



Re-Accredited by NAAC with 'A' Grade

VEER NARMAD SOUTH GUJARAT UNIVERSITY
University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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-: પરિપત્ર :-

વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ કોલેજોનાં આચાર્યશ્રીઓ તથા ડિપાર્ટમેન્ટનાં વડાશ્રીઓને જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૨-૨૩, થી અમલમાં આવનાર S. Y. B. Com. (Sem-3 & 4) અને T.Y.B.Com. (Sem-5 & 6) ના રેગ્યુલર, એક્સટર્નલ અને ઓનર્સ, તેમજ M.Com - રેગ્યુલર (સેમે.-૩ અને ૪) અને એક્સટર્નલ એમ.કોમ.પાર્ટ-૨ નાં કોમર્સ ઈન્કલુડીંગ બી.એ. વિષયનાં નીચે મુજબનાં અભ્યાસક્રમો અંગે કોમર્સ ઈન્કલુડીંગ બી.એ. વિષયની અભ્યાસ સમિતિની તા.૨૪/૦૨/૨૦૨૨ની સભાનાં ઠરાવ ક્રમાંક: ૨ અન્વયે કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાનાં અધ્યક્ષશ્રીએ વાણિજ્ય વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વિદ્યાશાખા વતી મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૦૨/૦૬/૨૦૨૨ ની સભાનાં ઠરાવ ક્રમાંક:૨૩ થી સ્વીકારી મંજૂર કરેલ છે. જેની આથી જાણ કરવામાં આવે છે.

કોમર્સ ઈન્કલુડીંગ બી.એ. વિષયની અભ્યાસસમિતિની તા.૨૪/૦૨/૨૦૨૨ની સભાનાં ઠરાવ ક્રમાંક: ૨
:: આથી ઠરાવવામાં આવે છે કે, શૈક્ષણિક વર્ષ ૨૦૨૨-૨૩, જુન-૨૦૨૨ થી અમલમાં આવનાર S. Y. B. Com. (Sem-3 & 4) અને T.Y.B.Com.(Sem-5 & 6)ના રેગ્યુલર, એક્સટર્નલ અને ઓનર્સ, તેમજ M.Com-રેગ્યુલર સેમે.-૩ અને ૪) અને એક્સટર્નલ એમ.કોમ.પાર્ટ- ૨ નાં કોમર્સ ઈન્કલુડીંગ બી.એ વિષયનાં નીચે મુજબનાં અભ્યાસક્રમો મંજૂર કરી વાણિજ્ય વિદ્યાશાખાને ભલામણ કરવામાં આવે છે.

S.Y.B.Com (Sem-III & IV), (રેગ્યુલર તથા એક્સટર્નલ તથા ઓનર્સ,)

1. Business Administration , વાણિજ્ય સંચાલન, (Paper-III & IV)
2. Banking - (Paper-I & III)
3. Marketing- (Paper-I & II) અને Marketing -(Paper-III & IV)
4. Management - (Paper-I & II) અને Management -(Paper-III & IV)
5. Computer Application - (Paper-I & II)
6. Fundamental Entrepreneurship - Honors.

T.Y.B.Com (Sem-V & VI), (રેગ્યુલર તથા એક્સટર્નલ)

1. Business Administration - (રેગ્યુલર તથા એક્સટર્નલ)
2. Banking - Paper-III (Comp.) & Paper-IV(Special) For External Banking -(Paper-V & VII) (Comp.) & Paper-VI & VIII (Special)
3. Marketing - Paper-III (Comp.) & Paper-IV(Special) For External Marketing -(Paper-V & VII) (Comp.) & Paper-VI & VIII (Special)
4. Management - Paper-III & IV (Comp.) & Special) Regular & External Management - Paper-V & VI (Comp.) & Special) Regular & External
5. B.R.F. (રેગ્યુલર તથા એક્સટર્નલ)

T.Y.B.Com. (Honors)

1. Advance Management
2. Financial Management
3. Financial Marketing Operation
4. International Marketing

M.Com Sem-III & IV તથા M.Com-Part-II (Regular & External)


1. Financial Management (Paper- I & II)
2. Strategic Management (Paper-I & II)
3. Marketing Sem-III(Paper-VII & VIII & IX,)
4. Marketing Sem-IV (Paper-X,XI &XII)
5. Consumer Behaviour
6. Retail Management

