

Course Objective: The objective of the course on principles of marketing is to provide students with a comprehensive understanding of the fundamental concepts, strategies, and techniques used in marketing.

Learning Outcomes: By the end of the course, students will be able to analyze consumer behavior, develop marketing strategies, utilize marketing tools and techniques, and evaluate marketing campaigns to effectively target and engage customers in diverse market environments.

2nd Semester

Course Name: Business Economics (Multi disciplinary)

Credit: 3

(Internal Assessment 30 Marks + End Term Exam. 45 Marks)=Total Marks: 75

Unit-1: Business Economics

Meaning-Definitions-Characteristics-Scope of Business Economics-Uses and Objectives of Business Economics-Business ethics in economics performance, Micro & Macro Economic concepts

Unit 2: Theory of Demand and Analysis

Demand-Demand Determinants-Law of Demand-Characteristics-Exceptions-Elasticity of Demand-Price Elasticity - Types - Determining Factors - Change in Demand and Elasticity of Demand -Business Applications of Price Elasticity - Concepts of Income and Cross Elasticity of Demand - Price Elasticity of Demand, demand forecasting-methods of demand forecasting-Survey of buyer's intention- Collective opinion-smoothing techniques, analysis of time series and trend projection

Unit 3: Cost and Production Function

Cost concepts and classifications, Cost determinants, Cost-output relationship in the Short and Long run, Economies and Diseconomies of Scale, Production Function with One Variable Input - Law of Variable Proportions, Production Function with Two Variable Input-Law of Returns to Scale, Equilibrium Through Isoquants and Iso costs.

Unit 4: Market Structure

Perfect Competition - Features - Price and Output Determination - Influence of Time Element on Price and Output, comparison between market price and normal price, Monopoly - Features - Price and Output Determination-Price Discrimination-Price Output Determination Under Discriminating Monopoly, Monopolistic Competition-Features Price and Output Determination in Short Run and in Industry-Features of Duopoly and Oligopoly.

Unit 5: Economic Environment of Business Decision making:

GNP and GDP, Consumption savings and Capital Formation, Money Supply and Monetary Policy, Employment, Unemployment and Full Employment

Books for Reference:

- D. M. Mithani: Business Economics. Koutsiyannis, Modern Micro Economic Theory
- Dr. P.N. Reddy & H.R. Appanaiah: Essentials of Business Economics.
- K.K. Dewett: Economic Theory.
- M.L. Seth: Test Book of Economic Theory.
- Mote V.L. Peul. S & G.S. Gupta: Managerial Economics, TMH.
- Sankaran: Business Economics.
- Varshney & Maheswari: Managerial Economics

2nd Semester

Course Name: Trade and Commerce in India (VAC)

Credit: 2

(Internal Assessment 20 Marks + End Term Exam. 30 Marks) = Total Marks: 50

UNIT-1

Trade and Commerce: Nature and Scope, Significance, Types of Trade and Business, Trade and Commerce in Ancient India, Pre-independence India and Post-independence India, Growth and Development in Different Sectors: Primary, Secondary and Tertiary Sectors.

UNIT-2

Natural Resources: Renewable and Non-renewable Resources, Agriculture- Types of Land, Use of Land, Major Crops- Food and Non-food crops, Importance of Agriculture, Prospects and Challenges, Major Crops, Tea and Rubber Plantation in Assam.

Forest Resources- Forest and Status of forests in Assam, Need for Protection of Forestry, Forest Conservation Act, Compensatory Afforestation Bill, Forest Rights Act and its Relevance.

Mineral Resources- Minerals, Use of Minerals, Mineral resources in India and Assam.

UNIT-3

Industry- Manufacturing Sector- Agriculture based industry, Mineral based industry.

Service Sector- Transportation- Roadways, Railways, Airways and Waterways, Banking and Insurance, Tourism industry in India and Assam.

UNIT-4

Some Great Entrepreneurs of India: Dhirubhai Ambani, Jehangir Ratanji Dadabhai Tata, NR Narayana Murthy, Shiv Nadar, Lakshmi Niwas Mittal, Ghanshyam Das Birla, Azim Premji.

Some Great Entrepreneurs of Assam: Maniram Dewan, Dilip Barooah, Hemendra Prasad Barooah, Kamal Kumari Barooah, Ranjit Barthakur, Radha Govinda Baruah.

Suggested Books/Readings:

1. The History of Indian Business, P N Agarwala, Vikas Publishing House Pvt Ltd.
2. Trade and Commerce in Ancient India, Balram Srivastava, Chowkhamba Publications, Varanasi.
3. Economic and Commercial Geography, C B Matoria, Shiva Lal Agarwal & Co.
4. Commercial Geography, Vinod N Patel, Oxford Book Company.

2ndSemester

Course Name: English Communication (AEC)

Credit: 2

(Internal Assessment 20 Marks + End Term Exam. 30 Marks) =Total Marks: 50

(For detail syllabus refer to the common course uploaded in the Gauhati University website)

2nd Semester

Course Name: E- COMMERCE (SEC)

Credit: 2

(Internal Assessment 12 Marks + Practical 25 Marks + End Term Exam. 15 Marks)=Total Marks: 50

Unit1:Introduction:

Meaning,nature,concepts,advantages,disadvantagesand reasonsfortransactingonline, typesof E-Commerce, e-commerce business models(introduction , key elements of a business modelandcategorizingmajorE-commercebusinessmodels),forcesbehinde-commerce.

