



Re-Accredited B++ 2.86 CGPA by NAAC

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.

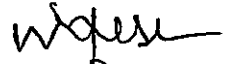
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-:પરિપત્ર:-

યુનિવર્સિટીના વાણિજ્ય વિદ્યાશાખા હેઠળના તમામ શૈક્ષણિક વિભાગોના વડાશ્રીઓ અને યુનિવર્સિટી સંલગ્ન વાણિજ્ય વિદ્યાશાખા હેઠળની તમામ કોલેજોનાં આચાર્યશ્રીઓને જણાવવાનું કે, NEP-2020 અંતર્ગત શૈક્ષણિક વર્ષ ૨૦૨૬-૨૭ થી અમલમાં આવનાર 2 Year PG-M.Com. Sem.-1 & 2 કોમર્સ ઈન્કલુડીંગ બિઝનેસ એડમિનિસ્ટ્રેશન વિષયનો પેટાસમિતિ દ્વારા તૈયાર કરવામાં આવેલ અભ્યાસક્રમ કોમર્સ ઈન્કલુડીંગ બિઝનેસ એડમિનિસ્ટ્રેશન વિષયની અભ્યાસ સમિતિની તા.૧૫/૦૪/૨૦૨૬ની સભાના ઠરાવ ક્રમાંક:૦૩થી મંજૂર કરી વાણિજ્ય વિદ્યાશાખાને કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાની તા.૦૮/૦૬/૨૦૨૬ ની સભાના ઠરાવ ક્રમાંક:૦૮ થી મંજૂર કરવા એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૧૮/૦૬/૨૦૨૬ ની સભાના ઠરાવ ક્રમાંક:૩૪ થી મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ

ક્રમાંક:ઓથો./પરિપત્ર/૧૩૭૩૧/૨૦૨૬
તા.૨૩/૦૬/૨૦૨૬


કુલસચિવ

પ્રતિ,

- (૧) યુનિવર્સિટીના વાણિજ્ય વિદ્યાશાખા હેઠળના તમામ શૈક્ષણિક વિભાગોના વડાશ્રીઓ.
- (૨) યુનિવર્સિટી સંલગ્ન વાણિજ્ય વિદ્યાશાખા હેઠળની તમામ કોલેજોનાં આચાર્યશ્રીઓ.
... આપશ્રીના વિભાગ/કોલેજના સંબંધિત શિક્ષકો/વિદ્યાર્થીઓને જાણ કરી અમલ કરવા સારું.
- (૩) અધ્યક્ષશ્રી, વાણિજ્ય વિદ્યાશાખા.
- (૪) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારું.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

Postgraduate Program (Master of Commerce) [2 years]

Teaching & Evaluation Scheme Semester-1 & 2

[Academic Year of Implementation 2026-2027]

Semester-1

Course Category	Course Code	Course Title	Marksheet Title in English	Level of Course	Teaching Hours/ Week		Exam Duration		Credit		Internal Marks		External Marks		Total Marks	
					TH	PR	TH	PR	TH	PR	TH	PR	TH	PR	TH	PR
Major	MJ -701	Marketing – 1	Marketing – 1	400-499	4	-	2:00	-	4	-	50	-	50	-	100	-
Major	MJ -702	Marketing – 2 (Service Marketing-1)	Marketing – 2 (Service Marketing-1)	400-499	4	-	2:00	-	4	-	50	-	50	-	100	-
Major	MJ -703	Marketing – 3 (International Marketing – 1)	Marketing – 3 (International Marketing – 1)	400-499	4	-	2:00	-	4	-	50	-	50	-	100	-
Minor	ME-701	Management Theory & Practices	Management Theory & Practices - 1	500-599	4	-	2.00	-	4	-	50	-	50	-	100	-
SEC	SEC-701	Advertising & Sales Management	Advertising & Sales Management-1	500-599	2	-	1.00	-	2	-	25	-	25	-	50	-

Semester-2

Course Category	Course Code	Course Title	Marksheet Title in English	Level of Course	Teaching Hours/ Week		Exam Duration		Credit		Internal Marks		External Marks		Total Marks	
					TH	PR	TH	PR	TH	PR	TH	PR	TH	PR	TH	PR
Major	MJ -704	Marketing – 4	Marketing – 4	400-499	4	-	2:00	-	4	-	50	-	50	-	100	-
Major	MJ -705	Marketing – 5 (Service Marketing-2)	Marketing – 5 (Service Marketing-2)	400-499	4	-	2:00	-	4	-	50	-	50	-	100	-
Major	MJ -706	Marketing – 6 (International Marketing – 2)	Marketing – 6 (International Marketing – 2)	400-499	4	-	2:00	-	4	-	50	-	50	-	100	-
Minor	ME – 702	Management Theory & Practices	Management Theory & Practices -2	500-599	4	-	2.00	-	4	-	50	-	50	-	100	-
SEC	SEC – 702	Advertising & Sales Management	Advertising & Sales Management-2	500-599	2	-	1.00	-	2	-	25	-	25	-	50	-

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

M.COM. SEMESTER- 1 & 2 [With course work only]