એકેડેમિક કાઉન્સિલની તા.૦૨/૦૬/૨૦૨૨ની ઠરાવ ક્રમાંક: ૨૩

:: આથી ઠરાવવામાં આવે છે કે, શૈક્ષણિક વર્ષ ૨૦૨૨-૨૩, થી અમલમાં આવનાર S. Y. B. Com. (Sem-3 & 4) અને T.Y.B.Com. (Sem-5 & 6) ના રેગ્યુલર, એક્સટર્નલ અને ઓનર્સ, તેમજ M.Com - રેગ્યુલર (સેમે.-૩ અને ૪) અને એક્સટર્નલ એમ.કોમ. પાર્ટ-૨ નાં કોમર્સ ઈન્કલુડીંગ બી.એ. વિષયનાં ઉપર મુજબનાં અભ્યાસક્રમો અંગે કોમર્સ ઈન્કલુડીંગ બી.એ. વિષયની અભ્યાસ સમિતિની તા.૨૪/૦૨/૨૦૨૨ની સભાનાં ઠરાવ ક્રમાંક: ૨ અન્વયે કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાનાં અધ્યક્ષશ્રીએ વાણિજ્ય વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વિદ્યાશાખા વતી મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ સ્વીકારી મંજૂર કરવામાં આવે છે.

(બિડાણ: ઉપર મુજબ)

ક્રમાંક : એસ./પરિપત્ર/સિલેબસ/૧૧૩૪૭/૨૦૨૨
તા. ૦૪-૦૬-૨૦૨૨


ઈ.યા. કુલસચિવ

પ્રતિ,

- ૧) વાણિજ્ય વિદ્યાશાખા હેડળની સંલગ્ન તમામ કોલેજોનાં આચાર્યશ્રીઓ તથા ડિપાર્ટમેન્ટનાં વડાશ્રી.
.....આપશ્રીની કોલેજના સંબંધિત શિક્ષકોને જાણ કરી અમલ કરવા સારૂ.
- ૨) અધ્યક્ષશ્રી,વાણિજ્ય વિદ્યાશાખા.
- ૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.
- ૪) કો-ઓર્ડિનેટરશ્રી, એક્સટર્નલ યુનિટ, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.
.....તરફ જાણ તેમજ અમલ સારૂ.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

M.COM.II (Semester –III)

FINANCIAL MANAGEMENT PAPER – 1 (PAPER NO: 302)

(Syllabus effective from Academic Year 2022-23)

Objectives:

1. To acquaint the students with the principles and practices of management so as to enable them to develop an integrated approach to Financial Management.
2. To develop analytical and decision- making aptitude of the students through case studies.

Unit	Course Contents	Weightage
1.	INDIAN FINANCIAL SYSTEM: Financial Functions, Financial Management & its Objectives, Indian Financial System & Its Functions, Some Aspects of Financial Management Environment, Regulatory Framework and Direct Taxes, Basic Concept of GST ,CGST, IGST, Rates IMF, World Bank , ADB, BRICS Bank (New Development Bank)	10%
2.	SWAPS: Meaning of SWAPS and its Categories, Types of Currency and Interest SWAPS with examples.	10%
3.	RISK MANAGEMENT: Introduction to Risk, Risk Management, Nature, Development, Scope, Definition, Objectives, Personal v/s Corporate Risk Management, Corporate Risk Objectives, Attitude and Philosophy, Risk Management Organization, Role Of Risk Manager, Risk Management Process.	10%
4.	FINANCIAL INTERMEDIERIES: <ul style="list-style-type: none">• <u>Financial Intermediaries in India:</u> (a) Reserve Bank of India (b) Commercial Banks (c) Term Lending Institutions• <u>Non-bank Financial Intermediaries:</u> (a) Insurance Corporations (b) Unit Trust of India (c) Post Offices (d) Provident Fund (e) Investment Companies (f) Hire Purchase Finance Companies (g) Leasing Finance Companies (h) Housing Finance Companies (i) Venture Capital Funds (j) N.R.I. Funds• <u>Finance Market:</u> Instrument Of Money Market	10%

