

VIDYASAGAR UNIVERSITY

Midnapore, West Bengal



PROPOSED CURRICULUM&SYLLABUS (DRAFT) OF

B.COM. (HONOURS/ HONOURS WITH RESEARCH) MAJOR IN MARKETING MANAGEMENT

4-YEAR UNDERGRADUATE PROGRAMME

(w.e.f. Academic Year 2023-2024)

Based on

**Curriculum & Credit Framework for Undergraduate Programmes
(CCFUP), 2023& NEP, 2020**

VIDYASAGAR UNIVERSITY
B.COM. (HONOURS/ HONOURS WITH RESEARCH) MAJOR IN MARKETING MANAGEMENT
(under CCFUP, 2023)

Level	YR.	SEM	Course Type	Course Code	Course Title	Credit	L-T-P	Marks				
								CA	ESE	TOTAL		
B.Com. (Hons./ Hons. with Research)	4 th	VII	SEMESTER-VII									
			Major-14	COMH MJ14	T: Organisational Behaviour			4	3-1-0	15	60	75
			Major-15	COMH MJ15	T: Marketing Research			4	3-1-0	15	60	75
			CRM	COMH CRM	T: Research Methodology and Ethics			4	3-1-0	15	60	75
			Major Elective-03	COMH DSE 03	T: Product and Pricing Management OR Brand Management			4	3-1-0	15	60	75
			Minor-07	COMMIN07	T Corporate Governance			4	3-1-0	15	60	75
		Semester-VII Total					20				375	
		VIII	SEMESTER-VIII									
			Major-16	COMH MJ16	T: Digital Marketing			4	3-1-0	15	60	75
			Major Elective-04	COMH DSE04	T: International Marketing OR Agricultural Marketing			4	3-1-0	15	60	75
			Major Elective-05	COMH DSE05	T: Strategic Management OR Green Accounting and Environmental Issues	HONOURS STUDENTS ONLY	4	3-1-0	15	60	75	
			Major Elective-06	COMH DSE06	T: Customer Relationship Management OR Sales and Distribution Management		4	3-1-0	15	60	75	
			Research	COMHRD	P: RESEARCH PROJECT / DISSERTATION	RESEARCH STUDENTS ONLY	8	0-0-8	-	150	150	
			Minor-8	COMMIN08	T: Advanced Applications of Computer in Business			4	3-1-0	15	60	75
		Semester-VIII Total					20				375	
		YEAR-4					40				750	
		To be awarded B.Com. (Hons. / Hons. with Research) Major in Marketing Management					166	Marks (Year: I+II+III+IV)			3075	

MJ = Major, MI = Minor Course, DSE = Discipline Specific Elective Course, CRM= Compulsory Research Methodology, CA= Continuous Assessment, ESE= End Semester Examination, T = Theory, P= Practical, L-T-P = Lecture-Tutorial-Practical

VIDYASAGAR UNIVERSITY, PASCHIM MIDNAPORE, WEST BENGAL

SEMESTER-VII

MAJOR (MJ)

MAJOR (MJ) 14: ORGANISATIONAL BEHAVIOUR (Theory)

CREDIT: 4; FM: 75

HOURS: 60

Course content

Unit 1: Introduction to Organisational Behaviour: Definition, nature, scope; Importance of OB; OB variables – individual, group, organisational; OB models – autocratic, custodial, supportive, collegial, system; OB-performance linkage.

9 lecture hours

Unit 2: Individual Behaviour in Organisations: Foundations – biological, psychological; Ability – intellectual, physical; Personality – determinants (heredity, environment, situation), theories – MBTI, Big Five; Perception & Attribution – perceptual process, attribution theory; Attitudes – components, formation, change, cognitive dissonance; Learning – classical, operant, social learning; Individual attributes and performance.

12 lecture hours

Unit 3: Group Dynamics & Team Behaviour: Groups – formal, informal; Group development – Tuckman's stages; Group characteristics – roles, norms, status, size, cohesiveness; Group Decision-Making – techniques; Teams vs. Groups – types of teams (virtual, cross-functional, self-managed); Challenges – social loafing, groupthink

9 lecture hours

Unit 4: Organisational Culture & Work Environment: Definition, nature, characteristics; Types – strong vs. weak, functional vs. dysfunctional; Culture vs. formalisation; Functions – identity, commitment, stability; Culture creation – founder's values, socialisation, leadership; Sustaining culture – rituals, stories, symbols, language.

