

दिल्ली विश्वविद्यालय

UNIVERSITY OF DELHI

Commerce based courses of B.A.(Programme)

(Effective from Academic Year 2019-20)



Revised Syllabus as approved by

Academic Council

Date:

No:

Executive Council

Date:

No:

**Applicable for students registered with Regular Colleges, Non Collegiate
Women's Education Board and School of Open Learning**

Preamble

The objective of any programme at a Higher Education Institution is to help youth develop their potential to the full by cultivating creative and humanistic values in them, and inspiring them to contribute positively towards the evolution of not merely the self but also the society at large. The University of Delhi envisions all its programmes in the light of its motto “Nishtha (Devotion), Dhriti (Steadiness), and Satyam (Truth)”; that is, students should be prepared to grasp the practical truths of life through devotion and continued and consistent endeavours. In order to make education comprehensive, inclusive and learning-based, the University offers Learning Outcome-based Curriculum Framework (LOCF) for all its Under Graduate programmes.

The LOCF approach is intended to provide focused, outcome-based syllabi at the undergraduate level programmes with an agenda to structure the entire spectrum of teaching-learning experiences as much student-centric as possible. The LOCF has been adopted to make learning more choice-based for students thus enabling them to make informed choices about a plethora of compulsory and optional, discipline-centric as well as interdisciplinary courses offered. The proposed Under-Graduate Programmes will enhance students’ intellectual competence, interpersonal skills, readiness to face the world and make them socially aware and responsible citizens. The LOCF lays special emphasis on imparting 21st century employability skills too.

Each programme vividly elaborates its nature and promises the outcomes that are to be accomplished while studying. The programmes also state the attributes that it offers to cultivate at the graduation level related to students’ well-being, emotional stability, creative and critical thinking, soft skills and leadership acumen-qualities that they will require in all their social interactions. In short, each programme prepares students for sustainability and life-long learning.

The new curriculum of Commerce based courses in BA (prog.) is aimed at enabling students to not only seek but also create knowledge, become industry-ready and achieve personal happiness while simultaneously contributing effectively to society. The LOCF curriculum takes into consideration the requirements of not only the present times but also the foreseeable future.

The University of Delhi hopes the LOCF approach of the commerce based courses of BA(prog.) will help students in making an informed decision regarding the goals that they wish to pursue in further education and life in general.

Credit distribution of BA

<u>Details of Courses under Undergraduate Programme (B.A./B.Com.)</u>		
Course	*Credits	
	Paper+ Practical	Paper+ Tutorial
<u>I. Core Course (6 Credits)</u>	$12 \times 4 = 48$	$12 \times 5 = 60$
(12 Papers)		
Two papers – English		
Two Papers – Hindi/MIL		
Four Papers- Discipline 1		
Four Papers- Discipline 2		
Core Course Practical/ Tutorial*	$12 \times 2 = 24$	$12 \times 1 = 12$
(12 Practicals)		
<u>II. Elective Course (6 Credits)</u>	$6 \times 4 = 24$	$6 \times 5 = 30$
(6 Papers)		
Two papers - Discipline 1 specific		
Two papers - Discipline 2 specific		
Two Papers – Inter disciplinary)		
Two papers from each discipline of choice and two papers of interdisciplinary nature.		
Elective Course Practical/Tutorials*	$6 \times 2 = 12$	$6 \times 1 = 6$
(6 Practical/Tutorials*)		
Two papers - Discipline 1 specific		
Two papers - Discipline 2 specific		
Two Papers - Generic (Interdisciplinary)		
Two papers from each discipline of choice including papers of interdisciplinary nature.		
Optional Dissertation or project work in place of one elective paper (6 credits) in 6th Semester		
<u>III. Ability Enhancement Courses</u>		
1. Ability Enhancement Compulsory	$2 \times 4 = 8$	$2 \times 4 = 8$
(2 Papers of 4 credits each)		
Environmental Science		
English Communication/ MIL		

2. Ability Enhancement Elective (skill based) (4 papers of 4 credits each)	$4 \times 4 = 16$	$4 \times 4 = 16$
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Total Credit = 132

Total Credit = 132

Institute should evolve a system/ policy about ECA/ General Interest /Hobby /Sports /NCC /NSS/ related courses on its own