	<p>(a) Call Money (b) Treasury Bills (c) Commercial Bills (d) Certificate of Deposits (e) Commercial Paper</p> <ul style="list-style-type: none"> • <u>Stock Market</u> : Instrument of Capital Market (a) Gilt Edged Securities (b) Equity Shares (c) Preference Shares (d) Debentures (e) Public Deposits 	
5.	<p>RAISING FINANCE: Methods of Capital Issues</p> <p>(a) Public Issue (b) Right Issue (c) Private Issue (d) Book Building (e) Bonus Share (f) Term Loan, Term Loan Procedure</p>	10%
6.	<p>WORKING CAPITAL MANAGEMENT – 1 :</p> <p>Meaning – Types – Components of Working Capital, Meaning of Working Capital Management</p> <ul style="list-style-type: none"> ❖ <u>Cash Management</u> : Meaning & Objectives of Cash Management, Factors affecting Cash Requirements, The Different Aspects of Cash Management : <p>(a) Planning of Cash Flow - Cash Budget - Long Term Cash Forecasting (b) Report of Controls (c) Meaning of Cash Flows including E-Cash via NEFT, RTGS (d) Determining the Optimum Cash Balance (e) Options and Strategies for Investing Surplus Funds</p>	10%
7.	<p>WORKING CAPITAL MANAGEMENT – 2</p> <ul style="list-style-type: none"> ❖ <u>Management of Receivables</u> : <p>Objectives of Maintaining Receivables, Cost of Credit Sales, Terms of Payments. Credit Policy Variables or Ingredients: (a) Credit Standards (b) Credit Periods (c) Cash Discount (d) Collection Policy Credit Evaluation, Credit Sanctioning Decision, Control of Receivables Techniques</p>	10%
8.	<p>WORKING CAPITAL MANAGEMENT – 3</p> <p>Management of Inventory, The need for maintaining Inventory Objective of Inventory Management Techniques of Inventory Control : (a) Economic Ordering Quantity, Order Quantity and Quantity Discount (b) Reordering Point (c) ABC Analysis</p>	10%
9.	<p>CASH STUDY AND ANALYSIS:</p>	20%

NOTE: Paper setter should consider syllabus and not any reference book or text books.

REFERENCE BOOK :

1. Financial Management and Policy – Van Horne 4th Add.
2. Financial Management – Macmillan
3. Financial Management – Khan and Jain 4th Add.
4. Money and Financial System – Sudhir Prakashan and Dr.D.D. Desai Uni 2008
5. Financial Management – B.S. Shah Prakashan
6. Financial Analysis and Financial Management – R.P. Rustagi 3rd Add.
7. Indian Financial System – Khan 4th Add.
8. Financial Management – Brigham – Ehrhardt – 11th Add.
9. Financial Management – Prasanna Chandra – 7th Add.
10. Financial Management – I.M.Pnadey – 9th Add.
11. Corporate Finance Theory and Practice – A. Damodaran
12. Introduction to Financial Management – L.D. Schall and C.W.Holey
13. Financial Management Principle and Practice – Dr.S.N. Maheshwari
14. Financial Management – Ravi M. Koshore
15. Financial Management – Theory and Practice – Eugene Brigham and Michael C. Erhardt
16. Investment Management - V.K. Bhalla.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

M.COM.II (Semester – IV)

FINANCIAL MANAGEMENT PAPER – 2 (PAPER NO: 402)

(Syllabus effective from Academic Year 2022-23)

Objectives:

1. To acquaint the students with the principles and practices of management so as to enable them to develop an integrated approach to Financial Management.
2. To develop analytical and decision- making aptitude of the students through case studies.

Unit	Course Contents	Weightage
1.	CORPORATE RESTRUCTURING – 1 Forms of Corporate Restructuring Device of Acquisition or Expansion a) Merger : Types, Reasons, Cost and Benefits of Merger b) Purchase of Division / Unit c) Takeover : Types Regulation of Takeover, Guidelines of SEBI d) Advantages and Disadvantages of Merger, Absorption, Purchasing and Takeover. Defensive Measures against Hostile Takeover.	10%
2.	CORPORATE RESTRUCTURING – 2 (A) Forms of Sell Offs : Divestitures, Spin Offs, Split Ups (B) Changes in Ownership and Control :- Going Public, Privatization and Disinvestments, Leveraged Buy Outs, Buy Back of Shares, Joint Venture	10%
3.	LEASE FINANCE: Lease Financing, Meaning, Characteristics, Types, Advantages & Disadvantages. Difference between Financial Lease & Operating Lease. Mechanics of Leasing, Lease Buy Decision an Evaluation, Hire Purchase Finance.	10%
4.	ANALYSIS OF FINANCIAL PERFORMANCE: Objectives of Financial Analysis and Interpretation Methods of Analyzing Financial Statements (a)Ratio Analysis (b) Comparative Analysis (c) Du Pont Analysis <u>Leverage</u>	10%