NCrF Credit level 6.0 2 year/4 Semester Post Graduate Program After 3 Years UG

Name of Program	Master of Commerce
Program Abbreviation	M.Com.
Duration	2 Years
Eligibility Criteria	As per University Norms
Pre-requisite	
Medium of Instruction	English, Gujarati
Objective of Program	The M.Com. program is designed to provide students with advanced and comprehensive knowledge in the areas of commerce, management, marketing, advertising, sales management, and research methodology. The program aims to develop analytical thinking, research aptitude, managerial efficiency, and decision-making abilities required to understand and address modern business challenges. It emphasizes practical and application-oriented learning to strengthen professional competencies, communication skills, leadership qualities, and ethical business practices. The program also prepares students for academic, research, entrepreneurial, and corporate careers by enhancing their ability to apply theoretical and practical knowledge effectively in dynamic business and professional environments.
Program Outcome (PO)	<p>PO1: Demonstrate comprehensive understanding of marketing management, advertising, sales management, and research methodology in modern business practices.</p> <p>PO2: Apply analytical thinking, managerial approaches, and strategic decision-making skills to solve business and marketing-related problems.</p> <p>PO3: Develop research competency through systematic data collection, analysis, interpretation, and reporting in academic and business contexts.</p> <p>PO4: Acquire professional expertise in advertising techniques, sales strategies, brand communication, and customer relationship management.</p> <p>PO5: Enhance leadership qualities, communication abilities, teamwork, and managerial effectiveness for professional and organizational development.</p> <p>PO6: Strengthen innovative and entrepreneurial abilities to identify market opportunities and adapt to changing business environments.</p> <p>PO7: Practice ethical values, professionalism, and social responsibility in managerial, marketing, and research-oriented activities.</p>
Program Specific Outcomes (PSO)	<p>PSO1: Develop practical and professional understanding of marketing management, advertising practices, sales strategies, and business research in contemporary business environments.</p>

	<p>PSO2: Apply analytical, managerial, and strategic skills to identify business opportunities and address marketing and organizational challenges effectively.</p> <p>PSO3: Strengthen research competency through scientific data collection, analysis, interpretation, and preparation of academic and business research reports.</p> <p>PSO4: Enhance leadership qualities, communication abilities, decision-making skills, and professional ethics required for managerial and entrepreneurial roles.</p> <p>PSO5: Acquire professional expertise in brand communication, customer relationship management, sales promotion, and organizational development for career advancement in commerce and business sectors</p> <p>PSO6: Demonstrate innovative thinking, adaptability, and professional competence to meet the changing requirements of modern business, marketing, and research-oriented organizations.</p>							
Mapping between Pos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
	PO1	3	2	1	1	3	2	
	PO2	2	3	2	2	2	2	
	PO3	1	2	3	1	1	1	
	PO4	3	2	1	2	3	2	
	PO5	2	2	1	3	2	2	
	PO6	2	3	1	2	2	3	
	PO7	1	1	2	3	1	2	

Mapping Scale: - 3= High Correlation, 2= Moderate Correlation, 1= Low Correlation

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

Program Name	Master of Commerce (Post Graduation)					
Semester	1					
NCrF Credit Level	6.0					
Course Type	Major					
Course Subtype	Employability / Skill Development					
Subject Type	Discipline Specific					
Course Code	MJ – 701					
Course Level	400-499					
Course Title	Marketing – 1					
Credit	Theory:	4	Practical:		Total:	4
Effective Form	Academic Year: 2026-27					
Course Outcomes	<p>CO1: Explain the meaning, nature, scope, and importance of marketing.</p> <p>CO2: Describe the evolution and role of marketing in modern business.</p> <p>CO3: Apply the marketing process and marketing mix in practical situations.</p> <p>CO4: Identify and analyse the micro and macro marketing environment.</p> <p>CO5: Apply PEST analysis to evaluate the external business environment.</p> <p>CO6: Discuss the impact of the New Economic Policy on Indian marketing.</p> <p>CO7: Understand the basic concepts of market segmentation.</p>					
Course Content	<p>Unit-1: Introduction to marketing</p> <ul style="list-style-type: none"> • Introduction • Definition, nature, scope & importance with IKS • Evolution of marketing • Core marketing concepts with IKS • Marketing as a function • Lokasangraha concept in marketing • Marketing management • Marketing process • Marketing mix and IKS linkage • Value creation & delivery • Vasudhaiva Kutumbakam concept 					30%

	<ul style="list-style-type: none"> • Seva (service orientation) • Long-term relationship focuses • Ethics in marketing <p>Unit-2: Marketing Environment 20%</p> <ul style="list-style-type: none"> • Scanning the Environment • Meaning and concepts • Microenvironment • Macro Environment • Environment analysis (PEST Analysis) • Responding to Environment <p>Unit-3: Indian marketing Environment 30%</p> <ul style="list-style-type: none"> • Introduction • Major Changes in the Economic System: From Traditional to Modern Marketing (with IKS Perspective) • The New Economic Policy and IKS-Based Economic Policy in Indian Marketing • Emerging profile of the Indian markets • The changing demographic structure • The growing Indian middle class • The growing market of the youth and women segment • Advertising media explosion • Buy now pay later trend • Marketing thrust • Opportunities in rural markets • Emergence of organized retailing and service sector • Changes due to liberalization • Integration of IKS in Indian Marketing <p>Unit-4: Market segmentation targeting and positioning 20%</p> <ul style="list-style-type: none"> • Concept of market segmentation • Need for segmentation • Benefits of segmentation • The target market selection process • Criteria for successful segmentation • Bases for segmentation • Segmenting business markets • Positioning strategy • Target marketing • The VALS segmentation system
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Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	3	2	1	2	2	2
	CO2	3	3	1	2	2	3
	CO3	3	3	2	2	3	3
	CO4	2	3	3	2	2	3
	CO5	2	3	3	1	1	3
	CO6	2	2	2	2	1	2
	CO7	3	3	2	2	2	2
	3 = High, 2 = Medium, 1 = Low						
Reference Books	<ol style="list-style-type: none"> 1. Marketing Management – Dr. K. Karunakaran 2. Marketing Management – Meenakshi & Arun Kumar 3. Marketing Management – Ramaswamy & Namakumari 4. Principles of Marketing – Philip Kotler & Gary Armstrong 5. Case Studies in Marketing – Srinivasan R. 						
Teaching Methodology	<ul style="list-style-type: none"> • Lectures and discussions • Case studies (Indian context) • ICT-based teaching • Group presentations 						
Evaluation Method	<p>Internal Assessment: 50 Marks External Assessment: 50 Marks</p>						

