



**NIRMALA MEMORIAL FOUNDATION COLLEGE OF
COMMERCE AND SCIENCE (AUTONOMOUS)**

NAAC Reaccredited 'B++' Grade



Affiliated to the

UNIVERSITY OF MUMBAI

Program: Bachelor of Commerce (Management Studies)

A-U.G. Certificate in B. Com. (Management Studies) 2025-26

B- U.G. Diploma in B. Com. (Management Studies) 2026-27

C-Degree-Bachelor of Commerce (Management Studies)2027-28

D-Bachelor of Commerce (Management Studies) (Hons.) 2028-29

**E- Bachelor of Commerce (Management Studies) (Hons. With
Research) 2027-28**

S.Y.B. Com (Management Studies)

Semester III and IV

Choice Based Credit System (CBCS) with effect

from the Academic year 2025-2026

Academic Council No:

Agenda No:

Preamble

Introduction

Management is not only essential in all domains, but it is also a common technique used by governments and corporations. The most important aspects of daily living are all managerial components, from budgeting to reporting, from planning to managing. The students must thus be knowledgeable about every facet, from developing artificial intelligence to rural development. The development of India, one of the world's five most powerful economies, would be clear to them. It is anticipated that the students would get knowledge of these managerial aspects and understand how to build our economy and management for the next generation.

Aims and Objectives

- To introduce the students to the foundations of idea testing in management studies.
- To introduce the students to the areas of specialty in management studies using a learner-centric approach.
- To provide students the tools they need to comprehend the global views of economic management through a bottom-up strategy.
- To increase students' employability by investigating the several facets of management courses.

Program Outcome

PO1: Foundational Management Knowledge

Demonstrate a comprehensive understanding of principles and practices in marketing, finance, human resources, operations, and general management.

PO2: Problem Solving and Decision-Making

Apply analytical tools and critical thinking to identify, evaluate, and solve business problems.

PO3: Communication and Interpersonal Skills

Communicate effectively in business contexts using verbal, non-verbal, and digital platforms; collaborate efficiently in teams.

PO4: Ethical and Sustainable Practices

Recognize and apply ethical standards, corporate governance, and sustainability principles in business decisions.

PO5: Digital Literacy and Technological Application

Use modern digital tools and information technologies relevant to business functions and decision-making.

PO6: Entrepreneurial and Leadership Abilities

Exhibit innovation, initiative, and leadership to manage and develop business ventures or contribute to organizational growth.

PO7: Lifelong Learning and Industry Readiness

Engage in continuous learning to adapt to changing business environments and emerging industry trends.

Program Specific Outcome**PSO1: Marketing Competence**

Develop marketing strategies using consumer insights, digital tools, and branding techniques to drive customer engagement and market competitiveness.

PSO2: Financial Proficiency

Analyze and interpret financial data, manage budgets and investments, and apply financial regulations to ensure organizational financial health.

PSO3: HRM Expertise

Plan and execute effective HR strategies related to recruitment, performance management, talent development, and employee engagement.

PSO4: Integrated Business Understanding

Synthesize concepts from marketing, finance, and HR to formulate holistic business strategies.

PSO5: Applied Technology and Innovation

Utilize software and data analytics for marketing automation, financial forecasting, and human resource planning.

Courses Offered in SYB.Com (M S) Semester III and IV under NEP 2020

Major – Marketing Minor – Operations Management

		Semester- III		Semester- IV	
Verticals		Subject	Credits	Subject	Credits
Vertical 1	Major Subjects	Introduction to Marketing Management	4	Service Marketing	4
		Marketing Research	4	Retail Marketing	4
Vertical 2 (ANY ONE BASED ON MAJOR)	Minor Subject	Operations Management - II Production and Total Quality Management	4	Operations Management- III Inventory Management	4
Vertical 3	Open Elective	Ethics and Etiquettes in Digital Technology	2	Business Economics	2
Vertical 4 (ANY ONE BASED ON MAJOR)	VSC/SEC	Consumer Behaviour (VSC)	2	Creativity in Advertising - Concepts to Campaign (SEC)	2
Vertical 5	AEC	Hindi Bhasha Vyaavahaarik-Prayog हिंदी-भाषा-व्यावहारिक-प्रयोग	2	Professional Communication Skills II	2
Vertical 6	CC	Co-Curricular	2	Co-Curricular	2
	FP/CEP	Field Project	2	Community Engagement Project	2
		Total credits	22		22

**NIRMALA MEMORIAL FOUNDATION COLLEGE OF
COMMERCE**

Program: B.Com (Management Studies)				Semester: III	
Course: Introduction to Marketing Management				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA)(Marks - 20)	Semester End Examinations (SEE) (Marks- 60 in Question Paper)
4	-	-	4	40	60

Learning Objectives:

1. Understand the foundational concepts of marketing, including definitions, orientations, and key differences between marketing and selling.
2. Analyze the components of the marketing mix (4Ps and 4Cs) and their application in product development, pricing, distribution, and promotional strategies.
3. Explore the role of marketing environment and consumer behavior, and apply marketing research methods and MIS to decision-making.
4. Apply the principles of segmentation, targeting, and positioning (STP), and evaluate the impact of emerging trends such as digital and relationship marketing.

Course Outcomes:

After completion of the course, learners would be able to:

CO1: Describe the core concepts, scope, and orientations of marketing, and distinguish marketing from selling in both theoretical and functional contexts.

CO2: Apply the marketing mix effectively in designing product, pricing, place, and promotion strategies to meet customer needs.

CO3: Analyze marketing environments (micro and macro), conduct basic marketing research, and interpret consumer behavior insights.

CO4: Develop effective segmentation, targeting, and positioning strategies, and integrate contemporary marketing trends like digital and relationship marketing into business practices.

Pedagogy: Lectures, Class Discussions, Debate, Case Studies, Video Presentations, Role Play, Simulation, Gamifications, Brainstorming through case studies, Panel discussions, Class Activities, Questionnaire based activities

Outline of Syllabus:

Module	Description	No of Hours
1	Introduction to Marketing and Marketing Management	15
2	Marketing Mix	15
3	Marketing Environment, Research and Consumer Behaviour	15
4	Segmentation, Targeting and Positioning and Trends In Marketing	15
Total		60

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Unit	Topic	No. of Hours/Credits
Module 1 Introduction to Marketing and Marketing Management	<ul style="list-style-type: none"> ● Introduction to Marketing and Marketing Management : Definition, features, advantages and scope. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function ● Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. ● Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing 	15
Module 2 Marketing Mix	<ul style="list-style-type: none"> ● Marketing mix: Meaning –elements of Marketing Mix. ● Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product. Branding –Packing and packaging – role and importance ● Pricing – objectives- factors influencing pricing policy and Pricing strategy. ● Physical distribution – meaning – factor affecting channel selection- types of marketing channels ● Promotion – meaning and significance of promotion. Promotion tools (brief) 	15
Module 3 Marketing Environment, Research and Consumer Behavior	<ul style="list-style-type: none"> ● The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. ● Macro environment: Political Factors; Economic Factors; Socio Cultural Factors , Technological Factors (PEST Analysis) ● Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research ● MIS: Meaning, features and Importance ● Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour 	15
Module 4 Segmentation, Targeting, Positioning and Recent Trends	<ul style="list-style-type: none"> ● Segmentation – meaning, importance, basis ● Targeting – meaning , types ● Positioning – meaning – strategies ● New trends in marketing – E-marketing , Internet marketing and marketing using Social network ● Social marketing/ Relationship marketing 	15

References

Reference Books

- Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
- Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
- Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
- McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.
- Pillai R S, Bagavathi, Modern Marketing
- Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson Education.