***wherever there is a practical there will be no tutorial and vice-versa**

Course Structure for Commerce based courses in BA programme

S.No.	Paper	No. of papers in CBCS scheme
1	Entrepreneurship & Small Business	6
2	Tax Procedures & Practices	6
3	Insurance	6
4	Human Resource Management	6
5	Business Laws	6
6	Accounting & Finance	6
7	Advertising, Sales Promotion & Sales Management	6
8	Office Management & Secretarial Practice	6

Semester wise course structure
B.A. Programme Commerce Based Papers under CBCS

	Core Papers	Code	Page no.	Discipline Specific Elective Papers	Code	Page no.
Entrepreneurship & Small Business	Sem -I Fundamentals of Business Organization	Paper 1	9	Sem V- Management of Small Business Enterprises	Paper 5 (a)	19
	Sem -II- Fundamentals of Entrepreneurship	Paper 2	12	Sem V- Evolution of Policy & Institutional Framework	Paper 5 (b)	21
	Sem III- Feasibility Study and Business Plan	Paper 3	14	Sem VI- Social Entrepreneurship	Paper 6 (a)	23
	Sem IV- Managerial Aspects of Small Business: Operations, Office, Accounting and Functional	Paper 4	16	Sem VI- Contemporary Policy & Institutional Framework	Paper 6 (b)	26
Tax Procedures & Practices	Sem I-Income Tax Law I	Paper 1	28	Sem V-Personal Tax Planning	Paper 5 (a)	36
	Sem II-Income Tax Law II	Paper 2	30	Sem V-Income Tax Procedures & Practice	Paper 5 (b)	38
	Sem III- Goods and Service Tax (GST)- I	Paper 3	32	Sem VI-Corporate Tax Planning	Paper 6 (a)	40
	Sem IV- Goods and Services Tax (GST)-II	Paper 4	34	Sem VI-Indirect Taxes - Customs Act & Procedures	Paper 6 (b)	42

Insurance	Sem I- Introduction to Insurance	Paper 1	44	Sem V-Risk Management	Paper 5 (a)	52
	Sem -II- Regulatory Framework of Insurance	Paper 2	46	Sem V-Non- Life Insurance (Fire and Marine)	Paper 5 (b)	54
	Sem -III- Life Insurance- I	Paper 3	48	Sem VI-Operational Aspects of Insurance	Paper 6 (a)	56
	Sem -IV- Life Insurance- II	Paper 4	50	Sem VI-Non -Life Insurance (Motor, Health, Accidents & Rural)	Paper 6 (b)	58
Human Resource Management	Sem I- Human Resource Management	Paper 1	60	Sem V-Work Environment for Human Resource Management	Paper 5 (a)	69
	Sem II- Industrial Relations	Paper 2	62	Sem V-Organizational Behaviour	Paper 5 (b)	71
	Sem III- Participative Management	Paper 3	64	Sem VI-Human Resource Information System	Paper 6 (a)	73
	Sem IV- Industrial and Labour Regulations	Paper 4	66	Sem VI-Leadership & Motivation	Paper 6 (b)	75
Business Laws	Sem I- Mercantile Law	Paper 1	77	Sem V-Banking operations & Regulations	Paper 5 (a)	88
	Sem II-Partnership Laws	Paper 2	79	Sem V-Social Security Laws	Paper 5 (b)	91
	Sem III- Company Laws	Paper 3	82	Sem VI-Labour Laws	Paper 6 (a)	94
	Sem IV- Consumer Laws	Paper 4	85	Sem VI-Cyber Laws	Paper 6 (b)	97

