



UNIVERSITY OF CALCUTTA

Notification No.CSR/30/2023

It is notified for information of all concerned that in terms of the provisions of Section 54 of the Calcutta University Act, 1979, (as amended), and, in exercise of her powers under 9(6) of the said Act, the Vice-Chancellor has, by an order dated 21.08.2023 approved the syllabus of the under mentioned subjects semester wise Four-year (Honours with core Vocational) programme of U.G. courses of studies, under CCF,2022, under this University, as laid down in the accompanying pamphlet.

Name of Subject

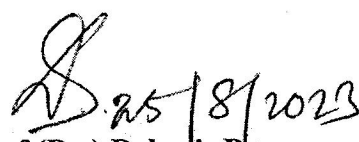
- ✓ 1. Advertising Sales promotion and Sales Management (Core vocational)
2. Tourism and Travel Management (Core vocational)

The above shall take effect from the academic session 2023-2024.

SENATE HOUSE

Kolkata-700073

The 25th , August, 2023


Prof.(Dr.) Debasis Das

Registrar



UNIVERSITY OF CALCUTTA

ADVERTISING, SALES PROMOTION & SALES MANAGEMENT

NEP 2020 SYLLABUS

Semester 1:

Paper- DSC/CC - Basics of Marketing Management

Unit I:

Marketing: Concept, Nature, Functions & Importance; Definition, Objectives, Types of Marketing; Selling vs. Marketing; Ethical & Social Responsibilities of Marketing, CSR with reference to its implementation

Unit II:

Market Segmentation: Concept, Importance and basis, Target Market Selection; Market Positioning: Concept & Importance, Market Repositioning; Product Differentiation vs. Market Segmentation; Contemporary issues in Marketing

Unit III:

Marketing Environment: Nature, Types & Strategies to deal with Internal & External (Micro & Macro) Marketing Environment; Marketing Information System: Definition and Components

Unit IV

Marketing Management: Concept Philosophy & Process; Marketing Mix: Definition, Importance; Marketing Research: Process & Significance

Unit V:

Consumer Behaviour & its characteristics, Factors Influencing the Individual Consumer Behaviour, Consumer Buying Process, Buying Motives, Consumer Markets in India.

Suggested Readings

- Kotler “Marketing Management”, 8th Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)
- Kotler, Keller, Koshy And Jha “ Marketing Management” 13th edition Pearson Education
- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan
- Shukla A.K. “Marketing Management” 1st edition, Vaibhav Laxmi Prakashan
- Evance & Berman “ Marketing Management” 2007, Cengage Learning
- Mcdenial, Lamb, Hair “ Principles Of Marketing 2008” Cenage Learning
- William M. Pride and O.C Ferrell: Marketing; Houghton - Muffling Boston
- Stanton W.J. et al: Fundamentals of Marketing, McGraw Hill

Paper- SEC- Content and Copywriting

Unit I:

Copywriting: Introduction, Responsibility of copywriter, Attributes of a good copywriter, Principles of copywriting; Definition of Content Writing and its difference with copywriting

Unit II:

- Evolution of Content Writing
- Scope of Content Writing
- Types of Content Writing
- Relationship between marketing and content writing (in-bound marketing, direct marketing, relationship building and management, brand building)

Unit III:

How to write an effective advertising copy?

Unit IV

Understanding the medium and writing for TV, Cinema, Radio, and Social Media.

Suggested Readings

- Content Strategy for the Web 2nd Edition by Melissa Rach & Kristina Halvorson- About Melissa Rach & Kristina Halvorson
- Everybody Writes by Ann Handley
- Global Content Marketing by Pam Didner
- Big Book of Content Marketing by Andreas Ramos
- Optimize by Lee Odden
- Start With Why by Simon Sinek

Semester 2:

Paper- DSC/CC– Basics of Advertising

Unit I:

Advertising: Meaning, Features, Functions; Setting of Advertising Objectives

Unit II:

Approaches of Advertising – DAGMAR; AIDA (Attention, Interest, Desire and Action)

Unit III:

Advertising Media: Media Types & its Evolution, Characteristics, Advantages, Disadvantages, Factors affecting Media Choice;

Unit IV

Various Classifications of Advertising:

- i) Primary Demand & Selective Demand
- ii) Commercial & Non-commercial advertisements
- iii) Classified & Display advertisements
- iv) Consumer & Business advertisements
- v) Co-operative advertisements

Unit V:

Internet Advertising- Meaning, Components, Advantages, Limitations, Types of Internet Advertising

Unit VII:

Advertising & the Indian Economy: Role of Advertising in the Indian economy, Impact of advertising Misleading and Deceptive advertisements, Impact of Advertising on children, Advertising Appeals.

