

**Semester 3**

<b>COURSE TITLE</b>	<b>Marketing Management</b>			<b>CREDITS</b>	<b>5</b>
<b>Course Code</b>	<b>FY BFS 301</b>	<b>Course Category</b>	<b>Four-Year UG</b>	<b>L-T-P</b>	<b>4:1:0</b>
	<b>COURSE OUTCOMES</b>				<b>BTL/Mappe d Module</b>
1.	Explain Marketing concepts and determinants.				BTL 2,3/M1
2.	Ability to categorize prices and products.				BTL 2,3,4/M3
3.	Discuss Consumer Behaviour				BTL 2,3/M2
4.	Distinguish varieties of products				BTL 2,3/ M2, M4
5.	Examine the methods of promotion				BTL 2,3/M4
<b>Prerequisites: NIL</b>					
<b>MODULE – 1: INTRODUCTION</b>					
Nature and scope of marketing; Importance of marketing as a business function and in the economy; Marketing concepts – traditional and modern; Selling vs. marketing; Marketing mix; Marketing environment.					12 L
<b>MODULE – 2: Consumer Behaviour and Market Segmentation</b>					
Nature, scope and significance of consumer behaviour; Market segmentation – concepts and importance; Bases for market segmentation					12 L
<b>MODULE – 3: Price</b>					
Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates.					12 L
<b>MODULE – 4: Product</b>					
Concept of product, consumer, and industrial goods; Product planning and development; Packaging – role and functions; Brand name and trade mark; After sales service; Product life cycle concept.					12 L
<b>MODULE – 5: Promotion</b>					
Methods of promotion; Optimum promotion mix; Advertising media – their relative merits and limitations; Characteristics of an effective advertisement; Personal selling; Selling as a career; Classification of a successful sales person; Functions of salesman.					12 L
<b>TOTAL</b>					<b>60Hrs</b>
<b>Tutorial</b>					<b>15 Hrs</b>
<b>TEXT BOOKS</b>					
1	Kotlar Philip and Armstrong Gary, Principles of Marketing; Pearson Education				

2	Arun Kumar: Marketing Management, Vikas
<b>REFERENCE BOOKS</b>	
1	Saxena, Rajan : Marketing Management, Tata McGraw Hill

<b>COURSE TITLE</b>	<b>FINANCIAL ACCOUNTING</b>			<b>CREDITS</b>	<b>5</b>
<b>Course Code:</b>	<b>FY BFS 302</b>	<b>Course Category</b>	<b>Four-Year UG</b>	<b>L-T-P- 4:1:0</b>	
	<b>COURSE OUTCOMES</b>			<b>BTL/Mapped Module</b>	
1.	Demonstrate a critical understanding of the Basics of Accounting and the importance of Double Entry Book Keeping			BTL 2, 3/M1	
2.	Explain the various transactions, preparing Final Accounts and arriving at the net profits			BTL 2,3/M2	
3.	Outline the various concepts like average due date and account current for calculating the debt payments and also reconciling the difference between cash book and pass book			BTL 2,3/M3	
4.	Identify the role of wear and tear in machines and need for replacing the machinery at the appropriate time			BTL 2,3/ M2, M4	
5.	Examine the problems in Single entry and converting it into double entry system			BTL 2,3/M5	
<b>MODULE – 1: DOUBLE ENTRY BOOK KEEPING</b>					
Meaning and scope of Accounting, Basic Accounting Concepts and Conventions, Objectives of Accounting, Accounting Transactions, Double Entry Book Keeping, Journal, Ledger, Preparation of Trial Balance, Preparation of Cash Book					12 L
<b>MODULE – 2: FINAL ACCOUNTS &amp; ACCOUNTS OF NON TRADING CONCERNS</b>					
Preparation of Final Accounts of a Sole Trading Concern, Adjustments, Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations					12 L
<b>MODULE – 3: BANK RECONCILIATION STATEMENT</b>					
Average Due date, Account Current, Bank Reconciliation Statement					12 L
<b>MODULE – 4: DEPRECIATION</b>					
Depreciation, Meaning, Causes, Types, Straight Line Method, Written Down Value Method Insurance Policy Method, Sinking Fund Method & Annuity Method. Insurance claims, Average Clause (Loss of stock & Loss of Profit)					12 L
<b>MODULE – 5: SINGLE ENTRY</b>					
Single Entry, Meaning, Features, Defects, Differences between Single Entry and Double Entry System, Statement of Affairs Method, Conversion Method					12 L
<b>TOTAL</b>					<b>60 Hrs</b>
<b>Tutorial</b>					<b>15 Hrs</b>

**TEXT BOOKS**

1. R.L.Gupta&V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi.
2. Arun Kumar, Financial Management, Khanna Publishing House
3. Jain &Narang, Financial Accounting - Kalyani Publishers - New Delhi.
4. T.S. Reddy &A.Murthy, Financial Accountign - Margham Publications -Chennai.

**REFERENCE BOOKS**

1. Shukls&Grewal, Advanced Accountign – S Chand - New Delhi.
2. P.C. Tulsian, Financial Accounting

S.Parthasarathy and A.Jaffarulla, Financial Accounting - Kalyani Publishers - New Delhi

