

Deccan Education Society's

Kirti M. Doongursee College of Arts, Science and Commerce (AUTONOMOUS)



Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for
Program: Bachelors in Management Studies
Majors: Marketing

Choice Based Credit System (CBCS)
with effect from
Academic Year 2023-2024

PROGRAM OUTCOMES

PO	Description
	A student completing Bachelor's Degree in Management Studies Program will be able to
P01	Disciplinary Knowledge: Capability of executing comprehensive knowledge and understanding of business acumen.
P02	Communication Skills: Demonstrate proficiency for Business Communication for effective and professional business management.
P03	Critical Thinking & Problem solving: Ability to engage in reflective and independent thinking by understanding the concepts of various business domains. Capability to deduce a business problem and apply the classroom learning into practice to offer a solution for the same.
P04	Leadership Skills: Ability to develop group behavior and lead a team to achieve the individual, group and organizational goals
P05	Ethical & Social Awareness/Reasoning: Ability to ascertain unethical behavior, falsification, and manipulation of information. Ability to manage self and various social systems. To build perspective about global environment including cultural, social and sustainability issues.
P06	Lifelong learning: Capability of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and reskilling in all areas of Commerce.
P07	Global Perspective: Understand the application of management concepts in scenarios relating to the global business environment.

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Proposed Curriculum as per NEP 2020

Year of Implementation- 2023-24

Name of the Department: Bachelors of Management Studies

Semester	Course Code	Course Title	Vertical	Credit
I	K23UCBMSMJ111	Principles of Marketing	Major	4
	K23UCBMSMJ112	eCommerce	Major	2
	K23UCBMSOE131	Generating New Ideas	OE	2
	K23UCBMSVC141	Computer Skills for Business Administration-1	VSC	2
	K23UCBMSSC151	Professional Written Communication	SEC	2

Semester	Course Code	Course Title	Vertical	Credit
II	K23UCBMSMMJ211	Consumer Behaviour	Major	4
	K23UCBMSMMJ212	Integrated Marketing Communication	Major	2
	K23UCBMSMR221	Principles of Management	Minor	2
	K23UCBMSOE231	Business Planning	OE	2
	K23UCBMSVC241	Computer Skills for Business Administration-II	VSC	2
	K23UCBMSSC251	Soft Skills-I	SEC	2

Course Code	Marketing MAJOR SEM – I - Principles of Marketing	Credits	Lectures /Week
K23UCBMSMJ111	Paper I	4	4
Course Outcomes:			
After successful completion of this course, students would be able to			
<ul style="list-style-type: none"> • Identify & recall various basic concepts and terms related to the function and role of marketing. • Understand the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of sectors. • Apply marketing management principles and frameworks to a new or current firm of various sectors. • Examine marketing concerns such as segmentation, targeting, and positioning, marketing environmental factors, consumer's buying behaviour, marketing mix, and the product life cycle in the context of real-world marketing offerings. 			
Unit			
Unit	Topics	No of Lectures	
I	Introduction to Marketing and concepts of Marketing	15	
	<ul style="list-style-type: none"> • Introduction to Marketing • Concepts of Marketing • Orientations of a firm • Consumer Behaviour 		
II	Marketing Strategy: Customer-Driven Approach (STDP)	15	
	<ul style="list-style-type: none"> • Segmentation • Targeting • Differentiation • Positioning 		
III	Marketing Strategy: Marketing Mix: 7Ps	15	
	<ul style="list-style-type: none"> • Product • Pricing • Place • Promotion • Extended 3 Ps of service elements. 		
IV	Trends In Marketing	15	
	<ul style="list-style-type: none"> • Contemporary trends in Marketing • Technological Trends in Marketing • Growth in Emerging Markets and a More Diverse Audience 		
Reference books:			

