

DEPARTMENT OF COMMERCE

**Course files for B.Com – Semester I
(Based on OBE with effect from 2022 admissions)**

CBCM101– Business Statistics

Course Code - CBCM101	Course Name: Business Statistics	Type	Semester	Credit	Hours
		Core	1	3	72

Course outcomes: After the successful completion of the course the student will be able to:

CO 1	Summarize the basic concepts of descriptive statistics, index numbers and probability
CO 2	Apply the concepts of descriptive statistics and index numbers in problems involving business and economy
CO 3	Analyse the quantitative data for basic research problems related to business and Commerce
CO 4	Evaluate the characteristics of two or more sets of data
CO 5	Carry out the principles of probability in situations related to real life, business and commerce

CO-PO Matrix

CO No.	Cog Level	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	U	2	2	-	-	-	2	2	-	-	-
CO2	Apply	-	-	3	2	-		3	1	-	-
CO3	Analyse			3	2	2	-	3	2		
CO4	Evaluate			2	2	2		2	2		
CO5	Apply	1		2	-	-		2	2	-	-
AVCO		1.5	2	2.5	2	2	2	2.4	1.75	-	-

Module 1 Descriptive Statistics 1

(15 Hours)

Measure of Central Tendency: - Concept of Measure of central tendency - qualities of a good average – Computation of mean – median – mode – geometric mean – harmonic mean – positional averages like quartiles – deciles – and percentiles.

Module 2 Descriptive Statistics 2

(20 Hours)

Measure of dispersion – Concept – meaning and definition – purpose – absolute and relative measures of dispersion like range – inter quartile range - quartile deviation – mean deviation – standard deviation – Application of measures of dispersion for analyzing the characteristics of two more series of data -Theoretical concept of Lorenz Curve

Module 3 Descriptive Statistics 3

(15 Hours)

Skewness – meaning and definition – Positive and negative skewness – Karl Pearson’s and Bowley’s Coefficient of skewness – Moments – Meaning and definition – Computation of moments about mean and moments about an arbitrary point – Kurtosis – Meaning and definition – Karl Pearson’s Beta and Gama based on Moments – Coefficient of Skewness and Kurtosis based

on moments – Evaluation of the characteristics of statistical data using skewness and kurtosis	
Module 4 Index Numbers	(10 Hours)
Meaning- Importance - Characteristics and uses of Index Numbers- Price Index- Quantity index- Value based index numbers- Methods of constructing index numbers- - Test of consistency- Base shifting, splicing and deflating - Problems in construction of index numbers. Construction of consumer price indices - Introduction to Index of Industrial Production, and share price indices like SENSEX and NIFTY	
Module 5 Introduction to Probability	(12 Hours)
Meaning and definition - events – sample space – Permutations – Combinations – Addition theorem – Multiplication theorem – Conditional Probability – Bayes Theorem – Problems involving theorems and mathematical expectation.	

Text Books

1. Dr. SP Gupta, (2021), Business Statistics, Sultan Chand Publications, New Delhi
2. D. N Elhance and Veena Elhance, (2020), Business Statistics, Kitab Mahal Publications
3. B. L Agarwal, (2021), Basic Statistics, New Age Publications Pvt. Ltd., New Delhi
4. R.S. N. Pillai and V. Bhagavathi, (2021), Statistics, S. Chand & Company Ltd., New Delhi

References:

1. Richard I Levin, and David S. Rubin, (2020), Statistics for Management, Prentice Hall of India, Pvt. Ltd.
2. Neil A. Weiss, (2020), Introductory Statistics, Addison- Wesley, Boston

Course Plan & Delivery Mechanism

Unit	Module 1: Descriptive Statistics - 1				
		Cognitive Level	Course Outcome	Hours	Course Delivery Mechanism
1.1	Concept of Measure of central tendency – Need and importance - qualities of a good average	U	1	1	Lecture
1.2	Meaning and definition of mean, median, mode, harmonic mean – geometric mean -suitability of averages	U	1	2	Lecture
1.3	Merits and limitations of different averages	U	1	1	Lecture
1.4	Computation of mean, median and mode	A	2	5	Demo, Classroom exercise
1.5	Ascertainment of median and mode graphically	A	2	2	Demo, Classroom exercise
1.6	Computation of combined mean and weighted arithmetic mean	A	2	3	Demo, Classroom exercise
1.7	Computation of missing information based on measures of central tendency	A	2	2	Demo, Classroom exercise
1.8	Practical applications of measures of central tendency	An	3	5	Demo and discussion based on live data
Module 2: Descriptive Statistics – 2					
2.1	Measure of dispersion – Concept – meaning and definition – purpose – properties of a good measure of dispersion – absolute and relative measures	U	1	1	Lecture/ Video
2.2	Meaning and definition of different measures of dispersion – advantages and	U	1	1	Lecture/Video

	limitations				
2.3	Computation of quartile deviation, mean deviation and their coefficients	A	2	3	Demo and Class room exercise
2.4	Computation of standard deviation and coefficient of variation.	A	2	3	Demo and Class room exercise
2.5	Application of measures of dispersion for analyzing the characteristics of two more series of data.	An	3	8	Demo, Discussion/Case Study based on live
Module 3: Descriptive Statistics – 3					
3.1	Skewness – meaning and definition – Positive and negative skewness – Difference between dispersion and skewness – Moments - Kurtosis	U	1	3	Lecture/Video
3.2	Computation of Karl Pearson’s coefficient of skewness	A	2	2	Demo and Class room exercise
3.3	Computation of Bowley’s Coefficient of Skewness	A	2	1	Demo and Class room exercise
3.4	Computation of missing information using coefficient of skewness.	A	2	2	Demo and Class room exercise
3.5	Computation of raw moments and central moments	A	2	3	Demo and Class room exercise
3.6	Application moments for the computation of skewness and kurtosis	A	2	4	Demo and Class room exercise
3.7	Evaluate the characteristics of statistical data using skewness and kurtosis	E	4	4	Demo based on live data, Discussion/Case study and Class room exercise
Module 4: Index Numbers					
4.1	Index number – meaning and definition – types of index numbers.	U	1		Lecture/Video
4.2	Characteristics of index numbers – Problems in the construction of index numbers	U	1		Lecture/Video

