

SYLLABUS
for
Choice Based Credit System
(CBCS)

**New Education
Policy
(NEP) 2023**

B.COM HONOURS
ADVERTISING AND MARKETING MANAGEMENT(AMM)

PATNA WOMEN'S COLLEGE

Autonomous

PATNA UNIVERSITY

3rd Cycle NAAC Accredited 'A' Grade with CGPA 3.58/4

**"College with Potential for Excellence" (CPE) Status Accorded by
UGC**

Nusrath Sohail

Chairperson
Board of Studies (BoS)
Department of AMM
Patna Women's College, P.U.
Autonomous

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Sheziah Rahman

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PROGRAM OUTCOME

Upon completion of the Commerce Graduate programme, the students will be able to achieve the following outcomes:

PO1: Professional Knowledge: Attain profound expertise in their discipline by understanding the functioning of business, their challenges and significance in the economy.

PO2: Critical and Cognitive skills: Engage in critical and cognitive thinking by analyzing situations and constructing and selecting viable solutions to solve problems.

PO3: Environment and sustainability: Understand the impact of the scientific solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

PO4: Effective Communication: Demonstrate familiarity with and Portability to analyze both verbally and in writing issues and forms of contemporary art with a clear understanding of historical precedents.

PO5: Research and Analysis: Demonstrate analytical skill and proficiency in a range of tools and techniques used in research in commerce and management.

PO6: Employability and higher Education: Show proficiency in professional, employability and soft skills required for higher education and placements.

PO7: Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the humanitarian practice.

POS: Entrepreneurial activities: Assess financial statement and create marketing strategies to start entrepreneurial activities.

PO9: E-Commerce and Society: Articulate familiarity with e-commerce application in modern day business and transparency in business to promote higher productivity in society

PO10: Multidisciplinary Approach: Integrate academic curriculum with other co-curricular goals, such as career development, life-long learning, develop interdisciplinary learning and opportunity to extend their knowledge across all disciplines.

PO11: Nation Building: Introspect and evolve into dynamic and creative individuals capable of socially productive constructive actions that positively impact our Nation and the World at large.

Handwritten signatures:
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S. Sathya
Shojin Rahman
y. S. Sathya

PROGRAM SPECIFIC OUTCOME

Upon completion of the programme, the students will attain the ability to:

PS01: Understand the basic concepts in marketing, developing and understanding usage of marketing communication.

PSO2: Comprehend the role of advertising in the global marketing, the usage of various types of advertising campaign and estimation of advertising budget.

PSO3: Develop a brief knowledge about the various uses of different type of media and its effect in today's society.

PSO4: Project work enables the students to develop necessary insights into the practical field by making use of functional knowledge of different area.

B.COM. AMM (Honours)

Note: 1 credit= 10 Hours

- 1. Major courses: 6 credits each (5 Theory/1 Tutorial)**
- 2. Minor course: 3 credits each (2 Theory/1 Tutorial)**
- 3. Multidisciplinary courses: 3 credits each (2 Theory/1 Tutorial)**
- 4. Skill Enhancement Course: 3 credits each (1 Theory/2 Practicals)**

Major Course (MJC) (6 credits each)

Major (MJC) Course: A course which should compulsorily be studied by candidate as a major requirement is termed as a major course.

Semester I

- 1. Introduction to Marketing Management**

Semester II

- 1. Principles and Practices of Management**

Minor Course (MIC) (3 credits each)

Minor Course (MIC): An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a minor paper. P.S: A minor course offered in a discipline/subject may be treated as an elective by other discipline/subject.

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Semester I

1. Marketing Management

Semester II

1. Sales Management (Practical)

Multidisciplinary Course (MDC) (3 credits each)

Multidisciplinary Course (MDC): Elective courses may be offered by the main discipline/subject of study is referred to as Multidisciplinary course. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

Semester I

1. Corporate Communication

Semester II

1. International Advertising

Skill Enhancement Course (SEC) (3 Credits)

Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide value based and/or skill -based knowledge.

Semester I

1. Video and Radio Production

Semester II

1. Workshop on Salesman and Selling Skills

Value Added Course (VAC): This is a pool of courses offered by all the Departments in groups of odd and even semesters out of which a student can choose. VAC courses are the common pool of courses offered by different disciplines and aimed towards personality building, embedding ethical, cultural and constitutional values; promoting critical thinking, Indian Knowledge Systems, scientific temperament, communication skills, creative writing, professional skills, sports & physical education and teamwork which will help in the all-round development of students.

Semester II

1. Entrepreneurship Skill Development

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COURSE STRUCTURE FOR B.COM (AMM HONOURS)

SEMESTER-I	SEMESTER-II
AMM MJC 101: Introduction to Marketing Management	AMM MJC 202: Principles and Practices of Management
AMM MIC 101: Basics of Marketing Management	AMM MIC 202: Sales Management (Practical)
AMM MDC 101: Corporate Communication	AMM MDC 202: Social Media Marketing, Search Engine Optimisation & Online Advertising
AMM SEC 101: Video and Radio Production (Practical)	AMM SEC 202: Workshop on Salesmanship and Selling Skills (Practical)
	VAC 202: Entrepreneurship Skill Development (Practical)

SEMESTER-I

S. No.	Name of Course	Type of Course	Credit	Marks
1	Major Course 1	MJC-1	6	100
2	Minor Course 1	MIC-1	3	100
3	Multidisciplinary Course 1	MDC-1	3	100
4	MIL (AEC)	AEC-1	2	100
5	Skill Enhancement Course	SEC-1	3	100
6	Value added course	VAC-1	3	100
				Total Credit- 20

SEMESTER-II

S. No.	Name of Course	Type of Course	Credit	Marks
1	Major Course 2	MJC-2	6	100
2	Minor Course 2	MIC-2	3	100
3	Multidisciplinary Course 2	MDC-2	3	100
4	MIL (AEC)	AEC-2	2	100
5	Skill Enhancement Course	SEC-2	3	100
6	Value added course	VAC-2	3	100
				Total Credit- 20

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SEMESTER I

MAJOR COURSE (6 credits each)

TITLE: INTRODUCTION TO MARKETING MANAGEMENT

Major Course: A course, which should compulsorily be studied by a candidate as a major requirement is termed as a Major course.

MAJOR COURSE CODE: AMM MJC101

INTRODUCTION TO MARKETING MANAGEMENT

COURSE OUTCOME:

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

CO1: Understand the concepts of marketing management.

CO2: Learn about marketing process for different types of products and services.

CO3: Demonstrate effective understanding of relevant functional areas of marketing management and its application.

CO4: Develop analytical skills in identification and resolution of problems pertaining to marketing management.

AMM MJC101: INTRODUCTION TO MARKETING MANAGEMENT PWC (Theory: 5 credits+ Tutorial: 1 credit)		
Unit	Topics to be covered	No. of Hours
1	Marketing: Concept, Marketing Philosophies, Marketing Mix, Marketing Environment	12
2	a) Market Segmentation: Concept and classification of market, homogeneity versus heterogeneity in a market condition, basis for segmenting different kinds of markets, Market targeting & Market positioning. b) Marketing Information System: Components, Significance, applications of Marketing Management	14

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3	a) Product: Levels, Classification, Product Mix. New Product Development. Product Life Cycle. Branding, Packaging & Labeling. b) Pricing: Objectives & Factors Affecting Pricing decision, Pricing Policies and Strategies	11
4	a) Place: Channels of Distribution, Factors Affecting Choice of Distribution Channels, Channel conflict & resolution, Marketing System Logistics: Meaning, Importance, Objectives, Marketing Logistics Task. b) Promotion: Concept of Promotion Mix and Factors Affecting Promotion Mix, Emerging Trends in Integrated Marketing Communication (IMC)	13
	Tutorials	10
	TOTAL	60

Suggested Readings:

1. Kotler, Keller, Koshy and Jha "Marketing Management" Pearson Education, 13th Edition
2. Ramaswamy VS, Namakumari "Marketing Management" Macmillan, 4th Edition
3. Shukla A.K. "Marketing Management" Vaibhav Laxmi Prakashan, 1st Edition,
4. Sherlakh S.A, "Marketing Management", Himalaya Publishing House, 13th Edition,
5. Kazmi, S H H & Mahajan JP, "Principles of Marketing Management," Excel Books, 1st Edition 2012.

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SEMESTER I

MINOR COURSE (3 credits each)

TITLE: BASICS OF MARKETING MANAGEMENT

Minor Course (MIC): An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a minor paper. P.S: A minor course offered in a discipline/subject may be treated as an elective by other discipline/ subject.

MINOR COURSE CODE: AMM MIC101

BASICS OF MARKETING MANAGEMENT

COURSE OUTCOME:

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

CO1: Understand the marketing environment.

CO2: Understand the concepts of marketing.

CO3: Comprehend conceptual knowledge in the functional area of marketing management.

CO4: Develop analytical skills in identification and resolution of problems pertaining to marketing management.

AMM MIC101: BASICS OF MARKETING MANAGEMENT PWC (Theory: 2 credits+ Tutorial: 1 credit)		
Unit	Topics to be covered	No. of Hours
1.	Marketing: Concept, Marketing Philosophies & Marketing Environment.	6
2.	Marketing Mix: Concept, Ps of Marketing Mix	5
3.	Market Segmentation: Concept and classification of market, homogeneity versus heterogeneity in a market condition, basis for segmenting different kinds of markets. Market targeting, steps in positioning strategies.	4
4.	Marketing Information System: Components, Significance, applications of Marketing Management.	5

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	Tutorials	10
	TOTAL	30

Suggested Readings:

1. Kotler, Keller, Koshy and Jha "Marketing Management" Pearson Education, 13th Edition
2. Ramaswamy VS, Namakumari "Marketing Management" Macmillan, 4th Edition
3. Shukla A.K. "Marketing Management" Vaibhav Laxmi Prakashan, 1st Edition,
4. Sherlakhar S.A, "Marketing Management", Himalaya Publishing House, 13th Edition,
5. Kazmi, S H H & Mahajan JP, "Principles of Marketing Management," Excel Books, 1st Edition 2012.

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SEMESTER I

MULTIDISCIPLINARY COURSE (3 credits each)

TITLE: CORPORATE COMMUNICATION

Multidisciplinary Course (MDC): Elective courses may be offered by the main discipline/subject of study is referred to as Multidisciplinary course. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

MULTIDISCIPLINARY COURSE CODE: AMM MIC101

CORPORATE COMMUNICATION

COURSE OUTCOME:

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

CO1: Comprehend an overview of corporate communication.

CO2: Impart the correct practices of the strategies of effective Business writing.

CO3: Demonstrate his verbal and non-verbal communication ability through presentation.

CO4: Apply the basic mechanics of grammar.

AMM MDC101: CORPORATE COMMUNICATION PWC (Theory: 2 credits+ Tutorial: 1 credit)		
Unit	Topics to be covered	No. of Hours
1.	Communication: Nature of Communication, Process of Communication, Types of Communication (Verbal & Non-Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication, Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers, How to overcome the barriers.	6

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2.	<p>a) Business Correspondence: Letter Writing, Representation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, Preparing the Resume.</p> <p>b) Report Writing: Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. Vocabulary Words often confused, Words often miss pelt, common errors in English.</p>	5
3.	Business Etiquettes, Business manners. Body language, gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings, and real life experiences. Practical Grammar (basic Fundamentals), Sentence errors-Punctuation, Vocabulary building	4
4.	Oral Presentation, Importance, Characteristics, Presentation Plan, Power point Presentation, Visual aids. How to make a Presentation, the various Presentation tools, along with guidelines of effective Presentation.	5
	Tutorials	10
	TOTAL	30

SUGGESTED READINGS:

1. Lesikar, R.V. & Flatley, M.E.; Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Bovee, and Thill, Business Communication Today, Pearson Education
3. Shirley Taylor, Communication for Business, Pearson Education
4. Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH.
5. Sinha, K.K., Business Communication, Galgotia and Sons, New Delhi.

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6. Reuben, Ray (2001). Communication today - understanding creating skills, Himalaya Publishing House.