- *Kotler Philip, Keller Kevin, Koshy Abraham and Jha Mithileshwar. Marketing Management. A South Asian Perspective; 14th edition, Pearson*
- *Marketing Management – Kotler and Keller, Pearson Publication,14th Edition*
- *Saxena, Rajan. Marketing Management. Fourth edition, Tata McGraw Hill Publishing Co., New Delhi*
- *Marketing Management- Text and Cases, Tapan K Panda, Excel Books*
- *Ramaswamy V.S. and Namakumari S. Marketing Management – Planning, Implementation and Control. Fourth edition, Macmillan.*

Course Code	Marketing MAJOR SEM – I – eCommerce	Credits	Lectures /Week
K23UCBMSMJ112	Paper II	2	2
Course Outcomes:			
After successful completion of this course, students would be able to			
<ul style="list-style-type: none"> • Identify & recall the basic concepts and technologies used in the field of eCommerce. • Demonstrate an understanding of the foundations and importance of electronic data interchange. • Develop a working knowledge of the role of information systems in organizations, the strategic management processes, and the implications for management. • Analyze how various organizations' information systems interact to fulfill their information objectives. 			
Unit			
Unit	Topics	No of Lectures	
I	Introduction to E-commerce	15	
	<ul style="list-style-type: none"> • Ecommerce • E-Governmence • E-Business • Business Applications 		
II	EDI, Payment, Security, Privacy	15	
	<ul style="list-style-type: none"> • Electronic Data Interchange (EDI) • Electronic Payment Systems • Payment Gateway • E-Commerce Laws 		
References Books:			
<ul style="list-style-type: none"> • <i>D Nidhi ,E-Commerce Concepts and Applications, International Book house P.ltd</i> • <i>Bajaj Kamlesh K,E-Commerce- The cutting edge of Business</i> • <i>Whiteley David, E-Commerce Technologies and Applications</i> • <i>E-Business & E-Commerce Management 3rd Ed, Pearson Education</i> • <i>Kalokota & Robinson,E-Business 2.0 Road map for Success, Pearson Education</i> • <i>Elias M. Awad ,Electronic Commerce, 3rd Edition, Pearson Education</i> 			

Course Code	OPEN ELECTIVE SEM - I - Generating New Ideas	Credits	Lectures /Week
K23UCBMSOE131	Paper II	2	2

Course Outcomes:

After successful completion of this course, students would be able to

- Identify and learn about the opportunities to discover and evaluate viable business ideas for new venture creation.
- Describe the various concepts & aspects related to the generation & evaluation of business ideas & design thinking.
- Apply and implement the methods & techniques in generating a viable entrepreneurial idea suitable for the market.

Unit	Topics	No of Lectures
I	Idea Generation & Design Thinking	15
	<ul style="list-style-type: none"> • Idea Generation • Opportunity Recognition. 	
II	Idea Evaluation & Feasibility Analysis	15
	<ul style="list-style-type: none"> • Idea Screening • Environmental Scanning • Market survey. • Entrepreneurship Development Cycle. 	

Reference Books:

- *The Business Idea: The Early Stages of Entrepreneurship* - Soren Hougaard, 2005, Springer Publication.
- *The Business Idea Factory: A World-Class System for Creating Successful Business Ideas* - Andrii Sedniev, 2013, Createspace Independent Pub.
- *Testing Business Ideas: A Field Guide for Rapid Experimentation* - David J. Bland, Alexander Osterwalder, 2019, Wiley.
- *Innovation and Entrepreneurship* - Arvind Kumar Bhatt, 2016, Laxmi Publications Pvt. Ltd.
- *Entrepreneurship Simplified: From Idea to IPO* - Ashok Soota & S.R. Gopalan, 2021, Penguin Random House.

