

SEMESTER –I			
Core II		Modern Marketing	
Course Code: 21PCOC12	Hrs/Week: 6	Hrs/Sem: 90	Credits : 4

Objectives

- To impart knowledge related to recent issues and developments in marketing.
- To familiarise the students with the concept of Consumerism, Customer Relationship Management and Marketing research.

Course Outcomes:

CO No.	Upon completion of this course, students will be able to	PSO addressed	Cognitive Level
CO – 1	understand the prevailing modern marketing techniques.	1,3	Un
CO – 2	understand the significance of consumer behaviour and problems of Indian Consumers.	1,3	Un
CO – 3	demonstrate retailing strategies and consumer behaviour in India.	1,3,4	Ev
CO – 4	assess the important strategies for building Customer Relationship Management.	1,3,4	Ev
CO- 5	analyse online marketing in various decision making techniques.	8	An
CO – 6	apply theories to avoid consumer exploitation.	8	Ap
CO – 7	assess how services can be marketed in an effective way.	1,2,4,6	Ev
CO - 8	understand and apply Marketing Research in business.	8	Ap

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Unit I – Conceptual Frame Work

20 Hrs

Customer Relationship Management : Meaning – Building and Managing Customer Relationship – Strategies for Building Relationship – Customer Interaction Management - Direct Marketing - Types – Factors –Benefits - Online Marketing – Features - Channels– Benefits.- Components - Online Marketing in Indian Scenario – Problems of Online Marketing- Digital Marketing - Green Marketing - Social Marketing – Meaning - Types - Marketing Mix in Social Marketing.

Unit II - Consumer Behaviour

20 Hrs

Meaning – Factors Influencing Consumer Behavior – Consumer Behaviour Models: Marshallian model, Psychological Model, Psycho- Analytic Model – Socio Cultural Theories –Buying Characteristics – Buying Motives - Buying Decision Process - Consumerism – Meaning – Origin – Consumer Exploitation – Problems of Indian Consumers.

Unit III - Retail Management & Major Drivers of New Economy

15 Hrs

The Frame Work of Retailing – Functions - Large Scale Retailing Institutions - Retail Management Strategy - Retail Management Activities– Growth of Highway Retailing – Major Drivers of New Economy: B2B, B2C and C2C

Unit IV - Services Marketing

15 Hrs

Services: Meaning – Definition – Characteristics of Services- Classification of Services- Difference between Goods and Services – Marketing Mix in Service Marketing – Service Quality – Consumer Behaviour in Services –Reasons for the Growth in Service Sector – Marketing Strategies for Service Firms.

Unit V - Marketing Research

20 Hrs

Objectives and Importance of Marketing Research – Scope of Marketing Research – Characteristics of Good Research – Marketing Research Process – Role of Marketing Research in Strategic Planning and Decision Making in Marketing – Emerging Issues and Problems– Limitations of Marketing Research.

Text Book

1. Gupta.C.B. and Rajan Nair N.- *Marketing Management*. New Delhi: Sultan Chand& Sons, Educational publishers.19th edition 2018.

Books for Reference:

1. Karunakaran K. *Marketing Management*. Mumbai: Himalaya publishing house,3rd edition 2017.
2. Pillai, R.S.N. and Bagavathi. *Marketing Management*. New Delhi: S.Chand& Company Ltd. 4th2019
3. Philip Kotler. *Marketing Management*. New Delhi: Pearson Education, India.15th edition 2019
4. Rajan Saxena. *Marketing Management*. New Delhi: Tata McGraw Hill.6th edition 2019.

SEMESTER –I			
Core III		Statistics for Research	
Course Code: 21PCOC13	Hrs/Week: 6	Hrs/Sem: 90	Credits : 4

Objectives

- To enable the students to learn decision making principles and acquire working knowledge in testing hypothesis.
- To make the students understand the application of statistical theories and concepts to business decisions.

Course Outcomes:

CO No.	Upon completion of this course, students will be able to	PSO addressed	Cognitive Level
CO – 1	understand the importance of probability and theoretical distribution in statistical decision making.	1,3,4,7	Un
CO – 2	apply the sample statistics in Non parametric tests in management decision making.	1,3	Ap
CO – 3	apply analysis of variances for optimal decisions.	1,3,8	Ap
CO – 4	understand the different statistical quality control techniques like control charts.	4 ,7	Un
CO - 5	learn decision making principles under uncertainty.	3,7	Un
CO - 6	apply the sample statistics in parametrical tests in management decision making.	1,3	Ap
CO - 7	apply the Chi – Square test in statistical decisions.	1,3	Ap
CO - 8	analyse the various techniques of computing expected frequencies.	1,3,8	An

SEMESTER –I			
Core III	Statistics for Research		
Course Code: 21PCOC13	Hrs/Week: 6	Hrs/ Sem: 90	Credits : 4

Unit I: Probability And Theoretical Distributions: (15 hours)

Probability – Definition-Classical- Relative and subjective approach to probability– Importance of the concept of probability- Theorems -Addition and Multiplication -Mathematical Expectation – Computation of expected probability under Binomial, Poisson and Normal Distributions.

Unit II : Tests of Hypotheses: (15 hours)

Inferential statistics – Procedure of testing hypothesis - Types of errors -one and two tailed tests– Standard error –Sampling distribution - Estimation – Properties of good estimator – Testing large samples and small samples - Student’s ‘t’ distribution- Tests of significance of attributes and variables.