SEMESTER I

SKILL ENHANCEMENT COURSE (3 credits each)

TITLE: VIDEO AND RADIO PRODUCTION(PRACTICAL)

Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide value based and/or skill -based knowledge.

SKILL ENHANCEMENT COURSE CODE: AMM SEC101

Video and Radio Production

COURSE OUTCOME:

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

CO1: Demonstrate competency in shooting and editing video in the field and studio.

CO2: Apply proficiency in recording and editing for audio productions.

CO3: Formulate strategies for developing new concepts that respond to evolving market needs.

CO4: Employ the management techniques of planning, organizing, directing and controlling of marketing functions.

AMM SEC101: VIDEO AND RADIO PRODUCTION(PRACTICAL) PWC (Theory: 1 credit+ Practical: 2 credits)		
Unit	Topics to be covered	No. of Hours

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1.	Video and Radio Production: Introduction to Video Production- Television Production Process-Production elements-Camera, Lighting, Audio, Switching, Video Recording and Special effects-Television Studio-Studio, control Room Stages in Production: Production-Post Production-Production people-Nontechnical personnel-Technical personnel-News Production personnel.	3
2.	Types of Video Camera- Formats-Shots-Types of Shots-Camera Movement	2
3.	Editing- Linear and non-linear-on-line and offline	2
4.	Uses of sound and music in Productions- Types of microphones. Commercial and PSAs on TV- commercial and PSAs on radio.	3
	Practicals	20
	TOTAL	30

SUGGESTED READINGS:

1. Sahu PK Raut KC. (2003). Salesmanship and Sales Management, Vikas Publishing House Pvt. Ltd., 3rd edition.
2. Dutta Bholanath, C Girish (2001). Salesmanship, Himalaya Publishing House, 1st edition.
3. Holman Tomlinson, Sound for Digital Video, Focal Press.
4. Felix Lionel & Shlorz Demien. Hands-on Guide to Video Blogging and Podcasting Emerging Media Tools for Business Communication, Focal Press.
5. Belavadi Vasuki - Video Production, Oxford University Press, 2nd edition.
6. Rumsey Francis - The Audio Workstation Handbook, Focal Press.

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SEMESTER II

MAJOR COURSE (6 credits each)

TITLE: PRINCIPLES AND PRACTICES OF MANAGEMENT

Major Course: A course, which should compulsorily be studied by a candidate as a major requirement is termed as a Major course.

MAJOR COURSE CODE: AMM MJC202

Principles and Practices of Management

COURSE OUTCOME:

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

CO1: Understand the concept of marketing.

CO2: Understand the elements of effective management.

CO3: Apply appropriate concept in business management efficiently.

CO4: Understand the importance of motivation and communication in management.


AMM MJC202: PRINCIPLES AND PRACTICES OF MANAGEMENT PWC (Theory: 5 credits+ Tutorial: 1 credit)		
Unit	Topics to be covered	No. of Hours
1.	Introduction: Managerial functions, Evolution of Management Thought: Taylor, Fayol, Mayo Drucker	14
2.	Planning: Types of Plan, Planning Process Importance and limitations; Decision making Process	11
3.	Organising: Process of organizing, different types of authority (line, staff and functional), decentralization, delegation. Formal and informal organization, span of management, Principles of organizing. Types of organization structure.	12

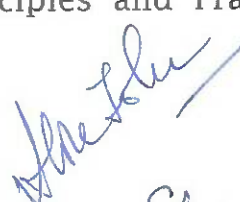


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4.	a) Staffing: Recruitment, Selection; Orientation; Training and Development; Performance Appraisal. Compensation, separation b) Motivation: Theories of Maslow, Herzberg, Vroom & McClland c) Leadership: Concept, Importance; Theories of Leadership: Likert's, Blake's and Mouton's. d) Communication: Process, Types, Barriers, Effective Communication e) Control: Process, Principles of effective control, Major techniques of control, Ratio analysis (ROI), budgetary control, EVA, MVA, PERT and CPM.	13
	Tutorial	10
	TOTAL	60

SUGGESTED READINGS:

1. Prasad L.M. (2016). "Principles and Practice of Management", Sultan Chand & Sons, 9th Edition.
2. Pillai R. S. N, Kala. S, (2012). Principles And Practice of Management S. Chand, 1st Edition
3. Natrajan K (2004). "Principles of Management", Himalaya Publishing House, 5th Edition
4. Bhat Anil, Kumar Arya, Management Principles, Processes and Practices", Oxford University Press, 9th Edition
5. Diwan Parag (2012). Management Principles and Practices, Excel Books 1st Edition.


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SEMESTER II

MINOR COURSE (3 credits each)

TITLE: SALES MANAGEMENT (PRACTICAL)

Minor Course (MIC): An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a minor paper. P.S: A minor course offered in a discipline/subject may be treated as an elective by other discipline/subject.

MINOR COURSE CODE: AMM MIC202

SALES MANAGEMENT (PRACTICAL)

COURSE OUTCOME:

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

CO1: Know the distinction between the skills required for selling and sales management.

CO2: Analyze and evaluate the performance of salesperson.

CO3: Analyze and evaluate sales and sales management strategies in relation to current standards of practice.

CO4: Develop a plan for organizing, staffing and training a salesforce.

AMM MIC202: SALES MANAGEMENT (PRACTICAL) PWC (Theory: 2 credits+ Practical: 1 credit)		
Unit	Topics to be covered	No. of Hours
1.	a) Sales Management: Concept, Nature & Significance, Difference between sales and marketing. b) Sales Forecasting: Concepts of Forecasting & Classification of forecasting methods.	6
2.	a) Sales Planning: Concept & Steps in Sales Planning. b) Sales Organisation: Concept & structure of Sales Organization.	5
3.	a) Sales Territory: Concept and different forms of sales territory.	4

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	b) Sales Quota: Concept and classification of Quota, Process of setting of different types of Quotas. c) Sales Budgeting: Concept, and Process of budget Preparation.	
4.	Salesforce Management: Concept & its Implication in Sales Management.	5
	Practical: A Dissertation Report	10
	TOTAL	30

SUGGESTED READINGS:

1. Panda, T. K. & Sahadev Sunil (2012). Sales and Distribution Management, Oxford University Press, 2nd Edition.
2. Gupta S.L. (2005). Sales and Distribution Management, Text and Cases, Execl Books, 1ST Edition
3. Sales Management: Decisions, Strategies and Cases - R.R. Still, E.W. Cundiff & N.A.P. Govoni
4. Havaladar K. Krishna, Cavale M Vasant, Sales and Distribution Management, Text and Cases, 6th Edition, McGraw Hill Education (India) Private Limited
5. Kotler, Keller, Koshy and Jha "Marketing Management" Pearson Education, 13th edition

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SEMESTER II

MULTIDISCIPLINARY COURSE (3 credits each)

TITLE: SOCIAL MEDIA MARKETING, SEARCH ENGINE OPTIMIZATION & ONLINE ADVERTISING

Multidisciplinary Course (MDC): Elective courses may be offered by the main discipline/subject of study is referred to as Multidisciplinary course. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

MULTIDISCIPLINARY COURSE CODE: AMM MDC202

Social Media Marketing, Search Engine Optimisation & Online Advertising

COURSE OUTCOME

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

CO1: Understand the importance and benefits of search engine optimisation.

CO2: Understand the social media platforms and their unique features.

CO3: To deepen knowledge of social media landscape and its growth.

CO4: Understand how to analyse web page performance.

AMM MDC202: SOCIAL MEDIA MARKETING, SEARCH ENGINE OPTIMIZATION & ONLINE ADVERTISING PWC (Theory: 2 credits+ Tutorial: 1 credit)		
Unit	Topics to be covered	No. of Hours
1.	SOCIAL MEDIA MARKETING: Building an online community - Understanding Social Media Marketing - Marketing and building presence on Facebook - Marketing and building presence on Twitter - Employer branding on LinkedIn	5
2.	Facebook advertising overview - How Facebook ads work - How to create	6

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	Facebook ads - Additional advertising options and best practices for Facebook advertising - Marketing and monetizing on YouTube - Customize your YouTube Channel - Video optimization on YouTube - YouTube Analytics	
3.	SEO FOUNDATION & STRATEGIES: Understanding SEO -- Content optimization - Long-term content planning Keyword strategy - Link building strategies - Measuring SEO effectiveness - SEO for Ecommerce - Local search - Mobile SEO UNIT Pay-Per-Click Advertising	4
4.	Getting started with Google Adwords - Advertising tracking - Key Google Adwords strategies - Remarketing with Google - Budget and ROI tips - B2B Remarketing.	5
	Tutorial	10
	Total	30

SUGGESTED READINGS:

1. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson, Wiley
2. Fundamentals of Digital Marketing by Puneet Singh Bhatia, Pearson
3. Digital Marketing by Vandana Ahuja, Oxford
4. Tuten: Social Media Marketing, Sage

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SEMESTER II

SKILL ENHANCEMENT COURSE (3 credits each)

TITLE: WORKSHOP ON SALESMANSHIP AND SELLING SKILLS

Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide value based and/or skill -based knowledge.

SKILL ENHANCEMENT COURSE CODE: AMM SEC202

Workshop on Salesman and Selling Skills

COURSE OUTCOME:

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

CO1: Demonstrate competency in shooting and editing video in the field and studio.

CO2: Apply proficiency in recording and editing for audio productions.

CO3: Formulate strategies for developing new concepts that respond to evolving market needs.

CO4: Employ the management techniques of planning, organizing, directing and controlling of marketing functions.

AMM SEC202: WORKSHOP ON SALESMANSHIP AND SELLING SKILLS PWC(Theory: 1 + Practical: 2 credits)		
Unit	Topics to be covered	No. of Hours
1.	Sales Management: Concept, Nature, Significance, qualities of Salesman	3
2.	Selling: Concepts and Types of selling: Personal selling- Meaning & Steps	2

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3.	Theory of selling: AIDAS, Right Set of Circumstances Theory, Buying Formula Theory, Behavioral Equation theory, Blake & Moutons (Sales Grid theory)	3
4.	Buying Motives	2
	Practicals	20
	TOTAL	30

SUGGESTED READINGS:

1. Sahu PK Raut KC. (2003). Salesmanship and Sales Management, Vikas Publishing House Pvt. Ltd., 3rd edition.
2. Dutta Bholanath, C Girish (2001). Salesmanship, Himalaya Publishing House, 1st edition.
3. Holman Tomlinson, Sound for Digital Video, Focal Press.
4. Felix Lionel & Shlorz Demien. Hands-on Guide to Video Blogging and Podcasting Emerging Media Tools for Business Communication, Focal Press.
5. Belavadi Vasuki - Video Production, Oxford University Press, 2nd edition.
6. Rumsey Francis - The Audio Workstation Handbook, Focal Press.

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SEMESTER II

VALUE ADDED COURSE (3 credits each)

TITLE: ENTREPRENEURSHIP SKILL DEVELOPMENT (PRACTICAL)

Value Added Courses (VAC): This is a pool of courses offered by all the Departments in groups of odd and even semesters out of which a student can choose. VAC courses are the common pool of courses offered by different disciplines and aimed towards personality building, embedding ethical, cultural and constitutional values; promoting critical thinking, Indian Knowledge Systems, scientific temperament, communication skills, creative writing, professional skills, sports & physical education and teamwork which will help in the all-round development of students.

VALUE ADDED COURSE CODE: VAC 202

Entrepreneurship Skill Development

COURSE OUTCOME:

At the completion of the course, the learner will attain the ability:

CO1: To understand the concept of Entrepreneurship and related terms and gets an exposure the entrepreneurship ecosystem

CO2: To develop the abilities of analysing and understanding business situations and plan entrepreneurial activities accordingly

CO3: To create presentnations and business plans that articulate and apply financial, operational, organizational, market, and sales knowledge to identify paths to value creation

CO4: To understand various steps involved in starting a venture and to explore marketing methods & new trends in entrepreneurship.

