



## **COURSE MANUAL**

**Name of the Elective Course: Pricing for Profits**

**Course Code:**

**Name of the responsible Faculty Instructor:**  
Prof. Gaganpreet Singh

**SPRING 2026  
(AY2025-26)**

This document is prepared by the course instructor and contains basic information relevant to the execution of the course. It is the official record for all intends and purposes as far the elective course, **Pricing for Profits**, is concerned.

This course manual can be used as a general guide to the subject. However, the instructor can modify, extend or supplement the course (without tampering its basic framework and objectives) for the effective and efficient delivery of the course. The instructor will provide students with reasons for such changes.

## **Part I**

Course Title: **Pricing for Profits**

Course Code:

Course Duration: **One Semester (14 Weeks)**

No. of Credit Units: **2 Credits**

Level: **UG or PG or Both**

Medium of Instruction: **English**

Pre-requisites (if applicable): **NA**

Equivalent Courses: **N/A**

## **Part II**

### **1. Acknowledgement of Course Ideators**

### **2. Course Description**

Pricing is the only 'P' of marketing mix that generates revenue for the organisation; the other three (product/promotion/place) incur cost. Every product or service (Business/law-oriented and others) when introduced into the market has to have a certain price tag associated with it. Setting up that price is one of the most critical business decisions. Ironically, companies do not price well. They undercharge one segment of customers and overcharge another segment, thus leaving a significant amount of consumer surplus. The purpose of the course titled “**Pricing for Profits**” is to accustom students to scientific tools and techniques so as to help them price products/services effectively and realise better profits.

Pricing has its roots both in economics and marketing. The course titled “**Pricing for Profits**” is predominantly grounded in the marketing domain, thus giving it distinction from the learning objectives taught in economics classes. The course would expose students to key pricing strategies and tactics, the challenges associated with all and further ways to counter it. The course would expose students to understanding the vital “dynamic component” associated with pricing.

All participants intending to join corporate businesses, launch their own products/brands/float their own business/law-oriented services would be exposed to several key theoretical concepts, whose real-time applicability would offer a distinct price advantage. Achieving a price advantage would leverage the situation of increased revenue for businesses or law firms. Therefore, the course would also enable students to understand certain challenges associated with revenue management and strategies for addressing them.

### **3. Course Aims**

This course aims to learn about the strategic and tactical issues in pricing, as well as contemporary pricing strategies used in the industry.

### **4. Teaching Methodology**

To help participants grasp the conceptual understanding better, each of the theoretical topics would be supported with real-life published case studies (Harvard/Ivey, European Case Clearing House).

### **5. Intended Learning Outcomes**

| Course Intended Learning Outcomes  | Weightage in % | Teaching and Learning Activities | Assessment Tasks/ Activities |
|--|----------------|----------------------------------|------------------------------|
| <ul style="list-style-type: none"> <li>• Strategic Pricing Strategies</li> <li>• Introduction to performance based price structures</li> <li>• Concepts of Price metrics and price fences</li> <li>• Achieving Price Excellence</li> <li>• Competing pricing strategies</li> <li>• Various pricing techniques (Cost based pricing, value based pricing and others)</li> <li>• Value creation</li> <li>• Price and value Communication</li> <li>• Impact of pricing on consumer psychology</li> <li>• Revenue/Yield Management</li> </ul> |                | Case Studies                     | Case Studies                 |

## 6. Grading of Student Achievement

To pass this course, students shall obtain a minimum of 40% in the cumulative aspects of coursework, i.e., internal assessments (including moot court, mid-term exam, presentations, research paper) and the end term examination. Internal assessments shall carry a total of 70 marks. **The end-of-semester exam shall carry 30 marks, out of which students have to obtain a minimum of 30% marks to fulfil the requirement of passing the course.**

