

**GUJARAT UNIVERSITY
SYLLABUS FOR --- TY B.COM.**

**SEMESTER V
Course Code: SS 301 A
NAME OF THE COURSE: Market Research**

Objectives:

The course is meant to make the student aware of the research angle to marketing at a basic level.

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions: 24

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I (25%)

Marketing Research-Basic understanding.

Meaning of Market Research & Marketing Research, Role of Marketing Research in Marketing Management, process of Marketing Research, Ethical Issues in Marketing Research, Nature & contents of Ethical Issues,

Unit II (25%)

Branches of Marketing Research.

Consumer Research - Meaning & Scope, Need, Functions.

Product Research - Meaning & Scope, Importance.

Advertising Research - What to Test, When to Test.

Media Research - Functions of Media Research.

Motivational Research - Meaning uses & Limitations.

Techniques - Marketing Research in India.

Unit III **(25%)**

Marketing Research Proposal & Design & Scales of Measurement.

Marketing Research Proposal – Meaning, Elements of Research Proposal.

Marketing Research Design – Its Meaning, Its Importance, Types of Research Design, Criteria of good Research Design.

Scales of Measurement – Meaning of Measurement in Marketing Research, criteria of sound Measurement of Marketing Research.

Unit IV **(25%)**

Sampling in Marketing Research & Marketing Research Report.

Meaning of sampling, steps of sampling process, Types of sampling plans, Meaning of Marketing Research Report, writing criteria of Marketing Research Report, Proforma / Format of a Market Research Report, Types of Research Report.

Reference Books.

1. Essentials of Marketing Research By S.A.Chunawala – Himalaya Publishing House.
2. Marketing Research By B.S.Goel - Pragati Prakashan, Meerut (UP)
3. Marketing Management by Kotler, Keller, Koshy, Jha, (13th Edition Pearson.)

SEMESTER V
Course Code: SS 301 B
NAME OF THE COURSE: PRESENTATION SKILL

Objectives:

The subject is focused on improving of communication and presentation skills. To develop student ability to present self-confidently and professionally, manage verbal and nonverbal parts of the speech, be able to deal with stage-fright and to work with the audience – how to get attention and how to interest.

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions: 24

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit-I

Preparation of presentation – 1st part – what, how, for whom, structure, principles and presentation technique, business presentation specifications, Report Writing, Developing Effective Presentation Skills.

Oral Presentation: Principles of oral presentation, factors affecting presentation, sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentation skills.

Slide Presentation: Craft your message, Make a visuals, Include proper Content of your presentation

Unit-II

Verbal communication – jawbreakers, argumentation, usable and unsuitable phrases
Communication skills – listening, empathic reaction, how to question, stealing the show, opening door question
Conflict situation solving, attack from the audience – communication skills as a work experience, vicious circle of attack and defense

Nonverbal communication during presentation – how to manage stress, what to do with hands, legs, activating the audience with nonverbal communication, body language

Unit-III

Work with audience – ice-breaking, get them in the mood, work with emotions, visualization tools, nonstandard situations Improvisation and unprepared presentations Personal typology, professional typology, social aspect, man-woman view

Unit-IV

Feedback – appreciation and critique, Paradigm of human cooperation – why there could be problems to start the communication and what to do with it – Defense against manipulation, how to say NO, stress management, Image and etiquette

Reference:

1. Effective Presentation Skills – Robert Dilts, Meta Publication
2. Business Communication Today - Bovee and Thill: Tata McGraw Hill,
3. Presentation Skills 201