4.3	Computation of index numbers using simple aggregate method and price relative method	A	2		Demo and Class room exercise
4.4	Computation of weighted index number using Laspeyr's, Paasche's, Bowley Dorbish, Fisher's and Marshal Edgeworth methods	A	2		Demo and Class room exercise
4.5	Test of consistency of index numbers- time reversal test – factor reversal test – Unit test – circular test	U	1		Demo and Class room exercise
4.6	Computation of chain base index – conversion of chain base to fixed base	A	2		Demo and Class room exercise
4.7	Base shifting and Splicing	A	1		Video, Classroom exercise
4.8	Consumer Price Index number – Family Budget Method	A	2		Demo and Class room exercise
4.9	Introduction to share price indices including BSE SENSEX and NSE NIFTY	U	1		Video/Presentation and Class room discussion
Module 5: Probability					
5.1	Probability Meaning and definition - events – Types of events - sample space – Different schools of thought	U	1	1	Video/Presentation
5.2	Permutations – Combinations – Addition theorem – Multiplication theorem – Conditional Probability	U	1	2	Presentation and classroom exercise
5.3	Computation of probability based on addition theorem and multiplication theorem	A	2	5	Classroom exercise
5.4	Computation of probability based on Bayes theorem	A	2	4	Classroom exercise

Mark Distribution

Components	Tools of Evaluation	Max. Marks
End Semester Assessment (ESA)	3 Hours Examination	80 Marks
In Semester Assessment (ISA)	Component 1- Exam – (Modern tools)	5 Marks
	Component 2 - Model Examination	5 Marks
	Component 3 - Attendance	2 Marks
	Component 4 - Assignment	4 Marks
	Components 5 - Seminar/Viva	4 Marks
Total Marks		100 Marks

Blue print of each COs to Assessment Tools

CO	Component 1		Comp. 2	Comp. 3	Comp. 4	Comp. 5	End Sem
	Evaluati on 1	Evaluati on 2	In-sem Exam	Attendance	Assignm ent	Seminar	
1	X	X	X	X			X
2	X	X	X	X			X
3		X	X	X			X
4			X	X	X	X	X
5			X	X	X		X

Components of Continuous Assessment

Component 1:	Online test 1 covering CO 1 & 2
	Online test 2 covering CO 1, 2 & 3
Component 2:	Written examination covering all Cos
Component 3:	Attendance – equally applicable to all COs
Component 4:	Assignment covering CO 4 &5
Component 5:	Seminar Connected with CO 4

Component 1:

Evaluation 1 will be online test covering CO 1 & 2

Evaluation 2 will be an online test covering CO 1, 2 & 3

Component 2:

Written examination covering all Cos

Component 3:

Attendance – equally applicable to all COs

Component 4:

Assignment covering CO 4 &5

Students are expected to prepare and submit a report based on live data regarding Banking/Insurance/Capital Market/Industry connected with a current phenomenon. The course in charge will notify the topic on which students are to work. The report should be prepared based on original data. The evaluation of the report should be based on the rubrics made for this purpose.

Rubrics for Assignment

Criteria	Level 1	Level 2	Level 3	Level 4	Score
Presentation of data	Presentation is made without proper tabulation	Tabulation is done but minimum information is included	Tabulated with adequate information but not logically connected	Tabulated with adequate information and logically presented	
Descriptives used	Some important descriptive statistics are not computed	Major Descriptives are presented but placed in inappropriate places	Major Descriptives are presented in most of the cases but in some cases some are missing	Most suitable Descriptives are presented in all sections of the report	
Quality of reporting	Description is poor	Quality of the description is fair but lack stability	Quality and style of reporting is good but not successful in connecting the findings	Quality and style of reporting is very good and findings are well connected with theory	

Inference	No inference is included	Tried to make inference but not correct	Inference is made but there are some mistakes	Inferences are made without mistakes	
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Penalty for Late submission:

If submitted within one week after the stipulated time 75% of the marks calculated as per the above rubrics will be awarded to the student.

If submission is after one week of deadline but within the extended time fixed by the course in charge, only 50% of the marks determined as per rubrics will be awarded.

Component 5:

Seminar Connected with CO 4

Individual/ Group presentation based on the report prepared for component 4.