Suggested Readings:

- Philip R Cateora and John L Graham, International Marketing_Irwin McGraw Hill 1999.
- William F Arens and Courtland L Bovee, Contemporary Advertising- Irwin 1994.
- Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour-The free Press-1989.
- Jib Fowles, Advertising and popular culture- Sage Publications 1996
- Mary Cross, Advertising and Culture- Prentice Hall 2001
- Rajeev Batra, John G. Myers, David A. Aaker, Advertising Management, Pearson Education
- Manendra Mohan-Advertising Management; Tata McGraw Hill
- Promotion-Stanley
- George E. Belch, Micheal A. Belch, Keyoor Purani: Advertising and Promotion; Tata McGraw Hill

Semester 2:

Paper- SEC- Soft Skills & Computer Basics

Unit I

Communication Skills- Understanding communicative environment, listening, conversation, types of communication, Ways to express, speaking in groups, Interpersonal communication.

Unit II

Presentation and Interaction- What to present? How to present? Multimedia Presentation, Interacting in groups.

Unit III

Developing Emotional & Social Skills- Intelligent Quotient, Emotional Quotient, managing stress, Work-Life Balance

Unit IV

Developing key traits- Creativity, critical thinking and problem solving, motivation, leadership, persuasion, negotiation

Unit V

Desktop Management- Basic techniques to manage computer desktop

Unit VI

Office Management- Microsoft Word, Microsoft Excel, Microsoft Power point.

Suggested Readings

- Personality Development and Soft Skills by Barun K. Mitra
- Soft Skills- Enhancing Employability: Connecting Campus with Corporate by MS Rao
- Design your Career- Soft Skills of Career by Yogesh P Chopade
- Enhancing Soft Skills through Learner centered activities at UG Level by Raj K Bharathi
- Computer Fundamentals by Pradeep K Sinha & Priti Sinha
- Computer Basics: For a literate living by Bittu Kumar
- Computer Basics by G. Manjunath

Semester 3:

Paper- DSC/CC - Understanding Marketing Mix

Unit- I:

Meaning & Nature of Product, Concept of Product Mix; Product Planning and New Product Development; Product Life Cycle; Product Packaging: Definition, Functions and Requisites of Good Packaging, Labeling

Unit II:

Pricing: Concept, Objectives & Factors Affecting Price of a Product, Pricing Methods

Unit III:

Place: Concept, Objectives & Importance of Channels of Distribution of Consumer Goods, Types of Channels of Distribution, Factors Affecting Choice of Distribution Channels

Unit IV:

Promotion: Meaning, Nature & Importance, Tools of Promotion, Concept of Promotion Mix and Factors Affecting Promotion Mix, Direct Marketing: Features, functions, Advantages, Disadvantages and Direct Marketing Strategies, Consumer Psychology.

Suggested readings

- Kotler, Keller, Koshy And Jha “Marketing Management” 13th edition Pearson Education
- Kotler “Marketing Management”, 8th Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)
- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan
- Shukla A.K. “Marketing Management” 2nd edition, Vaibhav Laxmi Prakashan
- Evance & Berman “Marketing Management” 2007, Cenage Learning
- Mcdenial, Lamb, Hair “Principles Of Marketing 2008” Cenage Learning
- William M. Pride and O.C Ferrell: Marketing; Houghton - Mafflin Boston
- Stanton W.J. et al: Fundamentals of Marketing, McGraw H
- Cundiff, Edward W et al: Basic Marketing - Concepts, Decisions & Strategies; PHI
- Bushkirk, Richard H: Principles of Marketing; Dryden Pren, Illinois
- George E. Belch, Keyoor Purani: Advertising and Promotion; Tata McGraw Hill
- George E. Belch, Micheal A. Belch, Keyoor Purani: Advertising and Promotion; Tata McGraw Hill

Semester 3:

Paper- DSC/CC - Media Planning and Management

Unit I:

Media planning - • the function of media planning in advertising • Role of media planner • Challenges in media planning • Media planning process • Media planning for consumer goods • Media planning for industrial goods
Importance of Media Research in planning

Unit II:

Media Timing- Scheduling; Scheduling

Unit III:

Advertising Budget

Unit IV:

Evaluation of Advertising Effectiveness: Understanding Pre-Testing and Post testing; Testing Techniques.