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- Perreault, W. D., & McCarthy, E. J. (2017). Basic marketing: A global managerial approach (19th ed.). McGraw-Hill Education.
- Schiffman, L. G., & Kanuk, L. L. (2010). Consumer Behavior (10th ed.). Pearson Education.
- Armstrong, G., & Kotler, P. (2017). Marketing: An introduction (13th ed.). Pearson Education.
- Chernev, A. (2018). Strategic marketing management (9th ed.). Cerebellum Press.
- Lehmann, D. R., & Winer, R. S. (2008). Analysis for marketing planning (7th ed.). McGraw-Hill Education.
- Kotler, P., & Armstrong, G. (2018). Principles of marketing (17th ed.). Pearson Education

Mapping- Course outcome with Programme Specific Outcome and Programme Outcome

PO/ PSO	PO1 (Foundational Management Knowledge)	PO2 (Problem Solving and Decision-Making)	PO3 (Communication and Interpersonal Skills)	PO4 (Ethical and Sustainable Practices)	PO5 (Digital Literacy and Technological Applications)	PO6 (Entrepreneurial and Leadership Abilities)	PO7 (Lifelong Learning and Industry Readiness)	PSO1 (Marketing Competence)	PSO2 (Financial Proficiencies)	PSO3 (HRM Expertise)	PSO4 (Integrated Business Understanding)	PSO5 (Applied Technology and Innovation)
CO1	3	2	1	2	1	1	2	3	1	1	3	1
CO2	3	3	2	2	3	2	2	3	2	1	3	3
CO3	3	3	1	2	3	1	2	2	2	1	3	3
CO4	3	2	2	2	3	2	3	3	1	1	3	3

Key for Mapping

0 - No correlation 2 - Moderate correlation
 1 - Weak correlation 3 - Strong correlation

**NIRMALA MEMORIAL FOUNDATION COLLEGE OF
COMMERCE**

Program: B.Com (Management Studies)				Semester: III	
Course: Marketing Research				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA)(Marks - 40)	Semester End Examinations (SEE) (Marks- 60 in Question Paper)
4	-	-	4	40	60

Learning Objectives:

1. To establish a comprehensive understanding of the conceptual foundations and strategic importance of marketing research
2. To analyze the practical application of marketing research methodologies across diverse marketing domains, including consumer behaviour, advertising effectiveness.
3. To develop proficiency in the application of measurement scales and sampling techniques within the context of marketing research design.
4. To critically evaluate data collection and analysis procedures, and to report writing for actionable business insights.

Course Outcomes:

After studying this course students will be in position to :

CO1: Define and critically analyze the marketing research process, including its ethical implications.

CO2: Evaluate and compare different consumer research and advertising research methodologies.

CO3: Demonstrate proficiency in selecting sampling techniques, including determining optimal sample sizes.

CO4: Synthesize and interpret data collected through various marketing research methods, utilize appropriate data analysis tools.

Pedagogy : Lectures, PowerPoint Presentations, Case Studies, Articles and Book Reviews, Class Discussions, Simulations, Role Plays and Screening of Audio Visual Content

Outline of Syllabus

Outline of Syllabus:

Module	Description	No of Hours
1	Basics of Marketing Research	15
2	Application of Marketing Research	15
3	Sampling in Marketing Research	15
4	Data Collection, Data Analysis & Report Writing	15
Total		60

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Unit	Topic	No. of Hours/Credits
Module 1 Basics of Marketing Research	<ul style="list-style-type: none"> ● Marketing Research- Meaning & Definition, features, need and functions of marketing research ● Process of Marketing Research, Significance of Marketing Research in Marketing decision making, Limitations of marketing research ● Ethical Issues in Marketing Research, Career options in Marketing Research, Types of marketing research ● Essentials of a good Marketing Research – Qualities of marketing research professional, International Marketing Research. 	15
Module 2 Application of Marketing Research	<ul style="list-style-type: none"> ● Consumer Research - Meaning & Scope, Need, Functions. Product Research - Meaning & Scope, Importance. ● Advertising Research – importance and scope - Media Research - Functions of Media Research. ● Marketing Research Proposal – Meaning and Elements - Design & Implementation of Marketing Research Proposal ● Marketing Research Design – Meaning - Importance, Types of Research Design, Criteria of a good Research Design. 	15
Module 3 Sampling in Marketing Research	<ul style="list-style-type: none"> ● Sampling, Measurement, Scaling Process in Marketing Research– Sampling Design and Procedure ● Sampling Methods — Probabilistic sampling Techniques - Non-probabilistic sampling Techniques - Sample Size determination - Sampling Errors. 	15
Module 4 Data Collection, Data Analysis & Report Writing	<ul style="list-style-type: none"> ● Data Collection- Online data collection - Collection of Secondary Data – Collection of Primary Data Methods - Field Operations - Errors and Difficulties in Data Processing. ● Coding and Editing, integrating technology in data collection, importance of online surveys, hand held devices, text messages, social networking methods ● Data Analysis & Report writing- -Hypothesis Testing, Meaning of Marketing Research Report, Chi-square test, F-test, T-test ● Marketing Research Report-Concept, types, contents, essentials, use of visual aids in research report, Proforma / Format of a Market Research Report. 	15

Reference Books :

- Essentials of Marketing Research By S.A.Chunawala – Himalaya Publishing House.
- Marketing Research By B.S.Goel - Pragati Prakashan, Meerut (UP)
- Marketing Management by Kotler, Keller, Koshy, Jha, (13th Edition Pearson.)
- Naresh K Malhotra, Satyabhushan Dash, (2009). Marketing Research- An Applied Orientation, 5/e, Pearson Education, New Delhi.
- Donald S. Tull, Del I. Hawkins, (2009). Marketing research –Measurement & Method, PHI Private Limited, NewDelhi.
- Donald R. Cooper, Pamela S Schindler, (2007). Marketing Research-Concepts and Cases. Tata McGraw-Hill Publishing Company Limited, NewDelhi.
- Hair, Bush, Ortinau, (2006). Marketing Research, 3/e, Tata McGraw-Hill Publishing Company Limited, New Delhi.
- Nigel Bradley, (2007). Marketing research –Tools and Techniques. Oxford University

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Press, New Delhi

Mapping- Course outcome with Programme Specific Outcome and Programme Outcome

PO/ PSO	PO1 (Foundational Management Knowledge)	PO2 (Problem Solving and Decision-Making)	PO3 (Communication and Interpersonal Skills)	PO4 (Ethical and Sustainable Practices)	PO5 (Digital Literacy and Technological Applications)	PO6 (Entrepreneurial and Leadership Abilities)	PO7 (Lifelong Learning and Industry Readiness)	PSO1 (Marketing Competence)	PSO2 (Financial Proficiencies)	PSO3 (HRM Expertise)	PSO4 (Integrated Business Understanding)	PSO5 (Applied Technology and Innovation)
CO1	3	2	0	3	1	0	1	3	0	0	2	1
CO2	3	3	0	1	2	0	2	3	0	0	2	1
CO3	1	3	0	0	3	0	1	2	0	0	1	3
CO4	2	3	0	0	3	0	3	3	0	0	3	3