Rubrics for Seminar Presentation

Criteria	Level 1	Level 2	Level 3	Level 4	Total
Verbal Communication	Language is very poor	Able to communicate to a certain extent	Able to communicate but lacks confidence to speak	Able to communicate with confidence	
Knowledge/ Understanding about the subject	Knowledge about the subject of presentation is not up to the mark.	Knowledge about the subject is fairly good but not exhibited through presentation.	Knowledge about the subject is good and tried to exhibit it to a certain extent.	Sound understanding about the subject and communicated it well.	
Tools for presentation	PPT presentation without graphs, charts etc.	Graphs charts etc. were used but majority of them were in appropriate	Graphs charts etc. were used but a few of them were in appropriate	Graphs charts and other tools used were appropriate.	
Answering Questions	Not able to answer anyone question	Tried to answer some questions but not so successful	Answered majority of the questions	Answered all questions convincingly	

BBCM102 – BANKING THEORY AND PRACTICE

Course Code BBCM102	Course Name: BANKING THEORY AND PRACTICE	Type Core	Semester 1	Credit 3	Hours 72
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Course outcomes: After the successful completion of the course the student will be able to:

CO 1	Summarize origin and policy reforms in Indian banking
CO 2	Explain Theoretical framework of Modern Banking.
CO 3	Utilize digital mode of banking practices.
CO 4	Exemplify the uniqueness of Central Bank and its functions
CO 5	Explore the relationship of Banker -Customer

CO-PO Matrix

	Cognitive Level	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1		2	-	-	-	-	2	-	-	-	-
CO2		1	-	-	-	-	-	1	-	-	-
CO3		2	-	-	-	-	1	-	-	1	-
CO4		2	-	-	-	-	2	-	-	-	-
CO5		1	-	-	-	-	2	-	-	1	-
	Average	1.6	-	-	-	-	1.75	1	-	1	-

Module 1 Origin, Development and Reforms of Banking Industry in India (25 Hours)

Origin and Evolution of Banking in India - Classification of Banks - Functions of Commercial Banks - Classification of Banking Activities - Nationalization of banks in India - Banking sector Reforms – NPA – Bad Bank- Basil Norms.

Module 2 Theoretical Frame Work of Modern Banking (10 Hours)

Credit Creation Theory - Fractional Reserve Theory - Debt Intermediation Theory - The Big Bank Theory - Merger of Public Sector banks in India - DRT Act - SARFAESI - Banking Amendment Act 2020 - Banking Ombudsmen Scheme

Module 3: Digital banking (10 hours)

Digital Banking - Prepaid Instruments - Pre-Approved Loans through Digital Media - Neo Banking - Open Banking - Block Chain in Banking- Cloud Banking

Module 4 Module 4: Central Banking (12 Hours)

Evolution & Definition of Central Bank in General - Evolution & Functioning of Central Bank of India in Particular - Regulatory measures of RBI.

Module 5 MODULE –BANKER & CUSTOMER

(15 Hours)

Meaning and Definition - General Relationship & Special Relationship - Obligations of a Banker- Rights of a Banker - Procedure of Opening Deposit Accounts - Closure of Accounts – Cheque - Crossing of Cheques - Endorsement of Cheque.

Textbooks

1. Dr. K G C Nair, Systematic Approach To Banking Theory And Practice, first Edition, Chand Books, Thiruvananthapuram, 2017.
2. [E. Gordon](#), [K. Natarajan](#), Banking: Theory, Law and Practice, 29th Edition, Himalaya Publishing house, Mumbai
3. Tandon M.L, Banking Law and Practice in India, Indian Law House
4. D Muraleedharan, Modern Banking Theory and practice, PHI Learning, New Delhi.
5. Clifford Gomez, Banking and Finance: Theory, law and practice, PHI Learning, New Delhi.

References:

1. Sundaram K.P.M, Varshney P.N. Banking Theory Law and Practice, Sultan Chand & Sons, New Delhi.
2. Maheswari S.N, Banking Theory, Law and Practice, Kalyani Publishers, New Delhi.
3. Sekhar K.C, Banking Theory Law and Practice, Vikas Publishing House, New Delhi.
4. Lall Nigam B.M, Banking Law and Practice, Konark Publishers Pvt. Ltd., New Delhi.
5. Radhaswami M. Practical Banking, Sultan Chand & Sons, New Delhi.
6. Dekock .Central Banking, Crosby Lockwood Staples, London.
7. Tandon M L, Banking Law and Practice in India, Indian Law House

Course Plan & Delivery Mechanism

Unit	Module 1: Origin, Development and Reforms of Banking Industry in India (25 Hours)				
		Cognitive Level	Course Outcome	Hours	Course Delivery Mechanism
1.1	Origin and Evolution of Banking in India	U	1	3	Lecture Demo
1.2	Classification of Banks	U	1	2	Lecture Classroom Exercise
1.3	Functions of Commercial Banks	U	1	2	Lecture
1.4	Classification of Banking Activities	U	1	3	Lecture Classroom exercise
1.5	Nationalization of banks in India	U	1	2	Lecture
1.6	Banking sector Reforms	U	1	3	Lecture
1.7	NPA	U	1	2	Lecture Classroom Exercise
1.8	Bad Bank	U	1	5	Lecture
1.9	Basil Norms – CIBIL SCORE	U & Ap	1	3	Lecture Demo
Module 3 - THEOROTICAL FRAME WORK OF MODERN BANKING					
Hrs:10					
2.1	Credit Creation Theory	U	2	1	Lecture
2.2	Fractional Reserve Theory	U	2	1	Lecture

