



BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI 620 024

(Applicable to the candidates admitted from the academic year 2016 -2017 onwards)

B.Com Programme – Course Structure under CBCS

Sem.	Part	Course	Ins. Hrs	Credit	Exam Hours	Marks		Total
						Int.	Ext.	
I	I	Language Course – I (LC) – Tamil*/Other Languages +#	6	3	3	25	75	100
	II	English Language Course - I (ELC)	6	3	3	25	75	100
	III	Core Course – I (CC) Principles of Accountancy	6	5	3	25	75	100
		Core Course – II (CC) Marketing	6	5	3	25	75	100
		Allied Course –I (AC) Business Management	4	3	3	25	75	100
	IV	Value Education	2	2	3	25	75	100
	Total			30	21			
II	I	Language Course – II (LC) - Tamil*/Other Languages +#	6	3	3	25	75	100
	II	English Language Course – II (ELC)	6	3	3	25	75	100
	III	Core Course – III(CC) Business Accounting	6	5	3	25	75	100
		Core Course – IV (CC) Banking Theory Law & Practice	6	5	3	25	75	100
		Allied Course – II Business Economics	4	3	3	25	75	100
		Environmental Studies	2	2	3	25	75	100
Total			30	21				600

III	I	Language Course – III (LC) Tamil*/Other Languages +#	6	3	3	25	75	100	
	II	English Language Course - III (ELC)	6	3	3	25	75	100	
	III	Core Course – V (CC) Partnership Accounts	6	5	3	25	75	100	
		Core Course – VI (CC) Business Law	6	5	3	25	75	100	
		Allied Course – III(AC) Business Communication	4	3	3	25	75	100	
	IV	Non Major Elective I – for those who studied Tamil under Part I a. Basic Tamil for other language students b. Special Tamil for those who studied Tamil upto 10th +2 but opt for other languages in degree programme A) Personal Investment (or) B) Elements of Insurance	2	2	3	25		100	
	Total		30	21				600	
	IV	I	Language Course –IV (LC) Tamil*/Other Languages +#	6	3	3	25	75	100
		II	English Language Course – IV (ELC)	6	3	3	25	75	100
		III	Core Course – VII (CC) – Cost Accounting	5	5	3	25	75	100
Core Course - VIII (CC)- Business Tools for Decision making			5	5	3	25	75	100	
Allied Course – IV (AC) Company Law			4	3	3	25	75	100	
IV		Non Major Elective II – for those who studied Tamil under Part I a. Basic Tamil for other language students b. Special Tamil for those who studied Tamil upto 10 th +2 but opt for other languages in degree programme A) Introduction to Accountancy (or) B) Salesmanship	2	2	3	25	75	100	
V		Skill Based Elective I	2	2	3	25	75	100	
TOTAL		30	23				700		

V	III	Core Course – IX (CC) Corporate Accounting	5	5	3	25	75	100
		Core Course – X (CC) Auditing	5	5	3	25	75	100
		Core Course – XI (CC) Computer Application in Business	5	5	3	25	75	100
		Core Course – XII (CC) Management Accounting	5	5	3	25	75	100
		Major Based Elective – I A) Entrepreneurial Development (or) B) International Marketing	4	3	3	25	75	100
	IV	Skill Based Elective – II	2	2	3	25	75	100
	IV	Skill Based Elective – III	2	2	3	25	75	100
		Soft Skills Development	2	2	3	25	75	100
		Total	30	29				800
VI	III	Core Course – X III (CC) Financial Management	6	5	3	25	75	100
		Core Course – XIV (CC) Income Tax Theory Law & Practice	6	5	3	25	75	100
		Core Course – XV (CC) Financial Services	6	5	3	25	75	100
		Major Based Elective II A) Human Resource Management (or) B) Service Marketing	5	4	3	25	75	100
		Major Based Elective III A) Insurance Management (or) B) Investment Management	6	4	3	25	75	100
	V	Extension Activities**		1	-	-	-	-
		Gender Studies	1	1	3	25	75	100
		Total	30	25				600
		Grand Total	180	140	-	-	-	3900

CORE COURSE – II

MARKETING

Objectives : To enable the students to gain knowledge about marketing and its promotional aspects.
(Theory only)

Unit I

Marketing - Evolution – Definition- classification- objectives- selling vs. marketing – Marketing a science or art? - Modern Concept of marketing – role of marketing in economic development
Functions – buying- selling - transportation – warehousing – standardization – Grading – Packaging- ISO Series and AGMARK - ISI.

