



**JAI HIND COLLEGE
BASANTSING INSTITUTE OF SCIENCE
&
J.T.LALVANI COLLEGE OF COMMERCE
(AUTONOMOUS)**

"A" Road, Churchgate, Mumbai - 400 020, India.

**Affiliated to
University of Mumbai**

Program : S.Y.B.COM

Proposed Course :Commerce

**Credit Based Semester and Grading System (CBCS) with
effect from the academic year 2018-19**

Semester IV			
Course Code	Course Title	Credits	Lectures /Week
CCOM401	Finance	3	3

Semester IV			
Course Code	Course Title	Credits	Lectures /Week
CCOM402	Advertising	3	3

Semester IV			
Course Code	Course Title	Credits	Lectures /Week
CCOM403	Marketing Strategies	3	3

Semester IV – Theory

Course: CCOM401	Fundamentals of Finance& Quality management (Credits : 3 Lectures/Week: 3)	
	Objectives: 1. to provide basic conceptual and applicative knowledge about finance and quality management 2. to develop the student's employability skills. Outcomes: Understanding the nuances of finance-its objectives, new trends etc.	
Unit 1	Introduction to Financial Concepts <ul style="list-style-type: none"> • Financial Management- Meaning, Objectives, Functions • Financial Planning- Need, objectives, significance, essentials of a sound financial plan. • Indian Financial System-Concept, features, functions, Components, Role, Challenges faced in the Financial sector, Weakness of the Indian financial system, Constituents of the Indian financial system 	10 lectures
Unit 2	Financial Markets & Regulatory Framework <ul style="list-style-type: none"> • Financial Markets- Introduction, Classification of Financial Markets- Organised (primary, secondary, money), Unorganised, Money market Instruments, Reasons for growth of Capital markets, role of capital markets • IPO- Concept, Merits, demerits, ASBA • Dematerialization- Concept, Need • SEBI- functions, powers, role, investor protection measures of SEBI • Stock Exchange- concept, features, services • Speculators, Meaning, features, types • Credit Rating Agencies- Concept, functions, advantages, Credit rating agencies- CRISIL & CARE 	13 lectures
Unit 3	Recent Trends in Finance Asset Management <ul style="list-style-type: none"> • <u>Structures</u> Mutual Funds- concept, functions, advantages, limitations, types, factors responsible for growth of mutual funds, SIP Alternative Investment Funds (AIF) Portfolio Management Service (PMS) • Derivatives Market- Meaning, participants, types. • Currency Market- meaning, features, functions, types • Start-up ventures Private Equity, Venture Capital & Angel Funds • Micro finance- concept, features, benefits, role • Sweat equity shares, ESOP • International Financial Services Centres (IFSC's) 	12 lectures
Unit 4	Introduction to Quality Management <ul style="list-style-type: none"> • Introduction to Quality: Dimensions of Quality 	10lectures

	<ul style="list-style-type: none"> • Quality Circle: Meaning, features, importance. • Quality Management Tools: TQM –Meaning, features, advantages, making TQM effective • Six Sigma–Meaning, Steps • ISO 9000 – Meaning, Standards • Kaizen- Meaning, process • Incorporated a case study 	
--	--	--

Textbook & References

1. Bharathi Pathiak, 2014, Indian Financial System, Pearson Publication
2. L.M.Bhole, Jitendra Mahakad, 2017, Financial Institutions and Markets: Structure Growth & Innovations – Tata McGraw Hill.
3. Vasant Desai, 2016, The Indian Financial System and Financial Market Operator-Himalaya Publishing
4. M.Y.Khan, 2013, Indian Financial System – Tata McGraw –Hill
5. Nalini Prava Tripathy, 2007, Mutual Funds in India: Emerging Issues Excel Books New Delhi.

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

- (i) C.A.-I : Test – 20 Marks of 30 mins. duration
- (ii) C.A.-II : 20 Marks- Case Study Analysis

II. Semester End Examination (SEE)- 60 Marks

Semester IV – Theory

Course: CCOM402	Course Title: Advertising (Credits :3 Lectures/Week: 3)	
	Objectives: <ul style="list-style-type: none"> ➤ To highlight the role of advertising for success of brands and help students to understand concepts and methods of advertising. ➤ To orient learners towards practical aspects and techniques of advertising. ➤ This course will prepare learners to lay down a foundation for their careers related to advertising and marketing. Outcomes: Understanding the strategies of advertising and new trends in marketing	
Module I	<u>Planning advertising Campaign</u> <ul style="list-style-type: none"> • Advertising Campaign- Concept, need, steps in planning campaign, determining advertising objectives. • Advertising budget – Meaning, factors to be considered for advertising budget, methods of setting advertising budgets (Fixed Guideline method, Task Method, Subjective method) • Media Planning- Meaning, Process, factors to be considered while selecting media, media scheduling strategies. 	Lectures 12
Module II	<u>Fundamentals of Creativity in Advertising</u> <ul style="list-style-type: none"> • Creativity- Concept and Importance, Creative brief. • Visualisation – Meaning, Techniques. • Buying Motives – Meaning, Features, Types. • Selling Points – Meaning, Features. • Advertising Appeals – Meaning, Essentials, Types. • USP • High Involvement Products, Low Involvement Products- meaning, features. • AIDA formula. • Story telling in Advertising- need and importance. 	Lectures 12
Module III	<u>Implementation Plan</u> <p>A) <u>Preparing Print Advertisements</u></p> <ul style="list-style-type: none"> • Copywriting – Meaning, Essentials, Elements, Types. • Illustration – Meaning, Functions, Importance. • Layout – Meaning, Principles. <p>B) <u>Creating Broadcast Advertisements</u></p> <ul style="list-style-type: none"> • Execution on T.V. • Execution on Radio. • Jingles • Storyboard 	Lectures 12
Module IV	<u>Evaluation of Advertising</u> <ul style="list-style-type: none"> • Pre-testing & Post testing advertising effectiveness – Meaning, Objectives, Methods- Pre-testing methods- Checklist, Consumer Jury, Sales Test Area, Portfolio Test, Projective Techniques. Post-testing Methods – Readership Survey Method, Recognition & Recall Test, Inquiry & Coupon Response Method, Attitude & Opinion Test. 	Lectures 09