Key for Mapping

0 - No correlation 2 - Moderate correlation

1 - Weak correlation 3 - Strong correlation

**NIRMALA MEMORIAL FOUNDATION COLLEGE OF
COMMERCE**

Program: B.Com (Management Studies)				Semester: III	
Course: Operations Management - II Production and Total Quality Management				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA)(Marks - 40)	Semester End Examinations (SEE) (Marks- 60 in Question Paper)
4	-	-	4	40	60
Learning Objectives:					
<ol style="list-style-type: none"> 1. To describe key functions of production and materials management, including layout, scheduling, and inventory control. 2. To explain concepts of productivity and TQM, and identify methods to enhance organizational effectiveness. 3. To use models like EOQ, ABC analysis, and JIT for effective materials planning and inventory management. 4. To apply quality improvement tools such as PDCA, Pareto charts, and cause-effect diagrams in real-world cases. 5. To compare and interpret major quality standards and certifications such as ISO 9001, Six Sigma, and Kaizen. 6. To analyze case studies to evaluate the impact of operational and quality strategies on business performance. 					
Course Outcomes:					
After studying this course students will be in position to :					
CO1: Explain the principles of production and materials management and their role in operational efficiency.					
CO2 : Apply productivity improvement tools and Total Quality Management (TQM) principles in business processes.					
CO3 : Evaluate and implement quality improvement strategies and global quality certifications in organizations.					
CO4 : Use analytical tools to optimize production, inventory, and quality management systems.					
Pedagogy : Lectures, PowerPoint Presentations, Case Studies, Articles and Book Reviews, Class Discussions, Simulations, Role Plays and Screening of Audio Visual Content					
Outline of Syllabus:					
Module	Description				No of Hours
1	Production Management				15
2	Materials Management				15
3	Basics Of Productivity & TQM				15
4	Quality Improvement Strategies & Certifications				15
Total					60

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Unit	Topic	No. of Hours/Credits
Module 1 Production Management	<p>Production Management</p> <ul style="list-style-type: none"> • Objectives, Components–Manufacturing systems: Intermittent and Continuous Production Systems. • Product Development, Classification and Product Design. • Plant location & Plant layout– Objectives, Principles of good product layout, types of layout. • Importance of purchase management. 	15
Module 2 Materials Management	<ul style="list-style-type: none"> • Materials Management Concept, Objectives and importance of materials management • Types of Material Handling Systems Manual handling Mechanized systems (e.g., forklifts, conveyors) Automated systems (AGVs, robotics) • Material Handling Equipment Conveyors: belt, roller, screw Cranes and hoists Industrial trucks: pallet jacks, stackers, forklifts Storage equipment: racks, bins, carousels 	15
Module 3 Basics of Productivity and TQM	<ul style="list-style-type: none"> • Basics of Productivity & TQM: Concepts of Productivity, modes of calculating productivity. Importance Of Quality Management, factors affecting quality; TQM– concept and importance, Cost of Quality, Philosophies and Approaches To Quality: Edward Deming, J. Juran , Kaizen , P. Crosby’s philosophy. • Product & Service Quality Dimensions, SERVQUAL Characteristics of Quality, Quality Assurance, Quality Circle: Objectives Of Quality Circles, Ishikawa Fish Bone, Applications in Organizations. Simple numerical on productivity 	15
Module 4 Quality Improvement Strategies & Certifications	<ul style="list-style-type: none"> • Quality Improvement Strategies & Certifications: Lean Thinking, Kepner Tregor Methodology of problem solving, Sigma features, Enablers, Goals, DMAIC/DMADV. ISO 9000, ISO 1400, QS9000. Malcolm Baldrige National Quality Award(MBNQA), Deming’s Application Prize. 	15

Reference Books :

- Production and Operations Management: R. Paneerselvam
- Production (Operations) Management: L.C. Jhamb
- K. Ashwathappa and K. Shridhar Bhatt ; Production and Operations management
- Productivity Management: Concepts and Techniques, Sawhney S.C., Tata McGraw Hill
- Srinivas Gondhalekar and Uday Salunkhe, “Productivity Techniques”, Himalaya
- Publishing House

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- Gerard Leone and Richard D. Rahn, “Productivity Techniques”, Jaico Book House
- John S. Oakland, “TQM: Text with Cases”, Butterworth-Heinemann
- David J. Sumanth, “Total Productivity Management (TPmgt): A systematic and quantitative approach to compete in quality, price and time”, St. Lucie Press

Mapping- Course outcome with Programme Specific Outcome and Programme Outcome

PO/ PSO	PO1 (Foundational Management Knowledge)	PO2 (Problem Solving and Decision-Making)	PO3 (Communication and Interpersonal Skills)	PO4 (Ethical and Sustainable Practices)	PO5 (Digital Literacy and Technological Applications)	PO6 (Entrepreneurial and Leadership Abilities)	PO7 (Lifelong Learning and Industry Readiness)	PSO1 (Marketing Competence)	PSO2 (Financial Proficiencies)	PSO3 (HRM Expertise)	PSO4 (Integrated Business Understanding)	PSO5 (Applied Technology and Innovation)
CO1	3	2	0	1	2	1	2	2	2	1	3	2
CO2	2	3	1	3	2	2	2	3	1	2	3	2
CO3	2	2	1	3	1	2	2	2	2	2	2	1
CO4	2	3	0	1	3	1	3	2	3	2	3	3

Key for Mapping

0 - No correlation 2 - Moderate correlation
1 - Weak correlation 3 - Strong correlation

**NIRMALA MEMORIAL FOUNDATION COLLEGE OF
COMMERCE**

Program: B.Com (Management Studies)				Semester: III	
Course: Ethics and Etiquettes in Digital Technology				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA)(Marks - 40)	Semester End Examinations (SEE) (Marks- 60 in Question Paper)
2	-	-	2	20	30
Learning Objectives:					
<ol style="list-style-type: none"> 1. To introduce the principles of digital technology ethics and responsible digital citizenship. 2. To impart netiquettes and its practice across various online communication platforms. 3. To understand ethical considerations for responsible social media use. 4. To understand best practices for handling data and ensuring research integrity. 5. To understand intellectual property rights, copyright issues, and open source licensing. 6. To impart knowledge of Cyber Security, ethical practices, and legal considerations. 					
Course Outcomes:					
After studying this course students will be in position to :					
CO1: Explain the significance of digital ethics, privacy issues, and ethical decision-making in technology.					
CO2: Apply appropriate netiquette across different digital communication settings.					
CO3: Apply ethical practices for responsible social media use and professional online presence.					
CO4: Apply responsible practices in research and information sharing, including maintaining data privacy and ethical use of AI.					
CO5: Explain key concepts of intellectual property, copyright laws, and open source ethics.					
CO6: Explain fundamentals of Cyber Security practices, ethical hacking, responding and reporting incidents.					
Pedagogy : Lectures, PowerPoint Presentations, Case Studies, Class Discussions, Screening of Audio Visual Content					
Outline of Syllabus:					
Module	Description				No of Hours
1	Introduction to Digital Technology Ethics				3
2	Netiquettes and Online Communication				5
3	Social Media Ethics				6
4	Responsible Research and Information Sharing				6
5	Intellectual Property and Copyright				6
6	Cyber Security				4
Total					30

