

CURRICULUM FOR ONE YEAR  
(TWO SEMESTER)  
POST GRADUATE DIPLOMA COURSE IN

=====  
: MARKETING AND SALES MANAGEMENT :  
: Effective from Session :  
=====

=====  
UNDER DEVELOPMENT  
=====

=====  
:Semester System :  
=====

Prepared By

=====  
: Curriculum Development Cell :  
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INSTITUTE OF RESEARCH DEVELOPMENT  
& TRAINING, U.P., KANPUR

APPROVED BY

=====  
: BOARD OF TECHNICAL EDUCATION :  
: U.P. LUCKNOW, :  
:CORRECTED AS SYLLABUS COMMITTEE OF:  
: B.T.E. MEETING HELD ON 02.06.2015  
=====

Corrected and Approved by B.T.E. On Dated 02.06.2015

STUDY AND EVALUATION SCHEME FOR  
ONE YEAR(TWO SEMESTER) POST GRADUATE DIPLOMA COURSE IN MARKETING AND SALES

MANAGEMENT

(Effective from session 200 -200 )

I SEMESTER

STUDY SCHEME					SCHEME OF EXAMINATION										
PERIOD PER WEEK					S U B J E C T S	T H E O R Y				P R A C T I C A L					
Lect	Tut.	Field work	Pra ct.	Total		Examination Dur.	Marks	Sessl Marks	Total Marks	Examination Dur.	Marks	Sessl Marks	Total Marks	Grand Total	
5	-	-	3	8	1.1. Professional Communication	2.5	50	20	70	3	20	10	30	100	
8	2	-	-	10	1.2. Principles of Management	2.5	100	40	140	-	-	-	-	140	
8	2	-	-	10	1.3. Principles of Marketing Management	2.5	100	40	140	-	-	-	-	140	
8	2	-	-	10	1.4. Principles of sales Management	2.5	100	40	140	-	-	-	-	140	
2	-	-	5	7	1.5. Computer Fundamental & Application	2.5	50	20	70	3	60	30	90	160	
<hr/>															
31	6	-	8	45			400	160	560	-	80	40	120	680	
													Discipline	15	
													Total	695	

II SEMESTER

8	2	-	-	10	2.1. Marketing Legislation	2.5	100	40	140	-	-	-	-	140
8	2	-	-	10	2.2. Elective (Any one)	2.5	100	40	140	-	-	-	-	140
					a.International Marketing									
					b.Principles of Advertising Management									
					c.Rural Marketing Mgt.									
-	-	-	10	10	2.3. Project Work(One Month)	-	-	-	-	-	60	60	60	
-	-	-	-	-	Viva Voce	-	-	-	-	100	-	100	100	
-	-	-	4	4	2.4. Personality Development	-	-	-	-	-	-	-	-	
4	-	-	-	4	2.5. Environmental Education & Disaster Management	2.5	50	-	-	-	-	-	-	
<hr/>														
20	4	-	14	38			200	80	280	-	100	60	160	440
													Discipline	15
													Total	455
													100% Carry Over of I Sem.	695
													Total	1150

- NOTE: (1) Each period will be of 50 minutes duration.  
(2) Each session will be of 16 weeks.  
(3) Effective teaching will be at least 14 weeks.  
(4) Remaining periods will be utilised for revision etc.  
(5) Student has to undergo in a practical training in any industrial organisation for a period of 4 weeks to study any topic related to this course and prepare project report on which an external viva will be conducted. The topic of the study should be identified and decided by faculty member in consultation with particular organisation.  
(6) (\*) It is compulsory to appear & to pass in examination, But marks will not be included for division and percentage of obtained marks.

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Name of the course	: Post Graduate Diploma in Marketing & Sales Management
Intake	: 60 Students
Duration of the course	: 1 Year (Two Semester)
Pattern of the course	: Semester System
Input Qualifications	: Bachelor's Degree from a recognised University.
Mode of admission	: State Joint Entrance Examination

## LIST OF EXPERTS (SEMESTER SYSTEM)

List of experts who participated & contributed in the workshop for Semester System of curriculum in Post Graduate Diploma in Marketing and Sales Management held on 25 April 2015 at I. R. D. T., Kanpur.

1. Shri L. B. Prasad  
H.O.D. (M.S.M) Govt. Polytechnic, Barabanki
2. Shri Tarun Bansal  
Professor I.H.M Aliganj, Lucknow
3. Dr. A. P. S. Bhadouria  
Professor Five School of Business  
Kanpur
4. Shri N. U. Siddiqu  
Guest Faculty Govt. Poly., Kanpur
5. Shri Autul Agarwal  
Guest Faculty Govt. Poly., Kanpur
6. Shri G. N. Singh  
Assistant Professor I.R.D.T., Kanpur

### III NEED ANALYSIS

The process of revision of curriculum is to be carried out from time to time in keeping with the changing needs of the job market. The revision of the curriculum for post graduate diploma in Marketing and Sales Management was taken up to make the curriculum more logical and need oriented taking into account the sophisticated technological changes involved in the promotion of sales and marketing techniques. The field of marketing is the soul of business. The competitive market and fast changing techniques used in marketing have further enhanced the importance of marketing personnel. The Marketing and sales personnel should not only know the fundamentals of the business of concerned field but also require specialised knowledge in different related fields. Due to this reason, one elective paper has also been introduced so that specialised training may be imparted to students in the field of interest. It will also enhance the employment opportunities to diploma holders in the field of their interest and it is likely to produce better results. In this way, the candidate undergoing training in P.G. Diploma course in Marketing Management will be exposed to new techniques of the area and will be able to become a more effective decision maker.

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#### IV PROFILE DEVELOPMENT

To assess the manpower needs and job competencies, an instrument was designed and sent to various organisations/industries. The response was not satisfactory. Therefore the job opportunities and competencies required were discussed in workshop. The persons from industries, higher educational institutes and diploma level institutes/polytechnics were invited for interaction in the workshop and the framework of the course was formulated. The detailed contents were then finalised and the curriculum was sent for feedback to industry people and institutes the views obtained were analysed and incorporated in the revised curriculum .