Textbook& References:

1. Belch, G. E., & Belch, M. A. (2017), Advertising and promotion: An integrated marketing communications perspective, 11th Edition, Boston: McGraw-Hill.
2. Raghuvir Singh, Sangeeta Sharma (2006), Advertising: Planning and Implementation, Prentice Hall
3. Batra, Myers and Aaker, (2008), Advertising Management, 5th Edition, – Pearson Education
4. Ruchi Gupta, (2012), Advertising Principles and Practice – S.Chand Publishing

Evaluation Scheme

[A] Evaluation scheme for Theory courses

III. Continuous Assessment (C.A.) - 40 Marks

(iii)C.A.-I : Test – 20 Marks of 30 mins. duration

(iv)C.A.-II : 20 Marks : Project Work

IV. Semester End Examination (SEE)- 60 Marks

Semester IV – Theory

Course:	Course Title: Marketing Strategy (Credits : 3 Lectures/Week: 3)
---------	---

CCOM403		
	<p>Objectives: 1. to provide basic conceptual and applicative knowledge about marketing 2. to develop the student's employability and understanding of consumer behaviour.</p> <p>Outcomes: Unique methodology of teaching and learning will provide the students basic conceptual and applicable knowledge and an excellent opportunity to develop industry level skill set.</p>	
Unit I	<p>Marketing Strategies</p> <ul style="list-style-type: none"> • Marketing strategy :Concept, role and importance, different types of marketing strategies, formulating marketing strategies, Analysing marketing opportunities • Preparing for the marketing Strategy- PESTLE, SWOT analysis, Competitor's analysis (Porter's Five forces model) • Competitive Strategies- Differentiation, Cost Leadership, focus, Core competencies, Defensive & Offensive strategies. • Strategies for New & growing markets-Mintzberg's 5P's Strategy 	Lectures 13
Unit II	<p>Consumer Behaviour, Market Segmentation & Targeting</p> <ul style="list-style-type: none"> • Consumer Behaviour- Concept, Importance, Types of Consumer Behaviour, profiling the consumer & understanding their needs, Steps in Consumer Buying Behaviour, Factors influencing consumer behaviour • Market Segmentation- Basis of segmentation, strategies, importance. • Targeting- Importance, Patterns. 	Lectures 11
Unit III	<p>Customer Relationship Management & Digital Marketing</p> <ul style="list-style-type: none"> • Customer Relationship Management- Concept, Importance, CRM success factors, CRM techniques. • Customer Loyalty-Customer life cycle, Strategies for retaining customers, Ways of building loyal relationships, handling challenging situations, Reasons for customer loss, Role of technology in CRM. • Digital Marketing- Meaning, Advantages, Tools. • Types of Digital Marketing- Mobile marketing, Telemarketing, Buzz Marketing, Product Placements, Social Media marketing. • Digital Marketing in the Age of Virtual & Augmented Reality. 	Lectures 11
Unit IV	<p>Market Research</p> <ul style="list-style-type: none"> • Market Research- Meaning, importance, process, product research, consumer research, competitor's research. • Marketing of Real Products on the basis of certain parameters- (Activity) Pricing, Packaging, Positioning, customer profiling, differentiation, digital media used, strategies for customer retention. 	Lectures 10
<p>Textbook& References:</p> <ol style="list-style-type: none"> 1. Philip Kotler (2003). Marketing Management : Eleventh Edition. New Delhi : Pearson Education 2. V. S. Ramaswani and S Namakumari (2002). Marketing : Planning, 		

Implementation and Control (3rd Edition) New Delhi, Macmillan India

3. Michael Porter – Competitive Advantage
4. Theodore Levitt – Marketing Management
5. Fundamentals of Marketing – William Stanton
6. R. Kalokota, Andrew V. Winston, Electronic Commerce - A Manger's Guide, Pearson Education
7. Tripathi, E-Commerce, Jaico Publishing House, Mumbai, Edn. 2010.
8. Mullins, Walker, Boyd, (2008), Marketing Management- A Strategic decision making approach, 6th edition.
9. Ferrell, Hartine, Marketing Management Strategies, International Edition, 2011.
10. Simons Kingsnorth, Digital Marketing Strategy, 2016.

Evaluation Scheme

[A] Evaluation scheme for Theory courses

V. Continuous Assessment (C.A.) - 40 Marks

(v) C.A.-I : Test – 20 Marks of 30 mins. duration

(vi) C.A.-II : 20 Marks : Project Work

VI. Semester End Examination (SEE)- 60 Marks