



FATIMA COLLEGE

Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

1.1.2

**Details of Programmes where
syllabus revision was carried out
during the year (2023-2024)**

Academic Year 2023-2024

PACO

2023-2024

Fatima College (Autonomous) Madurai
Minutes of the Board of Studies
Research Centre of Commerce (2023-24 onwards)

venue :

Time

Date : 1.4.2023

Members present - External

1. Dr. M. Mani (University Nominee)
Assistant Professor of Commerce,
Madurai Kamaraj University College,
Madurai - 625002.

M. Mani

2. Dr. S. Gnanapathy, (Subject expert)
Dept. of Commerce
Alagappa University
Karaikudi.

S. Gnanapathy 1.4.2023

3. Dr. Alexander Pravin Dwar, (Subject expert,
Head and Associate Professor,
Dept. of Commerce and Economics,
St. Josephs College,
Trichy.

ABSENT

4. Mrs. Marió Theophil Lebrer, (Industrialist)
Apparthim Nagar,
Madurai.

ABSENT.

5. Mrs. Susan Anita Andrew, (Alumna)
Assistant Professor,
American College,
Madurai.

Susan Anita Andrew
01/04/23

6. Members Present - Internal

- Dr. M. Meera Kumari - (Dean of Academic Affairs)
7. Dr. A.I. Auxilia Felicitas - (Head of the Department)
8. Dr. T. Jayanthi Vijayarani
9. Dr. S. Fatima Roshini Mary
10. Dr. C. Lucia Vanitha
11. Mrs. P. Kalai Selvi.

T. Jayanthi Vijayarani
S. Fatima Roshini Mary
C. Lucia Vanitha
P. Kalai Selvi

- 12 Dr. Sr. Bideu Antony *Ind. V. Srinivas* 16. Dr. M. Aravamudan *M. Ar*
 13 Dr. V. Suganya *V. Srinivas* 17. Dr. T. K. Lakshmaiah *T. K. Laksh*
 14 Dr. P. Ruby Seela *P. Ruby* 18. Ms. N. Fanny *N. Fanny*
 15 Dr. K. Sangeetha *Sangeetha*

Agenda for BOARD OF STUDIES

1. Presentation of Action taken Report.
2. New Courses Syllabus.
3. Revision of existing Syllabus for U.G. & PG.
4. Introduction of TANSCHER GRID for first UG and PG.

Minutes of the Board of Studies.

Action taken Report for the year 2023-24.

Suggestions offered	Actions taken for 2023-24.
1. Introduction of the Subject Organizational Behaviour - 22PG AEDC - I p. 61	Introduced.
2. Introduced off class prog. Advanced SPSS	Introduced.
3. For the Subject Quantitative Techniques - 19A5ME1 additional QER added.	Included.
4. For the Subject Business Communication in unit V Modern Methods of Communication - 19A1CC2 is Introduced.	Introduced.
5. For the Subject Modern Marketing, E-distribution networks, Methods of pricing in unit III to be given in detail.	Elaborated.
6. In the Subject Advanced Corporate Accounts 19A6CC15 - In unit II Amalgamation, merger and purchase Included.	Included.
7. In the Subject Goods & Services Tax and Customs duty, - 19A6CC16 In unit III - TIN is added.	Included.
8. In the Subject Quantitative Techniques 19A5ME1 - Introduced Game theory.	Introduced.

9. For the Subject Research Methodology - 19ASNE2 formulation of hypothesis is Introduced. In Dynamism Introduction to SPSS, Commerce Journals to be Specified as open Journals and predatory Journals. updated.

10. For the Subject Auditing - 19AGNE5, Vouching is included and physical verification of account, Conduct of audit is Shifted from unit I to III updated.

11. For the Subject Management accounting unit II - Fundflow Statement to be included, classification of various functions of budget to be added. Added.

12. For the Subject Advanced Business Statistics - 19PGIA3, in unit - I Measures of Central Tendency & Dispersion and in unit III - t test to be Specified. updated

13. In the Subject E-Commerce & web designing - 22PG1A4 updation was done. updated.

14. In the Subject Executive Skills & Development - 19PG3A11, unit I & II Reorganisation was done.

15 In the Subject Corporate Accounting -
19PGAA13 - in unit II - Mergers &
purchase updated

updated

16 In the Subject Special Accounts -
19PG4AE4 - in unit IV - Inflation
Accounting updated

updated.

New Self learning Courses Introduced.

1 For U.G Financial Economics Subject Introduced.

2 For P.G - Accounting Standards Introduced.

New Courses Introduced.

Sl.No	Course Code	Course Title	Relevance	Scope	Need.
1.	23AGNE6	Financial Services - Elective Exchange unit I & II In unit III Franchising & underwriting & In unit V Types of banks to be added.	National	Employability	up-dation

Revised Courses - U.G.

Sl.No	Course Code	Course Title	%	Relevance	Scope	Need.
1.	23A3CE7	practical Banking In unit II. Include duties of paying & collecting Banker. unit V - Concept of crypto to be Added. unit VI Dynamism to be elaborated.	30	National	Employability	up-dation.

Sl no	Course Code	Course Title	%	Relevance	Scope	Need
2	19A4SB2	Interpersonal Skill Elaborate Dynamism. Unit II Team Dynamics Included.	15	Global	EMP	up-dation
3	19A5CC13	Income tax law & practice In unit II. Retirement benefits elaborated & unit IV - To be elaborated.	10	National	EMP	"
4	19A5SB3	Leadership Skills. In unit V - Industrial women leaders to be specified.	10	Global	EMP	"
5	23A6ME3	Management Accounting. In unit I - Analysis of Financial Statist rephrased as Ratios Sales variance to be added. - Mgt A/c vs Cost A/c to be Included	20	National	EMP	"
6	19A6ME4	Human Resource Management In unit III - Types of Training to be Elaborated unit V - Included.	10	Global	EMP	"
7	19A6SB5	Stress and Time Management In unit IV Elaborate Case Studies.	5	Global	EMP	"

Revised Courses - P.G.

SlNo	Course Code	Course Title	%	Relevance	Scope	Need
1.	23PG14A14	Women Entrepreneurship & Management of Small (new) business. - unit - IV to be renamed as Schemes of Financial pattern - In unit V Grant policies Such as TIC, SIDC, TADHC to be included. - Issues of WCM to be included in unit II.	30	National	ENT.	up-dation.

