

Darrang College (Autonomous), Tezpur-784001



Syllabus for FYUGP

**Subject: Marketing Management
(Major Course)**

Approved by :

**Board of Studies meeting held on 23-06-2026
&**

Academic Council vide Resolution No. DC/AC/3/2026/02, dated 29-06-2026.

FOUR-YEAR UNDERGRADUATE PROGRAMME (FYUGP) IN COMMERCE

Darrang College (Autonomous)

INTRODUCTION

The syllabus for the Four Year Undergraduate Programme (FYUGP) in Commerce at Darrang College (Autonomous) has been designed in alignment with the National Education Policy (NEP) 2020, which emphasizes a holistic, multidisciplinary, and flexible education system rooted in Indian values and focused on developing globally competent graduates.

This curriculum aims to provide students with a strong foundation in the principles and practical applications of commerce, accountancy, finance and management, while fostering scientific temper, critical thinking, creativity, and problem-solving abilities. In accordance with NEP 2020, it features flexible entry and exit options, emphasizes skill-oriented learning, promotes interdisciplinary integration, and adopts continuous formative assessment practices.

The program seeks to offer students a personalized and diverse learning experience across a broad spectrum of specialized areas, while equipping them with practical skills and comprehensive knowledge in commerce to help them excel in their chosen career paths and promote individual growth and success.

AIMS OF THE FOUR-YEAR UNDERGRADUATE PROGRAMME (FYUGP) IN COMMERCE:

The FYUGP in Commerce is designed with the following core objectives:

1. To provide students with a well-rounded understanding of commerce, encompassing a wide range of specialized areas like Finance, Marketing, Accounting, Taxation, Human Resource, etc.

2. To bridge the gap between academic knowledge and real-world applications with practical skills and knowledge.
3. To familiarize students with the changes evidenced in the use of technology in modern trade and commerce in general and more specifically in the practices of each of the sub-disciplines.
4. To prepare students for a wide array of career opportunities while fostering their individual growth, ethical awareness, and ability to excel in the ever-evolving world of commerce.
5. To prepare students to be job-ready or drive entrepreneurship initiatives or higher education in business at home and abroad.
6. To inculcate a spirit of Ethics and Social Commitment in the personal and professional life of management graduates so that they add value to the society.

PROGRAMME OUTCOME (PO) OF FYUGP IN COMMERCE:

After completing the FYUGP in Commerce, a student is expected to achieve the below-mentioned programme outcomes:

PO-1: A student will be able to acquire the ability to understand and explain the fundamental concepts in various areas of accounting, finance, banking, management, marketing, advertising, economics, taxation, mathematics and statistics, information technology, and business environment.

PO-2: A student will be able to record, classify, and summarize financial transactions, apply accounting standards and principles to prepare accurate financial reports, and make informed financial decisions based on analysis of basic financial information.

PO-3: A student will be able to understand about various organizational structures, acquaint themselves with the knowledge and skills regarding management principles and functions required to run an organization, apply management principles and theories in practical situations, demonstrate effective leadership skills, analyze and solve management problems, and make informed decisions to enhance organizational effectiveness.

PO-4: A student will be able to understand the diverse components and functions of the financial system, the role of regulatory bodies, the impact of policies on economic growth, and the development of analytical skills to evaluate and navigate financial markets effectively.

PO-5: A student will be able to acquire knowledge of various laws relating to business, corporate sector, financial sector, labour, taxation, international business, etc.

PO-6: A student will be able to analyze consumer behaviour, develop marketing strategies, utilize marketing tools and techniques, and evaluate marketing campaigns to effectively target and engage customers in diverse market environments.

PO-7: A student will be able to develop entrepreneurial mindset and skills, and zeal to pursue entrepreneurship as a profession and reap the benefits of self-employment.

PO-8: A student will be able to understand the functions and working of the market and determination of equilibrium price and output under various market forms.

PO-9: A student will be able to acquaint themselves with statistical and mathematical skills like collection, organization, tabulation, and analysis of empirical data, and acquire in-depth knowledge of correlation, regression and time series analysis and their associated problems and other related issues.

PO-10: A student will be able to develop the skill of E-Filing of income tax returns, TDS returns, and GST returns.

PO-11: A student will be able to understand the key economic principles, policies, and factors that shape the Indian economy, major trends in economic indicators and policy debates in India in the post-Independence period, and sector-specific policies and their impact in shaping trends in key economic indicators in India.

PO-12: A student will be able to develop communication skills, professional skills, managerial and accounting skills, and thus will be industry ready after the completion of the course.