Unit V:

Advertising Agency

- Their role and importance in Advertising
- Broad Functions
- Reasons for Having Advertising Campaigns
- Advertising Agencies Account Management, Finance
- Range of other Services offered
- Selection of an Advertising Agency
- Agency Commission and Fee

Unit VII:

Advertising Department- Its Function and Organization

Suggested Readings:

- Philip R Cateora and John L Graham, International Marketing Irwin McGraw Hill 1999.
- William F Arens and Courtland L Bovee, Contemporary Advertising- Irwin 1994.
- Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour- The free Press- 1989.
- Jib Fowles, Advertising and popular culture- Sage Publications 1996
- Mary Cross, Advertising and Culture- Prentice Hall 2001
- Rajeev Batra, John G. Myers, David A. Aaker, Advertising Management, Pearson Education
- Manendra Mohan- Advertising Management; Tata McGraw Hill
- Promotion- Stanley
- George E. Belch, Micheal A. Belch, Keyoor Purani: Advertising and Promotion; Tata McGraw Hill

Semester 3:

Paper- SEC- Business Communication & Personality Development

Unit I:

Business Communication & Personality Development- Nature of Communication Process of Communication, Types of Communication (verbal & Non-Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

Unit II:

Business Correspondence: Letter Writing, presentation, inviting quotations, sending quotations, placing orders, Inviting tenders, Sales letters.

Unit III:

Sales Report Writing- Characteristics, Importance, and Elements of Structure.

Unit IV:

Business Etiquettes, Business manners; Body language gestures, Etiquette of the written word, Etiquette of the telephone, and Handling business meetings.

Unit V:

Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines for effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, and the art of effective listening.

Suggested Readings

- Fundamentals of Business Communication for BBA All UP Universities Semester 2 By K K Sinha
- Business Communication: Connecting In A Digital World | 13th Edition Raymond V. Lesikar, Marie. E. Flatley, Kathryn Rentz, Paula Lentz, Neerja Pande
- Taxmann Cracker Business Communication for CS Executive (CSEET) by Ritika Godhwani
- Effective Business Communication 7Th Edition by Herta Murphy and Herbert Hildebrandt and Jane Thomas , Tmh
- Personality Development: Know how to expand personality-Acharya Sessaiah Kandamuru
- Personality Development-Transform Yourself- Rajiv K Mishra

ASPV COURSE STRUCTURE- CCF, 2022

	Core Vocational 64+36=100		Minor	IDC	AEC	SEC	CVAC	Summer Internship	Total Credits
	Core Paper	Internship/ Project Work							
Semester	16x4=64	2x16=32 +Project Viva (4)=36				3X4=12			172
1	1X4=4 (3TH+1TU) DSC 1- Basics of Marketing Management					SEC 1- Content & Copywriting			21
2	1X4=4 (3TH+1TU) DSC 2- Basics of Advertising					SEC 2- Soft Skills & Computer Basics			21
3	2X4=8 (2X (3TH+1TU)) DSC 3- Understanding Marketing Mix DSC 4- Media Planning & Management					SEC 3- Business Communication & Personality Development			21
4	4X4=16 (4X (3TH+1TU)) DSC 5- Personal Selling & Salesmanship DSC 6- Public Relations & Event Management DSC 7- Sales Promotion DSC 8- Logistics & Supply Chain Management								22
5	4X4=16 (4X(3TH+1TU))								24

	DSC 9- Integrated Marketing Communications & Brand Management DSC 10- Media Management & Film Studies DSC 11- Sales force Management DSC 12- Graphics Designing & Photography								
6	3X4=12 (3X(3TH+1TU)) DSC 13- Entrepreneurship Development DSC 14- Digital Marketing DSC 15- Advance Sales force Management								20
7	1X4=4 (3TH+1TU)) DSC 16- Organizational Behavior	Internsh ip 1X16=16 (12 weeks)							20
8		Project 1X16=16 + Project Viva (4)=20							20
Cre dits	16X4=64 + (2X16=32 + Project Viva (4)=36)=100		8x4=3 2	3x3= 9	4x2= 8	3x4=12	4x2=8	1x3=3	169+3 =172
Mar ks	16X100= 1600 + (2X400)+100=2500		8x100 =800	3x75 =225	4x50 =200	3x100=300	4x50= 200	1x75=75	Total Marks = 4300

QUESTION PAPER & INTERNSHIP/ PROJECT MARKING SYSTEM

1. All DSC/ CC Papers- 100 marks

25 marks Tutorial (Project/ PowerPoint Presentation/ Written)

75 marks Theory (Group A- 5 questions out of 7 questions of 5 marks each & Group B- 5 questions out of 7 questions of 10 marks each)

2. All SEC Papers- 100 marks

(Theory-written) 10 questions out of 12 questions of 10 marks each

3. Internship Assessment- 100 marks

30 marks to be marked by the organization of Internship

40 marks Internship Report to be submitted by the student after internship is complete

30 marks Viva to be taken by Internal Examiner on the report prepared and internship done

