

**MAHARAJA SUHEL DEV UNIVERSITY
AZAMGARH (U.P.) – 276128, INDIA**



राष्ट्रीय शिक्षा नीति – 2020 आधारित

Choice Based Credit system (C.B.C.S.)

[पाठ्यक्रम : 2024-25]

FACULTY OF COMMERCE

M.COM 2 YEARS FULL PROGRAMME

M.COM 1 YEAR PG PROGRAMME

AFTER 4 YEAR UG PROGRAMME COMPLETION

Prepared By:

Dr. Dinesh Kumar Tiwari

Associate Professor

Dean and Convenor (Commerce)

Faculty of Commerce and Management

D.A.V. P.G. College, Azamgarh (U.P.)

[EFFECTIVE : 2024-25 ONWARDS]

Dr. Dinesh Kumar Tiwari
Dean & Convenor
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Resolution


The meeting of the Board of Studies (BoS) of COMMERCE (UG AND PG PROGRAMME) was held on 15.10.2024 to consider and approve the NEP-2020 FRAMEWORK choice based credit system. Syllabus developed in accordance with G.O. (शासनादेश संख्या-2090/सत्तर-3-2024-09(01)/2023(L4)दिनांक-02.09.2024)

The following were present in the aforementioned meeting:

S. No.	Name	Designation	Capacity
1.	Dr. Dinesh Kumar Tiwari	Associate Professor, Faculty of Commerce and Management, DAV PG College, Azamgarh	Dean & Convenor, Faculty of Commerce and Management.
2.	Prof. Alok Singh	Professor, Faculty of Commerce, Shri Ganesh Rai PG College, Dobhi, Jaunpur	External Member PG (BoS)
3.	Prof. Shivanand Pandey	Professor, Faculty of Commerce, Shri Mahant Ramashray Das PG College, Bhurkuda, Gazipur.	External Member PG (BoS)
4.	Dr. Zubair Ahmad	Asst. Professor, Faculty of Commerce, Shibli National PG College, Azamgarh	Internal Member PG (BoS)
5.	Shri. Chandan Kumar Gautam	Asst. Professor, Faculty of Commerce, DAV PG College, Azamgarh	Internal Member PG (BoS)
6.	Shri. Pran Nath Singh Yadav	Asst. Professor, Faculty of Commerce, Rajkiya PG College, Ahiraula, Azamgarh	Internal Member UG (BoS)
7.	Dr. Dilip Kumar Verma	Asst. Professor, Faculty of Commerce, Rajkiya PG College, Ahiraula, Azamgarh	Internal Member UG (BoS)

After a detailed discussion, the BoS of COMMERCE (UG AND PG PROGRAMME) unanimously approved the proposed curriculum and syllabus for COMMERCE (UG AND PG PROGRAMME). It is further recommended that it may be implemented as per the guidelines of the National Education Policy, 2020 from 2024-25 onwards.




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**Department of Higher Education
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COURSE:M.COM ONLY 1 YEAR PROGRAMME, 2 SEMESTER, AFTER 4 YEAR UG PROGRAMME(FOR MSD UNIVERSITY, AZAMGARH)

Year-wise Titles of the Papers In PG Commerce (M.Com.)

Year	Semester	Papers	Course Code	Paper Title	Theory/Practical	Marks	Credits	
		(COMPULSORY)						
	I	1	C010901T	Management Information System	Theory	(25+75)	4	
		2	C010902T	Financing of Micro, Small and Medium Enterprise	Theory	(25+75)	4	
		3	C010903T	Advertising and Sales Management	Theory	(25+75)	4	
		(CHOOSE ANY ONE)						
		4	C010904T	Theory and Practice of Marketing	Theory	(25+75)		
		5	C010905T	Research Methodology	Theory	(25+75)	4	
		(RESEARCH PROJECT)						
		6	C010906R	Research Project	Compulsory		4	
		(COMPULSORY)						
1	II	1	C011001P	Comprehensive Viva	Practical	100	4	
		(CHOOSE ANY ONE)						
		GROUP A :- FINANCE						
		2	C011002T	Security Analysis and Portfolio Management	Theory	(25+75)	4	
		3	C011003T	Financial institutions and Markets	Theory	(25+75)	4	
		4	C011004T	Financial Risk Management	Theory	(25+75)	4	
		GROUP B :- MARKETING						
		5	C011005T	Consumer Behaviour and Marketing Research	Theory	(25+75)	4	
		6	C011006T	Consumer Rights and Education	Theory	(25+75)	4	
		7	C011007T	Rural and Agricultural Marketing	Theory	(25+75)	4	
	(RESEARCH PROJECT)							
		8	C011008R	Research Project	Compulsory	100	4	