2.3	Debt Intermediation Theory	U	2	1	Lecture
2.4	The Big Bank Theory	U	2	1	Lecture
2.5	Merger of Public sector banks in India	U	2	1	Lecture
2.6	DRT Act:	U	2	1	Lecture
2.7	SARFAESI	U	2	1	Lecture
2.8	Banking amendment Act 2020	U	2	1	Lecture
2.9	Banking Ombudsmen Scheme	U	2	2	Lecture
Module 3: DIGITAL BANKING			Hrs 10		
3.1	Digital Banking- Net Banking, Mobile Banking, Home Banking, ATMs, Biometric Cards, Debit and Credit Cards	Ap	3	2	Lecture/Video/Demo
3.2	Prepaid Instruments, NEFT, RTGS, NACH (ECS)-SWIFT, UPI	Ap	3	2	Lecture/Video/
3.3	Pre-Approved loans through digital media	Ap	3	1	Lecture/Demo
3.4	Neo Banking, Open Banking	A	3	2	Lecture
3.5	Block Chain in banking	U	3	1	Lecture/Video
3.6	Cloud Banking	U	3	2	Lecture/Video
Module 4: Central Banking			(12 Hours)		
4.1	Evolution & Definition of Central Bank in general	U	4	2	Lecture
4.2	Evolution & functioning of Central Bank of India in particular	U	4	5	Lecture
4.3	Regulatory measures: Bank rate, Repo and Reverse Repo, CRR,SLR, MSF	R	4	5	Lecture
Module 5: BANKER & CUSTOMER			(15 Hours)		
5.1	Banker and Customer: Meaning and Definition	U	5	1	Lecture
5.2	General relationship – Banker and Customer	U	5	2	Lecture
5.3	Special relationship – Banker and Customer	U	5	2	Lecture

5.4	Obligations of a banker	R	5	1	Lecture
5.5	Rights of a Banker: lien, combine accounts, appropriation, charge interest, commission, incidental charges	U	5	3	Lecture
5.6	Procedure of Opening Deposit accounts- -Closure of accounts, KYC	Ap	5	2	Lecture/dem o/ Classroom exercise
5.7	Cheque: Requisites of a valid cheque,	Ap	5	2	Lecture/dem o/ Classroom exercise
5.8	Crossing of Cheques	Ap	5	1	Lecture/dem o/ Classroom exercise
5.9	Endorsement of Cheque	Ap	5	1	Lecture/dem o/ Classroom exercise

Mark Distribution

Components	Tools of Evaluation	Max. Marks
End Semester Assessment (ESA)	3 Hours Examination	80 Marks
In Semester Assessment (ISA)	Component 1- descriptive examination	5 Marks
	Component 2 - Model Examination	5 Marks
	Component 3 - Attendance	2 Marks
	Component 4 - Assignment	4 Marks
	Components 5 – Viva (Application	4 Marks
Total Marks		100 Marks

Blue print of each COs to Assessment Tools

CO	Component 1		Comp. 2	Comp. 3	Comp. 4	Comp. 5	End Sem. Exam
	Descriptive Exam		Model Exam	Attendance	Assignment	Viva	
1	X			X		X	X
2	X		X	X		X	X
3			X	X		X	X
4				X	X	X	X
5			X	X	X	X	X

Components of Continuous Assessment

Component 1:	Class test 1 covering CO 1 & 2
Component 2:	Written examination covering Cos 2, 3 & 5
Component 3:	Attendance – Equally Applicable to all COs
Component 4:	Assignment covering CO 4 &5
Component 5:	Viva Connected with all Cos

Component 1:

Evaluation 1 will be offline descriptive examination covering CO 1, 2 (After the completion of Modules I and II)

Component 2:

Written examination covering COs 2, 3 & 5

Component 3:

Attendance – Equally applicable to all COs

Component 4:

Assignment 4 & 5

Students are expected to prepare and submit a project report based on the Modern banking Practices

Rubrics for Assignment

Criteria	Level 4	Level 3	Level 2	Level 1	Score
Identification Identify the Topic	Identifies and understands all the main areas	Identifies and elaborate main areas of the topic	Identifies and understands some of the areas of the topic	understands few of the main areas of the topic	
Statistical presentation	Statistical data with sufficient interpretations	Statistical data with minimum interpretations	Statistical data without interpretations	Only Statistical data	
Format and Presentation Clear and logical report writing.	The document demonstrates excellent formatting skills.	The document demonstrates a solid understanding of the basic elements of formatting.	The document demonstrates a basic level of formatting.	The document clearly does not comply with the basic requirement of formatting.	

Penalty for Late submission:

If submitted within one week after the stipulated time 75% of the marks calculated as per the above rubrics will be awarded to the student.

If submission is after one week of deadline but within the extended time fixed by the course in charge, only 50% of the marks determined as per rubrics will be awarded.

Component 5:

Viva Connected with all Cos

Rubrics for Seminar Presentation

Criteria	Level 1	Level 2	Level 3	Level 4	Total
Verbal Communication	Language is very poor	Able to communicate to a certain extent	Able to communicate but lacks confidence to speak	Able to communicate with confidence	
Knowledge/ Understanding about the subject	Knowledge about the subject is not up to the mark.	Knowledge about the subject is fairly good	Knowledge about the subject is good	Sound understanding about the subject and	

				communicated it well.	
Answering Questions	Not able to answer anyone question	Tried to answer some questions but not so successful	Answered majority of the questions	Answered all questions convincingly	
Clarity in Expression	Failed to express clearly.	Expressed some of the legal aspects	Expressed most of the aspects.	Very clearly expressed all the aspects	

Course Designed By Dr. Tom Antony

CBCM103 – FUNDAMENTALS OF BUSINESS LAWS

Course Code - CBCM103	Course Name: Fundamentals of Business Laws	Type	Semester	Credit	Hours
		Core	1	3	72

Course outcomes: After the successful completion of the course the student will be able to:

CO 1	Describe the concept of law and legal system prevalent in India.
CO 2	Define the legal terms in law of contracts.
CO 3	Identify the fundamental elements of the law of contracts.
CO 4	Apply the elements of contract laws required to create an enforceable contract.
CO 5	Apply the required legal principles necessary to discharge a contract

CO-PO Matrix

	Cognitive Level	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	Understand	2	-	1	-	1	1	-	-	-	-
CO2	Remember	2	-		2	-	-	-	-	1	-
CO3	Understand	2	1	-	2	-	1	-	1	-	-
CO4	Apply	-	2	-	2	2	-	-	2	-	-
CO5	Apply	-	2	-	2	2	-	-	2	-	-
Average		2	1.67	1	2	1.67	1	-	1.67	1	-