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Unit	Topic	No. of Hours/Credits
Module 1 Introduction to Digital Technology Ethics	Understanding digital ethics; Responsible digital citizenship; Unintended consequences of technology; Privacy challenges in digital realm; GDPR and other privacy regulations; Sustainability analysis and ethical decision-making in technology development; Case studies in digital ethics. Self-learning: Cross-cultural perspectives on digital ethics.	
Module 2 Netiquettes and Online Communication	Understanding netiquette and its importance in online communication, Netiquette in different online platforms: email etiquette, blog-specific netiquette, online discussion forums netiquette, educational and professional netiquette in online learning environments and virtual classrooms, virtual meetings and video conferencing netiquettes. Self-learning: Netiquettes for gaming communities.	
Module 3 Social Media Ethics	Responsible use of social media platforms; Building a positive and professional digital footprint; Addressing misinformation, fake news, and Deepfake; Ethical considerations in social media marketing; Balancing personal and professional online presence. Self-learning: Handling Cyberbullying.	
Module 4 Responsible Research and Information Sharing	Data privacy and protection: Collection, storage, and sharing of personal and sensitive data for research, informed consent, protecting participant privacy, and data anonymization; Open access; Digital plagiarism; Plagiarism-check tools; Ensuring reliability of digital information; Responsible use of Artificial Intelligence in research. Self-learning: Ethical challenges in handling big data	
Module 5 Intellectual Property and Copyright	Intellectual property rights in the digital age, Copyright infringement and fair use, Open source software and its ethical implications, Creative Commons licenses. Self-learning: Digital Rights Management (DRM).	

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Module 6	Understanding Cyber Security and its ethical implications; Security for personal devices;	
Cyber Security	Password practices, 2FA, and MFA; Software updates; Ethical hacking; Incident response and reporting; Case studies on cyber-attacks in real-world scenarios.	
	Self-learning: Cyber Laws	

References:

- C. Brooks, C. Grow, P. Craig, and D. Short, Cybersecurity Essentials, Sybex, 2018.
- C. Tolbert, K. Mossberger, R. McNeal, Digital Citizenship: The Internet, Society, and Participation, MIT Press, 2007.
- K. Furgang, Netiquette: A Student's Guide to Digital Etiquette, Rosen Central, 2011.
- E. Thompson, The Digital Citizen: Navigating Online Ethics and Etiquette in a Connected World, IngramSpark, 2023.

Program: B.Com (Management Studies)				Semester: III	
Course: Consumer Behaviour (VSC)				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA)(Marks - 20)	Semester End Examinations (SEE) (Marks- 30 in Question Paper)
2	-	-	2	20	30
Learning Objectives:					
<p>1. The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms</p> <p>2. This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour. Students are expected to develop the skill of understanding and analysing consumer information and using it to create consumer- oriented marketing strategies.</p>					
Course Outcomes:					
After studying this course students will be in position to :					
<p>CO 1 Explain the meaning, scope, and relevance of consumer behaviour in diverse market contexts.</p> <p>CO2 Analyze psychological, social, and cultural factors affecting consumer decision-making.</p> <p>CO3 Apply consumer behaviour models and frameworks to understand buyer behaviour in various contexts.</p> <p>CO4 Evaluate the role of consumer insights in developing marketing strategies for traditional and digital buyers.</p>					
Pedagogy : Lectures, PowerPoint Presentations, Case Studies, Articles and Book Reviews, Class Discussions, Simulations, Role Plays and Screening of Audio Visual Content					
Outline of Syllabus:					
Module	Description				No of Hours

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1	Introduction to Consumer Behaviour	15
2	Consumer decision making models and New Trends	15
Total		30

Unit	Topic	No. of Hours/Credits
Module 1 Introduction To Consumer Behaviour	<ul style="list-style-type: none"> • Meaning of Consumer Behaviour, Features and Importance • Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types of Consumer Behaviour • Consumer Involvement • Application of Consumer Behaviour knowledge in Marketing • Consumer Decision Making Process and Determinants of Buyer Behaviour, factors affecting each stage, and Need recognition. • Environmental influences on Consumer Behaviour - Cultural influences - Hofstede's Cultural Dimensions and Marketing Implications - Social class - Reference groups 	15
Module 2 Consumer decision making models and New Trends	<ul style="list-style-type: none"> • Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making • Diffusion of innovations Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles • E-Buying behaviour The E-buyer vis-a vis the Brick and Mortar buyer, Influences on E-buying 	15

Reference Books :

- Schiffman, L.G., Kanuk, L.L., & Kumar, S.R. (2011). Consumer Behaviour. (10th ed.). Pearson.
- Solomon, M.R. (2009). Consumer Behaviour – Buying, Having, and Being. (8th ed.) New Delhi: Pearson .
- Blackwell, R.D., Miniard, P.W., & Engel, J. F. (2009). Consumer Behaviour. New Delhi: Cengage Learning.
- Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A. (2007). Consumer Behaviour – Building Marketing Strategy. (9th ed.). Tata McGraw Hill.
- Loudan, David L and Bitta, A.J. Della Consumer Behaviour
- Kotler, P. & Keller, K. L. (2012). Marketing Management (Global Edition) (14th ed.). Pearson
- Nair, Suja R- Consumer Behaviour in Indian Perspective

Mapping- Course outcome with Programme Specific Outcome and Programme Outcome

PO/ PSO	PO1	PO2	PO3	PO4	PO5 (PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO	(Foundational Management	(Problem Solving and	(Communication and	(Ethical and Sustainable	Digital Literacy and Techno	(Entrepreneurial and	Lifelong Learning and	(Marketing Competence)	(Financial Proficiencies)	(HRM Expertise)	(Integrated Business Underst	Applied Technology and Innovati

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	Knowle dge)	Decisio n- Makin g)	Inter perso nal Skills)	Practic es)	logical Applic ations)	Leader ship Abilitie s)	Indust ry Readin ess				anding)	on)
CO1	3	2	1	2	1	1	2	3	0	0	2	1
CO2	2	3	1	3	2	1	2	3	0	0	2	1
CO 3	2	3	0	2	2	1	3	3	0	0	3	2
CO 4	2	3	2	2	3	2	3	3	1	0	3	3

Key for Mapping

0 - No correlation 2 - Moderate correlation

1 - Weak correlation 3 - Strong correlation

**NIRMALA MEMORIAL FOUNDATION COLLEGE OF
COMMERCE**

SEMESTER

IV

**NIRMALA MEMORIAL FOUNDATION COLLEGE OF
COMMERCE**

Program: B.Com (Management Studies)				Semester: IV	
Course: Service Marketing				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA)(Marks - 40)	Semester End Examinations (SEE) (Marks- 60 in Question Paper)
4	-	-	4	40	60
Learning Objectives:					
<ol style="list-style-type: none"> 1. To understand distinctive features of services and key elements in services marketing. 2. To provide insight into ways to improve service quality and productivity 3. To understand marketing of different services in Indian context 					
Course Outcomes:					
Upon successful completion of this module, learners will be able to:					
CO1: Understand and analyze the unique characteristics of services, the services marketing environment, and the consumer behavior associated with service purchases.					
CO2: Apply the extended marketing mix (7Ps) and service quality models to develop strategies for enhancing service delivery, branding, productivity, and customer satisfaction.					
CO3: Evaluate global trends, ethical issues, and strategic options in services marketing across various industries and international contexts.					
Pedagogy: Lectures, PowerPoint Presentations, Case Studies, Articles and Book Reviews, Class Discussions, Simulations, Role Plays and Screening of Audio Visual Content					
Outline of Syllabus:					
Module	Description				No of Hours
1	Introduction of Services Marketing				15
2	Key Elements of Services Marketing Mix				15
3	Managing Quality Aspects of Services Marketing				15
4	Marketing of Services				15
Total					60