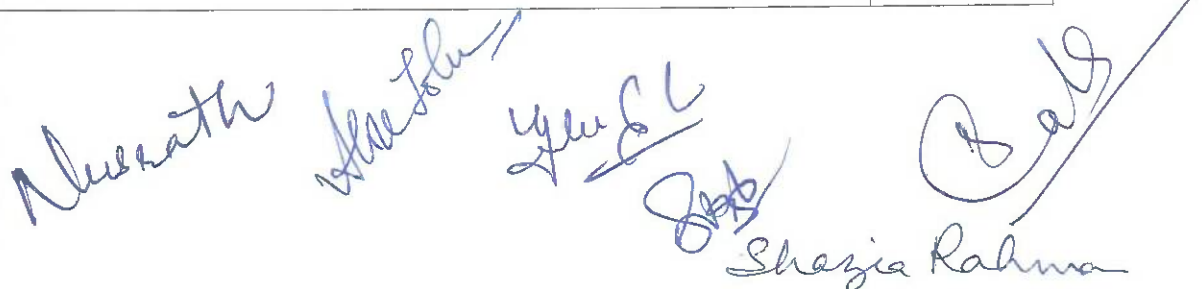
VAC 202: ENTREPRENEURSHIP SKILL DEVELOPMENT(PRACTICAL) PWC (Theory: 1 credits+ Practical: 2 credits)		
Unit	Topics to be covered	No. of Hours

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1.	Entrepreneurship Development a) Who is an Entrepreneur & Charms of Being an Entrepreneur? B) How to Identify Business Opportunities, Business Opportunity identification: Criteria of Selection & Sources of Information. c) Interactions with Representatives from various Support Institutions. d) Schemes of Assistance for MSMEs: Financial Agencies / Institutions/ NSIC, SIDBI, DIC and Other Support Agencies.	2
2.	Identifying Entrepreneurship Opportunities a) How to conduct Market Survey: Tools, Techniques and Guidelines. b) Briefing for Market Survey: Questionnaire Designing c) Developing Entrepreneurial Competencies (Achievement Motivation Training). d) Preparing Pre-feasibility Report: Preliminary Project Report (PPR).	2
3.	Business Plan Preparation a) Business Plan: Need, Importance, Content & Format b) Working Capital Requirement & Management, Product Costing and Cost Consciousness, Break Even Point & Financial Management. c) Cash flow, Profitability & Balance Sheet.	2
4.	MANAGEMENT INPUTS a) Product Planning & Product Mix Strategy. b) Marketing Management: Product Promotion, Sales and Advertisement. c) Personal Management, Negotiation and Networking, Delegation of Authority.	4

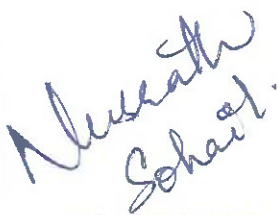


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	d) Leadership Modes, Efficiency Orientation and Systematic Planning. e) IPR, Pattern, Copy Rights, Trade Mark etc., Legal Formalities in an Enterprise: (Factory Act, PF, Labour Laws etc.)	
	Practicals	20
	TOTAL	30


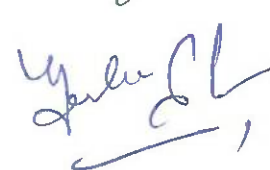
SUGGESTED READINGS:

1. Gupta and Dr. Srinivasan, Entrepreneurship development in India
2. Vasant Desai, Dynamics of Entrepreneurial Development and Management
3. Sarugadharan and Resia Begum, Women Entrepreneurship; institutional support and problems
4. M.W. Deshpande, Entrepreneurship of Small-Scale Industries
5. D. L. Saxon and RW Smilor (eds), The Art and Science of Entrepreneurs
6. Venkateshwara Rao and Udai Pareek, (Eds)Developing Entrepreneurship-A Handbook
7. Raja Gopal, Agriculture Business and Entrepreneurship
8. H.Sadhak, Industrial development in Backward Regions in India
9. Ravi J. Mathai, Rural Entrepreneurship: A Frame Working Development
Entrepreneurship - A Handbook


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BOARD OF STUDIES MEETING

A meeting of Board of Studies, of Department of Advertising and Marketing Management (AAMM), Patna Women's College (Autonomous) will be held on 30.01.2024 at 1.00 P.M. in the Department Staff room of the College.

Agenda of the meeting were as under:

1. Approval of NEP 4-year degree course syllabus from semester III to VIII.
2. Any other

Following are the members of the Board of Studies

Name	Designation	Signature
1. Dr. Shazia Rahman	Chairperson	Rahman
2. Dr. S. B. Lall	Subject Expert, P.U.	Coalt
3. Prof. Rajeev Verma	Subject Expert	Absent
4. Dr. Shweta Vats	Subject Expert	20/1/2024
5. Mr. Alok Bajpe	Industry Expert	Absent
6. Ms. Anisha Modi	Meritorious Alumnee	Absent
7. Dr. R. Singh	Faculty Member	
8. Mr. Alok John	Faculty Member	20/01.
9. Mr. Musrath Sohail	Faculty Member	Nusrath
10. Ms. Yashra Singh	Faculty Member	Yashra

A meeting of Board of Studies of Department of Advertising and Marketing Management Patna Women's College, Patna was held on 30.1.2024 at 1:00 PM in the Department Staff room of the College.

Resolutions

1. Resolved the syllabus of Semester III to Semester VIII undergraduate 4 year Degree Course for Major, Minor Course, Multidisciplinary Course, Skill Enhancement Course as prescribed by National Education Policy (NEP) be adopted with minor changes.
- 2.

Name	Designation	Signature
1. Dr. Shazia Rahman	Chairperson	Shazia
2. Dr. S. B. Lall	Subject Expert, P.U	S. B. Lall
3. Prof. Rajeesh Verma	Subject Expert	Absent
4. Dr. Shweta Vats	Subject Expert	Shweta
5. Mr. Alok Bajpai	Industry Expert	Absent
6. Ms. Anisha Modi	Meritorious Alumina	Absent
7. Mr. Nusrath Sohail	Faculty Member	Nusrath
8. Mr. Alok John	Faculty Member	Alok John
9. Dr. D. K. Singh	Faculty Member	D. K. Singh
10. Mr. Yash Singh	Faculty Member	Yash Singh

SYLLABUS
for
Choice Based Credit System
(CBCS)

**New Education
Policy
(NEP) 2023**

B.COM HONOURS
ADVERTISING AND MARKETING MANAGEMENT(AMM)

PATNA WOMEN'S COLLEGE

Autonomous

PATNA UNIVERSITY

3rd Cycle NAAC Accredited 'A' Grade with CGPA 3.58/4

**"College with Potential for Excellence" (CPE) Status Accorded by
UGC**

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PATNA WOMEN'S COLLEGE

Autonomous

PATNA UNIVERSITY

3rd Cycle NAAC Accredited at A Grade with CGPA 3.58/4

“College with Potential for Excellence (CPE)” status accorded by UGC

Semester - III	Semester -IV
AMM MJC303: Advertising Management (Practical)	AMM MJC405: International Marketing (Practical)
AMM MJC304: Media Management (Practical)	AMM MJC406: Service Marketing
AMM MIC303: Advertising Management (Practical)	AMM MJC407: Consumer Behaviour
AMM MDC303: English Communication (Practical)	AMM MIC404: Media Management (Practical)
AMM SEC303: Computer Applications in Advertising and Marketing (Practical)	

Semester - V	Semester -VI
AMM MJC508: Legal Aspects of Marketing	AMM MJC610: Public Relations
AMM MJC509: Sales and Distribution Management (Practical)	AMM MJC611: Business Environment
AMM MIC505: Principles and Practice of Management	AMM MJC612: Brand Management (Practical)
AMM MIC506: Business Environment	AMM MIC607: International Marketing (Practical)
AMM INT-1: Internship (Practical)	AMM MIC608: Corporate Communication

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Semester - VII	Semester -VIII
AMM MJC713: Marketing Research (Practical)	AMM MJC816: Customer Relationship Management (Practical)
AMM MJC714: Retail Management (Practical)	AMM MIC810: Retail Management (Practical)
AMM MJC715: Organizational Behaviour	AMM RP-1: On- the job training (Practical)
AMM MIC709: Customer Relationship Management (Practical)	

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Semester- III

S. No.	Name of Course	Type of Course	Credit	Marks
1	Major Course 3	MJC-3	6	100
2	Major Course 4	MJC-4	6	100
3	Minor Course 3	MIC-3	3	100
4	Multidisciplinary Course 3	MDC-3	3	100
5	Ability Enhancing course (Course on Disaster Risk Management- DRM)	AEC-3	2	100
6	Skill Enhancement Course	SEC-3	3	100
				Total Credit- 23

Semester- IV

S. No.	Name of Course	Type of Course	Credit	Marks
1	Major Course 5	MJC-5	6	100
2	Major Course 6	MJC-6	6	100
3	Major Course 7	MJC-7	6	100
4	Minor Course 4	MIC-4	3	100
5	Ability Enhancing course (Social Service/ NSS/ NCC) Management- DRM)	AEC- 4	2	100
				Total Credit- 23

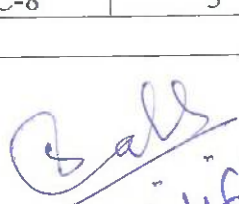
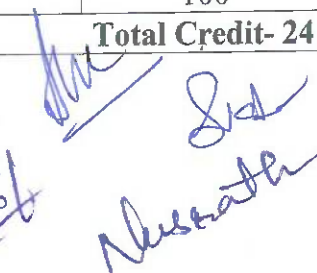
Semester- V

S. No.	Name of Course	Type of Course	Credit	Marks
1	Major Course 8	MJC-8	6	100
2	Major Course 9	MJC-9	6	100
3	Minor Course 5	MIC-5	3	100
4	Minor Course 6	MIC-6	3	100
5	Internship	INT-1	4	100
				Total Credit- 22

Semester- VI

S. No.	Name of Course	Type of Course	Credit	Marks
1	Major Course 10	MJC-10	6	100
2	Major Course 11	MJC-11	6	100
3	Major Course 12	MJC-12	6	100
4	Minor Course 7	MIC-7	3	100
5	Minor Course 8	MIC-8	3	100
				Total Credit- 24

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Semester- VII

S. No.	Name of Course	Type of Course	Credit	Marks
1	Major Course 13	MJC-13	6	100
2	Major Course 14	MJC-14	6	100
3	Major Course 15	MJC-15	6	100
4	Minor Course 9	MIC-9	4	100
				Total Credit- 22

Semester- VIII

S. No.	Name of Course	Type of Course	Credit	Marks
1	Major Course 16	MJC-16	6	100
2	Minor Course 10	MIC-10	4	100
3	Research Project/ Dissertation	RP-1	12	100
				Total Credit- 22

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SEMESTER III

MAJOR COURSE: (6 credits each)

TITLE: ADVERTISING MANAGEMENT (PRACTICAL)

Major Course: A course, which should compulsorily be studied by a candidate as a major requirement is termed as a Major course.

Major Course Code: AMMMJC303

Course Outcome:

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

CO1: Understand the concept of creativity in depth with growing importance of creativity in Ads today.

CO2: Comprehend an overview on integrated marketing communications focusing on advertising and sales promotion.

CO3: Familiarize the students with the role of advertising in the context of promoting products and services.


CO4: Identify and make decisions regarding the most feasible advertising appeal.

