

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

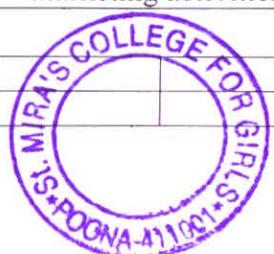
**SKILL ENHANCEMENT COURSE**

**CLASS: TYBCOM**  
**SUBJECT: Business Administration-III**  
**TITLE: Marketing: Fundamentals and New Perspectives**  
**[SEC COURSE]**

Semester: V	Subject Code: C52213	Lectures: 12 Contact Hours	Credit: 1
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Sr. No.	(1) Area	(2) Course Outcomes	(3)	(4)	(5)
			Skill-based/ Activity- based	Evaluation	Skills
1.	From Market Segmentation to Marketing Mix	<ul style="list-style-type: none"> <li>Ability to critically evaluate a marketing program from consumer and marketing practitioner viewpoints</li> <li>Ability to demonstrate knowledge of the individual components of a marketing mix</li> </ul>	Activity-based	Worksheet, reporting and ppt	Research Skills, Creative thinkingand marketing skills
2.	Creating Customer Journey Map	<ul style="list-style-type: none"> <li>Ability to collect, process, and analyze consumer and market data to make informed decisions.</li> </ul>	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"> <li>Ability to identify the organisational processes involved in the planning, implementation and control of marketing activities</li> </ul>	Skill-based	Mind Mapping, reporting and presentation	Creative thinking, analytical thinking, communication skillsand marketing skills

Board Of Studies Chairperson (HoD)	Name Dr. Rama Venkatachalam	Signature 
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SEC\_BCOM\_Discipline SpecificCourse\_Business Administration-III

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



Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	<i>Rama Venkata</i>

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

Board Of Studies Chairperson (HoD)	Name Dr. Rama Venkatachalam	Signature <i>Rama Venkatachalam</i>
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