**NIRMALA MEMORIAL FOUNDATION COLLEGE OF
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Unit	Topic	No. of Hours/Credits
Module 1 Introduction of Services Marketing	<ul style="list-style-type: none"> • Services Marketing Concept, Distinctive Characteristics of Services, Services Marketing Triangle, Purchase Process for Services, Marketing Challenges of Services • Role of Services in Modern Economy, Services Marketing Environment • Goods vs Services Marketing, Goods Services Continuum • Consumer Behaviour, Positioning a Service in the Market Place • Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty • Type of Contact: High Contact Services and Low Contact Services • Sensitivity to Customers' Reluctance to Change 	15
Module 2 Key Elements of Services Marketing Mix	<ul style="list-style-type: none"> • The Service Product, Pricing Mix, Promotion & Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service Mapping-Flowcharting • Branding of Services – Problems and Solutions • Options for Service Delivery 	15
Module 3 Managing Quality Aspects of Services Marketing	<ul style="list-style-type: none"> • Improving Service Quality and Productivity • Service Quality – GAP Model, Benchmarking, Measuring Service Quality -Zone of Tolerance and Improving Service Quality • The SERVQUAL Model • Defining Productivity – Improving Productivity • Demand and Capacity Alignment 	15
Module 4 Marketing of Services	<ul style="list-style-type: none"> • International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing • Factors Favouring Transnational Strategy • Elements of Transnational Strategy • Recent Trends in Marketing Of Services in: Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry • Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector 	15

References:

- Valarie A. Zeuhaml & Mary Jo Bitner, Service Marketing, Tata McgrawHill, 6th Edition
- Christopher Lovelock, JochenWirtz, Jayanta Chatterjee, Service Marketing People, Technology, Strategy – A South Asian Perspective, Pearson Education, 7th Edition
- Ramneek Kapoor, Justin Paul & Biplab Halder, Services Marketing-Concepts And Practices, Mcgraw Hill, 2011
- Harsh V. Verma, Services Marketing Text & Cases, Pearson Education, 2nd Edition
- K. Ram Mohan Rao, Services Marketing, Pearson Education, 2nd Edition, 2011
- C. Bhattacharjee, Service Sector Management, Jaico Publishing House, Mumbai, 2008
- Govind Apte, Services Marketing, Oxford Press, 2004

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Mapping- Course outcome with Programme Specific Outcome and Programme Outcome

PO/ PSO	PO1 (Foundational Management Knowledge)	PO2 (Problem Solving and Decision-Making)	PO3 (Communication and Interpersonal Skills)	PO4 (Ethical and Sustainable Practices)	PO5 (Digital Literacy and Technological Applications)	PO6 (Entrepreneurial and Leadership Abilities)	PO7 (Lifelong Learning and Industry Readiness)	PSO1 (Marketing Competence)	PSO2 (Financial Proficiencies)	PSO3 (HRM Expertise)	PSO4 (Integrated Business Understanding)	PSO5 (Applied Technology and Innovation)
CO1	3	2	1	2	2	1	2	3	1	1	2	2
CO2	3	3	2	2	3	2	3	3	2	1	3	3
CO3	2	2	1	3	2	2	3	2	1	1	3	2

Key for Mapping

0 - No correlation 2 - Moderate correlation

1 - Weak correlation 3 - Strong correlation

**NIRMALA MEMORIAL FOUNDATION COLLEGE OF
COMMERCE**

Program: B.Com (Management Studies)				Semester: IV	
Course: Retail Management				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA)(Marks - 40)	Semester End Examinations (SEE) (Marks- 60 in Question Paper)
4	-	-	4	40	60
Learning Objectives:					
<ol style="list-style-type: none"> 1. To familiarize the students with retail management concepts and operations 2. To provide understanding of retail management and types of retailers 3. To develop an understanding of retail management terminology including merchandize management, store management and retail strategy. 4. To acquaint the students with legal and ethical aspects of retail management 5. To create awareness about emerging trends in retail management 					
Course Outcomes:					
Upon successful completion of this module, learners will be able to:					
CO 1 Explain the structure, functions, and significance of retail management in the modern business environment.					
CO2 Analyze retail consumer behavior and formulate retail strategies to improve customer engagement.					
CO3 Apply principles of merchandise planning and pricing to enhance retail performance and profitability.					
CO4 Evaluate strategies for managing and sustaining retail businesses in dynamic and competitive markets.					
Pedagogy: Lectures, PowerPoint Presentations, Case Studies, Articles and Book Reviews, Class Discussions, Simulations, Role Plays and Screening of Audio Visual Content					
Outline of Syllabus:					
Module	Description				No of Hours
1	Retail Management- An overview				15
2	Retail Consumer and Retail Strategy				15
3	Merchandise Management and Pricing				15
4	Managing and Sustaining Retail				15
Total					60

**NIRMALA MEMORIAL FOUNDATION COLLEGE OF
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Unit	Topic	No. of Hours/Credits
<p style="text-align: center;">Module 1 Retail Management- An overview</p>	<ul style="list-style-type: none"> • Retail Management: Introduction and Meaning, Significance, Factors Influencing Retail Management, Scope of Retail Management • Retail Formats: Concept of Organized Retailing: Factors Responsible for the Growth of Organized Retail in India, Multichannel Retailing: Meaning and Types, E-tailing: Meaning, Advantages and Limitations • Emerging Trends in Retailing Impact of Globalization on Retailing I.T in Retail: Importance, Advantages and Limitations, Applications of I.T. in Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels FDI in Retailing: Meaning, Need for FDI in Indian Retail Scenario Franchising: Meaning, Types, Advantages and Limitations, Franchising in India Green Retailing Airport Retailing 	<p>15</p>
<p style="text-align: center;">Module 2 Retail Consumer and Retail Strategy</p>	<ul style="list-style-type: none"> • Retail Consumer/Shopper: Meaning of Retail Shopper, Factors Influencing Retail Shoppers, Changing Profile of Retail Shoppers, Market Research as a Tool for Understanding Retail Markets and Shoppers • CRM in Retail: Meaning, Objectives Customer Retention Approaches: Frequent Shopper Programme, Special Customer Services, Personalization, Community • Retail Strategy: Meaning, Steps in Developing Retail Strategy, Retail Value Chain • Store Location Selection: • Meaning, Types of Retail Locations, Factors Influencing Store Location • HRM in Retail: Meaning, Significance, Functions Organization Structure in Retail: Meaning, Factors Influencing Designing Organization Structure, Organization Structure for Small Stores/Single Stores/Independent Retailers and Retail Store Chain/Department Store 	<p>15</p>

