

As per NEP - sem I

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B.Com (BASIC/HONS) COMMERCE

Title of the Course B.Com – DSC - 1.2: Principles of Marketing

Credits: 04

Teaching Hours: 56

Maximum Marks: 60+40 IA Marks.

04 Hours per week.

Duration of exam: 2 hours.

Course Outcomes: On successful completion of the course, the Students will be able to:

1. Articulate the steps involved in new product launch
2. Explain the factors influencing the pricing decisions of old and new products
3. Assist firms in developing a profitable product-line or product mix
4. Understand the basic concepts of marketing and asses the marketing environment.
5. Segment markets considering multiple factors
6. Judge the impact of promotional techniques on the customers & importance of channels of distribution.
7. Outline the recent developments in the field of marketing.

Contents	56 Hrs
Unit - 1: Introduction to Marketing	
Definition, objectives, importance and scope of marketing; Evolution of concept of marketing, Core marketing concepts: production, product, Selling v/s Marketing, Holistic marketing concepts	12
Unit - 2: Consumer Behaviour	
Nature and Importance, Consumer buying decision process, Factors influencing consumer buying behaviour. Market Segmentation: Meaning, levels and bases of market segmentation –Product differentiation vs. market segmentation, effective market segmentation criteria;; concept of niche marketing	12
Unit - 3: Product Planning	
Concept and importance, Product classifications; Product Planning and Development; product life cycle; New Product Development Process; Consumer adoption process. product mix; Branding, Packaging and labeling – features, types, advantages.	12
Unit - 4: Pricing Decisions	
Definition, objectives, factors affecting price determinations; methods of setting prices; cost, demand and competition factors; pricing policies and strategies. Channels of distribution -meaning and importance; Types of distribution channels, Types of distribution channels; Factors affecting choice of distribution channel; Wholesaling and retailing; Types of Retailers; e-retailing, physical distribution..	12
Unit - 5: Sales Promotion	
Concept, importance and types of promotion; objectives and of sales promotion; personal selling; advertising, public relations and sales promotion, Promotion mix. Recent development in marketing; Functions and approaches to the study of Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing	08
Skill DevelopmentActivities:	

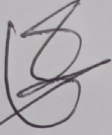
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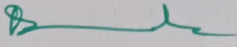
1. Analyse the marketing environment of your locality and identify need, wants & purchasing power of customers
2. **Collect consumer behaviour towards home appliances in your locality.**
3. Visit any organisation and collect the information towards pricing of the products.
4. Visit any wholesalers/Retailers, collect the role of them in marketing.
5. Identify the recent developments in the field of marketing.
6. Any other activities, which are relevant to the course.

References:

1. Kotler and Armstrong, Principles of Marketing, Pearson Publications, New Delhi.
2. William Stanton, Fundamentals of Marketing, McGraw Hill, New Delhi.
3. C B Gupta, Principles of Marketing, Sultan Chand & Sons, New Delhi.
4. Eillim Pride an O C Ferrell, Principles of Marketing, Pearson, New Delhi.
5. Rajan Nair, Marketing, Sultan Chand & Sons, New Delhi.
6. Gandhi, Marketing, McGraw Hill, New Delhi.
7. Kurtz, Principles of Contemporary Marketing, Pearson, New Delhi.
8. Kavita Sharma and Swati Aggarwal, Principles of Marketing, Taxmann, New Delhi
9. Ramaswamy and Namkumari, Marketing Management, Macmillan, New Delhi.
10. Perreault, Basic Marketing, McGraw Hill, New Delhi.

Note: Note: Latest edition books shall be used.


[M.S. MURAGOMATH]
HOD, Dept. of Com.


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HISTORY AND ARCHAEOLOGY

B.A. Sixth Semester Compulsory Paper

DSC-1F : SOCIO-POLITICAL HISTORY OF MODERN INDIA (1857- 2000 A.D)

Objectives:

- This paper deals with the Socio-religious reform movements and Freedom movement of India.
- This also focuses on the post independence developments, the impact of Globalization and social and environmental issues.

Unit -I Socio-Religious Reform Movements of the 19th and 20th Century: 22 Hours

- A. Brahmo Samaj- Raja Ram Mohan Ray. Arya Samaj – Dayanand Saraswati-Swami Vivekanand and Ramkrishna Mission –Prarthana Samaj- Theosophical Society- Aligarh Movement- Sir Sayyed Ahmad Khan.
- B. Upliftment of Women and Social Reforms - Jyotiba Phule, Savitribai Phule, Ishwar Chandra Vidyasagar and Narayan Guru
- C. Social Reforms of 20th Century: Chh. Shahu Maharaj, Krishanaraj Wodeyar IV, Dr. B.R.Ambedkar.

