

## **TYBCOM SEM 5 COMMERCE PAPER V (MARKETING) SYLLABUS**

### **Chapter 1 – Introduction to Marketing**

- a) Marketing, Concept, Features, Importance, Functions, Evolution, Strategic v/s. Traditional Marketing
- b) Marketing Research – Concept, Features, Process Marketing Information System – Concept, Components  
Data Mining – Concept, Importance
- c) Consumer Behaviour – Concept, Factors Influencing Consumer Behaviour  
Market Segmentation – Concept, Benefits, Bases of Market Segmentation  
Customer Relationship Management – Concept, Techniques  
Market Targeting – Concept, Five Patterns of Target Market Selection

### **Chapter 2 – Marketing Decisions – I**

- a) Marketing Mix – Concept  
Product – Product Decision Areas  
Product Life Cycle – Concept, Managing Stages of PLC  
Branding – Concept, Components  
Brand Equity – Concept, Factors Influencing Brand Equity
- b) Packaging – Concept, Essentials of a Good Package  
Product Positioning – Concept, Strategies of Product Positioning  
Service Positioning – Importance and Challenges
- c) Pricing – Concept, Objectives, Factors Influencing Pricing, Pricing Strategies

### **Chapter 3 – Marketing Decisions – II**

- a) Physical Distribution – Concept, Factors Influencing Physical Distribution, Marketing Channels (Traditional and Contemporary Channels)  
Supply Chain Management – Concept, Components of SCM
- b) Promotion – Concept, Importance, Elements of Promotion Mix  
Integrated Marketing Communication (IMC) – Concept, Scope, Importance
- c) Sales Management – Concept, Components, Emerging Trends in Selling  
Personal Selling – Concept, Process of Personal Selling, Skill sets required for Effective Selling

### **Chapter 4 – Key Marketing Dimensions**

- a) Marketing Ethics – Concept, Unethical Practices in Marketing, General Role of Consumer Organisations  
Competitive Strategies for Market Leader, Market Challenger, Market Follower and Market Nicher
- b) Rural Marketing – Concept, Features of Indian Rural Market, Strategies For Effective Rural Marketing  
Digital Marketing – Concept, Trends in Digital Marketing  
Green Marketing – Concept, Importance
- c) Challenges Faced by Marketing Managers in 21st Century



Careers in Marketing – Skill sets required for Effective Marketing  
Factors contributing to Success of Brands in India with Suitable Examples  
Reasons for Failure of Brands in India with Suitable Examples

## **TYBCOM SEM 6 COMMERCE PAPER VI (HUMAN RESOURCE MANAGEMENT) SYLLABUS**

### **Chapter 1 – Human Resource Management**

- a) Human Resource Management – Concept, Functions, Importance, Traditional v/s Strategic Human Resource Management
- b) Human Resource Planning – Concept, Steps in Human Resource Planning  
Job Analysis – Concept, Components  
Job Design – Concept, Techniques
- c) Recruitment – Concept, Sources of Recruitment  
Selection – Concept, Process, Techniques of E-Selection

### **Chapter 2 – Human Resource Development**

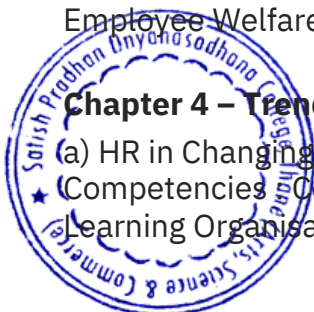
- a) Human Resource Development – Concept, Functions  
Training – Concept, Process of Identifying Training and Development Needs, Methods of Training and Development (Apprenticeship, Understudy, Job Rotation, Vestibule Training, Case Study, Role Playing, Sensitivity Training, In Basket Management Games)  
Evaluating Training Effectiveness – Concept, Methods
- b) Performance Appraisal – Concept, Benefits, Limitations, Methods  
Potential Appraisal – Concept, Importance
- c) Career Planning – Concept, Importance  
Succession Planning – Concept, Need  
Mentoring – Concept, Importance  
Counselling – Concept, Techniques

### **Chapter 3 – Human Relations**

- a) Human Relations – Concept, Significance  
Leadership – Concept, Transactional and Transformational Leadership  
Motivation – Concept, Theories of Motivation (Maslow's Need Hierarchy Theory, Vroom's Expectancy Model, McGregor's Theory X and Theory Y, Pink's Theory of Motivation)
- b) Employees Morale – Concept, Factors Affecting Morale, Measurement of Employee Morale  
Emotional Quotient and Spiritual Quotient – Concept, Factors Affecting EQ and SQ
- c) Employee Grievance – Causes, Procedure for Grievance Redressal  
Employee Welfare Measures and Healthy and Safety Measures

### **Chapter 4 – Trends in Human Resource Management**

- a) HR in Changing Environment :  
Competencies – Concept, Classification  
Learning Organisation – Concept, Creating an Innovative Organisation



Innovation Culture – Concept, Need, Managerial Role  
b) Trends in Human Resource Management :  
Employee Engagement – Concept, Types  
Human Resource Information System (HRIS) – Concept, Importance  
Changing Pattern of Employment  
c) Challenges in Human Resource Management :  
Employee Empowerment, Workforce Diversity, Attrition, Downsizing,  
Employee Absenteeism, Work Life Balance, Sexual Harassment at Work  
Place, Domestic and International HR Practices, Millennial (Gen Y)  
Competency Mapping

