

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
Subject: Commerce (Marketing) – V
Choice Based Credit System (CBCS)
with effect from
Academic Year 2024-2025

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

Semester	Course Code	Course Title	Credit
V	KUCCOM504	Commerce – V (Marketing)	3
	KUCEXP505	Export Marketing - I	3
VI	KUCCOM604	Commerce – VI (Human Resource Management)	3
	KUCEXP605	Export Marketing - II	3

Course Code	SEM – V - Course Title	Credits	Lectures/ Week
KUCCOM504	Commerce(Marketing)Paper V	3	3
Course Outcomes: After successful completion of this course, students would be able to • CO1 - To understand the students with basic concepts of marketing. (Understand) • CO2 - To make students analyze the consumer behavior as well as market segmentation. (Analyze) • CO3 - To make students remember the concept of marketing mix. (Remember) • CO4 - To make students aware and apply the recent trends in marketing. (Apply)			
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	12	
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	11	

	package Product Positioning- Concept, Strategies of ProductPositioningService Positioning-Importance & Challenges • Pricing- Concept, Objectives, Factors influencing Pricing, Pricing Strategies	
III	Marketing Decisions • Physical Distribution- Concept, Factors influencing Physical Distribution,Marketing Channels (Traditional & Contemporary Channels)Supply Chain Management-Concept, Components of SCM • Promotion- Concept, Importance, Elements of Promotion mixIntegrated Marketing Communication (IMC)- Concept, Scope, Importance • Sales Management- Concept, Components, Emerging trends in sellingPersonal Selling- Concept, Process of personal selling, Skill Sets required forEffective Selling	11
IV	Key Marketing Dimensions • Marketing Ethics: Concept, Unethical practices in marketing, General role ofconsumer organizations Competitive Strategies for Market Leader, Market Challenger, Market Followerand Market Nicher Marketing Ethics: • Rural Marketing- Concept, Features of Indian Rural Market, Strategies forEffective Rural MarketingDigital Marketing-Concept, trends in Digital MarketingGreen Marketing- concept, importance • Challenges faced by Marketing Managers in 21st CenturyCareers in Marketing – Skill sets required for effective marketingFactors contributing to Success of brands in India with suitable examples,Reasons for failure of brands in India with suitable examples.	11
		45

Additional 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**

Evaluation Scheme for Third Year B.COM (UG) under NEP (3 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 Hour

Theory question paper pattern: All questions are compulsory.

Question	Based on	Marks
Q.1	Unit I	10
Q.2	Unit II	10
Q.3	Unit III	10
Q.4	Unit IV	10
Q.5	Unit I, II, III & IV	20

- 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.

AC _____ ITEM NO: _____

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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
Subject: Export Marketing - I
Choice Based Credit System (CBCS)
with effect from
Academic Year 2024-2025

Course Code	SEM – V - Course Title	Credits	Lectures/ Week
KUCEXP505	Export Marketing - I	3	3
Course Outcomes: After successful completion of this course, students would be able to • CO1 - To familiarize the students with the basics of exports. (Remember) • CO2 - To give an idea about the various Trading Blocs and their application functions. (Apply) • CO3 - To examine and Analyze the various export incentives and assistance given to Indian exporters. (Analyze) • CO4 - To Understand the export marketing factors, influence. (Understand)			
Unit	Topics	No of Lectures	
I	Introduction to Export Marketing • Concept and features of Export Marketing; Importance of Exports for a Nation and a Firm; Distinction between Domestic Marketing and Export Marketing • Factors influencing Export Marketing; Risks involved in Export Marketing; Problems of India's Export Sector • Major merchandise/commodities exports of India (since 2015); Services exports of India (since 2015); Region-wise India's Export Trade (since 2015)	12	
II	Global Framework for Export Marketing • Trade barriers; Types of Tariff Barriers and Non-Tariff barriers; Distinction between Tariff and Non-Tariff barriers • Major Economic Groupings of the World;	11	