10 lecture hours

Unit 5: Power, Politics & Conflict: Power – bases (formal, personal), dependence, power tactics; Politics – definition, causes, consequences; Conflict – definition, types (intrapersonal, interpersonal, intergroup), traditional vs modern views; Conflict management styles – Thomas-Kilmann model; Conflict resolution – negotiation, mediation.

9 lecture hours

Unit 6: Organisational Change & Development: Organisational Change – definition, internal/external forces, planned vs unplanned; Lewin's Change Model – unfreeze, change, refreeze; Resistance – causes, overcoming strategies; Change agents – role, traits; Organisational Development (OD) – Concept.

11 lecture hours

Suggested Readings:

1. Robbins, S.P., Judge, T.A. and Vohra, N.: Organisational Behaviour, Pearson.
2. Robbins, S.P. and Judge, T.A.: Essentials of Organizational Behaviour, Pearson.
3. Newstrom, J.: Organizational Behaviour: Human Behaviour at Work, McGraw Hill.
4. Mullins, L.J.: Management and Organisational Behaviour, Pearson.
5. Buchanan, D. & Huczynski, A.: Organisational Behaviour: An Introductory Text, Prentice Hall.
6. Aswathappa, K.: Organisational Behaviour: A Diagnostic, Prentice Hall India.
7. Luthans, F. Organizational Behaviour. McGraw Hill

MAJOR (MJ) 15: MARKETING RESEARCH (Theory)

CREDIT: 4; FM: 75

HOURS: 60

Course content

Unit 1: Introduction to Marketing Research: Meaning, Nature and Scope of Marketing Research; Role of Marketing Research in Decision Making; Marketing Information System (MIS); Marketing Research Process; Ethical Issues in Marketing Research

10 lecture hours

Unit 2: Research Design and Data Collection: Research Design: Meaning and Types (Exploratory Research, Descriptive Research & Causal Research); Sources of Data: Primary and Secondary Data; Methods of Data Collection: Observation, Survey, Experiment & Interview; Online and Digital Marketing Research

13 lecture hours

Unit 3: Sampling Design: Census vs Sample; Sampling Process; Sampling Techniques: Probability Sampling (Simple Random, Stratified, Systematic, Cluster) & Non-probability Sampling (Convenience, Judgment, Quota, Snowball); Determination of Sample Size; Sampling Errors

13 lecture hours

Unit 4: Measurement and Questionnaire Design: Measurement and Scaling Techniques: Nominal, Ordinal, Interval, Ratio Scales, Likert Scale & Semantic Differential Scale; Questionnaire Design: Types of Questions (Open-ended, Close-ended), Steps in Questionnaire Construction, Pre-testing and Pilot Survey; Reliability and Validity

12 lecture hours

Unit 5: Data Processing, Analysis and Report Writing: Editing, Coding and Tabulation; Classification and Presentation of Data, Measures of Central Tendency (Mean, Median, Mode); Correlation and Regression (Basic Concepts only); Hypothesis Testing (Concept and Steps); Report Writing: Structure and Presentation; Presentation of Research Findings

12 lecture hours

Suggested Readings:

1. Marketing Research: An Applied Orientation – Naresh K. Malhotra & Satyabhushan Dash, Pearson Education.
2. Marketing Research, G C Beri, Tata McGraw Hill, New Delhi.
3. Marketing Research: Text and Cases, Rajendra Nargundkar, Tata McGraw Hill, New Delhi.
4. Marketing Research – David A. Aaker, V. Kumar & George S. Day, Wiley India.
5. Research Methodology: Methods and Techniques – C.R. Kothari & Gaurav Garg, New Age International.
6. Business Research Methods – William G. Zikmund, Barry J. Babin, Jon C. Carr & Mitch Griffin, Cengage Learning.

VIDYASAGAR UNIVERSITY, PASCHIM MIDNAPORE, WEST BENGAL

COMPULSORY RESEARCH METHODOLOGY (CRM)

[For both Hons. and Hons. with Research students]

CRM: RESEARCH METHODOLOGY AND ETHICS (Theory)

CREDIT: 4; FM: 75

HOURS: 60

Course contents:

Unit 1: Introduction to Research: Meaning, Objectives, and Importance of Research; Types of Research: Fundamental, Applied, Descriptive, Analytical, and Empirical; Research Process: Steps in Research; Identifying and Defining Research Problems; Literature Review and Research Gap.