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<p style="text-align: center;">Module 3 Merchandise Management and Pricing</p>	<ul style="list-style-type: none"> • Merchandise Management Concept, Types of Merchandise, Principles of Merchandising, Merchandise Planning- Meaning and Process, Merchandise Category – Meaning, Importance, Components, Role of Category Captain, Merchandise Procurement/Sourcing- Meaning, Process, Sources for Merchandise • Buying Function: Meaning, Buying Cycle, Factors Affecting Buying Functions, Functions of Buying for Different Types of Organizations Young and Rubicam’s Brand Asset Valuator- Independent Store, Retail Chain, Non-store Retailer • Concept of Lifestyle Merchandising • Private Label Meaning, Need and Importance, Private Labels in India • Retail Pricing Meaning, Considerations in Setting Retail Pricing Pricing Strategies: High/ Low Pricing: Meaning, Benefits, Everyday Low Pricing: Meaning, Benefits, Market Skimming, Market Penetration, Leader Pricing, Odd Pricing, Single Pricing, Multiple Pricing, Anchor Pricing , Individualized Variable Pricing/First Degree Price, Self-Selected Variable Pricing/ Second Degree Price Discrimination- Clearance and Promotional Markdowns, Coupons, Price Bundling, Multiple – Unit Pricing. Variable Pricing by Market Segment/ Third Degree Price Discrimination 	<p style="text-align: center;">15</p>
<p style="text-align: center;">Module 4 Managing and Sustaining Retail</p>	<ul style="list-style-type: none"> • Retail Store Operations: Meaning, Responsibilities of Store Manager, The 5 S’s of Retail Operations (Systems, Standards, Stock, Space, Staff) • Store Design and Layout: Store Design- Meaning, Objectives, Principles, Elements of Exterior and Interior Store Design, Store Atmospherics and Aesthetics Store Layout- Meaning, Types: Grid, Racetrack, Free Form Signage and Graphics: Meaning, Significance, Concept of Digital Signage Feature Areas: Meaning, Types: Windows, Entrances, Freestanding Displays, End Caps, Promotional Aisles, Walls, Dressing Rooms, Cash Wraps 	<p style="text-align: center;">15</p>

References:

- Michael Levy & Barton A Weitz, “Retailing Management”, Tata Mc Graw Hill
- Gibson G. Vedamani, “Retail Management- Functional Principles and Practices”, Jaico Publishing House, Mumbai.
- Jim, “Retail Strategies-understanding why we shop”, Jaico Publishing House, Mumbai.
- Dunne Lusch, “Retail Management”, South Western Cengage Learning

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- K.S. Menon, “Store Management”, Macmillan India Ltd.,
- Keith Lincoln, Lars Thomessen & Anthony Aconis, “Retailization -Brand Survival in the Age of Retailer Power”, Kogan Page Ltd.,
- Swapna Pradhan, “Retailing Management–Text and Cases”, 4th Edn, Tata Mc Graw Hill.
- Bajaj, Tulli & Shrivastava, “Retail Management”, Oxford University Press
- Kishore Biyani, “It Happens in India”,& “ The Wall Mart Story”
- Store Manager, Organiser / Planner- DMS Retail
- Dr. RamKishen Y. “International Retail Marketing Strategies”, Jaico Publishing House, Mumbai.

Mapping- Course outcome with Programme Specific Outcome and Programme Outcome

PO/ PSO	PO1 (Foundational Management Knowledge)	PO2 (Problem Solving and Decision-Making)	PO3 (Communication and Interpersonal Skills)	PO4 (Ethical and Sustainable Practices)	PO5 (Digital Literacy and Technological Applications)	PO6 (Entrepreneurial and Leadership Abilities)	PO7 Lifelong Learning and Industry Readiness	PSO1 (Marketing Competence)	PSO2 (Financial Proficiencies)	PSO3 (HRM Expertise)	PSO4 (Integrated Business Understanding)	PSO5 Applied Technology and Innovation)
CO1	3	2	1	2	2	1	2	3	1	1	2	1
CO2	2	3	2	2	2	2	3	3	1	1	2	2
CO3	2	3	1	1	3	2	2	3	2	1	2	3
CO4	2	3	1	2	2	3	3	2	2	1	3	2

Key for Mapping

- 0 - No correlation 2 - Moderate correlation
1 - Weak correlation 3 - Strong correlation

**NIRMALA MEMORIAL FOUNDATION COLLEGE OF
COMMERCE**

Program: B.Com (Management Studies)				Semester: IV	
Course: Operations Management - III Inventory Management				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA)(Marks - 40)	Semester End Examinations (SEE) (Marks- 60 in Question Paper)
4	-	-	4	40	60
Learning Objectives:					
<ol style="list-style-type: none"> 1. Define inventory and explain its types and significance in manufacturing and service sectors. 2. Compare inventory control techniques such as ABC, VED, and FSN. 3. Derive and compute EOQ under basic assumptions. 4. Calculate reorder levels and safety stock using lead time and demand variability. 5. Analyze the trade-offs between holding cost, ordering cost, and stockout cost. 					
Course Outcomes:					
<p>Upon successful completion of this module, learners will be able to:</p> <p>CO1 Understand the fundamentals of inventory management and its role in operational efficiency.</p> <p>CO2 Apply various inventory control techniques to manage stock effectively.</p> <p>CO3 Calculate Economic Order Quantity (EOQ) and analyze its impact on inventory costs.</p> <p>CO4 Evaluate reorder level, lead time, and safety stock concepts for ensuring uninterrupted operations.</p>					
Pedagogy: Lectures, PowerPoint Presentations, Case Studies, Articles and Book Reviews, Class Discussions, Simulations, Role Plays and Screening of Audio Visual Content					
Outline of Syllabus:					
Module	Description				No of Hours
1	Introduction to Inventory Management				15
2	Inventory Control Techniques				15
3	Economic Order Quantity (EOQ)				15
4	Reorder Level, Lead Time, and Safety Stock – Theoretical Overview				15
Total					60

