, Mumbai.
4. Hisrich R. D.,Effective Entrepreneurship Management,2017, Springer
5. Richter. N, Entrepreneurial Innovation and Leadership,Springer.
1. Davidsson P., Researching Entrepreneurship, 2016, Springer.

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Jivanlal College of Commerce & Economics (AUTONOMOUS)**

Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to learn the needs of the market. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three Year Integrated Program, Bachelor of Commerce. The evaluation of students' progress will be based on internal assessment and semester end examination.

Evaluation Pattern

The performance of the learner will be evaluated in two components. The first component will be a Continuous Assessment with a weightage of 25% of total marks per course. The second component will be a Semester end Examination with a weightage of 75% of the total marks per course. The allocation of marks for the Continuous Assessment and Semester end Examinations is as shown below:

a) Details of Continuous Assessment (CA)

25% of the total marks per course:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Project/Presentation	15 marks
Component 2 (CA-2)	Class Test/Assignment	10 marks

b) Details of Semester End Examination

75% of the total marks per course. Duration of examination will be two and half hours.

Question Number	Description	Marks with Options	Total Marks
1 A	Explain the Following Terms (Any 5 out of 7)	14	10
1B	Case Study	5	5
2	Answer the following (Any 2 out of 3)	22.5	15
3	Answer the following (Any 2 out of 3)	22.5	15
4	Answer the following (Any 2 out of 3)	22.5	15
5	Answer the following (Any 2 out of 3)	22.5	15
Total Marks			75

Signature

Signature

Signature

HOD

Approved by Vice –Principal

Approved by Principal

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
Jivanlal College of Commerce & Economics (AUTONOMOUS)**

Program: B.Com.				Semester: VI	
Course: Human Resource Management				Course Code: UCMACOM603	
Teaching Scheme				Evaluation Scheme	
Lecture (per week)	Practical (Hours per week)	Tutori al (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
3	NIL	NIL	3	25	75
Learning Objectives:					
<ol style="list-style-type: none"> 1. To introduce students to the basic concepts, functions and processes of human resource management. 2. To familiarize the students about the different aspects of managing people in the organizations from the stage of acquisition to development and retention. 					
Course Outcomes:					
The completion of this course shall enable the student to:					
<ol style="list-style-type: none"> 1. To understand the basic concepts of human resource management and its application in the individual, group as well as organizational levels. 2. To get an insight on recent trends in human resource management. 3. To develop relevant skills necessary for managing human resource. 4. To develop holistic insights in developing and managing human relations. 					
Outline of Syllabus: (per session plan)					
Module	Description				No. of Lectures
1	Introduction to Human Resource Management				09
2	Human Resource Development				09
3	Human Relations				09
4	Trends in Human Resource Management				09
5	Project / Assignment Presentations				09
	Total				45
PRACTICALS					NIL

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Unit	Topic	No. of Lectures/Credits
Module 1	<p>Introduction to Human Resource Management</p> <p>1.1 Human Resource Management: Concept, Significance, Functions.</p> <p>1.2 Human Resource Planning: Meaning, Steps of HRP.</p> <p>1.3 Job analysis: Meaning, Components.</p> <p>1.4 Job design: Meaning, Techniques.</p> <p>1.5 Recruitment: Meaning, Sources of Recruitment.</p> <p>1.6 Employment Tests: Meaning, Types.</p> <p>1.7 Interviews: Meaning, Types.</p> <p>1.8 Case Studies.</p>	9
Module 2	<p>Human Resource Development</p> <p>2.1 Human Resource Development: Meaning, Features.</p> <p>2.2 Training and Development: Concept, Techniques, Essential of Sound Training Programme.</p> <p>2.3 Organizational Change: Resistance to Change, Causes and Measures to overcome resistance to change.</p> <p>2.4 Performance Appraisal: Concept, Techniques, Limitations.</p> <p>2.5 Promotion: Concept, Bases of promotion, Factors influencing promotion.</p> <p>2.6 Transfers: Meaning, Types of transfers, Reasons for transfers.</p> <p>2.7 Succession Planning: Concept, Process, Need.</p> <p>2.8 Case Studies.</p>	9

<p>Module 3</p>	<p>Human Relations 3.1 Human Relations: Concept, Importance, Significance. 3.2 Leadership: Concept, Traits of effective leaders, Leadership Styles. 3.3 Crisis and Leadership: Role of leader in mitigating crisis. 3.4 Motivation: Concept, Factors influencing motivation. Employee Morale: Concept, Measures to improve morale. 3.5 Emotional and Spiritual Quotient: Concept, Factors influencing EQ and SQ. 3.6 Employee Grievance: Causes, Need to handle employee grievance, Essentials of good grievance procedure. 3.7 Employee Retention: Concept, Techniques. 3.8 Case Studies.</p>	<p align="center">9</p>
<p>Module 4</p>	<p>Trends in Human Resource Management 4.1 Outsourcing of HR functions: Meaning, benefits, limitations, 4.2 New competencies for HR professionals. 4.3 Changing pattern of employment. 4.4 e-Recruitment: Concept, Techniques, Advantages and Challenges. 4.5 Competency mapping - meaning, techniques 4.6 Work life balance- meaning, need, measures to improve work life balance 4.7 Talent management- meaning, benefits, initiatives 4.8 Case studies</p>	<p align="center">9</p>

Suggested Readings

1. Mondy, A. W. and Noe, R. M., Human Resource Management, Pearson Education.
2. Decenzo, D.A. and Robbins, S. P., Fundamentals of Human Resource Management, Wiley, India.
3. Dessler, G. and Varkkey, B., Human Resource Management, Pearson Education, Delhi.
4. Chhabra, T.N., Human Resource Management, Dhanpat Rai & Co., Delhi.
5. Aswathappa, K., Human Resource Management, Tata McGraw-Hill, New Delhi.
6. French, W. L., Human Resource Management, HoughtonMifflin, Boston.
7. Gupta, C.B., Human Resource Management, Sultan Chand & Sons, Delhi.
8. Rao, V. S. P., Human Resource Management: Text and Cases, Excel Books.