Note:

*Candidates who have completed the B.Com (Hons.) 4-year, 8-semester programme shall choose **Research Methodology** as their elective Semester 1 of M.Com.

Candidates who have completed the B.Com (Hons. with Research) 4-year, 8-semester programme shall choose **Theory and Practice of Marketing as their elective in Semester 1 of M.Com.

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COURSE: M.COM (1 YEAR PG PROGRAMME) (FOR MSD UNIVERSITY, AZAMGARH)

Programme: M.Com (1 year PG Programme)	Year: First	Semester: First
Subject: Commerce		Paper: I
Course Code: C010901T	Course Title: Management Information System	
Course Outcome: To acquaint the students with the basics of Information technology and related aspects.		
Credits: 4	Core Compulsory/Elective: Compulsory	
Max. Marks: (25+75) Minimum Marks: 25 out of 75 (External Marks)	Total Minimum Passing Marks = 33 out of 100 marks	
Total Number of Lectures: 60		

UNIT	TOPICS	NO. OF LECTURES
1	Introduction: Meaning, Definition, Characteristics and Importance of MIS; Elements of MIS; Information at Different Levels of Management; Nature of Reports at Different Levels of Management; MIS Planning; MIS Structure; MIS Classification; MIS and Decision Making; Advantages and Disadvantages of MIS.	12
2	MIS and System Analysis: System Concepts; Types of System; Principles of System and Subsystems; Organization as a System; System Approach; Meaning, Nature, Function and Principles of System Analysis; Data Flow Diagrams,; Data Dictionary; Analysis of MIS.	12
3	MIS and System Design: System Design Concept; Principles of System Design; Input and Output Designing; Relevant Information Needs in MIS Design; Conceptual System Design; Detailed System Designing; Implementation; MIS Installation and Evaluation.	12
4	Major Management Information System to Business: Accounting and Financial Information System; Production and Operations Information System; Marketing Information System; Personnel Information System and theirs Integration with other Information Systems; Other Information Systems.	12
5	Data Communication and Evaluation in MIS: Data Communication; Channels of Communication; Communication Hardware; Modes of Communication Networks; Communication Networks in India; Telecommunication; MIS Evaluation-Cost-Benefit Analysis; Critical Appraisal of MIS.	12

Suggested Readings:

1. Louden & Louden, "Management Information System", Prentice Hal.
2. Banerjee, U. K., & Sachdeva, R. K., "Management Information System: A New Frame Work" Vikas Publishing House, New Delhi.
3. Gupta, A.K., "Management Information System", S. Chand Co. Ltd.
4. Jindal Aman, "Management Information System", Kalyani Publishers.
5. Kanter Jerome, "Management Oriented MIS", Prentice Hall.