12 lecture hours

Unit 2: Research Design and Sampling Techniques: Meaning and Need for Research Design; Features of a Good Research Design; Types of Research Design: Exploratory, Descriptive, Experimental, and Diagnostic; Sampling Design: Census vs. Sample, Probability and Non-Probability Sampling, Sample Size and Sampling Errors.

9 lecture hours

Unit 3: Data Collection and Measurement Techniques: Types of Data: Primary and Secondary; Methods of Data Collection: Observation, Interview, and Questionnaire; Measurement and Scaling Techniques: Nominal, Ordinal, Interval, and Ratio Scales, Likert Scale, and Semantic Differential Scale.

9 lecture hours

Unit 4: Data Processing and Statistical Analysis: Editing, Coding, Tabulation, and Data Presentation; Descriptive Statistics: Mean, Standard Deviation, Maximum, Minimum; Hypothesis: Concept and Types; Hypothesis Testing (conceptual understanding); Correlation and Regression Analysis (Basic level).

9 lecture hours

Unit 5: Research Report Writing: Types of Research Reports; Structure and Format of a Research Report; Writing Research Proposals and Synopsis; Referencing and Citation Styles: APA, MLA.

12 lecture hours

Unit 6: Ethical Practices in Research: Ethics in Research: Principles, Issues, and Misconducts; Ethical Concerns in Selecting and Framing Research Problems; Plagiarism and Ethical Issues in Report Writing.

9 lecture hours

Suggested Readings:

1. Kothari, C. R., & Garg, G. (2019). *Research methodology: Methods and techniques* (4th ed.). New Age International Publishers.
2. Cooper, D. R., & Schindler, P. S. (2014). *Business research methods* (12th ed.). McGraw-Hill Education.
3. Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research methods for business students* (8th ed.). Pearson Education Limited.
4. Panneerselvam, R. (2014). **Research Methodology** (2nd ed.). PHI Learning Pvt. Ltd.
5. Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approach* (5th ed.). SAGE Publications.

MAJOR ELECTIVE (MJE)

MAJOR ELECTIVE (DSE)-03: PRODUCT & PRICING MANAGEMENT
CREDIT: 4; FM: 75
HOURS: 60

Course content:

Unit 1: Introduction to Product Management: Meaning and Importance of Product Management; Levels of Product (Core, Actual, Augmented Product); Product Classification: Consumer and Industrial Products; Product Mix and Product Line Decisions; Product Planning and Development Process; Role of Product Manager

12 lecture hours

Unit 2: Product Strategy and Branding: New Product Development (NPD) Process; Product Life Cycle (PLC): Stages and Strategies; Branding: Concept, Importance and Types; Brand Equity and Brand Positioning; Packaging and Labelling Decisions; Product Differentiation and Positioning Strategies

14 lecture hours

Unit 3: Fundamentals of Pricing: Meaning and Importance of Pricing; Pricing Objectives (Profit, Market Share, Survival, etc.); Factors Affecting Pricing Decisions; Demand, Cost and Competition Considerations; Break-even Analysis (Basic Concept)

12 lecture hours

Unit 4: Pricing Methods and Strategies: Cost-Oriented Pricing (Cost-plus, Mark-up Pricing); Demand-Oriented Pricing (Perceived Value Pricing); Competition-Oriented Pricing; New Product Pricing (Skimming and Penetration Pricing); Product Line Pricing; Psychological Pricing; Discount and Allowance Pricing

13 lecture hours

Unit 5: Contemporary Issues in Product and Pricing: Pricing in Service Sector; Dynamic Pricing and Online Pricing; International Pricing; Ethical Issues in Pricing; Product and Pricing Strategies in Digital Marketing Environment

11 lecture hours

Suggested Readings:

1. Philip Kotler & Kevin Lane Keller, Marketing Management, Pearson Education.
2. Philip Kotler & Gary Armstrong, Principles of Marketing, Pearson.
3. Donald R. Lehmann & Russell S. Winer, Product Management, McGraw Hill.
4. Thomas T. Nagle, John E. Hogan, & Joseph Zale, Strategy and Tactics of Pricing, Pearson.
5. Rajan Saxena, Marketing Management, McGraw Hill Education.
6. Ramanuj Majumdar, Product Management in India, PHI.
7. A.K. Chitale & Ravi Gupta, Product Policy and Brand Management: Text and Cases, PHI.
8. Kaushik Mukherjee, Product Management: Text and Cases, PHI.