Unit -II British Constitutional and Educational Reforms: 18 Hours

- A. Act of 1909, Act of 1919 and Constitutional Deadlock 1927-1932
- B. Act of 1935 and Constitutional Development up to 1947
- C. Labour Reforms from 1881-1947 and British Educational Policies-Macaulay

Unit -III Struggle for Independence: 18 Hours

- A. Origin of the Indian National Congress-Freedom Struggle from 1885 to 1919
- B. Freedom Struggle from 1920 to 1947-Revolutionary Movement-INA
- C. Mountbatten Plan- Partition of India-Accession of Princely States and Role of Vallbahi Patel-Framing of Indian Constitution: Role of Constituent Assemble - Salient features.

Unit-IV Post Independent India: 18 Hours

- A. Jawaharlal Nehru Era – Five year Plans-Economic Progress and Foreign Policy
- B. Jayaprakash Narayan- Total Revolution- Ram Manohr Lohiya -Thoughts and Contributions
- C. Indira Gandhi: Nationalizations of Banks and 20 Points Programme,

Unit -V Map Topics: 04 Hours

- A. Princely States in India
- B. Places of Historical Importance
- 1. Wardha 2. Sabaramati 3. Aligarh 4. Chouri – Chaura 5. Dandi 6. Hyderabad 7. Haripura
- . Bombay 9. Calcutta 10. Poona 11. Banares 12.Surat 13. Lucknow14. Nagpur 15.Delhi
- 16. Belgaum 17. Lahore 18. Shimla 19. Amritsar 20 Madras

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B.A. Semester – II

Subject: ECONOMICS
Discipline Specific Course (DSC)

The course Economics in II semester has two papers (Paper I & II) for 06 credits: Each paper has 03 credits. Both the papers are compulsory. Details of the courses are as under.

Course No.-3 (Paper No. I)

Course No.	Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
Course-03	DSCC	Theory	03	03	42 hrs	2hrs	40	60	100

Course No.3 (Paper-I): Title of the Course (Paper-I): Basic Economics II

Course Outcome (CO):

After completion of course (No.3), students will be able to:

- CO 1 Understand the operation of the overall economic system;
- CO 2 Calculate national income and related aggregates
- CO 3 Explain the relationship between macroeconomic aggregates;
- CO 4 Analyse the nature of business cycles and policies towards controlling them;
- CO 5 Evaluate the macroeconomic policies for solving major problems like poverty and unemployment

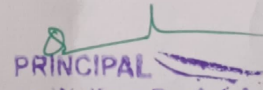
Syllabus- Course 3: Basic Economics –II			Total Hrs: 42
Unit-I	Macroeconomic Concepts and Relationships		14 hrs
	Chapter 1	National Income	6
		Introduction to National Income Accounting	
		Circular Flow of Income	
		Concepts of GDP, GNP, GVA and National income	
		Approaches to calculating GDP, personal income, Nominal and real	
		Limitations	
	Chapter 2	Economic Growth and Development	4
		Meaning and Differences	
		Measuring Development: National Income, PCI, HDI	
		HDI - Meaning, Components, Estimation	
		Sustainable Development Goals (SDGs)	
	Chapter 3	Monetary economy	4
		Money: Meaning and Functions	
		The demand for money	
		The supply of money and overall liquidity position	
		Credit creation	
	Practicum:		
	1. Understanding the relationships between various NI concepts used in India's NI accounting;		

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Unit-II	2. Estimating the components of money supply and interpreting the various price indices	
	Macroeconomic challenges	
	Chapter 4	Inflation
		Meaning and Types
		Causes of inflation
		Calculating inflation
		Impact of inflation
		Business Cycles :
		Meaning, Phases and Policy intervention to control Business Cycle
	Chapter 5	Monetary Policy
		Objectives
		Instruments
	Chapter 6	Fiscal Policy
		Objectives
		Instruments
Practicum:		
1. Reviewing the monetary policy of RBI;		
2. Group Discussion: Budget		
Unit-III	External Sector	
	Chapter 7	International Trade
		Basis for trade—absolute advantage and comparative advantage,
		Exchange rates : meaning, types and determination
		Trade Barriers-tariffs, subsidies and quotas
		Balance of Payments-The current and capital account
	Chapter 8	International Institutions
		World Bank - Objectives and Functions
		IMF – Objective and Functions
		WTO – Evolution, Objectives, Functions, Issues.
	Practicum:	
	1) Group Discussion: Why International trade takes place?	
	2) Discuss India's latest Balance of Payment	

Books recommended.

1. Cohen, A.J. (2020). *Macroeconomics for Life: Smart Choices for All? + MyLab Economics with Pearson eText* (updated 2nd ed.). Toronto, ON: Pearson Canada Inc. Type: Textbook: ISBN: 9780136716532
2. Cohen, A.J. (2015). *Microeconomics for Life: Smart Choices for You + MyLab Economics with Pearson eText* (2nd ed.). Toronto, ON: Pearson Canada Inc. Type: Textbook: ISBN: 9780133899368
3. Case Karl E. and Fair Ray C (2014), *Principles of Economics*, Pearson Education Asia.
4. Mankiw N. Gregory (2013), *Principles of Economics*, Thomson, 2013.
5. Stiglitz J.E. and Walsh C.E (2011), *Principles of Economics*, W.W. Norton & Co, New York.