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V. JOB OPPORTUNITIES-

1. Marketing Product
2. Marketing Services
3. Public utility distribution system
4. International Trade, Services and Hotels; Chemical and Pharmaceutical
5. Airlines, Travel Agency and Tour Operator
6. Marketing Research
7. Advertising
8. Public Relation
9. Self Business
10. Insurance

They can employed in small and medium industry in the above areas as :

- Sales Executive/ Manager for manufacturing and service organisation relating to their discipline.
- Sales officer/Sales representative in consumer good manufacturing sector.
- Sales Promotional offier/Manager promotional offier
- Management Trainee
- Marketing Research Executive

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VI. JOB COMPETENCIES

After undergoing the programme the students are able to :

1. Apply the principles of management in the field of marketing.
2. Conduct study and explore market potentials, product development and understanding customer and market.
3. Understand procedures for import and export marketing and documentation.
4. Identify and manage channels of distribution both for domestic and international marketing.
5. Plan, Organize and manage advertising programme and sales including satisfying and negotiation.
6. Organize and undertake simple marketing research and market surveys.
7. Maintain public relations
8. Understand and appreciate the role and importances of business environment-economic, legal, social and political (National and International).
9. Use computers and its software for data analysis and management, preparation of survey reports and creation of data bank of their customer and products using on line data.
10. Communicate effectively on modern communication equipment such as fax, telephone, e-mail and network system.
11. Develop desired value system and attitudes required for becoming successful marketing executive.
12. Exhibit leadership qualities, team spirit and inter-personnel skills.
13. Understand quality standards, TQM and documentation.
14. Develop entrepreneurship skill and related competencies.

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VII      ACTIVITY ANALYSIS

Sl.No.	Activity	Knowledge
1.	Activities related with product and its development.	Planning, Management and its functional area--marketing.
2.	Activities related with the promotional aspects.	Principles of advertising, mangement. Basic knowledge of sales management, adequate knowledge of communication mix.
3.	Awareness to marketing information systems and the role of computers in modern business.	Marketing information systems and computers.
4.	Activities related to market research.	Marketing research. (Information Collection & Analysis)
5.	Activities related to export.	Export procedures.
6.	Activities related to marketing legislation.	Marketing legislation.
7.	Activities related to consumer.	Consumer psychology and behaviour.

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VIII COURSE OBJECTIVES-

1. Plan, schedule, organise, direct, control and co-ordinate men and product for sale/marketing.
2. Knowledge of sales procedure, selection of best alternatives within limits.
3. Assist developmental activities related to marketing/sales.
4. Knowledge of marketing/sales management.
5. Ability to study market trends.
6. Ability to establish and run one's own enterprise.
7. Knowledge of consumer behaviour and its implications in marketing.
8. Knowledge of legislation related to marketing.
9. Knowledge of the dynamics of international markets and export procedures.

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IX DERIVING CURRICULUM AREAS FROM COURSE OBJECTIVES

Sl.No.	Course Objectives	Specialised Areas
1.	Plan, schedule, organise, direct, control and coordinate men and product for sale/marketing.	Planning, organisation and management.
2.	Knowledge of sales procedure, selection of best alternatives within limits.	Principle of marketing.
3.	Assist developmental activities related to marketing/sales.	Principles of advertising, management and its applications.
4.	Knowledge of marketing and sales management.	Principles of sales management
5.	Ability to study market trends.	Marketing research methods and marketing information systems.
6.	Ability to establish and run one's own enterprise.	Knowledge of all the above topics; entrepreneurship, project work.
7.	Knowledge of consumer behaviour and its implications in marketing.	Consumer behaviour and its psychology.
8.	Knowledge of legislations related to marketing.	Knowledge of rules & regulations applicable in marketing.
9.	Knowledge of the dynamics of international markets and export procedure.	Knowledge of sales procedures for export.

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## I Semester

## 1.1 PROFESSIONAL COMMUNICATION

[ Common to All Engineering/Non Engineering Courses]

L	T	P
5	-	3

## Rationale:

Communication forms an important activity of diploma holder. It is essential that he/she should be in a position to communicate in writing and orally with superiors, equals and subordinates. This subject aims at providing working knowledge of languages like Hindi and English so as to train the students in the art of communication. It is suggested that maximum attention should be given in developing Communication abilities in the students while imparting instructions by giving maximum emphasis on practice.

Sr.No.	Units	Coverage time		
		L	T	P
1.	Introduction to communication methods meaning, channels & media written and verbal.	5	-	-
2.	Development of comprehension of English & Hindi through study of text material & language exercises.	10	-	-
3.	Development of expression through A. Letters (English & Hindi) B. Report writing (English) Note making and minutes writing	10 10	-	-
4.	Paragraph writing, Essay writing, Proposal writing	10	-	-
5.	Composition	10	-	-
6.	Remedial Grammar & Vocabulary Building	15	-	-
		70	-	42

## 1. PART I : COMMUNICATION IN ENGLISH (40 Marks)

1.1 Concept of communication, importance of effective communication, types of communication, formal, informal, verbal and nonverbal, spoken and written. Techniques of communication, Listening, reading, writing and speaking, Barriers in communication, Modern tools of communication- Fax, e-mail, Telephone, telegram, etc.

1.2 Technical communication Vs. General Communication :  
Development of comprehension and knowledge of English through the study of text material and language exercises based on the prescribed text book of English.

1.3 Development of expression through:

1.3.1 Paragraph writing, Essay writing, Proposal writing.

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1.3.2 Business and personal correspondence (Letters) :

Kinds of letters:-

Official, demi-offical, unofficial , for reply or in reply, quotation, tender and order giving letters. Application for a job, Resume.

1.3.3 Report writing and Note making and minutes writing.

1.4 Functional Grammer : Study of sentences and parts of speech (word class), Preposition, Verb, Articles, Abbreviations.

