



BACHELOR OF ARTS (MARKETING)

B.A (Marketing)

SYLLABUS AS PER STATE EDUCATION POLICY

CBCS- Scheme

3rd and 4th Semester- (2025-26 onwards)

**DEPARTMENT OF STUDIES AND RESEARCH IN
COMMERCE**

BENGALURU CITY UNIVERSITY

Prasanna Kumara Block, Palace Road, Bengaluru-. 560 009

Proceedings of BOS Meeting

Proceedings of the BOS meeting for UG- BA (Marketing) programme as per the SEP structure for the Academic Year 2024-25 held on 20th and 21st June 2025 in the Department of Studies and Research in Commerce, PK Block, Bengaluru City University, Bengaluru-560009.

The board has reviewed and approved the course matrix for 3rd to 4th Semesters and syllabus for 3rd and 4th semesters of the above mentioned course. The board authorized the Chairman to make the necessary changes.

MEMBERS PRESENT:

1.	Prof. Jalaja .K.R	Dean and Chairperson , Department Of Commerce, BCU	Chairperson
2.	Dr. Padmaja.P.V	Principal , MLA Academy Of Higher Education, Bengaluru	Member
3.	Dr.Bhavani.H	Associate Professor, Department Of Commerce, Vivekananda Degree College ,Bengaluru	Member
4.	Dr.Swamynathan.C	Associate Professor, Department of Commerce, GFGC Malleshwaram College, Bengaluru	Member
5.	Dr. Mahesh.K.M	Principal, Sri. Bhagawan Mahaveer Jain Evening College, Bengaluru	Member
6	Dr. S. Harish	Principal, Vijaya Evening College, Bengaluru-04	
7	Prof.H R Padmanabha	Associate Professor, M S Ramaiah College of Arts, Science and Commerce	Member
8	Dr.Nagaraja.C	Associate Professor, Department Of Commerce, GFGC Yalahanka College ,Bengaluru	Member
9	Dr. Anitha K P	Assistant Professor, Govt. R C College, Bengaluru	Member
10	Dr.K.Ramachandra	Principal, Maharani Cluster University.	Member
11	Dr. Ashok M L	Chairman, Dept. of Studies in Commerce and Research, Mysore University	Member
12	Mr. Deep	Sr. Advisor, CII Institute of Quality, Bengaluru-91	Member

13	Mr. RajkumarJayanth	Chartered Accountant, Rajbabu & Associates, Bengaluru-02	Member
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Co-Opted Members Present


14	Dr. Pawan Kumar D B	Principal, SLN College of Arts and Commerce, Fort, Bengaluru	Member
15	Dr. Savita K	Principal, BEL First Grade College, Bengaluru	Member
16	Mr. H.N Gururaja Rao.	Visiting Faculty, SLN College of Arts and Commerce, Fort, Bengaluru	Member
17	Dr. Srihari	Vice Principal, MEWA Vanguard Business School, Bengaluru-68	Member


Dr. JALAJA. K R, M.COM., MBA., Ph.D
 Dean & Chairperson
 Department of Commerce
 Bengaluru City University



Bengaluru City University
Model-III: General Degree: B.A. with three majors

Semester	Discipline components	Papers	Instruction /week			Duration of Exam	Internal Assessment	End sem. Exam.	Total Marks	Credits
			Lecture	Tutorial	Practical					
I	Major A-C Theory	A1 B1 C1	4X3	1x3	-	3	20	80	100x3= 300	5x3= 15
	Language	L1 and L2	4x2	-	-	3	20	80	100x2= 200	3x2= 6
	Compulsory-1 Theory	Constitutional Values-1	2	-	-	1.5	10	40	50x1= 50	2x1= 2
									550	23
II	Major A-C Theory	A2 B2 C2	4X3	1x3	-	3	20	80	100x3= 300	5x3= 15
	Language	L1 and L2	4x2	-	-	3	20	80	100x2= 200	3x2= 6
	Compulsory-2 Theory	Constitutional Values-2	2	-	-	1.5	10	40	50x1= 50	2x1= 2
	Compulsory-3 Theory	Environmental Studies	2	-	-	1.5	10	40	50x1= 50	2x1= 2
									600	25


Registrar
Bengaluru City University
Central College Campus,
Bengaluru - 560001

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Bengaluru City University
Model-III: General Degree: B.A. with three majors