4. Project/Research – 100 marks

50 marks on Project Report/Research Report

10 marks written examination on project executive summary

40 marks on Project/Research viva to be taken by Internal Examiner

Semester 4

Paper- DSC/CC5 : Personal Selling & Salesmanship

Unit I:

Nature and Characteristics and Importance of Personal Selling

- Door to door selling
- Nature & Characteristics of Personal selling
- Strength and weakness
- Role of Personal Selling in Marketing
- Professional Salesmanship
- Situations where Personal Selling is more effective than Advertising

Unit II:

AIDA model of selling

- Selling situations
- Types of sales person
- Buyer seller Dyad
- Diversity of Personal Selling
- AIDA theory In selling
- Peddlers
- Professional sales person
- Peddler VS professional sales person
- Industrial sales person

Unit III:

- Types of Market –
 - Consumer and industrial markets
 - Characteristics and implications for selling function:
- Difference between organisation and consumer behaviour
- Organisation buyer behaviour
- Factor affecting organization buyer behaviour

Unit IV:

Background Knowledge essential to sales person-

- Knowledge of products
- Company and competition
- Different stages of personal selling process

Unit V:

Qualities of successful sales person with particular reference to consumer services

- Personal selling skills
- Personal development- Goal Setting

- Positive mental attitude
- Effective Communication
- Art of persuasion
- Time Management

Suggested Readings

- Personal Selling and Salesmanship Paperback– 2018 by Neeru Kapoor(Author)
- Salesmanship Practices and Problems Paperback– Import, 15 Mar 2007 by Bertrand R. Canfield (Author)
- Personal Selling by M. C. Cant, C. H. van Heerden
- Selling & Sales Management 6th Edition by David Jobber(Author), Geoff Lancaster(Author)
- Sales Management: Concepts, Practices, and Cases Eugene M. Johnson, David L. Kurtz, Eberhard Eugen Scheuing McGraw-Hill, 1994
- Personal Selling: Building Customer Relationships and Partnerships Hardcover– 10 Mar 2006 by Rolph E. Anderson(Author), Rajiv Mehta(Author), Alan J. Dubinsky(Author)
- Sales force Management by Still, Cundiff & Govoni

Paper- DSC/CC6 : PR & Event Management

Unit I:

Public relations: Meaning; features, growing importance, role in marketing, strategies of Public Relation.

Unit II:

Major tools of public relations: News, Speeches, Special Events, handouts and leaflets, audio – visual, public service activities, miscellaneous tools.

Unit III:

Publicity: Meaning, Goals, Importance, PR Vs Publicity, Publicity in practicality

Unit IV

Event Management- Meaning, Definition, Principles, Historical Perspective

Unit V

Event Marketing & Advertising, Event Planning & Team Management, Event Leadership & Communication, Event Safety and Security

Suggested Readings

- Publicity and Public Relations (Barron's Business Library) Paperback– Bargain Price, January, 2001 by Dorothy I. Doty(Author), Marilyn Pincus (Author)
- Public Relation Today (In the Indian Context)-Subir Ghosh (Rupa & Co.)
- Public Relations- Moore & Kalupa (Surjeet Publications)
- Spinglish: The Definitive Dictionary of Deliberately Deceptive Language by Henry Beard
- The PR Masterclass: How to Develop a Public Relations Strategy that Works! by Alex Singleton

- Handbook of Public Relations in India- D.S. Mehta (Allied Publishers Pvt. Ltd.)
- Event Management and Marketing- Theory, Practical Approaches and Planning- Dr. Anukrati Sharma and Dr. Shruti Arora
- Event Management y Dr. Hoshi Bhiwandiwalla and Bhavana Chaudhari
- Event Management for Dummies by Laura Capell

Paper- DSC/CC7 : Sales Promotion

Unit 1

Nature and importance of sales promotion; its role in marketing.

Unit 2

Forms of sales promotion: Consumer oriented sales promotion; trade-oriented sales promotion and sales force oriented sales promotion

Unit 3

Major tools of sales promotion: Samples, point of purchase, displays and demonstration. Exhibition and Fashion shows, sales contest and game of chance and skills, lotteries, gifts, offers, premium and free goods, Price packs, rebates, patronage, rewards etc. Conventions, conferences and trade shows, specialties and novelties, Developing sales promotion programmes, pre-testing implementing, evaluating the results and making necessary modification

Unit 4

Integration of Sales Promotion with advertising

Suggested Readings

- Kotler“MarketingManagement”,8th Edition
- Kotler,Keller,KoshyAndJha“MarketingManagement”13theditionPearsonEducation
- Advertising &Sales Promotion by Kazmi & Batra
- Fundamentals of Marketing by Stanton, Etzel, Walker
- Sales Promotion by Julian Cummins (Universal Book Stall)
- Promotion by Stanley

