

T.Y.B.COM COMMERCE Syllabus Semester V & VI



# **Hindi Vidya Prachar Samiti's Ramniranjan Jhunjhunwala College of Arts, Science & Commerce**

(Autonomous College)

Affiliated to

**UNIVERSITY OF MUMBAI**

Syllabus for the T.Y.B.Com

**Program: B.Com**

**Program Code: RJCUCOM**

*(CBCS 2018-19)*

**T.Y.B.COM COMMERCE Syllabus Semester V & VI**

**DISTRIBUTION OF TOPICS AND CREDITS**

**T.Y.B.COM**

**COMMERCE SEMESTER V**

<b>Course</b>	<b>Nomenclature</b>	<b>Credits</b>	<b>Topics</b>
RJCUCOM501	COMMERCE- V (MARKETING)	03	1. Introduction to Marketing 2. Marketing Decisions I 3. Marketing Decisions II 4. Key Marketing Dimensions
RJCUCOM506	EXPORT MARKETING	03	1. Introduction to Export Marketing 2. Global Framework for Export Marketing 3. India's Foreign Trade Policy 4. Export Incentives and Assistance

**COMMERCE SEMESTER VI**

<b>Course</b>	<b>Nomenclature</b>	<b>Credits</b>	<b>Topics</b>
RJCUCOM601	COMMERCE - VI (HUMAN RESOURCE MANAGEMENT)	03	1. Human Resource Management 2. Human Resource Development 3. Human Relations. 4. Trends in Human Resource Management
RJCUCOM606	EXPORT MARKETING	03	1. Product Planning and Pricing Decisions for Export Marketing 2. Export Distribution and Promotion 3. Export Finance. 4. Export Procedure and Documentation

**T.Y.B.COM COMMERCE Syllabus Semester V & VI**

**T.Y.B.COM SEMESTER V**

Subject Code: **RJCUCOM501**

**Title of Course: Commerce - V (Marketing)**

**Learning Objectives:**

- To provide conceptual understanding and clarity of marketing terms and strategies.
- To focus on different elements of marketing mix such as product, price, promotion and place.
- To emphasis the significance of Marketing Research, Marketing Information System, Customer Relationship Management, Market Segmentation, Branding etc.
- To acquaint the students with challenges of marketing in the competitive business environment including global marketing.
- To highlight the importance of various Careers in Marketing.

**Learning Outcomes:**

- ✓ Understanding Evolution of Marketing
- ✓ Importance of P's in Marketing.
- ✓ Brand Development
- ✓ Careers in Marketing

**Module I: Introduction to Marketing**

**(12 Lectures)**

Marketing Concept –Features, Functions, Evolution of Marketing Concepts, Strategic vs Traditional Marketing; Market Research –Concept, Process, Marketing Information System – Concept, Components, Data Mining–Concept, Importance; Consumer Behaviour – Concept, Factors influencing Consumer Behaviour, Market Segmentation – Concept, Bases, CRM- Concept and Techniques, Target Market –Concept, Five Patterns of Target Market Selection.

**Module II: Marketing Decisions I**

**(11 Lectures)**

Marketing mix – Concepts, Elements, 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 good

### **T.Y.B.COM COMMERCE Syllabus Semester V & VI**

package; Product Positioning -.Concept, Strategies, Service Positioning – Importance; Pricing - Concept, Factors influencing Pricing, Pricing Strategies.

#### **Module III: Marketing Decisions II**

**(11 Lectures)**

Physical Distribution – Concept, Factors influencing Physical Distribution, Supply Chain Management – Concept, Components of SCM; Promotion – Concept, Importance, Promotion Mix- Elements; Sales Management – Concept, Components, Emerging trends in Selling; Personal Selling - Concept and Process of Personal Selling, Skill sets required for Effective Selling.

#### **Module IV: Key Marketing Dimensions**

**(11 Lectures)**

Rural Marketing – Concept, Features of Indian Rural Market, Strategies for Effective Rural Marketing; Digital Marketing – Concept, Trends; Green Marketing – Concept, Importance; Marketing Ethics – Concept, Unethical practices in Marketing; General role of Consumer Organisations; Challenges before Marketing Managers in 21st Century; Careers in Marketing – Skill sets required for Effective Marketing; Reasons for Failure of Brands in India.

