

Resolution No.: AC/II(23-24).2.RUA1

S. P. Mandali's
Ramnarin Ruia Autonomous College
(Affiliated to University of Mumbai)



Syllabus for

Program: B.A.

Program Code: (COMMERCE) RUACOM

**(As per the guidelines of National Education Policy 2020
Academic year 2024-25)**

(Choice Based Credit System)

GRADUATE ATTRIBUTES

S. P. Mandali's Ramnarain Ruia Autonomous College has adopted the Outcome Based Education model to make its graduates globally competent and capable of advancing in their careers. The Bachelors Program in Arts encourages students to reflect on the broader purpose of their education.

GA	Description
	A student completing Bachelor's Degree in Arts program will be able to:
GA 1	Demonstrate understanding and skills of application of knowledge of historical and contemporary issues in the social and linguistic settings with a transdisciplinary perspective to make an informed judgement.
GA 2	Analyse and evaluate theories of individual and social behaviour in the familiar contexts and extrapolate to unfamiliar contexts in order to resolve contemporary issues.
GA 3	Effectively and ethically use concepts, vocabularies, methods and modern technologies in human sciences to make meaningful contribution in creation of information and its effective dissemination.
GA 4	Explore critical issues, ideas, phenomena and debates to define problems or to formulate hypotheses; as well as analyze evidences to formulate an opinion, identify strategies, evaluate outcomes, draw conclusions and/or develop and implement solutions.
GA 5	Demonstrate oral and written proficiency to analyse and synthesise information and apply a set of cognitive, affective, and behavioral skills to work individually and with diverse groups to foster personal growth and better appreciate the diverse social world in which we live.
GA 6	Develop a clear understanding of social institutional structures, systems, procedures, and policies existing across cultures, and interpret, compare and contrast ideas in diverse social- cultural contexts, to engage reasonably with diverse groups.
GA 7	React thoughtfully with emotional and moral competence to forms of expressive direct action and apply social strategies toward eradicating threats to a democratic society and a healthy planet.
GA 8	Articulate and apply values, principles, and ideals to the current societal challenges by integrating management and leadership skills to enhance the quality of life in the civic community through actions that enrich individual lives and benefit the community.
GA 9	Recognize and appreciate the diversity of human experience and thought, and apply intellect and creativity to contemporary scenario, to promote individual growth by practicing lifelong learning.

PROGRAM OUTCOMES

PO	Description
	A student completing Bachelor’s Degree in Arts program in the subject of Commerce will be able to:
PO 1	Acquire and apply conceptual and functional knowledge of business, management, organization, marketing, human resource, finance, services and other allied sectors to solve real world problems of complex business scenario.
PO 2	Appraise and research various regulatory, social, political, economic and global factors impacting business practices, and assess and evaluate the challenges, and adapt to the constantly changing business environment.
PO 3	Gain critical insights and address issues in cross-culture and diversity, social responsibility and ethics and prepare for global excellence.
PO 4	Ability to identify, synthesize, articulate and apply multidisciplinary knowledge to practical business situations by using modern quantitative and qualitative tools and techniques.
PO 5	Critically investigate theoretical concepts and practical business problems by using appropriate research methods and analyse, formulate and propose solutions, and contribute to social, environment and sustainability goals.
PO 6	Develop and sharpen communicative competencies both oral and written, suitable in the modern technology oriented business settings and demonstrate leadership abilities to work independently, conduct team work, manage cross functional teams with diverse background through goal alignment and conflict resolution.
PO 7	Recognize opportunities for product or service development, and leverage creativity, innovation and entrepreneurial skills for managing new or existing business.
PO 8	Formulate plans and design strategies in line with the organization structure and resources and take fitting decisions using ethical approach, considering all stakeholders.