Unit III : Analysis of Variance and Non-Parametric Test: (15 hours)

Analysis of variance – ‘F’- test – Applications of ‘F’- test –One way classification – Two way classifications. Meaning – Advantages of non-parametric tests –Chi-square test– Definition-Degrees of freedom-Conditions-Uses- Tests of goodness of fit- Yate’s correction- Sign test- Rank-Sum tests-Mann Whitney’s ‘U’-Test - Kruskal Wallis ‘H’-Test. Limitations of non- parametric tests.

Unit IV: Statistical Quality Control: (15 hours)

Introduction – Objectives – Causes of variation in quality – Techniques of SQC – Control charts- Mean charts- Range charts- Fractions defective charts -Control charts for attributes- Uses of control charts- Advantages and Limitations of control charts – Acceptance sampling.

Unit V : Decision Theory: (15 hours)

Decision Environment – Introduction- Ingredients of Decision problems-Alternative courses of action- Uncertainty-Decision criteria. Optimal decisions- Pay off table – Regret table– Decision under uncertainty- Maximin principle – Minimax Principle – The Bayesian Decision Rule- EMV – EVPI – EPPI – Decision Tree Analysis- Steps in Decision tree analysis- Advantages of Decision tree analysis.

Note: Theory – 30%, problem - 70%

Text Book:

1. Gupta, S.P. *Statistical Methods*. New Delhi: Sultan Chand & Sons. Forty third Edition—2020

Books for Reference:

1. Levin Richard and David S. Robin. *Statistics in Management*. New Delhi: Pearsons Publications, 7th Edition ,2019
2. Sancheti D.C. and Kapoor. V.K., *Statistics- Theory, Methods and Applications*. New Delhi: Sultan Chand & Sons, 9th Edition ,2020

SEMESTER –I				
Core IV		Entrepreneurial Training and Development		
Course Code:	21PCOC14	Hrs/Week: 6	Hrs/Sem: 90	Credits : 4

Objectives

- To activate entrepreneurial spirit and to know about financial assistance provided by government and private institutions for innovative pursuits.
- To enable the students understand the various aspects of Entrepreneurship and to analyse the entrepreneurial traits.

Course Outcomes:

Co. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the significance of entrepreneurial skills.	1,4	Un
CO-2	know the scope for Rural Entrepreneurship	2,4	Ap
CO-3	study the concept of Women Entrepreneur	3,4,5	Ev
CO-4	training the procedure for setting up for MSME'S.	1,4	Un
CO-5	preparation of Project Report by Entrepreneurs	1,4,8	Ap
CO-6	describe Project Appraisal	1,6	Un
CO-7	evaluate guidance to Entrepreneurs for Export	3,4	Ap
CO-8	identify the institutional support provided to Entrepreneurs	2,6,8	Ev

SEMESTER – I			
Core IV Entrepreneurial Training and Development			
Course Code: 21PCOC14	Hrs/Week: 6	Hrs/Sem: 90	Credits : 4

Unit : I Introduction

15 Hrs

Entrepreneurship – Meaning – Concepts- Importance- Functions - Entrepreneurship and Economic Development - Factors influencing entrepreneurial growth- Competence- Qualities of entrepreneurs– Types of Entrepreneurs

Unit : II Rural Entrepreneurship, Women Entrepreneurship, MSME

19 Hrs

Rural entrepreneurship- Need – Problems – Prospects - Concept of Women Entrepreneurship – Functions and Role – Financial assistance – Grant assistance – Marketing assistance – MSME- Procedure for setting up of MSMEs - Opportunities for MSME

Unit : III Project Identification, Formulation, Appraisal

18 Hrs

Meaning of Project- Project Identification-Project Selection- Formulation of a Project Report- Project Appraisal- Steps in Project Appraisal- Common Errors in Project Appraisal

Unit : IV Export Assistance to Entrepreneurs

20 Hrs

Export potential – Constraints – Institutional set up for export assistance –Director of exhibitions – Director of commercial intelligence – Export promotion council –Trade representatives of India abroad – Trade development authority - Export promotion assistance – Export houses and Trade houses in India –Export procedure –Types of documents- Export incentives –Tax incentives for exports.

Unit : V Institutional support to Entrepreneurs

18 Hrs

Institutional support to entrepreneurs- NAYE – ITCOT – SIPCOT – Industrial estates –SISI – NPC, DIC –SIDBI- Functions- - Concessions –Incentives and subsidies.

Text Books

1. Khanka S.S. *Entrepreneurial Development*. New Delhi: S.Chand & Co Ltd, Revised edition. 2020.
2. Gupta C.B and Srinivasan N.P. *Entrepreneurial Development*. New Delhi: Sultan Chand& Sons, 1st Revised edition 2020.

Books for Reference:

1. Vasant Desai. *Dynamics of Entrepreneurial Development and Management*. Mumbai: Himalaya Publishing House, 6th Revised Edition 2018.
2. Donald F.Kuratko. *Entrepreneurship Development and Small Business*. New Delhi: Tata McGraw Hill, 9th edition 2004
3. RangaRajan L. *Entrepreneurship Development*. Rajapalayam:Sri Ranga Publications, 2nd edition 2018.