Accounting & Finance	Sem I-Financial Accounting	Paper 1	100	Sem V-Cost Accounting	Paper 5 (a)	109
	Sem II-Corporate Accounting	Paper 2	103	Sem V-Personal Finance & Basics of Investment	Paper 5 (b)	112
	Sem III- Financial Management	Paper 3	105	Sem VI-Investment Analysis and Business Valuation	Paper 6 (a)	115
	Sem IV- Financial Markets, Institutions and Financial Services	Paper 4	107	Sem VI-Computer Application in Accounting & Finance	Paper 6 (b)	118
Advertising, Sales Promotion & Sales Management	Sem I- Marketing Management	Paper 1	120	Sem V-Brand Management	Paper 5 (a)	129
	Sem II- Marketing Communication	Paper 2	122	Sem V-Sales Promotion & Public Relations	Paper 5 (b)	131
	Sem III- Advertising	Paper 3	125	Sem VI-Sales Force Management	Paper 6 (a)	133
	Sem IV- Personal Selling and Salesmanship	Paper 4	127	Sem VI-Digital Marketing	Paper 6 (b)	135
Office Management & Secretarial Practice	Sem I- Business Communication	Paper 1	137	Sem V-Practical Stenography and e-Typewriting	Paper 5 (a)	148
	Sem II- Office Management & Secretarial Practice	Paper 2	139	Sem V-Advanced Stenography	Paper 5 (b)	152
	Sem III- Computer Applications	Paper 3	142	Sem VI-Advanced Stenography and Computer Applications	Paper 6 (a)	155

	Sem IV- Stenography (English)	Paper 4	145	Sem VI-Computer Application & Stenography (Practical)	Paper 6 (b)	159
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B.A.Programme Commerce Based Generic Elective Papers under CBCS					
Semester V- Modern Business Organisation				Paper 5	187
Semester VI – Business Management				Paper 6	190

Skill Based Courses					
Sem III- Computer Applications in Business (SEC)				Paper 3 (a)	165
Sem III- Cyber Crimes and Law (SEC)				Paper 3 (b)	168
Sem IV- E-Commerce (SEC)				Paper 4 (a)	171
Sem IV- Investing in Stock Markets (SEC)				Paper 4 (b)	174
Sem V- Entrepreneurship (SEC)				Paper 5(a)	177
Sem V- Advertising (SEC)				Paper 5(b)	180
Sem VI- Personal Selling & Salesmanship (SEC)				Paper 6(a)	182
Sem VI- Collective Bargaining and Negotiation Skills (SEC)				Paper 6(b)	184

B.A Programme-Commerce
ADVERTISING, SALES PROMOTION & SALES MANAGEMENT
Paper 1: SEMESTER –I
Marketing Management

Duration: 3 hrs.

Marks: 100

Credits: 6

Course Objective

The objective of this course is to provide basic knowledge of different concepts, principles, and techniques of marketing.

Course Learning Outcomes

After completing the course, the student shall be able to:

CO1: understand the basic concepts and principles of marketing and to develop their conceptual skills to be able to manage marketing operations of a business firm.

CO2: discuss and make the students understand the complexities involved in various targeting and positioning decisions.

CO3: take effective decisions for launching new products.

CO4: understand the implications of different pricing strategies.

CO5: develop the skills among students to enable them to design the promotion-mix strategies and to make the students aware about the current trends in marketing to enable them to take proactive measures while taking marketing decisions.

Course Contents

Unit I: Introduction

Nature, scope and importance of marketing, Marketing Philosophies: production, product, selling, marketing, societal and holistic, Marketing mix, Marketing environment - micro & macro environmental components.

Unit II: Market Segmentation

Concept, Importance and Bases of segmentation; Market Targeting: concept and bases; Positioning: concept and bases.

Unit III: Product

Concept and Types of product; Major product decisions; Product attributes, Branding, Packaging and labelling, Product support service, Product life cycle: Concept and Strategies.

Unit IV: Pricing

Concept, Significance, Factors affecting price, major pricing methods.

Unit V: Distribution

Channels of Distribution-Meaning and importance, Types of distribution channels, Functions of distribution middleman. Promotion: Communication process, Meaning and Importance of Promotion, Promotion mix tools

References

- Kotler, Philip, and Armstrong, Gary, *Principles of Marketing*, Prentice Hall of India, New Delhi.
- Etzel, Michael, Walker, Bruce J., and Stanton, W. J., *Marketing*, McGraw Hill, New York.
- Sharma, K., & Swati Aggarwal. (2018). *Principles of Marketing*. Taxmann's.
- Saxena, Rajan, *Marketing Management*, Tata McGraw Hill, Publishing Co., New Delhi.

Note: Latest edition of text book may be used.

Teaching Learning Process

The teaching learning process includes lectures, case study discussions, individual and group presentations and projects.

Assessment Methods

The assessments methods of the course include class tests, assignments, project evaluations and class presentations.