Course Code	VOCATIONAL SKILL COURSE SEM – I - Computer Skills for Business Administration	Credits	Lectures /Week
K23UCBMSVC141	Paper I	2	2
Course Outcomes:			
After successful completion of this course, students would be able to			
<ul style="list-style-type: none"> • Perform basic tasks in document and presentation applications • Use templates, text and graphic effects in document and presentation applications • Edit and organize a presentation • Generate reports and presentation 			
Unit	Topics	No of Lectures	
I	Documents	15	
	<ul style="list-style-type: none"> • Creating and Managing Documents • Formatting Paragraphs and Texts • Manage Options and Settings for Documents • 		
II	Presentations and Networks	15	
	<ul style="list-style-type: none"> • Introduction to Power Point • Power Point Functions • Presentation Functions • Google Slides • Canva Presentation 		
Reference Books:			
<ul style="list-style-type: none"> • <i>New Perspectives Microsoft Office 365 & Office 2019 Introductory, by Patrick Carey, Katherine T. Pinard, Ann Shaffer and Mark Shellman, Cengage</i> • <i>MOS 2010 Study Guide, John Pierce & Geoff Evelyn</i> • <i>Microsoft Office 365- A Complete Guide to Master Word, Excel and PowerPoint 365, Matt Vic,</i> • <i>Information Technology for Management, 6TH ED (With CD), by Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)</i> • <i>Computer Applications In Business, by Dr. Sandeep Srivastava, Dr. Mirza Shab Shah, Er.Meera Goyal, SBPD Publications.</i> • <i>Information Security and IT Risk by Manish Agrawal, Alex Campoe, Eric Pierce, Wiley</i> 			

Course Code	SKILL ENHANCEMENT COURSE SEM – I -Professional Written Communication	Credits	Lectures /Week
K23UCBMSSC151	Paper I	2	2
Course Outcomes:			
After successful completion of this course, students would be able to			
<ul style="list-style-type: none"> • Understand, state and infer the various phrases, terminologies and jargons used in computer based and written communications at organizational level. • Discover, illustrate, and employ the organizational correspondences for effective formal communication at various hierarchical levels. • Indicate, restate and demonstrate competence while working on web browsers, carrying out online research, evaluating online sources for credibility, and utilizing online communication tools (e.g., email, social media) responsibly and securely • Choose, compare and interpret different communication forms, correspondence structure as well as inspect its effectiveness in challenging circumstances for business professionals. 			
Unit			
Unit	Topics	No of Lectures	
I	Introduction to Basics of Professional Written Communications	15	
	<ul style="list-style-type: none"> • Basic Fundamentals of Written Communication. • Basics of Electronic Mail • Professional Meeting 		
II	Professional Correspondence	15	
	<ul style="list-style-type: none"> • Layouts of Letter • Types of Professional Correspondence 		
Reference Books:			
<ul style="list-style-type: none"> • <i>HBR Guide to Better Business Writing</i> by Bryan A. Garner, HBR Press. • <i>Writing That Works: How to Communicate Effectively in Business</i>, Kenneth Roman and Joel Raphaelson, Collins Reference • <i>The Truth About the New Rules of Business Writing</i> by Natalie Canavor and Claire Meirowitz, • <i>Business Correspondence and Report Writing</i> by RC Sharma, Krishna Mohan and Virendra Singh Nirban, McGraw Hill. • <i>Storytelling with Data: A Data Visualization Guide for Business Professionals</i> by Cole Nussbaumer Knaflic, Wiley. • <i>Business English Writing: Advanced Masterclass</i> by Marc Roche, Macson Bell Business English Books. • <i>Business Writing for Dummies</i> by Natalie Canavor, John Wiley & Sons 			

Course Code	Marketing MAJOR SEM – II – Consumer Behaviour	Credits	Lectures /Week
K23UCBMSMMJ211	Paper I	4	4
Course Outcomes:			
After successful completion of this course, students would be able to			
<ul style="list-style-type: none"> • Enumerate social and psychological factors and their influence his/her behavior as a consumer. • Explain fundamental concepts associated with consumer and organizational buying behavior • Apply consumer behavior concepts to real world strategic marketing management decision making • Analyze the dynamics of human behavior and the basic factors that influence the consumer’s decision process • Construct the consumer and organizational buying behavior process for a variety of products (goods/service). 			
Unit			
Unit	Topics	No of Lectures	
I	Introduction To Consumer Behaviour	15	
	<ul style="list-style-type: none"> • Meaning of Consumer Behaviour, Features and Importance • Types of Consumers (Institutional & Retail), Diversity of consumers and their behaviour- Types of Consumer Behaviour • Profiling the consumer • Consumer Decision Making Process 		
II	Individual- Determinants of Consumer Behaviour	15	
	<ul style="list-style-type: none"> • Consumer Needs & Motivation • Personality • Self-Concept • Consumer Perception • Learning • Formation & Change. • Attitude - Concept of attitude 		
III	Environmental Determinants of Consumer Behaviour	15	
	<ul style="list-style-type: none"> • Family Influences on Buyer Behaviour, • Roles of different members, needs perceived and evaluation rules. • Social Class and Influences. • Group Dynamics & Consumer Reference Groups, Cultural Influences 		

