

HSNC University, Mumbai

**(Established by Government of Maharashtra vide notification dated 30th
October, 2019 under section 3(6) of Maharashtra Public Universities Act)**



Ordinances and Regulations

With Respect to

Choice Based Credit System (CBCS)

For the

Programmes

Under

The Faculty of Commerce & Management

With effect from the

Academic year 2024-2025



HSNC UNIVERSITY, MUMBAI

Board of Studies in Faculties of Commerce & Management

1) Name of Chairperson/Co-Chairperson/Coordinator:-

- a) **Dr Rita Khatri** , Professor, Department of Commerce H. R College., Mumbai-400020, Email id: khatririta@hrcollege.edu, Mobile No. 8828426516
- b) **Prof Smarajit Padhe**, Assistant Professor, K.C College at K.C. College, Mumbai - 400020 Email id smarajit.padhi@kccollege.edu.in, Mobile No. 7977676421.

2) Two to five teachers each having minimum five years teaching experience amongst the full-time teachers of the Departments, in the relevant subject.

- a) **Dr Jasbir Sodi** ,Vice Principal, Associate Professor at H. R. College, Mumbai- 400020 Email id: jas.saj@rediffmail.com, Mobile No.: 9619136511
- b) **Dr Navin Punjabi**, Vice Principal and Associate Professor at H.R. College, Mumbai -400020 Email id navin.punjabi@gmail.com, Mobile No.: 9920177199
- c) **Dr Kulvinder Batth**, Associate Professor, Department of Commerce at K.C. College., Mumbai- 400020, Email id- kulprofessional@gmail.com Mob:9833060902
- d) **Ms. Kanu Priya Sharma**, Assistant Professor , at H.R College, Mumbai – 400020 Email id: Kanupriya.sharma@hrcollege.edu , Mobile No : 8879512354
- e) **Dr. Shweta Singh**, Assistant Professor at H.R College, Mumbai – 400020, Email id: singhshweta0902@gmail.com , Mobile no : 9702050350
- f) **Ms Charvi Gada**, Assistant Professor, H R College, Mumbai- 400020 Email id: charvigada16@gmail.com Mob no 9987467233

3) One Professor / Associate Professor from other Universities or professor / Associate Professor from colleges managed by Parent Body;

- a.) **Dr Khushpat Jain** Professor at Sydenham College Mumbai

Email id: ksjain2002@yahoo.com Mobile No - 9867799797

4) Four external experts from Industry / Research / eminent scholar in the field relevant to the subject nominated by the Parent Body;

a) **Dr Hasina Sayed** Ex- HOD of Commerce, Jai Hind College. Email id : haseenasyd@gmail.com_Mob: 9819121250

b) **Dr Ketan Vira:** Professor, Mumbai institute of Management and Research, Wadala, Mumbai Email. Id ketanvira@rediffmail.com Mobile No : 7710075500

c) **Mr Akhilesh Rao** , Director Operations- Ezychain Logistics Pvt limited

Email id raoakhil24@gmail.com Mobile No:9321498932

d) **Mr Rajiv Kalwani** , Senior Vice President- Reliance Retail Ltd

Email id : rajivkalwani0204@gmail.com Mobile No:9967613000

5) Top rankers of the Final Year Graduate and Final Year Post Graduate examination of previous year of the concerned subject as invitee members for discussions on framing or revision of syllabus of that subject or group of subjects for one year.

a) **Geetika Bhatia** (Under Graduate student) H R College Email id

geetikabhatia58@gmail.com , Mobile no :9820783509

b) **Jeevika Sahajwani** (Under Graduate student) H R College Email id

jeevika.sahajwani@gmil.com Mobile no:9712917598

c) **Sarah Vaz** (Under Graduate student) HR College Email id : sarahvaz1@gmail.com,

Mobile no: 9769313965

HSNC University Mumbai
(Established by Government of Maharashtra vide notification
dated 30th October 2019 under section 3(6) of Maharashtra
Public Universities Act)



Ordinances and Regulations
With Respect to
Choice Based Credit System (CBCS)
For the
Programmes
Under
The Faculty of Commerce & Management
With effect from the
The academic year 2024-2025



HSNC University, Mumbai

(2024-2025)

Ordinances and Regulations

With Respect to

Choice Based Credit System

(CBCS)

For the Programmes Under

The Faculty of Commerce and Management

For the Programme

Master of Commerce

In

Business Management

Curriculum– Second Year Post Graduate Programmes

Semester-III and Semester -IV

For the academic year 2024-2025

INDEX

Sr. No.	Particulars	Subjects	Credits
Semester III			
1.	Major Subjects	Marketing Management	4
2.	Major Subjects	Human Resource Management	4
3.	Major Subjects	Rural Marketing	4
4.	Minor Subjects	International Economics	4
5		Research Seminars and Workshops	4
	Total		20
Semester IV			
1	Major subject	Supply Chain Management and Logistics	4
2	Major subject	Management of Business Relations	4
3	Major subject	Advertising and Sales Management	4
4		Research project	8
	Total		20

Part 1- Preamble

M.com in Business management is the two years' post graduate program that provides broad education that focuses on the fundamental of business management and critical leadership skills. The students in the program come from a wide variety of backgrounds, including commerce, Business management and social sciences. M. Com graduates can explore opportunities in business and service sector. The course content is designed to create strong fundamental framework with an orientation toward contemporary business environment. The programme provide conceptual and analytical skills and gives students an insight into dynamics of business.

