



1<sup>st</sup> Semester Syllabus  
of

*M.Com Programme*

*Under New CBCS Regulation 2018*

DIBRUGARH UNIVERSITY

(M.Com Finance  
&  
M.Com Marketing)

**New structure for PG CBCS as notified**

Semester	Courses with Credits				
	Core (fixed)	Elective (minimum)		Ability Enhancement Course (minimum)	Total Credit/Semester
		Discipline Specific Elective	Generic Elective		
I	3 courses X 4 Credit	1 Course X 4 Credit	-----	1 Course X 2 Credit	18
II	3 courses X 4 Credit	1 Course X 4 Credit	1 Course X 4 Credit	-----	20
III	3 courses X 4 Credit	1 Course X 4 Credit	1 Course X 4 Credit	1 Course X 2 Credit	22
IV	3 courses X 4 Credit	1 Course X 4 Credit	-----	-----	16
<b>Total Credit /Programme</b>					<b>76</b>

**M.Com. Structure:**

Semester	Course	Course Code	Title of the Course	Hours			Total Credits	
				L	T	P		
<b>First Semester</b>	<b>Core Course</b>	COM 10100	Organization Theory and Behaviour				4	
		COM 10200	Statistics				4	
		COM 10300	Marketing Management				4	
	<b>DSE</b>	<b><u>Group: A (Finance)</u></b>						
		COM 10411	Financial Institutions & Financial Market				4	
		Or					4	
		COM 10412	International Finance				4	
<b><u>Group: B (Marketing)</u></b>								
COM 10421	Agricultural & Rural Marketing				4			
COM 10422	Sales Management				4			

	AEC	<u><b>Group: A (Finance)</b></u> COM10500  <u><b>Group B (Marketing)</b></u> COM 10500	} Use of Statistical Software				2
<b>Total Credits</b>							<b>18</b>
<b>Second Semester</b>	<b>Core Course</b>	COM 20100	Human Resource Management				4
		COM 20200	Financial Accounting & Reporting				4
		COM 20300	Research Methodology				4
	<b>DSE</b>	<u><b>Group: A (Finance) (any one)</b></u> COM 20411	Advance Cost & Management Accounting				4
		COM 20412	Security Analysis & Portfolio Management				4
		<u><b>Group: B (Marketing) (any one)</b></u> COM 20421	Consumer Behaviour				4
		COM 20422	Retail Marketing				4

	<b>Generic Elective</b>	<b><u>COM 20510</u></b> <b>Or</b> COM 20520	Introduction to Stock Market  Marketing				4  4	
<b>Total Credits</b>							<b>20</b>	
<b>Third Semester</b>	<b>Core Course</b>	COM 30100	Managerial Economics				4	
		COM 30200	Business Ethics & Social Responsibility				4	
		COM 30300	Financial Management				4	
	<b>D. S. Elective Course</b>	<b><u>Group: A (Finance) (any one)</u></b>	COM 30411	Insurance & Risk Management				4
		Or	COM 30412	Retail Banking				4
		<b><u>Group: B (Marketing)</u></b>	COM 30421	Service Marketing				4
		Or	COM30422	Brand Management				4
<b>AEC</b>	<b><u>Group: A (Finance)</u></b>	COM 30510	Goods and Service Tax (GST) Law & Practice				2	
		<b><u>Group: B</u></b>						

		<b>(Marketing)</b> COM 30420	Digital Marketing				2
	GE	COM 30500	Start-ups & Entrepreneurship /  Soft Skill & Personality Development /  Personal Finance				4  4  4
<b>Total Credits</b>							<b>22</b>
<b>Fourth Semester</b>	<b>Core Course</b>	COM 40100	Company Law	48	6	10	4
		COM 40200	Foreign Trade	40	17	15	4
		COM 40300	Entrepreneurship Development	49	4	10	4

<b>D.S. Elective Course</b>	<b><u>Group: A</u></b>					
	<b><u>(Finance) (any one)</u></b>					
	COM 40411	Environmental Accounting				4
	Or					
	COM 40412	Income Tax Law and Practice				4
	<b><u>Group: B</u></b>					
	<b><u>(Marketing) (any one)</u></b>					
	COM 40420	Customer Relationship Management				4
	Or					
	COM 40422	Advertising Management				4
<b>Total Credits</b>						<b>16</b>

**Course Code: 10100**

**Course Title: Organization Theory & Behaviour**

**Nature of the Course: Core**

**Total Credit Assigned: 4 credits**

**Course Objective:**

The objective of this course is to help students understand the conceptual framework of organization, Organization theories and Organization behaviour. It helps the students to identify the patterns and structures of the organization and help to develop cognizance of the important of human behaviour.