	Positive and Negative Impact of Regional Economic Groupings; Agreements of World Trade Organization(WTO) • Need for Overseas Market Research; Market Selection Process, Determinants of Foreign Market Selection	
III	India's Foreign Trade Policy • Foreign Trade Policy (FTP) 2015-20 - Highlights and Implications, Export Trade facilitations and ease of doing business as per the new FTP • Role of Directorate General of Foreign Trade (DGFT), Negative list of Exports, Deemed Exports • Benefits to Status Holders & Towns of Excellence; Common benefits for EHTP, BTP and STP; Benefits enjoyed by (IIAs) Integrated Industrial Areas (SEZ), EOU, AEZ	11
IV	Export Incentives and Assistance • Financial Incentives available to Indian Exporters - Marketing Development Assistance (MDA), Market Access Initiative (MAI), Assistance to States for Infrastructure Development for Exports (ASIDE), Industrial Raw Material Assistance Centre (IRMAC), • Institutional Assistance to Indian Exporters - Federation of Indian Export Organizations (FIEO), India Trade Promotion Organization (ITPO), The Federation of Indian Chambers of Commerce and Industry (FICCI), Export Promotion Councils (EPCs) & Commodity Boards (CBs), Indian Institute of Foreign Trade (IIFT), Indian Institute of Packaging (IIP) • Schemes - Export Promotion Capital Goods (EPCG) Scheme, Duty Exemption and Remission Schemes, Export Advance Authorization Scheme; Duty Drawback (DBK); IGST Refund for Exporters	11

Additional References:

- **Export Policy Procedures& Documentation– M. I. Mahajan, Snow White Publications Pvt. Ltd, 26th Edition,**
- **International Business, K. Aswathappa, McGraw-Hill Education (India) Pvt. Ltd., 6th Edition**
- **Export Import Procedures - Documentation and Logistics, C. Rama Gopal, New Age International Publishers, 2006 / Reprint Jan 2016**
- **International Trade and Export Management, Francis Cherunilam, Himalaya Publishing House, 20th Edition, 2017**
- **R. K. Jain's, Foreign Trade Policy & Handbook of Procedures [With Forms, Circulars & Public Notices], Centax Publication, 2017**
- **EXIM Policy & Handbook of EXIM Procedure – VOL I & II International Marketing and Export Management, Gerald Albaum, Edwin Duerr, Alexander Josiassen, Pearson Publications, 8th Edition, June 2016**
- **International Marketing Strategy, Isobel Doole and Robin Lowe, 5th Edition, Thomson Learning, 2008.**
- **Global marketing, Warren J. Keegan 9th Edition Pearson Education, Delhi,**
- **New Import Export Policy - Nabhi Publications, 2017**

Evaluation Scheme for Third Year B.COM (UG) under NEP (3 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 Hour

Theory question paper pattern: All questions are compulsory.

Question	Based on	Marks
Q.1	Unit I	10
Q.2	Unit II	10
Q.3	Unit III	10
Q.4	Unit IV	10
Q.5	Unit I, II, III & IV	20

- 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.

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UNIVERSITY OF MUMBAI

Syllabus for
Program: Bachelor of Commerce
Course: T.Y.B.Com
Subject: Commerce – VI (Human Resource
Management)
Choice Based Credit System (CBCS)
with effect from
Academic Year 2024-2025

Course Code	SEM – VI - Course Title	Credits	Lectures/ Week
KUCCOM60 4	Commerce (Human Resource Management)Paper VI	3	3
Course Outcomes: After successful completion of this course, students would be able to • CO1 - To make students understand the concepts of human resource management. (Understand) • CO2 - To make students know and apply human resource development in practical life. (Apply) • CO3 - To make students know about human relations. (Remember) • CO4 - To enable students, know the trends Analyze in human resource management. (Analyze)			
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,	12	
II	Human Resource Development • Human Resource Development- Concept, functionsTraining- Concept, Process of identifying training and development needs,Methods of Training & Development (Apprenticeship, understudy, job rotation,Vestibule training, case study, role playing,	11	

	sensitivity training, In, basket,management games)Evaluating training effectiveness- Concept, Methods • Performance Appraisal- Concept, Benefits, Limitations, MethodsPotential Appraisal-Concept, Importance • Career Planning- Concept, ImportanceSuccession Planning- Concept, NeedMentoring- Concept, ImportanceCounseling- Concept, Techniques.	
III	Human Relations • Human Relations- Concept, SignificanceLeadership –Concept, Transactional & Transformational LeadershipMotivation- Concept, Theories of Motivation, (Maslow’s Need HierarchyTheory, Vroom’s Expectancy Theory, McGregor’s Theory X and Theory Y, Pink’sTheory of Motivation) • Employees Morale- Concept, Factors affecting Morale, Measurement ofEmployees Morale Emotional Quotient and Spiritual Quotient- Concept,Factors affecting EQ & SQ • Employee Grievance- Causes, Procedure for Grievance redressalEmployee welfare measures and Health & Safety Measures.	11
IV	Trends in Human Resource Management • HR in changing environment:Competencies- concept, classificationLearning organizations- Concept, creating an innovative organization,Innovation culture- Concept, Need, Managerial role. • Trends in Human Resource Management,Employee Engagement- Concept, TypesHuman resource Information System (HRIS) – Concept, Importance,Changing patterns of employment. • Challenges in Human Resource	11

	Management: Empowerment, Workforce Attrition, Downsizing, Absenteeism, Work life Balance, Sexual Harassment at work place, Domestic and International HR Practices, Millennial (Gen Y) Competency Mapping	Employee Diversity. Employee
		45

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 Executive 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 (3 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 Hour

Theory question paper pattern: All questions are compulsory.