IV	Consumer decision making	15
	<ul style="list-style-type: none"> • Consumer Decision making models • Behavioral theories • Customer experience management (CEM) • Diffusion of innovations 	
<p>Reference books:</p> <ul style="list-style-type: none"> • <i>Schiffman, L.G., Kanuk, L.L., & Kumar, S.R. (2011). Consumer Behaviour. (10th ed.). Pearson.</i> • <i>Solomon, M.R. (2009). Consumer Behaviour – Buying, Having, and Being. (8th ed.) New Delhi: Pearson .</i> • <i>Blackwell, R.D., Miniard, P.W., & Engel, J. F. (2009). Consumer Behaviour. New Delhi: Cengage Learning.</i> • <i>Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A. (2007). Consumer Behaviour – Building Marketing Strategy. (9th ed.). Tata McGraw Hill.</i> • <i>Loudan, David L and Bitta, A.J. Della Consumer Behaviour</i> • <i>Kotler, P. & Keller, K. L. (2012). Marketing Management (Global Edition) (14th ed.). Pearson</i> • <i>Nair, Suja R- Consumer Behaviour in Indian Perspective</i> 		

Course Code	Marketing MAJOR SEM – II – Integrated Marketing Communication	Credits	Lectures /Week
K23UCBMSMJ212	Paper II	2	2
Course Outcomes:			
After successful completion of this course, students would be able to			
<ul style="list-style-type: none"> • Apply the key terms, definitions, and concepts used in integrated marketing communications • Develop an integrated cross-media strategy • Create message and concept about various communication tools and its effectiveness • Evaluate effectiveness of marketing communication 			
Unit			
Unit		Topics	
No of Lectures			
I	Introduction to Integrated Marketing Communication & Elements of IMC – I	15	
	<ul style="list-style-type: none"> • Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC • Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing • Advertising • Sales promotion 		
II	Elements of IMC – 2 & Current Trends	15	
	<ul style="list-style-type: none"> • Direct Marketing • Public Relations and Publicity • Personal Selling • Current Trends in IMC 		
References Books:			
<ul style="list-style-type: none"> • <i>Belch, Michael, Belch, George “Advertising and Promotion: An integrated marketing communications perspective” Tata Mcgraw Hill</i> • <i>Clow, Kenneth E; Baack, Donald E “Integrated Advertising Promotion and Marketing Communication”, Pearson Edu</i> • <i>Duncan, Tom, “Principles of Advertising and IMC”, Tata Mcgraw Hill Pub</i> • <i>Shah, Kruti; D’Souza, Allan, “Advertising and IMC”, Tata Mcgraw Hill</i> • <i>Gopalakrishnan, P S, “Integrated Marketing Communication: Concepts and Cases”, ICFAI University Press.</i> 			