1.5 Vocabulary Building : Homophones, One word substitution, Idioms and Phrases.

1.6 Composition on narrative, descriptive, imaginative, argumentative, discussion and factual topics.

2. PART II : COMMUNICATION IN HINDI (10 Marks)

2.1 Development of comprehension and knowledge of Hindi usage through rapid reading and language exercises based on prescribed text material developed by IRDT.

2.2 Development of expression through ;

Letter writing in Hindi:

Kinds of letters:-

Official, demi-offical, unofficial , for reply or in reply, quotation, tender and order giving letters, Application for a job, Press release in Hindi, Report writing.

Note: Paper should be in two parts, part I - English and part II Hindi.

#### REFERENCE BOOKS

1. Bookshelf worksheet of Professional Communication, New Delhi : Bookshelf 2008
2. Functional Skills in language and literature by R. P. Singh, New Delhi : Oxford University Press.
3. Oxford English Hindi English Dictionary, New Delhi : Oxford 2008

#### LANGUAGE LAB PRACTICE

For the practice/exercise the following is suggested :-

- 1.A. Phonetic transcription
- B. Stress and intonation :  
(At least 10 word for writting and 10 word for pronunciation)
2. ASSIGNMENT : (Written Communication)

Two assignment of approximately 400 word each decided by the teacher concerned.

THE FOLLOWING MODEL IS PROPOSED :

1. a picture/photograph
2. an opening sentence or phrase
3. a newspaper/magzine clipping or report

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4. factual writing which should be informative or argumentative.  
(The students may refer to "Bookshelf worksheet" for technical communication)

3. Oral Conversation:

1. Short speeches/declamation : Bid farewell, Felicitate somebody, Celebrate a public event, Offer condolences
2. Debate on current problems/topics
3. MockInterview : Preparation, Unfolding of personality and Expressing ideas effectively
4. Group discussion on current topics/problems
5. Role Play/ general conversation : Making polite enquiries at Railway Station, Post Office, Banks and other Public places, Replying to such enquiries, enquiring about various goods sold in the market and discussing their prices. Complaining about service at Hotel, restaurant, Offering apologies in reply to such complaints, complain to a company about a defective product you have brought, reply to such complaints.
6. Presentation skill, Use of OHP and LCD.
7. Through drilling of model words involving different phonetic symbols (Vowels, Consonants, Diphthongs).

4. Aural :

Listening to conversation/talk/reading of short passage and then writing down the relevant or main points in the specified number of words and answering the given questions

The assignments/project work are to be evaluated by the internal/ external examiner. The distribution of 30 marks e.g.

10 marks for assignment (Given by subject teacher as sessional marks)

10 marks for conversation and viva-voce

10 marks for phonetic transcription

STRUCTURE OF THE PAPER OF PROFESSIONAL COMMUNICATION

Distribution of Marks

Theory Paper : 50 Marks

Sessional : 20 Marks

Practices : 30 Marks

Q1. Question based on the topics of the prescribed syllabus will be set for testing candidates ability to understand the content, explain words and phrases, making sentence of given words and ability to summarise will be included. All questions will have to be answered.

A. from English Text Book 10 Marks

B. from Hindi Text Book 5 Marks

Q2. Candidates will be required to write one letter (English) and one letter in (Hindi) from a choice of two -

A. English Letters 5 Marks

B. Hindi Letters 5 Marks

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Q3. Report Writing on given outlines 5 Marks

Q4. There will be a number of short answer questions to test the candidates knowledge of functional grammar, structure and usage of the language. All the items in this question will be compulsory. The grammar questions has four parts -

(Total Part: A For 5 Marks, B For 3 Marks, C For 3 Marks and D For 4 Marks)

A. This part of the question has to do with the transformation of sentences. English uses several patterns of sentence formation and the same meaning can be expressed by several patterns e.g. Active to Passive voice and vice versa, Direct to Indirect and vice versa, Reframing sentences by changing part of speech e.g. Noun to Adjective, Interchanging degree of comparison.

Interchanging Moods - Affirmative to Negative, Assertive to Interrogative or to exclamatory

B. The second part usually requires blanks in a sentence to be filled in with a suitable preposition and articles.

C. The third part is usually an exercise on tenses.

D. The fourth part concerns with one word substitution and abbreviation, uses of idioms and Phrases, Homophones.

Q5. COMPOSITION : (About 300 Words) (5 marks)

Candidates will be required to select one composition topic from a choice of five. The choice will normally include narrative descriptive, argumentative, discussion and factual topics. The main criteria by which the composition will be marked are as follows

A. the quality of the language employed, the range and appropriateness of vocabulary and sentence structure the correctness of grammatical construction, punctuation and spelling.

B. The degrees to which candidate have been successfully in organising both the composition as a whole and the individual paragraphs.

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## 1.2 PRINCIPLES OF MANAGEMENT

(Common with One Year Post Graduate Diploma In Retail Management)

L    T    P  
8    2    -

Rationale

Sl.No.	Topics	Coverage Time		
		L	T	P
1.	Nature & Scope of Management	14	2	-
2.	Management Thoughts	14	2	-
3.	Functions of Management	6	1	-
4.	Principles, Functions, Critical Elements Limitations, Levels	42	14	-
5.	Directing Leadership & Motivations	16	4	-
6.	Corporate Governance	12	3	-
7.	Co-ordination & Control	8	2	-
<b>TOTAL</b>		<b>112</b>	<b>28</b>	<b>-</b>

### 1. NATURE AND SCOPE OF MANAGEMENT

- Definition of Management
- Importance of Management
- Nature of Management- Management as a science or as an art.

### 2. MANAGEMENT THOUGHTS :

Different schools of management thoughts - Taylor, Fayol, Weber, Drucker, Human relations.

### 3. Functions of Management

### 4. PRINCIPLES, FUNCTIONS, CRITICAL ELEMENTS, LIMITATIONS, LEVEL:

- A. Planning - Definitions and functions elements, steps characteristics, advantage limitations, types of plan, decisions making rationale steps factors, effecting decision making, nature and importance programmable and non programmable decision, limitations.
- B. Management by objectives (MBO) - Concept and process.
- C. Organization - Definition, designing the structure, types of organization relationship in organization.
- D. Delegation - Definition, principles of delegation, importance, process.
- E. Span of Control- Meaning, importance types, limitations cost control budgetary control, overall control.

