

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



Shri Vile Parle Kelavani Mandal's
**IITHIBAI 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

Course: Advertising and Sales Management I

Program: S.Y.B.A

Semester III

**Choice Based Credit System (CBCS) with effect from the
Academic year 2020-21**

BACHELOR OF ARTS

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

For the completion of the Bachelor of Arts program, students are required to complete six semesters spanning across three years for completion of the program. The program aims to provide the students with:

- a sound knowledge base in their chosen area of study
- the ability to apply the knowledge they have acquired
- the ability to communicate effectively
- the ability to work both independently and collaboratively
- the skills to connect across geographical, disciplinary, social, and cultural boundaries
- an understanding of the value of ethical behaviour
- the skills for independent and lifelong learning

The **Program Outcomes (POs)** i.e., the outcomes that learners of all undergraduate degree programs will be able to achieve at the time of graduation, include:

PO 1: Critical Thinking: Take informed actions after identifying the assumptions that define our thinking and actions, critically evaluate information, check the validity of assumptions and develop different perspectives to analyze situations, ideas and decisions (at intellectual, social, organizational and emotional levels)

PO 2: Speak, read, write and listen in person and through electronic media in more than one language; find meaning by connecting ideas encountered across people, books, media and technology; and develop program-specific technical language.

PO 3: Social Interaction: Understand people's frame of reference and viewpoints, mediate between disagreement and conflicts using information literacy; demonstrate effective people skills as well as team building and management skills.

PO 4: Effective Citizenship: Demonstrate empathetic social concern and equity-centered national development; demonstrate an ability to act within an informed awareness of issues and participate in civic life through community service.

PO 5: Ethical Practices: Recognize the different value systems including learner's specific surroundings, understand the moral dimensions of one's own decisions and accept responsibility for them.

PO 6: Environment and Sustainability: Understand the issues and concerns in an environmental context and contribute towards sustainable development of humankind.

PO 7: Self-directed and Life-long Learning: Acquire the ability to engage in independent and lifelong learning in the broadest context of psycho-socio-technological changes.

Preamble

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
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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 Arts. The program aims to create awareness of the basic concepts in the field of advertising, to apply the theoretical knowledge acquired during the modules and to develop an understanding of new media options for advertising.

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

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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

Program: B.A.				Semester: III	
Course: Advertising and Sales Management I				Course Code: UAMAASMAC3	
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:

1. To understand what advertising is, its role and participants in the process of advertising.
2. To gain insight into the types of media, new media options, media planning and media scheduling strategies in advertising.
3. To develop understanding on creative aspects of advertising as well as making of the ads
4. To understand the concept of advertising agency, types of advertising agencies and services provided by them.
5. To know the career options and skill sets required to make a career in advertising field

Course Outcomes:

After completion of the course, learners would be able to:

1. Gain insight into key concepts of advertising and the participants in the process of advertising

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<p>2. To understand advertising environment prevailing in India</p> <p>3. To know the ethical aspects of advertising and the impact of advertising on Indian culture</p> <p>4. To develop creative skills required in the field of advertising.</p>		
Outline of Syllabus: (per session plan)		
Module	Description	No. of Lectures
1	Overview of Advertising	9
2	Aspects of Advertising- I	9
3	Aspects of Advertising- II	9
4	Advertising Environment	9
5	Project work and Presentation	9
	Total	45
PRACTICALS		NIL

Unit	Topic	No. of Hours/Credits
Module 1	<p>Overview of Advertising</p> <p>1.1 Integrated Marketing Communication- concept, elements</p> <p>1.2 Advertising- concept, role of advertising, participants in advertising</p> <p>1.3 Advertising agency- concept, types, services offered by advertising agencies</p> <p>1.4 Media Planning- concept, steps</p> <p>1.5 Factors influencing media selection, Media scheduling strategies</p> <p>1.6 Types of media- Print, Broadcast, Outdoor, Internet, others Comparative evaluation of newspaper, magazine, radio, television media</p> <p>1.7 Outdoor media- forms, comparative evaluation</p> <p>1.8 Case studies</p>	9
Module 2	<p>Aspects of Advertising- I</p> <p>2.1 Advertising budget- meaning, methods of calculating advertising budget, factors influencing advertising budget.</p> <p>2.2 Advertising objectives-AIDA MODEL</p> <p>2.3 Advertising campaign- concept, steps in planning advertising campaign</p> <p>2.4 Creativity in advertising- meaning, need and importance</p>	9

