



# CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[ESTABLISHED UNDER THE CENTRAL UNIVERSITIES ACT 2009]

PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA- 176215 (HP)

www.cuhimachal.ac.in

## B.Voc: Marketing Research

<b>Course code</b>	<b>BVFM25</b>	<b>Credits Equivalent : 04</b>
<b>Course Name</b>	<b>Marketing Research</b>	<b>Duration : 6 Months</b>
<b>Abbreviation</b>	<b>MR</b>	<b>Semester : 5th</b>

**Course Objectives:** The course is designed to:

- To provide students with hands on knowledge of conducting a research study and writing a research report.
- The contents include details regarding research problem formulation, choice of research design. Method of data collection and it's analysis through fundamental statistical techniques.

### **Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is must failing which a student may not be permitted to appear in the examination.

### **Evaluation Criteria:**

1. Mid Term Examination 25%
2. End Semester Examination 50%
3. Continuous Internal Assessment 25%
  - Class participation 10%
  - Presentations 5%
  - Group Discussion 5%
  - Role Play 5%

### **Course Contents:**

<b>Unit</b>	<b>Course Content</b>	<b>Duration</b>
1	<b>Introduction</b> <ul style="list-style-type: none"><li>• Conceptual framework, Significance of Marketing Research(MR), The MR Industry, Mr and Marketing Information System.</li><li>• An Overview of The Marketing Research</li></ul>	6 hours
2	<ul style="list-style-type: none"><li>• Research Designs: Exploratory</li><li>• Research, Descriptive Research , Experimental Research, Uncontrollable Variable: History, Maturation, Testing Effect , Measurement of</li></ul>	6 hours

	Variable and Interactive Effect.	
3	<ul style="list-style-type: none"> <li>• Types of Data-Primary Data and Secondary Data, Secondary Data Sources for MR in India</li> <li>• Sampling : Census and Sampling, The population Sample frame, Sampling Units and elements, Sampling Techniques, Sample Size Determination.</li> </ul>	6 hours
4	<ul style="list-style-type: none"> <li>• Attitude Measurement: Types of scales, Nominal Ordinal, Interval Ratio Scales Thurstone, Likert.</li> <li>• Depth Interview and Focus Group Interview, Disguised and Unstructured Method, Projective.</li> <li>• Techniques Processing Raw Data: Editing Coding and Tabulation.</li> <li>• Data Analysis: Statistical Estimation, Use of percentages and Measures of Central tendency, Overview of “z” &amp; “t” tests. Chisquare Analysis, Analysis of variance in marketing.</li> <li>• Report Writing: The contents and characteristics of a good report</li> </ul>	8 hours

**Prescribed Text Books:**

1. Boyd, Westfall and Stasch: Marketing Research
2. Green. TullAlbaum: Research for Marketing Decisions
3. Duck and Rubin. Marketing Research
4. Dr.Naresh K. Malhotra Marketing Research



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### **B.VOC: Financial Services**

<b>Course code:</b>	<b>BVFM-26</b>	<b>Credits Equivalent:04</b>
<b>Course Name</b>	<b>Financial Services</b>	<b>Duration:6 Months</b>
<b>Abbreviation</b>	<b>FS</b>	<b>Semester:5<sup>th</sup></b>

**Course objective:** The course is designed to:

- Equip students to the complex structure of the Financial Services Sector and enable them to take financial services available in judicious manner.

#### **Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is must failing which a student may not be permitted to appear in the examination.

#### **Evaluation Criteria:**

1. Mid Term Examination 25%
2. End Semester Examination 50%
3. Continuous Internal Assessment 25%
  - Class participation 10%
  - Presentations 5%
  - Group Discussion 5%
  - Role Play 5%

#### **Course Contents:**

<b>Unit</b>	<b>Course Content</b>	<b>Duration</b>
1	<ul style="list-style-type: none"><li>• Introduction: Concept of financial services, difference between financial and non-financial services, financial service providers in India, latest development in financial</li></ul>	5 hours

	<p>services.</p> <ul style="list-style-type: none"> <li>• Regulatory frameworks related to different financial services like leasing, HP, NBFCs, Insurance Cos, HFCs.</li> <li>• Housing finance: significance of housing finance in economic development, NHB- as a regulator and refiner, modus operandi of HFCs.</li> <li>• Securitization – concept, types, process of securitization,</li> </ul>	
2	<ul style="list-style-type: none"> <li>• Leasing and Hire Purchase: concepts of leasing, types of leasing – financial &amp; operating lease, direct lease and sales &amp; lease back, single investor lease and leveraged lease.</li> <li>• Domestic lease and International lease, advantages and limitations of leasing, legal aspects of leasing, determination of lease rental.</li> <li>• Lease evaluation- the lessee’s angle, determination of breakeven lease rental. Hire purchase: concept, mathematics of HP, legal aspects of HP, financial evaluation – the hirer’s view.</li> </ul>	8 hours
3	<ul style="list-style-type: none"> <li>• Venture Capital: Concept, history and evolution of VC, the venture investment process, various steps in venture financing, incubation financing.</li> <li>• Insurance: concept, classification, principles of insurance, IRDA and different regulatory norms, operation of General Insurance, Health Insurance, Life Insurance.</li> <li>• Credit Ratings: Introduction, types of credit rating, advantages and disadvantages of credit ratings, Credit rating agencies and their methodology, International credit rating practices.</li> </ul>	8 hours
4	<ul style="list-style-type: none"> <li>• Factoring: definition, different types of factoring arrangement, functions of a factor, advantage and limitations of factoring, factoring services in India.</li> <li>• Bill Financing: Concept, types and procedure of bill financing, foreign bills, discounting and rediscounting of bills.</li> <li>• Plastic money and ATMs- concept and application</li> <li>• Securitization: concept, securitization as a funding mechanism, Traditional and non traditional mortgages, Graduated-payment mortgages (GPMs), Pledged-Account Mortgages (PAMs), Centralized Mortgage obligations (CMOs), Securitization of non mortgage assets, Securitization in India.</li> <li>• Current developments</li> </ul>	8 hours