Block	Unit	Contents	L*	T*	P*
1	I	Organization- Concept, typology	3	-	-
	II	Organization Theory; appraisal of Organization Theories	4	-	-
	III	Relationship between Management, Organization Theory & Behaviour	2	-	-
	IV	Span of Management	2	2	-
2	I	Structuring of Organizational Relationship	2	-	-
	II	Authority & Power  Delegation & Decentralization	4	-	-

	III		4	-	
	IV	Organizational Behaviour: Introduction, Concept & Determinants	4	2	2
3	I	Perception; Learning	4	-	-
	II	Attitude & Personality	4	-	-
	III	Transactional Analysis	2	-	-
	IV	Group behavior and Dynamics.	2	2	2
4	I	Motivation: Process of Motivation; Theories & Research	4	-	-
	II	Leadership: Approaches/Styles, Leadership effectiveness.	4	-	-
		Management of change and			



	III	Organizational Development	4	2	2
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Total No. of Lectures of 1 hour duration : 49

Total No. of Tutorial classes of 1 hour duration : 08

Total No. of Practical classes of 1 hour duration : 06

**Hence,  $49(L) + \{ [ 8(T) + 6(P) ] / 2 \} = 56 \text{ hours} / 14 = 4 \text{ Credit}$**

**\*L= Lecture, T= Tutorial, P= Practical**

**Course Outcome:**

This course will be enabling the students to understand:

1. Various theories of organization
2. Various complexities of organizational structure
3. To deal with the HR Behaviour at individual and group level in organization

**Suggested Readings:**

**Reference Books:**

Robbins, Stephen P : Organization Behaviour, Prentice Hall, New Delhi

Luthans, Fred: Organizational Behaviour, McGraw Hill, New York

Hussey, Paulo, Kenneth H, Blanchard and Dewey E. Johnson: Management of Organizational Behaviour: utilizing human recourses, Prentice Hall New Delhi.

Kumar, Niraj: Organizational Behaviour, Himalayan Publishing House, New Delhi

**Text Books:**

Ashwathappa. K: Organizational Behaviour Text and Case Studies, Himalayan Publishing House, New Delhi

Gupta N.S.: Organizational Theory and Behaviour. Edition 6<sup>th</sup> 2014. Himalayan Publishing House, New Delhi

**Course Code: 10200**  
**Course Title: Statistics**  
**Nature of the Course: Core**  
**Total Credit Assigned: 4 credits**

**Course Objective:**

This course intends to provide sound understanding of Statistics and how statistics can be applied in commercial activities. The following are the learning objectives of this course:

1. To develop an understanding in the theory of probability and probability distributions.
2. To understand the concept of sampling, different types of sampling and to develop idea how to draw random sample practically.
3. To learn the concept of multiple regression model and its practical utility in the field of commerce.
4. To understand the concept of testing of hypothesis and how different parametric test viz., t-test, F-test etc. can be applied.
5. To develop understanding when and how non-parametric statistical test can be applied.
6. To understand data processing with the help of different package such as MS Excel, MS Access and SPSS.

