

S.Y.B.COM COMMERCE Syllabus Semester IV



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

(Empowered Autonomous College)

Affiliated to

UNIVERSITY OF MUMBAI

Major /Minor Subject

Syllabus for the S.Y.B.Com

Program: S.Y.B.Com

Program Code: RJMAJCOM241 / RJMINCOM241

(National Education Policy 2020)

Level 5

(CBCS 2024-25)

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THE PREAMBLE

Why Commerce?

Commerce is as old as human civilization. Since ancient times commerce has been practiced all over the world, but the nature of commerce has changed over the years with the changes in economies around the world. Thus, it has become an inseparable part of everyone's life. Human wants are unlimited and becoming multiplied with social and economic developments. Commerce has the capacity to satisfy our needs and provide better life to society and human beings as it encompasses business, profession and employment. The scope of commerce is broader than any other subject because it deals with several human activities like marketing, banking, transportation, management, investments etc. Globalisation has brought many countries close to each other indicating the need of trade and commerce between different nations for sharing resources, mutual development, updating know-how etc. Policies of the Government of India like 'Ease of doing', 'Atma Nirbhar Bharat', 'Start ups', 'Digital India' have encouraged new entrepreneurship in India in the 21st century.

The Indian economy is one of the fastest growing economies in the world. A goal of 5 trillion Indian economies in near term would expedite trade and commerce transactions. This has made learning of commerce indispensable, even if it is occupied in every field whether it is science, engineering, or IT. It develops skills and knowledge required for pursuing multiple career options. Students get a wide range of subject knowledge such as finance, marketing, management, accounts, advertising, law etc. which will be useful for them for pursuing their higher studies, employment or starting their own venture. Thus, commerce without human and business life will be next to impossible.

NEP 2020 aims at making Indian education system more employment and skill oriented. This will help the country to be competitive globally in terms of skilled manpower. In this regard commerce will play very significant role in different sectors of economy to meet the individual, social and national objectives.

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Why Commerce at RJ College?

The department was established in 1981. The first batch of B.Com- aided courses started with 360 students in 1981-82. With a legacy of forty years, today the department offers both UG and PG programs in the subject of commerce with specialisation at PG level in Accountancy and Management which is affiliated to and recognised by Mumbai University. The department also has a Ph.D. research centre in commerce. This provides a vertical progression of students in higher studies in the same college campus. The Department of Commerce invites eminent speakers to deliver lectures on different topics to make the students understand the latest trends in the industry. CORPORA is an Annual departmental fest which comprises different events that bring out hidden talent and skills among the students and also foster entrepreneurship among the students. In addition, the department conducts experiential visits to industry and different institutions which gives students an opportunity to learn practical knowledge along with bookish knowledge. The Department of Commerce is also offering a Value added Course of 2 credits to extend the knowledge and skills of students other than academics.

Syllabus :-

Under autonomy, the department has made curriculum more robust by incorporating skill-based learning and value-added courses that impart practical knowledge of the subject to the students. The syllabus for commerce for all six semesters is meticulously designed so as to make the students understand the knowledge of different fields like Business Development, Service sector, Management, HRM, Marketing, Advertising, Export Marketing and Business Law. The course contents are updated so as to keep students in line with trends in industry. The course contents are designed to improve student's employability and skills required for employability.

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DISTRIBUTION OF TOPICS AND CREDITS

S.Y.B.COM

COMMERCE SEMESTER IV

Course	Nomenclature	Credits	Topics	SDG GOALS
RJMAJCOM241 / RJMINCOM241	COMMERCE- VI (MARKETING)	03	1. Introduction to Marketing 2. Marketing Mix Elements- I 3. Marketing Mix Elements- II	4,8,9

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Title of Course: COMMERCE - VI (MARKETING)		Lectures
Number of Credits: 03		45
Subject Code: RJMAJCOM241 / RJMINCOM241		
Module I	Introduction to Marketing	15
	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 Mix Elements I	15
	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 package; Product Positioning -.Concept, Strategies, Service Positioning – Importance and <i>Challenges</i> ; Pricing - Concept, Factors influencing Pricing, Pricing Strategies.	
Module III	Marketing Elements II	15
	Physical Distribution – Concept, Factors influencing Physical Distribution, <i>Contemporary Channels of Distribution</i> , Supply Chain Management – Concept, Components of SCM; Promotion – Concept, Importance,; Sales Management – Concept, Components, Emerging trends in Selling; Personal Selling - Concept and Process of Personal Selling, Skill sets required for Effective Selling. Niche Marketing	

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LEARNING OBJECTIVES	
1	To understand Evolution of Marketing.
2	To Explain importance of marketing mix elements.
3	To discuss concept of Brand Development.
4	To understand consumer behaviour in marketing.

COURSE OUTCOME NUMBER	On completing the course, the student will be able to:	PSO Addressed	BLOOMS LEVEL
CO1	Acquire knowledge of marketing terms and strategies and develops skills to Analyse markets, including market segmentation, targeting, and positioning, to identify customer needs and preferences.	1,2	1,2,3,4
CO2	Develops understanding of marketing mix such as product, price, promotion and place with application of strategies to achieve marketing mix objectives.	1,2,6	2,3
CO3	To emphasize the significance of Marketing Research, Marketing Information System, Customer Relationship Management, Branding etc.	1,2,3	1,2,3
CO4	Acquiring the conceptual knowledge of physical distribution, personal selling and sales management to reach product to target market.	1,2	1,2,3,4

Reference Books :- Commerce -VI (Semester IV)

- 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, Tata Mcgraw 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.

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PAPER PATTERN

INTERNAL EXAMINATION

1. There will be 01 Internal Assessment Tests of 25 Marks each is conducted in Each Semester.
2. Duration of each Internal Assessment Test of 25 marks will be 30 minutes.
3. Each Internal Assessment Test will have 25 questions. Nature of questions may be -
Multiple Choice Questions / True or False/ Match the Following

**PAPER PATTERN SEMESTER END EXAMINATION
(COMMERCE VI)**

SEMESTER END EXAMINATION

Marks: 50

Duration: 01.30 hrs.

Q.1 Answer any TWO of the following. (15)

- a) }
b) } Questions from **Module I**
c) }

Q.2 Answer any TWO of the following. (15)

- a) }
b) } Questions from **Module II**
c) }

Q.3 Answer any TWO of the following. (15)

- a) }
b) } Questions from **Module III**
c) }

Q.4 Write Short Notes on: (Any 1 out of 3). (05)

- a) }
b) } **One Short Note from each modules**
c) }

S.Y.B.COM COMMERCE Syllabus Semester IV**Mapping of Syllabus to employability /entrepreneurship/ skill development**

Class	Course Name	Course Code	Unit No. and topics focusing on Employability / Entrepreneurship / Skill Development	Specific activity	Relevance in Local, Regional , National and Global Developm ent Needs
S.Y. B.COM Semester IV	COMMERCE - VI (MARKETING)	RJMAJ COM241 / RJMIN COM241	UNIT 1: Develops skills about CRM, Marketing Information System, Employability in MIS, Market Research skills, Data mining skill sets. UNIT 2: Develops skills in components of Marketing Mix, Importance of Branding, Product Life Cycle, Employability in Packaging, Branding, Product Designing, Service Positioning, Case study on marketing mix strategies on branded and non-branded products UNIT 3: Develops Skills for Effective Selling, Employability through Salesmanship/personal selling, physical distribution, Supply Chain Management.	Case Study Field Visit Assignment Projects	Local , Regional National and Global