Module 1: Law and Society	(5 hours)
Meaning of law- Classification of Law - Sources of law- business law- Sources of business law in India- business law and managers.	
Module 2: Law of Contracts	(25 hours)
The Indian Contract Act, 1872- Definition of contract -Nature of contract- Classifications- Essential elements-offer, acceptance, revocation, consideration, capacity, Free consent, legality of object and consideration, performance of contract, discharge of contract, breach of contract, remedies for breach of contract-wagering and Contingent contracts-Quasi contract.	
Module 3: Special Contracts	(15 hours)
Contract of Indemnity- Contract of Guarantee- Difference between a Contract of Indemnity and a Contract of Guarantee - Kinds of Guarantee - Rights and Liabilities of Surety - Discharge of Surety. Bailment- Essentials of Bailment-Kinds of bailment- Rights and duties of Bailor and Bailee- Finder of lost goods- Pledge- essentials of Pledge- Rights and duties of Pawner and Pawnee.	
Module 4: Law of Agency	(10 hours)

Essentials, kinds of agents, rights and duties of agent and principal, creation of agency, termination of agency.

Module 5: Sale of Goods Act, 1930

(17 hours)

Formation of contract of sale - Essentials of contract of Sale - Goods and their classifications - Conditions and warranties - Transfer of property in Goods - Performance of contract of sale - Unpaid seller and his rights.

Text Books

1. Dr. SP Gupta, (2021), Business Statistics, Sultan Chand Publications, New Delhi
2. D. N Elhance and Veena Elhance, (2020), Business Statistics, Kitab Mahal Publications
3. B. L Agarwal, (2021), Basic Statistics, New Age Publications Pvt. Ltd., New Delhi
4. R.S. N. Pillai and V. Bhagavathi, (2021), Statistics, S. Chand & Company Ltd., New Delhi
5. L. R Potti, A text book of Business Regulatory Framework, Yamuna Publishers, Thiruvananthapuram.

References:

1. Richard I Levin, and David S. Rubin, (2020), Statistics for Management, Prentice Hall of India, Pvt. Ltd.
2. Neil A. Weiss, (2020), Introductory Statistics, Addison- Wesley, Boston
3. <https://legislative.gov.in/sites/default/files/A1872-09.pdf>
4. https://legislative.gov.in/sites/default/files/A1930-3_0.pdf

Course Plan & Delivery Mechanism

Unit No.	Topic(s)	Cognitive Level	Course Outcome	Hours	Course Delivery Mechanism
Module : I - Law and Society					
1.1	Meaning of law	U	1	2	Lecture
1.2	Classification of Law	U	1	1	Lecture
1.3	Sources of law and Sources of business law in India	U	1	1	Lecture
1.4	Business law and managers	U	1	1	Lecture
Module : II – Law of Contracts					
2.1	The Indian Contract Act, 1872- Definition of Contract.	R	2	1	Lecture
2.2	Nature of contract and Classifications of contracts	U	3	2	Lecture
2.3	Essential elements of Contract	A	4	3	Case Study
2.4	Offer, acceptance and revocation	U	3	3	Lecture
2.5	Consideration	U	3	2	Lecture
2.6	Capacity of parties	U	3	2	Lecture
2.7	Free consent	U	3	3	Lecture
2.8	Legality of object and consideration,	U	3	2	Lecture
2.9	Performance of contract and discharge of contract	A	5	2	Case Study
2.10	Breach of contract and remedies for breach of contract	U	3	3	Lecture
2.11	Wagering and Contingent	U	3	2	Lecture

	contracts				
Module : III – Special Contracts					
3.1	Contract of Indemnity	R	2	2	Lecture
3.2	Contract of Guarantee- Kinds of Guarantee	U	3	2	Lecture
3.3	Difference between a Contract of Indemnity and a Contract of Guarantee	R	2	1	Lecture
3.4	Rights and Liabilities of Surety -Discharge of Surety.	U	3	2	Lecture
3.5	Bailment- Essentials of Bailment-Kinds of bailment	U	3	2	Lecture
3.6	Rights and duties of Bailor and Bailee	U	3	2	Lecture
3.7	Lien - Finder of lost goods	R	2	2	Lecture
3.8	Pledge- essentials of Pledge- Rights and duties of Pawner and Pawnee	R	2	2	Lecture
Module : IV– Law of Agency					
4.1	Law of Agency – Meaning and Essentials of agency	R	2	2	Lecture
4.2	Kinds of agents	U	3	2	Lecture
4.3	Rights and duties of agent and principal,	U	3	3	Lecture
4.4	Creation and termination of agency	U	3	3	Lecture
Module : V – Sale of Goods Act, 1930					
5.1	Formation of contract of sale	A	4	3	Case Study
5.2	Essentials of contract of Sale	U	3	2	Lecture

5.3	Goods and their classification	U	3	3	Lecture
5.4	Conditions and warranties	R	2	3	Lecture
5.5	Transfer of property in Goods	U	3	3	Lecture
5.6	Performance of contract of sale	A	4	2	Case Study
5.7	Unpaid seller and his rights.	U	3	2	Lecture

Mark Distribution

Components	Tools of Evaluation	Max. Marks
End Semester Assessment (ESA)	3 Hours Examination	80 Marks
In Semester Assessment (ISA)	Component 1- i) Descriptive Examination ii) Quiz	5 Marks
	Component 2 - Model Examination	5 Marks
	Component 3 - Attendance	2 Marks
	Component 4 – Case Study Report	4 Marks
	Components 5 – Viva Voce (Based on Case Study)	4 Marks
Total Marks		100 Marks