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

Program Name	Master of Commerce (Post Graduation)					
Semester	1					
NCrF Credit Level	6.0					
Course Type	Major					
Course Subtype	Employability / Skill Development					
Subject Type	Discipline Specific					
Course Code	MJ – 702					
Course Level	400-499					
Course Title	Marketing – 2 (Service Marketing- 2)					
Credit	Theory:	4	Practical:		Total:	4
Effective Form	Academic Year: 2026-27					
Course Outcomes	<p>CO1: Explain meaning and nature of service marketing.</p> <p>CO2: Analyse characteristics of services.</p> <p>CO3: Apply 7Ps marketing mix in service marketing.</p> <p>CO4: Assess service quality and its dimensions.</p> <p>CO5: Evaluate service as a product in marketing context.</p> <p>CO6: Evaluate service pricing strategies in different business situations.</p> <p>CO7: Evaluate integrated marketing communication in service sector.</p>					
Course Content	<p>Unit 1: Introduction to Service Marketing</p> <ul style="list-style-type: none"> • Introduction and definition • IKS concepts: <ul style="list-style-type: none"> o Seva o Atithi Devo Bhava o Dharma o Satya o Vasudhaiva Kutumbakam o Vishwas o Nyaya o Sustainability & Prakriti 					25%

	<ul style="list-style-type: none"> • Importance of service marketing • Growth of service sector • Characteristics of services • Marketing mix (7Ps) • Service quality • Classification of services • Contribution to GDP and living standards • Emerging financial & non-financial services <p>Unit 2: Managing Service Marketing Mix 20%</p> <ul style="list-style-type: none"> • Service as a product • Pricing, place, promotion • Service distribution challenges • Service product strategy • New service development process • Conceptualization of new services • Challenges in introduction • Service product life cycle <p>Unit 3: Service Pricing Strategy 25%</p> <ul style="list-style-type: none"> • Introduction • Concept of service pricing • Factors affecting pricing • Features of service pricing • Objectives of pricing • Corporate linkage • Pricing strategies • Lifecycle-based pricing • Profitability considerations <p>Unit 4: Service Promotion Strategy 20%</p> <ul style="list-style-type: none"> • Introduction to promotion • Objectives of promotion • Advertising & limitations • Public relations • Publicity • Sales promotion methods • Designing campaigns • Internal & external communication • Strategic communication issues • Integration of marketing tools
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Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	3	2	1	2	2	2
	CO2	2	3	2	2	2	2
	CO3	3	3	1	2	3	3
	CO4	2	3	2	2	2	2
	CO5	2	3	2	2	2	3
	CO6	2	3	2	2	2	3
	CO7	2	2	2	3	3	3
	3 = High, 2 = Medium, 1 = Low						
Reference Books	1. Service Marketing: Concepts and Practices – Ramneek Kapoor, Justin Paul, Biplab Haider 2. Service Marketing – Dr. H.P. Shajahan 3. Service Marketing – Valarie A. Zeithaml & Mary Jo Bitner 4. Service Marketing – S.M. Jha						
Teaching Methodology	<ul style="list-style-type: none"> • Lectures and discussions • Case studies (Indian context) • ICT-based teaching • Group presentations • Field-based example 						
Evaluation Method	Internal Assessment: 50 Marks External Assessment: 50 Marks						

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

Program Name	Master of Commerce (Post Graduation)					
Semester	1					
NCrF Credit Level	6.0					
Course Type	Major					
Course Subtype	Employability / Skill Development					
Subject Type	Discipline Specific					
Course Code	MJ - 703					
Course Level	400-499					
Course Title	Marketing – 3 (International Marketing - 1)					
Credit	Theory:	4	Practical:		Total:	4
Effective Form	Academic Year: 2026-27					
Course Outcomes	<p>CO1: Explain the concept, meaning, and nature of international marketing.</p> <p>CO2: Differentiate between domestic marketing and international marketing.</p> <p>CO3: Analyse political, legal, socio-cultural, economic, and technological factors affecting international marketing.</p> <p>CO4: Evaluate the role of international economic institutions such as WTO, IMF, and World Bank.</p> <p>CO5: Identify different international market entry strategies.</p> <p>CO6: Assess the suitability of various entry modes in international markets.</p> <p>CO7: Evaluate opportunities and challenges in emerging international markets.</p>					
Course Content	<p>Unit 1: International Marketing</p> <ul style="list-style-type: none"> • Introduction, objectives • Meaning and nature • Scope • Domestic vs international marketing • Principles of international marketing • Customer value and value equation • Competitive advantage • Management orientations (MNCs & TNCs) • Benefits of international marketing 					20%