2	19PG4A16	Work Force Management - Content to be revamped (new) - Text Book to be changed.	30	Global	EMP	update
3	19PG3A9	Advanced Costing - Unit V Cost Ledger Control A/c removed & Costing Mgt Tools added.	10	National	EMP	"
4	19PG3AE2	Marketing Management. - Unit V Trends in Marketing practices included	10	Global	EMP	"

UG - TANSCHERID

Sl.No	Course Code	Course Title	% Reference	Scope	Need.
1.	CC1 Semester - I	Financial Accounting - I	-	National EMP.	TANSCHER
2	Sem I CC2	Principles of Management	-	Global ENT	"
3	Sem I EC1	Fundamentals of Management	-	Global ENT	"
4	SENI SEC1	Fundamentals of Finance A/c (NNE)	-	National EMP.	"
5	SENI FC	Introduction to Commerce. Syllabus to be revamped.	-	National EMP.	"
2nd SEMESTER					
6	CC3	Financial Accounting - II Unit I, II, III & IV Interchanged	-	National EMP.	"
7	CC4	Business Law	-	National SD	"

Sl. No	Course Code	Course Title.	%	Relevance	Scope	Need
8	EC2	Introduction to E-Commerce Accounting Software package. Syllabus to be revamped	-	National	EMP	TANCHE
9	SEC-2	Fundamentals of Financial Acc C NNE	-	National	EMP	"
10	SEC-3	Self Management Skills	-	Global	SD	"

PG - TANCHE GRID

Core Courses.

Sl. No	Course Code	Course Title	%	Relevance	Scope	Need.
SEMESTER - I						
1.	CC1	Business Finance.	-	National	EMP	TANCHE
2	CC2	Digital Marketing	-	National	EMP	"
3	CC3	Banking and Insurance.	-	National	EMP	"
SEMESTER - II						
4	CC4	Strategic Cost Management.	-	National	ENT	"
5	CC5	Corporate Accounting.	-	National	EMP	"
6	CC6	Setting up of business entities.	-	National	ENT	"

Elective Courses.

Sl No	Course Code	Course Title	Y.	Relevance	Scope	Need
SEMESTER-I						
1.	EC1	Security Analysis and portfolio Management	-	National	EMP	TAUSCH
2	EC2	operations Research.	-	National	EMP	"
3	EC3	Labours Laws.	-	National	EMP	"
4	EC4	Strategic - human resource Mgt.	-	Global	EMP	"
SEMESTER-II						
5	EC5	Business ethics and corporate Sustainability	-	Global	EMP	"
6	EC6	Audit and due diligence.	-	Global	EMP	"
7	EC7	Rural and agricultural Marketing	-	National	ENT	"
8	EC8	logistic and Supply chain Management	-	National	ENT	"

Skill Enhancement Course.

Sl No	Course Code	Course Title	Y.	Relevance	Scope	Need.
SEMESTER-I						
1.	SEC-I	Advanced Excel	-	National	EMP	TAUSCH
SEMESTER-II						
2	SEC-II	Executive Development.	-	Global	ENT.	"

B.Com SF Elective Course.

Sl No	Course Code	Course Title	y.	Relevance	Scope	Need.
1.	EC1	Managerial Economics.	-	National	EMP	TANSCH
2.	EC2	International trade.	-	Global	EMP	"

Introduction of value-Added Course. Certificate/Diploma/Advanced.

NIL.

Introduction of Puraly Skill-Embedded Certified/Diploma/
Advanced Diploma Course.

NIL.

Approval of ph.D work Syllabus.

NIL.

Dr. A.I. Auxilia Felicitas

Dr. M. Nani

Dr. S. Gnanapathy.

Mrs. Susan Anita Andrew.

Dr. M. Meena Kumari.

Dr. T. Jayanthi Vijayarani.

Dr. S. Fatima Raschid May.

Dr. C. Lucia Vanitha.

Dr. P. Kalai Selvi.

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Dr. V. Suganya.

Dr. P. Ruby Leela.

Dr. K. Sangeetha

Dr. M. Arasammal.

Dr. T.K. Lakshma Nageswari...

Mrs. M. Fanny.

A. J. Lal

M. J. J.

1-4-2023

1-04-23

T. Jayanthi Vijayarani

S. Fatima Raschid May

C. Lucia Vanitha

P. Kalai Selvi

Dr. Sr. Birdu Antony

V. Suganya

Dr. P. Ruby Leela

Dr. K. Sangeetha

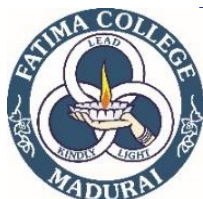
Dr. M. Arasammal

T.K. Lakshma Nageswari

M. Fanny

01/04/2023

TANSCHS SYLLABUS



FATIMA COLLEGE

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Mary Land, Madurai - 625018, Tamil Nadu

The Research Centre of Commerce

M.COM CURRICULUM

SEMESTER I & II

NAME OF THE DEPARTMENT : COMMERCE

NAME OF THE PROGRAMME : M.Com

PROGRAMME CODE : PACO

ACADEMIC YEAR : 2023-2024

CONTENTS

- i. PO and PSO Description
- ii. PG – Template
- iii. Methods of Evaluation & Methods of Assessment
- iv. Semester Index.
- v. Subjects – Core, Elective, Nonmajor, Skill Enhanced, Ability Enhanced, Extension Activity, Environment, Professional Competency
 - 1) Course Lesson Box
 - 2) Course Objectives
 - 3) Units
 - 4) Learning Outcome
 - 5) Reference and Text Books
 - 6) Web Sources
 - 7) PO & PSO Mapping tables



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The Research Centre of Commerce

M.Com Curriculum from 2023 onwards

M.Com., GENERAL

Programme Objectives:

The M.Com. Post Graduate Degree program encompasses advancements in the fields of finance, marketing, management, accounting, law, taxation, entrepreneurship, organisational behaviour, computer applications, research, etc., to equip students with indepth knowledge and skills required to cope with the dynamics of the constantly changing business environment and technological upgradations.

This program provides the framework to enhance the learner's acumen, logical and analytical thinking through mandatory internships and research projects which facilitates industry exposure, ensuring job readiness and confidence to become job providers.