TEACHING-LEARNING PROCESS:

The Four-Year Undergraduate Programme (FYUGP) in Commerce employs a variety of pedagogical approaches to strengthen student engagement and deepen understanding across both classroom instruction and laboratory-based learning. These approaches include:

- Traditional
- Tutorials
- Power Point presentations
- Project work
- Class seminars, group discussions, case studies, quizzes
- Industry and field visits, Internship programme
- Mentoring and Counselling

TEACHING-LEARNING TOOLS:

To support effective delivery of the curriculum, a variety of instructional tools are utilized:

- Whiteboard/Green board/Blackboard
- LCD projectors and monitors
- Smart boards for interactive teaching
- Distribution of case studies among students.
- Industry and field visits for experiential learning

ASSESSMENT METHODS:

Student progress is continuously evaluated through a combination of formative and summative assessment techniques, including:

- Home Assignments
- Class Test/Group Discussions /Quiz/Class Presentation/ Seminars Presentation
- In-semester/ Sessional examinations
- End-Semester examinations

FYUGC B.COM PROGRAMME

MAJOR COURSES FOR MARKETING MANAGEMENT SPECIALIZATIONS

FYUGC B.Com Major Course Structure for Marketing Management Specializations

Semester	Course	Credit	Level	Paper Codes and Paper Names
SEM-I	Major-1	4	100	COM-MJ-01014 Financial Accounting
	Minor-1	4	100	COM-MN-01014 Business Organisation and Management
	SEC-1	3	100	COM-SEC-01013 Personal Financial Planning
	MDC-1	3	100	MDC-01023 Microeconomics
	VAC-1	2	100	VAC-01012 Environmental Studies
	VAC-2	2	100	VAC-01022 Business Ethics & Human Values
	AEC-1	2		AEC-1
SEM-II	Major-2	4	100	COM-MJ-02014 Principles and Practice of Management
	Minor-2	4	100	COM-MN-02014 Indian Financial System
	SEC-2	3	100	COM-SEC-02013 Office Management
	MDC-2	3	100	MDC-02023 Macroeconomics
	VAC-3	2	100	VAC-02022 Tourism Management
	VAC-4	2	100	VAC-02032 Indian Knowledge System
	AEC-2	2		AEC-2
SEM-III	Major-3	4	200	COM-MJ-03034 Marketing Management
	Major-4	4	200	COM-MJ-03044 Corporate Accounting
	Minor-3	4	200	COM-MN-03014 Entrepreneurship
	SEC-3	3	200	COM-SEC-03013 E-Commerce
	MDC-3	3	200	MDC-03023 Business Mathematics
	AEC-3	2		AEC-3
SEM-IV	Major-5	4	200	COM-MJ-04034 Customer Relationship Management
	Major-6	4	200	COM-MJ-04064 Retail Management
	Major-7	4	200	COM-MJ-04074 Fundamentals of Investment
	Major-8	4	200	COM-MJ-04084 Business Law
	Minor-4	4	200	COM-MN-04014 Business Statistics
	AEC-4	2		AEC-4
SEM-V	Major-9	4	300	COM-MJ-05024 Cost and Management Accounting
	Major-10	4	300	COM-MJ-05054 Consumer Behaviour
	Major-11	4	300	COM-MJ-05064 Corporate Law
	Internship	4	300	Internship

	Minor-5	4	300	COM-MN-05014 Indian Economy
SEM-VI	Major-12	4	400	COM-MJ-06034 Marketing of Services
	Major-13	4	400	COM-MJ-06064 Advertising
	Major-14	4	400	COM-MJ-06074 Financial Management
	Major-15	4	400	COM-MJ-06084 International Business
	Minor-6	4	400	COM-MN-06014 Auditing & Assurance
Degree with Honours				
SEM-VIII	Major-20	4	400	COM-MJ-08024 Brand Management
	Major-21	4	400	COM-MJ-08034 Organizational Behaviour
	Major-22	4	400	COM-MJ-08044 Business Ethics and Corporate Governance
	Research Project	4	400	COM-MJ-08054 Research Project/Dissertation
	Minor-8	4	400	COM-MN-08014 Business Policy Analysis
Degree with Honours and Research				
SEM-VIII	Major-20	4	400	COM-MJ-08024 Brand Management
	Minor-8	4	400	COM-MN-08014 Business Policy Analysis
	Dissertation	12	400	Dissertation

Course Levels:

- 0-99 : Pre-requisite
- 100-199 : Foundation & Introductory
- 200-299 : Intermediate-level
- 300-399 : Higher-level
- 400-499 : Advanced course

**FYUGC B.COM PROGRAMME
DETAILED SYLLABUS OF 1ST SEMESTER**

Title of the Course	FINANCIAL ACCOUNTING
Course Code	COM-MJ-01014
Nature of the Course	Major
Total Credit	04 Credits
Contact Hours	60 Hours
Distribution of Marks	60 (End Sem) + 40 (In-Sem)

COURSE OBJECTIVE:

The course aims to help learners to acquire conceptual knowledge on financial accounting, to impart skills for recording various kinds of business transactions and to prepare financial statements.

