

Deccan Education Society's

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



Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for

Program: Bachelor of Commerce

Course: T.Y.B.Com

Choice Based Credit System (CBCS)

with effect from

Academic Year 2025-2026

Deccan Education Society's
Kirti M. Doongursee College (autonomous)
Name of the Department: COMMERCE

Vertical	Semester	Course Code	Course Title	Credit
Minor	V	25COMMR52 1	Commerce – V (Marketing)	2
Minor	VI	25COMMR62 1	Commerce – VI (Human Resource Management)	2

Course Code	SEM – V - Course Title	Credits	Lectures/ Week
25COMMR521	Commerce (Marketing)Paper V	2	2
Course Outcomes: After successful completion of this course, students would be able to CO1 - To understand the students with basic concepts of marketing. CO2 - To make students analyze consumer behavior as well as market segmentation. CO3 - To make students remember the concept of the marketing mix. CO4 - To make students aware of and apply the recent trends in marketing.			
Unit	Topics	No of Lectures	
I	Introduction to Marketing - Marketing, Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing - Marketing Research - Concept, Features, Process Marketing Information System-Concept, Components Data Mining- Concept, Importance - Consumer Behavior- Concept, Factors influencing Consumer Behavior Market Segmentation- Concept, Benefits, Bases of market segmentation Customer Relationship Management- Concept, Techniques Market Targeting- Concept, Five patterns of Target market Selection	15	
II	Marketing Decisions I - Marketing Mix- Concept, Product-Product Decision Areas Product Life Cycle- Concept, managing stages of PLC, Branding- Concept, Components Brand Equity-Concept, Factors influencing Brand Equity - Packaging- Concept, Essentials of a good package Product Positioning- Concept, Strategies of Product Positioning Service Positioning-Importance & Challenges - Pricing- Concept, Objectives, Factors influencing Pricing, Pricing Strategies	15	
		30	

References:

1. Phillip Kotler. (2005) Marketing Management, Englewood cliffs, Prentice Hall, NJ
2. Richard M. S Wilson, Colin Gilligan, Strategic Marketing Management, Viva Books Pvt. Ltd., 2003.
3. Walker –Boyd, Larreche, Marketing Strategies –Planning Implementations, TataMacGraw Hill. 2004.
4. Neelamegam, S. (2007) Marketing in India: Cases and Readings, Vikas, New Delhi
5. Kotler, P., Keller, K.L. Koshy, A. & Jha. M. (2009). Marketing Management: A South Asian Perspective. (Thirteenth Ed). Pearson Education, New Delhi.
6. Gandhi, J.C. Marketing a Managerial Introduction TataMcGrawHill.
7. Maheshwari, R.P., Jindal, Lokesh, (2011). Marketing Management Theory and Practice.
8. Sherlekar, S.A. Marketing Management. Himalaya Publishing House.
9. Saxena, Rajan. Marketing Management
10. Ramaswamy & Kumari Nama. Marketing Management

Course Code	SEM – VI - Course Title	Credits	Lectures/ Week
25COMMR621	Commerce (Human Resource Management) Paper VI	2	2
Course Outcomes: After successful completion of this course, students would be able to CO1 - To make students understand the concepts of human resource management. CO2 - To make students know and apply human resource development in practical life. CO3 - To make students know about human relations. CO4 - To enable students, know the trends in human resource management.			
Unit	Topics	No of Lectures	
I	Human Resource Management - Human Resource Management – Concept, Functions, Importance, Traditional v/s Strategic Human Resource Management - Human Resource Planning- Concept Steps in Human Resource Planning Job Analysis- Concept, Components, Job design- Concept, Techniques - Recruitment- Concept, Sources of Recruitment, Selection - Concept, process, Techniques of E-selection,	15	
II	Human Resource Development - Human Resource Development- Concept, functions Training- Concept, Process of identifying training and development needs, Methods of Training & Development (Apprenticeship, understudy, job rotation, Vestibule training, case study, role playing, sensitivity training, In, basket, management games) Evaluating training effectiveness- Concept, Methods - Performance Appraisal- Concept, Benefits, Limitations, Methods Potential Appraisal- Concept, Importance - Career Planning- Concept, Importance Succession Planning- Concept,	15	

	NeedMentoring- ImportanceCounseling- Techniques.	Concept, Concept,	
			30

Additional References:

- Bernardin, John H: Human Resource Management, Tata McGraw Hill, New Delhi 2004.
- Arthur M, Career Theory Handbook, Prentice Hall Inc, Englewood Cliff.
- Belkaoui, A.R. and Belkaoui,JM, Human Resource Valuation: A Guide to Strategies and Techniques,Quarum Books, Greenwood, 1995.
- Dale, B, Total Quality and Human Resources: An Execuctive Guide, Blackwell, Oxford.
- Greenhaus, J.H., Career Management, Dryden, New York.
- Mabey, C and Salama, G., Strategic Human Resource Management, Blackwell, Oxford.
- Aswathappa. K, Human Resource Management
- Subba Rao, Human Resources Management.
- Michael Porter, HRM and Human Relations.

Evaluation Scheme for Third Year B.COM (UG) under NEP
(MINOR) (2 credits)

I. Internal Evaluation for Theory Courses – 20 Marks

1) Continuous Internal Assessment (CIA) Assignment - 10 marks

2) Continuous Internal Assessment (CIA) ONLINE Unit Test – 10 marks

II. External Examination for Theory Courses – 30 Marks

Duration: 1 Hour

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 subdivided 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 Theory Examinations.