	<ul style="list-style-type: none"> • Importance of IKS in international marketing • Challenges in integrating IKS <p>Unit 2: International Marketing Environment 25%</p> <ul style="list-style-type: none"> • Political environment & challenges • Legal and regulatory environment • Socio-cultural environment • Cultural variables • Impact on consumer and industrial markets • Economic environment (macro & micro) • Technological environment • Domestic vs international marketing (IKS perspective) <p>Unit 3: Role of Economic Institutions & WTO 25%</p> <ul style="list-style-type: none"> • WTO: objectives, functions, principles • Multilateral trading system • WTO impact on developing countries • Role of institutions: <ul style="list-style-type: none"> o World Bank o IBRD o IDA o IFC o MIGA o ICSID o IMF (roles & responsibilities) o ADB (funding & assistance) o WIPO o UNCTAD o International Trade Centre • Economic integration framework <p>Unit 4: International Market Entry Strategies 15%</p> <ul style="list-style-type: none"> • Exporting • Licensing • Franchising • Joint ventures • Strategic alliances • Wholly-owned subsidiaries • Direct investment • IKS integration in global strategies <p>Unit 5: Emerging Markets 15%</p> <ul style="list-style-type: none"> • Meaning and characteristics • Identifying emerging markets • Global trends • Drivers of market change • Investment opportunities
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Mapping between Cos and PSOs	<table border="1"> <thead> <tr> <th></th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> <th>PSO6</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td>3</td> <td>2</td> <td>1</td> <td>2</td> <td>2</td> <td>2</td> </tr> <tr> <td>CO2</td> <td>3</td> <td>3</td> <td>1</td> <td>2</td> <td>2</td> <td>2</td> </tr> <tr> <td>CO3</td> <td>2</td> <td>3</td> <td>2</td> <td>2</td> <td>2</td> <td>3</td> </tr> <tr> <td>CO4</td> <td>2</td> <td>3</td> <td>2</td> <td>2</td> <td>2</td> <td>3</td> </tr> <tr> <td>CO5</td> <td>2</td> <td>3</td> <td>1</td> <td>2</td> <td>2</td> <td>2</td> </tr> <tr> <td>CO6</td> <td>2</td> <td>3</td> <td>2</td> <td>2</td> <td>2</td> <td>3</td> </tr> <tr> <td>CO7</td> <td>2</td> <td>3</td> <td>2</td> <td>2</td> <td>2</td> <td>3</td> </tr> </tbody> </table> <p>3 = High, 2 = Medium, 1 = Low</p>		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	CO1	3	2	1	2	2	2	CO2	3	3	1	2	2	2	CO3	2	3	2	2	2	3	CO4	2	3	2	2	2	3	CO5	2	3	1	2	2	2	CO6	2	3	2	2	2	3	CO7	2	3	2	2	2	3
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Teaching Methodology	<ul style="list-style-type: none"> • Lectures and discussions • Case studies (Indian context) • ICT-based teaching • Group presentations • Field-based examples 																																																								
Evaluation Method	<p>Internal Assessment: 50 Marks External Assessment: 50 Marks</p>																																																								

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

Program Name	Master of Commerce (Post Graduation)					
Semester	1					
NCrF Credit Level	4 Credits					
Course Type	Minor					
Course Subtype	Entrepreneurship / Employability / Skill Development					
Subject Type	Discipline Specific / Intra-disciplinary					
Course Code	ME – 701					
Course Level	500-599					
Course Title	Management Theory and Practice					
Credit	Theory:	4	Practical:		Total:	4
Effective Form	Academic Year: 2026-27					
Course Outcomes	<p><u>CO1</u> Explain the concept, purpose and evolution of management theories (Understand, Apply)</p> <p><u>CO2</u> Identify causes of job stress and apply stress-management techniques including Yoga, Pranayama, Meditation and holistic lifestyle practices from Indian Knowledge Systems (Apply, Analyze, Evaluate)</p> <p><u>CO3</u> Evaluate the contributions of Indian administrators (Gandhi, Sardar Patel, Dr. Kalam) and relate their philosophies to modern management practices. (Analyze, Evaluate)</p> <p><u>CO4</u> Analyze organizational culture and power structure and their impact on behavior and performance. (Analyze, Understand)</p> <p><u>CO5</u> Apply the principles and methods of performance appraisal and human resource maintenance including compensation and fringe benefits (Apply, Evaluate, Create)</p>					
Course Content	<p>Unit:1 Stress Management & Indian Knowledge System Perspectives 25%</p> <p>-Meaning of stress Management and Job stress -Effect of stress -Factor leading to Job stress -Causes and Physiology of stress. -Stress management according to Indian knowledge system 1. Yoga: - Asans</p>					