The details of the grades, as well as the criteria for awarding such grades, are provided below:

| PERCENTAGE OF MARKS | GRADE | GRADE VALUE | GRADE DESCRIPTION   |
|---------------------|-------|-------------|---|
| 80 and above        | O     | 8           | <b>Outstanding</b> – Exceptional knowledge of the subject matter, thorough understanding of issues; ability to synthesize ideas, rules and principles and extraordinary critical and analytical ability |

| PERCENTAGE OF MARKS | GRADE | GRADE VALUE | GRADE DESCRIPTION  |
|---------------------|-------|-------------|--|
| 75 – 79             | A+    | 7.5         | <b>Excellent</b> - Sound knowledge of the subject matter, thorough understanding of issues; ability to synthesize ideas, rules and principles and critical and analytical ability  |
| 70 – 74             | A     | 7           | <b>Very Good</b> - Sound knowledge of the subject matter, excellent organizational capacity, ability to synthesize ideas, rules and principles, critically analyze existing materials and originality in thinking and presentation |
| 65 – 69             | A-    | 6           | <b>Good</b> - Good understanding of the subject matter, ability to identify issues and provide balanced solutions to problems and good critical and analytical skills  |
| 60 – 64             | B+    | 5           | <b>Fair</b> – Average understanding of the subject matter, limited ability to identify issues and provide solutions to problems and reasonable critical and analytical skills  |
| 55 – 59             | B     | 4           | <b>Acceptable</b> - Adequate knowledge of the subject matter to go to the next level of study and reasonable critical and analytical skills.   |
| 50 – 54             | B-    | 3           | <b>Marginal</b> - Limited knowledge of the subject matter and irrelevant use of materials and, poor critical and analytical skills   |
| 45 – 49             | P1    | 2           | <b>Pass 1</b> – Pass with basic understanding of the subject matter  |
| 40 – 44             | P2    | 1           | <b>Pass 2</b> – Pass with rudimentary understanding of the subject matter  |
| Below 40            | F     | 0           | <b>Fail</b> - Poor comprehension of the subject matter; poor critical and analytical skills and marginal use of the relevant materials. Will require repeating the course  |
| Incomplete          | I     | 0           | <b>Incomplete</b> - “Extenuating circumstances” preventing the student   |

| PERCENTAGE OF MARKS | GRADE | GRADE VALUE | GRADE DESCRIPTION  |
|---------------------|-------|-------------|--|
|                     |       |             | from taking the end-semester, or re-sit, examination as the case may be; the Vice Dean (Examinations) at their discretion assign the “I” grade. If an "I" grade is assigned, the student would appear for the end-semester, or re-sit examination, as the case may be, as and when the subsequent opportunity is provided by the University. |

## 7. Criteria for Student Assessments

Assessment of the participants will be based on the following criteria.

| Assessment                            | Weightage | Remarks  |
|---------------------------------------|-----------|--|
| Viva                                  | 30        |  |
| Written Assignment                    | 20        |  |
| Quiz                                  | 20        |  |
| End Semester Examination (Compulsory) | 30 Marks  | There will be a compulsory end-semester examination/component for all participants of the course who have successfully met the requisite attendance as per the governing JGU policies. |

## Part III

### Course/Class Policies

#### Office Hours timings

The respective faculty members will share it.

#### Cell Phones, Laptops and Similar Gadgets

Use of gadgets as per the faculty's instruction.

## **Academic Integrity and Plagiarism**

Learning and knowledge production of any kind is a collaborative process. Collaboration demands an ethical responsibility to acknowledge who we have learnt from, what we have learned, and how reading and learning from others have helped us shape our own ideas. Even our own ideas demand an acknowledgement of the sources and processes through which those ideas have emerged. Thus, all ideas must be supported by citations. All ideas borrowed from articles, books, journals, magazines, case laws, statutes, photographs, films, paintings, etc., in print or online, must be credited with the original source. If the source or inspiration of your idea is a friend, a casual chat, something that you overheard, or heard being discussed at a conference or in class, even they must be duly credited. If you paraphrase or directly quote from a web source in the examination, presentation or essays, the source must be acknowledged. The university has a framework to deal with cases of plagiarism. All form of plagiarism will be taken seriously by the University and prescribed sanctions will be imposed on those who commit plagiarism.