Blue print of each COs to Assessment Tools

CO	Component 1		Comp. 2	Comp. 3	Comp. 4	Comp. 5	End Sem. Exam
	Descriptive Exam	Quiz	Model Exam	Attendance	Case Study	Viva	
1	X	X	X	X			X
2	X	X	X	X			X
3	X	X	X	X			X
4				X	X	X	X
5				X	X	X	X

Components of Continuous Assessment

Component 1:	i) Offline descriptive examination (COs 1, 2 & 3)
	ii) Online Quiz (COs 1, 2 & 3)
Component 2:	Written examination covering COs 1,2 & 3)
Component 3:	Attendance – Equally applicable to all COs
Component 4:	Case Study (COs 4 & 5)
Component 5:	Viva Connected with COs 4 & 5

Component 1:

Evaluation 1 (i) will be offline descriptive examination covering CO 1, 2 & 3) (After the completion of Modules I and II)

Evaluation 1 (ii) will be an online quiz covering COs 1, 2 & 3. (After the completion of Modules I, II and III)

Component 2:

Written examination covering COs 1, 2 & 3

Component 3:

Attendance – Equally applicable to all COs

Component 4:

Case Study covering COs 4 & 5

Students are expected to prepare and submit a report based on the Case Study given to them. The course in charge will notify the topic on which students are to work. The report should be prepared based on the legal provisions in the Indian Contract Act, 1872 and The Sale of Goods Act, 1930. . The evaluation of the report should be based on the rubrics made for this purpose.

Rubrics for Case Study Report.

Criteria	Level 4	Level 3	Level 2	Level 1	Score
Identify the legal issues in the cases	Identifies and understands all the main issues in the case study.	Identifies and understands most of the main issues in the case study.	Identifies and understands some of the main issues in the case study.	understands few of the main issues in the case study	
	Identifies,	Identifies,	Identifies,	Identifies,	

<p>Laws and Precedents</p> <p>Identify the laws and legal precedents that pertain to the legal issues</p>	<p>demonstrates and/or understands all of laws and legal precedents for the case study</p>	<p>demonstrates and/or understands most of laws and legal precedents for the case study</p>	<p>demonstrates and/or understands some of laws and legal precedents for the case study</p>	<p>demonstrates and/or understands few of laws and legal precedents for the case study</p>	
<p>Analysis of Issues</p> <p>For each issue, compare both existing legislation and case law with the facts presented in this case.</p>	<p>Very thorough and insightful analysis of each of the the issues using the laws and precedents</p>	<p>Reasonably thorough analysis of each of the issues using the facts presented, laws and case precedents</p>	<p>Somewhat thorough analysis of the issues presented using the facts presented, laws and case precedents.</p>	<p>Marginal analysis of each of the separate issues using the relevant facts, laws and case precedents and/or was not able to separate issues</p>	
<p>Decision</p> <p>For each issue presented, and based upon existing law, discuss and determine how each issue should be resolved.</p>	<p>Clearly made a decision based on the issues and precedent - i.e., demonstrated mastery of the process.</p>	<p>Made a decision based on the issues and precedent on a basic level.</p>	<p>Somewhat clearly made a decision based on the issues and precedent.</p>	<p>Either decision was not clear, or the decision was made without adequate legal basis.</p>	
<p>Format and Organization</p> <p>Clear and</p>	<p>The document demonstrates excellent formatting</p>	<p>The document demonstrates a solid understanding</p>	<p>The document demonstrates a basic level of formatting.</p>	<p>The document clearly does not comply with the basic</p>	

legible report writing.	skills.	of the basic elements of formatting.		requirement of formatting.	
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Penalty for Late submission:

If submitted within one week after the stipulated time 75% of the marks calculated as per the above rubrics will be awarded to the student.

If submission is after one week of deadline but within the extended time fixed by the course in charge, only 50% of the marks determined as per rubrics will be awarded.

Component 5:

Viva Voce Connected with CO 4.

Viva voce based on the report prepared for component 4.

Rubrics for Viva Voce.

Criteria	Level 4	Level 3	Level 2	Level 1	Total
Verbal Communication	Able to communicate with confidence	Able to communicate but lacks confidence to speak	Able to communicate to a certain extent	Language is very poor	
Knowledge/ Understanding about the subject	Sound understanding about the subject.	Knowledge about the subject is good.	Knowledge about the subject is fairly good.	Knowledge about the subject is not up to the mark.	
Clarity in Expression	Very clearly expressed all the legal aspects pertinent to the conclusion	Expressed most of the legal aspects.	Expressed some of the legal aspects.	Failed to express clearly.	
Answering Questions	Answered all questions convincingly	Answered majority of the questions	Tried to answer some questions but not so successful	Not able to answer anyone question	

Course Designed By Mr. Anishmon K A

CBCM104 – Marketing Management

Course Code CBCM104	Course Name: Marketing Management	Type	Semester	Credit	Hours
		Core	1	4	72

Course outcomes: After the successful completion of the course the student should be able to:

CO 1	Classify the co components of marketing mix and outline the transformation of marketing from conventional marketing to digital marketing.
CO 2	Reflect insight into market segmentation
CO 3	Organize the various stages in buying process
CO 4	Describe the product mix and judge the product identification strategies
CO 5	Differentiate various pricing strategies and categorize its kinds

Course Mapping Table

CO No.	Cognitive Level	PO1	PO 2	PO 3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Understand	2	1	-	1	-	2	-	-	2	-
CO2	Understand	2	-	-	2	-	2	-	-	2	-
CO3	Understand	-	-	-	2	-	1	-	-	2	-
CO4	Understand	3	-	-	-	-	2	-	-	2	-
CO5	Understand	3	-	-	1	-	2	-	-	2	-
Average CO		2.5	1	-	1.5	-	1.8	-	-	2	-

Module 1: Introduction to Marketing (15 Hours)

Introduction: Concept, Nature, Scope and Importance of marketing- Marketing concept and its evolution- Marketing and selling - Functions of marketing – Basics of marketing mix- Concept, scope, and importance of digital marketing- Traditional marketing versus digital marketing- Challenges and opportunities for digital marketing - Services marketing: meaning and distinctive characteristics.