TechnologyusedinE-commerce:Thedynamicsofworldwidewebandinternet(meaning,evolution andfeatures);Designing,building andlaunchinge-commercewebsite(Assystematicapproach involving decisions regarding selection of hardware, software, outsourcing vs. in-housedevelopmentofawebsite)

Unit2:SecurityandEncryption:

Need and concepts,thee-commerce securityenvironment:(dimension, definitionandscope ofe-security),security

threatsintheE-commerceenvironment(securityintrusionsandbreaches,attackingmethodslikehacking, sniffing,cyber-vandalismetc.),

technologysolutions(Encryption,securitychannelsocommunication,protectingnetworksandprotectin gserversandclients),

Unit3:E-paymentSystem:

Modelsandmethodsofe-payments(DebitCard,CreditCard,SmartCards,e-money),digitalsignatures(procedure,workingandlegalposition),paymentgateways,onlinebanking(meaning,concepts,importa nce,electronicfundtransfer,automatedclearinghouse,automatedledgerposting),risksinvolvedine-pay ments.

Unit4:On-line BusinessTransactions:

Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applicationsin variousindustrieslike{banking,insurance, paymentof utility bills,onlinemarketing,e-tailing(popularity,benefits,problemsandfeatures),onlineservices(financial,tr avelandcareer), auctions,online portal,online learning,publishing andentertainment} Onlineshopping(amazon,nykaa,alibaba,flipkart,etc.)

Unit5: Websitedesigning

IntroductiontoHTML;tagsandattributes:TextFormatting,Fonts,HypertextLinks,Tables,Images, Lists,Forms, Frames,CascadingStyleSheets.

Note:

1. OneCredit for PracticalLab

SuggestedReadings

1. KennethC.LaudonandCarloGuercioTraver,*E-Commerce*,PearsonEducation.
2. DavidWhiteley,*E-commerce:Strategy,TechnologyandApplications*,McGrawHillEduca tion
3. BharatBhaskar,*ElectronicCommerce:Framework,TechnologyandApplication,4thEd.*, McGrawHillEducation
4. PTJoseph,*E-Commerce:AnIndianPerspective*,PHILearning
5. KKBajajandDebjaniNag,*E-commerce*,McGrawHillEducation

AEC (Ability Enhancement Course)
Paper 1 (Semester 2)
English Communication
Total Marks 50
2 Credits
(15 Classes Per Credit)
Contact + Non-Contact Classes: Total 30

GRADUATE ATTRIBUTES: This introductory course in English Communication is designed to equip students from all disciplines with the basics of English Communication skills both written and spoken in a variety of real-life situations. To this end the graduates are expected to acquire, by the end of this course, a comprehensive knowledge of the theory and practical application of communication, especially in English, and to develop communication skills that are crucial to their personal, social and professional interactions. Graduates will also be able to develop complex problem-solving abilities, critical thinking and analytical reasoning which will enable them to think out of the box in the job sector. Having acquired competence in English, the graduates will be able to confidently coordinate and collaborate with others in an inclusive spirit thereby demonstrating their people and leadership skills. The communicative ability of the graduates will reflect their acquisition of digital and technological skills imparted through the necessary inclusion of information and communication technology while teaching.

COURSE OUTCOME:

After studying / completing the course the students will be able to:

- Understand the process of communication
- speak with confidence and clarity in both formal and informal situations
- identify different purposes for listening in both academic and other contexts
- distinguish purpose, gist and intent of English when spoken and participate in formal and informal conversations adequately
- apply appropriate conventions of intonation, stress and rhythm to speak English with intelligibility and perform different language functions
- distinguish and analyze various types of reading texts
- apply efficient reading techniques to understand the overall idea and specific information in a text
- compose short and long pieces of writing creatively and grammatically for both academic and other purposes

ASSESSMENT: *Practical assessment will involve exercises on speaking and interpersonal skills

UNIT I: UNDERSTANDING COMMUNICATION

It is important for everyone to understand what communication involves in order to improve communication skills. In this section the aim is to introduce the students to the basics of communication:

- the process of communication
- types of communication: verbal-non-verbal – oral-written communication – formal-informal communication – modern forms of communication
- qualities of effective communication: reading - listening intelligently – thinking and planning – using appropriate language – using appropriate channel – using appropriate language – intercultural sensitivity – showing empathy – not pre-judging – clarity – avoiding distractions – showing respect – barriers to effective communication

UNIT 2: LISTENING AND SPEAKING

In this unit, students will be acquainted with the attributes of effective speech like confidence, clarity, audibility, appropriate body language, intonation etc. and will acquire practice in listening and speaking in a variety of formal and informal settings. Listening enhances our understanding and enables us to process ideas and arguments better. It sharpens our ability to empathize with others, which is a critical factor in effective communication. Students will be training to acquire the following skills:

- Familiarity with English sounds, stress and intonation
- Understanding the main idea

- Listening for detailed and specific information
- Understanding the speaker's intent and attitude
- Introducing oneself and others
- Asking for clarification, giving directions/instructions
- Expressing gratitude, making requests, congratulating, apologizing etc.
- Agreeing/disagreeing, sharing opinions etc.

The above skills will be applied in a number of settings like:

- **Describing an idea, scenario, picture, etc.**
- **Group Discussion:** Students will learn to articulate their views in group situations and to also be group leaders adept at presenting the views of the group whenever necessary.
- **Interviews:** Mock interviews will be conducted to equip students with the skills needed to face formal interview situations whether face-to-face, telephonic or the visual mode.
- **Oral presentations:** Students will also learn to make formal oral presentations using information and communication technology besides the verbal mode of communication.
- **Public speaking:** Students will be given practice in speaking on given topics before an audience with correct pronunciation, body language etc.
- **Interpersonal skills in speaking:** Besides the above, various other contexts of interpersonal communication, situations requiring expression of opinions, feelings, and description will be simulated in the classroom so that students can speak with appropriate tone, politeness, gestures and postures.