Block	Unit	Contents	L*	T*	P*
1. Probability	I	Theory of Probability	10	-	-
	II	Probability Distribution	8	-	-
	III	Errors in Sampling	1	-	-
2. Sampling Theory & Design of Sampling Survey	I	Sampling- Introduction and types of Sampling	2	-	-
	II	Principles of Sampling	1	-	-

	III	Multiple Regression Analysis- Concepts Application	5	-	-
3. Statistical Inference	I	Test of Hypothesis	10	-	-
	II	F-Test and Analysis of Variance	2	-	-
	III	Non-Parametric tests (chi-square test, Wilcoxon signed test, Kruskalwallis test, Rank correlation)	11	-	-
4. Computer Application	I	Data Processing	-	-	5
	II	Introduction to MS Excel and MS Access	-	-	3
	III	Introduction to SPSS Package	-	-	6

**Total No. of Lectures of 1 hour duration : 50 hours**

**Total No. of Practical of 1 hour duration (Case studies) : 14 hours**

**Hence,  $50(L) + \frac{14(P)}{2} = 57 \text{ hours}/14 = 4 \text{ Credit}$**

**\*L= Lecture, \*T= Tutorial, \*P= Practical**

**Course Outcome:**

The students completing this course are expected to learn and develop skill of the following:

1. To use the concept of probability and probability distribution in solving different Social Science problems.
2. To use the different sampling methods under different situations.
3. To learn the concept of multiple regression analysis and how to use it.

4. The basic idea behind testing of hypothesis. Ability to use different parametric statistical test under different situations.
5. To use different non-parametric statistical test
6. To use MS Excel, MS Access for basic data manipulation and simple statistical and graphical analysis.
7. To use SPSS for entering data, editing of data and analyzing data.

**Suggested Readings:**

***Reference Books:***

1. Montgomery D.C., Peck E.A. and Vining G.G. (2001) : Introduction to Linear Regression Analysis. 3<sup>rd</sup> Edition. Wiley Series in Probability and Statistics.
2. Sincich T, Levine D.M. and Stephan D. (1999): Practical Statistics by Example using Microsoft Excel. Prentice Hall
3. Keller G. (2012) : Managerial Statistics, 9<sup>th</sup> Edition. Cengage India Private Limited.
4. Babu P. R. (2017): Probability Theory and Random Processes. McGraw-Hill Education.
5. Kraska-Miller M. (2013) :Nonparametric Statistics for Social and Behavioral Sciences, 1st Edition.Chapman and Hall/CRC.

***Text Book:***

1. Gupta S.C., Kapoor V.K. (2013) : Fundamentals of Mathematical Statistics. Sultan Chand and Sons
2. Gupta S.C. (2017) : Fundamentals of Statistics. Seventh Revised and Enlarged Edition. Himalaya Publishing House.
3. Croxton F.E., Cowden D.J. and Klein S. (1992) : Applied General Statistics, 3<sup>rd</sup> Edition. Prentice-Hall of Indian Private Limited.
4. Hinton P.R., Brownlow C., McMurray I. and Cozens B. (2004): SPSS Explained. Routledge, Taylor and Francis Group.

**Course Code: 10300**  
**Course Title: Marketing Management**  
**Nature of the Course: Core**  
**Total Credit Assigned: 2 credits**

**Course Objective:**

The objective of the course is to help the students understand:

1. The Concepts of Marketing
2. The knowledge of Consumer Behaviour
3. The process of Market Segmentation
4. The concept Marketing Mix
5. The significance of Marketing Research

Block	Unit	Contents	L*	T*	P*
1	I	Meaning of market-definition and classification of markets	2	-	-
		Marketing- features-object-importance, Modern marketing, Marketing concepts.	3	-	-
		Marketing Mix- meaning, definition, elements, problems			
		Marketing functions, Marketing environment. [ Two Business Case Studies]	2	-	-
			4	1	2
2	II	Consumer Behaviour: Why study buying Behaviour?  Buyer Behaviour- Buying Motives		-	-

		<p>Kinds of markets- Consumer decision behaviour-Consumer buying decision process.</p> <p>[ Two Business Case Studies]</p>	4 4	1 -	2 -
3	III	<p>Market segmentation- Criteria, basis and methods of segmentation. Practice of market segmentation</p> <p>Product –features-classification-product policies-product planning and development- product mix product life cycle.</p> <p>Brands- branding, reasons for branding, conditions favourable to branding, types of brand-packaging, features, types.</p> <p>[ Two Business Case Studies]</p>	3 4  2	- -  1	- -  2
4	IV	<p>Pricing-importance of price-pricing objectives- factors affecting pricing decisions – procedure for price determination-kinds of pricing</p> <p>Marketing and distribution-</p>	4	-	-

