

Semester 3

COURSE TITLE	Marketing Management			CREDITS	5
Course Code	FY BFS 301	Course Category	Four-Year UG	L-T-P	4:1:0
	COURSE OUTCOMES				BTL/Mappe d Module
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
Prerequisites: NIL					
MODULE – 1: INTRODUCTION					
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
MODULE – 2: Consumer Behaviour and Market Segmentation					
Nature, scope and significance of consumer behaviour; Market segmentation – concepts and importance; Bases for market segmentation					12 L
MODULE – 3: Price					
Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates.					12 L
MODULE – 4: Product					
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
MODULE – 5: Promotion					
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
TOTAL					60Hrs
Tutorial					15 Hrs
TEXT BOOKS					
1	Kotlar Philip and Armstrong Gary, Principles of Marketing; Pearson Education				

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

COURSE TITLE	FINANCIAL ACCOUNTING			CREDITS	5
Course Code:	FY BFS 302	Course Category	Four-Year UG	L-T-P- 4:1:0	
	COURSE OUTCOMES			BTL/Mapped Module	
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	
MODULE – 1: DOUBLE ENTRY BOOK KEEPING					
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
MODULE – 2: FINAL ACCOUNTS & ACCOUNTS OF NON TRADING CONCERNS					
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
MODULE – 3: BANK RECONCILIATION STATEMENT					
Average Due date, Account Current, Bank Reconciliation Statement					12 L
MODULE – 4: DEPRECIATION					
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
MODULE – 5: SINGLE ENTRY					
Single Entry, Meaning, Features, Defects, Differences between Single Entry and Double Entry System, Statement of Affairs Method, Conversion Method					12 L
TOTAL					60 Hrs
Tutorial					15 Hrs

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