TANSCHER REGULATIONS ON LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK FOR POSTGRADUATE EDUCATION	
Programme	M.COM GENERAL
Programme Code	
Duration	PG - Two Years
Programme Outcomes (Pos)	<p>PO1: Problem Solving Skill</p> <p>Apply knowledge of Management theories and Human Resource practices to solve business problems through research in Global context.</p> <p>PO2: Decision Making Skill</p> <p>Foster analytical and critical thinking abilities for data-based decision-making.</p> <p>PO3: Ethical Value</p> <p>Ability to incorporate quality, ethical and legal value-based perspectives to all organizational activities.</p>

	<p>PO4: Communication Skill</p> <p>Ability to develop communication, managerial and interpersonal skills.</p> <p>PO5: Individual and Team Leadership Skill</p> <p>Capability to lead themselves and the team to achieve organizational goals.</p> <p>PO6: Employability Skill</p> <p>Inculcate contemporary business practices to enhance employability skills in the competitive environment.</p> <p>PO7: Entrepreneurial Skill</p> <p>Equip with skills and competencies to become an entrepreneur.</p> <p>PO8: Contribution to Society</p> <p>Succeed in career endeavors and contribute significantly to society.</p> <p>PO 9 Multicultural competence</p> <p>Possess knowledge of the values and beliefs of multiple cultures and a global perspective.</p> <p>PO 10: Moral and ethical awareness/reasoning</p> <p>Ability to embrace moral/ethical values in conducting one's life.</p>
<p>Programme Specific Outcomes (PSOs)</p>	<p>PSO1 – Placement</p> <p>To prepare the students who will demonstrate respectful engagement with others' ideas, behaviors, beliefs and apply diverse frames of reference to decisions and actions.</p> <p>PSO 2 - Entrepreneur</p> <p>To create effective entrepreneurs by enhancing their critical thinking, problem solving, decision making and leadership skill that will facilitate startups and high potential organizations.</p> <p>PSO3 – Research and Development</p> <p>Design and implement HR systems and practices</p>

	<p>grounded in research that comply with employment laws, leading the organization towards growth and development.</p> <p>PSO4 – Contribution to Business World</p> <p>To produce employable, ethical and innovative professionals to sustain in the dynamic business world.</p> <p>PSO 5 – Contribution to the Society</p> <p>To contribute to the development of the society by collaborating with stakeholders for mutual benefit.</p>
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METHODS OF EVALUATION		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments / Snap Test / Quiz	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
Total		100 Marks
METHODS OF ASSESSMENT		
Remembering (K1)	<ul style="list-style-type: none"> The lowest level of questions require students to recall information from the course content Knowledge questions usually require students to identify information in the text book. 	
Understanding (K2)	<ul style="list-style-type: none"> Understanding of facts and ideas by comprehending organizing, comparing, translating, interpolating and interpreting in their own words. The questions go beyond simple recall and require students to combine data together 	
Application (K3)	<ul style="list-style-type: none"> Students have to solve problems by using / applying a concept learned in the classroom. Students must use their knowledge to determine a exact response. 	
Analyze (K4)	<ul style="list-style-type: none"> Analyzing the question is one that asks the students to break down something into its component parts. 	

	<ul style="list-style-type: none"> Analyzing requires students to identify reasons causes or motives and reach conclusions or generalizations.
Evaluate (K5)	<ul style="list-style-type: none"> Evaluation requires an individual to make judgment on something. Questions to be asked to judge the value of an idea, a character, a work of art, or a solution to a problem. Students are engaged in decision-making and problem – solving. Evaluation questions do not have single right answers.
Create (K6)	<ul style="list-style-type: none"> The questions of this category challenge students to get engaged in creative and original thinking. Developing original ideas and problem solving skills

**PROGRAMME OUTCOMES (PO) - PROGRAMME SPECIFIC
OUTCOMES (PSO) MAPPING**

PROGRAMME SPECIFIC OUTCOMES (PSO)					
	PO1	PO2	PO3	PO4	PO5
PSO1	3	3	3	3	3
PSO2	3	3	3	3	3
PSO3	3	3	3	3	3
PSO4	3	3	3	3	3
PSO5	3	3	3	3	3

Level of Correlation between PO's and PSO's

(Suggested by UGC as per Six Sigma Tool – Cause and Effect Matrix)

Assign the value

1 – Low

2 – Medium

3 – High

0 – No Correlation

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 625 018**THE RESEARCH CENTRE OF COMMERCE****For those who joined in June 2019 (II PG) & June 2023 (I PG) onwards****MAJOR CORE – 66 CREDITS****PROGRAMME CODE: PACO**

S.N O	SE M.	COURSE CODE	COURSE TITLE	HR S	CREDIT S	CIA MARK S	ESE MARK S	TOT MARK S
1.	I	23PG1A1	Business Finance	6	5	40	60	100
2.		23PG1A2	Digital Marketing	6	5	40	60	100
3.		23PG1A3	Banking and Insurance	6	4	40	60	100
4.	II	23PG2A4	Strategic Cost Management	6	5	40	60	100
5.		23PG2A5	Corporate Accounting	6	5	40	60	100
6.		23PG2A6	Setting Up of Business Entities	6	4	40	60	100
7.	III	19PG3A9	Advanced Costing	6	4	40	60	100
8.		19PG3A10	Direct Tax Law & Practice	6	4	40	60	100
9.		19PG3A11	Executive Skills Development	6	5	40	60	100
10.		21PG3EA12	International Economics (offered by Economics)	6	5	40	60	100
11.	IV	19PG4A13	Corporate Accounting	6	5	40	60	100
12.	IV	23PG4A14	Women Entrepreneurship and Management of Small Business	6	5	40	60	100
13.		19PG4A15	Assessment of Income Tax	6	5	40	60	100
14.		23PG4A16	Work Force	6	5	40	60	100

