

SEMESTER- IV
B.A. (VS) Small and Medium Enterprises
DISCIPLINE SPECIFIC CORE COURSE -4.1 (DSC-4.1)
Marketing Management in MSMEs

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Marketing Management in MSMEs (DSC-4.1)	4	3	1	-	12th Pass	Nil

Learning Objectives: The objectives of the paper are to:

1. understand the concept of marketing and learn how the scope of marketing has changed over the time.
2. have deep insights into various stages of product life cycle i.e. Introduction, Growth, Maturity and Decline and framing strategies for each product life-cycle stage.
3. learn the different pricing strategies and application of these strategies under different situations.
4. inculcate skills to develop an appropriate promotion mix by incorporating advertising and its media; publicity and its effects; and sales promotion and its types.
5. familiarize the students with the channels of distribution, their levels, types and factors affecting the choices of channels of distribution.

Learning Outcomes: After completion of the course, learners will be able to:

1. explain the concept of marketing and the scope of marketing that has changed over the time.
2. demonstrate stages of product life cycle i.e. Introduction, Growth, Maturity and Decline and framing strategies for each stage.
3. analyse different pricing strategies, also will be able to apply these strategies under different situation.
4. apply skills to develop an appropriate promotion mix by understanding advertising and its media; publicity and its effects; and sales promotion and its types.
5. develop an ability to choose effective channels of distribution, their levels and types. They will also be able to analyse the factors affecting the choices.

Unit 1: Small Business Marketing**10 Hours**

Concept of Marketing, Scope of Marketing, Evolution of Marketing, Types of Marketing, Marketing Information System, E-marketing, Marketing Research: Its objectives and significance, Assessment of Demand, Market Segmentation, Target and Positioning.

Unit 2: Product and Product Life Cycle**7 Hours**

Meaning and Nature of Product, Product Planning and New Product Development, Product Mix, Product Life Cycle: Introduction Stage Strategies, Growth Stage Strategies, Maturity Stage Strategies, Decline Stage Strategies.

Unit 3: Pricing**9 Hours**

Concept, Need, Importance, Factors Affecting Price, and Pricing Methods and Strategies.

Unit 4: Sales Promotion**9 Hours**

Advertising and Publicity, Personal Selling, Packaging Strategies, Branding Strategies, Managing Brand Systems.

Unit 5: Place**10 Hours**

Concept, Objectives & Importance of Channels of Distribution of Consumer Goods, Types of Channels of Distribution, Factors Affecting Choice of Distribution Channels, Role of Middlemen, and Distribution Strategies, Logistics: Meaning, Importance, Objectives, Marketing Logistics Task, Approaches of Logistics (Total Cost & Total System Approach).

Exercises:**The learners are required to:**

1. discuss the concept of marketing and prepare a detailed report that how the scope of marketing has changed over the time. (Unit I)
2. identify the various stages of product life cycle of mobile phone, music system, apparels, computers, TVs etc. and frame marketing strategies for each stage. (Unit IV)
3. list the different pricing strategies and explain application of these different pricing strategies under different situation. (Unit II)
4. develop an appropriate promotion mix under different market conditions for different product categories. (Unit III)
5. find out the available channels of distribution, their levels, types and factors affecting the choices. Students may be asked to study the channels of distribution strategies of Amazon, Flipkart, FMCG companies etc. (Unit V)

Suggested Readings:

- Kotler, P., Keller, K. L., Koshy, A., &Jha, M. (2018). *Marketing Management*. Pearson Education. (Units I to V)
- Kotler, P., Keller, K. L., Chernev, A., Sneth, J. N., &Shainesh, G. (2022). *Marketing Management*. Pearson India. (Units I to V)

- Kumar, S. (2017). *Principles of Marketing*. Book Age Publication. (Units I to V)
- Ramaswami, V. S., & Namakumari, S. (2018). *Marketing Management*. Sage Publications. (Units I to V)
- Sharma, K., & Aggarwal, S. (2021). *Principles of Marketing*. Taxmann Publications. (Units I to V)
- Sherlekar, S. A., & Krishnamoorthy, R. (2018). *Marketing Management*. Himalaya Publishing House. (Units I to V)