PROGRAM OUTLINE

YEAR	SEM	COURSE CODE	TYPE OF COURSE	COURSE TITLE	CREDITS
SYBA	III	RUAVSCCOMO201	Vocational Skill Course (VSC)	Consumer Behaviour	2

Ramnarain Ruia Autonomous College

SEMESTER III

SYBA: Vocational Skill Course (VSC)

Course Code: RUAVSCCOMO201

Course Title: Consumer Behaviour

Academic year 2024-25

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION After completing this course a student will be able to:
CO 1	Gain fundamental knowledge of Consumer behaviour and appraise their impact on returns and sales.
CO 2	Examine and appreciate the vital role of consumer behaviour in marketing for business sustainability.
CO 3	Contribute as a marketing manager / member of a team utilizing skills in differentiating consumer influences and propose solutions to solve marketing problems.
CO 4	Evaluate the current marketing environment and make ethical decisions supporting the marketing, social and environmental concerns of the business and society
CO 5	Analyse consumer behaviour and accordingly design marketing strategies suitable to urban and rural consumers.
CO 6	Apply the conceptual learning of management functions to the corporate world for effective management of business and service

DETAILED SYLLABUS

Course Code/ Unit	Course Title : Consumer Behaviour		Credits-2
RUAVSCCOMO201	Unit	Unit Title	Lectures (30)
	I	<ul style="list-style-type: none"> • Introduction to Consumer Behaviour Meaning - Features - Buying process- types of buyers-types of buyer behaviour- buying motives • Individual- Determinants of Consumer Behaviour • Personality – Concept, Nature of personality, Freudian, non - Freudian and Trait theories, Personality Traits and it's Marketing significance, Product personality and brand personification - Self Concept • Consumer Perception -Meaning of perception- the perceptual process- Factor responsible for perceptual Distortion • Learning – components of learning process • Attitude - Concept of attitude - Factors involved in Attitude formation 	15
	II	<ul style="list-style-type: none"> • Environmental Determinants of Consumer Behaviour • Family Influences on Buyer Behaviour- Factors affecting the need of the family- family life cycle stage and size.- Social Class and Influences- Social stratification, factors responsible for social stratification, Social influence on consumer behaviour- Groups - Friendship Groups- Work groups- Reference groups- Opinion Leaders - Cultural Influences on Consumer Behaviour-Diffusion of innovations . • Market Segmentation – Importance and bases of market segmentation- Market targeting- Effective segmentation 	15

References:

- Pillai R. S., Bagavathi. (2010). *Modern Marketing*. S.Chand and Sons, New Delhi.
- Kumar S. R. (2009). *Consumer Behaviour and Branding – The Indian Context*. Pearson Education India, New Delhi.

- Kotler P., Leong S. M., Ang S. H., Tan C. T. (2012). Marketing Management :An Asian Perspective (6th Edition). Pearson Education, New Delhi.
- Kotler, Keller, Koshi, Jha. (2017). Marketing Management. Pearson, UK.
- Dr. Gupta C. B., Dr. Nair N. R. (2016). Marketing Management (17th Edition). Sultan Chand and Sons, New Delhi.
- Saxena, Rajan. (2013). Marketing Management (4th Edition). Tata-McGraw Hill, New Delhi.
- Kumar S. R. (2009). Consumer Behaviour and Branding – The Indian Context. Pearson Education India, New Delhi.
- Ramaswamy V., Namakumari S. (2009). Marketing Management (4th Edition). McMillan. New Delhi.
- Shelekar S. A. (2016). Modern Marketing (2nd Edition). Himalaya Publications.

Modality of Assessment: Vocational Skill Course (VSC) (2 Credit Theory Course for BA)

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	One or more - Assignment / Presentation on Analysis of historical and contemporary business scenario/Case study/Research Project/ Field Visits and Active participation in routine class instructional deliveries (case studies/ seminars/presentation.	20
2	One class Test (multiple choice questions / objective/brief answers)	20
	TOTAL	40

B) External Examination- 60%- 60 Marks

Semester End Theory Examination:

1. Duration - These examinations shall be of **2 hours** duration.
2. Theory question paper pattern:

Paper Pattern: All questions are compulsory

Question	Options	Marks	Questions Based on
Q.1 (A,B,C)	Any 2 out of 3	15	Unit I
Q.2 (A,B,C)	Any 2 out of 3	15	Unit II
	TOTAL	30	

Overall Examination & Marks Distribution Pattern**Semester III**

Course	RUAVSCCOMO201		Grand Total
	Internal	External	
Theory	20	30	50