CBCS Curriculum for M.Com

			Management					
			Total	84	66			

**MAJOR ELECTIVE / EXTRA DEPARTMENTAL COURSE /
INTERNSHIP/PROJECT 29CREDITS**

S.No	SEM	COURSE CODE	COURSE TITLE	HRS	CREDITS	CIA Mks	ESE Mks	TOT. Mks
1.	I	23PGA1AAE	Organisational Behaviour	2	1	40	60	100
2	I	23PG1AE1	Security Analysis and Portfolio Management	5	3	40	60	100
		23PG1AE2	Operations Research					
3	I	23PG1AE3	Labour Law	5	3	40	60	100
		23PG1AE4	Strategic Human Resource Management					
4.	II	23PG2ASE1	Advanced Excel	4	2	40	60	100
5.	II	23PG2AE5	Business Ethics and Corporate Sustainability	4	3	40	60	100
		23PG2AE6	Audit and Due Diligence					
6.	II	23PG2AE7	Rural and Agricultural Marketing	4	3	40	60	100
		23PG2AE8	Logistics and Supply Chain Management					
7.	III	19PG3AE1/ 19PG3AE2	Partnership Accounting / Marketing Management	4	4	40	60	100
8.		19PG3ASI	Summer Internship	-	3	40	60	100
9.	IV	19PG4AE3/ 19PG4AE4	Logistics Management/ Special Accounts	4	4	40	60	100

CBCS Curriculum for M.Com

10.		19PG4APR	Project	-	3	40	60	100
			Total	32	29			

OFF-CLASS PROGRAMMES

ADD-ON COURSES

COURSE CODE	COURSES	HRS .	CREDITS	SEMESTER IN WHICH THE COURSE IS OFFERED	CIA MKS	ESE MKS	TOTAL MARKS
19PAD2SS	Soft Skills	40	3	I	40	60	100
19PAD2CA	Computer Applications	40	4	II	40	60	100
19PAD4CV	Comprehensive Viva	-	2	IV	-	-	100
19PAD4RC	Reading Culture	15	1	I -IV	-	-	-
	Total		10				

EXTRA CREDIT COURSES

COURSE CODE	COURSES	HRS .	CREDITS	SEMESTER IN WHICH THE COURSE IS OFFERED	CIA MKS	ESE MKS	TOTAL MARKS
21PG2SLA	Retail Marketing	-	2	II	40	60	100

CBCS Curriculum for M.Com

21PG4SLA	Accounting Standards	-	2	IV	40	60	100
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- **Summer Internship:**

Duration – 1 Month [1st week of May to 1st week of June – before college reopens]

- **Project**

Off Class

Evaluation – [Report + Viva Voce – 40 Marks] + External Marks 60

- **Ability Enhancement & Skill Enhancement**

Syllabus should be offered for two different batches of students from other than the parent department in Semester I & Semester II

OLD 10%

Fatima College (Autonomous), Madurai – 625 018

The Research Centre of Commerce

II MCom

SEMESTER –III

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
PACO	19PG3A9	Advanced Costing	6	4

COURSE DESCRIPTION

This course helps the students to gain an in- depth knowledge of the costing. Concepts and the applications of the methods and techniques of cost accounting.

COURSE OBJECTIVES

The course is designed to

This course is designed to

1. determine types of cost
2. prepare contract accounts and process cost accounts
3. use operation , operating and uniform costing for public services
4. reconcile cost and financial records

UNITS

UNIT I: Concepts of Costs and Unit Costing (20 Hours)

Concept of costs – expenses and losses, controllable and non-controllable costs, out of pocket costs, allocated and imputed cost, opportunity cost, sunk cost, incremental cost and joint cost.

Classification of cost – Job costing – Features – Job order cost – accounting procedure of job accounting – Batch costing.

Unit costing – Collection of costs – cost sheet – treatment of scrap, stock, wastages –Tenders or quotations – production account.

UNIT II: Contract Costing

(10 Hours)

Contract costing – Recording of cost of contracts – Recording of value – profit in contracts – valuation of work – in – progress , cost plus contract-escalation clause.

UNIT III: Process Costing

(25 Hours)

Process costing – Features of process costing – comparison between job and process costing – process losses – inter process losses – inter process profits – equivalent production – meaning, calculation of equivalent production – procedure for evaluation.

Joint products and By-products – Meaning – Objectives – Distinction between By-products, Main products and joint products- account of joint products and by-products.

UNIT IV: Operation, Operating Costing and Uniform Costing

(20 Hours)

Operation & Operating costing – what is operating cost – classification of costs – collection of Costs – selection of units – **motor transport costing – power house costing – canteen costing – hospital costing – operating cost and management decisions.**

Uniform costing – Meaning of uniform costing – scope – need – objectives of uniform costing - requisites for installation of uniform costing – fields covered by uniform costing system – uniform costing manual – advantages and limitations.

UNIT V: Cost Ledger Control Accounts

(15 Hours)

Cost Ledger control accounts – journal entries – integral accounting – advantages – principles – features of integral accounting – journal entries – Reconciliation of cost accounts with financial accounts.

UNIT VI

Recent Trends in Cost Accounting.

Text Book:

1. **Advanced Cost Accounting**, S.P.Jain & K.L.Narang, Kalyani publishers, 11th edition, 2019

Books for Reference:

1. **Advanced cost accounting: Cost management**, S.P.Jain, K.L.Narang & Simmi Agarwal, Kalyani publishers, Latest edition
2. **Work book on cost & management accounting**, M.Ravikishore, Taxmann, Latest edition
3. **Practical costing** – B.S. Khanna, I.M. Pandey, G.K. Ahuja & M.N. Arora, S Chand & company Ltd, Latest edition

Digital Open Educational Resources (DOER) :

1. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf>
2. <https://bluebackglobal.com/ten-accounting-trends-every-business-should-follow-2020/>

COURSE CONTENTS & LECTURE SCHEDULE:

(Bookman Old Style 12)

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT1 Concepts of Costs and Unit Costing				
1.1	Concept of costs – expenses and losses, controllable and non-controllable costs, out of pocket costs, allocated and imputed cost, opportunity cost, sunk cost, incremental cost and joint cost.	5	Chalk & Talk	Black Board
1.2	Classification of cost – Job costing – Features – Job order	5	Chalk & Talk	Black Board

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
	cost – accounting procedure of job accounting – Batch costing.			
1.3	Unit costing – Collection of costs – cost sheet – treatment of scrap, stock, wastages –	5	Chalk & Talk	Black Board
1.4	Tenders or quotations – production account.	5	Chalk & Talk	Black Board
UNIT II: Contract Costing				
2.1	Contract costing –	1	Lecture	Black Board
2.2	Recording of Cost of contracts – Recording of value	1	Lecture	Black Board
2.3	Profit in contracts – valuation of work – in – progress	5	Chalk & Talk	Black Board
2.4	Cost plus contract- escalation clause.	3	Chalk & Talk	Black Board
UNIT III: Process Costing				
3.1	Process costing – Features of process costing – comparison between job and process costing	3	Chalk & Talk	Black Board
3.2	process losses – inter process losses – inter process profits –	5	Chalk & Talk	Black Board
3.3	equivalent production – meaning, calculation of	6	Chalk & Talk	Black Board