Semester	Discipline components	Papers	Instruction /week			Duration of Exam	Internal Assessment	End sem. Exam.	Total Marks	Credits
			Lecture	Tutorial	Practical					
III	Major A-C Theory	A3 B3 C3	4X3	1x3	-	3	20	80	100x3= 300	5x3= 15
	Language	L1 and L2	4x2	-	-	3	20	80	100x2= 200	3x2= 6
	Elective-I	E1	2	-	-	1.5	10	40	50x1= 50	2x1= 2
									550	23
IV	Major A-C Theory	A4 B4 C4	4X3	1x3	-	3	20	80	100x3= 300	5x3= 15
	Language	L1 and L2	4x2	-	-	3	20	80	100x2= 200	3x2= 6
	Elective-II	E2	2	-	-	1.5	10	40	50x1= 50	2x1= 2
	Compulsory Practical/Skill-1*	CP/CS-1		1	3	2	10	40	50X1=50	2X1=2
									600	25

*The compulsory skill may involve practical experience in an industrial set up/Laboratory/ dissertation/ minor Project providing hands on experience other than the regular practical of the course.


Registrar

FOR B.A MARKETING (SEP 2024)
COURSE MATRIX

SEM	PAPER TITLE	Paper	Hour/ Week	Exam Duration	Marks			Credits
					IA	Exam	Total	
I	Paper I - Principles of Marketing	Theory	5	3	20	80	100	5
II	Paper II - Consumer Behaviour	Theory	5	3	20	80	100	5
III	Paper III - Advertising and Sales Promotion	Theory	5	3	20	80	100	5
	DSE Elective - I (any one) a) Brand Management b) Entrepreneurship Skills	Elective	2	1.5	10	40	50	2
IV	Paper IV - Logistics and Supply Chain Management	Theory	5	3	20	80	100	5
	DSE Elective - II (any one) a) Services Marketing b) Business Environment	Elective	2	1.5	10	40	50	2
	Compulsory Practical Knowledge/skill - I	Practical	3	3	10	40	50	2
	TOTAL						600	26

PATTERN OF QUESTION PAPER:

For 5/3 credit papers, each question paper shall carry 80 marks and the duration of examination is 3 hours. The Question paper shall ordinarily consist of four sections, to develop testing of conceptual skills, understanding skills, comprehension skills, analytical skills and application of skills. All practical / problems oriented and theory subjects question papers shall be provided only in English.

The Question Paper will be as per the following Model:

Section A	Conceptual questions (5 questions out of 8)	$5 \times 2 = 10$
Section B	Analytical questions (4 questions out of 6)	$4 \times 5 = 20$
Section C	Essay type questions (3 questions out of 5)	$3 \times 15 = 45$
Section D	Skill Based questions (Compulsory Question)	$1 \times 5 = 05$
Total Marks		80

For 2 credit papers, each question paper shall carry 40 marks and the duration of examination is 2 hours. The Question paper shall ordinarily consist of Four sections, to develop testing of conceptual skills, understanding skills, comprehension skills, analytical skills and application of skills. All practical / problems oriented and theory subject question papers shall be provided only in English.

The Question Paper will be as per the following Model:

Section A	Conceptual questions (3 questions out of 6)	$3 \times 2 = 06$
Section B	Analytical questions (2 questions out of 3)	$2 \times 5 = 10$
Section C	Essay type questions (2 questions out of 3)	$2 \times 10 = 20$
Section D	Skill Based questions (Compulsory Question)	$1 \times 4 = 04$
Total Marks		40

BA MARKETING - SEMESTER- 3

THEORY 3- COURSE DETAILS

Program Name	BA Marketing	Semester	III
Course Title	Advertising and Sales Promotion		
Course Code	Theory 3	Number of Credits	5
Contact Hours	65 hours per sem / 4 lecture hours per week+ 1 tutorial per week (L+T+P)	Duration of SEA/ Exam	3 hours
Formative (Internal) Assessment Marks	20	Summative (External) Assessment Marks	80