Course Code	MINOR SEM – II - Principles of Management	Credits	Lectures /Week
K23UCBMSMR221	Paper I	2	2
Course Outcomes:			
After successful completion of this course, students would be able to			
<ul style="list-style-type: none"> • Relate and list organizational work culture and the multifaceted aspects of management. • Identify and compare managerial principles alongside their applications in the various areas of business operations in relation to management levels and their responsibilities. • Demonstrate and practice use of managerial principles in different departments and sectors of an organization and their operations. • Debate and examine the application of managerial principles in real life business problems. 			
Unit			
Unit	Topics	No of Lectures	
I	Fundamentals of Management	15	
	<ul style="list-style-type: none"> • Nature of Management: • Management Functions in Organization • Recent Trends in Management 		
II	Management Applications	15	
	<ul style="list-style-type: none"> • Management Applications to Marketing • Management Applications to Human Resources • Management Applications to Finance • Management Applications to Operations 		
Reference Books:			
<ul style="list-style-type: none"> • Kotlar, Philip, <i>Marketing Management, Prentice Hall, New Delhi.</i> • Stanton, Etzel, Walker, <i>Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.</i> • Saxena, Rajan, <i>Marketing Management, Tata-McGraw Hill, New Delhi.</i> • McCarthy, E.J., <i>Basic Marketing: A managerial approach, Irwin, New York.</i> • Pillai R S, Bagavathi, <i>Modern Marketing</i> • <i>Principles of Management, Ramasamy, Himalya Publication, Mumbai</i> • <i>Principles of Management, Tripathi Reddy, Tata Mc Grew Hill</i> • <i>Management Text & Cases, VSP Rao, Excel Books, Delhi</i> • <i>Management Concepts and OB, P S Rao & N V Shah, Ajab Pustakalaya</i> • <i>Essentials of Management, Koontz II & W, Mc. Grew Hill, New York</i> • <i>Principles of Management-Text and Cases – Dr. M. Sakthivel Murugan, New Age Publications</i> 			

Course Code	OPEN ELECTIVE SEM – II - Business Planning	Credits	Lectures /Week
K23UCBMSOE231	Paper I	2	2

Course Outcomes:

After successful completion of this course, students would be able to

- Identify and define the various concepts & terms related to business planning, execution and implementation.
- Describe the guidelines and components for preparing a business plan.
- Analyze the risks, requisites & options available to entrepreneurs for creating a commercialized business plan.
- Develop and create a Business Plan relating to the planned entrepreneurial venture.

Unit	Topics	No of Lectures
I	Planning Process	15
	<ul style="list-style-type: none"> • Business Plan • Business Planning Process • Entrepreneurial Development Program (EDP) 	
II	Execution & Implementation	15
	<ul style="list-style-type: none"> • Guidelines & components for writing Business Plan • Evaluating, Using & Implementing business plans. • Launching formalities & legal aspects. 	

Reference Books:

- *The Complete Book of Business Plans: Simple Steps to Writing Powerful Business Plans*
- *Brian J Hazelgren & Joseph A Covello Sourcebooks; 2nd edition (1 November 2006)*
- *The Business Plan Write-up Simplified: A practitioner's guide to writing the Business Plan– Sarada Ramani, 2017, Notion Press.*
- *Fundamentals of Entrepreneurship and Project Planning - Sultan Ahmad Madhurima Lall, 2021, Sultan Chand and Sons.*
- *Entrepreneurship & Small Business Management - CL Bansal, Haranand Publication.*
- *Successful Business Plan: Secrets & Strategies – Rhonda Abrams, 2019, Planning Shop, 7th Edition.*

Course Code	VOCATIONAL SKILL COURSE SEM – II - Computer Skills for Business Administration-II	Credits	Lectures /Week
K23UCBMSVC241	Paper I	2	2
Course Outcomes:			
<p>After successful completion of this course, students would be able to</p> <ul style="list-style-type: none"> • Develop familiarity with Excel's interface, including the ribbon, tabs, and menus. Learn to navigate worksheets, workbooks, and cells effectively. • Learn to create simple formulas for calculations • Understand how to manage multiple worksheets within a workbook. • Develop the ability to analyze data and derive actionable insights to support decision-making processes 			
Unit	Topics	No of Lectures	
I	Spreadsheets	15	
	<ul style="list-style-type: none"> • Manage Workbook Options and Settings • Format Worksheets and Workbooks • Data Formats and Layouts, Validation • Create and Manage Tables • Perform Operations with Formulas and Functions 		
II	Basic Data Analysis and Business Intelligence	15	
	<ul style="list-style-type: none"> • Create Charts and Objects • Apply Custom Data Formats and Layouts • Create Advanced Formulas • Perform basic Data Analysis and Business Intelligence • Google Sheets 		
Reference Books:			
<ul style="list-style-type: none"> • <i>New Perspectives Microsoft Office 365 & Office 2019 Introductory, by Patrick Carey, Katherine</i> • <i>Microsoft Office 365- A Complete Guide to Master Word, Excel and PowerPoint 365, Matt Vic, Information Technology for Management, 6TH ED (With CD), by Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)</i> • <i>Computer Applications In Business, by Dr. Sandeep Srivastava, Dr. Mirza Shab Shah, Er. Meera Goyal, SBPD Publications.</i> • <i>Artificial Intelligence and Machine Learning in Business Management - Concepts, Challenges, and Case Studies, by Sandeep Kumar Panda, Vaibhav Mishra, R. Balamurali.</i> 			