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
	equivalent production – procedure for evaluation.			
3.4	Joint products and By-products – Meaning – Objectives	3	Chalk & Talk	Black Board
3.5	Distinction between By-products, Main products and joint products	2	Chalk & Talk	Black Board
3.6	Account of joint products and by-products.	6	Chalk & Talk	Black Board
UNIT IV: Operation, Operating Costing and Uniform Costing				
4.1	Operation & Operating costing – what is operating cost – classification of costs – collection of Costs – selection of units	5	Lecture	Black Board
4.2	<u>motor transport costing</u> – <u>power house costing</u> – <u>canteen costing</u> – <u>hospital costing</u>			
4.3	<u>operating cost and management decisions.</u>			
4.4	Uniform costing – Meaning of uniform costing – scope – need – objectives of uniform costing --	5	Chalk & Talk	Black Board
4.5	Requisites for installation of uniform costing – fields	5	Chalk & Talk	Black Board

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
	covered by uniform costing system			
4.6	uniform costing manual – advantages and limitations.	5	Chalk & Talk	Black Board
UNIT V: Cost Ledger Control Accounts				
5.1	Cost Ledger control accounts – journal entries —	5	Chalk & Talk	Black Board
5.2	Integral accounting – advantages –	2	Chalk & Talk	Black Board
5.3	principles – features of integral accounting	3	Chalk & Talk	Black Board
5.4	journal entries – Reconciliation of cost accounts with financial accounts.	5	Chalk & Talk	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Session - wise Average	Better of W1, W2	M1+M2	MID-SEM TEST				
	5 Mks.	5 Mks	5+5=10 Mks.	15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %

K4	-	-	3	5	8	-	8	20 %
Non Scholastic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
	40

EVALUATION PATTERN

SCHOLASTIC					NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

UG CIA Components

				Nos	
C1	-	Test (CIA 1)	1	-	10 Mks
C2	-	Test (CIA 2)	1	-	10 Mks
C3	-	Assignment	1	-	5 Mks
C4	-	Open Book Test/PPT	2 *	-	5 Mks
C5	-	Quiz	2 *	-	5 Mks
C6	-	Attendance		-	5 Mks

COURSE OUTCOMES

CO	Course Outcome	Level
CO1	Distinguish costs create tenders collect costs for units, job, batch and prepare production Account	K2, K3, K4
CO2	Distinguish costs create tenders collect costs for units, job, batch and prepare production Account	K2, K3, K4
CO3	Compute Notional/ real profit, contracts, completed and in progress	K2, K3, K4,
CO4	Ascertain cost of finished product by products and joint products for continuous Production	K2, K3, K4
CO5	Prepare integral and non-integral cost accounts and reconcile between cost and financial Records	K3, K4, K5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	3
CO2	3	3	2	3	3
CO3	3	3	3	3	2
CO4	2	3	3	3	3
CO5	3	2	3	3	3

Note: ♦ Strongly Correlated – **3** ♦ Moderately Correlated – **2**
 ♦ Weakly Correlated -**1**

Mapping of COs with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
C01	3	3	2	3	3	3	3
C02	3	3	2	3	3	2	2
C03	3	2	3	3	3	2	2
C04	3	3	3	2	3	3	2
C05	3	3	2	3	2	3	3

COURSE DESIGNER:

1. Staff Name Dr.**S.Fatima Rosaline Mary**

Forwarded By

HOD'S Signature
& Name

NEW

Fatima College (Autonomous), Madurai – 625 018

The Research Centre of Commerce

II M.Com

SEMESTER- III

For those who joined in 2022 onwards

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	HRS/WEE K	CREDIT S
PACO	19PG3A9	ADVANCED COSTING	6	4

COURSE DESCRIPTION

This course helps the students to gain an in- depth knowledge of the costing. Concepts and the applications of the methods and techniques of cost accounting.

COURSE OBJECTIVES

This course is designed to

1. determine types of cost
2. prepare contract accounts and process cost accounts
3. use operation , operating and uniform costing for public services
4. reconcile cost and financial records

UNIT I: Concepts of Costs and Unit Costing (20 Hours)

Concept of costs – expenses and losses, controllable and non-controllable costs, out of pocket costs, allocated and imputed cost, opportunity cost, sunk cost, incremental cost and joint cost.

Classification of cost – Job costing – Features – Job order cost – accounting procedure of job accounting – Batch costing.

Unit costing – Collection of costs – cost sheet – treatment of scrap, stock, wastages –Tenders or quotations – production account.

UNIT II: Contract Costing (10 Hours)

Contract costing – Recording of cost of contracts – Recording of value –profit in contracts – valuation of work – in – progress , cost plus contract- escalation clause.

UNIT III: Process Costing

(25 Hours)

Process costing – Features of process costing – comparison between job and process costing – process losses – inter process losses – inter process profits
– equivalent production – meaning, calculation of equivalent production – procedure for evaluation.

Joint products and By-products – Meaning – Objectives – Distinction between By-products, Main products and joint products- account of joint products and by-products.

UNIT IV: Operation, Operating Costing and Uniform Costing

(20 Hours)

Operation & Operating costing – Meaning of Operations Costing- classification of costs – collection of Costs – selection of units – Operating Costing - Operating Cost and Management Decisions .

Uniform costing – Meaning of uniform costing – scope – need – objectives of uniform costing - requisites for installation of uniform costing – fields covered by uniform costing system – uniform costing manual – advantages and limitations.

UNIT V: COSTING MANAGEMENT TOOLS:

(15 Hours)

Activity based Costing – Concept – Need for ABC- Cost Drivers and Cost Pools – Characteristics of ABC – Steps to Develop ABC – Implementation of ABC – Benefits of ABC. **TARGET COSTING:** Definition – Objectives of Target Costing – Main Features of Target Costing – Target Costing Process – Steps in Target Costing - Advantages of Target Costing

UNIT VI

Recent Trends in Cost Accounting.

