

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Programme: B.COM Semester: III

Syllabus with effect from the Academic Year: 2022-2023

B.COM. SEMESTER-III		
Paper Code UB03DCOM81	Title of the Paper Business Management-V (M.M.)	Total Credit 3
Course Objectives	To make student ready for the job in marketing area	

Course Description		
Unit	Description	Weightage
1.	Introduction -Core concepts of marketing- Needs, Wants & Demands ; products; value & satisfaction; exchange, transactions & relationships; Markets, Marketing & Marketing Management -Marketing Management Philosophies: Production concept, product concept, selling concept, marketing concept -Marketing Mix -Importance of Marketing. -Functions of Marketing	25%
2.	Product Decisions -Product- concept, classification, product line & product mix decision -New Product Development Process -Product life cycle-concept, stages & strategies -Branding, Packaging & Labelling concepts	25%
3.	Pricing Decisions -What is Price? -Importance of pricing - Factors affecting Pricing -Pricing policies	25%
4.	Channel of Distribution Decisions & Product Decision -Channels of distribution: Meaning, objectives, levels of channels, Factors affecting choice of channels of distribution -Promotion: Meaning, Importance, Promotion tools	25%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	<ul style="list-style-type: none"> • Lecture Method • Online Lectures • Group Discussion • Practical Problem Solving
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	15%
3.	University Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to
<ul style="list-style-type: none"> • Get basic knowledge about the concept of Marketing • Get idea about Product and Pricing Decisions • Understand Channel of Distribution Decisions & Product Decision

Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)

Sr. No	References
1.	Salesmanship and Advertising-R.C.Agrawal
2.	Salesmanship and Publicity-J.S.K.Patel.
3.	Marketing Management-R.C.Agrawal
4.	Promotion Management- S.A.Chunawala.
5.	Marketing Management –S.A.Sherlekar

On-Line Resources available that can be used as Reference Material

https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/232