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5. DIRECTING LEADERSHIP & MOTIVATION :

Meaning, styles of leadership, qualities of good leader.  
Theories and techniques of motivation

6. MANAGEMENT AND ENVIRONMENT :

Meaning, concept and role. Corporate Governance, CSR,  
Internationalization, Social Responsiveness, Corporate/  
Industrial relation.

7. CO-ORDINATION AND CONTROL :

Meaning, importance elements, principles.

1.3 PRINCIPLES OF MARKETING MANAGEMENT

L T P  
8 2 -

Rationale:

This paper equips the students with general principles of marketing ie. nature and scope of marketing, marketing environment, buyer behaviour, marketing segmentation, assessment of demand, planning process and development etc.

Sl No.	Topics	Coverage Time		
		L	T	P
1.	Nature & Scope of marketing and Environment	6	1	-
2.	Market segmentation Techniques	12	4	-
3.	Consumer Behaviour	8	1	-
4.	Product planning & development	12	3	-
5.	Pricing	10	2	-
6.	Promotion mix & communication mix	14	4	-
7.	Supply Change Management	15	4	-
8.	Marketing Research	15	4	-
9.	Current Trends in Marketing	15	4	-
10.	Marketing Strategies	5	1	-
		112	28	-

1. Nature & Scope of Marketing & Environment :  
Concept, importance, Historical development in marketing concept and Indian Marketing environment and marketing planning. Economic Reforms, Marketing Chanllanges of the liberalised economy, creating and delivering customer value.
2. Market Segmentation Techniques :  
Importance, Purpose basis of market segmentation, market targetting, market positioning.
3. Consumer Behaviour :  
Buying decision process, factors influencing consumer behaviour, model of consumer behaviour. Buyer behaviour models, factors influencing buyer behaviour, buying motives, buying habits, buying process.

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4. Product Planning & Development  
Meaning of Product, Classification, New product development including test marketing, Product line decision, Product life cycle, Product mix and branding and packaging
5. Pricing:  
Policies and strategies, factors affecting pricing, pricing under different market condition. Types of pricing.
6. Promotion Mix :  
Meaning, objective, element of promotion mix. Integrated marketing communication.
  - A. Advertising:  
Meaning, objective, type, advertising in India.
  - B. Sales Promotion: Meaning, objective and techniques.
  - C. Personal Selling : Meaning & objective.
  - D. Publicity : Meaning and objects
  - E. Direct Market : Meaning and Objects
  - F. Decision areas in advertising
  - G. Budget
  - H. Advertising Effectiveness
7. Supply Chain Management (SCM):
  - A. Logistics :  
Warehousing, Transportation Management
  - B. Physical Distribution:  
Meaning & objective, role, & relevance of physical distribution in India, warehouse, inventory & transportation.
8. Marketing Research :  
Survey and fundamental opinion research. Annual plan

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control, profitability control, strategic control.

9. Current Trends In Marketing :

An introduction to Customer Relationship Management (CRM), Relating, Rural marketing, Marketing of services and international marketing, Retailing, Internet marketing, TV enabled market, Franchising, Consortium Marketing.

10. Marketing Strategies

1.4 PRINCIPLES OF SALES MANAGEMENT

L T P  
8 2 -

RATIONALE

The purpose of this paper is to acquaint the students with the basic knowledge of sales management.

Sl.No.	Topics	coverage time		
		L	T	P
1.	Nature, scope and definition	25	10	-
2.	Sales potential & Demand forecasting	25	10	-
3.	Sales organisation	22	6	-
4.	Sales force management	20	6	-
5.	Controlling the sales efforts	20	6	-
		112	28	-

1. Nature and Scope--  
Definition, objectives of sales management, theories of selling, qualities of a good salesman, salesman ship, Formulating sales policies, Structuring the sales force.
2. Sales Potential and Demand forecasting  
Meaning, importance and methods.
3. Sales Organisation:  
Meaning & methods of organising sales department.
4. Sales Force Management -  
Sales force task and objectives, sales force size, sales force design.  
Recruitment, selection, training and compensation of salesperson.
5. Controlling the Sales Effort  
Sales Budget - Purpose, forms and contents.  
Sales Quotas - Objectives, procedure for setting sales

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quotas, Incentive

Sales Territories - Concept, reason for establishing and revising, procedure for setting up or revising sales territories.

Sales Control - Sales audit, sales analysis.

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## 1.5 COMPUTER FUNDAMENTAL AND APPLICATION

(Common with One Year Post Graduate Diploma In Retail Management)

L T P  
2 - 5

### RATIONALE

Information technology has great influence on all aspects of our life. All our work places and the living environment are being computerized. In order to prepare certificate holders to work in these environments, it is essential that they are exposed to various aspects of information technology such as understanding the concept of information technology and its scope; operating a computer; use of various tools of MS Office; Desk Top Publishing and Using Internet, etc. from the broad competency profile of diploma holders. This exposure will enable the students to enter the world with confidence, live in these environments in a harmonious way and contribute to the productivity.

### NOTE :

- Teaching of theory should be dovetailed with practical work, There will be a theory examination also.
- The following topics may be taught in the laboratory along with the practical exercises

### DETAILED CONTENTS

1. Information Technolog - Its concept and scope
2. Elements of computer system, computer hardware and software data- numeric data, alpha numeric data; program, processing.
3. Computer organization, block diagram of computer, CPU, memory.
4. Input Devices; Keyboard, Mouse, etc. Output Device : VDU and Printer, Scanner, Plotter.
5. Secondary storage; Magnetic disk - tracks and sectors, optical disk (CD and DVD memory), primary and secondary memory: RAM,ROM, PROM, etc., Capacity; device controllers, serial port, parallel port, system bus.
6. Service like file opening and closing; memory management; device management and input- output (I/O) management with respect of windows.
7. Installation concept and precautions to be observed while installing the system and software.
8. Introduction about operating system such as MS DOS and Windows.
8. Special feautres, various applications of MS Word and MS-Excel.