Text Book:

1. **Advanced Cost Accounting**, S.P.Jain&K.L.Narang, Kalyani publishers, 11th edition, 2019

Books for Reference:

1. **Advanced cost accounting: Cost management**, S.P.Jain, K.L.Narang&Simmi Agarwal, Kalyanipublishers, Latest edition
2. **Work book on cost & management accounting**, M.Ravikishore, Taxmann, Latest edition
3. **Practical costing** –B.S. Khanna, I.M. Pandey, G.K. Ahuja & M.N. Arora, S Chand & company Ltd, Latest edition

Digital Open Educational Resources (DOER) :

1. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8- New.pdf>
2. <https://bluebackglobal.com/ten-accounting-trends-every-business-should-follow-2020/>

COURSE CONTENTS & LECTURE SCHEDULE

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT1 Concepts of Costs and Unit Costing				
1.1	Concept of costs – expenses and losses, controllable and non-controllable costs, out of pocket costs, allocated and imputed cost, opportunity cost, sunk cost, incremental cost and joint cost.	5	Chalk & Talk	Black Board
1.2	Classification of cost – Job costing – Features – Job order cost – accounting procedure of job accounting – Batch costing.	5	Chalk & Talk	Black Board
1.3	Unit costing – Collection of costs – cost sheet – treatment of scrap, stock, wastages –	5	Chalk & Talk	Black Board
1.4	Tenders or quotations – production account.	5	Chalk & Talk	Black Board
UNIT II: Contract Costing				
2.1	Contract costing –	1	Lecture	Black Board

2.2	Recording of Cost of contracts – Recording of value	1	Lecture	Black Board
Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
2.3	Profit in contracts – valuation of work – in progress	5	Chalk & Talk	Black Board
2.4	Cost plus contract-escalation clause.	3	Chalk & Talk	Black Board
UNIT III: Process Costing				
3.1	Process costing – Features of process costing – comparison between job and process costing	3	Chalk & Talk	Black Board
3.2	process losses – inter process losses – inter process profits –	5	Chalk & Talk	Black Board
3.3	equivalent production – meaning, calculation of equivalent production – procedure for evaluation.	6	Chalk & Talk	Black Board
3.4	Joint products and By-products – Meaning – Objectives	3	Chalk & Talk	Black Board
3.5	Distinction between By-products, Main products and joint products	2	Chalk & Talk	Black Board
3.6	Account of joint products and by-products.	6	Chalk & Talk	Black Board

UNIT IV: Operation, Operating Costing and Uniform Costing				
4.1	Operation & Operating costing – what is operating cost –classification of costs – collection of Costs – selection of	4	Lecture	Black Board
Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
	units			
4.2	motor transport costing – power house costing – canteen costing – hospital costing	4	Lecture	Black Board
4.3	operating cost and management decisions.	3	Lecture	Black Board
4.4	Uniform costing – Meaning of uniform costing – scope – need – objectives of uniform costing --	3	Chalk & Talk	Black Board
4.5	Requisites for installation of uniform costing – fields covered by uniform costingsystem	3	Chalk & Talk	Black Board
4.6	uniform costing manual – advantages and limitations.	3	Chalk & Talk	Black Board
UNIT V: COSTING MANAGEMENT TOOLS:				

5.1	Activity based Costing Concept – Need for ABC	–3	Chalk & Talk	Black Board
5.2	Cost Drivers and Cost Pools Characteristics of ABC –	–2	Chalk & Talk	Black Board
5.3	Steps to Develop ABC Implementation of ABC Benefits of ABC.	–3	Chalk & Talk	Black Board
5.4	TARGET COSTING: Definition – Objectives of Target Costing Main Features of Target Costing	–4	Chalk & Talk	Black Board
5.	Target Costing Process – Steps in Target Costing Advantages of Target Costing	–3	Chalk & Talk	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Session - wise Average	Better of W1, W2	M1+M2 5+5=10 Mks.	MID-SEM TEST 15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %

Non Scholastic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
	40

COURSE OUTCOMES

CO	Course Outcome	Level
CO1	Distinguish costs create tenders collect costs for units, job, batch and prepare production Account	K2, K3, K4
CO2	Distinguish costs create tenders collect costs for units, job, batch and prepare production Account	K2, K3, K4
CO3	Compute Notional/ real profit, contracts, completed and in progress	K2, K3, K4,
CO4	Ascertain cost of finished product by products and joint products for continuous Production	K2, K3, K4
CO5	Prepare integral and non-integral cost accounts and reconcile between cost and financial Records	K3, K4, K5

EVALUATION PATTERN

SCHOLASTIC	NON SCHOLASTIC	MARKS
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• PG CIA Components					
Nos					
C1	-	Test (CIA 1)	1	-	10 Mks
C2	-	Test (CIA 2)	1	-	10 Mks
C3	-	Assignment	2 *	-	5 Mks
C4	-	Open Book Test/PPT	2 *	-	5 Mks
C5	-	Seminar	1	-	5 Mks
C6	-	Attendance		-	5 Mks

SCHOLASTIC					NON SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

**The best out of two will be taken into account*

CO / PS O	PS O1	PS O2	PS O3	PS O4	PS O5
CO 1	3	3	3	2	3
CO 2	3	3	2	3	3
CO 3	3	3	3	3	2
CO 4	2	3	3	3	3
CO 5	3	2	3	3	3

Note: □ Strongly Correlated – **3** □ Moderately Correlated – **2**

♦ Weakly Correlated -**1**

Mapping of COs with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	3	2	3	3	3	3
CO 2	3	3	2	3	3	2	2
CO 3	3	2	3	3	3	2	2
CO 4	3	3	3	2	3	3	2
CO 5	3	3	2	3	2	3	3

COURSE DESIGNER:

1. Staff Name Dr.**S.Fatima Rosaline Mary**

Forwarded By

Dr. A.I.Auxilia Felicitas

Head of the Department

OLD 10%

FATIMA COLLEGE (Autonomous), MADURAI – 625 018

The Research Centre of Commerce

II M.COM

SEMESTER – III

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
PACO	19PG3AE2	MARKETING MANAGEMENT	4	4

COURSE DESCRIPTION

This course help the surdents to understand the framework of marketing management Under varions contexts. This course enables the students to acquire the knowledge about the various dimensions and aspects of marketing and préparees them to take-up career in marketing.