Keywords

Targetmarket, Product, Price, Distribution, Promotion, Segmentation, Targeting, Positioning, Branding, Packaging, Labelling, Consumer Behaviour, Marketing Environment

B.A Programme-Commerce
ADVERTISING, SALES PROMOTION & SALES MANAGEMENT
Paper 2: SEMESTER –II
Marketing Communication

Duration: 3 hrs.**Marks: 100****Credits: 6**

Course Objective

The aim of this course is to provide insights into the communication aspects of marketing. Students will be able to develop the basic understanding of marketing and communication process. They will be able to understand the steps involved in development of effective marketing communication, determining the various tools of promotion, and organizing them successfully in the light of the consumer buying behavior.

Course Learning Outcomes

After completing the course, the student shall be able to:

- CO1: explore the fundamental concepts of marketing communication and learn effective communication.
- CO2: develop effective marketing communication simulations.
- CO3: Categorize the promotion mix tools to be used for creating public relations, sales promotion and direct marketing.
- CO4: understand the consumer buying behavior which will serve as a guide to develop new and suitable marketing strategies.
- CO5: conversant with the process of integrated marketing communication process and also how to manage cultural diversity through communication.

Course Contents

Unit I: Communication

Meaning, Importance, Communication process and its elements, Barriers to effective communication, Ways to overcome barriers, Role of communication in marketing, Effective Communication.

Unit II: Developing Marketing Communication

Concept, its role; Communication response models AIDA, Hierarchy-of-effects, Steps for developing effective marketing communication.

Unit III: Promotion-mix

Concept of Promotion Mix, Tools of promotion-mix- advertising, personal selling, public relations, publicity, sales promotion and direct marketing: their meaning, distinctive characteristics and functions; Factors affecting promotion mix.

Unit IV: Understanding Consumer Behaviour

Meaning, Importance, Consumer buying process, Factors influencing buying behavior. Types of consumer buying decisions

Unit V: Integrated Marketing Communication

Types of Media: advantages and disadvantages; Concept, reasons for growing importance of IMC, Process of integrated marketing communication. Managing cultural diversity through communication.

References

- Aggarwal Kumar Vipin, Marketing Communication, (2019) Scholar Tech Press
- Belch, G. E., M. A. Belch and Purani K., *Advertising and Promotion: An Integrated Marketing Communications Perspective*, (2017) McGraw Hill Education.
- Kotler, P. & Keller, K. L. (2017). *Marketing Management*. Pearson.
- Shimp A Terence and Andrews J Criag, Advertising, Promotion, and other aspects of Integrated Marketing Communications, 9th Ed. (2015), Cengage Learning

Additional Resources

- Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2014). *Marketing Management*. Pearson.
- Schiffman, Leon G., Wisenblit, Joseph and S Ramesh Kumar, 11th Ed (2018) *Consumer Behavior*, Pearson.
- Stanton, M. J., Walker, B. J., Stanton, W. J., & Pandit, A. (2010). *Marketing (14th ed.)*. McGraw Hill.

Teaching Learning Process

Experiential Learning via Simulation Exercises and Role Playing, Case Study Discussions and Presentations and Field Trips are the components suggested for effective teaching learning process.

Assessment Methods

Students' assessment for this course will be done by following methods like Class Test, Assignments, Projects and Presentations, End Semester Examination.

Keywords

Marketing Communication, AIDA, Promotion-mix, Consumer Behaviour, Integrated Marketing Communication.

B.A Programme-Commerce
ADVERTISING, SALES PROMOTION & SALES MANAGEMENT
Paper 3: SEMESTER –III
Advertising

Duration: 3 hrs.**Marks: 100****Credits: 6**

Course Objective

The objective of the course is to familiarize the students with the basic concepts of advertising. They will be able to learn the insights of advertising: preparing an advertising message, selecting an appropriate medium and evaluation of an advertising campaign.

Course Learning Outcomes

After completing the course, the student shall be able to:

CO1: acquaint with the concepts, objectives and budgeting methods of advertising used in marketing.

CO2: create advertising message using various advertising appeals and elements of advertising used by the marketers for promoting their brands in the market

CO3: identify the major media decisions, media choice and scheduling.

CO4: discover the role and types of advertising agency.

CO5: acquaint with the methods of measuring advertising effectiveness and role of ASCI in maintaining the ethical nature of advertising.