	<p>2.5 Visualization- meaning, techniques</p> <p>2.6 Preparing print ads- copy-concept, types, essentials of a good copy</p> <p>2.7 Headlines- concept, types Slogans/taglines- concept, bases for writing slogans and taglines</p> <p>Logo- concept, essentials of an effective logo</p> <p>2.8 Case studies</p>	
Module 3	<p>Aspects of Advertising- II</p> <p>3.1 Layout- meaning, principles</p> <p>3.2 Illustration- meaning, types</p> <p>3.3 Creative brief- concept and steps in preparing creative brief</p> <p>3.4 Role of jingles, music and sound effects in broadcast ads</p> <p>3.5 Story Board- concept, development of story board</p> <p>3.6 Guidelines for creative broadcast ads</p> <p>3.7 Evaluation of advertising effectiveness- Pre-testing and post-testing of advertising effectiveness- meaning, objectives, methods</p> <p>3.8 Case studies</p>	9
Module 4	<p>Advertising Environment</p> <p>4.1 Ethical aspects in advertising- importance of ethics in advertising, forms of unethical advertising, impact of advertising on Indian culture.</p> <p>4.2 Regulatory aspects of Advertising: DAVP, ASCI code.</p>	9

	<p>4.3 Classification of advertising- area, target audience, stages, functions</p> <p>4.4 Special purpose advertising- rural, financial, social, green, social</p> <p>4.5 Digital advertising- Concepts, forms, factors responsible for the growth of digital advertising in India, advantages, disadvantages.</p> <p>4.6 Social Media Advertising- concept, prominent social media platform for advertising.</p> <p>4.7 Career options in advertising, skills required for advertising.</p> <p>4.8 Case studies.</p>	
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Suggested Readings

1. Clow, Kenneth E/ Baack, Donald E, Integrated Advertising, Promotion and Marketing Communications, 6th Edition, India Pearson, 2014
2. Sissors, Jack Z./ Baron, Roger B, Advertising Media Planning, 7th Edition, McGraw Hill Edu, New Delhi.
3. Menon, Arpita, Media Planning and Buying: Principles and Practice in the Indian Context, McGraw Hill Edu, 2014, New Delhi
4. Kelley, Larry D./Jugenheiner, Donald W., Advertising Media Planning: A Brand Management Approach, PHI Learning, 2009, New Delhi.
5. Drewniany, Bonnie/ Jewler, A. Jerome, Creative Advertising, Cengage Learning, 2009, New Delhi.

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Course: Financial Services and Production Management

Program: S.Y.B.A

Semester III

**Choice Based Credit System (CBCS) with effect from the
Academic year 2020-21**

BACHELOR OF ARTS

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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 Programme, Bachelor of Arts. The evaluation of students' progress will be based on internal assessment and semester end examination.

Evaluation Pattern

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Total Marks			75

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Program: B.A.				Semester: III	
Course: Financial Services and Production Management III				Course Code: UAMACOM302	
Teaching Scheme			Evaluation Scheme		
Lecture (per week)	Practical (Hours per week)	Tutori al (Hour s 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"> To impart the basic orientation towards the role of finance function in a business enterprise. To provide insights in the area of capital markets w.r.t. Indian scenario. To orient the learner towards contemporary issues in business finance as well as in the field of capital markets. To impart basic knowledge of production and quality management. 					
Course Outcomes:					
After completion of the course, learners would be able to:					
<ol style="list-style-type: none"> It is expected of the learners to gain insights in the field of finance and production. It is also expected that the learners hone marketing skills to meet the demands of industry. 					

