



**CURRICULUM  
FOR  
“MASTER OF  
COMMERCE  
(M.Com)”**

w.e.f. Academic Year 2021-'22

*॥ तमसो मा ज्योतिर्गमय ॥*

**VISION**

To provide equal opportunities for value based global education for creating an Enlightened Society

**MISSION**

To establish and facilitate educational institutions in the region for providing affordable value based global education to all who aspire to study and to create opportunities to educators, social workers and philanthropists to serve society



**SARVAJANIK  
UNIVERSITY**

INCLUSIVE | INTEGRATED | INNOVATIVE

*creating an enlightened society...*

**UNIVERSITY OFFICE**

Dr. R. K. Desai Marg, Athwalines,  
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Contact No .+912612660266



Constituent Institute:

**EVENING COMMERCE COLLEGE  
ECC**



**Course Curriculum**  
**Master of Commerce**

The Course Curriculum for Master of Commerce (Sem I & II) proposed and drafted by **Academic and Curriculum Committee of Commerce** under the Faculty of Commerce in the meeting held on 10-12-2021 and recommended to 'BOARD OF STUDIES' for approval.

**Mr. Banti Shah**  
**Chairman, Academic**  
**& Curriculum Committee**  
**Commerce**

Place of the meeting  
Sarvajanik University Office

Sign

The proposed Course Curriculum was approved by **Board of Studies, Commerce** under the Faculty of Commerce in the meeting held on 10-12-2021 and was recommended to the 'FACULTY' for approval.

**Prof. Hemina Adhvaryu**  
**Chairman,**  
**Board of Studies -**  
**Commerce**

Place of the meeting  
Sarvajanik University Office

Sign

The Course Curriculum approved by the **Faculty of Commerce** in the meeting held on 10-12-2021 and was recommended to 'ACADEMIC COUNCIL' for approval.

**Prof. Hemina Adhvaryu**  
**Chairman &**  
**Dean,**  
**Commerce**

Place of the meeting  
Sarvajanik University Office

Sign

The Course Curriculum approved by the '**Academic Council of Sarvajanik University**' in the meeting held on 10-12-2021.

**Prof. Persi Engineer**  
**Chairman, Academic Council**  
**& Hon'ble Provost,**  
**Sarvajanik University**

Place of the meeting  
Sarvajanik University Office

Sign

- The approved curriculum (M.Com - Sem I & II) is with effect from the Academic year 2021-22 and to be reviewed before 2024-25

**SARVAJANIK UNIVERSITY  
EVENING COMMERCE COLLEGE**

**FACULTY OF COMMERCE**

**SYLLABUS  
OF  
MASTER OF COMMERCE**



## M.COM SEM 1

### FINANCIAL & MANAGEMENT ACCOUNTING PAPER - 01

**Course Outcomes:** After completing the course, the student will be able to:

**CO1:** Identify differences between various forms of accounting—Financial, Managerial and Cost and the role of a Management Accountant

**CO2:** Prepare income statements using variable costing and absorption costing

**CO3:** Make various managerial decisions on the basis of learning about concepts and issues involved therein.

**CO4:** Identify and control cost at a responsibility center assigned to a manager, analyze and report performance of the assigned responsibility center.

#### Contents:

Units	Particulars	Weightage
1	Introduction to Financial Management	10%
2	<b>Time value of money</b> Definition, Concepts, Application, Present Value, Future Value, Time Value of Money Example	20%
3	<b>Capital budgeting : (Practical)</b> Concept - Objectives - Importance of capital budgeting - Kinds of capital investment proposals - Factors affecting capital investment decisions - Appraisal methods - Capital budgeting under risk and Uncertainty-Sensitivity analysis. <b>Capital budgeting techniques:</b> <ul style="list-style-type: none"><li>• Payback Period.</li><li>• Discounted Payback Period.</li><li>• Net Present Value.</li><li>• Accounting Rate of Return.</li><li>• Internal Rate of Return.</li><li>• Profitability Index.</li></ul>	30%
4	<b>Cost of Capital : (Practical)</b> Concept - Computations of cost of equity capital (including new equity issue) - Cost of preference capital - Cost of debt - Cost of retained earnings - Weighted average cost of capital.	20%
5	<b>Capital structure theories</b> Capital Structure Theories; Net Income Approach; Net Operating Income (NOI) Approach; Modigliani-Miller (MM) Approach; and Traditional Approach	20%

#### References:

- Advance Accounting Vol. I & II - R. L. Gupta; Sultan Chand & Co., NewDelhi.
- Advanced Accounting - S. N. Maheshwari.
- Management Accounting & Financial Control - S. N. Maheshwari Sultan Chand & Co., New Delhi.
- Contemporary Accounting, Issues By Jawarlal, Published by Vision Books, NewDelhi.