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Unit	Topic	No. of Hours/Credits
<p style="text-align: center;">Module 1</p> <p style="text-align: center;">Introduction to Inventory Management</p>	<p>Inventory Management –</p> <ul style="list-style-type: none"> ● Concept, Definition, Features, Importance ● Understanding the role of inventory in business operations ● Types of Inventory: Raw Materials, Work-in-Progress, Finished Goods, MRO ● Inventory Costs: Ordering Cost, Holding Cost, Stockout Cost, Setup Cost ● Inventory Management in Retail and E-Commerce Contexts ● Technology in Inventory Management: Barcode, RFID, ERP Systems 	15
<p style="text-align: center;">Module 2</p> <p style="text-align: center;">Inventory Control Techniques</p>	<p>Inventory Control Techniques – Meaning</p> <ul style="list-style-type: none"> ● ABC Analysis: Categorizing inventory based on importance ● VED Analysis: Classifying items based on criticality ● FSN Analysis: Segregating items by usage frequency ● GOLF, XYZ, SOS, HML Analyses: Advanced classification methods for effective control 	15
<p style="text-align: center;">Module 3</p> <p style="text-align: center;">Economic Order Quantity (EOQ)</p>	<p>Economic Order Quantity (EOQ)</p> <ul style="list-style-type: none"> ● Definition and objectives ● Calculating optimal order quantity to minimize total inventory costs ● Understanding assumptions, limitations, and advantages of EOQ <p>Applications and Case Studies of EOQ in Real Business Contexts</p> <ul style="list-style-type: none"> ● EOQ in manufacturing vs retail ● ERP and software-based EOQ calculations ● Review of success and failure stories in EOQ implementation 	15
<p style="text-align: center;">Module 4</p> <p style="text-align: center;">Reorder Level, Lead Time, and Safety Stock – Theoretical Overview</p>	<p>Reorder Level, Lead Time, and Safety Stock – Theoretical Overview</p> <p>Reorder Level:</p> <ul style="list-style-type: none"> ● Purpose: Prevents delays in production or sales due to lack of materials or goods. ● Key Idea: When inventory reaches this predetermined level, a fresh order should be placed immediately. <p>Lead Time:</p> <ul style="list-style-type: none"> ● Time taken by the supplier to process the order. ● Shipping or delivery time. ● Any internal processing or inspection delays. <p>Safety Stock:</p> <ul style="list-style-type: none"> ● Safety Stock is extra inventory kept on hand to deal with unexpected situations like: ● Sudden increase in demand, ● Delay in supply, ● Defective or damaged inventory upon delivery. 	15

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	<ul style="list-style-type: none"> • Purpose: Acts as a buffer to protect against uncertainties and variations in demand or supply. • Strategic Value: Helps maintain customer satisfaction and production efficiency even when disruptions occur. 	
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References:

- Production and Operations Management: R. Paneerselvam
- Production (Operations) Management: L.C. Jhamb
- K. Ashwathappa and K. Shridhar Bhatt ; Production and Operations management
- Productivity Management: Concepts and Techniques, Sawhney S.C., Tata McGraw Hill
- Srinivas Gondhalekar and Uday Salunkhe, “Productivity Techniques”, Himalaya Publishing House
- Gerard Leone and Richard D. Rahn, “Productivity Techniques”, Jaico Book House
- John S. Oakland, “TQM: Text with Cases”, Butterworth-Heinemann
- David J. Sumanth, “Total Productivity Management (TPmgt): A systematic and quantitative approach to compete in quality, price and time”, St. Lucie Press

Mapping- Course outcome with Programme Specific Outcome and Programme Outcome

PO/ PSO	PO1 (Foundational Management Knowledge)	PO2 (Problem Solving and Decision-Making)	PO3 (Communication and Interpersonal Skills)	PO4 (Ethical and Sustainable Practices)	PO5 (Digital Literacy and Technological Applications)	PO6 (Entrepreneurial and Leadership Abilities)	PO7 (Lifelong Learning and Industry Readiness)	PSO1 (Marketing Competence)	PSO2 (Financial Proficiencies)	PSO3 (HRM Expertise)	PSO4 (Integrated Business Understanding)	PSO5 (Applied Technology and Innovation)
CO1	3	2	0	1	1	1	2	2	2	1	2	1
CO2	2	3	1	1	2	1	2	2	2	1	3	2
CO3	2	3	0	1	3	1	2	2	3	1	2	3
CO4	2	3	0	1	2	1	3	2	2	1	3	2

Key for Mapping

0 - No correlation 2 - Moderate correlation
1 - Weak correlation 3 - Strong correlation

**NIRMALA MEMORIAL FOUNDATION COLLEGE OF
COMMERCE**

Program: B.Com (Management Studies)				Semester: IV	
Course: ECONOMICS				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA)(Marks - 20)	Semester End Examinations (SEE) (Marks- 30 in Question Paper)
2	-	-	2	20	30

Learning Objectives:

1. To understand macro-economic phenomena such as trade cycle, national income and economic growth.
2. To understand money demand, money supply and inflation.
3. To apply macro-economic theories, such as classical and keynesian approaches to real world economic issues.

Course Outcomes:

After completion of the course, learners would be able to:

CO1: Learners will be able to explain and apply key macroeconomic concepts and theories.

CO2: Understand the effects of economic policies and phenomena on the economy.

CO3: Learners will develop critical thinking skills to analyze complex economic issues.

Outline of Syllabus:

Module	Description	No of Hours
1	Overview of Macroeconomics	15
2	Money, prices and Inflation	15
Total		30

Unit	Topic	No. of Hours/Credits
Module 1 Overview of Macroeconomics	<ul style="list-style-type: none"> ● Macroeconomics: Meaning, Scope and Importance. ● Circular flow of aggregate income and expenditure and its Importance- closed and open economy model, ● Trade Cycles: Features and Phases, Theory of Effective Demand 	15

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Module 2 Money, prices and Inflation	<ul style="list-style-type: none"> ● Money Supply: Determinants of Money Supply -15 ● Factors influencing Velocity of Circulation of Money. ● Demand for Money : Classical and Keynesian approaches and Keynes' liquidity preference theory of interest. ● Money and prices : Quantity theory of money - Fisher's equation of exchange, ● Inflation : Demand Pull Inflation and Cost Push Inflation - Effects of Inflation 	
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Reference Books :

- Mehta, P.L.: Managerial Economics- Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
- Gregory Mankiw., Principles of Economics, Thomson South western (2002)
- Hirchey.M., Managerial Economics, Thomson south western (2003)
- Samuelson & Nordhas.: Economics(Tata McGraw hills, New Delhi, 200

Mapping- Course outcome with Programme Specific Outcome and Programme Outcome

PO/ PSO	PO1 (Foundational Management Knowledge)	PO2 (Problem Solving and Decision-Making)	PO3 (Communication and Interpersonal Skills)	PO4 (Ethical and Sustainable Practices)	PO5 (Digital Literacy and Technological Applications)	PO6 (Entrepreneurial and Leadership Abilities)	PO7 (Lifelong Learning and Industry Readiness)	PSO1 (Marketing Competence)	PSO2 (Financial Proficiencies)	PSO3 (HRM Expertise)	PSO4 (Integrated Business Understanding)	PSO5 (Applied Technology and Innovation)
CO1	3	2	1	1	1	1	2	2	2	1	3	1
CO2	3	2	1	3	1	1	2	2	3	1	3	1
CO3	2	3	2	2	1	2	3	2	2	2	3	1

Key for Mapping

- 0 - No correlation 2 - Moderate correlation
 1 - Weak correlation 3 - Strong correlation

**NIRMALA MEMORIAL FOUNDATION COLLEGE OF
COMMERCE**

Program: B.Com (Management Studies)				Semester: IV	
Course: <input type="checkbox"/> Advertising Essentials: Concepts to Campaigns				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA)(Marks - 20)	Semester End Examinations (SEE) (Marks- 30 in Question Paper)
2	-	-	2	20	30
Learning Objectives:					
1. Understand the core principles of advertising, including its scope, importance, types, theories, and planning processes.					
2. Develop creative advertising strategies, including copywriting, campaign planning, and use of appeals and media elements.					
3. Analyze and evaluate advertising campaigns, including budgeting, media selection, effectiveness testing, and agency coordination.					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: Explain the fundamentals of advertising, its types, theoretical models, and planning strategies.					
CO2: Apply creative strategies in advertising design and campaign development across various media platforms.					
CO3: Evaluate advertising effectiveness, budgeting methods, and the role of advertising agencies in campaigns.					
Pedagogy: Quiz, competitions, assignments, presentations, audio and visual learning.					
Outline of Syllabus:					
Module	Description				No of Hours
1	Introduction to Advertising				15
2	Creativity in Advertising				15
Total					30