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10. About the internet - Server types, connectivity (TCP/IP, Shell); Application of internet like e-mail and browsing.
11. Various Browsers like WWW(World Wide Web); Hyperlinks; HTTP (Hyper Text Transfer Protocol); FTP (File Transfer Protocol).
12. E-Commerce : Overview of e-commerce, Security issues in e-commerce.
13. Mail and Message System : e-mail, document and picture transmission, Voice mail, Teleconferencing, Trouble shooting in e-mail.

#### LIST OF PRACTICALS

1. Given a PC, name, its various components and list their functions.
  2. Identification of various parts of a computer and peripherals.
  3. Practice in installing a computer system by giving connection and loading the system software and application software.
  4. Installation of DOS and simple exercises on TYPE, REN, DEL, CD, MD, COPY, TREE, BACKUP commands.
  5. Exercises on entering text and data (Typing Practice).
  6. Installation of Windows 98, 2000, etc.
- I. Features of windows as an operating system :
- Start; Shutdown and restore; Creating and opening on the icons; Opening, Closing and sizing the windows; Using elementary job commands like- creating, saving, modifying, renaming, finding and deleting a file; Creating and operating on a folder; Changing setting like, date, time, color (background and fore ground); Using short cuts; Using on-line up
- A. MS Word :
- File Management : opening, Creating and saving a document, Locating files, Copying contents in some different file(s), Protecting files, Giving password protection for a file.
- Page Setup : Setting margins, Tabs setting, ruler, Identing.
- Editing a Document : Entering text, Cut, Copy, Paste using tool-bars.
- Formatting a Document : Using different fonts, changing font size and colour, Changing the appearance through bold/italic/underlined, Highlighting a text changing case, using subscript and superscript, Using different underline methods.
- Aligning of text in a document, justification of document, Inserting bullets and numbering.

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Formatting paragraph, Inserting page breaks and column breaks.

Using of headers, Footers : Inserting footnote, End note, Use of comments.

Inserting date and time, Special symbols, Importing graphic images, Drawing tools.

Tables and Borders : Creating a table, Formatting cells, Use of different borders styles, Shading in tables, Merging of cells, Partition of cells, Inserting and deleting a row in a table.

Print preview, Zoom, Page set up, Printing option.

Using Find and replace option.

Using tools like -Spell Check, Help, Use of macros, Mail merge, Thesaurus word content and statistics, Printing envelopes and labels.

Using shapes and drawing toolbar.

Working with more than one window in MS Word.

How to change the version of the document from one window OS to another.

Conversion between different text editors, Software and MS Word.

#### B. MS Excel :

Starting Excel, Open worksheet, Enter, Edit, Data, Formulas to calculate values, Format data, Create chart, Printing chart, Save worksheet, Switching from another spreadsheet.

Menu Commands : Create, Format charts, Organise, Manage data, Solving problem by analyzing data, Exchange with other application. Programming with MS-Excel, Getting information while working.

Work Book : Managing workbooks (Creating, Open, Close, Save), Working in work books, Selecting the cells, Choosing commands, Data entry techniques, Formula creating and links, Controlling calculation, Working with arrays.

Editing a worksheet, Copying, Moving cells, Pasting, Inserting, Deletion cells, Rows, Columns, Find and Replace text, Numbers of cells, Formatting worksheet.

Creating A Chart : Working with chart types, Changing data in chart, Formatting a chart, Use chart to analyze data.

Using a list to organize data, Sorting and Filtering data in list.

Retrieve data with MS - Query : Create a pivot table, Customising a pivot table, Statistical analysis of data.

How to change view of worksheet, Outlining a worksheet,

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customise workspace, using templates to create default workbooks, Protecting work book.

Exchanging data with other application : Linking and embedding, Embedding objects, Linking to other applications, Import, Export document.

C. Internet and Its Application :

Log in to internet. Navigation for seeking information on internet. Down loading information from internet. Sending and receiving e-mail - Creating a message, Creating an address book, Attaching a file with e-mail message, Receiving a message, Deleting a message. E-mail- Creating e-mail account with different user mails, How to operate voice mail.

L	T	P
8	2	-

## RATIONALE

This paper is meant to acquaint the students with legal framework of the business world with particular reference to India.

Sl.No.	Topics	Coverage Time		
		L	T	P
1.	Law of contracts	30	8	-
2.	Law of agency	30	8	-
3.	Sales goods act	26	6	-
4.	Other Acts	26	6	-
		100	28	-

1. Law of Contracts : Elements, offer and acceptance, legal relationship, lawful consideration, capacities of parties, free contract, consent consideration legality of objectives, performance of contract, legal formalities, formation of contract, void, voidable and valid contracts, contingent contracts, performance, termination/discharge of contract.
2. Law of Agency - Appointment and classification of agents. Who can be appointed as an agent ? Who can employ an agent ? Relationship between principal and agent . Rights, duties and liabilities of agent and principal. Termination and determination of agency, effect of termination.
3. The Sales of Goods Act -- Definition, essential elements, transfer of ownership, performance of contract of sale.
4. Other Acts : Meaning, objective and scope of the following
  - Consumer protection act.
  - Negotiable Instruments Act.
  - Trade Mark & Merchandise act.
  - Weights & Measures.
  - Partnership Act

2.2 ELECTIVE (ANY ONE)

ELECTIVE I (a) INTERNATIONAL MARKETING

L T P  
8 2 -

RATIONALE

The objective of this paper is to make the students aware about the international marketing strategy and export procedure.

Sl.No.	Topics	Coverage Time		
		L	T	P
1.	International Management	8	1	-
2.	Out look for International Marketing	12	4	-
3.	International Market research	12	4	-
4.	Product planning and decision	12	4	-
5.	International distribution & channels	12	4	-
6.	Pricing for International Marketing	12	3	-
7.	Export procedure & documentation	12	3	-
8.	Promotion of exports	10	3	-
9.	State Trading Corporation	8	1	-
10	International marketing environment	14	2	-
		112	28	-

1. International Management: Introduction, Meaning and scope of International management, Objective, Types of document, Preparation of document, Submission procedure
2. The Outlook for International Marketing:  
  
Meaning, difference between International marketing and domestic marketing. International marketing implications of the Nation-State.  
  
