



FIRST-YEAR OF BACHELOR OF VOCATIONAL MAJOR BANKING AND FINANCE REVISED SYLLABUS ACCORDING TO CBCS NEP2020

COURSE TITLE: BASIC SKILLS OF MARKETING
W.E.F. 2024-2025

SEMESTER-I,

Recommended by the Board of Studies in BVOC (BFS)
And

Approved by the Academic Council

DevrukhShikshanPrasarakMandal's

Nya. TatyasahebAthalye Arts, Ved. S. R. Sapre Commerce, and
Vid. DadasahebPitre Science College (Autonomous), Devrukh.
Tal. Sanmeshwar. Dist. Ratnagiri-415804. Maharashtra. India

Academic Council Item No: _____

Name of the Implementing Institute	:	Nya. TatyasahebAthalye Arts, Ved. S. R. Sapre Commerce, and Vid. DadasahebPitre Science College (Autonomous), Devrukh. Tal.Sangmeshwar, Dist. Ratnagiri-415804,
Name of the Parent University	:	University of Mumbai
Name of the Programme	:	Bachelor of Vocation (BFS)
Name of the Department	:	Commerce
Name of the Class	:	First Year
Semester	:	First
No. of Credits	:	02
Title of the Course	:	Basic skills of marketing
Course Code	:	BFSE101
Name of the Vertical in adherence to NEP 2020	:	Major and Minor
Eligibility for Admission	:	Any 12 th Pass seeking Admission to Degree Programme in adherence to Rules and Regulations of the University of Mumbai and Government of Maharashtra
Passing Marks	:	40%
Mode of Assessment	:	Formative and Summative
Level	:	UG
Pattern of Marks Distribution for TE and CIA	:	
Status	:	NEP-CBCS
To be implemented from Academic Year	:	2024-2025
Ordinances/Regulations(if any)	:	

Nya. TatyasahebAthalye Arts, Ved. S. R. Sapre Commerce and Vid. DadasahebPitre Science College, Devrukh (An Autonomous College Affiliated with University of Mumbai)

Syllabus for First Year of Bachelor of Vocation in BFS

(With effect from the academic year 2024-2025)

SEMESTER-I

Paper No.–

Course Title: Basic skills of Marketing

No. of Credits - 02

Type of Vertical: Major and Minor

COURSE CODE: BFSE101

Learning Outcomes Based on BLOOM's Taxonomy:

After completing the course, the learner will be able to...

Course Learning Outcome No.	Blooms Taxonomy	Course Learning Outcome
CLO-01	Remember	Review the basics of marketing
CLO-02	Understand	Explain the different terms in Marketing
CLO-03	Apply	Prepare customer survey report
CLO-04	Analyze	Explain market survey
CLO-05	Evaluate	Summarize procedure of market research
CLO-06	Create	Develop ability to perform clerical duties

Syllabus for First Year of Bachelor of Vocation in BFS

(With effect from the academic year 2024-2025)

SEMESTER-I

Paper No.–

Course Title: Basic skills of marketing

No. of Credits - 02

Type of Vertical: Major and Minor

COURSE CODE: BFSE101

COURSE CONTENT			
Module No.	Content	Credits	No. of Lectures
1	<p>Understanding market and marketing</p> <ul style="list-style-type: none"> ➤ Marketing-meaning, importance, features ➤ Marketing mix- concept, product mix, price mix, place mix, promotion mix, 7 p's of marketing ➤ Market segmentation-types and market positioning ➤ Consumer behavior ✓ Analyze customer profile ✓ Factors influencing consumer behavior ✓ Target market/customer selection ✓ Case study on market segmentations ✓ Observe consumer behavior in a market place 	01	30
	<p>Market research and survey</p> <ul style="list-style-type: none"> ➤ Importance and process of marketing research ➤ Types of research (qualitative and quantitative) ➤ Data collection methods and techniques ✓ Analysis of real-world marketing cases ✓ Survey potential customers for banking ✓ Survey potential customers for insurance ✓ Positioning strategies ✓ Case studies on positioning 	01	30
	Total	02	60

Required Previous Knowledge

No previous Knowledge is required.

Access to the Course

Nya. TatyasahebAthalye Arts, Ved. S. R. Sapre Commerce and Vid. DadasahebPitre Science College, Devrukh (An Autonomous College Affiliated with University of Mumbai)

The course is available for all the students admitted for Bachelor of Vocation (BFS) as a Major or a minor. The students seeking admission in other disciplines may select the course as a minor considering the terms and conditions laid down by the University of Mumbai, the Government of Maharashtra, and the college, from time to time.

Forms of Assessment

The assessment of the course will be of Formative and Summative type. At the beginning of the course diagnostic assessment will be carried out. The formative assessment will be used for the Continuous Internal Evaluation whereas the summative assessment will be conducted at the end of the term. The weightage for formative and summative assessment will be 60:40. The detailed pattern is as given below.

Term End Evaluation (50 Marks)

Question Paper Pattern

Time: 2 hours

Question No.	Unit/s	Question Pattern	Marks
Q.1	All	Practical Exam	40
Q.2	All	Assignment/ VIVA	10
Total			50

Grading Scale

The grading scale used is O to F. Grade O is the highest passing grade on the grading scale, and grade F is a fail. The Board of Examinations of the college reserves the right to change the grading scale.

Text Books

Jha S.M., “Service Marketing”, 7th Ed., Himalaya Publishing House, Mumbai, 2014.

Reference Books

1. Vasanti Venugopal and Raghu V.N., “Service Marketing”, 1st Ed., Himalaya Publishing House, Mumbai, 2018. 2.
2. Gupta S.L., “Marketing of Services”, International Book House, 1st Ed., Mumbai, 2012.
3. Rajan Saxena., “Marketing Management”, 3rd Ed., Tata Mcgraw-Hill Publication Company Ltd., New Delhi, 2008.
4. Govind Apte., “Services Marketing”, 2nd edition., Oxford University Press, New Delhi, 2012
5. Philip Kotler: Marketing Management, Prentice Hall of India Ltd, New Delhi.
6. S.A.Sherlekar, “Marketing Management”, Himalaya Publishing House, Mumbai.
7. Marchand & B. Vardharajan: An introduction to Marketing, Vikas Publishing House, Ansari Road, New Delhi.
8. Biplab S Bose – Marketing Management Himalaya publishing House, Edition -2009
9. William I. Stanton, Ajay Pandit-Marketing Concepts & Cases,- The McGraw Hill companies Ltd. New Delhi