COURSE OBJECTIVE

This course is designed to

1. Grasp the basis of marketing and its importance as a subject of study in commerce.
2. sketch the major P's of marketing of goods and their primitive role in consumer oriented society and business to consumer communications
3. Familiarize on the recent trends in marketing.

UNITS

Unit I Marketing – an Overview

(10 hours)

Definition of Market – Scope of Marketing – Importance of Marketing – Functions of Marketing- E-Commerce E-marketing – E-Retailing – Mobile Market

Unit II	Product	(15 hours)
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Meaning of Product –Features of a Product and its classification, Product Mix and its Elements – Product Life Cycle

Unit III Pricing Decisions (10 hours)

Introduction of Pricing – Factors Affecting Pricing Decisions – Pricing – Objectives of Pricing – Factors Affecting Pricing Decisions - :Pricing Policies and Strategies – Pricing Methods.

Unit IV Distribution Strategy and Promotion Mix (15 hours)

Introduction – Meaning –Importance of Distribution Channel-Factors influencing Channel Decisions-Types of Channel – Direct Channel – Indirect Channel – Functions of Channel Members

Introduction – Promotion Mix and its Components- Advertising and Sales Promotions- Personal Selling – Direct Marketing and Publicity

Unit V Trends In Marketing Practices (10 hours)

Internal marketing – Socially responsible marketing – Digital marketing – Marketing implementation and control- The future of marketing. – Introducing new market offerings – Tapping into global market.

UNIT VI DYNAMISM (Evaluation Pattern-CIA only)

Recent Trends in Marketing.

Text Books:

1. Marketing Management – R.S.N.Pillai & Bagavathi , Published by S.Chand& Company Pvt Ltd.
2. Marketing Management - Kotler Philip, Kevin Lane Keller, Published by , Pearson, 2017.
3. Principles of Marketing - Philip Kotler, Gary Armstrong and Prafulla Agnihotri, by, Pearson, 2018.

Reference Book:

1. Modern Marketing Principles and Practices - R.S.N.Pillai&Bagavathi,
Published by S.Chand& Company Pvt Ltd.

Digital Open Educational Resources (DOER) :

<https://www.yourarticlelibrary.com/india-2/recent-trends-in-modern-marketing/48559>.

2. <https://www.singlegrain.com/digital-marketing/digital-marketing-trends-2021/>.

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT I MARKETING – AN OVERVIEW				
1.1	Definition of Market – Scope of Marketing	2	Lecture	Black Board
1.2	Importance of Marketing	1	Lecture	Black Board
1.3	Functions of Marketing	1	Lecture	Black Board
1.4	E-Commerce	2	Lecture	Black Board
1.5	E-marketing – E-Retailing	2	Lecture	Black Board
1.6	Mobile Market	2	Lecture	Black Board
UNIT II PRODUCT				
2.1	Meaning of Product	3	Lecture	Black Board
2.2	Features of a Product and its classification	3	Lecture	Black Board

2.3	Product Mix and its Elements	5	Lecture	Black Board
2.4	Product Life Cycle	4	Lecture	Black Board
UNIT III PRICING DECISIONS				
3.1	Introduction of Pricing – Factors Affecting Pricing Decisions	3	Lecture	Black Board
3.2	Pricing – Objectives of Pricing	3	Lecture	Black Board
3.3	Factors Affecting Pricing Decisions	2	Lecture	Black Board
3.4	Pricing Policies and Strategies – Pricing Methods.	2	Lecture	Black Board
UNIT IV DISTRIBUTION STRATEGY and PROMOTION MIX				
4.1	Introduction – Meaning – Importance of Distribution Channel	2	Lecture	Black Board
4.2	Factors influencing Channel Decisions- Types of Channel – Direct Channel – Indirect Channel	2	Lecture	Black Board
4.3	Functions of Channel Members	2	Lecture	Black Board
4.4	Introduction – Promotion Mix and its Components	2	Lecture	Black Board
4.5	Advertising and Sales Promotions	2	Lecture	Black Board
4.6	Personal Selling	2	Lecture	Black Board

4.7	Direct Marketing	1	Lecture	Black Board
4.8	Publicity	1	Lecture	Black Board
UNIT V TRENDS IN MARKETING PRACTICES				
5.1	Internal marketing – Socially responsible marketing	3	Lecture	Black Board
5.2	Digital marketing - Marketing implementation and control	3	Lecture	Black Board
5.3	The future of marketing. – Introducing new market offerings	2	Lecture	Black Board
5.4	Tapping into global market.	2	Lecture	Black Board

	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
Levels	Session wise Average	Better of W1, W2	M1+M2 5+5=10 Mks.	MID - SEM TEST 15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %

Non Scholastic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
	40

EVALUATION PATTERN

SCHOLASTIC					NON SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

UG CIA Components

				Nos				
C1	-	Test (CIA 1)	1	-	10	Mks		
C2	-	Test (CIA 2)	1	-	10	Mks		
C3	-	Assignment	1	-	5	Mks		
C4	-	Open Book Test/PPT	2 *	-	5	Mks		
C5	-	Quiz	2 *	-	5	Mks		
C6	-	Attendance		-	5	Mks		

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Spell out the cognitive of marketing and marketing mix ,and its recent dynamics	K2	PSO1
CO 2	Highlight the process of evolution of product, its life cycle and the elements of policy development of a product and apply the same in business / industry	K2,K3	PSO2
CO 3	Identify and apply different methods of pricing, in different types of businesses	K3,K4,K5	PSO4& PSO5
CO 4	Explain the kinds of channel members, and the influencers and formation of channels	K3,K4,K5	PSO3
CO 5	Know about the recent trends in marketing	K3,K4,K5	PSO4

Mapping COs with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	3
CO2	3	3	2	3	3
CO3	3	3	3	3	2

CO4	2	3	3	3	3
CO5	3	2	3	3	3

Mapping COs with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	2	2	3	2
CO2	3	3	3	2	3	3	2
CO3	3	3	3	2	3	3	2
CO4	3	2	3	2	3	3	2
CO5	3	3	3	2	3	3	2

Note: ♦ Strongly Correlated – **3**
 ♦ Weakly Correlated -**1**

♦ Moderately Correlated – **2**

COURSE DESIGNER:

1. Staff Name :

Forwarded By

HOD'S Signature& Name

[Dr A.I.Auxilia Felicitas]

Fatima College (Autonomous), Madurai – 625 018

The Research Centre of Commerce

II M.COM

SEMESTER – III

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
PACO	19PG3AE2	MARKETING MANAGEMENT	4	4

COURSE DESCRIPTION

This course help the students to understand the framework of marketing management Under various contexts. This course enables the students to acquire the knowledge about the various dimensions and aspects of marketing and prépare them to take-up career in marketing.