Paper- DSC/CC8 : Logistics & Supply Chain Management (SCM)

Unit 1

Concept, Origin of the term, definition, Functions, Importance

Unit 2

Historical Developments

Unit 3

Business Process Integration

Unit 4

Concept of Supply Chain Network

Unit 5

Components of Supply Chain Management, Reverse Supply Chain

Unit 6

Global Application

Unit 7

Skills, Competencies, Roles and Responsibilities of SCM professionals

Unit 8

Logistics and SCM

Suggested Readings

1. Essentials of Supply Chain Management by Micheal Hugos
2. Logistics and Supply Chain Management by Martin Christopher
3. Supply Chain Management: Strategy, Planning and Operations by Sunil Chopra
4. Productions and Operations Management by P. Chari

Semester 5

Paper- DSC/CC9 : Integrated Marketing Communications & Brand Management

Unit I:

Introduction to Integrated Marketing Communication, Analyzing the Communication Process

Unit II:

Developing the IMC Program& Measuring the effectiveness of promotional program

Unit III:

Tools of IMC

Unit IV:

Marketing Communication through Product cues, Marketing Communication through Price cues, Place as a component in Marketing Communication, Promotion as a component in Marketing Communication.

Unit V:

Brand Management: Definition, History, Brand Orientation, Role of Social Media in Marketing Brands

Unit VI:

Important Concepts of Brand Management: Definition of Brand, Brand name, Brand Attributes, Brand Positioning, Brand Identity, Sources of Brand Identity, Brand Image, Brand Personality, Brand Awareness, Brand Loyalty, Brand Association, Brand Preference, Building a brand, Brand Equity, Brand Equity and Customer Equity, Brand Extension, Co-Branding,

Unit VII:

Branding Decisions:

- i) Branding decisions
- ii) Brand Sponsor decision
- iii) Brand name decision
- iv) Brand Strategy Name
- v) Brand Repositioning;

Unit VIII:

Brand Challenges, Global Branding, Digital Branding, Luxury Brand Management, Brand Communication & Strategic Brand Management

Suggested Readings:

- Kotler “Marketing Management”, 8th Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)

- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan
- Marketing Communication: Principles and Practice By Richard J. Varey
- Integrated Marketing Communications: A Primer By Philip J. Kitchen; Patrick De Pelsmacker
- Excellent Public Relations and Effective Organizations: A Study of Communication Management in Three Countries By Larissa A. Grunig; James E. Grunig; David M. Dozier
- Service Management and Marketing: Customer Management in Service Competition By Christian Grönroos
- What is a Brand: Building Equity through Advertising-John Philip Jones- Tata McGraw Hill
- Product and Brand Management: U.C. Mathur- Excel Books
- Brand Positioning: Strategies for Competitive Advantage- Subroto Sengupta

Paper- DSC/CC10 : Media Management& Film Studies

Unit I:

Introduction to Media, Media Management, History of media, Types of Media- Importance, History, Advantages, Disadvantages, Role of Media in current scenario

Unit II:

Origin and growth of media

Unit III:

Media Organizations

Unit IV:

Media Laws and Ethics

Unit V

Media Research

Unit VI:

Print Media Management; Electronic Media Management, Social Media Management, Advertising Management

Unit VII

Case Studies

Suggested Readings

- Media Management by B.K. Chaturvedi
- Media Management and Economics by Norman Grobb
- Advertising Media Planning by Jack Z. Sissors and Roger B. Baron
- Media Management by Mittika Singhal
- Media Management by Dr. Saroj Kr. Mishra
- Professional Media Management by Adam Musgrave
- Mass Media Research: An Introduction by Roger D. Wimmer and Joshep R. Dominick

Paper- DSC/CC11 : Sales force Management

Unit I:

Importance of sales force and its management and introduction regarding what is sales force and its Management.

Unit II:

FUNCTIONS OF SALES MANAGERS (Brief)

• Planning Functions :

- a) Setting the sales objective
- b) Designing the sales programme
- c) Formulating Policies
- d) Designing and development of the Sales Organization
- e) Participating in the marketing planning function.

• Operating Functions :

i. Management of sales forces

- a) Recruitment
- b) Selection
- c) Training
- d) Development
- e) Control
- f) Motivation
- g) Direction
- h) Control
- i) Territory Management

ii. Establishing working relationship with other Departmental Heads.

iii. Establishing Communication System both upward and downward.

Unit III:

RECRUITMENT AND SELECTION:

• Recruitment

What is recruitment?

Recruitment Sources - advertisement, employment agencies, educational institutions, salesman of Non- competitor companies, salesman of competing companies, inter transfer, Recommendation of present salesman.