Module 2: Environment of Marketing (15 Hours)

Micro and Macro Environments of Marketing: Its impacts on marketing decisions- Market segmentation and positioning –Need and basis of market targeting- Understanding consumer behaviour - Buying motives-Factors influencing consumer buying decisions. – buying process.

Module 3: Product Mix (15 Hours)

Concept of product - Product planning & development- New product development - Product classification- Product line & mix decisions- Branding- Packaging and Labelling- PLC and marketing implications- - Brand equity-Brand loyalty

Module 4: Price Mix (15 Hours)

Pricing- Objectives of pricing decisions- Factors affecting pricing decisions- Price determination process- Kinds of pricing –Basic pricing policies-Pricing of new products: Skimming and

Penetration – Pricing Strategies: New product pricing strategies- Product mix pricing strategies- Price adjustment strategies

Module 5: Physical Distribution Mix (12 Hours)

Physical Distribution – Marketing intermediaries: agent middlemen and merchant middle men - Levels of channels -Basic channels of distribution in case of consumer and industrial goods- Factors influencing the selection of a suitable channel - Functions of wholesalers and retailers- Logistic and supply chain management

Textbooks

1. Ramaswamy, V.S.-Marketing Management, Macmilan India, NewDelhi-2002.
2. Naresh K. Malhotra and Satyabhusan Das -Marketing Research : An Applied Orientation- 7th Edition- Pearson-2019
3. Marketing Management, RSN Pillai, Bhagavathy, S Chand ,2010.
4. Marketing Management, Rajan Saxena, McGraw Hill, 2017.

References:

1. Philip Kotler & Kevin Keller- A Framework for Marketing Management-Pearson,2016
2. Govindarajan Madabusi, Marketing Management - Concepts, Cases, Challenges and Trends, PHI Learning,2019
3. Philip Kotler, Gary Armstrong - Marketing: An Introduction. Prentice-Hall; International Editions-2016

Course Plan & Delivery Mechanism

Unit	Module I- Introduction to Marketing (15 Hours)					
		Level	Cognitive Outcome	Course	Hours	Course Delivery Mechanism
1.1	Introduction: – Market , Marketing	U	1	1	1	Lecture
1.2	Nature, Scope and Importance of marketing	U	1	1	1	Lecture
1.3	Marketing concept and its evolution	U	1	2	2	Lecture
1.4	Marketing and selling	U	1	1	1	Lecture, Discussion
1.5	Functions of marketing	U	1	2	2	Lecture, Discussion
1.6	Basics of marketing mix	U	1	2	2	Lecture
1.7	Concept, scope, and importance of digital marketing-	U	1	2	2	Lecture,
1.8	Traditional marketing versus digital marketing	U	1	2	2	Discussion
1.9	Challenges and opportunities for digital marketing	U	1	1	1	Lecture, Discussion
1.10	Services marketing: meaning and distinctive characteristics	U	1	1	1	Discussion

Module 2: Environment of Marketing (15 Hours)					
		Level	Course Outcome	Hours	Course Delivery Mechanism
2.1	Micro and Macro Environments of Marketing	U	2	1	Lecture
2.2	Components of micro and macro environments	U	2	2	Lecture
2.3	Impacts of micro and macro environments of marketing on marketing decisions-	U	2	1	Lecture
2.4	Market segmentation – Meaning	U	2	1	Lecture
2.5	Basis of segmentation	U	2	1	Discussion
2.6	Segmentation strategies –differentiated, undifferentiated ,Niche	U	2	1	Lecture
2.7	Merits and defects of segmentation	U	2	1	Lecture
2.8	Positioning & repositioning	U	2	1	Case study Lecture
2.9	Need and basis of market targeting-	U	2	1	Lecture
2.10	Understanding consumer behaviour -	U	3	1	Lecture
2.11	Buying motives	U	3	2	Lecture, Discussion
2.12	Factors influencing consumer buying decisions.	U	3	1	Lecture ,Assignment
2.13	Buying process	U	3	1	Lecture

Module 3: Product Mix (15 Hours)						
		Level	Outcome	Course	Hours	Course Delivery Mechanism
3.1	Concept of product and product mix	U	4		1	Lecture
3.2	Levels of a product	U	4		1	Lecture
3.3.	Product planning& development	U	4		1	Lecture
3.4	New product development	U	4		1	Lecture
3.5	Product classification –consumer goods & industrial goods	U	4		1	Discussion
3.6	Classification of consumer goods- convenience goods , shopping goods ,specialty goods , insistence goods& unsought goods	U	4		1	Lecture
3.7	Classification of convenience goods- staple goods ,impulse goods and emergency goods	U	4		1	Lecture
3.8	Differences between convenience – shopping and specialty goods	U	4		1	Discussion
3.9	Product planning and development	U	4		1	Lecture
3.10	New product development – process	U	4			Lecture
3.11	Product mix	U	4		1	Lecture, Discussion
3.12	Components of product mix – individual products and product line	U	4			Lecture
3.13	Width – length and depth of product mix	U	4			Lecture
3.14	Ways for making Changes in product mix- product modification –product elimination – product line expansion – product line contraction – product mix expansion – trading up –trading down.	U	4		1	Discussion
3.15	Product identification –branding ,labelling and packing	U	4		1	Lecture
3.16	Branding – brand mark –brand name – trade mark	U	4			Lecture