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Outline of Syllabus: (per session plan)		
Module	Description	No. of Lectures
1	Introduction to Financial Management	9
2	Introduction to Financial Market	9
3	Introduction to Production Management	9
4	Quality Management	9
5	Project work	9
	Total	45
PRACTICALS		NIL

Unit	Topic	No. of Lectures/Credits
Module 1	<p>Introduction to Financial Market</p> <p>1.1 Financial Markets- meaning –Classification- Money Market- Capital Market- Primary Market.</p> <p>1.2 Private Placement – Rights Issue – Bonus Issue – Recent trends in public issues e.g., Book Building.</p> <p>1.3 Secondary Markets- Role of Stock Exchanges in India</p> <p>1.4 SEBI: Role and Functions of SEBI, SEBI and Investor Protection</p> <p>1.5 Concept of Commodity Market- Fundamental Analysis and Technical Analysis of Market – Meaning and Importance</p> <p>1.6 Derivatives Market-Types- Participants-Types of Derivative Instruments</p> <p>1.7 Case Studies-Presentations</p>	9
Module 2	<p>Financial Services</p> <p>2.1 Financial Services-Concepts- Objectives- Characteristics- Growth of financial Services in India</p> <p>2.2 Merchant Banking: Meaning, Concept and Significance</p> <p>2.3 Venture Capital – Nature and Scope – Venture Capital in India</p>	9

	<p>2.4 Mutual Funds – Nature, Significance and Types of Mutual Funds.</p> <p>2.5 Micro Finance- Meaning-Micro Finance Services-Micro Financial Service Providers</p> <p>2.6 Credit Rating- Meaning- Significance- Credit Rating Agencies.</p> <p>2.7 Case Studies-Presentations</p>	
Module 3	<p>Introduction to Production Management</p> <p>3.1 Production Management: Concept- Objectives of Production Planning and Control</p> <p>3.2 Steps in Production Planning and Control</p> <p>3.3 Concept and Types of Production System</p> <p>3.4 Inventory Management: Concept, Objectives</p> <p>3.5 Techniques of Inventory Control</p> <p>3.6 Productivity – Concept, Factors Influencing Productivity</p> <p>3.7 Case Studies-Presentations</p>	9
Module 4	<p>Quality Management</p> <p>4.1 Meaning of Quality Management, Concepts of Product and Service Quality, Dimensions of Quality Management</p> <p>4.2 Cost of Quality- Meaning, Types</p> <p>4.3 Techniques of Quality Management- Six Sigma, Kaizen, ISO 9000, TQM</p> <p>4.4 Quality Circles</p> <p>4.5 Quality Audit, Measures to Improve Quality</p>	9

	4.6 Importance of Service Quality Management- SERVQUAL Model 4.7 Case Studies and Presentations	
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Suggested Readings

1. Bhole, L.M., Financial Markets and Institutions. Tata McGraw Hill Publishing Company
2. Khan, M.Y., Indian Financial System-Theory and Practice. New Delhi: Vikas Publishing House
3. Sharma, G.L., and Y.P. Singh eds. Contemporary Issues in Finance and Taxation. Academic Foundation, Delhi
4. Khan and Jain, Financial Services, Tata McGraw Hill
5. Singh, J.K., Venture Capital Financing in India. Dhanpat Rai and Company, New Delhi.
6. Horne, Van; James C., John Wachowicz, Fundamentals of Financial Management, Pearson Education
7. Ross, Stephen A., Westerfield, Randolph, and Jeffrey Jaffe, Corporate Finance, Tata McGraw Hill
8. Srivastava, Rajiv, and Anil Mishra, Financial Management, Oxford University Press, UK 5. Singh, Preeti, Financial Management, Ane Books Pvt. Ltd, New Delhi
9. Singh, Surender and Kaur Rajeev. Basic Financial Management, Mayur Paper Book Noida
10. Singh, J.K. Financial Management-text and problems, 2nd edition, Dhanpat Rai and Company, Delhi
11. Sharma, G.L., and Y.P. Singh. Contemporary issues in Finance and Taxation. Academic Foundation Delhi
12. Rustagi, R.P., Financial Management, Galgotia Publishing Company
13. Pandey, I M. Financial Management, Vikas Publications UNCTAD Reports.
14. Chandra, P. Financial Management-Theory and Practice, Tata McGraw Hill
15. Bhalla, V. K., Financial Management & Policy, Anmol Publications, Delhi

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16. Jhamb L.C., Text Book of Production (Operations) Management, Everest Publishing House.