- Principles of Management Accounting by Manmohan and S. N. Goyal, SahityaBhavan,Agra.
- Human Resource Accounting - Gupta; Sultan Chand & Sons.



**M.COM SEM I**  
**FINANCIAL & MANAGEMENT ACCOUNTING PAPER - 02**  
**(STRATEGIC COST ANALYSIS)**

**Course Outcomes:** After completing the course, the student will be able to:

**CO1:** Describe strategic cost analysis techniques and apply these techniques for performance evaluation and managing a profitable and competitive enterprise.

**CO2:** Explain the concept of target costing, life costing techniques.

**CO3:** Comprehend strategic decision using techniques in various spheres of organizational operations.

**CO4:** Know the price setting strategies and their implementation in terms of preparing of activity based budgets in comparison traditional budgets.

**CO5:** Understanding the concept of differential costing.

**Contents:**

Units	Particulars	Weightage
1	<b>Life Cycle Costing:</b> Meaning and benefits; Product Life Cycle and pricing decisions; Life Cycle Budgeting.	20%
2	<b>Product Pricing:</b> Factors influencing pricing decisions; Short run Vs. long run, pricing strategy sums.	20%
3	<b>Tactical Decision Making:</b> Managerial decision making; Decision making process; Differential analysis; Types of managerial decisions - Make/Buy, Add/Drop, Sell/ Process Further, Operate/Shutdown, Special Order. Product-Mix. Pricing Decisions.	20%
4	<b>Variable and Absorption Costing:</b> Concept, Comparison, Applications of Variable Costing, Preparation of Income Statements.	20%
5	<b>Cost-Volume - Profit Analysis and break - even Analysis : (Practical)</b> Objectives, assumptions and limitations of CVP analysis - Types of break - even analysis - Assumptions and limitations of break - even charts - Profit volume charts - Break - even analysis with one key factor.	20%

**References:**

- Advance Accounting Vol. I & II - R. L. Gupta; Sultan Chandel & Co., New Delhi.
- Advanced Accounting - S. N. Maheshwari.
- Management Accounting & Financial Control - S. N. Maheshwari Sultan Chandel & Co., New Delhi.
- Contemporary Accounting, Issues By Jawarlal, Published by Vision Books, New Delhi.
- Principles of Management Accounting by Manmohan and S. N. Goyal, Sahitya Bhavan, Agra.
- Human Resource Accounting - Gupta; Sultan Chandel & Sons.



- Inflation Accounting - Gupta; Sultan Cliand & Sons.
- Practical Financial Analysis - Foulke R.A.
- Techniques of Financial Analysis - Erich A. Illefert.



**M.COM SEM I**  
**FINANCIAL & MANAGEMENT ACCOUNTING PAPER - 03**  
**(FINANCIAL PLANNING)**

**Course Outcomes:** After studying this course the student will be able to:

**CO1:** Understand the premise of financial planning and identify the financial goals.

**CO2:** Critically evaluate the investment instruments suitable for different financial goals in different time span.

**CO3:** Apply appropriate financial instruments to manage individuals' finances.

**CO4:** Analyse investment in primary market.

**CO5:** Understand credit planning, retirement planning as well as estate planning.

**Contents:**

Units	Particulars	Weightage
1	<b>Financial Planning &amp; Investment Environment:</b> Financial planning process and life cycle approach, Ascertainment of financial goals; Application of investment alternatives in financial plans - Bonds, Equity Shares, Mutual Funds, Fixed Deposits, PPF, Financial Derivatives, Commodity derivatives, gold & bullion; Innovative investment products like Exchange Traded funds (ETFs), Real Estate Investment Trusts (Reits), Infrastructure Investment Trust (Invits); Independent opening and operation of trading and demat account.	20%
2	<b>Diversity in Financial Planning</b> Application of compounding and indexing; Balancing Mutual Funds; Funds' CAGR, SIP/ SWP/ STP and Index Funds; Identification of common stocks with uncommon profits; Identification of competitive durable advantage of equity; Equity with moat; Principles and variables of value investing system (Using cases of Equity from BSE/ NSE).	20%
3	<b>Building Financial Plans:</b> Critical analysis of investments, Insurance and tax saving instruments; Risk assessment of individual; Building financial plans using spreadsheets; Evaluation of financial plan.	20%
4	<b>Investment in Primary Market:</b> Concept of Initial Public Offer (IPO) FPO, Offer for sale, Private placement; IPO Process; Eligibility & Norms for IPO; Role of Credit Rating Agency; Categories of IPO- Traditional and Contemporary.	20%
5	<b>Credit &amp; Retirement Planning:</b> Assessment of credit; Reverse mortgage; Optimal Use of Education loan; Consumer and housing finance; EMI: Calculations & Long term Impact; Credit card management; Overdraft protection; Credit history, Retirement solutions, Critical analysis of retirement planning, pension plans including taxes and inflation; Estate planning- Objectives of will, creating a valid will; Power of attorney.	20%