3.17	Types of branding - Individual -family-Umbrella /blanket-manufacturer-competitive -product line-co branding	U	4	1	Lecture
3.18	Labelling – types- Brand label-Price label-Barcode label-Quantity label- Descriptive label-Address label-Date label- Warning label	U	4		Lecture , Assignment
3.19	Packaging – uses – demerits	U	4	1	Discussion
3.20	Types of packaging – Transit packing-Consumer(I Level, II level, Inserts)-Multiple-Re use-Value added packing	U	4		Lecture
3.21	PLC – meaning and stages	U	4	1	Lecture
3.22	Brand equity and brand equity	U	4		Lecture

Module 4: Price Mix (15 Hours)						
		Level	Cognitive Outcome	Hours	Course Delivery Mechanism	
4.1	Concept of cost- price – value and price mix	U	5	1	Lecture	
4.2	Objectives of pricing	U	5	1	Lecture	
4.3.	Factors affecting pricing decisions	U	5	1	Lecture	
4.4	Price determination process	U	5	1	Lecture	
4.5	Methods of pricing and pricing policies-cost oriented, demand oriented, competition oriented and psychological pricing and sub categories	U	5	1	Discussion	
4.6	Pricing of new products – penetration and skimming	U	5	1	Lecture	
4.7	New product pricing strategies –points to be observed	U	5	1	Lecture	
4.8	Product mix pricing strategies - Product line pricing -Captive product pricing - By-product pricing – Product bundle pricing	U	5	1	Discussion	
4.9	Price adjustments strategies –cash discount-quantity discount – functional discount-seasonal discount –allowances	U	5	1	Lecture	

Module 5: Physical Distribution Mix (12 Hours)					
		Level	Cognitive Outcome	Hours	Course Delivery Mechanism
5.1	Physical Distribution	U	1	1	Lecture
	Distribution channel strategies – intensive-exclusive and selective distribution		1	1	
5.2	Marketing intermediaries: agent middlemen and merchant middle men	U	1	2	Lecture
5.3.	Functions of each intermediary	U	1	2	Lecture
5.4	Levels of channels – level zero, one ,two and level three	U	1	1	Lecture
5.5	Basic channels of distribution in case of consumer and industrial goods	U	1	2	Discussion
5.6	Factors influencing the selection of a suitable channel	U	1	1	Lecture
5.7	Logistic and supply chain management	U	1	1	Lecture
5.8	Inbound and out bound logistics	U	1	1	Discussion

Mark Distribution

Components	Tools of Evaluation	Max. Marks
End Semester Assessment (ESA)	3 Hours Examination	80 Marks
In Semester Assessment (ISA)	Component 1- Exam – (Using Modern Tools)	5 Marks
	Component b – class test	
	Component 2 - Model Examination	5 Marks
	Component 3 - Attendance	2 Marks
	Component 4 – Assignment	4 Marks
	Components 5 – Viva	4 Marks
Total Marks		100 Marks

Blue print of each COs to Assessment Tools

CO	Component 1		Comp. 2	Comp. 3	Comp. 4	Comp. 5	End Sem
	Evaluation on 1	Evaluation on 2	In-sem Exam	Attendance	Assignment	Viva	
1	X	X	X	X		X	X
2	X	X	X	X		X	X
3	X	X	X	X	X	X	X
4			X	X	X	X	X
5			X	X		X	X

Components of Continuous Assessment

Component 1:	Test1- Written test covering CO 1 ,CO2 & CO3
	Test 2- Online test covering CO 1, CO2 & CO3
Component 2:	Written examination covering all COs
Component 3:	Attendance – Equally applicable to all COs
Component 4:	Assignment1 - Covering CO3 Assignment 2 - Covering CO4
Component 5:	Viva –covering all the Cos

Rubrics for assignment

Criteria	Level 1	Level 2	Level 3	Level 4	Total
Introduction	Introduction is almost absent or insufficient	Introduction is present but lacks quality	Introduction is of average quality	Introduction is perfect and focuses on the topic	
Content	Content is presented without any order or headings.	Content is of average quality and presented without appropriate headings and diagrams	Content is informative but not presented with appropriate headings and diagrams	Content is informative and is arranged logically and presented attractively with appropriate headings and diagrams	
Conclusion	Conclusion is almost absent or insufficient	Conclusion lacks clarity and quality	Conclusion is of average quality	Conclusion is meaningful and is connected with the topic	
Reference	References are not shown	References are shown just for name sake (1 or 2 references only)	References are shown properly(3-6 references) but the arrangement is not proper	References (more than 6 references) are given properly dividing the references as books, periodicals, website etc.	

Rubrics for Viva Voce.

Criteria	Level 1	Level 2	Level 3	Level 4	Total
Verbal Communication	Language is very poor	Able to communicate to a certain extent	Able to communicate but lacks confidence to speak	Able to communicate with confidence	

Knowledge/ Understanding about the subject	Knowledge about the topic is poor	. Knowledge about the topic is average	Knowledge about the subject is good.	Sound understanding about the subject.	
Answering Questions	Not able to answer anyone question	Tried to answer some questions but not so successful	Answered majority of the questions	Answered all questions convincingly	

Course Designed By Dr. Binu Mathew Job