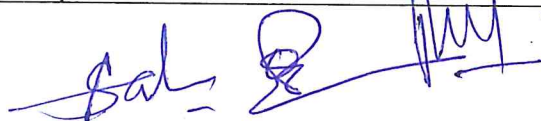
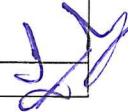


FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII	Session:2024-2028
1	CourseCode	BBSE -05	
2	CourseTitle	Elective C – Marketing: E Commerce	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ Familiarise with different types of E - Commerce ➤ Differentiate between E - Commerce and E- Services ➤ Understanding Technology in E – Commerce. ➤ Facilitating Electronic Payment System. ➤ Knowledge about Security Issues in E - Commerce 	
6	Credit Value	4Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching–learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Introduction to E- Commerce: E - Commerce: Meaning, Nature, Concepts of E-Commerce; E - Commerce vs E – Business; Advantages and Disadvantages of E-Commerce; Value Chain in E-Commerce; Porter's value chain model; Competitive Advantage and Competitive Strategy, Different Types of E-Commerce like Business - to - Business (B2B), Business – to Customer (B2C), Customer – to - Customer (C2C), Customer – to -Business (C2B), Government – to – Consumers or Citizens (G2C); Business Models of E- commerce.		15
II	E-Commerce and E – Services: E – Commerce - A Consumer Oriented Approach: Traditional v/s E-Retailing; Key success factors in E – Retailing; Models of E – Retailing; and Characteristics of E – Retailing; E - Services: Categories of E - Services, Web-enabled services, Information selling on the web, Entertainment, Auctions and other specialized services.		15
III	Technology in E-Commerce: Technology in E-Commerce: An overview of the internet; Basic Network Architecture and the Layered Model; Internet Architecture; Network Hardware and Software Considerations; Intranets and Extranets; The making of World Wide Web; Web System Architecture; Building and hosting your website: choosing an Internet Service Provider[ISP]; registering a domain name, web promotion, internet marketing techniques, e-cycle of internet marketing, personalization, mobile agents, tracking customers, customer service, Uniform Resource Locator [URL's] ; and Hypertext Transfer Protocol [HTTP]; Cookies.		15
IV	Electronic Payment System: Methods of E – Payment: Debit Card, Credit Card, Smart Cards, E money, Electronic and Digital wallet, Digital Signature (Concepts), Payments Gateways, Core Banking Solutions [CBS]; Mobile Payments; Unified Payments Interface [UPI]; National Payments Corporation of India [NPCI]; Security Issues in E – Commerce: Security Threats; Security in Cyberspace; Kinds of Threats and Crimes: Client Threat, Communication Channel Threat, Server Threat, Other Programming Threats; Frauds and Scams; Basics of Encryption and Decryption.		15
Keywords	E- Commerce, E- Services, Electronic Payment System.		

PART-C: Learning Resources**Text Books, Reference Books and Others**

1. P. T. Joseph, E-Commerce: An Indian Perspective, PHI Learning
2. Henry Chan, Raymond Lee and others, E-Commerce: Fundamentals and Applications
3. Wiley, Landon, E-Commerce, Pearson Education India
4. Schneider G., E-Business, Cengage Publications
5. Bhaskar, B., E-Commerce, McGraw Hill
6. Dave Chaffey – E-Business and E-Commerce Management –Strategy, Implementation and Practice, Pearson Education.
7. Schneider Gray – Electronic Commerce – Cengage Learning

Online Resources–

<https://www.coursera.org/courses%3Fquery%3De-commerce&ved>

<https://www.edx.org/learn/ecommerce&ved>

PART-D: Assessment and Evaluation**Suggested Continuous Evaluation Methods:**

Maximum Marks:	100 Marks
Continuous Internal Assessment (CIA):	30 Marks
End Semester Exam (ESE):	70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section– A & B Section A: Q1. Objective–10x1=10 Mark; Q2. Short answer type–5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit–4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)

Amrith

S. J.

Sal. S. P.

FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration (Certificate / Diploma / Degree/Honors)			Semester-VII	Session:2024-2028
1	CourseCode	BBSE -06		
2	CourseTitle	Elective C – Marketing: Retail Management		
	CourseType	Discipline Specific Elective (DSE)		
4	Pre-requisite(if,any)	Asperrequirement		
5	CourseLearning Outcomes(CLO)	<ul style="list-style-type: none">➤ Knowledge of the types and forms of Retail business.➤ Ability to examine Consumer Behaviour in various environments.➤ Ability to analyse various Retail operations and evaluate them.➤ Ability to analyse various marketing mix elements in retail operations.➤ Learning of Information Technology in Retail business.		
6	CreditValue	4Credits	Credit=15Hours-learning& Observation	
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40	
PART-B: ContentoftheCourse				
TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)				
Unit	Topics(Coursecontents)			No.of Period
I	RETAIL BUSINESS:Definition – functions of retailing - types of retailing – forms of retail business ownership; Retail theories – Wheel of Retailing – Retail life cycle; Retail business in India: Influencing factors –present Indian retail scenario. CONSUMER BEHAVIOUR IN RETAIL BUSINESS: Buying decision process and its implication on retailing – Influence of group and individual factors; Customer shopping behaviour; Customer service and customer satisfaction.			15
II	RETAIL OPERATIONS:Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Planmethod - Site evaluation. Retail Operations: Stores Layout and visual merchandising; Storesdesigning; Space planning; Inventorymanagement; Merchandise Management; Category Management.			15
III	RETAIL MARKETING MIX:Introduction -Product: Decisions related to selection of goods (Merchandise Management revisited) –Decisions related to delivery of service. Pricing: Influencing factors – approaches to pricing – pricesensitivity - Value pricing – Markdown pricing. Place: Supply channel – SCM principles – Retaillogistics – computerized replenishment system – corporate replenishment policies. Promotion: Settingobjectives – communication effects - promotional mix.			15
IV	INFORMATION TECHNOLOGY IN RETAILING:Non store retailing (e-retailing) - The impact of Information Technology in retailing – Integratedsystems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – Customer database management system.			15
Keywords	Retail Business, Retail Operations, Retail Marketing Mix, IT In Retailing.			
PART-C: LearningResources				
TextBooks,ReferenceBooksand Others				
1.Suja Nair; Retail Management, HPH 2.Karthic – Retail Management, HPH 3.S.K. Poddar & others – Retail Management, VBH. 4.S Tiwari ; Retail Management, HPH				
Online Resources– https://www.kopykitab.com/				

<https://www.hitbullseye.com/grad->

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100Marks

ContinuousInternalAssessment(CIA): 30Marks

EndSemesterExam(ESE): 70 Marks

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):20&20 Assignment/Seminar- 10 TotalMarks- 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
EndSemester Exam (ESE):	Twosection- A &B SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypepts.,1outof2fromeachunit-4x10=40Marks	

Name and Signature of Convenor & Members: (CBOS)

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII	Session:2024-2028
1	CourseCode	BBSE -07	
2	CourseTitle	Elective C – Marketing: Consumer Behaviour	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	<i>As per requirement</i>	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ To Know the need for studying consumer behavior. ➤ To analyze the factors that affect consumer behavior. ➤ To learn the concepts related to consumer perception, learning and attitude and theories associated with it. ➤ Learning about the factors affecting the consumer in socio-cultural setting. ➤ Identifying the post purchase behavior and the technological impact on consumer. 	
6	Credit Value	4 Credits	<i>Credit=15Hours-learning&Observation</i>
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Consumer Behavior: Introduction, Concept and need for study of Consumer Behavior; Application of Consumer Behavior; Factors affecting consumer behavior; Individual consumer process; Features of individual consumers; Types of consumers, Consumer decision-making process, Organizational consumer; Organizational consumer decision-making process; Consumer research.		15
II	Consumer Motivation and Personality: Concept of motivation, Needs and Goals; Dynamic nature of motivation; Hierarchy of needs; A triad of needs; Major aspects of motivation research, Personality concept and Characteristics; Stages in the development of personality; Self and Self-image.		15
III	Consumer Perception, Learning and Attitude: Concept and Elements of perception; Factors influencing perception; Dynamics of perception; Consumer Imagery; Concept, Process and theories of learning; Concept and Characteristics of Attitude; Factors involved in attitude formation; Model of Attitude; Cognitive dissonance and Attribution theories.		15
IV	Consumer in Socio-Cultural settings: Reference Groups; Family Influences and Life Cycle; Social class and its Measurements; Cultural Influence on Consumer Behaviour; Cross-Cultural dimensions of Consumer Behavior; Cross-Cultural dimensions of consumer analysis. Post Purchase Behaviour: Situational Influences; Cognitive Dissonance; Diffusion of Innovation: Definition of innovation, Product characteristics influencing diffusion, Resistance to innovation, Adoption process; Consumer Involvement: Role of Consumer Involvement; Customer Satisfaction; Consumer Behaviour in Marketing Strategy, Technology's impact on Consumers.		15
Keywords	Consumer Behaviour, Consumer Perception, Motivation, Personality.		