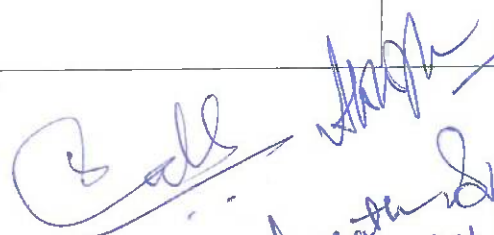
AMMMJC303: Advertising Management (Practical) PWC (Theory : 4 credits + Practical: 2 credits)		
Units	Topics to be covered	No. of hours
1	Advertising: Meaning, Nature, Significance, History, Types, Setting of Advertising objectives. Advertising Budget: Meaning, methods of setting Advertising budget, factors affecting Ad budget. USP Vs Brand Image, DAGMAR (Defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action).	12

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2	<p>Advertising Copy: Concepts and Elements. Requisites of A Good and Effective Advertising Copy. Advertising Appeals. Concept of Visualisation, layout, Stages preparing a Layout, Design, Principle of design.</p> <p>Story board: Concept, and elements, Role of Visualisation in story board preparation</p> <p>Script Writing : Concept, elements And Principles of Script Writing</p> <p>Copy Writing : Concept ,Role & functions of copy writer , types of copies, Factors influencing in copy writing.</p>	09
3	<p>Advertising Agencies: Concept, Types of Advertising Agencies, Compensation</p> <p>Regulating Agencies: Advertising standards Council of India (ASCI), Advertising Agencies Association of India (AAAI),</p>	08
4	<p>Advertising Research: Reasons for testing effectiveness, difference between Pre-testing and Post-testing, Difficulties and limitations of testing</p> <p>a) Communication effect :</p> <p>i) Pre-testing :</p> <p>(a) Opinion and Aptitude test</p> <p>(b) Mechanical /Lab test</p> <p>(c) objective technique</p> <p>ii) Post-testing :</p> <p>(a) Readership</p> <p>(b) Recall</p> <p>(c) Attitude changes tests</p> <p>b) Sales Effect:</p> <p>i) Pre-testing:</p> <p>(a) Sales enquiry</p> <p>(b) Sales experiment and test marketing</p> <p>ii) Post -testing:</p>	11


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	(a) Measure of past sales (b) Experimental design (c) Sales Promotion: Concept, Objectives, Schemes and Importance.	
	Practical: Role of creativity in making Advertisements Application of creativity in the Preparation of Ad Copy, Script writing And Story board.	20
	TOTAL	60

Reading List:

1. Belch & Belch "Advertising and Promotion An Integrate Marketing Communication Perspective", Tata McGraw Hill Publishing
2. Kotler, Keller, Koshy And Jha " Marketing Management" Pearson Education, 13th edition
3. Kumar Ramesh .S. (2007). "Marketing And Branding" Pearson, 1st Edition
4. Karunakaran, K. (2010). "Marketing Management", Himalaya Publishing House
5. Murthy SN, Bhojannau, "Advertising An Perspective" ,Excel Books, 2nd Edition

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SEMESTER – III

MAJOR COURSE: (6 credits each)

TITLE: MEDIA MANAGEMENT (PRACTICAL)

Major Course: A course, which should compulsorily be studied by a candidate as a major requirement is termed as a Major course.

Major Course Code: AMMMJC304

Course Outcome:

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

CO1: Identify, define and create the major components of a media plan.

CO2: Develop a comprehensive media plan that meets integrated marketing communications.

CO3: Explore various media options.

CO4: Understand the characteristics of media management.

AMM MJC304: MEDIA MANAGEMENT (PRACTICAL) PWC (Theory :4 credits + Practical : 2 credit)		
Units	Topics to be covered	No. of hours
1	Introduction to the Concept Of Media And Media Mix: Characteristics, Types of media, Advantages and Disadvantages of each media.	09
2	Emerging Media Scene in India :A brief discussion on each media – growth Profile- advent to new medias.	12

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3	Media Planning , Budgeting And Scheduling : A)Reach , Frequency and Impact : Total number of Exposure = $R \times F$, Krugman's 3 hits – calculation of GRP B)Selection of Major Media Types C) Selection of specific media vehicles : circulation , audience , effective audience and effective ad- exposed audience. D)Media Cost And Budgeting E) Deciding on Media Timing: Micro scheduling, macro Scheduling, factors affecting media Scheduling decisions(diagrammatic presentation of timing patterns.) F)Deciding on Geographical media allocation: National buys, spot buys and local buys	11
4	Media Research: Discussion of different methods employed for conducting Media Research for the purpose of Media Planning.	08
	Assignment and project report (Practical)	20
	Total	60

Reading List :

1. Belch & Belch "Advertising and Promotion" An Integrated Marketing Communication Perspective, Tata McGraw –Hill Publishing
2. Kotler,Keller,Koshy And Jha " Marketing Management" 13th edition Pearson Education
3. Kumar Ramesh S. (2007). "Marketing And Branding" Pearson,1st Edition
4. Karunakaran, K. (2010). "Marketing Management", Himalaya Publishing House
5. Murthy SN, Bhojannau, "Advertising An Perspective" ,Excel Books,2nd Edition

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SEMESTER – III

MINOR COURSE:(3 credits each)

TITLE: ADVERTISING MANAGEMENT (PRACTICAL)

Minor Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Minor Paper.

P.S.: A minor course offered in a discipline/subject may be treated as an elective by other discipline/ subject.

Minor Course Code: AMMMIC303

Course Outcome:

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

CO1: Identify and understand the various advertising media.

CO2: Demonstrate an understanding of the overall role advertising plays in the business world.

CO3: Understand of how advertising agencies operates.

CO4: Exposure to many aspects and functions of advertising.

AMMMIC303: Advertising Management (Practical)		
PWC (Theory :2 credits + Practical: 1 credit)		
Units	Topics to be covered	No. of hours
1	Advertising: Meaning, Nature, Significance, History, Types, Setting of Advertising objectives. Advertising Budget: Meaning, methods of setting Advertising budget, factors affecting Ad budget. USP Vs Brand Image, DAGMAR (Defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action).	5
2	Advertising Copy: Concepts and Elements. Requisites of A Good and Effective Advertising Copy. Advertising Appeals. Concept of Visualisation, layout, Stages preparing a Layout, Design, Principle of design.	4

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	<p>Story board: Concept, and elements, Role of Visualisation in story board preparation</p> <p>Script Writing : Concept, elements And Principles of Script Writing</p> <p>Copy Writing : Concept ,Role & functions of copy writer , types of copies, Factors influencing in copy writing.</p>	
3	<p>Advertising Agencies: Concept, Types of Advertising Agencies, Compensation</p> <p>Regulating Agencies: Advertising standards Council of India (ASCI), Advertising Agencies Association of India (AAAI),</p>	5
4	<p>Advertising Research: Reasons for testing effectiveness, difference between Pre-testing and Post-testing, Difficulties and limitations of testing</p> <p>a) Communication effect :</p> <p>i) Pre-testing :</p> <p>(a) Opinion and Aptitude test</p> <p>(b) Mechanical /Lab test</p> <p>(c) Pre objective technique</p> <p>ii) Post –testing :</p> <p>(a) Readership</p> <p>(b) Recall</p> <p>(c) Attitude changes tests</p> <p>b) Sales Effect:</p> <p>i) Pre-testing:</p> <p>(a) Sales enquiry</p> <p>(b) Sales experiment and test marketing</p> <p>ii) Post –testing:</p> <p>(a) Measure of past sales</p> <p>(b) Experimental design</p> <p>(c) Sales Promotion: Concept, Objectives, Schemes and Importance.</p>	6
	<p>Practical: Role of creativity in making Advertisements</p> <p>Application of creativity in the Preparation of Ad Copy, Script writing And Story board.</p>	10

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	TOTAL	30
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Reading List :

1. Belch & Belch "Advertising and Promotion" An Integrated Marketing Communication Perspective, Tata McGraw –Hill Publishing
2. Kotler, Keller, Koshy And Jha " Marketing Management" 13th edition Pearson Education
3. Kumar Ramesh S. (2007). "Marketing And Branding" Pearson, 1st Edition
4. Karunakaran, K. (2010). "Marketing Management", Himalaya Publishing House
5. Murthy SN, Bhojannau, "Advertising An Perspective" ,Excel Books, 2nd Edition

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SEMESTER – III

MULTIDISCIPLINARY COURSE :(3 credits each)

TITLE: ENGLISH COMMUNICATION (PRACTICAL)

Multidisciplinary Course (MDC): Elective courses may be offered by the main discipline/subject of study is referred to as Multidisciplinary Course. The University/ Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

Multidisciplinary Course Code: AMMMDC303

Course Outcome:

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

CO1: Understand the various forms of communication.

CO2: Build language skills for business.

CO3: Improve the ability to speak, write and understand English in professional settings.

CO4: Improve and increase awareness of correct usage of english grammar in writing and speaking.

AMMMDC303: English Communication (Practical) PWC(Theory : 2 credits + Practical: 1 credit)		
Units	Topics to be covered	No. of hours
1	Phonetics: Introduction to Phonetics, Types of Phonetics. Air Stream, consonants and vowels. IPA, Transcription, Suprasegmental features. BRP and GIE.	5
2	Language Proficiency: Basics of grammar: Article, Parts of speech, Subject Verb Agreement Sentence	4
3	Business Writing: Letters, Minutes, Agenda, Notices and CV writing.	6

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4	Oral Communication Skills: Role plays, Hosting a programme, Improving Conversation, Interviews, Group Discussions.	5
	Language Lab (Practical)	10
	TOTAL	30

Suggested Readings:

1. Jones Daniel, An Outline of English Phonetics, Kalyani Publishers.
2. Roach Peter, Phonetics, Oxford English
3. Hewing Martin, Advance English Grammar, Cambridge Publications
4. Thomson AJ, A Practical English Grammar, Oxford Publication
5. Melvin Jaqueline, Spoken English Pronunciation International Edition, Atlantic Publications.

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SEMESTER – III

SKILL ENHANCEMENT COURSE :(3 credits each)

TITLE: COMPUTER APPLICATIONS IN ADVERTISING AND MARKETING (PRACTICAL)

Skill Enhancement Course (SEC): These courses may be chosen from a pool of courses designed to provide value based and/or skill-based knowledge.

Skill Enhancement Course Code: AMMSEC303

Course Outcome:

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

CO1: Understand the basic structure of computer.

CO2: Familiarize the students to prepare the various kinds of Ads.

CO3: Apply Information Technology in advertising.

CO4: Understand input/output mechanisms.

AMMSEC303:Computer Applications in Advertising and Marketing(Practical)		
PWC(Theory :1 credits + Practical: 2 credit)		
Units	Topics to be covered	No. of hours
1	Introduction :Basic Concepts: Meaning, characteristics and applications of a Computer, Advantages and limitations of a computer, Meaning of Data, Information and Knowledge, Data types, data storage, data presentation such as ASCII	4
2	Managing Hardware Assets: The Computer system, the CPU and Primary storage; Secondary storage, Input and Output devices; Types of Computers; data Communication and Computer networking – LAN, WAN, Network topologies, Media, Types of Data Communication; Identifying Hardware Requirements.	2

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3	Managing Software: What is Software, Data Processing ,Major Types of Software, Operating Systems (O.S.) and its functions and types of O.S, Multi Programming Virtual storage, Time sharing and Multi Processing, Compilers and Interpreters; Graphical User Interface (GUI) [MS- Office-MSWORD, EXCEL, POWERPOINT, ACCESS] (A practical Approach), Multimedia	2
4	Special Topic: Cash Tools, Internet, Intranet, Extranet, E- Commerce, Searching for Information on the Web.	2
	Practical work : Role Of Different Software In Advertising And Marketing: Adobe Photoshop , Coral Draw, Dreamweaver, Flash etc.	20
	TOTAL	30

Reading List :

1. Goel Anita, "Computer Fundamentals",Pearson ,7th Edition
2. Tanenbaum S. Andrew (2004). "Computer Networks",Pearson, 3rd Edition
3. Bharihoke Deepak, "Fundamentals of Information Technology",Excel Books
4. "Introduction to Computer Science",Pearson, 2nd Edition
5. Basandra K Suresh (2012). Computer's Today, Galgotia Publications

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SEMESTER – IV

MAJOR COURSE: (6 credits each)

TITLE:INTERNATIONAL MARKETING(PRACTICAL)

Major Course: A course, which should compulsorily be studied by a candidate as a major requirement is termed as a Major course.

Major Course Code: AMMMJC405

Course Outcome:

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

CO1: Identify, evaluate the complexities of the international business.

CO2: To make the students understand the concept and techniques of international marketing.

CO3: Understanding concepts and techniques of international marketing.

CO4: To assess an organizations ability to enter and compete in international market.