<p style="text-align: center;">Name of the Program: BA (MARKETING) Course Code: 3 Name of the Course: Advertising and Sales Promotion</p>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
5 CREDITS	5 HOURS	65 HOURS
Pedagogy: Classroom's lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.		
<p>Course Outcomes: On successful completion of the course, the students will demonstrate a) analyze potential barriers ("noise") to effective communication.. b) Understand between various types of advertising and their functions. . c) Analyze the legal and ethical aspects involved in advertising. d) Understanding of sales promotion techniques and various promotional schemes.</p>		
Syllabus:		Hours
Module No. 1: COMMUNICATION PROCESS		12
<p>Communication Process: Meaning, definition, elements of communication, role and importance of communication, Basic communication process, Encoding and decoding of message, media, audience, feedback, and noise.</p>		
Module No. 2: ADVERTISING AND COMMUNICATION MIX		14
<p>Advertising and Communication mix: Different advertising functions; Types of advertising: Economic aspects of advertising; Advertising process -an overview; Setting advertising objectives and budget. Creative Aspects of Advertising: Advertising appeals, copywriting, headlines, illustration, message, copy types; Campaign planning.</p>		
Module No. 3: ADVERTISING MEDIA AND IMPACT		13

Advertising Media: Different types of media; Media planning and scheduling; factors affecting advertising, benefits and costs involved in advertising ;
Impact of Advertising: Advertising agency roles, relationship with clients, advertising department; Measuring advertising effectiveness; Legal and ethical aspects of advertising.

Module No. 4: SALES PROMOTION

14

Sales Promotion: Meaning, nature and objectives of sales promotion; Major limitations of sales promotion; Consumer sales promotion: Objectives and tools .Benefits of sales promotion to customers. Trade Promotion: Meaning, objectives and importance; Major trade promotion schemes.

Module No. 5: SALES PROMOTION PLANNING AND CONTROL

12

Sales Promotion Planning and Control: Planning process of advertisement Establishing objectives of sales promotion and selecting consumers for sales promotion; Developing, pre-testing, implementing, controlling and evaluating the -sales promotion programme.

Skill Developments Activities:

1. As a marketing manager, how would you use customer feedback to make your ads better?
2. Find a magazine ad. What is the headline, and what emotion or idea does it try to connect with?
3. If you had to advertise a new local coffee shop, would you choose social media or a newspaper? Explain your choice.
4. You are launching a new snack. Would you use a "buy one, get one free" offer or a coupon? Why?

Text Books:

1. Aaker, David and Myers John G., et.al: Advertising Management; Prentice Hall of India, New Delhi.
2. Border W.H: Advertising; John Wiley, NY.
3. Oglvy D.: Ogivy on Advertising; Longman Publication.
4. H.R. Appannaiah , Ramanath H.R , Advertising and Media Management , HPH.
5. Aakar Daind A Ratra Rainou Muare G Advertising Management: Prentice Hall of India New Delhi
6. Manto Juliet Marry, Aishwariya lakshmi V A , Teena Jacob , Advertising Skills, Kalyani
7. Pankhuri Bhagat, Advertising and Sales Promotion, SBPD Publishing House, Agra

Formative Assessment	Weightage	Nature of Assignments
Internal assessment	20%	Written term paper, Seminar presentation, 2 periodic tests
Summative Assessment	80%	End Semester Examination

BA MARKETING - SEMESTER- 3

Discipline Specific Elective (DSE) - COURSE DETAILS

Program Name	BA Marketing	Semester	III
Course Title	Brand Management		
Course Code	DSE 3(a)	Number of Credits	2
Contact Hours	30 hours per sem / 2 lecture hours per week (L)	Duration of SEA/ Exam	1.5 hours
Formative (Internal) Assessment Marks	10	Summative (External) Assessment Marks	40

Name of the Program: BA (MARKETING) Course Code: DSE 3(a) Name of the Course: Brand Management		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO OF TEACHING HOURS
2 CREDITS	2 HOURS	30 HOURS
Pedagogy: Classroom's lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.		
Course Outcomes: On successful completion of the course, the students will be able to 1. Understand the fundamental concepts and importance of branding in marketing. 2. Analyze brand positioning strategies and their impact on brand equity. 3. Develop effective brand strategies, including extensions and co-branding. 4. Design brand communication strategies using digital and traditional media. 5. Evaluate brand performance and address challenges in managing brands.		
Syllabus:		Hours
Unit-1: Introduction to Branding and Brand Management		10
Brand –Meaning, Definition, Evolution of Brands, Functions of Brand for a consumer, Role of Brand advantages of a Brand, Brand Versus Product, Branding- Meaning, Creation of Brands through goods, services, people, organization, retail stores, places, online, entertainment, ideas. Branding Challenges and Opportunities, Brand Management – Meaning & Definition. Strategic Brand Management Process – Steps in Brand Management Process.		
Unit-2: Developing Brand Equity		10
Customer Based Brand Equity, Brand Equity: Meaning and Sources, Steps in Building Brands, Brand building blocks-Resonance, Judgments, Feelings, performance, imagery, salience- Brand Building Implications. Positioning, Dimensions of brand identity, Brand identity prism, Brand positioning – Meaning, Point of parity & Point of difference, Positioning guidelines Brand Value: Definition, Core Brand values, Brand mantras, Internal branding.		
Unit-3: Developing Brand Elements		10