How to solve International marketing problems, salient feature and basic functions of export, entry strategy.
3. International Market Research :  
  
Components of International market research, International market analysis. The feasibility of market entry. The marketing plan, sources of market information.
4. Product Planning and Decision --  
  
Factors affecting standardisation of the product line. Brand Policy, alternative product adaptation strategies.
5. International Distribution and Channels :  
  
Decision area of physical distribution, factor influencing distribution cost. Export channels

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decision. Organisation of International trade - scope of export channel decision, direct versus indirect trading - international marketing middlemen.

6. Pricing for International Marketing:  
Essential matters of export price, price policy. The objectives of price policy. Establishing the export price. Export price in relation to the domestic price.
7. Export Procedure & Documentation :  
Offer and receipt of confirmed orders. Producing the goods, shipment. Banking procedures. Negotiation, export incentives.
8. Promotion of Exports :  
Promotion activities. Characteristics of foreign buyers. Forms of export promotion, export advertising.
9. State Trading Corporation:  
Meaning, objectives of state trading. Advantages of State Trading Corporation.
10. International Marketing Environment :  
International and policies, framework of international Marketing, GATT, WTO, UNCTAD, EU and multinational marketing groups.

ELECTIVE II -(b) PRINCIPLES OF ADVERTISING MANAGEMENT

L T P  
8 2 -

RATIONALE

The paper is designed to provide the student with the necessary background information regarding principles of advertising and its application.

Sl.No.	Topics	Coverage Time		
		L	T	P
1.	Nature and scope	18	4	-
2.	Advertising budget	18	4	-
3.	Advertising appeals	18	4	-
4.	Advertising copy	18	4	-
5.	Advertising media	18	4	-
6.	Advertising agency	22	8	-
		112	28	-

1. Nature and Scope of Advertising -  
Meaning, objective, types, social, economic, and ethical aspect of advertising.  
Publicity, sales promotions and personal selling.
2. Advertising Budget -  
Meaning, importance and methods of setting advertising budget.
3. Advertising Appeals -  
Concept, types, advertising appeals & their effective psychological handling.
4. Advertising Copy -  
Headlines, Body copy, Punchline, illustration and layout.
5. Advertising Media -  
Types, factors for selecting media, media cost, expression in India, media models, Advertising Message : What To Say.

6. Advertising Agency -  
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Definition Origin and development , organisation  
structure, functions,  
compensations and agency client relationship.  
Profile of advertising in India, its meaning,  
importance and methods.

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ELECTIVE III -(c) RURAL MARKETING MANAGEMENT

L T P  
8 2 -

1. RURAL ECONOMY :

Introduction, The development exercise, Rural-Urban disparities, Diagnosis of the failure, Policy, Interventions required, Rural face to reforms, Towards cyber India.

2. RURAL MARKET :

Rural environment, Characteristics of rural market, Profile of rural demand, Taxonomy of rural market, Attractiveness of rural market, thompson rural market index, Major factors contributing to the growth of rural markets.

3. RURAL MARKETING :

Introduction, Rural marketing : The new discipline, Concept and scope, Rural Vs Urban marketing, Constraints in rural marketing, The implication : Value Added Rural Marketing.

4. RURAL CONSUMER :

Profile of rural consumer, identifying the right customer, Buyer behaviour in rural India, Methods of motivating rural consumers, Innovation Adoption.

5. RURAL MARKETING STRATEGIES :

Rural marketing mix, Features of rural marketing mix, Product strategies, Pricing strategies, Distribution channel strategies, Physical distribution strategies, Problem in rural distribution and logistics, Promotion strategies, Formal and informal/rural specific media.

6. MARKET FOR AGRICULTURAL INPUTS :

A framework for understanding the market for inputs (agronomic potential, agro-economic potential, effective demand, actual consumption), Marketing of seeds, Marketing of fertilizer, Marketing of pesticides, Marketing of tractors, Marketing of credits, Co-operative marketing.

SUGGESTED BOOKS

1. RURAL MARKETING : TEXT AND CASES, CSG Krishnamacharyulu & Laliths ramakrishna, Pearson Education.
2. RURAL MARKETING MANAGEMENT, Sukhpal Singh, Vikas Publishing House Pvt. Ltd.

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### 2.3 PROJECT WORK

L T P

- - 10

The problem for study paper will be given by the Institute. Study paper will be prepared by each student after conducting field work as guided by Marketing & Sales Management Faculty. New technology of modernizing Marketing. The study paper will be comprised of two parts ie. sessional work and viva voce. Viva voce will be conducted by practical examiner nominated by Board of Technical Education.

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## 2.4 PERSONALITY DEVELOPMENT

L T P  
4 - -

### 1. ATTITUDE AND PERSONALITY :

Attitude And Personality :

Introduction/Types/ Its significance in personality. Factors Determining it. Its Correlation with success. Step to build up positive attitude.

Goal Setting :

Attitude and goal setting. Its significance in personality development. Setting your personalized goal.

Personality :

Introduction, Types - Outer and Inner, Its significance in modern world.

### 2. ATTITUDE AT WORKPLACE :

Attitude At Workplace :

Providing to the expectations of Seniors/Subordinates/ Co-workers. Personal Employability skill. Time Management. Stress Management. Human Networking or People Skills, Team Building, Self-Motivation and Leadership Traits, Negotiation Skills.

### 3. MAKING LASTING IMPRESSION :

Personal Grooming :

Health and Hygiene, dress sense, Developing Positive Habits and Character, Body Language, Basic Manners and Etiquettes, giving Personality a Professional Outlook.

### 4. WORKING AT GLOBAL WORKPLACE :

Self Management :

Self-Adaptation with corporate, Behavioral Adjustment, Coordination Ability, Coping job shifts and job rotation.