COURSE OUTCOMES:

1. The learner will be able to identify and explain the various accounting concepts and conventions applicable to the accounting system. The learner will be able to identify, summarize, distinguish the purpose of policies and commute the valuation of selected Accounting Standards
2. The learner will be able to calculate the profit/loss of the manufacturing firm and prepare its final accounts.
3. The learner will be able to calculate the interest on the outstanding balance and prepare the journal, and ledger in the books of the Purchaser and Seller involved in the hire purchase system.
4. The learner will be able to figure out the impact of inter-departmental transfers and prepare the final accounts of the departmental store also able to develop the application skills to apply Garner Vs. Murray rule at the time of insolvency of a partner, piecemeal method of distributing assets and settlement of liabilities.

UNITS	COURSE CONTENTS	L	T	P	Total Hours
Unit-I (20 Marks)	Theoretical Framework - Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting, information. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting: cash basis and accrual basis. - Financial accounting principles; Concepts and Conventions - Accounting Standards: Concept, needs and objectives; procedure for issuing Accounting Standards in India	10	1	0	11

	- Salient features of First-Time Adoption of Indian Accounting Standard (Ind-AS) 101. Salient features of Indian Accounting Standards Ind AS 1, 2, 16 and AS 9. - International Financial Reporting Standards (IFRS): Meaning need and scope, Process of issuing IFRS				
Unit-II (30 Marks)	Determination of Business Income - Business income-Net income, Application of accounting period, continuity doctrine and matching concept in the measurement of net income. Objectives of measurement. - Capital and revenue expenditures and receipts - Revenue recognition: Recognition of income and expenses as per AS 9. - Inventories: Meaning, Significance of inventory valuation. Inventory Record system; periodic and perpetual. FIFO, LIFO and Weighted Average. Application of accounting standard in valuation of Inventory. Impact of inventory valuation on measurement of business income. Final Accounts - Preparation of Financial statements of non- corporate business entities Sole proprietorship and Partnership	14	3	0	17
Unit-III (20 Marks)	Hire-Purchase system - Introduction and meaning, advantages and disadvantages of Hire purchase - Rights of Hire Purchaser and Hire vendor of Hire Purchase Accounting. - Methods of accounting for hire purchase, Calculation of interest, cash price - Accounting for hire purchase transactions by asset purchase method based on full cash price. - Journal entries, ledger accounts and disclosure in balance sheet for hirer and vendor (excluding default, repossession).	10	1	0	11
Unit-IV (30 Marks)	Departmental accounting - Introduction and meaning of Department accounting. - Basic Principles of Departmental Accounts. - Allocation of Expenses. - Inter-Departmental Transfers at Cost / Invoice Price. - Preparation of Final Account. Accounting for Dissolution of Partnership Firm: - Accounting of Dissolution of the Partnership Firm including Insolvency of partners, sale to a limited company and piecemeal distribution	16	5	0	11
	TOTAL	50	10	0	60

Where, L =Lectures, T =Tutorials, P =Practicals

REFERENCE BOOKS:

- *Introduction to Accountancy* by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi
- *Advance Accounts* by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi
- *Modern Accountancy* by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- *Financial Accounting* by P.C. Tulsian, Pearson Publications, New Delhi
- *Financial Accounting* by Monga, J.R. Ahuja, Girish Ahuja and Ashok Shehgal, Mayur Paper Back, Noida
- *Financial Accounting* by M. Mukherjee and M. Hanif, Tata McGraw Hill Education Pvt. Ltd., New Delhi.
- *Financial Accounting* by Dam, Gautam, Chakraborty & Barman, Gayatri Publications, Guwahati.
- *Financial Accounting* by Goyal & Tiwari, Taxmann Publication, New Delhi

**FYUGC B.COM PROGRAMME
DETAILED SYLLABUS OF 2ND SEMESTER**

Title of the Course	PRINCIPLES AND PRACTICE OF MANAGEMENT
Course Code	COM-MJ-02014
Nature of the Course	Major
Total Credit	04 Credits
Contact Hours	60 Hours
Distribution of Marks	60 (End Sem) + 40 (In-Sem)

COURSE OBJECTIVE:

To provide learners with a foundational understanding of management concepts, principles, and their practical applications in various organizational settings. The course aims to equip students with the necessary skills required for analyzing situations and effectively manage resources within an organisation.