• Selection

Importance and Need for selection

Selection policy decision

Selection tools

Difficulties to be encountered in selection the right personnel

Interview type.

Unit IV:

• Training And Direction

- i. Need of training
- ii. Objectives of training
- iii. Advantages of good training programme
- iv. Deciding training content
- v. Selecting training methods
- vi. Organization for sales training
- vii. Evaluation of training programme
- viii. Informal training

• Direction

- i) The essence of sales leadership
- ii) Sales managers' leadership roles
- iii) Individual leadership skills

Unit V:

MOTIVATION AND COMPENSATION

- Meaning of motivation, Motivation Theories (in brief), Need for motivating the sales force.
- Motivational techniques e.g.
- a) Meeting between managers and sales force
 - b) Clarity of job
 - c) Sales targets or quotas
 - d) Sales contest
 - e) Sales- convention and conferences
 - f) Positive affect –praise, feedback, warmth and understanding of personal problems, etc.
 - g) Leadership style of manager
 - h) Freedom to work
 - i) Reward and recognition
 - j) Persuasion
 - k) Financial Incentives, Fringe benefits.

Unit VI:

APPRAISAL OF PERFORMANCE

- Need for appraisal of performance
- Some basic issues involved in appraisal of performance. Viz : Evaluation based on qualitative, vis -a – vis quantitative data, comparison of the results of evaluation, problems of determining standard of performances, periodicity of evaluation, Company Data Base as a basis of developing the system of evaluation etc.
- Performance Standards Viz : Sales quotas, Sales coverage effectiveness index, Sales expense ratio, Net profit ratio or gross margin rates per territory, call frequency ratio, Calls per day, average cost per call.

Suggested Readings

- Sales Promotion: How to Create and Implement Campaigns that Really Work Book by Julian Cummins
- How to Sell More Stuff!: Promotional Marketing That Really Works by Steve Smith
- Building a Winning Sales Management Team: The Force Behind the Sales Force – Andris A. Zoltners, Prabhakant Sinha, Sally E. Lorimer
- Sales Force Design for Strategic Advantage – Andris A. Zoltners, Prabhakant Sinha, Sally E. Lorimer
- Sales Management: Concepts, Practices and

Paper- DSC/CC12: Graphics Designing & Photography

Graphics Designing

- The history of graphic design.
- Elements of Graphic Designing
- What a layout is and how to create an effective one.
- Principles of Graphics Designing

- About lettering/fonts and their implications.
- What a logo is and how to create one.
- The basics of two dimensional design including the elements and principles of art.
- About colour theory and its implications in Graphic Design.
- How to use art criticism effectively.
- About Graphic Design as a career.
- Layout of Print Media

Photography

1. Basic Photography

Meaning and Definition of Photography. - Basic principle in the film and digital photography.

2. Camera

Basic Camera - Different parts of camera and their basic functions -

Camera Accessories

3. Types of Cameras

Classification of cameras - Focusing arrangements viewfinder systems - large format cameras to digital cameras.

4. Main Controls on a camera

Parts of Camera -Types of Lenses - Shutter - Diaphragm - Exposure – Film and digital image sensor - Depth of field- Lighting -Photography with flash -Filters in photography.

5. Aesthetics of Photography

Definition of Lighting – Principles of Lighting – Reflection – Light

Characteristics – Colour – Direct Light and Indirect Light – Light and

Subject – Light as subject – Shadow as subject – Light sources – Natural

Light and Artificial Light – Principles of Visualization – Composition

Guidelines – Principles of Design – Types of Perspectives

Suggested Readings

- How to be a Graphic Designer, Without Losing Your Soul by Adrian Shaughnessy
- Thinking With Type by Ellen Lupton
- Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler
- Making and Breaking the Grid: A Layout Design Workshop by Timothy Samara
- Elements of Graphic Design by Alex White
- Graphic Design: The New Basics by Ellen Lupton, Jennifer Cole Phillips
- Graphic Design, Referenced by Armin Vit, Bryony Gomez-Palacio

