

ST. MIRA' S COLLEGE FOR GIRLS, PUNE
(Autonomous - Affiliated to SavitribaiPhule Pune University)

SKILL ENHANCEMENT COURSE

CLASS: TYBCOM

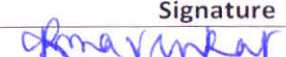
SUBJECT: Business Administration-III

TITLE: Marketing: Fundamentals and New Perspectives

[SEC COURSE]

Semester: V	Subject Code: 02222213	Lectures: 12 Contact Hours	Credit: 1
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Sr. No.	(1) Area	(2) Course Outcomes	(3) Skill-based/ Activity- based	(4) Evaluation	(5) Skills
1.	From Market Segmentation to Marketing Mix	<ul style="list-style-type: none"> Ability to critically evaluate a marketing program from consumer and marketing practitioner viewpoints Ability to demonstrate knowledge of the individual components of a marketing mix 	Activity-based	Worksheet, reporting and ppt	Research Skills, Creative thinking and marketing skills
2.	Creating Customer Journey Map	<ul style="list-style-type: none"> Ability to collect, process, and analyze consumer and market data to make informed decisions. 	Activity-based	Worksheet, Mind Mapping Reporting and ppt	Research Skills, Creative thinking and marketing skills
3.	Designing Marketing Strategy	<ul style="list-style-type: none"> Ability to identify the organisational processes involved in the planning, implementation and control of marketing activities 	Skill-based	Mind Mapping, reporting and presentation	Creative thinking, analytical thinking, communication skills and marketing skills

Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	



SEC_BCOM_Discipline Specific Course_Business Administration-III

		<ul style="list-style-type: none"> • Ability to develop a market research plan and conduct basic research using primary and secondary sources. 			
4.	Review of Literature on current trends	<ul style="list-style-type: none"> • Ability to critically evaluate the key analytical frameworks and tools used in marketing 	Skill-based	Reporting and ppt	Analytical thinking, Creative thinking, Research Skills and marketing skills



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SKILL ENHANCEMENT COURSE

CLASS: TYBCOM

SUBJECT: Business Admin-III / Marketing-III/ Business Entre-III

TITLE: Research Methodology
[SEC COURSE]

Semester: VI	Subject Code: C62216	Lectures: 12 Contact Hours	Credit: 1
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Sr. No.	(1) Area	(2) Course Outcomes	(3) Skill-based/ Activity- based	(4) Evaluation	(5) Skills
1.	Review of Literature	<ul style="list-style-type: none"> Ability to infer the fundamental theoretical ideas and logic of research. Ability to appraise and practice various quantitative and qualitative research methods 	Activity-based	Reporting and ppt	Research Skills, Creative thinking and analytical skills
2.	Research design worksheet	<ul style="list-style-type: none"> Ability to demonstrate knowledge of various research designs and techniques. 	Skill-based	Worksheet, Reporting and ppt	Research Skills, Creative thinking and analytical skills
3.	Designing a questionnaire	<ul style="list-style-type: none"> Ability to understand the basic framework of research process. Ability to choose methods appropriate to research aims and 	Skill-based	Reporting and presentation	Creative thinking and analytical skills

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