COURSE OUTCOME:

1. Learners will gain a clear understanding of the core concepts, principles and theories of management functions including historical perspectives.
2. It will equip learners with the knowledge of contemporary management issues, leadership styles, motivation theories and how they impact team performance.
3. The course will help learners to understand and effectively manage in various organizational settings.
4. Learners shall be able to analyze organizational challenges and apply management principles to develop solutions.

UNITS	COURSE CONTENTS	L	T	P	Total Hours
Unit-I (25 Marks)	Management Trends (a) Management: concept and importance; Classical theories: Scientific Management, General theory of Administration-an overview, Hawthorne experiment, human relations movement and behavioural movement-an overview. (b) Contemporary Management theories: Management by Objectives (MbO) by Peter F. Drucker; Mary Parker Follet's theory of Management, Managerial roles by Henry Mintzberg.	12	5	0	17
Unit-II (15 Marks)	Planning Planning: Planning Premises and Elements, Limitations of planning- Environmental analysis and SWOT analysis (Concept and Elements)	07	3	0	10
Unit-III	Motivation and Leadership	13	5	0	18

(30 Marks)	(a) Motivation: meaning, importance; Motivation theory: Maslow's theory, Equity theory, McGregor's theory X and Y, two factor theory, Goal setting theory, McClelland's Needs theory. (b) Leadership: meaning, importance; Leadership theory: Great Man, Trait, Situational, Behavioural, Blake and Mouton's Managerial Grid theory, Transactional vs Transformational leadership.				
Unit-IV (30 Marks)	Indian Ethos in Management Indian Ethos in Management- (Management lessons from Indian heritage scriptures and Vedas, Bhagavad Gita, Management lessons from Kautilya's Arthashastra - an overview only, Ethics vs Ethos)	13	2	0	15
	TOTAL	45	15	0	60

Where, L =Lectures, T =Tutorials, P =Practicals

SUGGESTED READINGS:

- Vasishth, N. and Vasishth, V. (2022). *Principles of Management*. Taxmann Publication.
- Kumar. P. (2024). *Management Principles and Applications*. S. Chand & Sons.
- Gupta, C.B. and Mathur, S. (2022). *Management Principles and Applications*. Scholar Tech Press.
- Nath, A.S. (2025). *Principles and Practice of Management*. Ashok Publication.
- Sharlekar, S.A. (2010). *Management (Value Oriented Holistic Approach)*. Himalaya Publishing House.
- Mitra, J.K. (2018). *Principles of Management*. Oxford University Press.
- Prasad. L.M. (2025). *Principles and Practice of Management*. S. Chand & Sons.
- Pillai, R.S.N., Kala, S. *Principles and Practice of Management*. S. Chand & Sons.

**FYUGC B.COM PROGRAMME
DETAILED SYLLABUS OF 3RD SEMESTER**

Title of the Course	MARKETING MANAGEMENT
Course Code	COM-MJ-03034
Nature of the Course	Major
Total Credit	04 Credits
Contact Hours	60 Hours
Distribution of Marks	60 (End Sem) + 40 (In-Sem)

COURSE OBJECTIVE

The course aims to provide basic knowledge of concepts, principles, tools and techniques of marketing and to provide knowledge about various developments in the subject.

COURSE OUTCOME

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

1. Develop understanding of basic concepts of marketing, marketing philosophies, and environmental conditions affecting marketing decisions of a firm.
2. Analyse the process of marketing decisions in terms of product, pricing, distribution and promotion.
3. Learn various recent developments in marketing area that may govern marketing decisions of a firm and also various ethical and legal issues.
4. Comprehend the recent trends in marketing and its implication on business

UNITS	COURSE CONTENTS	L	T	P	Total Hours
Unit-I (25 Marks)	Foundation to Marketing: Nature, Scope and Importance of Marketing; Marketing vs. Selling; Marketing Concepts. Marketing Environment: Concept, Importance and Components of Marketing Environment.	10	2	0	12
Unit-II (25 Marks)	Consumer Behaviour: Concept and Importance, Consumer Buying Process, Consumer Buying Behaviour models- EKB Model, Howard Sheth Model; Targeting strategies- target market selection, Product Positioning: concept, purpose and steps in product positioning. Customer Relations: Meaning, Significance; Customer acquisition- concept; Customer life cycle and Customer	13	3	0	16