Notes:

- 1. Suggested readings shall be updated and uploaded on the college website from time to time.**
- 2. Examination scheme and mode as prescribed by the Examination Branch, University of Delhi, from time to time.**

B.A. (VS) Small and Medium Enterprises
Semester IV
DISCIPLINE SPECIFIC CORE COURSE -4.2 (DSC-4.2)
Cost Accounting

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Cost Accounting (DSC-4.2)	4	3	1	-	12th Pass	Nil

Learning Objectives: The objectives of the paper are to:

1. understand different cost concepts and enable the students to compute unit cost and total cost by preparing a cost statement;
2. learn various material costing techniques;
3. enable the learners to compute labour cost, productivity and employee turnover;
4. know overhead costs and their allocation;
5. familiarize the learners with various costing techniques and methods.

Learning Outcomes: After completion of the course, students will be able to:

1. explain the cost concept, components of cost of production and the preparation of statement of cost;
2. compare and contrast the material costing techniques;
3. analyse labour cost, productivity and employee turnover of MSMEs;
4. explain and allot overhead costs to different activities and products;
5. ascertain costs using various costing techniques and methods.

Unit 1: Introduction

9 Hours

Meaning, scope, objectives and advantages of cost accounting; Difference between financial and cost accounting; Role of a cost accountant in an MSME. Cost concepts and classifications, Different components of cost and preparation of Cost Sheet.

Unit 2: Accounting and Control of Material Cost

9 Hours

Concept of Material Cost and Control, Accounting and Control of Purchases, Storage and Issue of Materials. Inventory Systems, Methods of Pricing of Materials Issues — FIFO, LIFO, Simple and Weighted Average, Techniques of Inventory Controls: Inventory Systems, EOQ, Stock Levels, FSN Analysis, ABC Analysis, JIT Etc. Accounting Treatment and Control of Losses — Wastage, Scrap, Spoilage and Defectives

Unit 3: Accounting and Control of Employee (Labour) Cost**7 Hours**

Employees Cost: Definition and Scope, Time-Keeping and Time-Booking. Employee Turnover: Meaning, Measurement and Accounting Treatment. Concept, Treatment and Control of Idle Time and Overtime. Methods of Wage Payment and Incentive Schemes- Halsey, Rowan, Taylor's Differential Piece Wage.

Unit 4: Accounting and Control of Overheads**9 Hours**

Overhead: Concept, Classification, Allocation, Apportionment and Absorption, Machine Hour Rate, Treatment Of Over and Under-Absorption, Treatments of Certain Items in Cost Accounts Like Interest and Research and Development Cost, Packing Expenses and Bad Debts.

Unit 5: Methods of Costing**11 Hours**

Job Costing, Contract Costing, Process Costing (Including Process Losses, Valuation of Work-In-Progress), Service Costing (Transport and Hospitality Industry)

Practical Exercises:

The learners are required to:

1. prepare a cost statement for an manufacturing or service **MSME** on and identify the items to be included and excluded in the cost system. (Unit 1)
2. prepare various documents used in purchase, storage of materials and do practical exercise on different inventory control techniques for any **MSME**. (Unit 2)
3. compute the employee cost of an **MSME**. (Unit 3)
4. compute of overheads absorption rate and practical exercise on over and under absorption of overheads.(Unit 4)
5. ascertain of cost in different industries using suitable methods of costing. (Unit 5)

Suggested Readings:

- Arora, M. N. (2021). *Cost Accounting- Principles and Practice*. New Delhi: Vikas Publishing House. (Units I to V)
- Maheshwari, S. N., & Mittal, S. N. (2021). *Cost Accounting- Theory and Problems*. New Delhi: Shri Mahavir Book Depot. (Units I to V)
- Singh, S. (2023). *Elements of Cost Accounting*. Allahabad/New Delhi: Kitab Mahal. (Units I to V)
- Tulsian, P. C. (2020). *Cost Accounting*. New Delhi: S. Chand. (Units I to V)