Course Contents

Unit I: Introduction to Advertising

Nature and importance; Types of advertising; Setting of advertising objectives: communication and sales objectives, DAGMAR approach; Setting of advertising budget.

Unit II: Advertising Message

Advertising Message- Advertising appeals; Elements of print and broadcast advertising copy.

Unit III: Advertising Media

Types of Advertising Media- strengths and limitations; Factors influencing selection of advertising media; Media Scheduling.

Unit IV: Advertising Agency

Concept; Types of an Advertising Agency; Functions of an Advertising Agency; Compensation

Unit V: Evaluating Advertising Effectiveness

Communication and Sales effects; Methods of measuring advertising effectiveness; Ethical Aspects of Advertising in India; Role of Advertising Standards Council of India (ASCI)

References

- Belch, G. E., M. A. Belch and Purani K. (2009), *Advertising and Promotion: An Integrated Marketing Communications Perspective*, McGraw Hill Education.
- Gupta, Ruchi (2018), *Advertising*, Scholar Tech Press.
- Sharma, Kavita (2018), *Advertising: Planning and Decision Making*, Taxmann Publication Pvt. Ltd.

Note: Latest edition of the books should be used.

Additional Resources

- Kapoor, Neeru (2008), *Advertising and Personal Selling*, Pinnacle.
- Shah, Kruti and A. D'Souza (2008), *Advertising and Promotions: An IMC Perspective*, McGraw Hill Education.

Note: Latest edition of the books should be used.

Teaching Learning Process

There are different methods like Experiential Learning via Simulation Exercises and Role Playing, Research Projects, Internships Case Study Discussions and Presentations and Field Trips would be used for effective teaching learning process.

Assessment Methods

The following methods would be used for assessing the students and providing feedback to them: Class Test, Assignments, Projects and Presentations, End Semester Examination.

Keywords

Advertising, Advertising Objectives, Advertising Budget, Advertising Appeals, Advertising Standards Council of India, Advertising Media.

B.A Programme-Commerce
ADVERTISING, SALES PROMOTION & SALES MANAGEMENT
Paper 4: SEMESTER –IV
Personal Selling and Salesmanship

Duration: 3 hrs.**Marks: 100****Credits: 6**

Course Objective

The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process. They will be able to understand selling as a career and what it takes to be a good salesperson. They will be able to learn the various theories of selling and motivation.

Course Learning Outcomes

After completing the course, the student shall be able to:

CO1: understand concepts of personal selling, roles and opportunities for sales persons.

CO2: know the theories, models and approaches of selling.

CO3: comprehend the meaning of motivation in the context of personal selling.

CO4: explain the role of a salesperson in entire personal selling process in order to develop a customer oriented attitude in selling.

CO5: discover various sales reports and ethical issue in selling.

Course Contents

Unit I: Introduction to Personal Selling and Salesmanship

Concept of Personal Selling and Salesmanship; Differences among Personal Selling, Salesmanship and Sales Force Management; Qualities of a good salesperson; Types of salespersons; Role of Personal Selling in CRM.

Unit II: Theories of Selling

AIDAS Model of Selling; Problem Solving Approach; Right Set of Circumstances Theory and Modern Sales Approaches.

Unit III: Buying Motives

Concept of Motivation; Maslow's Theory of Need Hierarchy; Buying Motives and their uses in Personal Selling.

Unit IV: Personal Selling Process

Prospecting; Pre Approach; Approach; Presentation and Demonstration; Handling of Objections; Closing the Sale; Follow-Up.

Unit V: Sales Planning and Control

Sales Reports and Documents; Various Ethical Issues in Selling.

References

- Buskirk, R. A. B. D. Buskirk, F. A. Russell (1988), *Selling: Principles and Practices*, McGraw-Hill.
- Futrell, Charles (2013), *Fundamentals of Selling*, McGraw Hill Education.
- Kapoor, Neeru (2008), *Advertising and Personal Selling*, Pinnacle.

Note: Latest edition of the books should be used.

Additional Resources

- Belch, G. E., M. A. Belch and Purani K. (2009), *Advertising and Promotion: An Integrated Marketing Communications Perspective*, McGraw Hill Education.
- Castleberry, S.B. and Tanner, J. F. (2013), *Selling: Building Relationships*, McGraw Hill Education.