	lifetime value; CRM Process-objectives and advantages				
Unit-III (25 Marks)	Marketing Mix: Product Mix: Concept and importance, branding, packaging & labeling; Product Life Cycle, New Product Development process. Pricing Decisions: Objectives; Factors affecting the price of a product; Pricing strategies. Distribution Channels & Physical Distribution: Channels of distribution–meaning and importance; types and factors affecting choice of distribution channels; Channel management strategies	14	3	0	17
Unit-IV (25 Marks)	Promotion and Recent Developments in Marketing: Concept and importance of Promotion; Types of promotion: Advertising, Personal Selling, Public Relations & Sales Promotion, and their distinctive characteristics. Concept only: Green marketing; Digital marketing, SEO marketing, Sustainable Marketing; Rural marketing, Niche Marketing.	13	2	0	15
	TOTAL	50	10	0	60

Where, L =Lectures, T =Tutorials, P =Practicals

Practical Exercise:

Learners are required to:

1. Analyse the impact of various environmental forces in the context of a given durable and non- durable product.
2. Analyse a marketing mix strategy of a durable and non-durable product.
3. Select any product and analyse its segmentation strategy in comparison to its immediate competitive product.
4. Analyse the distribution strategy of a given company.
5. Find out ethical concerns of customers with regard to different marketing mix decisions in regard to select products

SUGGESTED READINGS:

- Czinkota, Miachel: Marketing Management, Cengage Learning.
- Etzel, Michael J., Walker, Bruce J., Stanton, William J., and Ajay Pandit: Marketing Concepts and Cases, Tata McGraw Hill (Special Indian Edition).
- Kazmi, SHH: Marketing Management Text and Cases, Excel Books.
- Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha: Marketing Management: A South Asian Perspective, Pearson.
- Kumar, Arun and N. Meenakshi: Marketing Management, Vikas Publishing House.
- Lamb, Charles W.; Hair, Joseph F., and Carl McDaniel: Marketing, Cengage Learning.

- Zikmund, William G. and Michael D'Amico: Marketing: Creating and Keeping Customers in an E-Commerce World, South-Western College Pub. Note: Learners are advised to use latest edition of text books.

Note: Learners are advised to use latest edition of text books.

**FYUGC B.COM PROGRAMME
DETAILED SYLLABUS OF 3RD SEMESTER**

Title of the Course	CORPORATE ACCOUNTING
Course Code	COM-MJ-03044
Nature of the Course	Major
Total Credit	04 Credits
Contact Hours	60 Hours
Distribution of Marks	60 (End Sem) + 40 (In-Sem)

COURSE OBJECTIVE

The objective of the course is to acquire the conceptual knowledge of corporate accounting and to understand the various techniques of preparing accounting and financial statements.

COURSE OUTCOME

1. The learners will able to identify the provisions to be followed for the preparation of final accounts of companies as per Companies Act 2013.
2. The learners will able to understand the concept of Right shares, Bonus shares, Buy back shares and their accounting treatment.
3. The learners will able to understand the concept of valuation of business after amalgamation and merger and internal reconstruction of companies and its implications in various accounting procedures.
4. The learners will able to clear the concept of winding up or liquidation and will be able to prepare different statements under winding up of companies.

UNITS	COURSE CONTENTS	L	T	P	Total Hours
Unit-I (25 Marks)	Final Accounts Preparation of Final Accounts of a Joint Stock Company (as per Companies Act, 2013) with necessary adjustments	12	2	0	14
Unit-II (25 Marks)	Incentive Equity, Buy Back of shares and Valuation of shares - Incentive Equity: Right and Bonus Shares – Meaning, Advantages and Disadvantages, Provisions as per Companies Act, 2013 and their Accounting Treatment. - Buy back of shares: Meaning, Provision of Companies Act, 2013 and Accounting Treatment. - Valuation of shares: Meaning, provisions of Companies Act on valuation of shares with simple practical problems	13	3	0	16
Unit-III	Internal reconstruction of companies	13	4	0	17

(25 Marks)	• Concept and meaning of Internal Reconstruction • Different forms of Internal Reconstruction • Provisions as per Companies Act and Accounting treatment for Alteration of Share Capital and Reduction of Share Capital • Preparation of Balance Sheet after Internal Reconstruction				
Unit-IV (25 Marks)	Amalgamation of companies • Meaning and objectives of Amalgamation • Provisions as per Accounting Standard 14 • Amalgamation in the nature of Merger and Purchase • Consideration for Amalgamation • Accounting Treatment for Amalgamation and preparation of Balance Sheet after Amalgamation	12	1	0	13
	TOTAL	50	10	0	60

Where, L =Lectures, T =Tutorials, P =Practicals

SUGGESTED READINGS:

- Advance Accounting Jain, S.P., Narang, K.L., Agrawal, S., & Sehgal,
- M. Advanced Accountancy. Kalyani Publishers. • Agarwal, B.M. & Gupta, M.P.
- Advanced Accounting: Text & Problems. Bharat Law House Pvt. Ltd.
- Hanif, M. & Mukherjee, A. Financial Accounting-II. McGraw Hill Publications.
- Iyengar, S.P. Advanced Accounting. Sultan Chand & Sons.
- Corporate Accounting: B.B Dam; H. C Gautam; Chakraborty

Note: Learners are advised to use latest edition of text books

**FYUGC B.COM PROGRAMME
DETAILED SYLLABUS OF 4TH SEMESTER**

Title of the Course	CUSTOMER RELATIONSHIP MANAGEMENT
Course Code	COM-MJ-04034
Nature of the Course	Major
Total Credit	04 Credits
Contact Hours	60 Hours
Distribution of Marks	60 (End Sem) + 40 (In-Sem)

COURSE OBJECTIVE

The course aims to equip learners with the skills to build, maintain and monetize profitable long-term customer relationships. To familiarize learners with the use of information databases, data mining and data warehouses to understand consumer behaviour. This course aims at providing actionable insights on streamlining sales processes, marketing campaigns and customer service.

COURSE OUTCOME

1. Knowledge on this subject will help students understand the foundational principles, evolution and strategic importance of CRM in a competitive digital landscape.
2. The course will enable students analyze consumer touch points and leverage database systems for targeted marketing and customer retention.
3. It will enable learners to evaluate the role of technology in modern CRM, including data warehousing and electronic CRM (e-CRM) techniques.
4. The learners will be able to identify and evaluate challenges in implementing CRM systems across various service industries.

UNITS	COURSE CONTENTS	L	T	P	Total Hours
Unit-I (20 Marks)	Introduction: Customer Relationship Management: definition, evolution, types, significance. Technological components of CRM. Integration of CRM in organizations: necessity, factors responsible for integration in CRM.	12	02	0	14
Unit-II (30 Marks)	Building Customer Relationship: Customer acquisition, Inputs and Requisites for effective acquisition, Customer interaction routes, Factors influencing customer interaction. Developing total care programmes, reasons for losing customers. Customer life Cycle and customer lifetime value.	13	03	0	16

Unit-III (25 Marks)	CRM Process: Objectives and benefits of CRM process, 4 Cs of CRM process, Data Mining for CRM, Changing pattern of e-CRM solutions in the future; Difference between CRM and e-CRM. Sales force automation (SFA).	13	02	0	15
Unit-IV (25 Marks)	IT and CRM: Information Technology and Customer Relationship Management, CRM in services & support relevant of CRM for Hospitality Services; CRM in Banking and Financial Services; CRM in Insurance.	12	03	0	15
	TOTAL	50	10	0	60

Where, L =Lectures, T =Tutorials, P =Practicals

SUGGESTED READINGS:

- Barnes, J.G. (2001), Secrets of Customer Relationship Management: Its all about how you make them feel. University of Virginia: McGraw Hill.
- Burnett K., (2021), Customer Relationship Management, Pearson Education.
- Mckenna, R. (1993), Relationship Marketing: Successful Strategies for the age of the customers. Addison- Wesley Publishing Company.
- Mullick, N.H., (2016), Customer Relationship Management, Oxford University Press.
- Rai, A.K. Customer Relationship Management: Concepts and Cases, 2nd ed. PHI learning
- Sheth, J.N., &Parvatiyar, A. (2013), Handbook of Relationship Marketing, London, UK, Sage Publications Ltd

Note: Learners are advised to use latest edition of text books.

FYUGC B.COM PROGRAMME DETAILED SYLLABUS OF 4TH SEMESTER

Title of the Course	RETAIL MANAGEMENT
Course Code	COM-MJ-04064
Nature of the Course	Major
Total Credit	04 Credits
Contact Hours	60 Hours
Distribution of Marks	60 (End Sem) + 40 (In-Sem)

COURSE OBJECTIVE

To provide learners with a comprehensive understanding of retail management by developing knowledge of retail concepts, retail formats, store location and design, merchandising, pricing, marketing strategies, and retail operations, enabling them to analyze contemporary retail practices and emerging trends in the retail sector.

COURSE OUTCOMES

By the end of the course, the students will be able to:

1. Explain the role and importance of retailing in the modern marketing environment.
2. Analyse various retail formats, ownership structures, and retail theories.
3. Apply merchandising, store planning, inventory control, and retail operational practices.
4. Evaluate retail pricing, promotional strategies, customer service, and relationship management practices.