Notes:

1. **Suggested readings shall be updated and uploaded on the college website from time to time.**
2. **Examination scheme and mode as prescribed by the Examination Branch, University of Delhi, from time to time.**

B.A. (VS) Small and Medium Enterprises

Semester IV

DISCIPLINE SPECIFIC CORE COURSE – 4.3 (DSC-4.3)

Workers, markets, and the future of work

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE, REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical	Eligibility criteria	Pre-requisite of the course
Workers, Markets and the future of Work DSC – 4.3	4	3	1	-	12 th Pass	Nil

Learning Objectives: The course aims to familiarize students with the concepts of workers demand, supply and the determination of market wage. It provides basic understanding of the recent developments in markets for workers in India. It discusses the role of international agencies in safe guarding workers interests and defining decent work.

Learning Outcomes:

After completion of the course, learners will be able to:

1. explain the idea of the labour market and its working, the determination of equilibrium wage and the reasons why people choose to work or withdraw from the market.
2. compare the characteristics of various segments of labour markets in India and examine various trends related to wages and employment.
3. explain the concept of global value chains and Special economic Zones (SEZs) and examine their impact on workers, labour markets and the future of work.
4. appraise the role of International agencies in promoting decent work agenda and maintaining labour standards.

Unit 1: Economics of Labour Market and Wage Determination

11 hours

Supply of individual Worker and Workforce: Workers' preferences and Budget constraints, changes in budget constraints due to changes in non-labour income or wages; the labour supply curve of an individual worker and the Supply curve of workers in an Economy.

Policy applications: Welfare programs and work incentives; Labour supply over the life cycle; the decline in work attachment among older workers.

Demand for Workers: Production function of a firm, profit maximization, short- run and long-run decision making of the firm; Overview of labour Market equilibrium.

Policy application: New Labour Codes and the employment effects of minimum wages.

Unit 2: Labour Markets at Work in India

12 hours

Employment and Unemployment: Concepts of labour-force, workforce, participation rate, universal basic income and other concepts related to unemployment, measurement and trends in employment and wages, phenomena of jobless growth and unemployment in India, changing dynamics of occupational structure.

Facets of Informalisation and Segmentation of Labour Markets in India: Trends and characteristics of informalisation and contractualization, nature of rural labour markets, the growth of non-farm sector and impact of MGNREGA, internal migration in India, gig employment and its impact on platform workers.

Women in the workforce: feminization and low participation.

Unit 3: Offshoring, Outsourcing and Global Value Chains (GVCs)

11 hours

Workers in GVC - India and other Developing Countries, impact on employment in India, Labour Standards in India- Case study, Special Economic Zones in India.

Future of work, *Artificial Intelligence and Future of Labour:* Disruptive technology and adjustment in Workers markets

Unit 4: International agencies and Labour Standards

11 hours

Role and Structure of ILO, ILO Conventions and Recommendations, Decent work and ILO programmes in India, World Trade Organization and workers.

Practical Exercises: The learners are required to:

1. discuss and practice numerical and graphical exercises based on application of demand and supply of labour and changes in equilibrium wage (Unit1)
2. identify and collect information from Internet on various case studies of employment types and engage in group discussions (Unit2)
3. design a questionnaire for primary data collection from the neighbourhood labour markets, collect data and make a group project based on the analyses of the data collected. (Unit2)
4. locate and discuss in class case studies of gig workers such as delivery workers from Zomato, Big Basket, Amazon and other such platforms. (Unit 3)
5. make a group presentation on implementation of ILO activities and programmes in India (Unit4)

Suggested Readings

- *Application of International Labour Standards in times of crisis: the importance of international labour standards and effective and authoritative supervision in the context of the COVID-19 pandemic,* Extracts of the General Report, ILO, 2020. (unit 4)