**References:**

- Advance Accounting Vol. I & II - R. L. Gupta; Sultan Chandel & Co., NewDelhi.
- Advanced Accounting - S. N.Maheshwari.
- Management Accounting & Financial Control - S. N. Maheshwari Sultan Cliand & Co., New Delhi.
- Contemporary Accounting, Issues ByJawarlal, Published by Vision Books, NewDelhi.
- Principles of Management Accounting by Manmohan and S. N. Goyal, SahityaBhavan,Agra.
- Human Resource Accounting - Gupta; Sultan Cliand & Sons.
- Inflation Accounting - Gupta.
- Security Analysis and Portfolio Management, Prasannachandra

**M.COM SEM 2**  
**FINANCIAL & MANAGEMENT ACCOUNTING PAPER - 04**  
**(FINANCIAL INSTITUTIONS AND MARKETS)**

**Course Outcomes:** After doing this course, students should be able to:

**CO1:** Understand the working of financial institutions and markets both individually and as an interlinked system.

**CO2:** Understand the factors affecting interest rates and yield curve and the importance of change in interest rates for all constituents of the financial system

**CO3:** Understand the organization, role, functioning and need for regulation of different types of financial markets and the implications of the same on society.

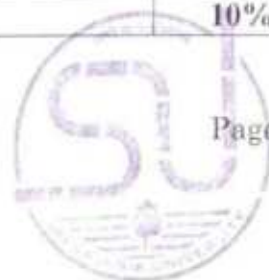
**CO4:** Understand the organization, role, functioning and need for regulation of different types of non-depository institutions like mutual funds, pension funds, insurance, venture capital, private equity and hedge funds and the implications of the same on society.

**CO5:** Critically analyze the pivotal role of banking in a financial system and the reasons for it being among the most tightly regulated industries in the world.

**CO6:** Understand the impediments to financial inclusion and critically evaluate different ways of developing sustainable financial inclusion. Also critically analyse the working of the micro finance industry.

**Contents:**

Units	Particulars	Weightage
1	<b>Introduction:</b> Overview of financial markets and financial instruments; Role of financial institutions, depository and non-depository institutions; Consolidation & competition among financial institutions; Financial conglomerates. Overview of the Indian financial system including financial sector reforms; Other contemporary issues in finance.	30%
2	<b>Financial Markets:</b> Money markets-organization, economic role, instruments & regulation; Capital Markets- Primary & secondary markets and their organization; Different types of market structures, short selling and its implications, buying on margin; Stock market indicators, their methods of computation and implications of the same; Security market regulation and stability.	30%
3	<b>Non Depository Institutions:</b> Mutual Funds- Types of mutual funds schemes, ETFs, Expenses associated with mutual funds; An overview of Indian Mutual Funds Industry; Hedge funds, venture capital funds, private equity funds and regulation. Pension Funds- Issues in saving for retirement & role of the financial system; Defined benefit & defined contribution pension plans, Pension funds as financial intermediaries and their regulation; An overview of Indian pension fund industry including National Pension System	30%
4	<b>Depository Institutions:</b> NSDL and CDSL	10%



## References:

- Advance Accounting Vol. I & II - R. L. Gupta; Sultan Chand & Co., New Delhi.
- Management Accounting & Financial Control - S. N. Maheshwari Sultan Chand & Co., New Delhi.
- Advance Management Accounting - Ravi M. Kishore; Taxmann Allide Service (P) Ltd., New Delhi.
- Management Accounting Tools & Techniques - N. Vinaykam & I. B. Sinha; Himalaya Publification Hose, Mumbai.
- Advance Accounting - M. C. Shukla & T. S. Grewal; S. Chand & Company, Mumbai.
- Advance Accounting - R. L. Gupta & M. Radhaswamy; Sultan Chand & Co., New Delhi.
- Export Management - T. A. S. Balagopal; Himalaya Publishing House, Mumbai.
- Export - Do it Yourself - M. I. Mahajan; Snow White Publications Pvt. Ltd., Mumbai.
- How to Import - V. K. Puri; Nabhi Publication; New Delhi.
- Introduction to Database System - Date C. J.; Addision Wesley Massachuselts.
- The Compact Guide to Microsoft Office - Mansfield, Ron; BPB Publication Delhi.