### 5. INTELLIGENCE/I/Q AND PERSONALITY TESTS :

Intelligence Tests :

Verbal, Non-verbal.

Personality Test :

Simulation and situation test. Psychological tests, I.Q. and Memory based tests.

### 6. Group discussion, Mock interview, Role plays, Interview

tips.

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2.5 ENVIRONMENTAL EDUCATION & DISASTER MANAGEMENT

L T P  
4 - -

RATIONALE:

A diploma student must have the knowledge of different types of pollution caused due to industrialisation and construction activities, so as he may help in balancing of eco-system and control pollution by providing controlling measures. They should be also aware of the environmental laws for effectively controlling the pollution of environment. The topics are to be taught in light of legislation Para-3.

TOPIC WISE DISTRIBUTION OF PERIODS:

SL. NO.	TOPIC	L	T	P
1.	Introduction	6		
2.	Pollution	4		
2.1	Water Pollution	8		
2.2	Air Pollution	8		
2.3	Noise Pollution	4		
2.4	Radio Active Pollution	6		
2.5	Solid Waste Management	6		
3.	Legislations	4		
4.	Environmental Impact Assessment	4		
5.	Disaster Management	6		
TOTAL		56	-	-

DETAILED CONTENTS

1. INTRODUCTION :

- Basics of ecology, Ecosystem, Biodiversity Human activities and its effect on ecology and eco system, different development i.e. irrigation, urbanization, road development and other engineering activities and their effects on ecology and eco system, Mining and deforestation and their effects.
- Lowering of water level , Urbanization.
- Biodegradation and Biodegradability, composting, bio remediation, Microbes .Use of biopesticides and biofungicides.
- Global warning concerns, Ozone layer depletion, Green house effect, Acid rain,etc.

2. POLLUTION :

Sources of pollution, natural and man made, their effects on living environments and related legislation.

2.1 WATER POLLUTION :

- Factors contributing water pollution and their effect.
- Domestic waste water and industrial waste water. Heavy

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metals, microbes and leaching metal.

- Physical, Chemical and Biological Characteristics of waste water.
- Indian Standards for quality of drinking water.
- Indian Standards for quality of treated waste water.
- Treatment methods of effluent (domestic waste water and industrial/ mining waste water), its reuse/safe disposal.

## 2.2 AIR POLLUTION :

Definition of Air pollution, types of air pollutants i.e. SPM, NOX, SOX, CO, CO<sub>2</sub>, NH<sub>3</sub>, F, CL, causes and its effects on the environment.

- Monitoring and control of air pollutants, Control measures techniques. Introductory Idea of control equipment in industries i.e.
  - A. Settling chambers
  - B. Cyclones
  - C. Scrubbers (Dry and Wet)
  - D. Multi Clones
  - E. Electro Static Precipitations
  - F. Bog Fillers.
- Ambient air quality measurement and their standards.
- Process and domestic emission control
- Vehicular Pollution and Its control with special emphasis of Euro-I, Euro-II, Euro-III and Euro IV.

## 2.3 NOISE POLLUTION :

Sources of noise pollution, its effect and control.

## 2.4 RADISACTIVE POLLUTION :

Sources and its effect on human, animal, plant and material, means to control and preventive measures.

## 2.5 SOLID WASTE MANAGEMENT :

Municipal solid waste, Biomedical waste, Industrial and Hazardous waste, Plastic waste and its management.

## 3. LEGISLATION :

Preliminary knowledge of the following Acts and rules made thereunder-

- The Water (Prevention and Control of Pollution) Act - 1974.
- The Air (Prevention and Control of Pollution) Act - 1981.
- The Environmental Protection (Prevention and Control of Pollution) Act -1986. Rules notified under EP Act - 1986  
Viz.

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- # The Manufacture, Storage and Import of Hazardous Chemical (Amendment) Rules, 2000
- # The Hazardous Wastes (Management and Handling ) Amendment Rules, 2003.
- # Bio-Medical Waste (Management and Handling) (Amendment) Rules, 2003.
- # The Noise Pollution (Regulation and Control) (Amendment) Rules, 2002.
- # Municipal Solid Wastes (Management and Handling) Rules, 2000.
- # The Recycled Plastics Manufacture and Usage (Amendment) rules, 2003.

4. ENVIRONMENTAL IMPACT ASSESSMENT (EIA) :

- Basic concepts, objective and methodology of EIA.
- Objectives and requirement of Environmental Management System (ISO-14000) (An Introduction).

5. DISASTER MANAGEMENT :

Definition of disaster - Natural and Manmade, Type of disaster management, How disaster forms, Destructive power, Causes and Hazards, Case study of Tsunami Disaster, National policy- Its objective and main features, National Environment Policy, Need for central intervention, State Disaster Authority- Duties and powers, Case studies of various Disaster in the country, Meaning and benefit of vulnerability reduction, Factor promoting vulnerability reduction and mitigation, Emergency support function plan.

Main feature and function of National Disaster Management Frame Work, Disaster mitigation and prevention, Legal Policy Frame Work, Early warning system, Human Resource Development and Function, Information dissemination and communication.

ONE YEAR (TWO SEMESTER) P. G. DIPLOMA IN MARKETING & SALES MANAGEMENT

VII RESOURCES

7.1 HUMAN RESOURCES

Staff Requirement

Head of Department	One
Lecturer	Three
Typist/Routine clerk	One
Operator(Zerox/Duplicating m/c)	One
Driver	One
Computer Programmer	One
Class IV	Four

Staff qualification

Head of Department	M.B.A. with respctive field and experience of 5 years.
Lecturer	M.B.A. with respective field.

GUEST LECTURER: At least 10% lecturer in each course should be arranged by visiting faculty.

7.2 Space Requirements:

	Teaching Area	No.Required	Area in Sq.M.
1.	Lecture room for 30 students	1	120
2.	Room for tutorial and case study	1	120
3.	Conference room	1	120
4.	Library and reading room	1	350
5.	Computer room	1	60
	Administrative Area:		
6.	Principal's room	1	30
7.	Room for H.O.D.	1	20
8.	Lecturer room for each lecturer (10 Sq. M. for each room)	2	20
9.	Main Office	1	100
10.	Store	1	150
	Add 40% for walls, Passage conveniences etc.		