	<p>Types Of Leverage :</p> <p>(A) Operating Leverage : Meaning, Definition, Sensitivity of Operating Profit, Utilities of Operating Leverage</p> <p>(B) Financial Leverage : Meaning, Effects, Financial Break Even Point, Degree of changer in EBIT on DFL – Utilities of Financial Leverage, Advantages and Limitations, Essential Conditions for Financial Leverage</p> <p>(C) Combined Leverage or Total Leverage : Degree of Combined Leverage ;Sensitivity of EPS to changes in Sales Volume, Utilities of Combined Leverage</p>	
5.	<p>INTANGIBLE INSENTIVE COMPANIES :</p> <p>Features of Intangible Assets or Intangible Intensive Firms. Implications for Financial Management Types of Intangible Assets and Approaches to Valuation The Economic Approaches to Valuation Infosys Technologies : An example of Intangible Intensive Company</p>	10%
6.	<p>INTERNATIONAL FINANCIAL MANAGEMENT :</p> <p>Basic Problems in International Financial Management Role of FPI in India, Domestic v/s International Financial Management</p>	10%
7.	<p>INFLATION, RECESSION AND FINANCIAL MANAGEMENT :</p> <p>(A) Inflation : Meaning, Definition, Effects on Financial Management and its Remedies</p> <p>(B) Recession : Meaning, Definition, Effects on Financial Management and its Remedies</p>	10%
8.	<p>HYBRID FINANCING AND CORPORATE GOVERNANCE :</p> <p>(A) HYBRID FINANCING (General Concept) Basic Source of Financing :</p> <p>(a) Preference Capital (b) Features of Warrants and Convertible Debenture (c) Valuation of Warrants (d) Valuation of Compulsorily Convertible Debentures (e) Valuation of Optionally Convertible Debentures (f) Motives for Issuing Warrants Convertible Debentures</p>	10%

	(g) Innovative Hybrid	
	(B) CORPORATE GOVERNANCE (General Concept) Basic , Organization of Corporate Governance :	
	(a) Divergence of Interest (b) Devices for Containing Agency Costs (c) Corporate Governance in Industrially Developed World (d) Corporate Governance in India (e) Reforming Corporate Governance (f) Legal Provisions and SEBI Code (g) Executive Compensation (h) Employee Stock Option Scheme	
9.	CASE STUDY:	20%

NOTE: Paper setter should consider syllabus and not any reference book or text books.

REFERENCE BOOK :

1. Financial Management and Policy – Van Horne 4th Add.
2. Financial Management – Macmillan
3. Financial Management – Khan and Jain 4th Add.
4. Money and Financial System – Sudhir Prakashan and Dr.D.D. Desai Uni 2008
5. Financial Management – B.S. Shah Prakashan
6. Financial Analysis and Financial Management – R.P. Rustagi 3rd Add.
7. Indian Financial System – Khan 4th Add.
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10. Financial Management – I.M.Pnadey – 9th Add.
11. Corporate Finance Theory and Practice – A. Damodaran
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14. Financial Management – Ravi M. Koshore
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16. Investment Management - V.K. Bhalla.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
SYLLABUS 2022-23
M. COM PART-II SEM-III
STRATEGIC MANAGEMENT

UNIT-I Strategy and Strategic Management <ul style="list-style-type: none"> - Concept, Emergence, Definition and Examples of Strategy - Characteristics and Examples of Strategy - Definition and Characteristics of Strategic Management - Process of Strategic Management - Benefits(Importance) and Limitations of Strategic management 	25%
UNIT-II Strategic Intent <ul style="list-style-type: none"> - Defining Vision, Mission, Objectives and Purpose - Characteristics of Vision - Elements of Mission - Characteristics of Objectives - Process of Setting Objectives - Issues in Setting of Objectives - Role of Vision, Mission and Objectives 	25%
UNIT-III Environment Analysis and SWOT Analysis <ul style="list-style-type: none"> - Concept of Environmental Analysis - Components of External Environment Analysis (Economic, Social-Cultural, Technical, Market, Regulatory, Political, Supplier, International(Global)) - Components of Internal Environment Analysis (Resources-Tangible and Intangible and Capabilities) - SWOT Analysis 	25%
UNIT-IV Types of Strategies <ul style="list-style-type: none"> - Grand Strategies: Stability (Pause and Proceed No Change Profit Incremental Growth, Modernization) - Grand Strategies: Expansion (Diversification, Integration, Mergers and Acquisitions, Strategic Alliances Take-over, Internalization) - Grand Strategies: Retrenchment (Turnaround, Divestment, Liquidation, De-Merger) - Grand Strategies: Combination (Combination of Grand Strategies) - Retrenchment strategies (Turnaround, Demerger, Divestment, Liquidation) - Re-engineering, E-engineering 	25%
REFERENCES: <ol style="list-style-type: none"> 1. Strategic management-making decisions for strategic advantage by Musadiq.A.Sahaf.Prentice hall India. 2. Strategic management and marketing by Narendra Singh Himalaya Publishing house. 3. Strategic management-L.M.Prasad-Sultanchand. 4. Strategic management- Azhar Kazmi-Tata Mcgraw hill. 5. Business policy and strategic management- Subba Rao –Himalaya publications. 	