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Affiliated to the
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Course: Marketing Management

Program: S. Y. B. A.

Semester III

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Academic year 2020-21**

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Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to understand 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 Arts. The course on Marketing Management provides a holistic view of the marketing concept. It enables students to understand the prevailing marketing environment, the conceptual framework of marketing and its application in decision making.

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:

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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

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Approved by Vice –Principal

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Program: B.A.	Semester: III
Course: Marketing Management	Course Code: UAMACOM303

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

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:

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 behavior 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 and Presentation	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

	<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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Course: Advertising and Sales Management II

Program: S.Y.B.A.

Semester IV

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Academic year 2020-21**

BACHELOR OF ARTS

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- a sound knowledge base in their chosen area of study
- the ability to apply the knowledge they have acquired
- the ability to communicate effectively
- the ability to work both independently and collaboratively
- the skills to connect across geographical, disciplinary, social, and cultural boundaries
- an understanding of the value of ethical behaviour
- the skills for independent and lifelong learning

The **Program Outcomes (POs)** i.e., the outcomes that learners of all undergraduate degree programs will be able to achieve at the time of graduation, include:

PO 1: Critical Thinking: Take informed actions after identifying the assumptions that define our thinking and actions, critically evaluate information, check the validity of assumptions and develop different perspectives to analyze situations, ideas and decisions (at intellectual, social, organizational and emotional levels)

PO 2: Speak, read, write and listen in person and through electronic media in more than one language; find meaning by connecting ideas encountered across people, books, media and technology; and develop program-specific technical language.

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PO 6: Environment and Sustainability: Understand the issues and concerns in an environmental context and contribute towards sustainable development of humankind.

PO 7: Self-directed and Life-long Learning: Acquire the ability to engage in independent and lifelong learning in the broadest context of psycho-socio-technological changes

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
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 industry. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three Year Integrated Program, Bachelor of Arts. The course aims at developing an understanding of the sales process in organization and how those can be managed effectively. It also includes sales promotion tools and techniques which play an important role in today's competitive marketing environment.

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

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

Program: B.A.				Semester: IV	
Course: Advertising and Sales Management II				Course Code: UAMAASMAC4A	
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:

1. To develop sales management skills amongst the learners.
2. To provide practical insights into personal selling process.
3. To get insight into several sales promotion tools and techniques
4. To understand the trends in sales management.

Course Outcomes:

After completion of the course, learners would be able to:

1. To develop skills required for effective selling.
2. To apply principles of management to the sales function of organizations

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<p>3. To develop sales promotion techniques.</p> <p>4. To demonstrate a clear understanding of major concepts in sales management and putting it to practical use</p> <p>5. To illustrate the use of various sales techniques needed to achieve profitable sales target</p>		
Outline of Syllabus: (per session plan)		
Module	Description	No. of Lectures
1	Introduction to Sales Management	9
2	Sales Forecasting, Sales Territories and Quotas	9
3	Sales Promotion	9
4	Management of Sales-force	9
5	Project work and Presentation	9
	Total	45
PRACTICALS		NIL