- Banga, K. (2016). Impact of global Value Chains on Employment in India, *Journal of economic Integration*. (unit 3b)
- Basu, A. K. & Chau, N. H. (2022). Offshoring and labour markets in developing countries. IZA, *World of Labour*. (Unit 3a)
- Borjas, G. J. (2016). *Labour Economics*, New York: McGraw-Hill. (Unit 1)
- Chaudhary, R. & Mitra, S. (2019). Labour Practices in the Emerging Gig Economy in India: A case Study of Urban Clap, Formalisation, Informalisation and the Labour Process Workshop. CeMIS, Goettingen. <https://wwage.org>. (unit 2.2e)
- Ghosh, A. K. (2016). *India Employment Report, 2016- Challenges and the Imperative of Manufacturing- Led growth*, New Delhi: Institute of Human Development and OUP. (Executive summary) (unit 2.1a)
- Giri, A. K. & Singh, S.P. (2016). Labour Standards in Global Value Chains in India: the case of hand-knotted carpet manufacturing cluster. *Asian Journal of Business Ethics*. (unit 3c)
- Hollweg, C. H. (2019). Global value chains and employment in developing economies. *Technological Innovation, Supply Chain Trade, and Workers in a Globalized World, Global Value Chain Development Report*, World Bank Group, ch. 3. (unit 3b)
- *India: Decent Work Country Programme for 2018-2022*, ILO, November 2018.
- Jha, P. (2016). *Labour in Contemporary India.*, Short Introduction Series, Oxford India. (unit 2.2a)
- Kapila, U. (2022-23). *Indian Economy: Performance and Policies*, New Delhi: Academic Foundation. (unit 2 & 4).
- Kapila, U. (2022). *Indian Economy since Independence*, New Delhi: Academic Foundation. (unit 2 & 4)
- Koti, J. & Janaki, D. (2016). ILO, WTO & Indian Industrial Relations. *IJIR*. (unit 4)
- Kumar, S. R. (2008). SEZs in India: Concepts, objectives and strategies. paper presented in *National Seminar on Special Economic Zones*. (unit 3d)
- Mondal, B., Ghosh J., Chakraborty S. & Mitra S. (2018). Women Workers in India: Labour Force Trends, Occupational Diversification and Wage Gaps. *State of Working India*, Centre for Sustainable Employment. (Unit 2.2f)
- *Overview of Internal Migration in India*, UNICEF report, <https://www.shram.org>. 2012. (unit 2.2c)
- Saha, P. & Shervick (2016). State of Rural Labour Markets in India. ILO Asia- Pacific Working Paper Series, May. (unit 2.2b)
- Shervick. (2014). Women's Labour Force Participation in India: Why is it low?. <https://www.ilo.org>, ILO. (unit 2.2f)
- Shetty, G. (2022). *Growing Gig Economy in India: Is More the Merrier?* *EPW*, 57 (10), March 5. (unit 2.2e)
- Universal Basic Income: A Conversation With and Within the Mahatma, Economic Survey, 2016-17.

Additional Readings

- Banga, K. (2017). Impact of linking into global value chains on Indian employment. *CEP Working paper*.

- Calvão, F. & Thara, K. (2019). *Working Futures: The ILO, Automation and Digital Work in India*. Brill.
- Caro, L. P., O'Higgins, N. & Berg, J. (2021). *Young People and the Gig Economy*, <https://www.ilo.org>.
- Case, K. E. & Fair R. (2008). *Principles of Economics*, Prentice Hall, 9th edition.
- Chaudhary R. (2021). India's Emerging Gig economy: Shaping the Future of Work for Women. <https://repository.library.georgetown.edu>.
- Ghose, A. K. & Kumar, A. (2021). India's Deepening Employment Crisis in the Time of Rapid Economic Growth, *Institute of Human Development*. Working Paper.
- India's Booming Gig and Platform economy - Perspectives and Recommendations on the future of work, *Niti Aayog*. (2022). June.

Notes:

- **Suggested readings shall be updated and uploaded on the college website from time to time.**
- **Examination scheme and mode shall be prescribed by the Examination branch, University of Delhi from time to time.**