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COURSE: M.COM (1 YEAR PG PROGRAMME) (FOR MSD UNIVERSITY, AZAMGARH)

Programme: M.Com (1 year PG Programme)	Year: First	Semester: First
Subject: Commerce		Paper: II
Course Code: C010902T	Course Title: Research Methodology	
Course Outcome: The objective of the course is to impart basic understanding and steps involved in a good research. Students should understand research design, sampling and report writing.		
Credits: 4	Core Compulsory/Elective: Compulsory	
Max. Marks: (25+75) Minimum Marks: 25 out of 75 (External Marks)	Total Minimum Passing Marks = 33 out of 100 marks	
Total Number of Lectures: 60		

UNIT	TOPICS	NO. OF LECTURES
1	Introduction: Nature, Scope and Significance of Business Research Methodology, Methods of Research, Research- Process, Types of research design, Characteristics of socio-economic research.	12
2	Research Problem: Selection and formulation of research Problems, Defining the Scope and Significance.	12
3	Collection of Data: Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Types of Data: Secondary and Primary, Various Methods of Collection of Data, Preparation of Questionnaire and Schedule, Precautions in Preparation of Questionnaire and Collection of Data.	12
4	Analysis of Data: Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams used in Data Analysis, Bar and Pie Diagrams and their Significance, Use of SPSS in Data Analysis, Application and Analysis of Variance (ANOVA).	12
5	Interpretation of Data and Preparation of Report: Different statistical techniques of data analysis, Interpretation, Report Writing, Presentation, Footnotes, References, Bibliography, Appendices.	12

Suggested Readings:

1. Kothari, C.R., "Research Methodology: Methods & Techniques", New Age International Publishers, New Delhi.
2. Chawla, Deepak & Sodhi, Neena, "Research Methodology: Concepts & Cases", Vikas Publishing House, New Delhi.
3. .Jhalacherya, KD., "Research Methodology", Excel Books

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Programme: M.Com (1 year PG Programme)	Year: First	Semester: First
Subject: Commerce		Paper: III
Course Code: C010903T	Course Title: ADVERTISING AND SALES MANAGEMENT	
Course Outcome: This course aims to familiarize the student with the basic principles of advertising, introduction to media involved and sales management.		
Credits: 4	Core Compulsory/Elective: Compulsory	
Max. Marks: (25+75) Minimum Marks: 25 out of 75 (External Marks)	Total Minimum Passing Marks = 33 out of 100 marks	
Total Number of Lectures: 60		

UNIT	TOPICS	NO. OF LECTURES
1	Advertising Management and Media - Concept, Scope, Importance in business, Role of Advertising in Social and Economic Development of India, Legal, Ethical and Social aspects of advertising. Advertising Media: Print media, broadcasting media; Non-media advertising; media planning and scheduling; Advertising on internet; Media selection decisions.	12
2	Measuring Advertising Effectiveness: Meaning advertising agency-client relationship; Promotional scene in India; Techniques for testing advertising effectiveness.	12
3	Selling: Concept, objectives and functions of sales management; Fundamentals of selling; Selling process; Salesmanship; Product and customer knowledge. Sales Planning: Importance and types of sale planning, sales planning process; Sales forecasting; Determining sales territories, sales quotas, and sales budget.	12
4	Sales Organisation and Sales force Management: Setting up a sales organisation: Planning process; Principles of determining sales organisation. Sales force Management: Estimating manpower requirements for sales department; Planning for manpower-recruitment and selection, training and development, placement and induction, motivating sales force; Leading the sales force.	12
5	Control Process: Analysis of sales volume, costs and profitability; managing expenses of sales personnel; Evaluating sales force performance.	12

Suggested Readings:

1. S.A. Chunawalla – Advertising, Sales and Promotion Management – Himalaya Publishing House
2. Philip Kotler, Kevin Lane Keller, and Abraham Koshy – Marketing Management – Pearson Education
3. Kruti Shah and Alan D'Souza – Advertising and Promotions: An IMC Perspective – McGraw Hill Education
4. S.H.H. Kazmi and Satish Batra – Advertising and Sales Promotion – Excel Books
5. C.L. Tyagi and Arun Kumar – Advertising Management – Atlantic Publishers