COURSE OBJECTIVE

This course is designed to

1. Grasp the basis of marketing and its importance as a subject of study in commerce.
2. sketch the major P's of marketing of goods and their primitive role in consumer oriented society and business to consumer communications
3. Familiarize on the recent trends in marketing.

UNITS

Unit I Marketing – an Overview

(10 hours)

Definition of Market – Scope of Marketing – Importance of Marketing – Functions of Marketing- E-Commerce E-marketing – E-Retailing – Mobile Market

Unit II Product

(15 hours)

Meaning of Product –Features of a Product and its classification, Product Mix and its Elements – Product Life Cycle

Unit III Pricing Decisions

(10 hours)

Introduction of Pricing – Factors Affecting Pricing Decisions – Pricing – Objectives of Pricing – Factors Affecting Pricing Decisions - :Pricing Policies and Strategies – Pricing Methods.

Unit IV Distribution Strategy and Promotion Mix

(15 hours)

Introduction – Meaning –Importance of Distribution Channel-Factors influencing Channel Decisions-Types of Channel – Direct Channel – Indirect Channel – Functions of Channel Members

Introduction – Promotion Mix and its Components- Advertising and Sales Promotions- Personal Selling – Direct Marketing and Publicity

Unit V Trends In Marketing Practices

(10 hours)

Internal marketing – Socially responsible marketing – Digital marketing – Marketing implementation and control- The future of marketing. – Introducing new market offerings – Tapping into global market.

UNIT VI DYNAMISM (Evaluation Pattern-CIA only)

Recent Trends in Marketing.

Text Books:

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1. Modern Marketing Principles and Practices - R.S.N.Pillai&Bagavathi, Published by S.Chand& Company Pvt Ltd.

Digital Open Educational Resources (DOER) :

<https://www.yourarticlelibrary.com/india-2/recent-trends-in-modern-marketing/48559>.

2. <https://www.singlegrain.com/digital-marketing/digital-marketing-trends-2021>

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT I MARKETING – AN OVERVIEW				
1.1	Definition of Market – Scope of Marketing	2	Lecture	Black Board
1.2	Importance of Marketing	1	Lecture	Black Board
1.3	Functions of Marketing	1	Lecture	Black Board
1.4	E-Commerce	2	Lecture	Black Board
1.5	E-marketing – E-Retailing	2	Lecture	Black Board
1.6	Mobile Market	2	Lecture	Black Board
UNIT II PRODUCT				
2.1	Meaning of Product	3	Lecture	Black Board
2.2	Features of a Product and its classification	3	Lecture	Black Board
2.3	Product Mix and its Elements	5	Lecture	Black Board
2.4	Product Life Cycle	4	Lecture	Black Board
UNIT III PRICING DECISIONS				
3.1	Introduction of Pricing – Factors Affecting Pricing Decisions	3	Lecture	Black Board

3.2	Pricing – Objectives of Pricing	3	Lecture	Black Board
3.3	Factors Affecting Pricing Decisions	2	Lecture	Black Board
3.4	Pricing Policies and Strategies – Pricing Methods.	2	Lecture	Black Board

UNIT IV DISTRIBUTION STRATEGY and PROMOTION MIX

4.1	Introduction – Meaning – Importance of Distribution Channel	2	Lecture	Black Board
4.2	Factors influencing Channel Decisions- Types of Channel – Direct Channel – Indirect Channel	2	Lecture	Black Board
4.3	Functions of Channel Members	2	Lecture	Black Board
4.4	Introduction – Promotion Mix and its Components	2	Lecture	Black Board
4.5	Advertising and Sales Promotions	2	Lecture	Black Board
4.6	Personal Selling	2	Lecture	Black Board
4.7	Direct Marketing	1	Lecture	Black Board
4.8	Publicity	1	Lecture	Black Board

UNIT V TRENDS IN MARKETING PRACTICES

5.1	Internal marketing – Socially responsible marketing	3	Lecture	Black Board
5.2	Digital marketing - Marketing implementation and control	3	Lecture	Black Board

5.3	The future of marketing. – Introducing new market offerings	2	Lecture	Black Board
5.4	Tapping into global market.	2	Lecture	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Session - wise Average	Better of W1, W2	M1+ M2	MID-SEM TEST				
	5 Mks.	5 Mks	5+5= 10 Mks.	15 Marks	35 Mks.	5 Mks.	40 Marks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %
Non Scholastic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA

Scholastic	35
Non Scholastic	5
	40

EVALUATION PATTERN

SCHOLASTIC					NON SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

UG CIA Components					
			Nos		
C1	-	Test (CIA 1)	1	-	10 Mks
C2	-	Test (CIA 2)	1	-	10 Mks
C3	-	Assignment	1	-	5 Mks
C4	-	Open Book Test/PPT	2 *	-	5 Mks
C5	-	Quiz	2 *	-	5 Mks
C6	-	Attendance		-	5 Mks

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Spell out the cognitive of marketing and marketing mix ,and its recent dynamics	K2	PSO1
CO 2	Highlight the process of evolution of product, its life cycle and the elements of policy development of a product and apply the same in business / industry	K2,K3	PSO2
CO 3	Identify and apply different methods of pricing, in different types of businesses	K3,K4,K5	PSO4& PSO5
CO 4	Explain the kinds of channel members, and the influencers and formation of channels	K3,K4,K5	PSO3

CO 5	Know about the recent trends in marketing	K3,K4,K5	PSO4
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Mapping COs with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	3
CO2	3	3	2	3	3
CO3	3	3	3	3	2
CO4	2	3	3	3	3
CO5	3	2	3	3	3

Mapping COs with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	2	2	3	2
CO2	3	3	3	2	3	3	2
CO3	3	3	3	2	3	3	2
CO4	3	2	3	2	3	3	2
CO5	3	3	3	2	3	3	2

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated -1

COURSE DESIGNER:

1. Staff Name :

Forwarded By