#### **Reference Books :- Commerce -V (Semester V)**

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

**T.Y.B.COM COMMERCE Syllabus Semester V & VI**  
**PAPER PATTERN FOR ALL THEORY PAPERS**  
**FOR ALL SEMESTER END EXAMINATION**

**Marks: 60**

**Duration : 02.00 Hrs**

**Q1. Answer any one of the following: (Module I) (10 Marks)**

a)

b)

**Q2. Answer any one of the following: (Module II) (10 Marks)**

a)

b)

**Q3. Answer any one of the following: (Module III) (10 Marks)**

a)

b)

**Q4. Answer any one of the following: (Module IV) (10 Marks)**

a)

b)

**Q5. Write Short Notes on: (Any 4 out of 6) (20 Marks)**

(From all modules)

**T.Y.B.COM COMMERCE Syllabus Semester V & VI**

**PAPER PATTERN FOR ALL THEORY PAPERS**

**FOR ALL INTERNAL EXAMINATION**

**Marks: 40**

**2 Internal Tests of 20 Marks in Each Semester**

**20 Multiple Choice Questions / True or False/ Match the Following.**

**T.Y.B.COM COMMERCE Syllabus Semester V & VI**

**T.Y.B.COM SEMESTER V**

Subject Code: **RJCUCOM506**

**Title of Course: Export Marketing - I**

**Learning Objectives:**

- To acquaint students with the basics in export marketing, conceptual understanding and clarity of terminology used in Export Marketing.
- To highlight India's Export Marketing Potential; our composition and direction of exports.
- To give an understanding of the international trading scenario.
- To give an understanding about the economic significance of Export Marketing and the global market opportunities and challenges.
- To acquaint students with India's current Foreign Trade Policy and its impact on export marketing.

**Learning Outcomes:**

- ✓ Importance of Export Marketing
- ✓ Knowledge about Problems and Risk involved in Export Marketing.
- ✓ Understanding Global Framework for International Trade.
- ✓ Foreign Trade Policy 2015-20
- ✓ Role of Government and Various Institutions in Export Promotion.

**Module I: Introduction to Export Marketing**

**(12 Lectures)**

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).

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**Module II: Global Framework for Export Marketing**

**(12 Lectures)**

Trade barriers, Types of Tariff Barriers and Non-Tariff barriers, Distinction between Tariff and Non-Tariff barriers; Major Economic Groupings of the World- Positive and Negative Impact of Regional Economic Groupings; Agreements of World Trade Organisation (WTO); Need for Overseas Market Research, Market Selection Process, Determinants of Foreign Market Selection.

**Module III: India's Foreign Trade Policy**

**(12 Lectures)**

Foreign Trade Policy (FTP) 2015-20 - Highlights and Implications, Role of Directorate General of Foreign Trade (DGFT), Negative list of Exports, Deemed Export, Benefits to Status Holders & Towns of Excellence; Common benefits for EHTP, BTP and STP, SEZ, EOU, AEZ

**Module IV: Export Incentives and Assistance**

**(12 Lectures)**

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), Export Promotion Capital Goods Scheme (EPCG), Duty Drawback; Institutional Assistance to Indian Exporters - Federation of Indian Export Organisations (FIEO), India Trade Promotion Organisation (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).

**REFERENCE BOOKS**

- 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

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- 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
- P.K. Khurana, Export Management, Galgotia Publishing Co, New Delhi
- P.K. Vasudeva, International Marketing-, Excel Books, fourth edition, New Delhi
- Paras Ram, Export documentation and procedure A-Z
- Export: What, Where, How? Paras Ram, & Nikhil K. Garg, Anupam Publishers, 47th Edition, 2016-17
- International Marketing, Mary C. Gilly, John L. Graham, Philip R. Cateora, 14th Edition, Tata McGraw-Hill Co. Ltd., 2014
- International Marketing Management, An Indian Perspective, R.L. Varshney and B. Bhattacharya, Sultan Chand & Sons, 24th Edition, 2012
- International Marketing Analysis and Strategy, Sak Onkvisit, John J. Shaw, Prentice-Hall of India Pvt. Ltd., 5th Edition, 2008
- International Marketing, Subhash C. Jain, South-Western, 6th Edition, 2001