		Channels-design-selection-physical distribution decision	3	-	-
		Promotion-selling, promotion and sales promotion- need, importance and objectives- Promotional mixes and strategies [ Two Business Case Studies]	4	1	2
5	V	Marketing research-objectives, procedure and types- methods of data collection- sampling, methods of sampling – sources of secondary data- organization of marketing research  Concepts of social marketing, service marketing, rural marketing and E-marketing. [ Two Business Case Studies]	4  4	-  -	-  2

Total No. of Lectures of 1 hour duration : 49 hours

Tutorial No. of Tutorials of 1 hour duration : 4 hrs

Total No. of Practical (Case studies) : 10 hours

**Hence,  $49(L) + \{ [ 4(T) + 10 (P)]/2 \} = 56 \text{ hours}/14 = 4 \text{ Credit}$**

**\*L= Lecture, T= Tutorial, P= Practical**

### **Course Outcome:**

This course will be enabling the students to understand and apply.

1. Marketing concepts
2. Behavioural aspects of the consumers
3. Market segmentation strategies in practice
4. Marketing Research for making better marketing research

**Suggested Readings:*****Reference Book:***

1. Principles Of Marketing: A Global Perspective- Philip Kotler, Gary Armstrong, Swee-Hoon Ang, Prof Siew Meng Leong, Chin-Tiong Tan, Prof Oliver Hong-Ming Yau , Pearson Publication

***Text Books:***

1. Marketing Management -R S N Pillai, V Bagavathi,S. Chand Edition: 1<sup>st</sup> edition, 2010
2. Marketing Management - Concepts, Cases, Challenges And Trends - Govindarajan Madabusi, PHI publication.
3. Marketing Management, Dr. Amit Kumar, Dr. B. Jagdish Rao, Sahitya Bhawan Publications 3rd Revised Edition 2017



**Course Code: 10411**  
**Course Title: Financial Institutions and Financial Market**  
**Nature of the Course: DSE**  
**Total Credit Assigned: 4 credits**

**Course Objectives:**

This course has been designed to enable the students to understand the role of financial institutions and markets. It also helps to develop a series of applications of principles from finance that explore the connection between financial markets, financial institutions and the economy. On the financial markets side, the students will learn how the financial market functions and the regulatory provisions to be followed by the market participants. On the institutions side, they will learn about investment banks, insurance companies, mutual funds and some other financial service providers. This Course aims at enlightening the financial and other matters about the financial infrastructure available and enables them to take wise and well informed decisions to benefit the organization and other stakeholders

Units	Course Contents	Hours			Total Hours
		L*	T*	P*	
I	<b>Introduction:</b> Nature and role of financial system; Financial system and financial markets; Financial system and economic development; Indian financial system - an overview.	6	6	6	12
2	<b>Money market</b> - Meaning, constituents, functions of money market; Money market instruments- call money market, treasury bills market, certificates of deposits, commercial bills, trade bills etc; Recent trends in Indian money market;	8	8	8	16
3	<b>Capital Market:</b> Functions, Primary and Secondary Capital market. Role of SEBI as a regulator of capital market- an overview; Indian Equity Market – Methods of Capital Issue in New Issues Market – Initial Public Offer (IPO), Right Issue, Private Placement, Qualified Institutional Placement (QIP), Offer For Sale (OFS). Merchant banks, Underwriter, Bankers to the issue. Stock Exchanges in India: Stock Market Operations, SEBI Regulation for Stock Exchanges, NSE and BSE role and functions; Depository service- Regulatory provisions for Depository services. Reforms in the capital market as a part of financial sector reform.	9	9	9	18
4	<b>Market participants and Financial Instruments:</b> Insurance Industry in India: Insurance Regulatory and Development Authority (IRDA) – Duties, Powers. Overview of insurance products.	9	9	9	18

Mutual Funds -Concept, Benefits, and Role/Functions of Mutual Funds. SEBI regulations for Mutual Funds. Derivative Instruments- Forward, Future, Options and Swaps. Non Banking Financial Companies (NBFCs): Housing finance institutions, Venture capital fund, Credit rating Agency,.				
Total equivalent credit (hours )	32	32	32	64

### **Course Outcome:**

The course will be enabling the students to understand

1. The functioning pattern of the financial market participants.
2. The way investment banks, mutual funds and other market participants function and the role played by such institutions.

