

Programme Code:	B.Com-Finance			Programme Title:	Bachelor of Commerce Finance
Course Code:	21UCF4VA			Title	Batch: 2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	30	Value Added Course : Business Ethics	Semester: VI
					Credits: 2

Course Objective

To provide the knowledge on ethics and value system in general and business in particular
Course Outcomes

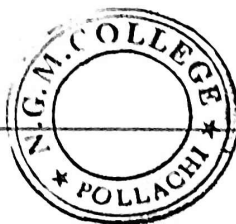
K1	CO1	To identify the problems in Business Ethics.
K2	CO2	To provide basic knowledge of business ethics and values and its relevance in modern context.
K3	CO3	Examine the various issues relating to ethics in workplace and guidelines for managing ethics at workplace.
K4	CO4	To analyze the ethics in accounting & Financing
K5	CO5	To discuss the threats faced by financing and accounting professional.

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	H	H	H	H	H	M	H
CO2	M	H	H	H	M	M	M	H	H	H
CO3	H	H	M	H	H	H	H	H	M	H
CO4	M	H	M	H	H	M	M	H	M	H
CO5	M	H	M	H	H	M	M	H	M	H

H-High; M-Medium; L-Low

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Unit	Content	Hrs
Unit I	INTRODUCTION: Business Ethics Meaning - Concept of business ethics-Need -Factors - Principles - Ethical values for success in business; Ethical problems faced by managers - Arguments against business ethics - Ethics and Indian value system.	10
Unit II	ETHICS AT WORK PLACE: Importance of work place ethics - Guidelines for managing ethics at work place - Factors influencing work place ethics - Forms of discrimination: Ethical arguments - Against discrimination - Types of discrimination practices and prevention of other types of harassment.	10
Unit III	ETHICS IN ACCOUNTING & FINANCE: Meaning – Importance – Fundamental principles of ethics in the context of finance and accounts – Creating an ethical accounting environment – Reasons for unethical behavior – Threats faced by financing and accounting professional while working as an auditor – Safeguards to counter/overcome threats – Ethical conflicts resolution in the context of finance and accounting.	10
Total contact Hrs/Semester		30

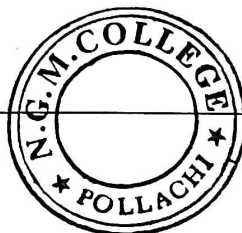
Pedagogy

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

Seminar, Quiz, Assignments, Group Task.


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Text Book

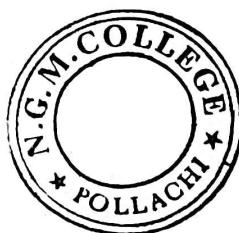
S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	C.s.v. Murthy	Business Ethics Text	Himalaya Publishing House	2018

REFERENCE BOOKS

S.No	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Aswathappa, J Usha Rani, Sunanda Gunda Vajhala	Business Ethics	Himalayala Publishing house - First edition	2017
2	Dr. S. Khanka	Business Ethics and Corporate Governance	S Chand and Company Pvt Ltd, First edition	2014
3	R K Sharma and Shashi, K Gupta	Business Management	Kalyani publishers Edition - 4	2007
4	Making & Cases	Concepts and realities in Business Ethics	Edition – 7 Boston, MA: Prentice Hall	2005
5	Bhatia SK	Business ethics and managerial values	Deep Publication	2001

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name :Mr. M Prem	Name : Dr.G.Akilandeswari	Name: Mr.K.Srinivasan	Name: Dr.R.ManickaChezhian
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Programme Code:	B.Com-Finance			Programme Title:	Bachelor of Commerce Finance	
Course Code:	23UCF6VA			Title	Batch:	2023 - 2026
Lecture Hrs./Week Or Practical Hrs./Week	2	Tutorial Hrs./Sem.	30	Value Added Course: Service Marketing	Semester:	VI
					Credits:	2

Course Objective

The course focuses on enabling students to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value.

Course Outcomes

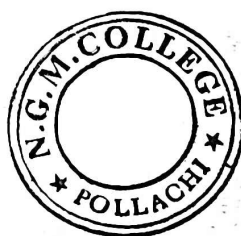
CO Number	CO Statement	Knowledge Level
CO1	Recollect the concepts of services marketing	K1
CO2	Understand the Consumer Decision Process.	K2
CO3	Demonstrate the knowledge in Marketing mix	K3
CO4	Analyze the Advertising and Sales Promotion in Service Industry	K4
CO5	Develop the knowledge in Market Segmentation	K5

Mapping

PQ/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	H	H	H	H	M	H	H
CO2	H	H	H	M	H	H	H	H	M	H
CO3	H	H	M	H	H	H	H	M	H	H
CO4	H	H	M	H	M	H	H	M	H	M
CO5	H	H	M	H	H	H	H	M	H	H

H-High ; M-Medium ; L -Low


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Units	Content	Hrs
Unit I	Service Marketing-Meaning & Definition – Characteristics of services - Classification of Services – Importance of Services Marketing - Consumer behaviour in services - Consumer Decision Process - Decision Making Process in the Service Sector - Components of Customer Expectations - Four I's of services.	10
Unit II	Marketing mix in Service Marketing - Service Delivery Process- Seven Ps – Product Decision, Pricing, Strategies and Tactics, Promotion of Service and Placing of distribution methods of Services - Customer's role in service delivery - Advertising and Sales Promotion in Service Industry, Customer Satisfaction & Service Quality in Service Marketing	10
Unit III	Market Segmentation in the Marketing of Services - Target Marketing - Positioning of Services-Developing and maintaining Demand and Capacity - Challenges of Service Marketing-Marketing Planning for Services - Relationship Marketing- Levels of Customer Relationships - Goal of relationship marketing.	10
	Total Contact Hrs/Semester	30

Pedagogy

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Assessment Methods:

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Text Book

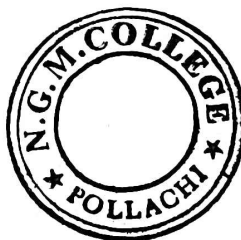
S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	K. Douglas Hoffman, John E. G. Bateson	Services Marketing Concepts, Strategies, and Cases	Cengage Learning	2023

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jochen wirtz, Christopher Lovelock	Services Marketing: People, Technology & Strategy	World Scientific Publishing Company	2016
2	S. Kher	Services Marketing	Nirali Prakashan	2014
3	Bateman, J.E. and Hiffman, D	Services Marketing	4thnEdition Cengage Learning	2011
4	Lovelock, C., Wirtz, J, and Chatterjee, J	Services Marketing	7 th edition, Pearson	2011
5	Zeithami, V., Bitner, M.J., Gremler, D and Pandit, A	Services Marketing	Tata McGraw Hill Education	2010

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
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Signature :	Signature :	Signature :	Signature :

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