VEER NARMAD SOUTH GUJARAT UNIVERSITY
SYLLABUS 2022-23
M. COM PART-II SEM-IV
STRATEGIC MANAGEMENT

<p>UNIT-I Levels of Strategy</p> <ul style="list-style-type: none"> -Functional level: Meaning and Types <ul style="list-style-type: none"> (a) Financial Strategies (Source of fund, Usage of fund and Management of earnings) (b) Personal Strategies (Recruitment, Development Appraisal, Promotion, Motivation, Retirement) (c) Marketing strategies (4 P's) (d) Operating strategies (Make or buy, Investing level, Quality Control, Cost Cutting,R & D) -SBU level: Meaning of SBU its advantages and disadvantages and types of strategy (Generic Competitive Strategies of Porter) Corporate Level (Stability, Expansion, Retrenchment and Combination-Basic understanding only) -Global level: Meaning and types (International,Multi-domestic, Global, Transnational) (e) Difference between Corporate level ,SBU level and Functional level Strategy 	25%
<p>UNIT-II Strategic Formulation and Implementation</p> <ul style="list-style-type: none"> - Concept of Competitive Analysis - Industrial analysis (Competitive five factor analysis of Michael Porter) - Advantages and Limitations of Competitive Factors Analysis - Establishment and sustaining the Competitive Advantages - Meaning and definition of Strategy Formulation - Process of Strategy Formulation/ choice - Meaning and definition of Strategic Implementation - Approaches of Strategic Implementation (Understanding of Project Implementation, Procedural Implementation, Resource Allocation, Structural Implementation, Behavioural Implementation, Functional Implementation) - Difference between Strategic formulation and implementation 	30%
<p>UNIT-III Strategy Evaluation</p> <ul style="list-style-type: none"> - Concept of Strategy evaluation - Strategic and operational control (Meaning and difference) - Techniques of strategic evaluation and controls (Strategic momentum control, Responsibility control Centers, Key Success Factors, Common Strategic Approach) and (Strategic leap Control Issue Management, Strategic Field Analysis, System Modeling Scenario) - Techniques of Operational Evaluation and Control (Internal Analysis, Value Chain Analysis, Quantitative Analysis, Qualitative Analysis) and (Comparative Analysis-Industrial Standard, Benchmarking and Overall Analysis- Balance Scorecard, Key Factor analysis, Service Blue Printing) 	25%
<p>UNIT-IV Global Strategies</p> <p>(a) Modes of Entry in Global market, licensing, Franchising, Foreign Direct Investment , Joint venture, EPC and Trunkey contracts</p>	20%

(b) Challenges in adopting Global Strategy

REFERENCES:

1. Strategic management-making decisions for strategic advantage by Musadiq.A.Sahaf.Prentice hall India.
2. Strategic management and marketing by Narendra Singh Himalaya Publishing house.
3. Strategic management-L.M.Prasad-Sultanchand.
4. Strategic management- Azhar Kazmi-Tata Mcgraw hill.
5. Business policy and strategic management- Subba Rao -Himalaya publications.

Veer Narmad South Gujarat University, Surat

M.Com.-II

Marketing channels Paper-9

Semester - 3

(In Force From June 2022-23)

Objectives: 1. To impart to the conceptual knowledge in the area of marketing channels and distribution.

2. To acquaint the students with the marketing problems.

Course Outcomes: This paper will help the students to know about the role of distribution channels in the overall growth and relevance in marketing field. It will also acquaint them with various distribution institutions operating in the market and how they should go about it s selection for their businesses. They will also learn about the various levels at which it works. Students will acquire knowledge about framing strategies related to distribution networks.

Syllabus:

1. Marketing channels:

25%

- Introduction, Meaning of Channels of distribution.
- The nature and importance of marketing channels
- The role of marketing channels,
- Functions and flows in marketing channels
- Analysing marketing channel structures
- The structures of marketing channels
- The types of marketing channels
- Channel levels
- Direct marketing channel/s indirect marketing channels
- Problems in distribution
- Selection of distribution channels
- Marketing channel decisions.

2. Channel institutions -- Retailing

25%

- Primary channel participants
- Factors affecting Channel choice
- Functions performed by retailers
- The framework for decisions in retailing
- Trends in retail strategy
- Retailer characteristics
- Types of retailers
- Non store retailing
- Franchising
- Strategic issues in retailing
- Strategic retail management
- The future of retailing
- Retailing in india

3. Channel institutions -wholeselling

- Nature and importance of wholeselling
- Functions of wholesalers
- Types of wholesalers
- Agent wholeselling middleman
- Manufacturers sales facilities
- The activities of wholesalers
- Marketing functions performed by wholesalers- distributors for whole sellers
- Limitations of wholesalers
- Trends In wholesellingwholesellers marketing decesions
- Changing patterns in wholeselling
- Wholeselling in india