Choosing Brand Elements to Build Brand Equity: Criteria for choosing brand elements, options & tactics for brand elements - Brand name, Naming guidelines, Naming procedure, Awareness, Brand Associations, Logos & Symbols & their benefits, Characters & Benefits, Slogans & jingles, Packaging. Designing Marketing Programs to build Brand Equity: New perspectives on Marketing, Product Strategy, Pricing Strategy and Channel Strategy. Leveraging Secondary Brand Associations to build Brand Equity: Conceptualising the leveraging Concept, Company, Country of Origin, Channels of Distribution, Co-Branding, Licensing, Celebrity Endorsements, Sporting, Cultural and Other Events

Skill Development Activities:

1. Design a brand logo, tagline, and communication plan for a new brand
2. Prepare strategy for launching a brand extension
3. Analyze brand value of any popular product
4. Conduct a brand audit of any local brand

Books for References:

1. Keller, K.L., Parameswaran, Ambi M.G., & Jacob, I. (2016). Strategic Brand Management, Building, Measuring & Managing Brand Equity. 4th edition. Pearson.
2. Verma, H. V. (2007). Brand Management: Text and Cases. 2nd edition. Excel Books India
3. Sengupta, S. (2004). Brand Positioning: Strategies for Competitive Advantage. 2nd edition. McGrawHill Higher Education

Formative Assessment	Weightage	Nature of Assignments
Internal assessment	20%	Written term paper, Seminar presentation, 2 periodic tests
Summative Assessment	80%	End Semester Examination

BA MARKETING - SEMESTER- 3

Discipline Specific Elective (DSE) - COURSE DETAILS

Program Name	BA Marketing	Semester	III
Course Title	Entrepreneurship Skills		
Course Code	DSE 3(b)	Number of Credits	2
Contact Hours	30 hours per sem / 2 lecture hours per week (L)	Duration of SEA/ Exam	1.5 hours
Formative (Internal) Assessment Marks	10	Summative (External) Assessment Marks	40

<p style="text-align: center;">Name of the Program: BA (MARKETING) Course Code: DSE 3 (b) Name of the Course: Entrepreneurship Skills</p>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO OF TEACHING HOURS
2 CREDITS	2 HOURS	30 HOURS
Pedagogy: Classroom's lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> 1. Start his/ her own business by understanding the opportunities that are lying in front of them. 2. He / she will learn how to make a business plan and how to approach funding agencies for getting their loans sanctioned. 3. Acquire the knowledge of becoming an entrepreneur by identifying business opportunities and developing business plans. 		
Syllabus:		Hours
Unit 1: Introduction to Entrepreneurship, Entrepreneur and Start-ups		10
<p>Entrepreneurship: Meaning, Characteristics, Importance, Factors influencing entrepreneurship, Types of entrepreneurship (Traditional and New Age Entrepreneurship). Entrepreneur: Meaning, Definition, Essential characteristics of a Successful Entrepreneur, Types of Entrepreneurs, Challenges and Issues of New Age Entrepreneurs. Start-ups- Definition and Need, Start-up Eco System; Types- Tech-based, Edu-based, Foodbased, Agro-based and Retail-based Start-ups; Contributions of Start-ups to Indian Economy.</p>		
Unit 2: Skills for Entrepreneurship Development		10

Entrepreneurship Development- Meaning and Nature; Types of Entrepreneurial Skills -Team Work and Leadership Skill, Critical Thinking Skills, Analytical and Problem Solving Skills, Branding and Marketing Skills, Networking skills and New Age Technological Skills (AI, ML, DL and Analytics). Role of Entrepreneurship Development Programmes (EDP).