Unit II

Buyer's behaviour – Buying motive – Market segmentation - Product - Features - Classification - New Product Planning and Development - Product Mix - Product Life Cycle - Branding – **Brand Loyalty and Equity.**

Unit III

Pricing - Objectives - Factors - Methods and strategies. Channels of Distribution – Wholesaler and Retailer – Services rendered by them.

Unit IV

Sales Promotion –types- Need –Sales Promotion mix– Advertising – Publicity- Personal selling – Advantages - Limitations.

Unit V

Marketing Information System - Marketing Research - Features –Direct marketing - E Business – Telemarketing - Mail order business .

CORE COURSE – VIBUSINESS LAW

Objective: To enable the students to gain knowledge about mercantile law and its importance.

Unit – I

Introduction – Definition and scope of mercantile law – growth and sources of mercantile law –

Nature and kinds of contracts – offer and acceptance – consideration – capacity of parties – free consent – **legality of object**, Void Agreements – contingent contracts.

Unit – II

Performance of contracts – Discharge of contracts – remedies for breach including specific Performance – Quasi contracts.

Unit – III

Indemnity and Guarantee – Bailment and pledge – Agency.

Unit – IV

Law of sale of Goods-Definition-Buyer-Goods-Delivery-Merchantile Agent- Sale and agreement to sell – condition & warranty.

Unit – V

Law of Negotiable Instruments. (Instrument Amendment Act, 2015 – Definition – characteristics – classification- notes, bills, cheques and promissory note.).

MAJOR BASED ELECTIVE II

(A) SERVICE MARKETING

Unit -I

Meaning and Definition of Service – Classification of Services – Services Marketing Triangle – Significance of Services Marketing – Reasons for the Growth of the Services sector – The Service as a System.

Unit - II

Service product- Underlying Concepts – The Product Life-Cycle – New Service – Service Product Range – New Service Development (NSD) – New Service Product Features – Failure of new service Products – Achieving success in development of new service products – Service Product Elimination. Pricing for Services: Characteristics of Services and Prices – Price Terminologies – Understanding the costs of service incurred by customers – **Understanding Value** – Establishing monetary pricing objectives – Pricing relative to demand levels – Communicating Prices to the Target Markets – Additional Aspects of Service Pricing – Pricing strategy – Pricing and Marketing Strategy

Unit – III

Service Location- Flexibility – Classification by location – Accessibility through co-production – Service Channel Development – Methods of distributing Services – Innovations in Methods of Distributing Services – Inputs for location decisions – Basic Location Models. Promoting Services: – Promotional Objectives – Differences in Promoting Services – Selection Criteria – Developing the promotional mix – Guidelines for Improving the Promotion of Services – The role of sales promotion – Sales Promotion tools – Direct Marketing – Public Relations – The role of marketing communication – Target Audience – Branding services: Trends – Brand image development – Setting advertising objectives – Audience response – Guidelines for Service Advertising.

Unit – IV

Service Process- Introduction – Classification of Services Operating Systems – Policies and flowcharting – Balancing supply and demand – Change – Organisational Conflict in Service Systems – The Systems Concept in Services – Purchase Process – Process of vision – Facilitating process – Challenges for service managers – Breakthrough services – Process improvement – The Self – Reinforcing Service Cycle. Service Design -Design Methodology – The Service Design and management model – Overview of model stages – Blueprinting – Building a service blueprint – Benefits of service blueprinting – Service Mapping – Service Failures – Design elements – **Quality function deployment.**

Unit - V

Role of Service Mix – Health Care – Tourism – Hotel – Travel – Education – Insurance – Banking.



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M.Com – Revised Course Structure under CBCS

(For the candidate admitted from the academic year 2016–
2017 onwards)(updated on 7-12-2017)

Semester	Course	Course Title	Ins. Hrs/Week	Credit	Exam Hrs	Marks		Total
						Int	Ext	
I	Core Course – I (CC)	Managerial Economics	6	4	3	25	75	100
	Core Course – II (CC)	Services Marketing	6	4	3	25	75	100
	Core Course – III (CC)	Corporate Laws	6	4	3	25	75	100
	Core Course – IV (CC)	Income Tax Theory Law & Practice	6	4	3	25	75	100
	Elective Course – I (EC)	a) Insurance Management (or) b) Retail Management	6	4	3	25	75	100
	Total			30	20			
II	Core Course – V (CC)	Advanced Financial Management	6	5	3	25	75	100
	Core Course – VI (CC)	Quantitative Techniques for Business Decisions	6	5	3	25	75	100
	Core Course – VII (CC)	Human Resources Management	6	5	3	25	75	100
	Core Course–VIII (CC)	Fundamentals of Information Technology (Theory & Practicals)	6	5	3	25	75	100
	Elective Course–II (EC)	a) Organizational Behaviour (or) b) Advanced Managerial Communication	6	4	3	25	75	100
	Total			30	24			