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Programme: M.Com (1 year PG Programme)	Year: First	Semester: First
Subject: Commerce		Paper: IV
Course Code: C010904T	Course Title: Theory And Practices Of Marketing	
Course Outcome: This course aims to familiarize the student, with the basic principles of marketing and various marketing approaches.		
Credits: 4	Core Compulsory/Elective: Elective	
Max. Marks: (25+75) Minimum Marks: 25 out of 75 (External Marks)	Total Minimum Passing Marks = 33 out of 100 marks	
Total Number of Lectures: 60		

UNIT	TOPICS	NO. OF LECTURES
1	Introduction to Marketing: Definition, nature, scope & importance of Marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing.	12
2	Market segmentation: Concept, basis of segmentation, its Importance in marketing; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.	12
3	Marketing Mix: Product - Product Mix, New Product development, types of product, Product life cycle, Branding and packaging. Distribution - Concept, importance, different types of distribution channels.	12
4	Marketing Mix: Price - Meaning, objective, factors influencing pricing, methods of pricing. Promotion - Promotional mix, tools, objectives, media selection & management.	12
5	Marketing Research: Importance, Process & Scope. Marketing Information System: Meaning, Importance and Scope. Consumer Behaviour: Concept, Importance and factors influencing consumer Behaviour.	12

Suggested Readings:

1. Philip Kotler and Kevin Lane Keller – Marketing Management – Pearson Education
2. Ramaswamy V.S. and Namakumari S. – Marketing Management: Global Perspective Indian Context – McGraw Hill Education
3. Michael J. Baker – The Marketing Book – Routledge
4. Paul Baines, Chris Fill, and Kelly Page – Marketing: Principles and Practice – Oxford University Press
5. S. Neelamegham – Marketing in India: Cases and Readings – Vikas Publishing House

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Programme: M.Com (1 year PG Programme)	Year: First	Semester: First
Subject: Commerce		Paper: V
Course Code: C010905T	Course Title: Financing Of Micro, Small & Medium Enterprises	
Course Outcome: To understand the setting up and management of MSMEs and initiatives of Government and other institutions support for growth and development of MSMEs.		
Credits: 4	Core Compulsory/Elective: Elective	
Max. Marks: (25+75) Minimum Marks: 25 out of 75 (External Marks)	Total Minimum Passing Marks = 33 out of 100 marks	
Total Number of Lectures: 60		

UNIT	TOPICS	NO. OF LECTURES
1	Introduction for Small and Medium Entrepreneurship (SME): Concept & Definition. Role of Business in the modern Indian Economy SMEs in India. Employment and export opportunities in MSMEs. Issues and challenges of MSMEs.	12
2	Setting of SMEs': Identifying the Business opportunity, Business opportunities in various sectors, formalities for setting up an enterprise - Location of Enterprise steps in setting up an enterprise – environmental aspects in setting up, incentives and subsidies, rural entrepreneurship – women entrepreneurship.	12
3	Institutions supporting MSMEs: Forms of Financial support, Long term and Short term financial support, Sources of Financial support, Development Financial Institutions, Investment Institutions, Central level institutions, State level institutions, Other agencies, Commercial Bank - Appraisal of Bank for loans. Institutional aids for entrepreneurship development - Role of DST, SIDCO, NSIC, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance bureaus.	12
4	Management of MSME: Management of Product Line; Communication with clients - Credit Monitoring System - Management of NPAs - Restructuring, Revival and Rehabilitation of MSME, Problems of entrepreneurs - sickness in SMI - Reasons and remedies — Evaluating entrepreneurial performance.	12
5	Role of Government in promoting Entrepreneurship: MSME policy in India, Agencies for Policy Formulation and Implementation: District Industries Centres (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB)- objectives. Government Schemes from MSME Subsidies Support on ISO Certification & skills upgradation- Special Benefits of imports and exports- state government support on Industrial Infrastructure-GST and its exemptions.	12

Suggested Readings:

1. K. Sudarsan Rao – Financing of Small Scale Industries – Himalaya Publishing House
2. P. Saravanavel – Entrepreneurship Development: Principles, Policies, and Programmes – Ess Pee Kay Publishing House
3. S.S. Khanka – Entrepreneurial Development – S. Chand Publishing
4. Lall Madhurima and Sahai Shikha – Entrepreneurship – Excel Books
5. Vasant Desai – Small Scale Industries and Entrepreneurship – Himalaya Publishing House