**M.COM SEM 2**  
**FINACIAL & MANAGEMENT ACCOUTING PAPER - 05**  
**(STRATEGIC COST ACCOUNTING)**

**Course Outcomes:** After doing this course, students should be able to:

**CO1:** Student will be aware different types of costing and its implications

**CO2:** Student will get basic understanding about total quality management and cost management.

Units	Particulars	Weightage
1	<b>Differential Costing : (Practical)</b> Meaning - Features and implications of differential costing - Marginal vs. differential costing - Applications of differential costing, Marginal Costing vs. Absorption costing.	20%
2	<b>Standard Costing : (Practical)</b> Material, Labour, Overhead and Sales Variances. <ul style="list-style-type: none"> <li>• Planning and operational variances.</li> <li>• Interpretation of variances, Investigation of Variances.</li> </ul>	20%
3	<b>Activity-Based Costing (ABC) and Activity Based Management (ABM) : (Practical)</b> Traditional costing system, Activity based costing, Cost hierarchy in ABC, Comparison between traditional and ABC costing, Advantage of ABC, Criteria for successful implementation of ABC system, Situation under which ABC can be applied, Activity Based Management(ABM), Functional Based Management and ABM, Areas in which ABM can be used, Relationship between ABM and ABC, Uses of ABM, Implementing ABM, Essentials for the success of ABM.and ABM , Operational and Strategic ABM, Techniques of ABM,	20%
4	<b>Total Quality Management(TQM):</b> Meaning and characteristics; Types of quality costs; Traditional and modern view of quality, measuring quality costs; Reporting quality costs; Success factors for TQM; Implementing TQM; Quality cost information and managerial decision making.	20%
5	<b>Cost Management:</b> Nature; Cost management system; Strategic cost management (SCM); SCM and strategy; Components of SCM.: Cost Control and Cost Reduction–basics, process, methods and techniques of cost reduction programme.	20%

**M.COM SEM 2**  
**FINANCIAL & MANAGEMENT ACCOUNTING PAPER - 06**  
**(FORENSIC ACCOUNTING AND FRAUD EXAMINATION)**

**Course Outcomes:** After completing the course, the student will be able to:

**CO1:** Understand forensic accounting.

**CO2:** Describe various kinds of corporate frauds.

**CO3:** Develop the strategies to prevent corporate fraud, use fraud investigation techniques, Inquiry methods generate Fraud reports and discuss Policy implications at top management level

**CO4:** Do Legal follow-up, including evidence gathering.

**Contents:**

Units	Particulars	Weightage
1	<b>Forensic Accounting &amp; Fraud Auditing Fundamentals:</b> Meaning, nature and scope, Auditors liability for undetected frauds, Fraud auditing (forensic audit) phases: Recognition and planning, Evidence collection and evaluation, Communication of results	25%
2	<b>Fraud Definition &amp; Taxonomy:</b> Ingredients of fraud, why is a fraud committed and who commits a fraud? Meaning and nature of corporate fraud, concept of fraud under Companies Act 2013, frauds for and against a company, victims of fraud.	25%
3	<b>Types of Corporate Frauds:</b> Bribery and corruption, Misappropriation of assets, Manipulation of financial statements, Procedure-related frauds, Corporate espionage, Fraud in e-commerce. Fraud Prevention-Strategies, Fraud prevention for consumers and businesses	25%
4	<b>Fraud management: Fraud Detection-Symptoms of fraud; Fraud Investigation- Inquiry methods, Fraud reports; Management of Fraud-Culmination, consequences, and policy implications of corporate frauds; Resolution of Fraud-Legal follow up.</b>	25%

**References:**

- Advance Accounting Vol. I & II - R. L. Gupta; Sultan Chand & Co., NewDelhi.
- Advanced Accounting - S. N.Maheshwari.
- Management Accounting & Financial Control - S. N. Maheshwari Sultan Chand & Co., New Delhi.
- Contemporary Accounting, Issues ByJawarlal, Published by Vision Books, NewDelhi.
- Principles of Management Accounting by Manmohan and S. N. Goyal, SahityaBhavan, Agra.