	<ul style="list-style-type: none"> - Meditation 2. Regular breathe Control and Mindfulness: <ul style="list-style-type: none"> - Pranayama - Dhyana 3. Holistic lifestyle: <ul style="list-style-type: none"> - Ayurvedic - Balance living -Work life balance <p>Unit: 2 Management 20%</p> <ul style="list-style-type: none"> -Management- Meaning and definition -Meaning and Needs of Management Theories -Management theories: Human Relation School, Social System School, System Management School -Meaning and Characteristics of Learning Organization -Meaning and Characteristics of Japanese management techniques -Modern Management School -Management theory Concepts of Indian administrators <ol style="list-style-type: none"> 1. Mahatma Gandhi 2. Shri Sardar Vallabhbhai Patel 3. Dr APJ Abdul Kalam <p>Unit-3 Culture and Power 15%</p> <ul style="list-style-type: none"> -Basic Understanding of culture and power <p>Unit-4 Performance Appraisal and maintaining human resources 30%</p> <ul style="list-style-type: none"> - Performance appraisal -Definition, Objectives, Importance, Process, Method, Limitation, Who will appraisal? -Overcoming performance appraisal problem -Essential characteristics of an effective system -Maintaining of human resource -Compensation -Fringe benefits: meaning, objectives and types <p>Unit-5 Case study 10%</p>																																										
<p>Mapping between Cos and PSOs</p>	<p>3 = High, 2 = Medium, 1 = Low</p> <table border="1" data-bbox="376 1693 1362 1917"> <thead> <tr> <th></th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> <th>PSO6</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td>3</td> <td>3</td> <td>2</td> <td>2</td> <td>2</td> <td>2</td> </tr> <tr> <td>CO2</td> <td>1</td> <td>2</td> <td>2</td> <td>3</td> <td>2</td> <td>3</td> </tr> <tr> <td>CO3</td> <td>2</td> <td>2</td> <td>2</td> <td>3</td> <td>2</td> <td>2</td> </tr> <tr> <td>CO4</td> <td>2</td> <td>3</td> <td>2</td> <td>2</td> <td>2</td> <td>2</td> </tr> <tr> <td>CO5</td> <td>3</td> <td>3</td> <td>2</td> <td>3</td> <td>2</td> <td>2</td> </tr> </tbody> </table>		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	CO1	3	3	2	2	2	2	CO2	1	2	2	3	2	3	CO3	2	2	2	3	2	2	CO4	2	3	2	2	2	2	CO5	3	3	2	3	2	2
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Teaching Methodology	<p>Unit 1 Stress Management & Indian Knowledge System Perspective</p> <ul style="list-style-type: none"> ➤ Stress-audit self-assessment scale ➤ Yoga / Pranayama demonstration sessions ➤ Guided Meditation practice ➤ Case analysis of stress situations ➤ Reflection journal on holistic lifestyle (CO2) <p>Unit 2 Management Theories, Learning Organization, Japanese Management & Indian Administrators</p> <ul style="list-style-type: none"> ➤ Timeline chart of evolution of management theories ➤ Group presentation on Japanese vs Indian management ➤ Reflection assignment on Gandhi / Patel / APJ Kalam philosophy (CO1 & CO3) <p>Unit 3 Culture and Power</p> <ul style="list-style-type: none"> ➤ Mapping culture dimensions to organization types ➤ Video analysis of workplace power dynamics ➤ Debate on organizational culture impact (CO4) <p>Unit 4 Performance Appraisal & HR Maintenance</p> <ul style="list-style-type: none"> ➤ Designing a performance appraisal form ➤ Simulation: Appraiser–Appraisee meeting ➤ Assignment on compensation and fringe benefits benchmarking (CO5) <p>Unit 5 Case Study</p> <ul style="list-style-type: none"> ➤ Case study analysis report ➤ Group viva / seminar presentation (All COs)
Evaluation Method	<p>Internal Assessment: 50 Marks External Assessment: 50 Marks</p>

	<ul style="list-style-type: none"> Advertising Media: Meaning, Definition, Evolution of Mass Media in India [Print Media, Broadcasting Media, Non-media, Online Advertising] Media Selection and Factors influencing Media Choice Media Planning and Scheduling AI-focused Advertising <p>Unit -3: Measuring Advertising Effectiveness 20%</p> <ul style="list-style-type: none"> Meaning and Importance of Advertising Effectiveness Problems and Essentials of Measurement Techniques of Measuring Advertising Effectiveness Digital Advertising Evaluation Web Analytics: CTR, Conversion Rate, Engagement Rate Social Media Analytics and Influencer Impact AI and Machine Learning in Advertising Evaluation Role of ASCI in Monitoring Ethics <p>Unit- 4: Case Study 20%</p>																																										
<p>Mapping between Cos and PSOs</p>	<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th></th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> <th>PSO6</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td>3</td> <td>2</td> <td>1</td> <td>1</td> <td>3</td> <td>2</td> </tr> <tr> <td>CO2</td> <td>2</td> <td>3</td> <td>1</td> <td>2</td> <td>3</td> <td>2</td> </tr> <tr> <td>CO3</td> <td>2</td> <td>3</td> <td>2</td> <td>2</td> <td>2</td> <td>2</td> </tr> <tr> <td>CO4</td> <td>3</td> <td>2</td> <td>1</td> <td>2</td> <td>3</td> <td>3</td> </tr> <tr> <td>CO5</td> <td>1</td> <td>1</td> <td>1</td> <td>3</td> <td>1</td> <td>2</td> </tr> </tbody> </table>		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	CO1	3	2	1	1	3	2	CO2	2	3	1	2	3	2	CO3	2	3	2	2	2	2	CO4	3	2	1	2	3	3	CO5	1	1	1	3	1	2
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<p>Reference Books</p>	<ol style="list-style-type: none"> Advertising & Promotion: An Integrated Marketing Communications Perspective (<i>George E. Belch & Michael A. Belch</i>) Advertising Management (<i>Rajeev Batra, John G. Myers & David A. Aaker</i>) Advertising & Sales Promotion (<i>J. Jayasankar</i>) Social Media Marketing (<i>Karen Noil</i>) Sales Promotion and Advertising Management (<i>M.N.Mishra</i>) 																																										
<p>Teaching Methodology</p>	<p>Unit-1: Advertising 30%</p> <ul style="list-style-type: none"> Interactive lectures supported with Indian advertising examples Use of audio-visual advertisements (print, TV, digital) for concept clarity Case discussion on Indian brands and social advertising campaigns Group discussions on cultural values, advertising appeals, and social media impact Student presentations on emerging trends and social media platforms Concept mapping for types, objectives, and effects of advertising <p>Unit-2: Advertising Planning and Media Strategy 30%</p> <ul style="list-style-type: none"> Conceptual lectures on planning, media types, and scheduling Case studies on media planning and budget allocation Practical demonstrations of media selection decisions Problem-based learning using hypothetical advertising campaigns Digital tools exposure for online and AI-focused advertising Group activities for preparing media plans and schedules <p>Unit-3: Measuring Advertising Effectiveness 20%</p>																																										

	<ul style="list-style-type: none"> • Lectures explaining measurement techniques and evaluation models • Hands-on demonstrations of digital metrics (CTR, conversion rate, engagement rate) • Data interpretation exercises using sample analytics reports • Case analysis of digital and social media campaigns • Application-oriented discussions on AI and machine learning in evaluation • Mini-projects on advertising effectiveness assessment <p>Unit-4: Case Study 20%</p>
Evaluation Method	<p>Internal Assessment: 25 Marks External Assessment: 25 Marks</p>