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COURSE: M.COM (1 YEAR PG PROGRAMME) (FOR MSD UNIVERSITY, AZAMGARH)

Programme: M.Com (1 year PG Programme)	Year: First	Semester: Second
Subject: Commerce		Paper: II
Course Code: C011002T	Course Title: Security Analysis And Portfolio Management	
Course Outcome: To impart knowledge to students regarding the theory and practice of Security Analysis and Portfolio Management.		
Credits: 4	Core Compulsory/Elective: Elective (GROUP-A FINANCE)	
Max. Marks: (25+75) Minimum Marks: 25 out of 75 (External Marks)	Total Minimum Passing Marks = 33 out of 100 marks	
Total Number of Lectures: 60		

UNIT	TOPICS	NO. OF LECTURES
1	Investments: Nature and scope of investment analysis, elements of investment, avenues of investment, approaches to investment analysis, Concept of return and risk, Security return and risk analysis, measurement of return and risk. Financial Assets: Types and their characteristics, sources of financial information. Security Markets: Primary and Secondary market ; Primary market-role, functions and methods of selling securities in primary market ; Allotment procedure; New financial instruments.	12
2	Risk and Return Relationship in Investment: Risk-Return-Different types - Risk Measurement - Total Risk- Systematic Risk- Use of Beta, Va relance - Computation of Risk and Return- Risk Premium -Expected Return -Risk Return Trade Off	12
3	Valuation of Securities: Valuation of Bonds - methods of estimating Bond returns - Valuation of shares - discounted dividend models - PE ratio multiplier Model.	12
4	Security Analysis: Fundamental analysis - Economy analysis- Industry Analysis - company analysis. Technical analysis - Dow Theory - Elliot Wave Theory - Chart patterns-Mathematical indicators. Efficient Market Hypothesis - weak form - semi strong form - strong form - tests of efficient market hypothesis.	12
5	Portfolio Management: Portfolio Management, Portfolio Selection and its Models. Markowitz Portfolio Theory. Efficient Frontier, Capital Market Theory: CAPM Single Index Model; Portfolio Total Risk (Risk and Return Analysis). Portfolio Market Risk and Unique Risk, Capital Market line and Security Market Lines, Portfolio Performance Evaluation: Measurement of Risk & Return, Evaluation Criteria and Procedures.	12

Suggested Readings:

1. Prasanna Chandra – Investment Analysis and Portfolio Management – McGraw Hill Education
2. Donald E. Fischer and Ronald J. Jordan – Security Analysis and Portfolio Management – Pearson Education
3. Reilly Frank K. and Keith C. Brown – Investment Analysis and Portfolio Management – Gengage Learning
4. V.K. Bhalla – Investment Management: Security Analysis and Portfolio Management – S. Chand Publishing
5. S. Kevin – Security Analysis and Portfolio Management – PHI Learning

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COURSE: M.COM (1 YEAR PG PROGRAMME) (FOR MSD UNIVERSITY, AZAMGARH)

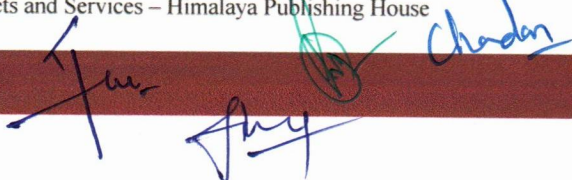
Programme: M.Com (1 year PG Programme)	Year: First	Semester: Second
Subject: Commerce		Paper: III
Course Code: C011003T	Course Title: Financial Institutions and Market	
Course Outcome: The basic purpose of this course is to develop a broad understanding of the various markets comprising the Indian Financial System in a global context and the roles played by various institutions in the functioning of this system.		
Credits: 4	Core Compulsory/Elective: Elective (GROUP-A FINANCE)	
Max. Marks: (25+75) Minimum Marks: 25 out of 75 (External Marks)	Total Minimum Passing Marks = 33 out of 100 marks	
Total Number of Lectures: 60		