- Human Resource Accounting - Gupta; Sultan Chand & Sons.
- Inflation Accounting - Gupta; Sultan Chand & Sons.
- Practical Financial Analysis - Foulke R.A.
- Techniques of Financial Analysis - Erich A. Illefert.



**M.COM SEM I**  
**ORGANIZATIONAL BEHAVIOR PAPER - 01**

**Course Outcomes:** After completing the course, the student will be able to:

**CO1:** Understanding concepts of organizational behaviour.

**CO2:** Understanding individual behaviour and group behaviour

**Contents:**

Units	Particulars	Weightage
1	<b>Organizational Behaviour:-</b> Organizational Behavior concept and significance, relationship between management and organizational behavior, Emergence and ethical perspective, Transactional Analysis.	40%
2	<b>Self-concept personality:</b> Elements and understanding	30%
3	<b>Perception, Values, Attitude and job satisfaction</b>	30%

**References:**

- Steven McShane & Van Glinar, "Organizational Behavior", Tata McGraw Hill Publishing Co.
- Stephen Robbins, "Organizational Behavior". Prentice Hall India Pvt. Ltd New Delhi.
- Fred Luthans, "Organizational Behavior". McGraw Hill Book Company.
- Kavita Sharma, "Organizational Behavior", Pearson India.



**M.COM SEM 2**  
**ORGANIZATIONAL BEHAVIOR PAPER - 02**

**Course Outcomes:** After completing the course, the student will be able to:

**CO1:** Understanding concepts of group dynamics and team

**CO2:** Understanding conflict and organizational politics

**Contents:**

Units	Particulars	Weightage
1	<b>Organizational culture:</b> Meaning, Importance, Creating and sustaining culture, Learning culture, Types of culture,	30%
2	<b>Group dynamics and team Development:</b> - group Dynamics- definition and importance, types of groups, group formation, group development, group composition, group performance factor, and principles- centered approach to team development.	40%
3	<b>Conflict management &amp; Negotiation:</b> Types of conflict, Managing conflict, types of negotiation, organizational politics	30%

**References:**

- Steven McShane & Van Glinar, "Organizational Behavior", Tata McGraw Hill Publishing Co.
- Stephen Robbins, "Organizational Behavior". Prentice Hall India Pvt. Ltd New Delhi.
- Fred Luthans, "Organizational Behavior". McGraw Hill Book Company.
- Kavita Sharma, "Organizational Behavior", Pearson India.



## M.COM SEM 1

### FUNDAMENTAL OF BUSINESS RESEARCH METHODS PAPER 01

CO1: Students come to know basis of research methodology

CO2: Students come to know about research process

#### Contents:

Units	Particulars	Weightage
1	<b>INTRODUCTION TO RESEARCH:</b> Features and Importance of research in business, Objectives and Types of research- Basic, Applied, Descriptive, Analytical and Empirical Research. Formulation of research problem, Research Design, significance of Review of Literature Hypothesis: Formulation, Sources, Importance and Types Sampling: Significance, Methods, Factors determining sample size	50%
2	<b>RESEARCH PROCESS:</b> Stages in Research Process Data Collection: Primary data: Observation, Experimentation, Interview, Schedules, Survey Limitations of Primary data Secondary data: Sources and Limitations Factors affecting the choice of method of data collection Questionnaire: Types, Steps in Questionnaire Designing, Essentials of a good questionnaire	50%

#### References:

1. Anthony, M., Graziano, A.M. and Raulin, M.L., 2009. Research Methods: A Process of Inquiry, Allyn and Bacon.
2. Carlos, C.M., 2000. Intellectual property rights, the WTO and developing countries: the TRIPS agreement and policy options. Zed Books, New York.
3. Coley, S.M. and Scheinberg, C. A., 1990, "Proposal Writing", Sage Publications.
4. Day, R.A., 1992. How to Write and Publish a Scientific Paper, Cambridge University Press.
5. Fink, A., 2009. Conducting Research Literature Reviews: From the Internet to Paper. Sage Publications