**T.Y.B.COM COMMERCE Syllabus Semester V & VI**

**PAPER PATTERN FOR ALL THEORY PAPERS**

**FOR ALL SEMESTER END EXAMINATION**

**Marks: 60**

**Duration : 02.00 Hrs**

**Q1. Answer any one of the following: (Module I) (10 Marks)**

a)

b)

**Q2. Answer any one of the following: (Module II) (10 Marks)**

a)

b)

**Q3. Answer any one of the following: (Module III) (10 Marks)**

a)

b)

**Q4. Answer any one of the following: (Module IV) (10 Marks)**

a)

b)

**Q5. Write Short Notes on: (Any 4 out of 6) (20 Marks)**

(From all modules)

**T.Y.B.COM COMMERCE Syllabus Semester V & VI**

**PAPER PATTERN FOR ALL THEORY PAPERS  
FOR ALL INTERNAL EXAMINATION**

**Marks: 40**

**2 Internal Tests of 20 Marks in Each Semester**

**20 Multiple Choice Questions / True or False/ Match the Following.**

**T.Y.B.COM COMMERCE Syllabus Semester V & VI**

**T.Y.B.COM SEMESTER VI**

Subject Code: **RJCUCOM601**

**Title of Course: Commerce - VI (Human Resource Management)**

**Learning Objectives:**

- To emphasise on Human Resource Management policies and practices including Human Resource Planning, Recruitment and Selection.
- To acquaint students with HRD practices in Corporate Enterprises, Role of HR Department, Training and Development, Performance Appraisal, Potential appraisal, etc.
- To highlight significance of leadership, its styles and traits, and Motivational role in HRM.
- To acquaint students with recent trends in HRM like HRA, HRIS, Succession Planning, Career options in HR, etc.

**Learning Outcomes:**

- ✓ Understanding Human Resource Planning and Human Resource Management
- ✓ Knowledge about significance of Training and Development, Mentoring, Counselling etc.
- ✓ Motivational theories and its Applications.
- ✓ Transition in Human Resource Management.

**Module I: Human Resource Management**

**(12 Lectures)**

HRM – Concept, Nature / Features, Functions / Scope of HRM, Importance of HRM, Traditional and Strategic HRM; Human Resource Planning – Concept, Steps; Job Analysis – Concept, Components; Job Design –Concept, Techniques; Recruitment – Concept, Sources; Selection – Concept, Process; Techniques of E-Selection.

**Module II: Human Resource Development**

**(11 Lectures)**

HRD – Concept, Functions; Training and Development – Methods; Process of Identifying Training and Development needs, Methods of Evaluating Training Effectiveness;

**T.Y.B.COM COMMERCE Syllabus Semester V & VI**

Performance Appraisal – Concept, Benefits and Limitations, Methods of Performance Appraisal; Career Planning – Concept, Importance; Succession Planning – Concept, Need; Mentoring – Concept, Importance; Counselling – Concept, Techniques.

**Module III: Human Relations**

**(11 Lectures)**

Human Relations – Concept, Significance, Leadership – Concept, Transactional and Transformational Leadership; Motivational Theory- Maslow's Need Hierarchy Theory; Vroom's Expectancy Theory; McGregor's X and Y Theory; Morale – Concept, Factors affecting Morale, Measurement of Employees Morale; Factors affecting EQ and SQ; Employee Grievances – Concept, Causes, Procedure for Grievance Redressal.

**Module IV: Trends in Human Resource Management**

**(11 Lectures)**

HR in changing environment- Competencies and Classification; Learning Organisation- Concept, Creating an Innovative Organisation; Innovative Culture- Concept, Need, Managerial Role in Innovative Culture; Employee Engagement – Concept, Types; Human Resource Information System- Concept, Importance; Changing Patterns of Employments; Challenges in HRM- (Employee Empowerment, Workforce Diversity, Attrition, Downsizing, Employee absenteeism, Work life Balance, Sexual Harassment at work place), Domestic and International HR Practices, Millennial (Gen Y) Competency Mapping.

**Reference Books :- Commerce - VI (Semester VI)**

- 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.