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As per MBP - sem-I

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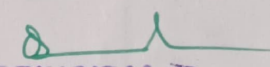
B.Com (BASIC/HONS) COMMERCE
Title of the Course B.Com-DSC-1.3: Stock Market Operations
Credits: 04
Teaching Hours: 56
Maximum Marks: 60+40 IA Marks.
04 Hours per week.

Course Outcomes: On successful completion of the course, the Students will be able to:
<ol style="list-style-type: none"> 1. Explain the art of investing in stock markets and compute the gain or losses 2. Develop the efficient stock portfolios 3. Demonstrate the process of opening demat accounts and the process of margin and short selling activities 4. Explain the various stocks included in the Sensex and other indices and explain the interpretation 5. Articulate the actions taken by the SEBI in protecting the interests of small investors. To provide conceptual understanding of the concept of stock exchange in India,

Unit - . 1: Introduction	Contents	56 Hrs
Financial markets- Meaning and Significance; Money market and capital market - market for debt and equity issues; primary market- IPOs and SFOs; secondary markets - meaning, objectives, functions and economic importance of stock exchanges; historical background; management and regulation of stock exchanges in India; corporatization and demutualization - meaning and objectives; major stock exchanges in India - BSE, NSE and OTCEI; regional stock exchanges in India; SEBI - establishment, objectives and functions; SEBI's regulations relating to stock markets; future challenges		14
Unit - . 2: Listing of Securities	Meaning, objectives, Merits and Demerits – Listing requirements, procedure, fee – Listing of rights issue, bonus issue, further issue – Listing conditions of BSE and NSE – Delisting; Stock brokers: Regulation relating thereto, SEBI's role in regulation, stock brokers, powers of SEBI, functions of brokers; general obligations and responsibilities.	12
Unit - . 3: Trading Mechanism on Indian Stock Exchanges	Open outcry system and screen based trading; settlement procedure - physical delivery v/s dematerialisation; rolling settlement - T+2, T+5, etc., transaction cost - trading cost, clearing costs and settlement costs; buying and selling shares - procedure; market order and limit order; internet trading; buying on margin and short sale; problems relating to Margin trading and short selling; BSE – Share groups on BSE – BOLT System, NSE – Market segments	12
Unit - . 4: Stock Market Indices	Meaning, purpose, and consideration in developing index – methods- price weighted, equal weighted and value weighted; free float method; simple problems relating to index development; stock market indices in India – BSE Sensex - scrip selection criteria – construction – Other BSE indices; NSE indices – S&P CNX Nifty – scrip selection criteria – construction – stock market indices in foreign countries.	10

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Module 5: Risk Management and Surveillance System	
Risk management system in BSE & NSE – Margins – Exposure limits – Surveillance system in BSE & NSE – Circuit breakers; value at risk;	08
Skill Development Activities: <ol style="list-style-type: none">1. Visit the offices of stock brokers and observe online trading2. Collect share application forms and demat account forms and actual filling may be done3. Discuss with the actual investors the art of investing and the stocks selected4. Visit the offices of financial institutions like banks and enquire finance facilities for stock purchase5. Collect press reports in local and English languages and read out in the class6. The analysts reports may be discussed in the students7. Form groups and assign individual stocks to compute annual returns.8. Collect the management reports of any large scale organisation and analyse the same.9. Any other activities, which are relevant to the course.	
References <ol style="list-style-type: none">1. Prasanna Chandra, Security Analysis and Portfolio Management, McGraw Hill, New Delhi.2. Bodie, Kane, Marcus and Mohanty, Investments, McGraw Hill Publications, New Delhi.3. P S Bala Ram and T Sri Lakshmi, Stock Market Operations, IBP Publications, New Delhi4. F C Sharma, Financial Market Operations, SBPD Publications, New Delhi5. Inderpal Singh and Jaswinder Kaur, Security Market Operations, Kalyani Publishers, Ludhiana.6. Jaydeb Sarkhel and Seikh Salim, Indian Financial System and Financial Market Operations, McGraw Hill, New Delhi7. Michael Simmons, Securities Operations, Wiley Publications, New Delhi.8. Robert G Hagstrom, The Warren Buffett Way, Wiley Publications, New Delhi9. Goyal and Goyal, Financial Market Operations, FK Publications, New Delhi.10. Guruswamy, Capital Markets, TMH, New Delhi.11. Alan Kanuk, Capital Markets in India, John Wiley, New Delhi	
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