Unit 3: Institutional Support for Entrepreneurial

10

Institutions Supporting Entrepreneurship-Managerial, Financial, Marketing, Technological and Legal Assistance- Role of IFCI, SFCs, SIDBI, DIC, EDI, SISI, SIDO, KVIC, Commercial Banks, KSSIDC, KSSIC, AWAKE, TECSOK in promoting Entrepreneurship; **Venture Capital-** Meaning and Types of Venture Capitalists, **Incubation-** Meaning and Types of incubators, Facilities offered by Incubation Centres, Govt. of India sponsored Incubation centres and programmes; **Accelerators-** Meaning and Role of Accelerators; New Sources of funding Entrepreneurs- Angel Investment and Crowd funding.

Skill Developments Activities:

1. List out different investors funding start-ups in India.
2. Identify and List out the Techno Based Start-ups in Bengaluru
3. List out the Women Entrepreneurs who have contributed to the growth of Indian economy.
4. Prepare a Business Plan for New Age Entrepreneurial Start-ups (9 Steps)

Books for References:

1. Udai Pareek and TV Rao : Developing Entrepreneurship, Sanjiv Printers, Ahmedabad.
2. Vasant Desai: Entrepreneurship and Small-Scale Industry, Himalaya Publishing House.
3. Renu Arora, SK Sood, Vivekanand; Entrepreneurial Development, Kalyani Publishers.
4. Birley and Muzyka: Mastering Enterprise, Financial Times.
5. S.S.Khanka : Entrepreneurial Development, S. Chand & Co.,
6. Guide to Investors, UdyogMitra
7. Reports of MSMEs, NSDC, KSDC and Central and State Government.
8. Reports on Entrepreneurship of National and International Agencies.

Formative Assessment	Weightage	Nature of Assignments
Internal assessment	20%	Written term paper, Seminar presentation, 2 periodic tests
Summative Assessment	80%	End Semester Examination

BA MARKETING - SEMESTER- 4

THEORY 4- COURSE DETAILS

Program Name	BA Marketing	Semester	IV
Course Title	Logistics and Supply Chain Management		
Course Code	Theory 4	Number of Credits	5
Contact Hours	65 hours per sem / 4 lecture hours per week+ 1 tutorial per week (L+T+P)	Duration of SEA/ Exam	3 hours
Formative (Internal) Assessment Marks	20	Summative (External) Assessment Marks	80

<p style="text-align: center;">Name of the Program: BA (MARKETING) Course Code: 4 Name of the Course: Logistics and Supply Chain Management</p>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO OF TEACHING HOURS
5 CREDITS	5 HOURS	65 HOURS
Pedagogy: Classroom's lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> 1. Understand the fundamentals of Logistics and Supply Chain Management. 2. Comprehend the relationship between competitive strategies and supply chain strategies. 3. Analyse the latest trends and challenges in the field of Logistics and Supply chain management. 		
SYLLABUS:		HOURS
Unit-1: Introduction to Supply Chain Management		14
<p>Concept of Supply Chain and Supply Chain Management, Importance of SCM, Focus areas in Supply Chain Management, Functions of SCM, Decision phases in Supply chain Management, Process view of Supply Chain- Cycle view and push-pull view, Drivers of SCM, Enablers in Supply Chain Management, Concepts of Integrated supply chains, Autonomous Supply Chain. Supply chain model and Value chain model; Supply Chain trends and challenges in India.</p> <p>Case Studies (Class discussion only)- The case of AMUL's supply chain to understand Supply chain process and Dabbawalas of Mumbai and their supply chain success story.</p>		
Unit-2: Introduction to Logistics Management		12
<p>Meaning of logistics and Logistics Management, Logistics management and Supply Chain</p>		