Question	Based on	Marks
Q.1	Unit I	10
Q.2	Unit II	10
Q.3	Unit III	10
Q.4	Unit IV	10
Q.5	Unit I, II, III & IV	20

- 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.

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Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for
Program: Bachelor of Commerce
Course: T.Y.B.Com
Subject: Export Marketing - II
Choice Based Credit System (CBCS)
with effect from
Academic Year 2024-2025

Course Code	SEM – VI - Course Title	Credits	Lectures/Week
KUCEXP605	Export Marketing - II	3	3
Course Outcomes: After successful completion of this course, students would be able to • CO1 - To orient the learners with the importance of product planning and the various pricing strategies used in export marketing. (Remember) • CO2 - To Apply the various direct and indirect distribution channels and the sales promotion techniques used in export marketing.(Apply) • CO3 - To give an idea about the pre-shipment and post shipment finance available to exporters and the role of various agencies in promotion of exports. (Analyze) • CO4 - To understand the procedure and the documentation involved in the process of exports. (Understand)			
Unit	Topics	No of Lectures	
I	Product Planning and Pricing Decisions for Export Marketing • Planning for Export Marketing with regards to Product, Branding, Packaging • Need for Labelling and Marking in Exports, Factors determining Export Price;Objectives of Export Pricing • International Commercial (INCO) Terms; Export Pricing Quotations – Free onBoard (FOB), Cost Insurance and Freight (CIF) and Cost and Freight (C&F);Problems on FOB quotation	12	
II	Export Distribution and Promotion • Factors influencing Distribution Channels; Direct and Indirect ExportingChannels; Distinction between Direct and Indirect Exporting Channels	11	

	• Components of Logistics in Export marketing; Selection criteria of Modes of Transport; Need for Insurance in Export Marketing • Sales Promotion Techniques used in Export Marketing; Importance of Trade Fairs and Exhibitions; Benefits of Personal Selling; Essentials of Advertising in Export Marketing;	
III	Export Finance • Methods of Payment In export marketing; Procedure to open Letter of Credit, Types and Benefits of Countertrade • Features of Pre-Shipment and Post-shipment finance; Procedure to obtain Export Finance; Distinction between Pre-shipment Finance and Post Shipment Finance. • Role of Commercial Banks, EXIM Bank, SIDBI in financing exporters; Role of ECGC	11
IV	Export Procedure and Documentation • Registration with different authorities; Pre-shipment Procedure involved in Exports; Procedure of Quality Control and Pre-shipment Inspection; • Shipping and Custom Stage Formalities; Role of Clearing & Forwarding Agent; Post-shipment Procedure for Realization of Export Proceeds; Procedure of Export under Bond and Letter of Undertaking. (LUT) • Importance of - Commercial Invoice cum Packing list, Bill of Lading/ Airway Bill, Shipping Bill/Bill of Export, Consular Invoice, Certificate of Origin	11
		45

Additional References:

- **Export Policy Procedures& Documentation– M. I. Mahajan, Snow White Publications Pvt. Ltd, 26th Edition,**
- **International Business, K. Aswathappa, McGraw-Hill Education (India) Pvt. Ltd., 6th Edition**
- **Export Import Procedures - Documentation and Logistics, C. Rama Gopal, New Age International Publishers, 2006 / Reprint Jan 2016**
- **International Trade and Export Management, Francis Cherunilam, Himalaya Publishing House, 20th Edition, 2017**
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- **EXIM Policy & Handbook of EXIM Procedure – VOL I & II International Marketing and Export Management, Gerald Albaum, Edwin Duerr, Alexander Josiassen, Pearson Publications, 8th Edition, June 2016**
- **International Marketing Strategy, Isobel Doole and Robin Lowe, 5th Edition, Thomson Learning, 2008.**
- **Global marketing, Warren J. Keegan 9th Edition Pearson Education, Delhi,**
- **New Import Export Policy - Nabhi Publications, 2017**

Evaluation Scheme for Third Year B.COM (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 Hour

Theory question paper pattern: All questions are compulsory.

Question	Based on	Marks
Q.1	Unit I	10
Q.2	Unit II	10
Q.3	Unit III	10
Q.4	Unit IV	10
Q.5	Unit I, II, III & IV	20

- 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.