Semester 6

Paper- DSC/CC13 : Entrepreneurship Development

- **Unit-I: Entrepreneurship**-Definition of Entrepreneurship, Entrepreneur, features of Entrepreneurship, functions of Entrepreneurship, Entrepreneurship & Creativity, Definition of Innovation, and Personal Ethics in Business, Social Responsibility and Business Ethics, Environmental Awareness, Evolution of Entrepreneurship in India, Different forms of Entrepreneurship, Small business Entrepreneurship, Roll of small business Entrepreneurship in Indian Economy, Problems of small business Entrepreneurship in India, Industrial and Economic Policies declared by the Government from time to time
- **Unit-II: Project Report Formulation:** concept, objective, preparation of a Project Plan, Project Cost Components, Break Even Analysis, Working Capital Management, Economic Viability, Financial Feasibility, PERT and CPM
- **Unit-III: Human Resource Management-** Importance, Role of HRD, Planning, Recruitment, Training and Development, Performance Management (Appraisal), Leadership, Reward Management (Motivation, Positive Reinforcement), Stress Management, HRIS (Human Resource Information System), Work-Life Balance
- **Unit IV: Financial Management**-Financing Procedure and financial incentive, costing and pricing, knowledge of capital market, working capital management, fund flow and cash flow, Financial ratios, Break-even Analysis, Management Information System (MIS), Financial Institutions, Entrepreneurship in Service Industry, Nature of Service, Importance of Finance in Tourism Business, Financial Institution –SIDBI, TFCI, Commercial Bank etc. Identification of Opportunities, SWOT Analysis, Decision Making, Choice of Technology, Make or Buy Decision, Exposure to demand based industries, resource based industries, service based industries, Import substitute and export promotion industries

- **Unit V:Marketing Management**-Market Survey techniques, Elements of Marketing Management: Marketing Mix, Packaging, Analysis Marketing Opportunities, Planning and Implementing Marketing Strategies, New Product Development

Unit VI: Legal Aspects- Business and Industrial Laws; Licensing, Registration, Municipal Byelaws and Insurance coverage; Factory Act, Sales of Goods Act, Partnership Act; Income Tax, Sales Tax and Excise Tax; Pollution Control and Environmental Act.

The Consumer Protection Act 1986: Features, Rights And Responsibilities Of Consumers, Redressal Mechanism•EnvironmentProtectionAct1986: Features, Offences, Prevention And Control Of Environment Pollution• The Essential Commodities Act 1955: Features, Essential Commodities, Control of Production, Supply and Distribution Of Commodities, Public Interest

Suggested Readings:

1. Lesikar R.V. & Flatley, M.E.; Basic Business Communication Skills for empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Bovee and Thill Business Communication Today, Pearson Education
3. Shirley Taylor, Communication for Business, Pearson Education
4. Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH
5. Sinha, K.K., Business Communication, Galgotia and Sons, New Delhi.
6. Reuben, Ray; Communication today –understanding creating skills, Himalaya Publishing House, 2001.
7. E. H. McGraw, S. J.; Basic Managerial Skills for All. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
8. Stephen R. Covey; The seven habits of highly effective people
9. Entrepreneurship Development by Dilip Gangopadhyay
10. "The Attention Merchants: The Epic Scramble to Get Inside Our Heads" By Tim Wu
11. Entrepreneurial Development by Dr. S.S. Khanka – Chand publication
- 12.The Hard Thing About Hard Things by Ben Horowitz
- 13.Antifragile: Things That Gain from Disorder by Nassim Nicholas Taleb
- 14.The Ecology of Commerce by Paul Hawken
- 15.Cradle to Cradle: Remaking the Way We Make Things by M. Braungart & W. McDonough
16. Vasant Desai, Dynamics of Entrepreneurial Development and Management
17. Arya Kumar, Entrepreneurship
18. David H. Holt, Entrepreneurship: New Venture Creation
19. C B Gupta, Entrepreneurship Development in India

Paper- DSC/CC14 :Digital Marketing

Unit I:

History, New non-linear marketing approach, Use in the digital era, Brand awareness: Ease of Access, Competitive advantage, Effectiveness; Latest developments and strategies; Ways to further increase the Effectiveness of digital marketing

Unit II:

Channels; Multi-channel communications, Advantages and limitations

Unit III:

Digital Marketing Strategy, Planning, Stages of planning- Opportunity, Strategy, Action

Unit IV:

Briefings (Online Payments, Disability Web Access, Surveys & Forms, Affiliate & Voucher Marketing, Crowd sourcing), Web Marketing, Search Engine Optimisation (SEO), Online Advertising, Social Media Marketing, Mastering Google, Copy Writing For The Web, Social Media & Mobiles, Mobile Marketing, Email Marketing Video & Audio (Podcasting) Marketing.

Suggested Readings:

- Ryan, Damian; Jones, Calvin (2009), Understanding digital marketing: marketing strategies for engaging the digital generation, Kogan Page
- Carter, Ben; Brooks, Gregory; Catalano, Frank; Smith, Bud (2007), Digital Marketing for Dummies, John Wiley & Sons
- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan

Paper- DSC/CC15: Advance Sales Force Management

Unit I:

SALES FORCE SIZE

- What is sales force size?
- Need for determining size
- Models available to aid and assist determination of right – size , Viz marginal Model and sales potential model
- Limitations of determining sales force size.