<u>AMMMJC405:International Marketing(Practical)</u> <u>PWC(Theory :4 credits + Practical : 2 credits)</u>		
Units	Topics to be covered	No. of hours
1	International Marketing: Concept, Evolution, Importance and Process. International Marketing Research, International Marketing Information Systems, Market Analysis. Opportunities And Challenges in International Marketing, Future Prospects Of International Marketing, India's presence In International Marketing.	12
2	Scanning International Marketing Environment: Economic, Financial, Political, Technological, Legal And Cultural. Entering International Markets: Concepts, Modes and Factors	09
3	International Marketing Strategies: Product decision,	08

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	Pricing decision, International channel and Promotion decisions	
4	International Trade Organization: WTO, RTA, SAARC, ASEAN, BRICS and European Union. Documentation and Process for Export and Import, Institutions infrastructure for Export.	11
	Assignment and project report (Practical)	20
	TOTAL	60

Reading List :

1. Kotabe M, Helsen K. "Global Marketing Management" Wiley, Jhon&Sons, Inc
2. Nargundkar Rajendra "International Marketing" Excel Books
3. Joshi Rakesh Mohan "International Marketing" Oxford University Press
4. Kotabe, Pelose, Gregory And Helson "International Marketing Management" Wiley, Jhon & Sons, Inc
5. J.E, McCarthy, "Basic Marketing - A Managerial Approach"; McGraw Hill, New York.
6. Sherlekhar, S.A. "Marketing Management", Himalaya Publication.

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SEMESTER – IV

MAJOR COURSE: (6 credits each)

TITLE: SERVICE MARKETING

Major Course: A course, which should compulsorily be studied by a candidate as a major requirement is termed as a Major course.

Major Course Code: AMMMJC406

Course Outcome:

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

CO1: Emphasize the significance of service marketing in the global economy.

CO2: Comprehend insights to the challenges and opportunities in service marketing.

CO3: Understand the concept of service marketing and ability to face the challenge in service marketing.

CO4: Understand the nature of services and distinguish between products and services.

<u>AMMMJC406: Service Marketing</u>		
PWC(Theory :5 credits + Tutorials: 1 credit)		
Unit	Topics to be covered	No. of hours
1	INTRODUCTION TO SERVICE MARKETING -Meaning, Definition, Characteristics, Components, Classification of Service Marketing, Factors Leading to a Service Economy.	13
2	SERVICE CONSUMER BEHAVIOUR - Understanding the Service Customer as a Decision Maker, Customer purchase is Associated with Risk, How Service Customers Evaluate the Service, The Service Consumer Decision Process, and The Decision Making Process in the Service	11

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	Sector, Components of Customer Expectations, Service Satisfaction, Service Quality Dimensions	
3	THE SERVICE DELIVERY PROCESS -Managing Service Encounters, Common Encounter Situations, Managing Service Encounters for Satisfactory Outcomes, Service Failure, Service Recovery, Process of Service Recovery, Customer Retention and Benefits STRATEGIC ISSUES IN SERVICE MARKETING: Market Segmentation in the Marketing of Services, Target Marketing, Positioning of Services-How to Create a positioning Strategy, Developing and maintaining Demand and Capacity.	12
4	CHALLENGES OF SERVICE MARKETING -Marketing Planning for Services, Developing and Managing the Customer Service Function, Developing and Maintaining Quality of Services,. Relationship Marketing-The levels of Customer Relationships, Dimensions of a Relationship, Goal of relationship marketing.	14
	Tutorial	10
	TOTAL	60

Reading List :

1. Payne Adrian (1995). "The Essence of Services Marketing", 2nd Edition
2. Woodruff Helen, "Service Marketing", Macmillan
3. Balaji B. (2009). "Service Marketing And Management", S. Chand & Company Ltd., 4th Edition
4. Bhattacharjee C. (2005). "Service Sector Management, Jaico Publishing House.
5. Lovelock Christopher, Writz Jochen, Jayanta Chatterjee, "Service Management, People, Technology And Strategy" Pearson, 5th Edition.

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SEMESTER – IV

MAJOR COURSE: (6 credits each)

TITLE: CONSUMER BEHAVIOUR

Major Course: A course, which should compulsorily be studied by a candidate as a major requirement is termed as a Major course.

Major Course Code: AMMMJC407

Course Outcome:

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

CO1: Highlight the importance of understanding consumer behaviour in marketing.

CO2: Study environmental and individual influences on consumers.

CO3: Learn and understand the importance of consumer behaviour in marketing.

CO4: Identify different factors which influence consumer behavior.

<u>AMMMJC407: Consumer Behaviour</u> <u>PWC(Theory :5 credits + Tutorial 1 credit)</u>		
Units	Topics to be covered	No. of hours
1	Introduction: Definition, nature, scope, Steps in consumer buying behaviour a) Culture: Meaning, concept b) Social Groups: Meaning, definition, types of group, Impact of reference group on consumption. Primary groups and Secondary Group c) Social Class: definition and nature, influence on consumption	12

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2	a) Consumer Motivation: Introduction definition ,nature theories of Motivation b) Learning: Introduction, definition, nature, theories of learning c) Memory ,definition ,types	14
3	a) Consumer Perception: Meaning, concept b) Consumer Attitude: Meaning, concept c) Consumer Personality: Meaning, concept	13
4	Consumer Research: Meaning, concept, types of research	11
	Tutorial	10
	TOTAL	60

Reading List :

1. Kotler, Keller, Koshy And Jha “ Marketing Management”
Pearson Education , 13th edition
2. Krishna Rajneesh “,Consumer Behavior” 1st edition ,Oxford
University Press.
3. Sherlakh S.A, “Marketing Management”, Himalaya Publishing
House, 13th Edition
4. Kazmi,S H H & Mahajan JP (2012). “Principles of
Marketing Management,” Excel Books,1st Edition
5. Schiffman,Leon G., “Consumer Behavior” PHI Private
Limited,6th Edition

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SEMESTER – IV

MINOR COURSE: (3 credits each)

TITLE: MEDIA MANAGEMENT (PRACTICAL)

Minor Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Minor Paper.

P.S.: A minor course offered in a discipline/subject may be treated as an elective by other discipline/ subject.

Minor Course Code: AMMMIC404

Course Outcome:

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

CO1: Identify, define and create the major components of a media plan.

CO2: Develop a comprehensive media plan that meets integrated marketing communications.

CO3: Explore various media options.

CO4: Understand the characteristics of media management.

<u>AMMMIC404: MEDIA MANAGEMENT (PRACTICAL)</u> PWC (Theory :2 credits + Practical : 1credit)		
Units	Topics to be covered	No. of hours
1	Introduction to the Concept Of Media And Media Mix: Characteristics, Types of media, Advantages and Disadvantages of each media.	6
2	Emerging Media Scene in India A brief discussion on each media – growth Profile- advent to new medias. Role of Media in today's democracy	5
3	Media Planning , Budgeting And Scheduling : A)Reach , Frequency and Impact : Total number of	4

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	<p>Exposure = $R \times F$, Krugman's 3 hits – calculation of GRP</p> <p>B) Selection of Major Media Types</p> <p>G) Selection of specific media vehicles : circulation , audience , effective audience and effective ad- exposed audience.</p> <p>H) Media Cost And Budgeting</p> <p>I) Deciding on Media Timing: Micro scheduling, macro Scheduling, factors affecting media Scheduling decisions(diagrammatic presentation of timing patterns.)</p> <p>J) Deciding on Geographical media allocation: National buys, spot buys and local buys</p>	
4	Media Research: Discussion of different methods employed for conducting Media Research for the purpose of Media Planning.	4
	Assignment and project report (Practical)	10
	TOTAL	30

Reading List :

1. Belch & Belch "Advertising and Promotion" An Integrated Marketing Communication Perspective, Tata McGraw –Hill Publishing
2. Kotler, Keller, Koshy And Jha " Marketing Management" 13th edition Pearson Education
3. Kumar Ramesh S. (2007). "Marketing And Branding" Pearson, 1st Edition
4. Karunakaran, K. (2010). "Marketing Management", Himalaya Publishing House
5. Murthy SN, Bhojannau, "Advertising An Perspective" ,Excel Books, 2nd Edition

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SEMESTER V

MAJOR COURSE: (6 credits each)

TITLE: LEGAL ASPECTS OF MARKETING

Major Course: A course, which should compulsorily be studied by a candidate as a major requirement is termed as a Major course.

Major Course Code: AMMMJC508

Course Outcome:

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

CO1: Acquaint with general business law issues.

CO2 : Provide with an understanding of fundamental legal issues pertaining to the business world.

CO3: Acquire knowledge that will ensure the ability of students to make decisions relating to legal issues in various types of organizations.

CO4: Appreciate the importance of law and legal institutions in business.

<u>AMMMJC508: Legal Aspects of Marketing</u>		
PWC(Theory :5credits + Tutorial 1credits)		
Units	Topics to be covered	No. of hours
1	A) Contract Act 1872 B) Negotiable Instrument Act 1881 C) Sales Of Goods Act 1930 D) The Bureau Of Indian Standards Act 1986 : Features, Procedure For BIS Standards, Offences And Penalties E) The Agricultural Produce Grading And Marketing Act (AGMARK) 1937: Features, Offences And Penalties	13

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2	<p>A) The Consumer Protection Act 1986 : Features, Rights And Responsibilities Of Consumers, Redressal Mechanism</p> <p>B) Environment Protection Act 1986: Features, Offences, Prevention And Control Of Environment Pollution.</p> <p>C) The Essential Commodities Act 1955: Features, Essential Commodities, Control Of Production, Supply And Distribution Of Commodities, Public Interest</p> <p>D) The Food And Safety Act 2006: Features, Adulteration Of Food And Penalties</p> <p>E) The Drugs And Magic Remedies (Objectionable Advertisement) Act 1954: Advertisements Related To Self Medication And Harmful Drugs, Prohibition Of False Claims</p> <p>Company Act 2013</p>	14
3	The Trademarks Act 1999 : Features, Trademarks, Offences And Penalties ; The Patents Act 1970 : Features, Patents, Offences And Penalties ; The Copyright Act 1957 ; The Information Technology Act 2000: Features, Digital Signature, Digital Signature Certificate And Certifying Authorities	11
4	The Competition Act 2002 : Features, And Regulatory Framework For Retail Business	12
	Tutorial	10
	TOTAL	60

Reading List :

1. Datey V.S. (2010). "Student guide to Economic laws",Taxman publications
2. Agnihotri Anurag & Mohanty Public Relation atap "Economic Regulations of Domestic and Foreign Exchange Markets – Recent policy changes and Problems" Bookage Publications, New Delhi.

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SEMESTER V

MAJOR COURSE: (6 credits each)

TITLE: SALES AND DISTRIBUTION MANAGEMENT (PRACTICAL)

Major Course: A course, which should compulsorily be studied by a candidate as a major requirement is termed as a Major course.

Major Course Code: AMMMJC509

Course Outcome:

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

CO1: Understand the importance of distribution function in the entire chain of marketing.

CO2: Provide foundations in components of sales and distribution management.

CO3: Introduce different facets of the job of sales manager.

CO4: Provide Knowledge of sales and distribution management and ability of decision making.

<u>AMMMJC509:Sales and Distribution Management(Practical)</u>		
PWC(Theory :4credits + Practical: 2credit)		
Units	Topics to be covered	No. of hours
1	A) Sales Management : Concept ,Nature, Significance, qualities of Salesman B) Sales Forecasting: Concepts of Forecasting with reference to sales planning, Designing a forecasting plan , Classification of forecasting methods / judgemental and quantitative. C) Sales Planning: Concept of Planning and its application in Sales Mangement, Steps in Sales Planning ,Sales Policies. D) Sales Organisation: Concept ,structure of sales organization, forms of sales organization,Authority, Responsibility and Accountability . Relationship for sales force.	11

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2	<p>A) Sales Territory : Concept, rationale behind setting sales territory, different forms of sales territory, steps in establishing sales territories, territory coverage plan, Routing and Scheduling, role of Reporting and Documentation in Sales territory management.</p> <p>B) Sales Quota : Concept and classification of Quota Process of setting of different types of Quotas.</p> <p>C) Sales Budgeting : Concept and Significance , Process of budget Preparation (Top-down and bottom-up), Methods of preparation of a) Sales Budget.</p>	12
3	Sales Control: Concept , approaches to Sales Controlling(Feed Forward Feedback Concurrent) techniques of sales controlling ,Sales Audit ,Sales Analysis and cost Analysis.	09
4	Salesforce Management: Manpower Planning , Recruitment, Selection, Training And Development , Performance Appraisal and Compensation of Salesforce.	08
	Dissertation report (Practical)	20
	TOTAL	60

Reading List :

1. Panda, T. K.& Sahadev Sunil (2012). Sales and Distribution Management, Oxford University Press, 2nd Edition.
2. Gupta S.L. (2005). Sales and Distribution Management, Text And Cases, Excel Books, 1st Edition
3. Sales Management : Decisions, Strategies and Cases – R.R. Still, E.W. Cundiff & N.A.P. Govoni
4. Havaladar K .Krishna, Cavale M Vasant, Sales and Distribution Management, Text And Cases, 6th Edition ,McGraw Hill Education(India)Private Limited
5. Kotler, Keller, Koshy And Jha “ Marketing Management” Pearson Education , 13th edition.