### **Suggested Readings:**

#### ***Reference Books:***

1. Avdhani: Investment and security market in India, Himalaya publications, Delhi.
2. Ghosh, D Banking Policy in India Allied publications Delhi.
3. Giddy, I.H; GLOBAL Financial Markets, A.I.T.B.S., Delhi.
4. Reserve Bank of India, various Report, RBI Publication, Mumbai.
5. Varshey, P.N. Indian Financial System, Sutlan Chand &sons, New Delhi.
6. Averbach, robert D: Money Banking and financial Markets; MacMillan, London.
7. Verma JC. Guide to mutual Funds and Investments portfolio, Bharat Publishing House.

#### ***Text Books***

1. Bhole L.M.: financial markets and markets and Institutions, 4th editionTata McGraw Hill Delhi.
2. Srivastava R.M; Management of Indian Financial Institution; Himalaya Publication house Mumbai 2nd edition.
3. Pathak, Bharati, V; Indian Financial System; Pearson India EducationServices Pvt. Ltd. 5e Noida. Uttar Pradesh. India.
4. Khan, M.Y.: India Financial system, Tata McGraw Hill. New Delhi.

**Course Code: 10412**  
**Course Title: International Finance**  
**Nature of the Course: DSE**  
**Total Credit Assigned: 4 credits**

**Course Objective:**

To introduce the students with various issues on international finance viz., key theories of international finance, structure and operation of Multinational Corporations, balance of payment, measurement of currency exchange rates, currency options and futures.

BLOCK	UNIT	CONTENTS	L*	T*	P*
I INTRODUCTION	1	i) Organisational Structure of Multinational Corporations.	2	1	
		ii) Key Theories on International Finance.	3	1	1
		iii) Common Methods used to conduct international business.	2		
II INTERNATIONAL FLOW OF FUNDS		i) Components of Balance of Payment.	5	2	1
		ii) Growth of international trade over time.	5		1
		iii) International Capital Flows- influencing factors: economic and other factors.	2		
		iv) Agencies facilitate international flow of funds.	3		
III EXCHANGE RATE DETERMINATION	3	i) Measurement of exchange rates.	5	1	
		ii) Equilibrium of exchange rates.	5	1	
		iii) Movement in cross exchange rates.	2	1	1
IV CURRENCY ISSUES	4	i) Currency futures and options and anticipated currency rates.	4	1	1
		ii) Forward contract and their need	5		1
		iii) Interest rate parity.	5		2

**Total Lectures of 1 hour duration: 48**

**Tutorial Classes of 1 hour duration: 8**

**Practical Classes of 1 hour duration: 8**

**Hence, 48(L) + {[8(T)+8(P)]/2}= 56 hours/14= 4 credit**

**\*L= Lecture, T= Tutorial, P= Practical**

**Course Outcome:**

After pursuing this course the students will be having reasonable understanding

1. Theories of international finance
2. Structure and operation of Multinational Corporations
3. International flow of funds
4. Exchange rate determination and currency issue.

**Suggested Readings:**

***Reference Book:***

Jeff, Madura : International Financial Environment : McGraw Hill International, New Delhi.

***Text Books:***

- i) Shapiro, Allen : Multinational Financial Management: Prentice Hall Of India, New Delhi.
- ii) Seth, A.K : International Financial Management: Galgotia Publishing Company, New Delhi

**Course Code: 10421**  
**Course Title: Agricultural and Rural Marketing**  
**Nature of the Course: DSE**  
**Total Credit Assigned: 4 credits**

**Course Objectives:**

- To create awareness about the status and scope of agricultural and rural markets vis-vis the respective marketing strategies in India.
- To introduce students to the distinctive features of these markets as compared to markets for other goods and services; particularly highlighting major schematic, institutional and policy initiatives at different levels.