UNIT	TOPICS	NO. OF LECTURES
1	Introduction: Nature and role of financial system and financial markets; Financial system and economic development; Indian financial system-an overview Baud Bandwidths. Financial Markets: Money and capital markets; Money market instruments-call money, treasury bills, certificates of deposits, commercial bills, trade bills etc; Recent trends in India money market; Capital market-primary and secondary markets. Markets for derivatives: General features of forwards, futures, forwards vs. futures, options, swaps, types of swaps.	12
2	Exchange Rates & Currency Markets : Concept of exchange rates; Determinants of exchange rates; Devaluation; Depreciation; Devaluation vs. depreciation; International financial flows; Types of risks; Risk hedging and futures; Risk and financial assets; Criteria to evaluate assets; Return on assets; Theories of the level of interest rates: Classical theory, loanable funds theory, Keynesian theory, Relationship between long-term & short-term rates; Appropriate interest rates policy.	12
3	Financial Institutions And Credit Policies : Meaning, functions, role financial institutions; Impact of credit crisis on financial institutions; Reserve Bank of India: Functions, role, organisation & management; Aims and objectives of the monetary policy of RBI, effectiveness of monetary policy; Credit creation and its control; Profitability and efficiency of banks; Commercial banks: Nature, types, functions, banking innovation; Regional rural banks: Functions, purpose.	12
4	Development And Investment Banking: Development banks – role, functions, development of financial institutions – IFCI, IDBI, IDFC, EXIM, NABARD, ICICI, lending operations of World Bank and its affiliates – working of IDA, IFC and ADB, non-banking Financial institutions – types, features, roles, and growth of investment companies, hire purchase companies, lease, finance, housing finance, merchant banks, venture capital funds.	12
5	Interest rate structure – determinants of interest, rate, structure, different interest rates.	12

Suggested Readings:

1. L.M. Bhole and Jitendra Mahakud – Financial Institutions and Markets: Structure, Growth, and Innovations – McGraw Hill Education
2. M.Y. Khan – Indian Financial System – McGraw Hill Education
3. H.R. Machiraju – Indian Financial System – Vikas Publishing House
4. Clifford Gomez – Financial Markets, Institutions, and Financial Services – PHI Learning
5. E. Gordon and K. Natarajan – Financial Markets and Services – Himalaya Publishing House


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Programme: M.Com (1 year PG Programme)	Year: First	Semester: Second
Subject: Commerce		Paper: IV
Course Code: C011004T	Course Title: Financial Risk Management	
Course Outcome: The Basic purpose of the course is to acquaint the participants with the principles and practises of financial risk management to deal with financial risk faced by large institutions.		
Credits: 4	Core Compulsory/Elective: Elective (GROUP-A FINANCE)	
Max. Marks: (25+75) Minimum Marks: 25 out of 75 (External Marks)	Total Minimum Passing Marks = 33 out of 100 marks	
Total Number of Lectures: 60		

UNIT	TOPICS	NO. OF LECTURES
1	Introduction to Financial Risk: Value Creation and Risk Management. Types of risks faced by modern organisations. Nature, sources and measures of financial risks.	12
2	Management of Market Risks: Concept of Market Risk. Sources of market risks. Measures of market risk. Value at Risk. Risk Metrics Approach. Historic Simulations. Monte Carlo Simulations. Portfolio Risk Measure. Portfolio Risk Budgeting. Stress Testing and Back Testing. Capital Charges.	12
3	Management of Credit Risks: Concept of Credit Risk. Individual Loan Risks. Measurement of Credit Risk. Default Risk Models. Loan Portfolio and Concentration Risk. Credit Ratings. Credit Derivatives. Capital Charges.	12
4	Management of Other Institutional Risks: Other types of financial risks faced by the institutions. Measures and handling of Off Balance-sheet risks, foreign exchange risks, sovereign risk, liquidity risk, technology and other operational risks. Risk hedging and management. Capital charges.	12
5	Enterprise Risk Management: Concept of Enterprise Risk Management (ERM). Principal terms in Enterprise Risk Management. Integrated Approach to Risk Management. Framework for risk management and control. Risk frameworks under regulatory environments.	12