Unit	Topic	No. of Hours/Credits
Module 1	<ul style="list-style-type: none"> ● Definition, Importance, Scope, Features, Benefits, Five M's of Advertising ● Types of Advertising –consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising ● Theories of Advertising : Stimulus Theory, AIDA, Hierarchy Effects Model ● Advertising Planning process & Strategy : Introduction to Marketing Plan, Advertising Plan- Background, situational analysis related to Advertising issues ● Advertising Agencies – Functions – structure – types - Selection criteria for Advertising agency 	15
Introduction to Advertising		

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<p>Module 2</p> <p>Creativity in Advertising</p>	<ul style="list-style-type: none"> ● Introduction to Creativity – definition, importance, creative process, Creative strategy development – Advertising Campaign – determining the message theme/major selling ideas – introduction to USP – positioning strategies – types of advertising appeals ● Role of different elements of ads – logo, company signature, slogan, tagline, jingle, illustrations, etc – ● Creating the TV commercial – Visual Techniques, Writing script, developing storyboard, other elements (Optical, Soundtrack, Music) ● Creating Radio Commercial – words, sound, music – scriptwriting the commercial – clarity, coherence, pleasantness, believability, interest, distinctiveness ● Copywriting: Elements of Advertisement copy – Headline, sub-headline, Layout, Body copy, slogans. Signature, closing idea ● Advertising Budget – Definition, Features, Methods of Budgeting ● Evaluation of Advertising Effectiveness – Pre-testing and Post testing 	<p>15</p>
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Reference Books :

- Belch, Michael, “Advertising and Promotion: An integrated marketing communications perspective” Tata Mcgraw Hill 2010
- Mohan, Manendra “Advertising Management Concept and Cases”, Tata Mcgraw Hill 2008
- Kleppner, Russell J; Thomac, Lane W , “Advertising Procedure” ,Prentice Hall 1999
- Shimp, Terence, “Advertising and promotion :An IMC Approach” ,Cengage Learning 2007
- Sharma, Sangeeta and Singh, Raghuvir “Advertising planning and Implementation”, Prentice Hall of India 2006
- Clow , Kenneth E and Back, Donald E “Integrated Advertising Promotion and Marketing Communication”, Pearson Edu 2014

Mapping- Course outcome with Programme Specific Outcome and Programme Outcome

PO/ PSO	PO1 (Foundational Management Knowledge)	PO2 (Problem Solving and Decision-Making)	PO3 (Communication and Interpersonal Skills)	PO4 (Ethical and Sustainable Practices)	PO5 (Digital Literacy and Technological Applications)	PO6 (Entrepreneurial and Leadership Abilities)	PO7 (Lifelong Learning and Industry Readiness)	PSO1 (Marketing Competence)	PSO2 (Financial Proficiencies)	PSO3 (HRM Expertise)	PSO4 (Integrated Business Understanding)	PSO5 (Applied Technology and Innovation)
CO1	3	2	1	2	2	1	2	3	1	1	2	2
CO2	2	3	3	2	3	3	3	3	1	1	3	3
CO 3	2	3	2	2	2	2	3	2	2	1	3	2

Key for Mapping

- 0 - No correlation 2 - Moderate correlation
1 - Weak correlation 3 - Strong correlation

**NIRMALA MEMORIAL FOUNDATION COLLEGE OF
COMMERCE**

Program: B.Com (Management Studies)				Semester: II	
Course: Professional Communication Skills				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA)(Marks - 20)	Semester End Examinations (SEE) (Marks- 30 in Question Paper)
2	-	-	2	20	30

Learning Objectives:

1. Understand the significance of effective business communication in professional environments, including the role of public relations, business etiquette, and digital communication.
2. Develop critical soft skills such as listening, group discussion, and interview techniques for workplace readiness and personal development.
3. Acquire the ability to compose structured and purpose-driven business correspondence and reports using correct format, tone, and etiquette.

Course Outcomes:

After studying this course students will be in position to :

CO1: Describe the importance of public relations, effective listening, and business etiquette, and apply these concepts to real-life workplace situations.

CO2: Demonstrate key employability skills through effective participation in interviews and group discussions using appropriate verbal and non-verbal strategies.

CO3: Draft professional business letters and reports, including inquiry, complaint, sales, RTI letters, and formal reports, in line with modern business practices.

Pedagogy : Lectures, PowerPoint Presentations, Case Studies, Articles and Book Reviews, Class Discussions, Simulations, Role Plays and Screening of Audio Visual Content

Outline of Syllabus:

Module	Description	No of Hours
1	Relevance of Business Communication	15
2	Business Correspondence	15
Total		30

Unit	Topic	No. of Hours/Credits
Module 1 Relevance of Business Communication	<ul style="list-style-type: none"> • Public Relations-Meaning and Importance Scope and Job Prospects in Public Relations • Listening Skills Meaning and Importance of Listening Barriers to Good Listening Tips to improve Listening Skills • Interview Skills Meaning 	15

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	<p>Types – Employment, Grievance, Exit Interview Techniques Interview Preparation on Part of a Candidate Important Interview Questions</p> <ul style="list-style-type: none"> Group Discussion Features Conduct Limitations Qualities required for success in a Group Discussion Business Etiquette Meaning Types – Office, Business Meeting, Mobile, Business Meals, Business Card and Handshake 	
Module 2 Business Correspondence	<ul style="list-style-type: none"> Trade letters Letter of Inquiry Letter of Complaint Sales Letter RTI letter Report Writing (types and format) 	15

Reference Books

- "Business Communication: Concepts, Cases and Applications" by P.D. Chaturvedi & Mukesh Chaturvedi . Publisher: Pearson Education
- "Business Communication" by Meenakshi Raman and Prakash Singh. Publisher: Oxford University Press .
- "Effective Business Communication" by Asha Kaul Publisher: PHI Learning
- "Modern Business Correspondence" by L. Gartside Publisher: Macdonald & Evans
- "Public Relations: The Basics" by Ron Smith Publisher Routledge

Mapping- Course outcome with Programme Specific Outcome and Programme Outcome

PO/ PSO	PO1 (Foundational Management Knowledge)	PO2 (Problem Solving and Decision-Making)	PO3 (Communication and Interpersonal Skills)	PO4 (Ethical and Sustainable Practices)	PO5 (Digital Literacy and Technological Applications)	PO6 (Entrepreneurial and Leadership Abilities)	PO7 (Lifelong Learning and Industry Readiness)	PSO1 (Marketing Competence)	PSO2 (Financial Proficiencies)	PSO3 (HRM Expertise)	PSO4 (Integrated Business Understanding)	PSO5 (Applied Technology and Innovation)
CO1	2	2	3	3	1	2	2	2	1	3	2	1
CO2	1	2	3	2	2	3	3	2	1	3	2	2
CO3	2	2	3	2	3	2	3	2	2	2	3	3

Key for Mapping

- 0 - No correlation 2 - Moderate correlation
1 - Weak correlation 3 - Strong correlation