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SEMESTER – V

MINOR COURSE: (3 credits each)

TITLE: PRINCIPLES AND PRACTICES OF MANAGEMENT

Minor Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Minor Paper.

P.S.: A minor course offered in a discipline/subject may be treated as an elective by other discipline/ subject.

Minor Course Code: AMMMIC505

Course Outcome:

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

CO1: Understand the concept of marketing.

CO2: Understand the elements of effective management.

CO3: Apply appropriate concept in business management efficiently.

CO4: Understand the importance of motivation and communication in management.

AMMMIC505:Principles and Practices of Management		
PWC(Theory :2 credits +Tutorial : 1 credit)		
Unit	Topics to be covered	No. of hours
1	Introduction : Managerial functions , Evolution of Management Thought: Taylor, Fayol, Mayo Drucker	5
2	Planning : Types of Plan ,Planning Process, Importance and limitations; Decision making Process	6
3	Organising : Process of organizing ,different types of authority (line, staff and functional), decentralization, delegation. Formal and informal organization, span of management ,Principles of organizing. Types of organization structure.	4

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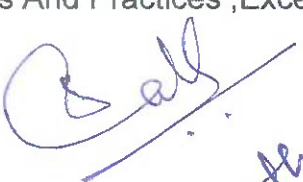
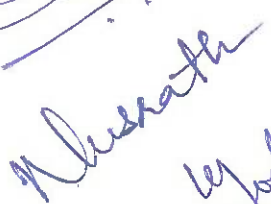

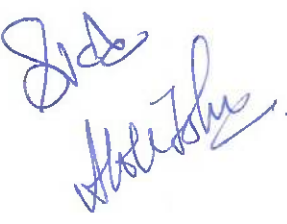
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4	A) Staffing : Recruitment, Selection; Orientation; Training and Development; Performance Appraisal. Compensation, separation B) Motivation : Meaning, Concept, Theories (C) Leadership : Concept, importance; Major theories of leadership Likert's, Blake and Mouton's. (D) Communication : Process, Types, Barriers, Effective Communication (E) Control : Process, Principles of effective control, Major techniques of control, Ratio analysis (ROI), budgetary control, EVA, MVA, PERT, and CPM.	5
	Tutorial	10
	TOTAL	30

Reading List :

1. Prasad L.M.(2016). "Principles and Practice of Management", Sultan Chand & Sons, 9th Edition.
2. Pillai.R.S.N, Kala.S (2012). Principles And Practice of Management S.Chand, 1st Edition.
3. Natrajan .K (2004). "Principles of Mangement", Himalaya Publishing House, 5th Edition.
4. Bhat Anil, Kumar Arya, Management Principles, Processes, And Practices", Oxford University Press, 9th Edition.
5. Diwan Parag (2012). Management Principles And Practices ,Excel Books 1st Edition.

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SEMESTER – V

MINOR COURSE: (3 credits each)

TITLE: BUSINESS ENVIRONMENT

Minor Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Minor Paper.

P.S.: A minor course offered in a discipline/subject may be treated as an elective by other discipline/ subject.

Minor Course Code: AMMMIC506

Course Outcome:

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

CO1: Understand relationship between environment and business.

CO2: Understand Economic, Socio-cultural and Technological environment.

CO3: Applying the environmental analysis techniques in practice.

CO4: Demonstrate and develop conceptual frame work business environment.

<u>AMMMIC506:Business Environment</u>		
PWC(Theory :2 credits +Tutorial : 1 credit)		
Unit	Topics to be covered	No. of hours
1	A. Introduction: Salient features, Environmental Factors, Role of Government, Judiciary, Legislature; Societal, Labour, Demographic, Technological, Economic & Environmental Factors and Their impact on Business Organization B. Planning In India: Economic Planning, Planning Model, 5 years Plans & their achievements & failures, Unemployment, Human Development. C. Liberalization and Privatization & Globalization : Pubic and Private Sector, Multi-National Corporation (MNCs), WTO,	6

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	Role of International Monetary Fund (IMF) & World Bank, Foreign Institutional Investors (FIIs), Foreign Direct Investment (FDI).	
2	<p>A. Industrial Policy: Government's role in Public Sector Enterprises, Small Scale Sector, Industrial Licensing, Competition Commission of India (CCI); Company Law, Labour Law, Trade Policy, International Trade, World Trade Organisation (WTO), TRIPS & TRIMS, Industrial Sickness & Exit Policy</p> <p>B. Monetary Policy: Fiscal/ Budgetary Policy, Deficit Financing, Role of Banks, Financial Institutions, Industrial Development bank of India (IDBI), Industrial Financial Corporation of India (IFCI); Foreign Exchange Regulation Act(FERA), 1973 & Foreign Exchange Management Act (FEMA), 1999.</p>	5
3	<p>A) Money Market : Stock Exchange, NSE, BSE, Derivative Market, Venture Capital Market.</p> <p>B) Taxation : Direct and Indirect Taxes, GST, Income Tax, Corporate Tax.</p>	4
4	<p>A) Growth of Infrastructure: Power, Transport (Road, Railways, Aviation); Communication.</p> <p>B) Agriculture : Policy, Growth in 5 years Plans, Land Reforms, Green Revolution, Agro-Industries, Declining Contribution in Gross Domestic Product (GDP)</p> <p>C) Growth of Service Sector: Its Contribution to Nation's Wealth; Information Technology (IT), Business Process Outsourcing (BPO), Knowledge Process Outsourcing (KPO).</p> <p>D) Business & Society : Ethics in Business, Corporate Social Responsibility, Corporate Governance, Environmental Management, Sustainable development</p>	5
	Tutorial	10
	TOTAL	30

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Reading List :

1. Aswathappa K. (2007). "Essentials of Business Environment"
Himalaya Publishing House, 9th Edition
2. Cherumilan (2007). "Business Environment", Himalaya Publishing
House, 7th Edition
3. Shukla M.B. (2012). "Business Environment" Taxman Publishers
4. Bedi Suresh (2004). "Business Environment" Excel Books, 1st edition

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SEMESTER – V

MINOR COURSE: (4 credits each)

TITLE: INTERNSHIP (PRACTICAL)

Course Outcome:

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

CO1: Exposure to industry experts.

CO2: Enhance learning experience.

CO3: Networking opportunities equate to increased employability.

CO4: Growth in learning soft skills.

<u>AMMINT-1: INTERNSHIP (PRACTICAL)</u>		
<u>PWC(Practical: 4credits)</u>		
Unit	Topics to be covered	No. of hours
1	<p>Internship: An elective course designed to acquire special/advanced knowledge, such as supplement study/support to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called Internship.</p> <p>Internship is considered as a special course involving application of knowledge involving/ analysing/ exploring a real life situation/ difficult problem. An Internship work would be of 4 credits.</p>	40
	Total	40

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SEMESTER VI

MAJOR COURSE: (6 credits each)

TITLE: PUBLIC RELATIONS

Major Course: A course, which should compulsorily be studied by a candidate as a major requirement is termed as a Major course.

Major Course Code: AMMMJC610

Course Outcome:

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

CO1: Coordinate and contribute to the planning of public relations activities.

CO2: Develop the communication skills, theoretical and practical knowledge among the students.

CO3: Select strategies and tools to build and manage stakeholder relationships to support public relations activities.

CO4: Produce effective, accessible and timely print, digital and multimedia communications independently and collaboratively.

<u>AMMMJC610 : Public Relations</u> PWC(Theory :5 credits +Tutorials : 1 credit)		
Units	Topics to be covered	No. of hours
1	<ul style="list-style-type: none">Understanding Public RelationPublic Relation –Concepts, Definitions and Theory Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links.The Evolution of Public Relation - The Pioneers and their Works(Ivy Lee and Edward Bernays)Theoretical Underpinnings in Public Relation –	14

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	<p>JM Grunig's</p> <ul style="list-style-type: none"> • Model of Symmetrical Public Relation , Organizational Theories, • Conflict Theory, Structural-Functional Theory • Understanding Various Concepts, viz., Public Relation , Public Relation Process • Agency, Publicity, Public Relation propaganda and Advertising Defining Publics/Stakeholders 	
2	<p>Public Relation process & Public Relation practice:</p> <p>Defining the Public Relation Problem, the Strategy, Media Selection, Feedback and Evaluation.</p> <p>Tools of Public Relation :</p> <p>Media Relations (Organizing Public Relation Process Conferences/Meets, Public Relation process Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics)</p>	12
3	<p>a) The Public Relation Environment</p> <ul style="list-style-type: none"> • Trends • Consequences, Growth and Power of Public Opinion • Political Public Relation , Public Relation vs Spin • Sports Public Relation • Entertainment and Celebrity Management <p>b) Persuasion And Public Relations</p> <ul style="list-style-type: none"> • The Power Structure, Roots of Attitude, Culture, Laws of Public Opinion and Governors of Opinion Change <p>Media Relations</p> <p>Understanding Media Needs/New Value of Information etc.</p>	11
4	<p>Public Relation And Writing</p> <ul style="list-style-type: none"> • Public Relation Literature, Newsletters, 	13

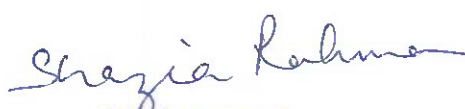
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	<ul style="list-style-type: none"> • Position Papers/Opinion Papers and White Papers and Blogs • Crisis Communication • Public Relation 's Evolving Role in Business, Government, • Politics, NGOs and Industry Associations • Media Tracking, Public Relation Angle & Response • Research in Public Relation • Laws and Ethics in Public Relation • Introduction to Public Relation Awards • Public Relation Measurements 	
	Campaign Planning in Public Relation	
	Tutorial	10
	TOTAL	60

Reading List :

1. Kumar Niraj "Marketing Communication Theory And Public Relation Practices", Himalaya Publishing House.
2. Belch & Belch "Advertising and Public Relation Promotion An Integrated Marketing Communication Perspective", Tata McGraw –Hill Publishing
3. Reddi.Narasimha C.V. (2004). "Effective Public Relations And Media Strategy", PHI Learning Public Relation Private Limited, 1st Edition.
4. Kotler,Keller,Koshy And Jha " Marketing Management" Pearson Education, 13th Edition
5. Shukla A.K. "Marketing Management" Vaibhav Laxmi Public Relation prakashan, 1st Edition.


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SEMESTER – VI

MAJOR COURSE: (6 credits each)

TITLE: BUSINESS ENVIRONMENT

Major Course: A course, which should compulsorily be studied by a candidate as a major requirement is termed as a Major course.

Major Course Code: AMMMJC611

Course Outcome:

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

CO1: Understand relationship between environment and business.

CO2: Understand Economic, Socio-cultural and Technological environment.

CO3: Applying the environmental analysis techniques in practice.

CO4: Demonstrate and develop conceptual frame work business environment.