Note: Latest edition of the books should be used.

Teaching Learning Process

Effective teaching learning process includes vital methods like Research Projects, Internships, Case Study Discussions and Presentations, Field Trips and Experiential Learning via Simulation Exercises and Role Playing.

Assessment Methods

Assessment methods comprise timely class test, assignments, projects and presentations and end semester examination for assessing the students and providing feedback to them.

Keywords

Personal Selling, Salesmanship, Theories of Selling, Buying Motives, Selling Process

B.A Programme-Commerce
ADVERTISING, SALES PROMOTION & SALES MANAGEMENT
Discipline Specific Elective Paper 5(a): SEMESTER -V
Brand Management

Duration: 3 hrs.

Marks: 100

Credits: 6

Course Objective

The aim of the course is to provide students with the knowledge of concept, tools and techniques of brand management and how this is relevant for the promotion of goods.

Course Learning Outcomes

After completing the course, the student shall be able to:

CO1: comprehend the meaning of branding and ascertain the significance of branding in the present scenario.

CO2: understand how brands are created, maintained and repositioned.

CO3: ascertain the concept of brand personality and how it leads to brand loyalty.

CO4: learn how brands are being developed over internet or at digital market space.

Course Contents

Unit I: Introduction to Branding

Concept and importance of branding; Characteristics of brands (generic, expected, augmented, potential); Importance of brand planning; Functions of branding; Conditions favourable to branding.

Unit II: Brand Creation and Development

Creating brand names; Identifying and selecting brand names; Brand positioning strategies; Limitations of brand positioning; Repositioning.

Unit III: Building Brand Personality and Brand Loyalty

Brand Personality and Brand Image; Importance of brand personality; Role of Advertising in creating brand personality; Use of Brand Imagery, Symbols, Logos, Slogans and Punch lines in creating brand familiarity; Role of Celebrity Endorsements in building brand personality; Building brands through Event Sponsorship. Brand Loyalty- concept and antecedent conditions.

Unit IV: Building Brands through Internet/Digital Platform

Building brands through Internet; Differences in brand building environment in online and offline; 7Cs framework; Interactive brand building model; Limitations of brand building through internet.

References

- Anand, H., *Darwin's Brands, Adopting for Success*, Sage Publications India Pvt. Ltd., New Delhi, 2012.
- Clifton, R. and Simmons, J., *Brands and Branding*, Profile Books Ltd., UK, 2009.
- Kapoor, Neeru. *Advertising and Brand Management*. Pinnacle learning.
- Leppla, Joseph F. and Parker, Lynn M., *Integrated Branding*, Kogan Page, UK, 2002.
- Moorthi, Y.L.R., *Brand Management: The Indian Context*, Vikas Publishing House, Delhi, 2009.

Note: Latest edition of text book may be used.

Additional Resources

- Keller, Kevin L., *Strategic Brand Management Building, Measuring, and Managing Brand Equity, 4th Edition*, Prentice Hall Financial Times, 2013.
- Leppla, Joseph F. and Parker, Lynn M., *Integrated Branding*, Kogan Page, UK, 2002.

Teaching Learning Process

For effective teaching learning process Lectures, Experiential Learning via Simulation Exercises and Role Playing, Research Projects, Internships, Case Study Discussions and Presentations, Field Trips, Assignments, Presentations and E-Resources will be used for effective teaching learning process.

Assessment Methods

Assignments, Tests, Attendance, Final Exam would be used for assessing the students and providing feedback to them.

Keywords

Brand Management

B.A Programme-Commerce
ADVERTISING, SALES PROMOTION & SALES MANAGEMENT
Discipline Specific Elective Paper 5(b): SEMESTER -V
Sales Promotion & Public Relations

Duration: 3 hrs.**Marks: 100****Credits: 6**

Course Objective

The aim of the course is to familiarize the students with the basics and techniques of sales promotion and public relations. Students will be able to learn the various forms of sales promotion tools, develop a sales promotion programme, and learn the importance of public relations especially during crisis. To teach students deal about ethical and legal aspects of sales promotion and public relations.

Course Learning Outcomes

After completing the course, the student shall be able to:

CO1: understand the fundamental concepts of sales promotion and public relations.

