

# Vidyasagar University

## **Curriculum for B.Com (Honours) in Marketing Management** [Choice Based Credit System]

### Semester-I

Course	Course Code	Name of the Subjects	Course Type/ Nature	Teaching Scheme in hour per week			Credit	Marks
				L	T	P		
CC1		<b>C1T:</b> Principles of Management & Application	Core Course-1	5	1	0	6	75
CC2		<b>C2T:</b> Computer Application in Business	Core Course-2	5	1	0	6	75
GE1		<b>GE 1:</b> Business Ethics and Corporate Social Responsibility <b>Or</b> <b>GE 1:</b> Basic Econometrics in Business	Generic Elective-1	5	1	0	6	75
AECC		English	AECC (Elective)	1	1	0	2	50
<b>Semester Total</b>							<b>20</b>	<b>275</b>

**L**=Lecture, **T**=Tutorial, **P**=Practical, **CC**- Core Course, **TBD** - To be decided, **AECC**- Ability Enhancement Compulsory Course

**Generic Elective (GE)** [GE-1 papers for B Com(Hons) in Marketing Management are to be taken from the GE-1 mentioned in this syllabus and this paper will be of 6 credits]

**Semester-1**  
**Core Courses (CC)**

**CC-1: Principles of Management & Application** **Credits 06**

**C1T: Principles of Management & Application**

**Course contents:**

**Unit -1**

Concept: Need for study; Managerial functions – An overview – Essence of management - Evolution of Management Thought: Classical approach – Taylor, Fayol, Neo classical and Human relations approach – Hawthorne experiments, Behavioural approach, Systems approach-Trends and Challenges of Management in Global Scenario, Emerging issues in management.

**Unit II**

Overview of Planning: Types of Plans & The planning process; Decision making: Process, Types and Techniques. Environmental analysis and diagnosis (Internal and external environment) – Definition, Importance and Techniques (SWOT/TOWS); Delegation & Decentralization: Factors affecting the extent of decentralization, Process and Principles of delegation.

**Unit III**

Concept- Principles of organizing -Process of organizing – An overview, span of management, different types of authority (line, staff and functional), decentralization, delegation-Formal and informal organization.

**Unit IV**

Concept of staffing - Recruitment and Selection; Orientation; Training and Development; Career Development;-Performance Appraisal.-Motivation – Concept, importance, intrinsic and extrinsic motivation; Major motivation theories - Maslow's need hierarchy theory..

**Unit V**

Concept of Leadership, importance; Major theories of leadership (Likert's scale theory), Transactional leadership, Transformational leadership, Transforming leadership. Concept of Control, process, limitation, principles of effective control, Major techniques of control - Ratio analysis (ROI), budgetary control, PERT, and CPM.

**Suggested Readings:**

1. Gilbert: Principles of Management, McGraw Hill.
2. Koontz & Heinz Weihrich: Essential of Management, McGraw Hill.
3. Robbins, S. P. Decenzo, D.A., Bhattacharya, S. and Agrawal, M.M., *Fundamentals of Management: Essentials, Concepts and Applications*, Pearson Education.
4. Singh, B.P. and Singh, A.K., *Essentials of Management*, Excel Books.
5. Chhabra, T.N., *Essentials of Management*, Sun India.
6. Richard L. Daft: Principles of Management, Cengage Learning India.

## **CC-2: Computer Application in Business**

**Credits 06**

**C2T: Computer Application in Business**

### **Course Contents:**

#### **Unit I**

Introduction to word Processing, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Auto text; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge: including linking with Database.

#### **Unit II**

Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, images. Texts, symbols, Media; Design; Transition; Animation; and slideshow.

#### **Unit III**

Spreadsheet concept, creating a workbook, Saving a work book, Editing a workbook, inserting, deleting work sheets, Entering data in a cell, Formula Copying, Moving Data from selected cell, Handling operators in formula, Rearranging worksheet, project involving multiple spreadsheets, Organizing charts and graphs, Printing worksheet. Generally used spreadsheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and Reference, Text functions. Creating spreadsheet in the area of: Loan and Lease statement; Ratio Analysis; Payroll statements; Capital Budgeting; Depreciation Accounting; Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression

#### **Unit IV**

Computerised Accounting Systems: Computerized Accounts by using any popular accounting software: Creating a Company; Configure and Features settings; Creating Accounting Ledgers and Groups; Creating Stock Items and Groups; Vouchers Entry; Generating Reports - Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement Selecting and shutting a Company; Backup and Restore data of a Company

#### **Unit V**

Creating Data tables, editing a Database using Forms, Performing Queries, Generating Reports. Creating DBMS in the areas of Accounting, Employees, Supplies and Customer

### **Suggested Reading:**

1. Goel, Computer Fundamentals, Pearson
2. ITL-ESL, Introduction to Computer Science, Pearson
3. Aksoy, Information Technology in Theory, Cengage

## **Generic Elective (GE) [ For B Com (Hons) in Marketing Management]**

### **GE-1: Business Ethics and Corporate Social Responsibility      Credits 06**

#### **GE1T: Business Ethics and Corporate Social Responsibility**

##### **Unit I**

Definition & nature - Ethical behaviour in business - Causes of unethical behaviour - Ethical abuses - Code of ethics - Profitability and ethics - Contemporary ethical challenges in business.

##### **Unit-2**

Ethics analysis [Hosmer model]; Steps / considerations in resolving ethical dilemma; Ethics in practice - professional ethics for functional managers; ethics as a strategic response in business; Values and vision in the strategic management process.

##### **Unit 3**

Qualities of Ethical Leadership: Approaches to Ethical Thinking – teleological -deontological - virtue-based and holistic - ethical dilemma - Dilemma resolution process.

##### **Unit-IV**

Corporate social responsibility: Meaning, Evolution of corporate social responsibility, common indicators for measuring business social performance, reporting social responsibility measures in annual report.

##### **Unit V:**

Corporate Social Responsibility- Meaning of CSR, CSR and CR, Strategic planning and Corporate Social Responsibility; Corporate Philanthropy, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, Environmental aspect of CSR, CSR Provision under the Companies Act 2013, CSR Committees.

#### **Suggested Readings:**

1. Manuel G Velasquez : Business ethics- concepts and cases Pearson.
2. Luthans Hodgetts and Thompson: Social issues in business, Macmillan USA
3. A.C. Fernando: Business Ethics Pearson Education.
4. Kevin Gibson: Ethics and Business, An Introduction, Cambridge Applied Ethics Cambridge University Press
5. Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India.

## OR

### GE-1: Basic Econometrics in Business

Credits 06

**GE1T:** Basic Econometrics in Business

#### Course Contents:

##### **Unit I**

Introduction to Econometrics; Basics of Probability; Classical Two Variable Linear Regression Model: Types of Data : Time Series, Cross Section and Panel Data. Concept of Population Regression Function (PRF) and Sample Regression Function (SRF). Estimation of the SRF using Ordinary Least Square (OLS).

##### **Unit II**

Analysis of variance and R squared, Adjusted R square. Understanding the residuals/error term. Assumptions of the model. Expectation and standard errors of the regression coefficients and the error term. Gauss Markov Theorem. Confidence intervals and tests on population regression coefficients, variance of population disturbance term, and forecasts.

##### **Unit III**

Multiple Regression Model: The three variable case. Derivation of the coefficients Correlation. Additional assumptions. F and t tests for structural stability, contribution and justification of an explanatory variable.

##### **Unit IV**

Dummy variables Intercept dummy variables, slope dummy variables, Interactive dummy variables. Dummies for testing the presence of seasonal trends. Use of dummies in fixed and random effects.

##### **Unit V**

Relaxing the Assumptions of the Classical Linear Model: Multicollinearity: Heteroscedasticity: Autocorrelation: Tests for detection. Specification Errors: Omission of a variable, Inclusion of irrelevant variable, tests for detecting errors, errors in explanatory and dependent variable.

#### Suggested Readings:

1. Christopher Dougherty (2007). *Introductory Econometrics* (3rd ed.). Oxford University Press.
2. Gujarati, Damodar and Sangeetha (1995). *Basic Econometrics* (4th ed.): McGraw Hill.
3. Jack Johnston and John DiNardo, Econometric Methods
4. Pindyck, Robert S. and Daniel L. Rubinfeld (1997) *Econometric Models and Economic Forecasts*. (3rd ed.). Singapore: McGraw Hill.
5. Ramanathan, Ramu (2002). *Introductory Econometrics with Applications* (5th ed.). Thomson South Western