management, Types of Logistics; Functions/ Activities in Logistics; seven R's of Logistics; Key Players in Logistics; Benefits of effective Logistics; Role of logistics in Supply Chain; Role of Government in Logistics.	
Unit-3: Customer Focus in Supply Chain Management	12
Meaning and importance of Customer service in SCM - Customer service dimension from a supply chain perspective (Order delivery lead time, responsiveness, delivery reliability and product variety); Customer service capability- availability, operational performance and service reliability.	
Unit-4: Supply Chain Strategies and Strategic Fit	13
Competitive Strategies- Supply chain Strategies- Strategic Fit between competitive strategy and supply chain strategy, Steps in achieving strategic fit, Obstacles to achieving Strategic Fit.	
Unit-5: Demand Management in Supply Chain	14
Concept of demand in SCM, Types of demand, Role of demand forecasting in supply chain, Forecasting methods, Basic approach to Demand Forecasting; Collaborative planning, forecasting and replenishment (CPFR), Aggregate Planning in a Supply Chain, CODP (Customer order decoupling point) – Concepts only.	
Skill Development Activities: <ol style="list-style-type: none"> 1. Draw a flow chart showing the basic supply chain and extended supply chain for a 2. FMCG Company 3. Draw the structure of any logistical network. 4. List out the latest supply chain trends impacting Business performance. 5. Write a note on the risks involved in management of the supply chains. 	
Books for References: <ol style="list-style-type: none"> 1. Sunil Chopra & Peter Meindl, Supply Chain Management- Strategy, Planning and Operation, PHI 2. R.B. Handfield and E.L. Nichols, Jr. Introduction to Supply Chain Management. Prentice Hall, 1999. 3. Dr. R.P. Mohanty & Dr. S.G. Deshmukh, Essentials of Supply Chain Management, Jaico Publishing House 4. D. K. Agarwal, Supply Chain Management - Strategy, Cases and Best Practices, Cengage 5. David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Designing & Managing the Supply Chain, McGraw Hill 6. Janat Shah, Supply Chain Management Text and Cases, Pearson Education 7. Rahul V Altekhar, Supply Chain Management –Concepts and Cases, PHI 8. Sridhara Bhat, Supply Chain Management, HPH 9. Milind M Oka, Supply Chain Management, Everest Publishing House 10. Donald. J. Bowersox & Donald. J. Closs, Logistical Management-The integrated Supply Chain Process, TATA Mc-Graw Hill. 	

Formative Assessment	Weightage	Nature of Assignments
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Internal assessment	20%	Written term paper, Seminar presentation, 2 periodic tests
Summative Assessment	80%	End Semester Examination

BA MARKETING - SEMESTER- 4

Discipline Specific Elective (DSE) - COURSE DETAILS

Program Name	BA Marketing	Semester	IV
Course Title	Services Marketing		
Course Code	DSE -Theory 4 (a)	Number of Credits	2
Contact Hours	30 hours per sem / 2 lecture hours per week (L)	Duration of SEA/ Exam	1.5 hours
Formative (Internal) Assessment Marks	10	Summative (External) Assessment Marks	40

Name of the Program: BA (MARKETING) Course Code: DSE 4 (a) Name of the Course: Services Marketing		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO OF TEACHING HOURS
2 CREDITS	2 HOURS	30 HOURS
Pedagogy: Classroom's lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> 1. Analyze the Marketing Mix to a service context. 2. Understand various grades of hotels and types of transportation services. 3. Understand the role of market research in the banking and insurance sectors. 4. Ability to understand the process of developing a strategic marketing plan for financial services. 		
Syllabus:		HOURS
Module No. 1: Introduction ,Planning and managing Service Delivery		10
Understanding Services Phenomenon: Growth of services sector; Role of services in Economy; The concept of services; Marketing Mix in Services Marketing ; Knowledge of Customer : Customer Involvement in Service processes ; Customer behaviour in service settings ; Targeting Customers, Managing Relationships and Building Loyalty.		
Creating Delivery system in Place, Cyberspace and time ; Enhancing value by improving quality and productivity ; Balancing Demand & Capacity ; Managing customers reservations &		

waiting lists.

Module No. 2: Tourism and Travel Services**10**

Introduction to Tourism Marketing : Concept and nature of Tourism ; Significance and Impact of tourism ; Evolution of Tourism ; Tourism market segmentation ; Tourism Marketing Mix . Introduction to Hotel Industry: Hotels ; Evolution of Hotel Industry ; Development of Hotels; Facilities ; The guest cycle ; Grades of hotels ; marketing Mix of hospitality industry .Introduction to Travel Services: i) Role of Travel Agencies & Travel Organization, ii) tour Operations, iii) Airline service marketing, iv) Road & Rail services, v)Travel by Sea.

Module No. 3: Marketing of Banking & Insurance Services**10**

Marketing Insurance Services : i)Life insurance - Whole life, Term Insurance, Endowment insurance , Building Insurance, Survivorship Insurances. ii) General Insurance - Marine Insurance, Fire Insurance, Building Insurance, Motor Insurances. iii) Miscellaneous Insurance - Personal accident, Burglary & theft, Workmen's compensation, Fidelity guarantee, Mediclaim, Policy for jewellery, Videsh yatra policy.