Unit II:

ORGANIZATION OF SALES DEPARTMENT

- Need for sales organization
- Developing a sales organization
- Basic types of organization, viz. Line and staff
- Geographic product and market based sales organization.

Unit III:

SALES PLANNING AND CONTROL

A. Nature and importance of sales planning

B. Sales control

- Nature
- Objectives
- Process
- Difficulties

C. Market analysis

D. Sales Forecasting

- Definition
- Importance
- Factors governing sales forecasting
- Limitations.

E. Methods of forecasting

Unit IV:

SALES TERRITORY

Unit V:

SALES QUOTA

Suggested Readings

- High-Profit Selling: Win the Sale without Compromising on Price by Mark Hunter
- Personal Selling & Salesmanship by Still & Cundiff
- The Sales Development Playbook: Build Repeatable Pipeline and Accelerate Growth with Inside Sales by Trish Bertuzzi
- Snap Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers by Jill Konrath
- Jill Rowley on #SocialSelling: 140 Tweets on Modern Selling the Social Way by Jill Rowley
- The Challenger Customer: Selling to the Hidden Influencer Who Can Multiply Your Results by Brent Adamson, Matthew Dixon, Pat Spenner, and Nick Tolman
- Cracking the Sales Management Code by Jason Jordan
- Solve for the Customer: Using Customer Science to Build Stronger Relationships and Improve Business Results by Denis Pombriant
- Disrupting Digital Business: Create an Authentic Experience in the Peer-to-Peer Economy by R "Ray" Wang
- CRM at the Speed of Light by Paul Greenberg
- Sales Management: Concepts, Practices and Cases- Johnson, Kurtz, Scheuing, McGraw Hill Inc.

Semester 7

Paper- DSC/CC16: Internship

Each student of the Course shall undergo Practical Internship of four weeks during the fifth semester in an approved Business/Industrial/Govt./Service organization. The objective of this training is to make the student acquainted with the industrial / business working environment. After completion of the training they will have to submit two copies of training report duly endorsed by the organisation. The internship report will carry 100 marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the fifth semester. It is to be submitted by the date fixed by the College.

The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.

The Head of the organisation imparting training shall furnish a confidential report regarding attendance and an assessment of the performance of every student duly endorsed by the guide from the organisation to the Principal of the College concerned which will be taken into account at the time of final evaluation/viva-voce examination.

Report Content

- History & Structure of the Organisation
- Broad functions of the organisations
- Functions of different departments of the organisation
- Interdepartmental relationship
- Functions of the departments worked in
- Job Description in details
- Practical Gains from the training
- Realisation
- Conclusion

Paper- DSC/CC17: Organization Behaviour

UNIT - I

Concept of organizational Behaviours –scope of organizational psychology– individual differences – intelligence tests – personality tests – nature, types and uses.

UNIT – II

Perception factors affecting. Motivation theories (Maslow, Herzberg, Mc Gregor, X and Y theory) – financial and non financial motivation.

UNIT –III

Job satisfaction – meaning – factors – job simplification- job enlargement – job enrichment – job design – morale – employee – attitude – and behaviour – and their significance to employee productivity quality of work life.

UNIT –IV

Concept of group Dynamics – concept and features of group – types of group behaviour – formal and informal groups – group behaviour – group norms Hawthorne experiment conflict – types of conflict- resolution of conflict.

UNIT –V

Leadership – types – theories (Trait, managerial) organization development –communication – communication network –counselling and guidance.

Suggested Readings:

- 1) Kavita Singh, Organizational Behaviour, Vikas Publications
- 2) Robbins, Timothy Judge, Seema Sanghi, Organizational Behaviour, Stephen Pearson Prentice Hall, 12th edition

- 3) Fred Luthans, Organizational Behaviour, McGraw Hill Inc.
- 4) John Newstrom and Keith Davis, Organizational Behaviour, Tata McGraw Hill, 11th edition

Semester 8

Paper- DSC/CC18: Project & Research Methodology

Project work shall have to be undertaken during sixth semester by every student individually under the guidance of the teacher from the Colleges concerned/external expert in matters relating to the area of study, collection of data, preparation of questionnaire, compilation of data, use of relevant reading materials and presentation of report. Individual Report shall have to submit in two bound and typed copies to the College concerned in the form of a dissertation and duly endorsed by the course-coordinator and the Principal of the College concerned at least fifteen days before the commencement of the University examination. The report shall be jointly evaluated by one internal and one external examiner in a viva-voce examination.

Report Content:

- Introduction
- Objectives
- Study Area
- Research Methodology
- Data Analysis
- Interpretation
- Inference
- Executive Summary
- Conclusion
- Bibliography
- Annexure