## M.COM SEM 2

### FUNDAMENTAL OF BUSINESS RESEARCH METHODS – II

**Course Outcomes:** After completing the course, the student will be able to:

**CO1:** Students get the knowledge of data processing and various statistical analysis tools

**CO2:** Students will be aware about research reporting and modern practices in research

#### Contents:

Units	Particulars	Weightage
1	<b>DATA PROCESSING AND STATISTICAL ANALYSIS:</b> Data Processing : Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation Statistical Analysis : Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis. □ Testing of Hypotheses – - Parametric Test - t test, f test, z test - Non-Parametric Test - Chi square test, ANOVA, Factor Analysis Interpretation of Data : Significance and Precautions in data Interpretation	50%
2	<b>RESEARCH REPORTING AND MODERN PRACTICES IN RESEARCH:</b> Research Report Writing: Importance, Essentials, Structure/ layout, Types References and Citation Methods: - APA (American Psychological Association) - CMS (Chicago Manual Style) - MLA (Modern Language Association) Footnotes and Bibliography Modern Practices : Ethical Norms in Research, Plagiarism, Role of Computers in Research	50%

#### References:

6. Anthony, M., Graziano, A.M. and Raulin, M.L., 2009. Research Methods: A Process of Inquiry, Allyn and Bacon.
7. Carlos, C.M., 2000. Intellectual property rights, the WTO and developing countries: the TRIPS agreement and policy options. Zed Books, New York.
8. Coley, S.M. and Scheinberg, C. A., 1990, "Proposal Writing", Sage Publications.
9. Day, R.A., 1992. How to Write and Publish a Scientific Paper, Cambridge University Press.
10. Fink, A., 2009. Conducting Research Literature Reviews: From the Internet to Paper. Sage Publications



## ADVERTIZING & BRANDING PAPER 01

CO1: Students will get basic understanding about advertising

CO2: Student will be aware about media planning and media options

Contents:

Units	Particulars	Weightage
1	<b>Introduction:</b> Definitions, Features, Objectives & Importance of Advertising, Active Participant in advertising, Role of advertising Marketing Mix, Role of advertising in Society	25%
2	<b>Classification of advertising:</b> Introduction, Classification of Advertising, Types of Advertising, Difference between National Advertising and Retail Advertising	25%
3	<b>Media planning:</b> Introduction, Steps in Media Planning, Media Vehicle choice, Significance of Reach Frequency and Continuity in media planning, Zipping and Zapping	25%
4	<b>Emerging media options:</b> Introduction, Media Options, Marketing through Social Sites, Marketing Through Social Networking Sites, Advertising through Cell Phone	25%

References:

1. Ramaswamy V S and Nama Kumari : Marketing Management, McMillan India Ltd
2. Philip Kotler and Abraham Koshy : Principles of Marketing, Pearson Education, New Delhi
3. Stanton, William. J : Fundamentals of Marketing, McGraw-Hill, New York
4. Stanton W.J, Etzal Michael and Walker : Fundamentals of Marketing, McGraw-Hill, New York
5. Debbie Gilliland : Marketing, BPP Professional Education
6. Mamoria, Joshi and Mulla : Principles and Practice of Marketing in India Vedams eBooks (P) Ltd New Delhi
7. Rajan Nair and Varma M M : Marketing Management, Sultan Chand and Sons



**M.COM SEM 2**  
**ADVERTIZING & BRANDING PAPER 02**

**Course Outcomes:** After completing the course, the student will be able to:

**CO1:** Students get the knowledge of basics of branding

**CO2:** Students will be aware about brand loyalty and brand equity

**Contents:**

Units	Particulars	Weightage
1	<b>Creativity in advertising:</b> Introduction, Consumer Psychology, Buying Motives Selling Points, Visualization, Copy, Headline, Slogan, Logo	25%
2	<b>Brands and branding basics:</b> Introduction to product and brands, Importance and characteristics of Brands, Nature of relationship of brand with customers and Building successful brands through industry cases, steps to building successful brand	25%
3	<b>Brand loyalty and brand equity:</b> Concepts and importance	25%
4	<b>Brand Management</b>	25%

**References:**

1. Ramaswamy V S and Nama Kumari : Marketing Management, McMillan India Ltd
2. Philip Kotler and Abraham Koshy : Principles of Marketing, Pearson Education, New Delhi
3. Stanton, William. J : Fundamentals of Marketing, McGraw-Hill, New York
4. Stanton W.J. Etzal Michael and Walker : Fundamentals of Marketing, McGraw-Hill, New York
5. Debbie Gilliland : Marketing, BPP Professional Education
6. Mamoria ,Joshi and Mulla : Principles and Practice of Marketing in India Vedams eBooks (P) Ltd New Delhi
7. Rajan Nair and Varma M M : Marketing Management, Sultan Chand and Sons