CO2: ascertain the tools of sales promotion and public relation in enhancing a companies brand equity and influencing consumer behaviour.

CO3: develop, evaluate and modify the sales promotion programmes.

CO4: understand the concept, importance and tools of public relations.

CO5: identify the ethical and legal aspects of sales promotion and public relation activities of a firm.

Course Contents

Unit I: Sales Promotion

Nature and importance of sales promotions; Forms of sales promotions, consumer-oriented sales promotion, trade-oriented sales promotion and sales force-oriented sales promotions.

Unit II: Major Sales Promotions Tools

Their features, strengths and limitations; Consumer Promotion Tools: Premiums, Price off, Coupons, Sampling, Refunds and Rebates, Contests, Games and Lotteries, Point of Purchase, Displays and demonstrations, Use of logo, gifts, Patronage Awards, Price packs, Tie-In Promotions, Product Warranties. Trade Promotion Tools: Convention, conferences, trade fairs, exhibitions and fashion shows, specialties and novelties.

Unit III: Developing Sales Promotions Programmes

Establishing Objectives, selecting the tools, develop the program, Pre-testing implementing, evaluating the result and making necessary modifications.

Unit IV: Public Relations

Meaning, features and growing importance; concept of public, publicity and public relations; Major tools of public relations: news, speeches, special event, handouts, leaflets, publications, audio visual, community relations, lobbying, identity media. Marketing Public Relations: Major Decisions.

Unit V: Ethical and legal aspects of sales promotion and public relations.

References

- Blattberg, Robert C and Neslin, Scott A., *Sales Promotions: Concepts, Methods and Strategies*. New Jersey: Prentice Hall.
- Cummins, J., and R. Mullins, *Sales Promotions*, London: Kogan Page.
- Ulanoff, S.M. *Handbook of Sales Promotions*. New York: McGraw Hill.
- Quelch, J.A. *Sales Promotions Management, (2011)* New Jersey: Prentice Hall.

Additional Resources

- Kotler, P. & Keller, K. L. (2017) *Marketing Management*. Pearson.
- Stanton, M. J., Walker, B. J., Stanton, W. J., & Pandit, A. (2010). *Marketing (14th ed.)*. McGraw Hill.

Teaching Learning Process

Effective learning will be facilitated through continuous process of Research Projects, Internships, Case Study Discussions and Presentations, Field Trips and Experiential Learning via Simulation Exercises and Role Playing.

Assessment Methods

Assessment method would include class test, assignments, projects and presentations and end semester examination.

Keywords

Sales Promotion, Consumer Promotion Tools, Pre-testing, Public Relations.

B.A Programme-Commerce
ADVERTISING, SALES PROMOTION & SALES MANAGEMENT
Discipline Specific Elective Paper 6(a): SEMESTER -VI
Sales Force Management

Duration: 3 hrs.

Marks: 100

Credits: 6

Course Objective

The purpose of this course is to familiarize the students with the management of sales force and various aspects of sales management.

Course Learning Outcomes

After completing the course, the student shall be able to:

CO1: learn the concepts of sales force management, functions of sales manager.

CO2: understand the arrangement of sales department on the basis of geographic, product or market.

CO3: comprehend how to manage sales force starting from recruitment to performance appraisal.

CO4: describe the process of sales planning and controlling.

CO5: ascertain the emerging developments in sales force management.

Course Contents

Unit I: Introduction to Sales Force Management

Nature and importance of sales force management, Designing the Sales Force objectives, strategy and structure, sales force size, Functions of Sales Manager.

Unit II: Organisation of the Sales Department

Geographic, Product wise and market based.

Unit III: Managing the Sales Force

Recruitment and selection of sales force; Training and direction; Motivating sales personnel, Sales force compensation; Performance appraisal.

Unit IV: Sales Planning and Control

Market Analysis, and sales forecasting, Methods of forecasting sales, Sales territory planning, Sales Budgeting: Importance, Process and uses of sales budget; Sales quota; Sales and cost Analysis.