OR

MAJOR ELECTIVE (DSE)-03: BRAND MANAGEMENT (Theory)

CREDIT: 4; FM: 75

HOURS: 60

Course content

Unit 1: Introduction to Brand Management: Meaning and Importance of Brand; Brand vs Product; Evolution of Branding; Functions of Branding; Brand Elements (Name, Logo, Tagline, Symbol); Types of Brands: Individual, Corporate, Private, National, Global

12 lecture hours

Unit 2: Brand Identity and Brand Equity: Brand Identity and Brand Image; Brand Positioning and Repositioning; Brand Equity: Concept and Importance; Customer-Based Brand Equity (CBBE) Model; Brand Awareness, Brand Loyalty, Brand Associations; Measuring Brand Equity

11 lecture hours

Unit 3: Brand Building and Communication: Brand Building Process; Integrated Marketing Communication (IMC) and Branding; Role of Advertising in Brand Building; Celebrity Endorsement and Co-branding

12 lecture hours

Unit 4: Branding Strategies: Brand Extension (Line Extension and Category Extension); Multi-brand Strategy; Brand Portfolio Management; Corporate Branding; Global Branding Strategies; Brand Revitalization and Rebranding

13 lecture hours

Unit 5: Contemporary Issues in Brand Management: Digital Branding and Social Media; Employer Branding; Brand Ethics and Social Responsibility; Brand Crisis Management

12 lecture hours

Suggested Readings:

1. Isaac C. Jacob Kevin Lane Keller, Vanitha Swaminathan, & Ambi M.G. Parameswaran, Strategic Brand Management, Pearson Education.
2. David A. Aaker, Managing Brand Equity, Free Press.
3. Tilde Heding, Charlotte F. Knudtzen, & Mogens Bjerre Brand Management: Research, Theory and Practice, Routledge.
4. Philip Kotler & Kevin Lane Keller, Marketing Management, Pearson.
5. David A. Aaker, Building Strong Brands, Free Press.
6. Y L R Moorthi, Brand Management, VIKAS publishing House Pvt. Ltd.
7. Kisholoy Roy, Brand Management, Vrinda Publications.

MINOR (MI)

MINOR (MI) 7: CORPORATE GOVERNANCE (Theory)

CREDIT: 4; FM: 75

HOURS: 60

Course content

Unit 1: Introduction: Components of Corporate Governance; Corporate Governance system worldwide: Single board vs. Dual board; Networked model vs. High-tension model; Corporate Governance in India.

9 lecture hours

Unit 2: Shareholders and Corporate Governance: Types of shareholders; General rights and privileges of shareholders; Rights of minority shareholders; Grievance redressal process in India, Shareholder activism.

9 lecture hours

Unit 3: Corporate governance and audit: Internal and External auditors; Non-audit services; Independence of auditors; Assessment of fairness on financial reports; NFRA and standard of auditing

7 lecture hours

Unit 4: Corporate frauds: Introduction to corporate frauds; Major corporate frauds – case studies; Whistle blowing and fraud reporting by auditors

6 lecture hours

Unit 5: Key concepts of Companies Act, 2013: Different types of companies as per Companies Act, 2013; Types of directors as per Companies Act, 2013.

8 lecture hours

Unit 6: Corporate Governance and Role of Board: Composition of Board of Directors; Independence of Directors; Board Sub-committees as per Companies Act and SEBI (LODR) Regulations.

9 lecture hours

Unit 7: Corporate Social Responsibility (CSR): Drivers of CSR; Key components of CSR; CSR under Companies Act; Business ethics and CSR

7 lecture hours

Unit 8: Corporate Sustainability: Idea of sustainability and its meaning for business – ESG and TBL; Framework for ESG ratios; Corporate sustainability reporting and indices

5 lecture hours

Suggested Readings:

1. Satheesh Kumar, T.N.. Corporate Governance. OUP, New Delhi.
2. Fernando, A.C.. Corporate Governance: Principles, Policies and Practices. Pearson Education. New Delhi.
3. Kumar, Anil, Arora, Jyotsna Rajan, and Gupta, Lovleen. Taxmann's Auditing and Corporate Governance. Taxmann. New Delhi.
4. Bhattacharya, Ashis K.. Corporate Governance in India: Change and Continuity. OUP, New Delhi.
5. Sarkar, Jayati and Sarkar, Subrata: Corporate Governance in India, Sage Publications, New Delhi.
6. Ministry of Corporate Affairs, Govt. of India: Companies Act, 2013.