## **Disability Support and Accommodation Requirements**

JGU endeavours to make all its courses inclusive and accessible to students with different abilities. In accordance with the Rights of Persons with Disabilities Act (2016), the JGU Disability Support Committee (DSC) has identified conditions that could hinder a student's overall well-being. These include physical and mobility related difficulties, visual and hearing impairment, mental health conditions and intellectual/learning difficulties e.g., dyslexia, dyscalculia. Students with any known disability needing academic and other support are required to register with the Disability Support Committee (DSC) by following the procedure specified at <https://jgu.edu.in/disability-support-committee/>

Students who need support may register before the deadline for registration ends, as communicated by the DSC via email each semester. Those students who wish to continue receiving support from the previous semester, must re-register every semester prior to the deadline for re-registration as communicated by the DSC via email. Last minute registrations and support are discouraged and might not be possible as sufficient time is required to make the arrangements for support.

The DSC maintains strict confidentiality about the identity of the student and the nature of their disability and the same is requested from faculty members and staff as well. The DSC takes a strong stance against in-class and out-of-class references made about a student's disability without their consent and disrespectful comments referring to a student's disability. With due respect for confidentiality, faculty and students are encouraged to have honest conversations about the needs of students with disabilities and to discuss how a course may be better tailored to cater to a student with disability.

All general queries are to be addressed to [disabilitysupportcommittee@jgu.edu.in](mailto:disabilitysupportcommittee@jgu.edu.in)

### **Safe Space Pledge**

This course may discuss a range of issues and events that might result in distress for some students. Discussions in the course might also provoke strong emotional responses. To make sure that all students collectively benefit from the course, and do not feel disturbed due to either the content of the course or the conduct of the discussions. Therefore, it is incumbent upon all within the classroom to pledge to maintain respect towards our peers. This does not mean that you need to feel restrained about what you feel and what you want to say. Conversely, this is about creating a safe space where everyone can speak and learn without inhibitions and fear. This responsibility lies not only with students, but also with the instructor.

P.S. The course instructor, as part of introducing the course manual, will discuss the scope of the Safe Space Pledge with the class.

## **Part IV**

**Keywords Syllabus:** Pricing, Revenue, Profits,

### **Course Design and Overview (Weekly Plan)**

| <b>Week</b> | <b>Topics</b>  |
|-------------|--|
| 1.          | Introduction to Course   |
| 2.          | Pricing Revolutionary Products                                 |
| 3.          | Pricing Evolutionary Products                                  |
| 4.          | Pricing Mature Products/Achieving Price Excellence             |
| 5.          | Achieving Price Excellence                                     |
| 6.          | Three levels of Price Management                               |
| 7.          | Implementing Price Segmentation (Price metrics + Price fences) |
| 8.          | Price Promotion  |
| 9.          | PRICE TO VALUE   |
| 10.         | VALUE CREATION, VALUE COMMUNICATION AND VALUE CAPTURING)       |
| 11.         | Revenue/Yield Management                                       |
| 12.         | Formulating Pricing Strategy                                   |
| 13.         | Revision   |
| 14.         | <b>REVISION WEEK</b>   |

|  |  |
|--|--|
|  | <b>[NOTE:</b> There shall be teaching classes scheduled during the fourteenth week subject to the JGU Academic Calendar circulated by the Office of the Registrar, JGU and any official declaration of non-working days by the JGU Registrar.] |
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### **Module Descriptions:**

#### **Part V Relevant Readings / Essential Readings**

##### **Basic Text Book:**

Tim J. Smith, Pricing Strategy : Setting Price Levels, Managing Price Discounts & Establishing Price Structures

Nagle, Thomas T. & Hogan, John E. (2009), *The Strategy and Tactics of Pricing*, 6<sup>th</sup> Edition, Pearson Education, India.

##### **Reference Books:**

- Dolan, Robert J. & Simon, H. (1996), Power pricing, The Free Press, New York
- Mohammad, Rafi (2005), The Art of Pricing: How to find the hidden profits to grow your business, 1<sup>st</sup> Edition, Crown Publishing, New York
- *Harvard Business Review on Pricing*, Paperback, Harvard Business Press 2012