Course Code	SKILL ENHANCEMENT COURSE SEM - II - Soft Skills-I	Credits	Lectures /Week
K23UCBMSSC251	Paper I	2	2
Course Outcomes:			
After successful completion of this course, students would be able to			
<ul style="list-style-type: none"> • Identify the terms and concepts of basic and advance soft skills at personal and professional level. • Describe the aspects of communication skills, personal grooming and etiquettes, emotional and adversity quotient etc. • Differentiate and identify the several soft skills and its meticulous application for leaving an impact • Acquire the art of corporate communication and etiquette. 			
Unit			
Unit	Topics	No of Lectures	
I	Basic Soft Skills	15	
	<ul style="list-style-type: none"> • Basic Communication Skills • Personal Grooming and Etiquettes 		
II	Social Skills	15	
	<ul style="list-style-type: none"> • Building Interpersonal Communication • Building Emotional and Adversity Quotient 		
Reference Books:			
<ul style="list-style-type: none"> • <i>Dale Carnegie, How to win friends and influence people.</i> • <i>Stephen R. Covey, The 7 Habits of Highly Effective People</i> • <i>Robert B. Cialdini, Influence: The Psychology of Persuasion</i> • <i>Kerry Patterson, Crucial Conversations</i> • <i>Marshall B. Rosenberg, Non-violent Communication.</i> 			

Evaluation Scheme for First Year (UG) under NEP (4 credits)

I. Internal Evaluation for Theory Courses - 40 Marks

- 1) **Continuous Internal Assessment(CIA) Assignment** - Tutorial/ Case Study/ Project / Presentations/ Group Discussion / Ind. Visit. – 20 marks
- 2) **Continuous Internal Assessment(CIA) ONLINE Unit Test** – 20 marks

II. External Examination for Theory Courses - 60 Marks

Duration: 2 Hours

Theory question paper pattern:

Question	Based on	Marks
Q.1	Unit I	15
Q.2	Unit II	15
Q.3	Unit III	15
Q.4	Unit IV	15

- All questions shall be compulsory with internal choice within the questions.
- Each Question may be sub-divided into sub questions as a, b, c, d, etc. & the allocation of Marks depends on the weightage of the topic.

NOTE: To pass the examination, attendance is compulsory in both Internal & External Examinations.

Evaluation Scheme for First Year (UG) under NEP (2 credits)

I. Internal Evaluation for Theory Courses – 20 Marks

- 1) **Continuous Internal Assessment(CIA) Assignment** - Tutorial/ Case Study/ Project / Presentations/ Group Discussion / Ind. Visit. – 10 marks
- 2) **Continuous Internal Assessment(CIA) ONLINE Unit Test** – 10 marks

II. External Examination for Theory Courses – 30 Marks

Duration: 1 Hours

Theory question paper pattern: All questions are compulsory.

Question	Based on	Marks
Q.1	Unit I	15
Q.2	Unit II	15

- All questions shall be compulsory with internal choice within the questions.
- Each Question may be sub-divided into sub questions as a, b, c, d, etc. & the allocation of Marks depends on the weightage of the topic.

NOTE: To pass the examination, attendance is compulsory in both Internal & External Examinations.