Semester: 2

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT SYLLABUS						
Program Name	Master of Commerce (Post Graduation)					
Semester	2					
NCrF Credit Level	6.0					
Course Type	Major					
Course Subtype	Employability / Skill Development					
Subject Type	Discipline Specific					
Course Code	MJ – 704					
Course Level	400-499					
Course Title	Marketing – 4					
Credit	Theory:	4	Practical:		Total:	4
Effective Form	Academic Year: 2026-27					
Course Outcomes	<p>CO1: Explain product concept, levels, and hierarchy.</p> <p>CO2: Analyse product decisions in marketing management.</p> <p>CO3: Evaluate brand positioning strategies.</p> <p>CO4: Apply product development process in business situations.</p> <p>CO5: Evaluate Product Life Cycle (PLC) stages and related strategies.</p> <p>CO6: Formulate pricing strategies for business and marketing decisions.</p> <p>CO7: Explain e-marketing concepts and digital marketing mix in contemporary business environments.</p>					
Course Content	Unit 1: Product Decisions <ul style="list-style-type: none"> • Concept of products <ul style="list-style-type: none"> o Levels of products o Product hierarchy • Classification of products • Product decisions: <ul style="list-style-type: none"> o Individual product decisions 				20%	

	<ul style="list-style-type: none"> o Product line decisions o Product mix decisions • Brand concept • Co-branding strategy • Product differentiation • Brand positioning examples <p>Unit 2: New Product Development & Product Life Cycle 20%</p> <ul style="list-style-type: none"> • Introduction • Need for new products • Product development process • Diffusion and adoption process • Product life cycle • PLC stages and marketing strategies <p>Unit 3: Pricing Decisions and Strategies 25%</p> <ul style="list-style-type: none"> • Definition and importance of pricing • 5C framework (Cost, Customer, Competition, Channel, Compliance) • Factors influencing pricing • Pricing strategies • Steps in pricing procedures • Price and terms of sales • Special pricing strategies <p>Unit 4: New Horizons in Marketing 25%</p> <ul style="list-style-type: none"> • Holistic marketing concept • 4A framework and customer focus • Brand-building implications • Experiential marketing • Co-creation of value • Emotional marketing • Blue Ocean strategy • Cause-related marketing • E-marketing • Types of e-markets • Advantages & limitations • Marketing mix in e-marketing
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Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	3	2	1	2	2	2
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	CO6	2	3	2	2	2	3
	CO7	3	3	2	2	3	3
	3 = High, 2 = Medium, 1 = Low						
Reference Books	<ol style="list-style-type: none"> 1. Marketing Management – Dr. K. Karunakaran, Himalaya Publications 2. Marketing Management – Meenakshi & Arun Kumar, Vikas Publications 3. Marketing Management – Ramaswamy & Namakumari, Macmillan India 4. Principles of Marketing – Philip Kotler & Gary Armstron 						
Teaching Methodology	<ul style="list-style-type: none"> • Lectures and discussions • Case studies (Indian context) • ICT-based teaching • Group presentations • Field-based examples 						
Evaluation Method	<p>Internal Assessment: 50 Marks External Assessment: 50 Marks</p>						

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

Program Name	Master of Commerce (Post Graduation)					
Semester	2					
NCrF Credit Level	6.0					
Course Type	Major					
Course Subtype	Employability / Skill Development					
Subject Type	Discipline Specific					
Course Code	MJ- 705					
Course Level	400-499					
Course Title	Marketing – 5 (Service Marketing-2)					
Credit	Theory:	4	Practical:		Total:	4
Effective Form	Academic Year: 2026-27					
Course Outcomes	<p>CO1: Explain role of people in service delivery.</p> <p>CO2: Evaluate importance of personal contact in service marketing</p> <p>CO3: Analyse behaviour and communication in service environments.</p> <p>CO4: Apply determinants of service quality.</p> <p>CO5: Analyse gaps model of service quality.</p> <p>CO6: Evaluate service channels and apply electronic channels in service distribution.</p> <p>CO7: Develop differentiation and positioning strategies for service brands.</p>					
Course Content	<p>Unit 1: Managerial Aspects - People, Process & Physical Evidence</p> <ul style="list-style-type: none"> • Introduction • People as key to service delivery • Classification of service personnel • Importance of personal contact • Physical evidence strategy • Communication style and content • Grooming and behavior • Tangible elements • Brand perception and price 					25%

	<ul style="list-style-type: none"> • Service process and issues • Factors affecting service design <p>Unit 2: Managing Quality Aspects of Service Marketing 25%</p> <ul style="list-style-type: none"> • Introduction • Service quality definition • Reasons for uniqueness of services • Determinants of service quality • Gaps model • Bridging service gaps • Causes of gaps • Closing quality gaps • TQM concept • Managing human, technology, design • Standardization vs customization <p>Unit 3: Service Distribution Strategy & Channels 25%</p> <ul style="list-style-type: none"> • Meaning of service distribution • Service channels • Channel selection • Direct distribution • Advantages of internal channels • Outsourcing • Intermediaries • Franchising • Agents and brokers • Electronic channels • Internet-based services • Service location decisions <p>Unit 4: Differential Strategy for Service Marketing 25%</p> <ul style="list-style-type: none"> • Need for differentiation • Service design and positioning • Positioning strategy • Differentiation strategies • Steps in differentiation • Brand perception strategies • Emotional connection with customers • Internal branding
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Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
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	CO7	3	3	2	2	3	3
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Reference Books	1. Service Marketing: Concepts and Practices – Ramneek Kapoor, Justin Paul, Biplab Haider 2. Service Marketing – Dr. H.P. Shajahan 3. Service Marketing – Valarie A. Zeithaml & Mary Jo Bitner 4. Service Marketing – S.M. Jha						
Teaching Methodology	<ul style="list-style-type: none"> • Lectures & discussions • Case studies (banking, hospitality, healthcare) • ICT tools and presentations • Group assignments and role plays 						
Evaluation Method	Internal Assessment: 50 Marks External Assessment: 50 Marks						