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LIST OF EQUIPMENT FOR ALL MANAGEMENT COURSES

	NAME OF EQUIPMENT	QTY.	APP. COST
1.	N.C.D. Projector	2	20,000
2.	Over head projector with accessories	1	20,000
3.	Audio CD Recorder Cum Player	1	10,000
4.	Vaccum Cleaner	1	9,000
5.	X-erox Machine	1	1,50,000
6.	Personal computer with printer	1	60,000
7.	Digital Camera/Handi Cam	1	25,000
8.	DVD Writer Cum Player	2	10,000
9.	Furniture:		
	a. Class Room/Tutorial Room	L.S.	50,000
	b. Library	L.S.	50,000
	c. Furniture for coference Room		as per requirement
10.	Library books and periodicals	L.S.	2,00,000 Non recurring 25,000 Recurring per annum
11.	Air conditioning false ceiling and synthetic floor for computer room	L.S.	30,000
12.	English typewriter (Preferably Electronic)	1	18,000
12.	One Vehicle (Mini Bus) for field work, visit to industries/organisation/project work. Purchasing of Vehicle is optional.	1	

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LIST OF BOOKS

Sl.No.	TITLE OF THE BOOKS	AUTHOR	PUBLISHER
1.	Hand Book of Modern Marketing	Buell	McGraw-Hill
2.	Hand Book of Business Administration	Maynard	-do-
3.	Organisation & Management	Agrawal	Tata McGraw-Hill
4.	Marketing: A Managerial Introduction	Gandhi	-do-
5.	Essential of Management	Koontz	-do-
6.	Management: A Program Approach with Cases & Application	Kazmier	-do-
7.	Marketing: Environment, Concepts & Cases	Mehta	-do-
8.	Fundamental of Marketing	W.J.Stanton	McGraw-Hill
9.	Modern Marketing Strategy	Borsk & Chapna	Havard
10.	Marketing In India	K.L. Govil	---
11.	Principles of Marketing	Philip Kotler	P.H.I.
12.	Hand Book of Advertising Management	Barton	McGraw-Hill
13.	Advertising Management Text & Cases	Mohan	Tata McGraw-Hill
14.	Advertising	Wright	-do-
15.	Foundation of Advertising-Theory & Practice	Chunawalia & Sethia	Himalaya Publ. House
16.	Advertising management	Aaker & Myers	Prentice Hall of India
17.	Advertising	Wright, Winter Zeiglar	McGraw-Hill
18.	Advertising: Process & Practice	Engel	-do-
19.	Tested Advertising Methods	John Caplel	D.B.Taraporevala
20.	Marketing & Sales Management	Acharya & Govekar	Himalaya Publ. House
21.	Marketing & Salesmanship	Sherlekar, S.A.	-do-
22.	Sales Management: Decision, Strategy & Cases	Cundiff, Still & Govani	P.H.I.
23.	Sales & Management Training in India	T.A.A.Latif	Hemkunt Press
24.	Succesful Sales Management	Harry Simons	---
25.	Hand Book of Marketing Research	Ferber	McGraw-Hill
26.	Modern Marketing Research	Pradhan, Patil	Himalaya Publ.

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	& Kulkarni	House
27. Marketing Research:An Applied Approach	Kennean & Taylor	McGraw-Hill
28. Marketing Communication Process	Delozien	-do-
29. Marketing Research	Luck,Wales Taylor & Rubin	P.H.I.
30. Marketing Research	Weiers	P.H.I.
31. Marketing Research	Boyd & Westfall	McGraw-Hill
32. Monopolies, Trade Regulations & Consumer Protection	Verma	Tata McGraw-Hill
33. Export Management	Balgopal, T.A.S.	Himalaya Publ. House
34. International Trade & Export Management	Cherunilam, Francis	-do-
35. Export Marketing	Rathor, B.S.	-do-
36. International Marketing	Saravanavel,P.	-do-
37. Restrictive Trade Practices in India	Verma D.P.S.	-do-
38. Business Law	Bulchandani K.R.	-do-
39. Essential of Psychology	Ghorpade M.B.	-do-
40. Consumer Behaviour	Bennett & Kassarjian	Prentice Hall of India
41. Consumer Behaviour	Engel	McGrawHill
42. Consumer Behavior	Lawdon	-do-
43. Mercantile Law	Batra & Kalra	Tata McGraw-Hill
44. Mercantile Law	M.C. Kuchal	Vikas Pub.
45. Elements of Mercentile Law	N.D. Kapoor	Sultan Chand
46. Commercial Law	Sen & Mitra	---
47. Fundamental of Computer	V. Raharaman	
	Prentic Hall of India Pvt. Ltd., New Delhi	
48. Computer Today	S.K. Basandara	
	Galgotia Publication Pvt. LTd., Daryaganj, N. Delhi	
49. MS Office 200 For Everone	Sanjay Saxena	
	Vikas Publishing House Pvt. Ltd., N. Delhi	
50. Internet for Every One	Elexis Leon & Mathews Leon	
	Vikas Publishing House Pvt. Ltd., Jungpura, N. Delhi	
51. A First Course In Computer	Sanjay Saxena	

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Vikas Publishing House Pvt. Ltd., Jungpura, N. Delhi

52. Mastering Window 98  
BPB Publication, New Delhi
53. Mastering Word 6 for Window  
BPB Publication, New Delhi
54. Teach Your MS Excel 97 in 24 Hours Peterson
55. Computer Fundamental P. K. Sinha  
BPB Publication, New Delhi
56. Fundamental of Information Tech. Leon & Leon  
Vikas Publishing House Pvt. Ltd., Jungpura, N. Delhi
57. Fundamental of Informaton Tech. Sanjay Saxena  
Vikas Publishing House Pvt. Ltd., Jungpura, N. Delhi

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