Unit V: Emerging Trends in Sales Force Management

Use of innovative technology in Sales force management, CRM, Sales force diversity, Team based selling approach, Ethical and social issues in sales force management

References

- Futrell, Charles, *Sales Management: Behaviour, Practices and Cases*, The Dryden
- Johnson, Kurtz and Schueing, *Sales Management* (McGraw-Hill)
- Kapoor Neeru, *Advertising and personal Selling*, Pinnacle, New Delhi McGraw Hill Inc.,
- Pedesson, Charles A. Wright, Milburn d. And Weitz, Barton A., *Selling: Principles and Methods*, 8th edition, Richard, Irvin, pp.290-291. Press.
- Rusell, F. A. Beach and Buskirk, Richard H., *Selling: Principles and Practices, Sales force*, Richard D. Irwin/McGraw- Hill.
- Stanton, William J., *Buskirk*, Richard H., and *Spiro, Rosann, Management of the*
- Still, Richard R., Cundiff, Edward W., and Govoni, Norman A. P. *Sales Management: Decision Strategies and Cases*, Prentice Hall of India Ltd., New Delhi.

Note: Latest edition of text book may be used.

Teaching Learning Process

The teaching learning process includes Research Projects, Internships, Case Study Discussions and Presentations, Field Trips and Experiential Learning via Simulation Exercises and Role Playing.

Assessment Methods

Projects and presentations, class test, assignments and end semester examination would be used for assessing the students and providing feedback to them.

Keywords

Sales Force Management, Sales Manager, Sales Budget, Sales Quota, CRM, Sales Force Diversity.

B.A Programme-Commerce
ADVERTISING, SALES PROMOTION & SALES MANAGEMENT
Discipline Specific Elective Paper 6 (b): SEMESTER -VI
Digital Marketing

Duration: 3 hrs.

Marks: 100

Credits: 6

Course Objective

This paper seeks to provide the students an insight into the concept, tools, techniques, and relevance of digital marketing in the present scenario.

Course Learning Outcomes

After completing the course, the student shall be able to:

CO1: understand the concept of digital marketing and its growth in India.

CO2: identify the dynamics and strategies of digital marketing management.

CO3: know the components of digital marketing presence.

CO4: understand the role of social media marketing in interactive marketing.

CO5: comprehend the ethical issues in digital marketing.

Course Contents

Unit I: Introduction

Concept, scope, and importance of digital marketing. Traditional marketing versus digital marketing. Challenges and opportunities for digital marketing. Growth of digital marketing in India.

Unit II: Digital Marketing Management

Digital marketing mix. Digital consumers and their buying decision process. Customer satisfaction and loyalty. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and Strategies in a digital environment; CRM and digital technology.

Unit III: Digital Marketing Presence

Concept of paid, owned, and earned media. Website design and domain name branding. Search engine optimisation: stages, types of traffic, considerations. Online advertising: types, formats,

requisites of a good advertisement, Online public relations; News and Reputation management; E-mail marketing: types and strategies.

Unit IV: Interactive Marketing Presence

Social media marketing: concept and tools. Online communities and social networks. Blogging: types and role. Video marketing: tools and techniques. Mobile marketing tools; PPC marketing; Online Payment options.

Unit V: Ethical and Legal Issues

Ethical and legal aspects of digital marketing. Regulatory Framework for digital marketing in India.

References

- Chaffey, D., F. E. Chadwick, R. Mayer, and K. Johnston. *Internet Marketing: Strategy, Implementation, and Practice*. Pearson India
- Charlesworth, A. *Digital Marketing: A Practical Approach*, Butterworth-Heinemann, UK.
- Gupta, Seema. *Digital Marketing*. McGraw Hill Education (India) Private Ltd
- Kotler, P., Kartajaya, H., and Setiawan, I. *Marketing 4.0 Moving from Traditional to Digital*. John Wiley & Sons. New Jersey.
- Ryan, Damian and Jones Calvin. *Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation*. Kogan page Publishers.
- Strauss, Judy., and Raymond Frost. *E-Marketing*. PHI Learning Pvt Ltd.

Teaching Learning Process

A combination of various learning methods like audio-visual materials, class presentations, expert lectures(Webinar), case studies and group discussion using ICT (such as: WhatsApp group, Google Group, Etc.).

Assessment Methods

Presentations, Online/Offline Quiz, Micro Research Projects, Group Discussion and Class Tests will be used to assess the students' performance.

Keywords

Digital Marketing, CRM, Digital Technology, Social Media Marketing, Online Payment Gateways, Search Engine Optimization, PPC Marketing, Mobile Marketing.