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- Aswathappa. K, Human Resource Management
- Subba Rao, Human Resources Management.
- *Michael Porter, HRM and Human Relations.*
- *M.N. Rudrabasavaraj: Cases in Human Resource Management –Himalaya Publishing House –NewDelhi, 1998*
- Decenzo, D.A. and Robbins, S. P., Fundamentals of Human Resource Management, Wiley, India.
- *Dessler, G. and Varkkey, B., Human Resource Management, Pearson Education, Delhi.*
- Chhabra, T.N., Human Resource Management, Dhanpat Rai & Co., Delhi.
- AswathappaK., Human Resource Management, Tata McGraw, Hill, New Delhi.
- *H. John Bernardin and Richard W. Beatty: Performance Appraisal: Human Behavior at work –Boston: Kent, 1984*
- *George T. Milkovich and John W. Boudream: Personnel / Human Resources Management: A Diagnostic Approach, 5thEdn. Plano, TX: BusinessPublications, 1998.*
- *Lepak, David &Gowan, Mary. Human Resource Management. Dorling Kindersley (India).*
- Khanna, S.S. Human resource Management (Text and Cases). S. Chand, New Delhi.
- Sadri.J, Sadri.S, Nayak. N, A Strategic Approach to Human Resource Management, JAICO Publishing House.
- *Davar, R. S. Personnel Management and Industrial Relations. Vikas Publication, Noida.*
- Robbins, Stephen P. Organisational Behaviour. Pearsons Education, New Delhi

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**Marks: 60**

**Duration : 02.00 Hrs**

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b)

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**Q4. Answer any one of the following: (Module IV) (10 Marks)**

a)

b)

**Q5. Write Short Notes on: (Any 4 out of 6) (20 Marks)**

**(From all modules)**

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**FOR ALL INTERNAL EXAMINATION**

**Marks: 40**

**2 Internal Tests of 20 Marks in Each Semester**

**20 Multiple Choice Questions / True or False/ Match the Following.**

**T.Y.B.COM COMMERCE Syllabus Semester V & VI**

**T.Y.B.COM SEMESTER VI**

Subject Code: **RJCUCOM606**

**Title of Course: Export Marketing II**

**Learning Objectives:**

- To acquaint students with the various Export Marketing and Promotional Organisations in India and their role in motivating exporters.
- To focus on the role of financial institutions in assisting exporters viz., Commercial Banks, EXIM Bank, SIDBI, etc.
- To emphasize on the role of export risk insurance, export quality inspection agencies and role of ECGC.
- Clarity of procedures and documents used in Export Marketing.
- Export Marketing Incentives available to Indian Exporters.
- Career avenues in Export Marketing

**Learning Outcomes:**

- ✓ Importance of P's in Export Marketing.
- ✓ International terms use in global trade.
- ✓ Role of Logistics.
- ✓ Institutional support for Export Finance
- ✓ Knowledge about Procedures and Documents involved in Export Trade.

**Module I: Product Planning and Pricing Decisions for Export Marketing (12 Lectures)**

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 on Board (FOB), Cost Insurance and Freight (CIF) and Cost and Freight (C&F); Problems on FOB quotation

**Module II: Export Distribution and Promotion**

**(11 Lectures)**

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Factors influencing Distribution Channels; Direct and Indirect Exporting Channels; Distinction between Direct and Indirect Exporting Channels, Components of Logistics in Export marketing; Selection criteria of Modes of Transport; Marine Insurance Policy-Procedures, Sales Promotion Techniques used in Export Marketing; Importance of Trade Fairs and Exhibitions; Essentials of Advertising in Export Marketing.

#### **Module III: Export Finance**

**(11 Lectures)**

Methods of Payment In export marketing; Procedure to open Letter of Credit, Types 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.

#### **Module IV: Export Procedure and Documentation**

**(11 Lectures)**

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 Realisation of Export Proceeds; Importance of - Commercial Invoice cum Packing list, Bill of Lading/Airway Bill, Shipping Bill/Bill of Export, Consular Invoice, Certificate of Origin.

#### **REFERENCE BOOKS**

- 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
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**Marks: 60**

**Duration : 02.00 Hrs**

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a)

b)

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**Q4. Answer any one of the following: (Module IV) (10 Marks)**

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b)

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(From all modules)

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**Marks: 40**

**2 Internal Tests of 20 Marks in Each Semester**

**20 Multiple Choice Questions / True or False/ Match the Following.**