- Export–import organization
- Preliminary considerations (product, volume, market)
- Export procedures:
 - o Order confirmation
 - o Manufacturing/procurement
 - o Inspection and clearance
 - o Shipment and documentation
- Import procedures:
 - o Trade enquiry
 - o Import license
 - o Letter of credit
 - o Customs clearance
 - o Payment and closure
- Documentation:
 - o Commercial documents
 - o Transport documents
 - o financial documents
 - o Government documents
 - o Issues and challenges

Unit 3: Foreign Trade Policies of India

25%

- Trade policy in developing economies
- Types of trade policies
- Indian foreign policy principles:
 - o non-alignment
 - o Panchsheel
 - o Anti-imperialism
 - o UN support
- EXIM policies:
 - o 1997–2002
 - o 2002–07
 - o 2004–09
 - o 2009–14
 - o 2015–20
- Impact on economy

Unit 4: Emerging Issues in International Marketing

25%

- Globalization trends
- Liberalization
- ICT developments
- E-marketing
- Big data
- SEO and content marketing
- IoT applications
- Mobile marketing
- CRM
- FDI
- Global recession
- Demonetization impact

Mapping between Cos and PSOs	<table border="1"> <thead> <tr> <th></th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> <th>PSO6</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td>3</td> <td>2</td> <td>1</td> <td>2</td> <td>2</td> <td>2</td> </tr> <tr> <td>CO2</td> <td>3</td> <td>3</td> <td>1</td> <td>2</td> <td>2</td> <td>2</td> </tr> <tr> <td>CO3</td> <td>2</td> <td>3</td> <td>2</td> <td>2</td> <td>2</td> <td>3</td> </tr> <tr> <td>CO4</td> <td>2</td> <td>3</td> <td>2</td> <td>2</td> <td>2</td> <td>3</td> </tr> <tr> <td>CO5</td> <td>2</td> <td>3</td> <td>1</td> <td>2</td> <td>2</td> <td>2</td> </tr> <tr> <td>CO6</td> <td>2</td> <td>3</td> <td>2</td> <td>2</td> <td>2</td> <td>3</td> </tr> <tr> <td>CO7</td> <td>2</td> <td>3</td> <td>2</td> <td>2</td> <td>2</td> <td>3</td> </tr> </tbody> </table> <p>3 = High, 2 = Medium, 1 = Low</p>		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	CO1	3	2	1	2	2	2	CO2	3	3	1	2	2	2	CO3	2	3	2	2	2	3	CO4	2	3	2	2	2	3	CO5	2	3	1	2	2	2	CO6	2	3	2	2	2	3	CO7	2	3	2	2	2	3
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Evaluation Method	<p>Internal Assessment: 50 Marks External Assessment: 50 Marks</p>																																																								

	<p>4. Dharma-Based decision making. 5. Win Win approach. 6. Mediation (Madhyastha) 7. Forgiveness and Compassion (Karma) 8. Harmony with society. 9. Spiritual practices for conflict reduction</p> <p>Unit: -2 Disaster management 15%</p> <p>-Meaning of Disaster and Disaster Management -Characteristic of disaster management, Elements of disaster management -Types of disasters (only names) -Causes of disaster -Disaster management process in detail 1. Cyclone 2. Industrial disaster 3. Nuclear disaster 4. Terrorism. 5. Technological disaster 6. Cyber fraud</p> <p>Unit: -3 Building effective teams 15%</p> <p>-Team and network, internal and external dynamics</p> <p>Unit: -4 introduction to following concepts 25%</p> <p>1. Core competence. 2. Empowerment. 3. Cyber cope. 4. Value stream management 5. Vision and Mission 6. Lean management 7. Emotional Intelligence Management 8. Agile management 9. Technology-Driven Management</p> <p>Unit: -5 Case study 10%</p>																																																	
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	<p>4. Management New concept & Direction----Dr. Ramnik J. Yadav 5. Disaster Management – Harsh K. Gupta 6. Nuclear Disaster & safety – David R. Marples 7. Cyber Security & Cyber Fraud Prevention – Raef Meeuwsen 8. Ethics of Indian – E. Washburn Hopkins</p>
Teaching Methodology	<p>Unit: - 1 Conflict Management</p> <ul style="list-style-type: none"> -Case study -Role-play -Samvad discussions -Reflective journaling -ICT videos on IKS <p>(CO1, CO2, CO5)</p> <p>Unit: -2 Disaster Management</p> <ul style="list-style-type: none"> -ICT videos -Simulation drill -PSBL -Group project on disaster response frameworks <p>(CO1, CO3, CO5)</p> <p>Unit: -3 Building Effective Teams</p> <ul style="list-style-type: none"> -Group activities -Personality tests -Team simulations -Collaborative learning <p>(CO3, CO4, CO5)</p> <p>Unit: - 4 Modern Management Concepts</p> <ul style="list-style-type: none"> -ICT-based lectures -Expert talk -Classroom seminars -Research article presentations <p>(CO1, CO4)</p> <p>Unit 5 – Case Study</p> <ul style="list-style-type: none"> -Case analysis -Debate -Cross-group feedback -Viva <p>(All COs)</p>
Evaluation Method	<p>Internal Assessment: 50 Marks External Assessment: 50 Marks</p>