Unit	Topic	No. of Lectures/Credits
Module 1	<p>Introduction to Sales Management</p> <p>1.1 Introduction to sales management- meaning, features</p> <p>1.2 Functions of sales management, significance of sales management</p> <p>1.3 Traits of effective sales personnel</p> <p>1.4 Sales organization- concept, types</p> <p>1.5 Personal selling- meaning, advantages, limitations. Essentials for effective personal selling</p> <p>1.6 Personal selling process, prospecting-meaning, objectives, sources</p> <p>1.7 Sales Pitch- concept</p> <p>1.8 Case studies</p>	9
Module 2	<p>Sales Forecasting and Sales Territories</p> <p>2.1 Sales planning, sales objectives, sales strategies- concept</p> <p>2.2 Sales Forecasting- concept, factors influencing sales forecasting</p> <p>2.3 Need and importance of sales forecasting</p> <p>2.4 Techniques of sales forecasting- Quantitative techniques, Qualitative techniques</p> <p>2.5 Management of sales territories and quotas</p>	9

	<p>2.6 Sales territory- meaning, reasons for setting up sales territories, designing sales territories</p> <p>2.7 Sales budget- meaning, objectives, factors influencing sales budgets, methods of determining sales budgets</p> <p>2.8 Case studies</p>	
Module 3	<p>Sales Promotion</p> <p>3.1 Sales promotion- concept, benefits, drawbacks</p> <p>3.2 Types of sales promotion- Consumer oriented, trade oriented, sales force oriented, business oriented</p> <p>3.3 Consumer oriented sales promotion techniques- meaning, types</p> <p>3.4 Trade oriented sales promotion techniques- meaning, types</p> <p>3.5 Sales force oriented sales promotion techniques- meaning, types</p> <p>3.6 Buying motives- meaning, types</p> <p>3.7 Ethical issues in sales management</p> <p>3.8 Case studies</p>	9
Module 4	<p>Management of Sales Force</p> <p>4.1 Recruitment and selection of sales personnel- sources and procedure</p> <p>4.2 Sales training- meaning, benefits, techniques, Essentials of an effective sales training programme, procedure</p>	9

	<p>4.3 Compensating the sales force- meaning, types of compensation plan, factors influencing compensation plan</p> <p>4.4 Motivating the sales force- meaning, factors affecting motivation</p> <p>4.5 Performance appraisal- meaning, procedure, techniques</p> <p>4.6 Sales as a career</p> <p>4.7 Emerging trends in sales force management</p> <p>4.8 Case studies</p>	
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Suggested Readings

1. Nag A., Sales and Distribution Management, McGraw Hill Education, New Delhi
2. Havaldar Krishna K / Cavale Vasant M, Sales and Distribution Management Text and Cases, 2nd ed., McGraw Hill Education, New Delhi
3. Thomas DeCarleo , Sales Management, Wiley India, 10th Edition.
4. Aftab Alam , Sales and Distribution Management, , Wisdom Publication, 2006 Edition.
5. Patrick Forsyth, Sales and Management Training, A. Maya Gover Publication, Edition 2001.

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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

Course: Entrepreneurship Management

Program: S.Y.B.A.

Semester IV

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

BACHELOR OF ARTS

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

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**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
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4	Answer the following (Any 2 out of 3)	22.5	15
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Total Marks			75

Signature

Signature

Signature

HOD

Approved by Vice –Principal

Approved by Principal

Program: B.A.				Semester: IV	
Course: Entrepreneurship Management				Course Code: UAMACOM403	
Teaching Scheme			Evaluation Scheme		
Lecture (per week)	Practical (Hours per week)	Tutorial (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:					
1. To develop entrepreneurship skills among the learners.					
Course Outcomes:					
After completion of the course, learners would be able to:					
The learners are expected to set up venture.					

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

Outline of Syllabus: (per session plan)		
Module	Description	No. of Lectures
1	Basics of Entrepreneurship	9
2	Setting up and Entrepreneurial Venture	9
3	Financial Aspects of Entrepreneurial Venture	9
4	Marketing Aspects of Entrepreneurial Ventures	9
5	Project work	9
	Total	45
PRACTICALS		NIL