Suggested Readings:

1. John C. Hull – Risk Management and Financial Institutions – Wiley
2. Philippe Jorion – Financial Risk Manager Handbook – Wiley
3. Rene M. Stulz – Risk Management and Derivatives – Cengage Learning
4. C.K. Venkata Ramana – Financial Risk Management – Himalaya Publishing House
5. Steve L. Allen – Financial Risk Management: A Practitioner's Guide to Managing Market and Credit Risk – Wiley

Prof. Anil Chandra


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Programme: M.Com (1 year PG Programme)	Year: First	Semester: Second
Subject: Commerce		Paper: V
Course Code: C011005T	Course Title: Consumer Behaviour and Marketing Research	
Course Outcome: The course aims to understand the complexities of consumer needs and perceptions and translate them into effective Marketing Strategies. The course will be focusing on the elementary knowledge of Marketing Research as well.		
Credits: 4	Core Compulsory/Elective: Elective (GROUP-B MARKETING)	
Max. Marks: (25+75) Minimum Marks: 25 out of 75 (External Marks)	Total Minimum Passing Marks = 33 out of 100 marks	
Total Number of Lectures: 60		

UNIT	TOPICS	NO. OF LECTURES
1	Introduction: Nature, Importance, and Scope of Consumer Behaviour; Application of Consumer Behaviour in Marketing. Determinants of Consumer Behaviour, changing profile of Indian Consumers.	12
2	Individual Determinants of Consumer Behaviour: Needs and Motivation, Perception, Learning and learning theories, Attitude and attitude change, Personality and Life Style	12
3	External Determinants of Consumer Behaviour: Group Dynamics, Reference Groups and their Influence, Family- Role and Functions. Social class, Culture and sub- Culture, Cross Cultural understanding of Consumer Behaviour.	12
4	Consumer Decision Making Process, Models of Consumer Behaviour: Nicosia; Howard- Sheth; Engle; Kollat and Blackwell Models, Business buying behaviour.	12
5	Introduction to Marketing Research: Meaning of Marketing Research, Types of Marketing Research, Importance; customer insight, Ethics, Structure of marketing Research, Marketing Research Process.	12

Suggested Readings:

1. Schiffman Leon G. and Kanuk Leslie Lazar – Consumer Behavior – Pearson Education
2. S. Ramesh Kumar – Consumer Behaviour: The Indian Context (Concepts and Cases) – Pearson Education
3. David L. Loudon and Albert J. Della Bitta – Consumer Behavior: Concepts and Applications – McGraw Hill Education
4. G.C. Beri – Marketing Research – McGraw Hill Education
5. Naresh K. Malhotra – Marketing Research: An Applied Orientation – Pearson Education

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Programme: M.Com (1 year PG Programme)	Year: First	Semester: Second
Subject: Commerce		Paper: VI
Course Code: C011006T	Course Title: Consumer Rights And Education	
Course Outcome: To provide students with an understanding of the consumer movement, his rights, protection Act etc in order to aware consumer and safeguard his interests.		
Credits: 4	Core Compulsory/Elective: Elective (GROUP-B MARKETING)	
Max. Marks: (25+75) Minimum Marks: 25 out of 75 (External Marks)	Total Minimum Passing Marks = 33 out of 100 marks	
Total Number of Lectures: 60		