4. Channel strategy and Channel levels:

25%

- Zero level, one level, two level, three level and multi level channels.
- Vertical marketing systems ,
- horizontal marketing systems.
- conventional marketing.
- voluntary and cooperative groups.
- Channel configuration and channel marketing.
- Channel strategy
- Types of channel strategy for the modern marketer
- Omni channel strategy
- Hybrid channel systems or Multi-channel strategy

Reference Books:

1. Marketing channels by Louis W Stern/Adel.Li.Eel.Ansary
2. marketing management by Philip Kotler
3. Strategic marketing ,marketing decision for strategic Advantage by Musadiq.A. Shahaf by P.H.I
4. marketing management by Arun and Meenakshi.
5. Marketing management by V.S.Ramaswamy and S.Namakumari.(Global perspectives and Indian context,) (4TH Edition)
6. Marketing channels by Anne.T.Coughlan, Erin Anderson, Louis.W.Stern,adel.L. Ansary and R.C. Natrajan.

Veer Narmad South Gujarat University, Surat
M.Com.-II
Marketing channels Paper-12
Semester - 4
(In Force From June 2022-23)

Objectives: 1. To impart to the conceptual knowledge in the area of marketing channels and distribution.

2. To acquaint the students with the marketing problems.

Course Outcomes: This paper will help the students to know about the various channel formats ,which are in practice and which factors should be taken into consideration for selecting any one of them. What are the functions performed by these channel formats. Students will also learn about various types of conflicts due to adoption of multiple channels in business and how these conflicts can be resolved or prevented.

Syllabus:

- 1. Marketing Channel structure and Functions. 25%**
- Concept
 - Need for the existence and change of marketing channels. (Demand side factors and supply side factors)
 - Channel design decisions
 - Ideal channel structure
 - Channel design comparison factors
 - Implementing channel Design
 - Channel integration
 - Types of channel integration
- 2. Alternate channel Formats: 25%**
- Manufacturers based channel formats
 - Retail based channel formats
 - Service provider- based channel formats
 - Other channel formats
 - Point of consumption merchandising formats.
 - Catalogs and technology added formats.
- 3. Managing and resolving conflict 25%**
- Concept of channel conflict
 - Assessing the degree and nature of channel conflict,
 - Measuring conflict
 - Consequences of channel conflict
 - Effect of channel conflict on channel performance and Co-ordination
 - Major sources of conflict in marketing channels
(competing goals, Differing perceptions of reality, clarity over domains, clash of market domains(in brief)
 - .Resolving conflicts negotiations and achieving coordination via incentives.
 - Unwanted channels, Grey markets
- 4) Channel communication and information system: 25%**
- Rudiments of channel communications
 - Channel information system
 - Elements of channel management system
 - Impact of information systems on the delivery of service outputs
 - Impact of information systems on channel relationships
 - Impact of information systems on channel role performance
 - Information and communication technology

- Electronic marketing channel
- Sales force as an information source for marketing channels.
- Various types of channel powers used for motivating channel members.

Reference Books:

1. Marketing channels by Louis W. Stern/Adel. I. Ansary
2. Marketing management by Philip Kotler
3. Strategic marketing, marketing decision for strategic advantage by Musadiq. A. Shahaf by P.H.I
4. Marketing management by Arun and Meenakshi.
5. Marketing management by V.S. Ramaswamy and S. Namakumari. (Global perspectives and Indian context,) (4TH Edition)
6. Marketing channels by Anne. T. Coughlan, Erin Anderson, Louis. W. Stern, Adel. L. Ansary and R.C. Natrajan.
7. Sales and distribution management by S. Shridharabhat. (Himalaya publishing house)

Veer Narmad South Gujarat University, Surat.

M.com semester -3

CONSUMER BEHAVIOUR (With effect from 2022-23)

- Objectives :** 1. To impart the conceptual knowledge in the area of consumer marketing.
2. To acquaint the students with the marketing problems in the area of consumer behaviour.

Course Outcomes:

Students will be well prepared with core concepts of consumer behaviour. They will also learn about consumer perception factors, external and internal affection perception. This help students to know how consumer learning take place and leads to image building and creates customer loyalty and brand loyalty. How consumer personality and life style determines their choices for various products. It will also help understand how demographics and social class influence consumer choices and influence overall market demand for various products.