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

Unit	Topic	No. of Lectures/Credits
Module 1	<p>Basics of Entrepreneurship</p> <p>1.1 Concept, Definitions of Entrepreneurship, Entrepreneur</p> <p>1.2 Importance of Entrepreneurship</p> <p>1.3 Theories of Entrepreneurship- Innovation Theories-Joseph Schumpeter, Theory of High Achievement-David McClelland, Theory of Social Change-Everett Hagen, Biological Theory of Entrepreneurship</p> <p>1.4 Traits of Effective Entrepreneur</p> <p>1.5 Functions of Entrepreneur</p> <p>1.6 Concept of Intrapreneur</p> <p>1.7 Distinguish between Entrepreneur & Intrapreneur</p> <p>1.8 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> <p>2.1 Business Idea- Techniques of Generating Ideas</p> <p>2.2 Project Selection (Steps-Project Report-Feasibility Study)</p> <p>2.3 Business Plan (Specimen)</p> <p>2.5 Business Life Cycle</p>	9

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

	<p>2.5 Product Life Cycle</p> <p>2.6 Case Studies</p>	
Module 3	<p>Financial Aspects of Entrepreneurial Venture</p> <p>3.1 Fixed Capital – Factors, Sources</p> <p>3.2 Working Capital-Factors and Sources</p> <p>3.3 Management of Fixed Capital and Working Capital</p> <p>3.4 Procedure to Obtain Bank Loans</p> <p>3.5 New Trends in Entrepreneurship Funding- Crowd Funding, Venture Capital, Angel Investor, Peer-to-Peer Lending</p> <p>3.6 Financial Incentives from Government</p> <p>3.7 Case Studies</p>	9
Module 4	<p>Marketing Aspects of Entrepreneurial Ventures</p> <p>4.1 Marketing Mix for Entrepreneurial Venture</p> <p>4.2 Pricing Decisions.</p> <p>4.3 Recent Trends in Distribution, Horizontal Marketing System, Third Party Delivery Channel, Multichannel Marketing, Multi-level Marketing, Vertical Marketing System</p> <p>4.4 Promotional Tools</p> <p>4.5 Strategies for Advertising- Influencer Strategy, Participatory Strategy, Show-N-Tell Strategy, Product Display & Demonstration Strategy,</p> <p>4.6 CRM-Techniques</p> <p>4.7 Case Studies</p>	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.
6. Davidsson P., researching Entrepreneurship, 2016, Springer.

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Affiliated to the
UNIVERSITY OF MUMBAI

Course: Human Resource Management

Program: S. Y. B. A.

Semester IV

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Academic year 2019-20**

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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

Program: B.A.				Semester: IV	
Course: Human Resource Management				Course Code: UAMACOM402	
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)

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

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

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

Unit	Topic	No. of Hours/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>	9

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
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	<p>2.7 Succession Planning: Concept, Process, Need.</p> <p>2.8 Case Studies.</p>	
Module 3	<p>Human Relations</p> <p>3.1 Human Relations: Concept, Importance, Significance.</p> <p>3.2 Leadership: Concept, Traits of effective leaders, Leadership Styles.</p> <p>3.3 Crisis and Leadership: Role of leader in mitigating crisis.</p> <p>3.4 Motivation: Concept, Factors influencing motivation. Employee Morale: Concept, Measures to improve morale.</p> <p>3.5 Emotional and Spiritual Quotient: Concept, Factors influencing EQ and SQ.</p> <p>3.6 Employee Grievance: Causes, Need to handle employee grievance, Essentials of good grievance procedure.</p> <p>3.7 Employee Retention: Concept, Techniques.</p> <p>3.8 Case Studies.</p>	9
Module 4	<p>Trends in Human Resource Management</p> <p>4.1 Outsourcing of HR functions: Meaning, benefits, limitations,</p> <p>4.2 New competencies for HR professionals.</p> <p>4.3 Changing pattern of employment.</p> <p>4.4 e-Recruitment: Concept, Techniques, Advantages and Challenges.</p> <p>4.5 Competency mapping - meaning, techniques</p> <p>4.6 Work life balance- meaning, need, measures to improve work life balance</p>	9

	4.7 Talent management- meaning, benefits, initiatives 4.8 Case studies	
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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.