UNITS	COURSE CONTENTS	L	T	P	Total Hours
Unit-I (20 Marks)	Introduction to Retail: Meaning, nature and scope of retailing; Importance of retailing; Functions of retailers; Growth of organized retailing in India; FDI in retailing in Indian context; Size & drivers of retail changes. Retail formats & Theories: Modern retail formats, challenges faced by the retail sector; Theories of retailing: Environmental Theory, Cyclical Theory, Conflict Theory and Wheel of Retailing Theory	9	1	0	10
Unit-II (30 Marks)	Retail Store Location: Importance of location in retail marketing; Factors affecting store location decisions; Trade area analysis; Site selection and evaluation.	16	4	0	20

	Store planning and design: Store layout, floor space allocation, atmosphere and ambience. Visual merchandising: Concepts, objectives, display techniques and customer attraction strategies.				
Unit-III (20 Marks)	Retail Merchandising: Concept and functions of merchandising; merchandise planning and assortment decisions; category management. Retail Pricing: Objectives, methods, and strategies; psychological pricing, promotional pricing, and discount strategies.	9	1	0	10
Unit-IV (30 Marks)	Retail marketing: Retail marketing mix; Advertising & sales promotion, Store positioning, CRM in retailing Retail operations: Inventory management, stock control, supply chain coordination, customer service management, store maintenance and store security.	16	4	0	20
	TOTAL	50	10	0	60

Where, L =Lectures, T =Tutorials, P =Practicals

SUGGESTED READINGS:

- Swapna Pradhan, Retailing Management, McGraw Hill Education.
- Michael Levy, Barton A. Weitz & Ajay Pandit, Retailing Management, McGraw Hill.
- Chetan Bajaj, Rajnish Tuli & Nidhi V. Srivastava, Retail Management, Oxford University Press.
- Gibson G. Vedamani, Retail Management: Functional Principles and Practices, Jaico Publishing House.
- Barry Berman & Joel R. Evans, Retail Management: A Strategic Approach, Pearson Education.
- Martin M. Pegler, Visual Merchandising and Display, Fairchild Publications.
- Philip Kotler, Kevin Lane Keller, Alexander Chernev & Jagdish N. Sheth, Marketing Management, Pearson.
- David Gilbert, Retail Marketing Management, Pearson Education.

Note: Learners are advised to use latest edition of text books.

**FYUGC B.COM PROGRAMME
DETAILED SYLLABUS OF 4TH SEMESTER**

Title of the Course	FUNDAMENTALS OF INVESTMENT
Course Code	COM-MJ-04074
Nature of the Course	Major
Total Credit	04 Credits
Contact Hours	60 Hours
Distribution of Marks	60 (End Sem) + 40 (In-Sem)

COURSE OBJECTIVE

The course aims to equip students with essential knowledge of investment concepts, risk–return assessment, security valuation, and portfolio management, enabling them to understand diverse investment avenues and make informed, analytical, and rational investment decisions in financial markets.

COURSE OUTCOME

By the end of the course, the students will be able to:

1. Understand and evaluate various investment avenues, risk–return relationships, and the valuation of securities.
2. Analyse equities, bonds, mutual funds, and other instruments using fundamental and technical tools.
3. Understand and evaluate fixed income securities focusing on valuation, yields, portfolio diversification and risk management.
4. Apply portfolio management techniques to construct, review, and optimise investment portfolios effectively.

UNITS	COURSE CONTENTS	L	T	P	Total Hours
Unit-I (20 Marks)	Basics of Investment Investment – Meaning, Purpose and Objectives, Investment and Speculation, Types of Investment – Commodities, Real Estate and Financial Assets, Security and Non-security form of investment, Investment Attitudes-Return, Risk, Liquidity, Tax Shelter, Convenience; Sources of Financial Information, Return and Risk-Concept and Computation.	12	0	0	12
Unit-II (30 Marks)	Investment in Equities and Mutual Funds Investment in Equities – Advantages and Disadvantages of investing in equities, Fundamental Analysis – Economic	12	04	0	16