<u>AMMMJC611:Business Environment</u>		
PWC(Theory :5 credits +Tutorials : 1 credits)		
Unit	Topics to be covered	No. of hours
1	A. Introduction: Salient features, Environmental Factors, Role of Government, Judiciary, Legislature; Societal, Labour, Demographic, Technological, Economic & Environmental Factors and Their impact on Business Organization B. Planning In India: Economic Planning, Planning Model, 5 years Plans & their achievements & failures, Unemployment, Human Development. C. Liberalization and Privatization & Globalization : Pubic and Private Sector, Multi-National Corporation (MNCs), WTO, Role of International Monetary Fund	12

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	(IMF) & World Bank, Foreign Institutional Investors (FIIs), Foreign Direct Investment (FDI).	
2	<p>A. Industrial Policy: Government's role in Public Sector Enterprises, Small Scale Sector, Industrial Licensing, Competition Commission of India (CCI); Company Law, Labour Law, Trade Policy, International Trade, World Trade Organisation (WTO), TRIPS & TRIMS, Industrial Sickness & Exit Policy</p> <p>B. Monitory Policy: Fiscal/ Budgetary Policy, Deficit Financing, Role of Banks, Financial Institutions, Industrial Development bank of India (IDBI), Industrial Financial Corporation of India (IFCI); Foreign Exchange Regulation Act(FERA), 1973 & Foreign Exchange Management Act (FEMA), 1999.</p>	14
3	<p>A. Money Market : Stock Exchange, NSE, BSE, Derivative Market, Venture Capital Market.</p> <p>B. Taxation : Direct and Indirect Taxes, GST, Income Tax, Corporate Tax.</p>	11
4	<p>A. Growth of Infrastructure: Power, Transport (Road, Railways, Aviation); Communication.</p> <p>B. Agriculture : Policy, Growth in 5 years Plans, Land Reforms, Green Revolution, Agro-Industries, Declining Contribution in Gross Domestic Product (GDP)</p> <p>C. Growth of Service Sector: Its Contribution to Nation's Wealth; Information Technology (IT), Business Process Outsourcing (BPO), Knowledge Process Outsourcing (KPO).</p> <p>D. Business & Society : Ethics in Business, Corporate Social Responsibility, Corporate Governance, Environmental Management, Sustainable development</p>	12
	Tutorial	10
	TOTAL	60

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Reading List :

1. Aswathappa K. (2007). "Essentials of Business Environment"
Himalaya Publishing House, 9th Edition
2. Cherumilan (2007). "Business Environment", Himalaya Publishing
House, 7th Edition
3. Shukla M.B. (2012). "Business Environment" Taxman Publishers
4. Bedi Suresh (2004). "Business Environment" Excel Books, 1ST edition.

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SEMESTER – VI

MAJOR COURSE: (6 credits each)

TITLE: BRAND MANAGEMENT

Major Course: A course, which should compulsorily be studied by a candidate as a major requirement is termed as a Major course.

Major Course Code: AMMMJC612

Course Outcome:

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

CO1: Understand key principles of branding.

CO2: Understand and conduct the measurement of brand equity and brand performance.

CO3: Practically develop a brand, including positioning and communication.

CO4: Develop an argument and express themselves clearly in both written and oral communication.

<u>AMMMJC612:Brand Management</u> PWC(Theory :5 credits + Practical: 1credit)		
Units	Topics to be covered	No. of hours
1.	INTRODUCTION TO BRANDING: Definitions, Significance of Branding, historical perspective of branding, Different between a product and a brand, Types of Brands, Branding challenges and overcoming the challenges, branding and marketing communications . CREATING A BRAND: Introduction, Planning for creating a brand, Designing Brand Identity, measuring brand personality,.	11
2.	BRAND EQUITY: introduction, definition. Steps in building in brand, sources of brand equity, consumer based brand equity,	14

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	brand equity in a business to business, brand community, measuring brand equity,	
3.	BRAND POSITIONING: concept of brand positioning, brand value, BRANDING AND MARKETING PROGRAMME: Introduction and strategy.	10
4.	E-BRANDING BUILDING THE BRAND ONLINE: Introduction, marketing and the internet, e-business strategy in branding, managing brand across boundaries.	15
	Practical	10
	TOTAL	60

Reading List:

1. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 3rd Edition, 2007 .
2. Moorthi YLR, Brand Management - I edition, Vikas Publishing House 2012
3. Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002
4. Brand Management principles and practices, Kirti Dutta, oxford university press, 2012

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SEMESTER – VI

MINOR COURSE: (3 credits each)

TITLE: INTERNATIONAL MARKETING (PRACTICAL)

Minor Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Minor Paper.

P.S.: A minor course offered in a discipline/subject may be treated as an elective by other discipline/ subject.

Minor Course Code: AMMMIC607

Course Outcome:

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

CO1: Identify evaluate the complexities of the international business.

CO2: To make the students understand the concept and techniques of international marketing.

CO3: Understanding concepts and techniques of international marketing.

CO4: To assess an organizations ability to enter and compete in international market.

<u>AMMMIC607:International Marketing (Practical)</u>		
PWC(Theory :2 credits + Practical : 1credit)		
Units	Topics to be covered	No. of hours
1	International Marketing: Concept, Evolution, Importance and Process. International Marketing Research, International Marketing Information Systems, Market Analysis. Opportunities And Challenges in International Marketing, Future Prospects Of International Marketing, India's presence In International Marketing	5

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2	Scanning International Marketing Environment: Economic, Financial, Political, Technological, Legal And Cultural. Entering International Markets: Concepts, Modes And Factors	5
3	International Marketing Strategies : Product decision, Pricing decision, International channel and Promotion decisions	6
4	International Trade Organization: WTO, RTA, SAARC, ASEAN, BRICS and European Union. Documentation and Process for Export and Import, Institutions infrastructure for Export.	4
	Assignment and project report (Practical)	10
	TOTAL	30

Reading List :

1. Kotabe M, Helsen K. "Global Marketing Management" Wiley, Jhon&Sons, Inc
2. Nargundkar Rajendra "International Marketing" Excel Books
3. Joshi Rakesh Mohan "International Marketing" Oxford University Press
4. Kotabe, Pelose, Gregory And Helson "International Marketing Management" Wiley, Jhon & Sons, Inc
5. J.E, McCarthy, "Basic Marketing - A Managerial Approach"; McGraw Hill, New York.
6. Sherlekhar, S.A. "Marketing Management", Himalaya Publication.

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SEMESTER – VI

MINOR COURSE: (3 credits each)

TITLE: CORPORATE COMMUNICATION

Minor Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Minor Paper.

P.S.: A minor course offered in a discipline/subject may be treated as an elective by other discipline/ subject.

Minor Course Code: AMMMIC608

Course Outcome:

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

CO1: Comprehend an overview of corporate communication.

CO2: Impart the correct practices of the strategies of effective Business writing.

CO3: Demonstrate his verbal and non-verbal communication ability through presentation.

CO4: Apply the basic mechanics of grammar.

<u>AMMMIC608:Corporate Communication</u> PWC(Theory :2 credits + Tutorial: 1credit)		
Units	Topics to be covered	No. of hours
1	Nature of Communication, Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication, Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers, How to overcome the barriers	5
2	A)Business Correspondence: Letter Writing, Representation, Inviting quotations, Sending quotations, Placing orders,	6

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	<p>Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, Preparing the Resume.</p> <p>B) Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. Vocabulary Words often confused, Words often miss spelt, common errors in English.</p>	
3	<p>Business Etiquettes, Business manners. Body language, gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings, Role play on selected topics with case analysis and real life experiences. Practical Grammar (basic Fundamentals), Sentence errors- Punctuation, Vocabulary building</p>	4
4	<p>Oral Presentation, Importance, Characteristics, Presentation Plan, Power point Presentation, Visual aids. How to make a Presentation, the various Presentation tools, along with guidelines of effective Presentation, boredom factors in Presentation and how to overcome them, interactive Presentation & Presentation as part of a job interview, art of effective listening. Leadership – quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your Professionalism. Audio</p> <p>Video recording and dialogue sessions on current topics, economy, education system, environment, politics.</p>	5
	Tutorial	10
	TOTAL	30

Reading List:

1. Lesikar, R.V. & Flatley, M.E.; Basic Business Communication Skills for

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Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.

2. Bovee, and Thill, Business Communication Today, Pearson Education
3. Shirley Taylor, Communication for Business, Pearson Education
4. Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH
5. Sinha, K.K., Business Communication, Galgotia and Sons, New Delhi.
6. Reuben, Ray (2001). Communication today – understanding creating skills, Himalaya Publishing House.

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SEMESTER – VII

MAJOR COURSE: (6 credits each)

TITLE: MARKETING RESEARCH (PRACTICAL)

Major Course: A course, which should compulsorily be studied by a candidate as a major requirement is termed as a Major course.

Major Course Code: AMMMJC713

Course Outcome:

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

CO1: Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.

CO2: Understand the applications of business research tools in marketing decision making.

CO3: Learn the basic skills to conduct professional marketing skills.

CO4: Formulate the questionnaire for data collection with the help of proper measurement scale.

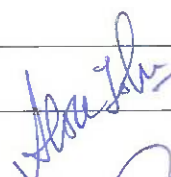

AMMMJC713:Marketing Research (Practical) PWC (Theory :4 credits +Practical: 2 credits)		
Units	Topics to be covered	No. of hours
1	Introduction: Characteristics of Scientific Method; Selection of the Research Problem; Framing Hypothesis, Steps in Social Research; Qualities of a good Research.	11
2	A) Research Method: Experimental method, Statistical Method, Process of Statistical Research; Limitations of Statistical Method; Action Research and its importance	08

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	B) Research Design: Meaning and purpose of research design, Components of research design.	
3	A) Research Tools: Observation method ,Interview method, preparation of an Interview Guide, Techniques, Importance and Limitations of Interview, Preparation of questionnaire; Characteristics of a good questionnaire; Advantages and Disadvantages of a questionnaire; Editing and coding pilot study and Pre-testing. B) RESEARCH TOOLS: Types	12
4	A) Sampling Techniques: Population defined, Sampling Method, Probability and Non Probability Sampling Methods, Size of a Sample, Problem as a Representative Sample, Merits and Demerits of Sampling Method, Universe, Source list, Sampling and Non Sampling errors. B) Classification And Tabulation: classification, Rules, Bases for classification; Tabulation – Parts of a table, Format of a blank table, Types of table, C) Diagrams And Graphs: Types of diagram- dimensional diagrams, Pictogram, Cartogram; Graphs-types of graph, Construction of Diagrams and Graphs. D) Report Writing : Purpose and Contents of the Report; Foot Note, Reference, Bibliography, Appendices.	09
	Project Report and Assignment	20
	TOTAL	60

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Reading List :

1. Gupta K.Shashi, Rangi Praneet (2016). "Research Methodology" Kalyani Publishers, 3rd Edition
2. Kothari, C.R (2013). "Research Methodology Methods And Techniques", New Age International Publishers, 2nd Edition
3. Nair R.Suja (2014). "Marketing Research", Himalaya Publishing House, 2nd Edition.
4. Sarangi Prasant (2010). "Marketing Research", Taxman's
5. Arora Richa, Mahankale, R.Nitin, "Marketing Research", PHI Private Limited

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SEMESTER – VII

MAJOR COURSE: (6 credits each)

TITLE: RETAIL MANAGEMENT (PRACTICAL)

Major Course: A course, which should compulsorily be studied by a candidate as a major requirement is termed as a Major course.

Major Course Code: AMMMJC714

Course Outcome:

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

CO1: Understand the functions of retail business and various retail formats and retail channels.

CO2: Understand the difference between Retail and Manufacturing Supply Chain.

CO3: Understand, key drivers of retail supply chain and how to select a retail store location.

CO4: Understand the various Supply Chain partners and how to collaborate with them.

