

**Syllabus for four years B.Com in Marketing**  
**Subject under CBCS system and Semester System as per UGC**  
**Regulations**  
**(Curriculum and Credit framework for undergraduate programme)**  
**(Group-B) Marketing**  
**(A) Major Core Courses**

Sl. No.	Sem	Type of Course	Course Code	Name of Course	Credits	Marks CIA+ESE 30+70
1.	I	MJC-1	BCM/MJ C-1	Principles and Functions of Management	6	100
2.	II	MJC-2	BCM/MJ C-2	Principles and Functions of Marketing	6	100
3.	III	MJC-3	BCM/MJ C-3	Sales and Distribution Management	5	100
4.	III	MJC-4	BCM/MJ C-4	Advertising Management	4	100
5.	IV	MJC-5	BCM/MJ C-5	Tourism Marketing	5	100
6.	IV	MJC-6	BCM/MJ C-6	Rural Marketing in India	5	100
7.	IV	MJC-7	BCM/MJ C-7	Service Marketing	5	100
8.	V	MJC-8	BCM/MJ C-8	Consumer Behaviour	5	100
9.	V	MJC-9	BCM/MJ C-9	Digital Marketing	5	100
10.	VI	MJC-10	BCM/MJ C-10	Event Management	4	100
11.	VI	MJC-11	BCM/MJ C-11	International Marketing	5	100
12.	VI	MJC-12	BCM/MJ C-12	Business Economics	5	100
13.	VII	MJC-13	BCM/MJ C-13	Business Law	5	100
14.	VII	MJC-14	BCM/MJ C-14	Research Methodology	5	100
15.	VII	MJC-15	BCM/MJ C-15	Company Law	6	100
16.	VIII	MJC-16	BCM/MJ C-16	Business Communication	4	100

Sub Total = 80

**Note:**

MJC – Major Course  
 BCMK- B.Com in Marketing  
 CIA- Continous Internal Assessment  
 ESE- End Semester Examination

*Manish*  
 14/06/23

*Antak*  
 14.06.2023

*Antak*  
 14-06-2023

*Prakash*  
 14.06.2023

*R.K.K.*  
 14.6.23

*Manish*  
 14/06/23

*Manish*  
 14/06/23

## GROUP-B: MARKETING

### SEMESTER I

#### BCM/MJC-1: PRINCIPLES AND FUNCTIONS OF MANAGEMENT

##### Objective:

To acquaint the learners with the basic concepts of business, different forms of business organisation, basics of management concepts and the different management functions.

##### Learning Outcomes:

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

1. Know the Principles of Management and the different levels at which decisions are taken by the Managements
2. Identify and explain Managerial skills used in business;
3. Analyse the concept of Delegation of Authority, coordination, and control;
4. Assess the importance of effective communication in management
5. Validate the role of Motivation and Leadership in modern day management

##### COURSE CONTENTS:

BCM/MJC-1: PRINCIPLES AND FUNCTIONS OF MANAGEMENT (Theory: 6 credits)		
Unit	Topics to be covered	No. of Lectures
1	<b>Principles of Management</b> Management - Meaning and Characteristics; Fayol's 14 Principles of Management; Levels of Management Importance of Management, Arts and Science of Management- Skills of Management; Scientific Management - meaning, objectives, relevance and criticism.	10
2	<b>Functions of Management: Planning and Organizing</b> Planning- Meaning, Characteristics, Types of Plans, Advantages and Disadvantages – Approaches to Planning - Management by Objectives (MBO) - Steps in MBO - Benefits –Weaknesses; Organizing - Process of Organizing; Principles of Organisation - Formal and Informal Organisations – Line, Staff Organisations, Line and Staff Conflicts. Functional Organisation; Span of Management - Meaning - Determining Span - Factors influencing the Span of Supervision.	10
3	<b>Functions of Management: Authority and Coordination</b> Meaning of Authority, Power, responsibility and accountability - Delegation of Authority - Decentralization of Authority; Definition, importance, process, and principles of Coordination techniques of Effective Coordination	10
4	<b>Functions of Management: Control and Communication</b> Control-Meaning, Relationship between planning and control, Steps in Control – Types (post, current, and pre-control). Requirements for effective control. Communication-purpose, process, formal and informal communication, barriers to effective communication and overcoming these barriers;	15

Manish  
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5	<b>Functions of Management: Motivation and Leadership</b> Motivation-Meaning, importance, major motivation theories- Maslow's need hierarchy theory, Herzberg's two-factors theory, Vroom's Expectation Theory, extrinsic and intrinsic motivation; Leadership- meaning, theories, essential qualities, global leadership attributes, practicing leadership	15
	<b>TOTAL</b>	60

**Suggested Readings:**

1. Basu, C. R. (1998). *Business Organization and Management*. New Delhi: McGraw Hill Publishing India.
2. Chhabra, T. N. (2011). *Business Organization and Management*. New Delhi: Sun India Publications.
3. Gupta, C. B. (2011). *Modern Business Organization*. New Delhi: Mayur Paperbacks.
4. Kaul, V. K. (2012). *Business Organization and Management, Text and Cases*. New Delhi: Pearson Education.
5. Koontz, H., & Weihrich, H. (2008). *Essentials of Management*. New York: McGraw Hill Education.
6. Singh, B. P., & Singh, A. K. (2002). *Essentials of Management*. New Delhi: Excel Books.
7. F. C. Sharma, *Business Organisation*, SBPD Publications, Agr
8. M.C. Shukla, *Business Organisation*, S. Chand Publications, New Delhi.
9. Y. P. Verma, *Business Organisation*, Sahitya Bhawan Publications, Agra.

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14-06-2023

P.V. Kumar  
14.6.23

14.06.2023

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