UNIT	TOPICS	NO. OF LECTURES
1	Consumer Movement in India Profile of Indian Consumer -Problems of Indian Consumers - Consumerism-ill effects of consumerism/Limitation of 'Buyer Beware' concept.	12
2	Right of Consumers- Responsibilities of Consumers -Consumer Education & awareness building -unfair trade practices -Caveat emptor.	12
3	Consumer Protection Act- Main Provisions -Redressal forums -District Level - State Level and National Level -Powers & Functions -Filing of Complaints Procedure Regulatory Authorities & OMBUDSMAN.	12
4	Consumer pressure groups- voluntary consumer organizations-Consumer Protection Councils Remedy & Redressal of Grievances -Legal and non-legal.	12
5	Consumer satisfaction and social Responsibility of Business - Consumer Communication - ethics in advertisement- Consumer care mechanism in Private and Public Sector	12

Suggested Readings:

1. Suresh Misra and Sapna Chadah – Consumer Protection in India: Issues and Concerns – IIPA, New Delhi
2. P.K. Majumdar – Law of Consumer Protection in India – Orient Publishing
3. Gautam Bhatia – Consumer Rights in India – LEXISNEXIS
4. Rajyalaxmi Rao – Consumer is King: How to Unleash the Power of Your Money – Universal Law Publishing
5. M. J. Antony – Consumer Rights – Concept Publishing Company

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Azamgarh

**Department of Higher Education
U.P. Government Lucknow
National Education Policy – 2020**

COURSE: M.COM (1 YEAR PG PROGRAMME) (FOR MSD UNIVERSITY, AZAMGARH)

Programme: M.Com (1 year PG Programme)	Year: First	Semester: Second
Subject: Commerce		Paper: VII
Course Code: C011007T	Course Title: Rural And Agricultural And Marketing	
Course Outcome: To provide students with an understanding of the Indian rural marketing environment and enable students to plan products and strategies that would help in overcoming the challenges of rural markets..		
Credits: 4	Core Compulsory/Elective: Elective (GROUP-B MARKETING)	
Max. Marks: (25+75) Minimum Marks: 25 out of 75 (External Marks)	Total Minimum Passing Marks = 33 out of 100 marks	
Total Number of Lectures: 60		

UNIT	TOPICS	NO. OF LECTURES
1	Introduction- Definition, Scope of Rural Marketing, Concepts, Components of Rural Markets, Rural versus Urban Markets, Rural Market in India - size and scope, Factors contributing to Growth of Rural Markets.	12
2	Rural Consumer behaviour- Characteristics of rural consumers, Occupation and Income, Economic circumstances, Lifestyle, Consumer buying behaviour models, Factors affecting Rural Consumer Behaviour, Consumer Buying Process	12
3	Rural Marketing Environment- Rural Environment, Occupation Pattern, Expenditure Pattern, Rural Demand and Consumption Pattern, Rural Markets Segmentation, Targeting and Positioning strategies, Four As' of Rural Marketing Mix.	12
4	Product and Pricing - Classification of products and services in Rural marketing, Rural marketing of MCG's and consumer durable – issues and challenges, importance of branding, packaging, and labelling, new product launch techniques for rural markets, Nature of Competition in Rural Markets, Pricing Strategies in Rural Markets.	12
5	Distribution and Communication - Accessing Rural Markets, Channels of Distribution, Prevalent Rural Distribution Models, Emerging Distribution Models, Rural Retail System, Rural Communication strategy, Rural Media, Advertising and promotion strategies for rural markets, Challenges in Rural Communication.	12

Suggested Readings:

1. T.P. Gopaldaswamy – Rural Marketing: Environment, Problems, and Strategies – Vikas Publishing House
2. C.S.G. Krishnamacharyulu and Lalitha Ramakrishnan – Rural Marketing: Text and Cases – Pearson Education
3. Sukhpal Singh – Rural Marketing: Focus on Agricultural Inputs – Vikas Publishing House
4. Philip Kotler, John A. Roberts, and Prafulla Agnihotri – Rural Marketing – Pearson Education
5. Balram Dogra and Karminder Ghuman – Rural Marketing: Concepts and Practices – McGraw Hill Education

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