III	Core Course – IX (CC)	Total Quality Management	6	5	3	25	75	100
	Core Course – X (CC)	Advanced Corporate Accounting	6	5	3	25	75	100
	Core Course – XI (CC)	Research Methodology	6	5	3	25	75	100
	Core Course – XII (CC)	Strategic Management	6	5	3	25	75	100
	Elective Course– III(EC)	a) Export Marketing (or) b) Brand Management	6	4	3	25	75	100
	Total			30	24			
IV	Core Course – XIII (CC)	Investment Management	5	5	3	25	75	100
	Core Course – XIV (CC)	Advanced Cost & Management Accounting	5	5	3	25	75	100
	Elective Course-IV (EC)	a) E-Commerce (or) b) Customer Relationship Management	5	4	3	25	75	100
	Elective Course-V (EC)	a) Project Management (or) b) Management Information System.	5	4	3	25	75	100
	Project	Project Work Dissertation (80 marks) Viva voce (20 marks)	10	4				100
	Total			30	22			
GRAND TOTAL				90				2000

CORE COURSE-II
SERVICES MARKETING

UNIT – I:

Services Marketing – Definition – importance – characteristics of services – Growth of Services Marketing – Types of services – Comparative analysis between services and products.

UNIT – II:

Concept of services marketing – Societal concept – Buyer behaviour concept – Factors influencing buyer behaviour – Decision making process. **Delivering Quality Service** - TQM in services marketing - **Quality standards - process and technological requirements to implement quality standards in services marketing.**

UNIT – III:

Services Marketing Mix – Product Strategy – Product Life Cycle concept – Strategies during the Product Life Cycle – Product Planning Strategy – Development of new products – Diversification and Elimination.

UNIT – IV:

Bank Marketing – Insurance Marketing – Transport Marketing.

UNIT – V:

Tourism and Hotel Marketing - Education Marketing – Communication Services Marketing – Health services.

TOTAL QUALITY MANAGEMENT

UNIT I

Introduction to Quality Control - Quality and Cost Considerations - Statistics and its Applications in Quality Control

UNIT II

Sampling Inspection in Engineering Manufacture - Statistical Quality Control by the Use of Control Charts - Methods of Inspection and Quality Appraisal - Reliability Engineering – Value Engineering and Value Analysis

UNIT III

Theory of Sampling Inspection - Standard Tolerance - ABC Analysis - Defect Diagnosis and Prevention

UNIT IV

Quality Improvement: Recent Technique for Quality Improvement - Zero Defect – Quality Motivation Techniques - Quality Management System and Total Quality Control

UNIT V

Selection of ISO Model and Implementation of ISO 9000 - Human Resource Development and Quality Circles - Environmental Management System and Total Quality Control.

ELECTIVE COURSE – III

(B) BRAND MANAGEMENT

Objective: To create an awareness on the concepts and valuation of brand image

UNIT I

Brand- concept – Evolution, perspectives, anatomy, types of brand names, brand name associations, Brands Vs Products, Advantages of Brands to consumers & firms. Brand elements: Components & choosing brand elements, Branding challenges & opportunities.

UNIT II

Brand positioning – Basic concepts – alternatives – risks – Brands & consumers – Strategies for positioning the brand for competitive advantage – Points of parity – Points of difference - Buying decision perspectives on consumer behaviour, Building a strong brand – Method & implications.

UNIT III

Brand Image, image dimensions, brand associations & image, Brand identity – perspectives, levels, and prisms. Managing Brand image – stages – functional, symbolic & experiential brands. Brand Equity – Sources of Equity. Brand Equity models, Brand audits. **Brand Loyalty** & cult brands.

UNIT IV

Leveraging Brands – Brand extensions, extendibility, merits & demerits, Line extensions, line trap – Co-branding & Licensing Brands. Reinforcing and Revitalization of Brands – need, methods, Brand Architecture – product, line, range, umbrella & source endorsed brands. Brand Portfolio Management.

UNIT V

Brand valuation – Methods of valuation, implications for buying & selling brands. Applications – Branding industrial products, services and Retailers – Building Brands online. Indianization of Foreign brands & taking Indian brands global – Issues & Challenges.