Block	Unit	Contents	L*	T*	P*		
					S	GD	CS
1.	<b>I: Basics of Agricultural Marketing</b>	Distinctive Features of Agricultural Marketing; Scope and forms of Agri-business; Role of Agro-processing in Agri-business development; Overview of Agri business cooperatives – role, formation and functioning; Impediments to improved performance; Status of agricultural marketing – Global and Indian scenario.	10	2	-	-	-
2.	<b>II: Rural Marketing Environment and Features</b>	Rural Marketing Strategies with special reference to Segmentation, targeting and positioning; Products and services in the rural markets; Channels of Distribution and trade management; Rural Communication, advertising and sales promotion; Rural Marketing Mix; Rural Consumer Behaviour, Pricing in Rural Markets.	10	2	2	-	-
3.	<b>III: Logistic and Supply Chain</b>	Elements of Agri-logistics and Supply Chain Management – demand forecasting (with special reference to changing environment and planning for uncertainty); functions of inventory, warehousing and distribution centres; transportation – Outsourcing and	12	2	2	2	-

		3 PLs (Third Party Logistics) and 4PLs (Fourth Party Logistics); CRM and IT in agricultural marketing – an overview.					
4.	<b>IV: Policy and Institutional Support</b>	Micro credit and micro finance models for agricultural and rural marketing in India; Financial Institutions for Agri and Rural development; Role of government and NGOs; Policy and schemes of NABARD.	16	2	-	2	

- **Total No. of Lectures of 1 hour duration : 48 hrs**
- **Total No. of Tutorial classes of 1 hour duration : 8 hrs**
- **2 nos. of Seminar of 2 hour duration : 4 hrs**
- **2 nos. of Group Discussion of 2 hour duration : 4 hrs**
- **Hence, Total No. of Practical Classes : 10 hrs**
- **Hence, 48 (L) + {[8 (T) + 8 (P)]/2 } = 56 hours/14 = 4 Credit**

**\*L= Lecture, T= Tutorial, P= Practical**

#### **Course Outcome:**

This course will be enabling the students to understand

1. The pros and cons of agricultural and rural marketing in India.
2. Opportunities of Research and Practise in the field of agricultural and rural marketing with greater insight and knowledge in terms of the indigenous and regional resources available at hand.
3. Policies and institutional support offered in this regard along with being a source of information to those unaware.

#### **Suggested Readings:**

##### ***Reference Book:***

- Acharya S.S. and Agarwal N.L. (2017), Agricultural Marketing in India, 6<sup>th</sup> Edition, Oxford University Press. ISBN: 978-81-204-1792-2
- NABARD Publications

##### ***Text Books:***

- Dogra B. and Ghuman K. (2010), Rural Marketing Concepts and Practices, Tata McGraw Hill. ISBN: 81-7992-085-2
- Krishnama Charyulu C.S.G. and Ramakrishnan Lalitha (2011), Rural Marketing Text and Cases, Pearson education. ISBN: 978-81-317-3263-2
- Ramkishen Y. (2005), New perspectives in Rural and Agricultural Marketing, Jaico Publishing House. ISBN: 978-81-799-2085-5

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**Course Code: 10422**  
**Course Title: Sales Management**  
**Nature of the Course: DSE**  
**Total Credit Assigned: 4 credits**

**Course objective:**

The aim of this course is to make the students acquainted with sales and Sales Management Process, its role in overall marketing policy and strategies, effective sales techniques and controlling sales process.

Block	Unit	Contents	L*	T*	P*		
					S	GD	CS
1	I	Personal Selling and Marketing Strategy:  Sales Management and the Business Enterprise; Sales Management, Personal Selling and Salesmanship; Setting Personal Selling Objectives; Determining Sales related Marketing Policies and Formulating Personal Strategy	12	2	-	2	2
2	II	Organizing the Sales Efforts:  The Effective Sales Organization; Sales Department Relations and Distribution- Network Relations	16	2	-	2	2



3	III	Sales Force Management:  Personal Management in the Selling Field; Recruiting Sales Personnel; Planning Sales Training Programmes; Executing and Evaluating Sales Training Programmes; Motivating Sales Personnel; Compensating Sales Personnel; Managing Expenses of Sales Personnel; Sales Meeting and Sales Contents and Controlling Sales Personnel.	9	-	2	-	-
4	IV	Controlling and Sales Effort:  The Sales Budget; Quotas; Sales Territories; Sales Control and Cost analysis.					