	Analysis, Industry Analysis and Company Analysis; Technical Analysis – Tools of Technical Analysis – interpretation of charts and patterns; Valuation of Equity Shares, Investment in Mutual Funds–Benefits, Selection criteria, and performance evaluation.				
Unit-III (25 Marks)	Investment in Fixed Income Securities and Other Investment Avenues Investment in Fixed Income Securities Bonds–Meaning, Features, Types of Bonds, Estimating Bond Yields, Bond Valuation, Types of Risk in bonds – Default risk, Credit ratings, Consideration for investing in a Bond. Other Investment Avenues Investment in Real Estate–Meaning, Reasons for Investing in Real Estates, Housing Finance in India; Investment in Gold and Silver– Reasons for investment in Gold and Silver.	14	02	0	16
Unit-IV (25 Marks)	Portfolio Investment Portfolio–Meaning and Significance, Portfolio Management Process, Investment Decision Making Approaches – Fundamental approach, Psychological Approach, Academic Approach, Eclectic approach, Common mistakes in Investment Management.	12	04	0	16
	TOTAL	50	10	0	60

Where, L =Lectures, T =Tutorials, P =Practicals

SUGGESTED READINGS:

- Bhalla, V. K. *Fundamentals of Investment Management*. S. Chand.
- Srivastav, R. *Investment Management*. Wiley.
- Kevin, S. *Security Analysis and Portfolio Management*. PHI.
- Chandra, P. *The Investment Game*. Tata McGraw Hill.
- Ranganatham, M. & Madhumathi, R. *Investment Analysis and Portfolio Management*. Pearson Education.

Note: Learners are advised to use latest edition of text books

**FYUGC B.COM PROGRAMME
DETAILED SYLLABUS OF 4TH SEMESTER**

Title of the Course	BUSINESS LAW
Course Code	COM-MJ-04084
Nature of the Course	Major
Total Credit	04 Credits
Contact Hours	60 Hours
Distribution of Marks	60 (End Sem) + 40 (In-Sem)

COURSE OBJECTIVE

To provide students with foundational knowledge of key business laws in India and develop the ability to apply legal principles to real-world commercial situations.

COURSE OUTCOME

1. To explain the essential elements and enforcement of valid business contracts and special agreements.
2. To analyze legal provisions governing partnerships, LLPs, and the sale of goods in commercial contexts.
3. To identify and interpret various forms of intellectual property and their significance in business protection.
4. To evaluate the legal and ethical considerations in resolving business disputes and ensuring compliance with regulatory frameworks.

UNITS	COURSE CONTENTS	L	T	P	Total Hours
Unit-I (25 Marks)	The Indian Contract Act 1872 and Special Contract Act: • Contract-meaning, characteristics and its types • Essentials of a Valid Contract- Offer and Acceptance, Consideration, Contractual capacity, Free consent • Discharge of contracts- Modes of discharge of contracts • Contract of bailment and contract of Agency • Contract of indemnity and guarantee	10	5	0	15
Unit-II (25 Marks)	Partnership Act 1932 and Limited Liability Partnership Act 2008: • Nature and Characteristics of Partnership, Forms of Partnership • Rights and Duties of Partners, Modes of Dissolution of Partnership • Concept and features of LLP, difference between LLP, Partnership and company • LLP agreement, Partners and their relationship, Designated Partners.	12	3	0	15

	• Incorporation of LLP- Documents and Registration				
Unit-III (25 Marks)	The Sales of Goods Act, 1930 • Contract of Sale, meaning and difference between sale and agreement to sell • Condition and Warranties • Transfer of ownership of goods and performance of contract of sale • Unpaid seller- concept, rights of the unpaid seller against the goods and the buyer • International Contract of Sale – Concept, objectives and features	9	3	0	12
Unit-IV (25 Marks)	Miscellaneous Acts A. Intellectual Property Rights • Introduction of Intellectual Property • Basics of TRIPS and World Trade Organisation (WTO) • Kinds of Intellectual Property rights- Copyright, Patent, Trademark, Trade secret, Design and Layout design, Geographical indication, Plant varieties and Traditional Knowledge • Case Studies B. Competition Act, 2002 • Introduction of Competition Law and Objectives of the Competition Act, 2002 • Concept of Anti-competitive agreements and Abuse of dominant position • Regulation of combinations (mergers, acquisitions, amalgamations) • Competition Commission of India (CCI): Composition, powers and functions. Importance of the Act in business practices	14	4	0	18
	TOTAL	45	15	0	60

Where, L =Lectures, T =Tutorials, P =Practicals

SUGGESTED READINGS:

- Dhingra, J. (n.d.). Business laws. Kalyani Publishers.
- Kapoor, N. D. (n.d.). Business law. Sultan Chand & Sons.
- Varshney, G. K. (n.d.). Business law. Sahitya Bhawan Publications.
- Gupta, O. P. (n.d.). Business law. SBPD Publishing House.
- Das, S. K., & Roy, P. K. (2018). *Business law*. Oxford University Press.
- Singh, A. (2019). *Business law*. Bharat Law House.
- Jagota, R. (2022). *Business laws*. Kalyani Publishers.