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

Program Name	Master of Commerce				
Semester	2				
NCrF Credit Level	2 Credits				
Course Type	SEC				
Course Subtype	Employability and Skill Development				
Subject Type	Discipline Specific (Intra-disciplinary)				
Course Code	SEC- 702				
Course Level	500-599				
Course Title	Advertising & Sales Management				
Credit	Theory:	2	Practical:		Total: 2
Effective Form	Academic Year: 2026-27				
Course Outcomes	<p>CO-1 Explain and apply the meaning, objectives, scope, and importance of sales management, salesmanship, and personal selling in business situations. (Understanding, Apply Level)</p> <p>CO-2 Analyze and prepare sales plans, budgets, and forecasts using traditional methods and modern tools including AI and data analytics. (Apply, Analyze Level)</p> <p>CO-3 Apply and demonstrate sales force management practices such as recruitment, training, motivation, leadership, compensation, and productivity improvement. (Apply Level)</p> <p>CO-4 Evaluate and implement sales control processes by integrating ethical principles, social responsibility, IKS values, and modern sales control practices. (Evaluate Level)</p> <p>CO-5 Analyze, evaluate, and present solutions to real-world sales management case studies using research, problem-solving, and professional communication skills. (Analyze, Evaluate Level))</p>				
Course Content	<p>Unit – 1: Sales Management 25%</p> <ul style="list-style-type: none"> • Meaning and Definitions, Objectives, Scope and Importance of Sales Management • Roles and Responsibilities of a Sales Manager • Concept and Meaning, Objectives, Types, Techniques of Salesmanship • Essential Qualities of a Salesperson • Meaning and Definitions, Objectives, Strategy, Process of Personal Selling <p>Unit -2: Sales Planning and Forecasting 25%</p> <ul style="list-style-type: none"> • Meaning and Definitions, Types, Importance and Process of Sales Planning • Sales Budget • Meaning and Definitions, Process and Methods, Advantages and Disadvantages <p>Sales Forecasting</p> <ul style="list-style-type: none"> • Applications of AI & Data Analytics in Sales Forecasting • Meaning and Definitions, Purpose and Evaluation of Sales Contests and Prizes / Rewards in Sales Contests 				

	<p>Unit – 3: Sales Force Management and Sales Control 30%</p> <ul style="list-style-type: none"> • Concept and Scope of Sales Force Management • Salesman Productivity and Workload Approach • Estimating Sales Force Requirements • Recruitment and Selection of Sales Personnel • Sales Training and Executive Development • Placement and Induction • Motivation and Leadership of Sales Force • Compensation and Promotion Policies • Meaning, Definition, Nature and Importance, Process of Sales Control • Integrating IKS Values into Sales Control • Ethical and Modern Trends in Sales Control <p>Unit- 4: Case Study 20%</p>																																										
<p>Mapping between Cos and PSOs</p>	<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th></th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> <th>PSO6</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td>3</td> <td>2</td> <td>1</td> <td>1</td> <td>3</td> <td>2</td> </tr> <tr> <td>CO2</td> <td>2</td> <td>3</td> <td>1</td> <td>2</td> <td>3</td> <td>2</td> </tr> <tr> <td>CO3</td> <td>3</td> <td>3</td> <td>2</td> <td>2</td> <td>2</td> <td>2</td> </tr> <tr> <td>CO4</td> <td>2</td> <td>2</td> <td>1</td> <td>2</td> <td>3</td> <td>3</td> </tr> <tr> <td>CO5</td> <td>2</td> <td>3</td> <td>1</td> <td>3</td> <td>1</td> <td>2</td> </tr> </tbody> </table>		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	CO1	3	2	1	1	3	2	CO2	2	3	1	2	3	2	CO3	3	3	2	2	2	2	CO4	2	2	1	2	3	3	CO5	2	3	1	3	1	2
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<p>Reference Books</p>	<ol style="list-style-type: none"> 1. Personal Selling and Sales Management (R. Krishnamoorthy) 2. Sales and Distribution Management (N.G. Nair & Latha Nair) 3. Marketing Management (<i>Philip Kotler & Kevin Lane Keller</i>) 4. Selling and Sales Management (<i>David Jobber & Geoffrey Lancaster</i>) 5. Sales and Distribution Management (<i>S.L. Gupta & Govind Apte</i>) 																																										
<p>Teaching Methodology</p>	<p>Unit – 1: Sales Management</p> <ul style="list-style-type: none"> ➤ Interactive Lectures using PPTs, charts, and real-life examples ➤ Classroom Discussions on roles and responsibilities of sales managers ➤ Role Play on personal selling and salesmanship techniques ➤ Short Case lets from Indian sales practices <p>(CO-1)</p> <p>Unit – 2: Sales Planning and Forecasting</p> <ul style="list-style-type: none"> ➤ Problem-Solving Sessions on sales planning, budgeting, and forecasting ➤ Case Study Analysis on forecasting errors and planning failures ➤ Hands-on Demonstration using Excel / digital tools ➤ Mini Projects on AI & data analytics in sales forecasting <p>(CO-2)</p> <p>Unit – 3: Sales Force Management and Sales Control</p> <ul style="list-style-type: none"> ➤ Lectures with Industry Examples on recruitment, training, motivation, and compensation ➤ Group Discussions on leadership styles and sales force productivity 																																										

	<ul style="list-style-type: none"> ➤ Simulation / Role Play on performance appraisal and incentive plans ➤ Ethical Case Discussions integrating IKS values and modern sales control practices <p>(CO-3, CO-4)</p>
Evaluation Method	<p>Internal Assessment: 25 Marks</p> <p>External Assessment: 25 Marks</p>