Syllabus:

- | | |
|---|------------|
| 1) AN INTRODUCTION TO CONSUMER BEHAVIOUR. | 20% |
| - meaning, definition and relevance of consumer behaviour study | |
| - the development of consumer behaviour as a separate field of study | |
| - growth of consumer research | |
| - few models of consumer decision making | |
| - trends in consumer behaviour | |
| 2) CONSUMER PERCEPTION. | 20% |
| - concepts underlying perception | |
| - external and internal factors | |
| - the perceptual process | |
| - consumers imagery and marketing implications | |
| - perceived risk | |
| 3) CONSUMER – LEARNING. | 20% |
| - elements of learning process | |
| - types of learning process | |
| - classical conditions | |
| - consumer memory | |
| - operant or instrumental conditioning | |
| - cognitive theory | |
| - observational learning or modeling | |
| - low involvement | |
| - habit | |
| - brand loyalty, customer loyalty | |
| 4) PERSONALITY AND LIFESTYLE INFLUENCE. | 20% |
| - meaning of lifestyle, Aio and Vals framework | |
| - changing lifestyle trends of Indian consumers | |
| - personality | |
| - a business today – Synovate study | |
| - personality influence and consumer behaviour | |
| - certain inter related consumption and possession personality traits | |
| - self concepts or self image | |
| 5) DEMOGRAPHICS, SOCIAL CLASS AND CULTURE. | 15% |
| - Meaning of Social Stratification and Social Class. | |
| - Nature of Social Class Influences. | |
| - Social Class Characteristics | |
| - - Social Influence on Consumer Behaviour. | |

- Culture (Definitions and Meanings)

-- Sub Culture

5) Case study

5%

REFERENCES :

1. Consumer behaviour in Indian perspective By Suja R. Nair
2. Consumer behaviour by Benett and Kassarian
3. Consumer behavior – Schettiman
4. Consumer behavior – C.N.Sontakki
5. Consumer behavior – Engel and Black Well
6. Marketing and Consumer Behaviour by Raghbir Singh

Veer Narmad South Gujarat University, Surat.

M.com semester - 4

CONSUMER BEHAVIOUR (With effect from 2022-23)

- Objectives :** 1. To impart the conceptual knowledge in the area of consumer marketing.
2. To acquaint the students with the marketing problems in the area of consumer behaviour.

Course Outcomes:

This paper will help students to know about attitude development and its relationship with consumer behaviour and what factors lead to attitude formation and change. Students will also learn about motivation factors and theories influential in consumer behaviour. This paper will also help students to know about new platforms and choices available to consumers for shopping and what factors are influential in choice building on these online platforms. How the peer groups and reference groups shape consumer behaviour and help consumers in their decision making choices.

Syllabus:

1) ATTITUDE AND BEHAVIOUR

20%

- Attitudes
- Nature of consumer attitude
- A simple model of the relationship between attitudes and behaviour
- attitude measurement
- Attitude change
- Factors involved in attitudes formation or development
- Theories And models of attitude
- Strategies for attitude reinforcement And CHANGE

2) MOTIVATION:

20%

- Differences between motives, motivating and motivation
- Needs and goals.
- The Dynamic characteristics of motivation.
- Various theories of needs (Maslow's MCCLELLAND'S, ALDERFER'S, VRPPM'S)
- Motivational Research

3) Online consumer behaviour

15%%

- Histry of the internet and E- commerce
- The internet in India
- Online decision -making process
- developments and concerns in Indian net connections

4). References Group Influence.

20%

- Factors Relevant to reference Groups Exerting Influence.
- Reference Group Characteristics Influencing Consumer Behaviour.
- Types of reference Groups.
- Groups Relevant to Consumer Behaviour.
- Reference Group and Consumer Conformity to the Group
- Benefits of reference group Appeal.
- Marketing Applications of Reference group Appeal.

5) Consumer decision making

20%

- Decision making concept
- Different views of consumer decision making
- Consumer information processing
- Types of households
- The household life cycle
- A model of household decision -making

6) Case study

5%

REFERENCES :

1. Consumer behaviour in Indian perspective By Suja R. Nair
2. Consumer behaviour by Benett and Kassarjian
3. Consumer behavior – Schettiman
4. Consumer behavior – C.N.Sontakki
5. Consumer behavior – Engel and Black Well
6. Marketing and Consumer Behaviour by Raghbir Singh

Veer Narmad South Gujarat University, Surat
M.Com.-II

Retail management-paper--8
Semester - 3

(In Force From June 2022-2023)

- Objectives:** 1. To impart to the conceptual knowledge in the area of Retail marketing
2. To acquaint the students with the marketing problems in the area of retail management.

Course Outcomes:

Retail marketing is a new upcoming field in the overall marketing and is gaining momentum at a very fast pace. This paper will help students to learn about retail marketing as a concept, reasons for its growth, its application in the field of marketing. How it helps to connect producer and consumer. How the site for retail outlets should be selected and how the layout and store design can influence customer choices, behaviour and attitude. What factors are important for overall functioning of retail outlet and its successful operations.