**Prescribed Text Books:**

M Y Khan: Financial Services (TMH)

**Reference Books:**

Farouk Irani, “Inside Leasing”, Tata McGraw Hill

Dr.Premalal Joshi, "Leasing Comes of Age Indian Scene" Amrita Prakashan.

J.C. Varma, "Equipment Leasing Partnerships", Bharat Law House

SEBI Guidelines: Nabhi Publications



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## B.VOC: E-COMMERCE

Course code	BVMC27	Credits Equivalent : 04
Course Name	E-COMMERCE	Duration : 6 Months
Abbreviation	EC	Semester : 5th

**Course objective:** The course is designed to:

- To enable the student to become familiar with the mechanism for conducting business transactions through electronic means.

### **Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is must failing which a student may not be permitted to appear in the examination.

### **Evaluation Criteria:**

1. Mid Term Examination 25%
2. End Semester Examination 50%
3. Continuous Internal Assessment 25%
  - Class participation 10%
  - Presentations 5%
  - Group Discussion 5%
  - Role Play 5%

### **Course Contents:**

Unit	Course Content	Duration
1	<b>Introduction:</b> <ul style="list-style-type: none"><li>• Meaning, nature. concepts, advantages, disadvantages and reasons for transacting online types of E-Commerce, e-commerce business models (introduction .</li><li>• key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce .</li><li>• Technology used in E-commerce: The dynamics of world wide web and internet (meaning evolution and</li></ul>	7 Hours

	<p>features) Designing, building and launching e-commerce website (A systematic .</p> <ul style="list-style-type: none"> <li>• approach involving decisions regarding selection of hardware, software, outsourcing vs in-house development of a website)</li> </ul>	
2	<p><b>Security and Encryption:</b></p> <ul style="list-style-type: none"> <li>• Need and concepts, the e-commerce security environment security), (dimension, definition and</li> <li>• scope of e-security ) security threats in the E-commerce environment (security intrusions and breaches attacking methods like hacking,</li> <li>• sniffing, cyber-vandalism etc.), technology solutions(Encryption, security channels of communication, protecting networks and protecting servers and clients)</li> </ul>	7 Hours
3	<p><b>Website designing</b></p> <ul style="list-style-type: none"> <li>• Introduction to HTML; tags and attributes: Text Formatting. Fonts, Hypertext Links, Tables, Images, Lists, Forms, Frames, Cascading Style Sheets</li> </ul>	7 Hours
4	<p><b>E-payment System:</b></p> <ul style="list-style-type: none"> <li>• Models and methods of e payments (Debit Card, Credit Card, Smart Cards, e-money),</li> <li>• digitalSignatures (procedure, working and legal position), payment gateways, online banking (meaning concepts, importance, electronic fund transfer, automated clearing house, automated ledger Posting), risks involved in e-payments.</li> </ul>	7 Hours
5	<p><b>On-line Business Transactions:</b></p> <ul style="list-style-type: none"> <li>• Meaning. purpose, advantages and disadvantages of transacting online. E-commerce applications in various industries like (banking, insurance, payment of utility bills,</li> <li>• online marketing, e-tailing (popularity, benefits, problems and</li> </ul>	7 Hours

	features). online services (financial travel and career), auctions, online portal, online learning, publishing and entertainment) Online shopping (amazon, snapdeal, alibaba, flipkart, etc.)	
6	<b>Security and Legal Aspects of E-Commerce</b> <ul style="list-style-type: none"> <li>• Threats in E-Commerce, Security of Clients and Service-Provider: Cyber Laws Relevant provisions of Information Technology Act 2000,</li> <li>• offences, secure electronic records and digital signatures penalties and adjudication.</li> </ul>	7 Hours

### Suggested Readings

1. Agarwala, Kamlesh N., Lal, Amit., and Agarwala, Deeksha. Business on the Net: An Introduction to the Whats and Hows of E-Commerce. Macmillan India Ltd.
2. Bajaj, Deobyani Nag. E-Commerce. Tata McGraw Hill Company, New Delhi.
3. Turban, E., et. al. Electronic commerce: A Managerial Perspective. Pearson Education Asia.
4. Diwan, Prag., and Sharma, Sunil. Electronic Commerce A Manager's Guide to E-Business. Vanity books international Delhi.
5. Dietel, Harvey M. Dietel, Paul J., and Kate Steinbuhler. E-business and E-commerce for managers, pearson education.
6. Greenstein M. and T.M Feinman Electronic commerce security Risk management and control Tata McGraw hill.
7. Kosiur, David, Understanding Electronic Commerce. Prentice Hall of India Privnte Ltd.
8. Whiteley, David. E-commerce. McGraw Hill, New work.