PART-C: Learning Resources**Text Books, Reference Books and Others**

1. Leon G. Schiffman & Leslie Lazar Kanuk, (2019), Consumer Behavior; Pearson Publication
2. Michael R. Solomon, (2017), Consumer Behavior, Tata McGrawhill
3. David L. Loudon & Albert J. Della Bitta, (1988), Consumer Behavior
4. Wayne D. Hoyer; Deborah J. MacInnis and Pinaki Dasgupta, (2010), Consumer Behavior
5. Seth Jagdish, Jain Varsha, Don E. Schultz; (2019), Consumer Behavior A Digital Native, Pearson Publication.
6. Loudon and Della, Consumer Behavior: Concepts and Applications.
7. Schiffman and Kanuk, Consumer Behavior.
8. Bennett, Consumer Behavior.
9. S.H. Britt, Consumer Behavior in Theory and Action.

Online Resources–

<https://iimb.ac.in/catalog/consumer-behaviour/&ved>

https://onlinecourses.nptel.ac.in/noc22_mg47/preview&ved

PART-D: Assessment and Evaluation**Suggested Continuous Evaluation Methods:**

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20	Better marks out of the two Test/ Quiz *obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar- 10 Total Marks- 30	

End Semester Exam (ESE):	Two section– A & B Section A: Q1. Objective–10x1=10 Marks; Q2. Short answer type–5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit–4x10=40 Marks
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Name and Signature of Convenor & Members: (CBOS)

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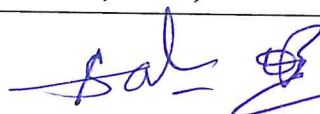
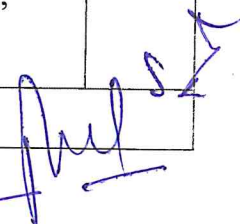
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FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)

DEPARTMENT OF Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII	Session: 2024-2028
1	Course Code	BBSE -08	
2	Course Title	Elective C – Marketing: Advertising & Media Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> ➤ Know the nature, role, and importance of IMC (Integrated marketing Communications) in marketing strategy. ➤ Learn the effective design and implementation of advertising strategies ➤ Present a general understanding of content, structure, and appeal of advertisements ➤ Understand ethical challenges related to responsible management of advertising and brand strategy. ➤ Evaluate the effectiveness of advertising and agencies role. 	
6	Credit Value	4 Credits	Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Integrated Marketing Communication [IMC]: Integrated marketing communication, AIDA Model, Setting goals and objectives, concept of DAGMAR in setting objectives, elements of IMC; Role of advertising in India's economic development, Ethics in advertising, Social, Economic and Legal aspects of advertising.		15
II	Consumer and Media: How advertising works: perception, cognition, affect, association, persuasion, behaviour, Associating feeling with brands, Use of research in advertising planning; Advertising Media; industry structure, functions, advantages, disadvantages of print, Television, Radio, Internet, Outdoor, Basic concept of media planning, media selection, Media Scheduling strategy, setting media budgets.		15
III	Advertising Program: Planning and managing creative strategies; Creative approaches; Building Advertising Program: Message, Theme, advertising appeals; Advertising layout: how to design and produce advertisements; Advertising Budget: nature and methods of advertising appropriation; Art of copywriting; Guidelines for copywriting; Copywriting for print, Audio, TV and outdoor media.		15
IV	Other Elements of IMC: Sales Promotion, PR, Events and Experiences and Word of Mouth; Consumer and trade sales promotion; application of sales promotion in different domains; Using public relations in image building; Planning and executing events, event management; Viral marketing, building organic word of mouth communication. Measuring Effectiveness: Measuring Advertising Effectiveness: stages of evaluations and various types of testing-Pre and Post testing; Advertising agencies: history, role, importance, organizational structure, functions; Selection of agency, client agency relationship, compensation strategies.		15
Keywords	Integrated Marketing Communication, Consumer, Media, Advertising		

PART-C: Learning Resources

Text Books, Reference Books and Others

1. *Advertising Principles and Practice*, William Wells, John Burnett, Sandra Moriarty, 6th ed., Pearson education, Inc.
2. *Advertising and Promotion*, G. Belch, Michael Belch, Keyoor Purani, 9th edition, Tata McGraw Hill publication, ISBN: 978-1-25-902685-0.

Online Resources-

https://onlinecourses.nptel.ac.in/noc22_mg47/preview&ved
<https://www.coursera.org/courses%3Fquery%3De-commerce&ved>

PART-D: Assessment and Evaluation**Suggested Continuous Evaluation Methods:**

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar- 10 Total Marks- 30	
End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective-10x1=10 Mark; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

Name and Signature of Convener & Members: (CBOS)

GOES TO 08 SEMESTER