Syllabus:

1. **Retail management an Overview:** 20%
 - Meaning of retail
 - Role of retail.
 - Retailer as a link between producer and consumer.
 - Retailer as a image creator
 - Challenges faced by Retailers worldwide
 - Size of retail in India.
 - Drivers of retail change in Industry.
2. **Store Site selection** 20%
 - Types of retail locations
 - Steps involved in choosing a retail location
 - Methods of evaluating a trading area
 - Trends in retail property development in India
3. **Store layout and design** 20%
 - Concept
 - Objectives of layout and design.
 - Elements of retail layout
 - Planning and circulations(circulation plans , circulation graphics,)
 - Store fronts and Entrances,
 - Merchandise display.
 - Positioning of merchandise.
 - Layout for E-tailers.
4. **Retail store operations** 20%
 - The concept of store operations
 - Store administration and management of the premises
 - Merchandising
 - Customer service
 - Budgeting and planning
 - Personnel
 - Communication
 - Legal compliance

- The 5 s of retail operations
 - Retail theft and shrinkage A challenge to retail store efficiency.
5. **Store design and visual merchandising** 20%
- The concept of store design
 - The principles of store design
 - Elements of store design
 - Exterior and interior store design
 - Visual merchandising
 - Tools used for visual merchandising
 - The planogram
 - Methods of display
 - Common errors in creating the display.

References:

1. Retailing management(Text and cases). By Swapan Pradhan. (Tata Mc Graw Hill).
2. Retail management by Chetan Bajaj, rajinishTuli, NidhiVerma, and Shrivastav .Oxford university Press.
3. Retail management By Michael Levy, Barton A. Weitz, Ajay Pandit. Tata McGraw Hill.
4. Retail management By Michael Levy.
5. Managing Retailing by Piyush Kumar Sinha, Dwarika Prasad Uniyal. Oxford higher Education.

Veer Narmad South Gujarat University, Surat

M.Com.-II

Retail management-paper--11

Semester - 4

(In Force From June2022- 2023)

- Objectives:** 1. To impart to the conceptual knowledge in the area of Retail marketing
2.To acquaint the students with the marketing problems in the area of retail management.

Course Outcomes:

This paper will students to know about the basics of retail merchandising. It will also help students to know about various methods to expand their retail businesses. How they can assort and plan various retail store merchandise. How and from where they can procure various types of store merchandise. They will also learn about, as to how to display their merchandise in store to gain customer attention and how they can evaluate the performance of retail merchandise.

Syllabus:

1. **Basics of Retail Merchandising** 25%
 - Concept and evolution of merchandising.
 - Factors affecting the buying Function.
 - Merchandisers role and responsibility.
 - Buyer role and Responsibility .
 - Functions of buying for different types of organizations.
 - Buying for single independent store.
 - Buying for chain stores.
 - Buying for non chain stores.
 - Buying for non - store retailers. catalogs, Direct mail, Homeshopping,Internet retailing. etc.
 - Principles of merchandising.
- 2.**Methods of retail Expansion:** 25%
 - The concept of (foreign direct investment.
 - The need for foreign direct investment in Indian retail.
 - Methods of retail expansion.
 - The concept of franchising.
 - Evolution of Franchising.
 - Types of franchising.
 - Advantages and disadvantages of Franchising.
 - The International franchising scene .
 - Franchising in India.
 - Legal issues in franchising in India.
 - Internationalisation as a mode of Expansion.
 - Determining the market of entry.
 - Reasons for failure in International Retail.
3. **The process of Merchandise planning.** 25%
 - Concept of Merchandise planning.
 - Implications of merchandise planning.
 - The process of Merchandise planning.
 - Stage-1.developing the sales forecast
 - Stage-2. Determining the merchandise requirement.
 - Stage-3.Merchandise Control
 - Stage- 4.Assortment planning.
 - Technology Tools and Merchandise planning.
 - Types of Merchandise planning.
4. **Methods of merchandise procurement and evaluating merchandise Performance:** 25%
 - Sources of supply
 - Merchandise sourcing and procurement
 - Contacting and evaluating the sources of supply.

- Negotiating with vendors and placing the purchase order.
- Merchandise allocations
- Evaluating the merchandise performance.
- Gross margin returns on investment.

References:

1. Retailing management(Text and cases). By Swapan Pradhan. (Tata Mc Graw Hill).
2. Retail management by Chetan Bajaj,rajinishTuli,NidhiVerma,andShrivastav .Oxford university Press.
3. Retail management By Michael Levy, Barton A. Weitz, Ajay Pandit. Tata McGraw Hill.
4. Retail management By Michael Levy.
5. Managing Retailing by Piyush Kumar Sinha, Dwarika Prasad Uniyal. Oxford higher Education