Total No. of Lectures of 1 hour duration :48 hrs.

Total No. of Tutorial of 1 hour duration :6 hrs.

Total No. of Seminar of 1 hour duration :4 hrs.

Total No. of G.D. of 1 hour duration :4 hrs.

Total No. of C.S. of 1 hour duration :2hrs.

Hence,  $48(L) + \{[6(T)+4(S)+4(G.D.)+2(C.S.)/2]\} = 56\text{hours}/14 = 4 \text{ Credit.}$

**\*L= Lecture, T= Tutorial, P= Practical**

**Course Outcome:**

The course will be enabling the students to understand

1. Process of Sales Management
2. Marketing Policies and Strategies
3. Sales Techniques

**Suggested Readings:*****Reference Books:***

1. George E. Belch & Michael A. Belch: Advertising and Promotion; published by Tata Mc. Graw Hill.
2. B. Ghosh: Fundamentals of Marketing Management published by Books & Allied (P) Ltd.
3. Kotter, Keller, Kashey & Jha: Marketing Management, published by Prentice Hall; India.

***Text Books:***

1. Mike Gale & Julian Clay: The Sales Manager's-A Handbook; Crest publishing House, India.
2. Richard R. Still, Edward W. Cundeff & Norman A.P. Govoni: Sales Management; published by Prentice Hall India.

**Course Code: 10500**  
**Course Title: Use of Statistical Software**  
**Nature of the Course: AEC**  
**Total Credit Assigned: 2 credits**

**Course Objective:**

To acquaint the students with the practical problems of basic modules of the SPSS Version 16.

Block 1		1 CREDIT
	UNIT 1.	<p>SPSS its history and different versions of SPSS. Data view and variable view in SPSS. Data types in SPSS – Scaling: Nominal, Ordinal, Interval and Ratio. Data entry in SPSS both Primary and Secondary data.</p> <p>Preparing variable view from a questionnaire having a mix of categorical, numerical (both \ integers and real numbers), string variables, date variables etc.</p> <p>Data manipulation in SPSS like- recoding into same variable, recoding into different variable, \ identifying duplicate cases, compute variable, weight cases, select if, split file, crosstab, p-p plot.</p> <p>Descriptive statistics in SPSS, data standardization, drawing simple graphs like Pie diagram, bar diagram, box plot, scatter diagram, error bar plot.</p>
	Unit 2	<p>Dealing with bivariate data in SPSS, computation of correlation coefficient - Pearson, Kendall and Spearman. Simple linear and non-linear regression in SPSS. Comparing regression curves for a given dataset and obtain the predicted values from bivariate regression.</p>
Block 2		1 credit
	UNIT 3	<p>Test of significance for mean, variance, ANOVA ( both one way and two way). Multiple regression with and without dummy variables, Binary logistic regression.</p>
	UNIT 4	<p>Analysis of data in SPSS obtained from Likert type scales.</p> <p>Non-parametric tests- Binomial test, Chi-square test, Kolmogorov Smirnov test, Wilcoxon signed rank test, run test, Mann Whitney U test, Wald Wolfowitz 2 sample test, Median test</p>

		(k- sample), Wilcoxon matched pair signed rank test.
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**Course Outcome:** After perusing this course the students shall be able to handle the problems relating to descriptive statistics such as correlation and regression analysis, data analysis under Likert scale, ANNOVA and various non parametric tests. This course shall greatly help the students to grasp the skills for analyzing the data with the help of computers.

**Suggested Readings:**

**Reference Book:**

1. Using IBM SPSS Statistics for Social Statistics And Research Methods, William E Wagner, Sage Publications.

**Text Books:**

1. Discovering Statistics Using SPSS Andy Field, Sage Publication.
2. Statistics For Social Sciences (With Spss Applications), Asthana Hari Shankar, Bhushan Braj, PHI publication.
3. Statistical Methods For Research A Step-By-Step Approach Using IBM SPSS, Kalyanaraman K. Atlantic Publishers & Distributors Pvt. Ltd