Marketing of Banking Service: A brief insight into Indian banking scenario; Issues in banking; Bank Marketing, Market research in Indian banks, Areas of future growth in Banking, e-banking

Skill Development Activities:

1. Prepare a chart on conditions to be compiled for Star Hotel Status.
2. Procedures of railway ticket booking with specimen of reservations/cancellation slip.
3. Procedure for Air ticket booking both domestic and International.
4. Procure any two insurance policies(xerox) and paste them in the record.

Reference Books:

1. Services Management , Amandeep Kaur & Punam Agarwal - Kalyani Publishers
2. Services Management , Vasanti Venugopal & Raghu V.N - HPH
3. Services Marketing ,Vasanti Venugopal & Raghu VN , HPH
4. Services Management , Bansal Geeta & Amandeep Kaur, paperback
5. Services Marketing ,NAR Gundkar , paperback

Formative Assessment	Weightage	Nature of Assignments
Internal assessment	20%	Written term paper, Seminar presentation, 2 periodic tests
Summative Assessment	80%	End Semester Examination

BA MARKETING - SEMESTER- 4

Discipline Specific Elective (DSE) - COURSE DETAILS

Program Name	BA Marketing	Semester	IV
Course Title	Business Environment		
Course Code	DSE -Theory 4 (b)	Number of Credits	2
Contact Hours	30 hours per sem / 2 lecture hours per week (L)	Duration of SEA/ Exam	1.5 hours
Formative (Internal) Assessment Marks	10	Summative (External) Assessment Marks	40

Name of the Program: BA (MARKETING) Course Code: DSE 4 (b) Name of the Course: Business Environment		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO OF TEACHING HOURS
2 CREDITS	2 HOURS	30 HOURS
Pedagogy: Classroom's lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> 1. An Understanding of components of the business environment. 2. Ability to analyse the environmental factors influencing business organisation. 3. Ability to demonstrate Competitive structure analysis for select industries. 4. Ability to explain the impact of fiscal policy and monetary policy on business. 5. Ability to analyse the impact of economic environmental factors on business. 		
Syllabus:		HOURS
Module No. 1: INTRODUCTION TO BUSINESS ENVIRONMENT		10
Meaning of business , scope and objectives Business, business environment, Micro and Macro Environment of business (social, cultural, economic, political, legal technological and natural) Impact of these factors on decision making in business, Environmental analysis, and Competitive structure analysis of Business.		
Module No. 2: GOVERNMENT AND LEGAL ENVIRONMENT		10
Government Functions of the State , Economic role of government, State intervention in business- reasons for and types of state intervention in business. Impact of Monetary policy, Fiscal policy, Exim policy and industrial policy on business. Legal environment - Various laws affecting Indian businesses		
Module No. 3: ECONOMIC ENVIRONMENT AND GLOBAL ENVIRONMENT		10

An overview of the economic environment, nature of the economy, structure of economy, factors affecting economic environment.

Globalisation of business; meaning and dimensions, stages, essential conditions of globalisation, foreign market entry strategies, merits and demerits of globalisation of business, Impact of Globalisation on Indian businesses, Forms of globalisation of businesses - MNCs, TNCs etc..

Skill Developments Activities:

1. List out key features of recent Monetary policy published by RBI impacting businesses.
2. Give your observation as to how technology has helped society.
3. Draft Five Forces Model for Imaginary business.
4. Identify the benefits of Digital transformation in India.

Text Books:

1. Dr. K Ashwatappa: Essentials Of Business Environment
2. Sundaram & Black: The International Business Environment; Prentice Hall
3. Chidambaram: Business Environment; Vikas Publishing
4. Upadhyay, S: Business Environment, Asia Books
5. Chopra, BK: Business Environment in India, Everest Publishing
6. Suresh Bedi: Business Environment, Excel Books
7. Economic Environment of Business by M. Ashikary.
8. Business Environment by Francis Cherrinulam
9. Business Environment by Dr. Rama krishna Naik , Kavya R , Tamil Selvan V - VBH

Note: Latest edition of textbooks may be used.

Formative Assessment	Weightage	Nature of Assignments
Internal assessment	20%	Written term paper, Seminar presentation, 2 periodic tests
Summative Assessment	80%	End Semester Examination