<u>AMMMJC714: Retail Management (Practical)</u>		
PWC (Theory :4 credits + Practical : 2 credits)		
Units	Topics to be covered	No. of hours
1.	An overview of Retailing-Types of stores - Product Retailing vs. Service Retailing - No store Retailing - Retail strategy - Achieving competitive advantage and positioning Retailing - environment - Legal, Social, Economic, Technological, issues - Trends in the India Retailing Industry.	12
2.	Retail store location and layout - Country/Region analysis - Trade area analysis, evaluation and selection - Store design and layout - Comprehensive store planning - Exterior design	11

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	and layout - Interior store design and layout - Interior design elements.	
3.	Planning merchandise needs and merchandise budgets Methods for determining inventory evaluation - Assortment planning, buying and vendor relations - Merchandise pricing - Pricing strategies - Psychological pricing Mark-up and markdown strategies. Communicating with the retail customer - Retail promotion mix- Advertising Sales promotion-Publicity - Retail selling process - Retail database- In-store customer service.	09
4.	Globalization and changing retail formats - Online retailing - International Retailing- Opportunities and Challenges - Market entry formulas - New customized formats (customized stores, portable stores, merchandise depots, retail theater, service malls, customer-made stores, interactive kiosk 'shopping arcades')	08
	Assignment and project report (Practical)	20
	TOTAL	60

Reading List:

1. Chetan Bajaj, Tuli & Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi. 2010
2. Giridhar Joshi, INFORMATION TECHNOLOGY FOR RETAIL, Oxford University Press, New Delhi 2009
3. Swapna Pradhan, RETAIL MANAGEMENT, TEXT & CASES, Tata McGraw-Hill Publishing company, New Delhi, 2008
4. Ron Hasty and James Reardon, RETAIL MANAGEMENT. McGraw-Hill Publication, International Edition, Fernie, PRINCIPLES OF RETAILING, Elsevier Publishing, 2010

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SEMESTER – VII

MAJOR COURSE: (6 credits each)

TITLE: ORGANIZATIONAL BEHAVIOUR

Major Course: A course, which should compulsorily be studied by a candidate as a major requirement is termed as a Major course.

Major Course Code: AMMMJC715

Course Outcome:

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

CO1: Analyze the behavior of individuals and groups in organizations in terms of the key factors that influence organization behavior.

CO2: Critically evaluate the potential effects of important developments in the external environment on organizational behavior.

CO3: Analyze organizational behavioral issues in the context of organizational behavior theories, models, and concepts.

CO4: Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.

<u>AMMMJC715 :_Organizational Behaviour</u> PWC(Theory :5 credits + Tutorial: 1 credits)		
Units	Topics to be covered	No. of hours
1	A. OB: Learning objectives, Definition & Meaning, Why to study OB, An OB model, New challenges for OB Manager B. LEARNING: Nature of learning, How learning occurs, Learning & OB C. Case Study Analysis	14
2	A. PERSONALITY: Meaning & Definition, Determinants of Personality, Personality Traits, Personality & OB B. PERCEPTION: Meaning & Definition, Perceptual	12

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	<p>process, Importance of Perception in OB</p> <p>C. MOTIVATION: Nature & Importance, Herzberg's Two Factor theory, Maslow's Need Hierarchy theory, Alderfer's ERG theory</p> <p>D. Case Study Analysis</p>	
3	<p>A. COMMUNICATION: Importance, Types, Barriers to communication, Communication as a tool for improving interpersonal Effectiveness</p> <p>B. GROUPS IN ORGANISATION: Nature, Types, Why do people join groups, Group Cohesiveness & Group Decision Making-managerial Implications, Effective Team Building</p> <p>C. LEADERSHIP: Leadership & management, Theories of leadership- Trait Theory, Behavioural Theory, Contingency Theory, Leadership & Followership, How to be an Effective Leader</p> <p>D. CONFLICT: Nature of Conflict & Conflict Resolution</p> <p>E. TRANSACTIONAL ANALYSIS: An introduction to Transactional Analysis</p> <p>F. Case Study Analysis</p>	13
4	<p>A. ORGANISATIONAL CULTURE: Meaning & Definition, Culture & Organisational Effectiveness</p> <p>B. HUMAN RESOURCE MANAGEMENT: Introduction to HRM, Selection, Orientation, Training & Development, Performance Appraisal, Incentives</p> <p>C. ORGANISATIONAL CHANGE: Importance of Change, Planned Change & OB Techniques</p> <p>D. Case Study Analysis</p>	11
	Tutorials	10
	TOTAL	60

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Suggested Readings:

1. Business Organization & Management: Sharma Shashi K. Gupta, Kalyani Publishers.
2. Business Organisation & Management: Patrick Anthony, Himalaya Publishing House.
3. Organization & Management: R. D. Agarwal, McGraw Hill.
4. Modern Business Organization: S.A. Sherlekar, V.S. Sherlekar, Himalaya Publishing House.
5. Business Organization & Management: C.R. Basu, Tata McGraw Hill.

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SEMESTER – VII

MINOR COURSE: (4 credits each)

TITLE: CUSTOMER RELATIONSHIP MANAGEMENT (PRACTICAL)

Minor Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Minor Paper.

P.S.: A minor course offered in a discipline/subject may be treated as an elective by other discipline/ subject.

Minor Course Code: AMMMIC709

Course Outcome:

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

CO1: Introduce the core concept of CRM paradigm.

CO2: Emphasize CRM as a business strategy.

CO3: Help students understand the organizational context of CRM.

CO4: Implement various technological tools for data mining and also successful implementation of CRM in the organization.

AMMMIC709:Customer Relationship Management (Practical)		
PWC(Theory :3 credits + Practical: 1 credit)		
Units	Topics to be covered	No. of hours
1	A)Evolution of Customer Relationship: CRM- Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM Process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM , CRM and Cost- Benefit Analysis, CRM and Relationship Marketing B) CRM Concepts: Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer	8

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	Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support.	
2	Planning for CRM: Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid.	8
3	Implementation of Customer Relationship Management Programs :Integrating Customer Data into Customer Relationship Management Strategy Data Mining, Data Warehousing for Customer Relationship Management – Role of IT and Internet in Customer Relationship Management - Customer Relationship Strategies	7
4	Application of Customer Relationship Management in various industries- Hospitality, Telecom, Insurance, Banking, E-commerce. Comparitive study of CRM various organisation in different industries.	7
	Assignment and project report (Practical)	10
	TOTAL	40

Reading List :

1. Buttle Francis, CRM (2009). Concepts and Technologies, Elsevier,
Reed Elsevier India Private Limited, 2nd Edition.
2. N. Jagdish Sheth, Atul Parvatiyar & Shainesh Ga (2009). Customer
Relationship management, Emerging Concepts, Tools and
Applications, Tata Mcgraw hill Company Limited
3. Burnett Ken (2005). The Handbook of Key Customer Relationship
management, pearson Education

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4. Schiffman, Leon, G and Kannuk, Leslie Lazar: Consumer Behaviour Prentice Hall of India Peelan - Customer Relationship Management, Pearson Education.
5. Brown, A. Stanly, Customer Relationship Management, John Wiley.

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SEMESTER – VIII

MAJOR COURSE: (6 credits each)

TITLE: CUSTOMER RELATIONSHIP MANAGEMENT (PRACTICAL)

Major Course: A course, which should compulsorily be studied by a candidate as a major requirement is termed as a Major course.

Major Course Code: AMMMJC816

Course Outcome:

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

CO1: Introduce the core concept of CRM paradigm.

CO2: Emphasize CRM as a business strategy.

CO3: Help students understand the organizational context of CRM.

CO4: Implement various technological tools for data mining and also successful implementation of CRM in the organization.

AMMMJC816:Customer Relationship Management (Practical)		
PWC(Theory :4 credits + Practical: 2 credits)		
Units	Topics to be covered	No. of hours
1	C)Evolution of Customer Relationship: CRM- Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM Process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM , CRM and Cost- Benefit Analysis, CRM and Relationship Marketing D) CRM Concepts: Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability,	12

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	Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support.	
2	Planning for CRM: Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid.	08
3	Implementation of Customer Relationship Management Programs :Integrating Customer Data into Customer Relationship Management Strategy Data Mining, Data Warehousing for Customer Relationship Management – Role of IT and Internet in Customer Relationship Management - Customer Relationship Strategies	11
4	Application of Customer Relationship Management in various industries- Hospitality, Telecom, Insurance, Banking, E-commerce. Comparative study of CRM various organisation in different industries.	09
	Assignment and project report (Practical)	20
	TOTAL	60

Reading List :

1. Buttle Francis, CRM (2009). Concepts and Technologies, Elsevier, Reed Elsevier India Private Limited, 2nd Edition.
2. N. Jagdish Sheth, Atul Parvatiyar & Shainesh Ga (2009). Customer Relationship management, Emerging Concepts, Tools and Applications, Tata Mcgraw hill Company Limited
3. Burnett Ken (2005). The Handbook of Key Customer Relationship management, pearson Education
4. Schiffman, Leon, G and Kannuk, Leslie Lazar: Consumer Behaviour Prentice Hall of India Peelan - Customer Relationship Management, Pearson Education.
5. Brown, A. Stanly, Customer Relationship Management, John Wiley.

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SEMESTER – VIII

MINOR COURSE: (4 credits each)

TITLE: RETAIL MANAGEMENT (PRACTICAL)

Minor Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Minor Paper.

P.S.: A minor course offered in a discipline/subject may be treated as an elective by other discipline/ subject.

Minor Course Code: AMMMIC810

Course Outcome:

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

CO1: Understand the functions of retail business and various retail formats and retail channels.

CO2: Understand the difference between Retail and Manufacturing Supply Chain.

CO3: Understand, key drivers of retail supply chain and how to select a retail store location.

CO4: Understand the various Supply Chain partners and how to collaborate with them.

<u>AMMMIC810: RETAIL MANAGEMENT (PRACTICAL)</u>		
PWC(Theory :3 credits +Practical : 1 credit)		
Unit	Topics to be covered	No. of hours
1.	An overview of Retailing-Types of stores - Product Retailing vs. Service Retailing - No store Retailing - Retail strategy - Achieving competitive advantage and positioning Retailing -environment - Legal, Social, Economic, Technological, issues -Trends in the India Retailing Industry.	7
2.	Retail store location and layout - Country/Region analysis - Trade area analysis, evaluation and selection - Store design and layout -	7

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	Comprehensive store planning - Exterior design and layout - Interior store design and layout - Interior design elements.	
3.	Planning merchandise needs and merchandise budgets Methods for determining inventory evaluation - Assortment planning, buying and vendor relations - Merchandise pricing - Pricing strategies - Psychological pricing Mark-up and markdown strategies. Communicating with the retail customer - Retail promotion mix- Advertising Sales promotion-Publicity - Retail selling process - Retail database- In-store customer service.	8
4.	Globalization and changing retail formats - Online retailing - International Retailing- Opportunities and Challenges - Market entry formulas - New customized formats (customized stores, portable stores, merchandise depots, retail theater, service malls, customer-made stores, interactive kiosk 'shopping arcades')	8
	Assignment and project report (Practical)	10
	TOTAL	40

Reading List:

1. Chetan Bajaj, Tuli & Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi. 2010
2. Giridhar Joshi, INFORMATION TECHNOLOGY FOR RETAIL, Oxford University Press, New Delhi 2009
3. Swapna Pradhan, RETAIL MANAGEMENT, TEXT & CASES, Tata McGraw-Hill Publishing company, New Delhi, 2008
4. Ron Hasty and James Reardon, RETAIL MANAGEMENT. McGraw-Hill Publication, International Edition, Fernie, PRINCIPLES OF RETAILING, Elsevier Publishing, 2010

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SEMESTER VIII

INTERNSHIP COURSE: (12 credits each)

TITLE: On-the job Training

Internship Course Code: AMMRP-1

Course Outcome:

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

CO1: Trained with job skills .

CO2: Learned to work in supervised framework in the real industry.

CO3: On the job training is designed to create job opportunities so that potentials can move beyond public assistance and achieve self – sufficiency.

CO4: Gain deeper understanding in specific areas.

<u>AMMRP-1 : On-the job Training</u>		
PWC(Theory :1 credit + Practical : 11 credits)		
Units	Topics to be covered	No. of hours
1.	<p>Optional Dissertation or project work in place of one Discipline Specific Elective paper (6 credits) in Semester 8.</p> <p>Dissertation/Project: An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.</p> <p>Project work/Dissertation is considered as a special course involving application of knowledge involving / analyzing /exploring a real life situation / difficult problem. A Research Project/Dissertation work would be of 12 credits. A Research</p>	120

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	Project/Dissertation work may be given in lieu of a discipline specific elective paper	
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Chairperson
Board of Studies (BoS)
Department of AMM
Patna Women's College, P.U.
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