The programme is designed to nurture students and help them build and enhance their managerial competence so as to :-

- Develop capacity to learn and adopt to national and international environment
- Imbibe value of integrity, fairness and ethical standards in management.
- Develop creative thinking through entrepreneurial skills so that as future managers they can meet the challenges of the business.
- Equip and train Post Graduate students to accept the challenges of Business World by providing opportunities for study and analysis of advanced Commercial and business methods and processes.
- Develop independent logical thinking and facilitate personality development.
- To study by students methods of Data collection and their interpretations.
- To develop among students Communication, Study and Analytical skills.

Apart from the other post-graduate and research courses M.Com is the most exalted two year full time post-graduate programme in commerce. The Mcom in Business Management course provides an extreme and rigorous base for teaching, research and allied business administration. The programme has been well received in the industry and shall be serving the needs of managerial cadre in Indian Inc. The course serves the needs of academics and prepares students for research and teaching.

Semester III

Course Objectives

PG-SBM-301

Marketing Management

- The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making.
- To understand the concepts of branding and trends in the marketing.
- To learn about Environmental Scanning, buyers Behavior, Segmenting, Targeting, and positioning.
- To understand and comprehend the basic concepts and theories of Marketing mix decisions, service marketing, branding, Distribution, promotion and pricing policies.

PG-SBM-302

Human Resource Management

- To develop necessary skill set in the students for application of HR issues
- To understand the purpose, process and applications of Human Resource Planning and Human Resource Department in the context of different organizational strategies
- To acquaint students with latest compliance and law of the land.
- To explain HR Practices applicable at Global Level.

PG-SBM-303

Rural Marketing

- The main objective of this programme is to develop a strong foundation of applied knowledge, concepts, approaches and analytical skills in the participants for successful marketing of products and services to rural consumers and users.
- The introduce the students to the Agricultural environment so that they can understand consumer's and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.

PG-SBM-304

International Economics

- To provide learners with a basic understanding of the principles of International economics and to apply this knowledge to understanding of international trade.
- To analyze relevant economic concepts and economic models which inform the study of international economics.
- To acquaint the learners with recent developments and trends in the world economics.

Research workshop and Seminar. Students have to attend and complete 60 hrs of Evaluation based Research methodology workshop or Master class of eminent speakers or seminar organized and submit the certificate and report on the same for acquiring 4 credits

Semester IV

PG-SBM-401

- Supply Chain Management and Logistics

- Recognizing Supply chain integration to support products in various product life cycle
- Balancing Logistics, Manufacturing and inventory policies with demand and Customer satisfaction
- Leveraging organizational capabilities and resource across supply chain business process
- Design lean but agile supply chain that integrate green initiatives
- Implement E-Supply chain Management systems

. PG-SBM-402

Management of Business Relations

- To understand the fundamental concepts of customer, supplier, employee and channel relationship management.
- To understand the role and competencies of Business Relations Manager.
- To have fundamental understanding of strategic framework required for managing relationships with customers, employees and other stakeholders.

PG-SBM 403

Advertising and Sales Management

- To orient the learner on fundamentals of Advertising in current era.
- To familiarize learner with advertising agencies, various Media, Regulatory framework of advertising
- To provide the basic fundamental understanding of Sales Management and Sales Planning and Controlling.

PG- SBM-404 – Project Work – II Refer the Guidelines mentioned at the end of syllabus

Process adopted for curriculum designing:

The members of the respective departments initially developed a draft syllabus after research on the existing curriculum from other Universities, studying the current needs of the industry, analyzing the new trends in the subjects and even connecting to some NGOs in few subjects. The drafted syllabus was then shown to academicians, experts from industry and researchers through emails and their inputs were gathered through meetings. These valuable inputs were incorporated into the syllabus ensuring that the syllabus is enriched in all aspects.

Salient features, how it has been made more relevant:

While designing of the syllabus, care has been taken to ensure that the student learns application skills along with theory. Demonstrations of the practical applications shall be conducted through special lectures and workshops that will contribute to enhanced learning. A combination of lectures, problem solving through case study sessions all contribute to make a student job ready.

Learning Outcomes:

PG-SBM-301

Marketing Management

- It will make students better future marketers and keen analysts of the marketing environment.
- It will create awareness amongst students about the complexities of the marketing especially in the digital age of technology and social media.
- The syllabus is designed is to provide a practical understanding of marketing through understanding of real business case studies.

PG-SBM-302

Human Resource Management

- Learners understand the challenges and issues faced by Human Resource Manager while performing functional activities
- Students learn skills and knowledge required to successfully implement an effective talent management system
- Better Stress management in daily lives and organization leading high levels of performance.
- Role of technology in recruitment, selection, career progression and other function of human resource management.
- Learners to study the strategies induced to manage talent and engage them to the fullest

PG-SBM-303

Rural Marketing

- A thorough understanding of the upcoming rural sector for marketing and distribution.
- Knowledge about the extremely viable Bottom of the pyramid.
- Emerging managerial initiatives and relevant frameworks in rural marketing.
- Experiences of institutions engaged in rural marketing in the form of case studies.
-

PG-SBM-304

International Economics

- The students will be acquainted with economic concepts and models of international trade
- Students will become aware about international trade bloc and their importance.
- To provide an insight into a broad range of economic aspects of the European Union.
- To allow students to have better understanding of the regional trade regimes
- Critically comment on and participate in current debates on international economic policy.

Semester IV

PG-SBM-401

Supply Chain Management and Logistics

- Learn logistics concepts and basic activities and recent logistics trends
- Understand how to reduce the logistics cost to minimum by applying various techniques.
- Gain knowledge about warehouse management
- Design a logistics network formulate a mathematical Model
- Explain the inventory control methods
- Evaluate the logistics cost calculation methods

PG-SBM-402

Management of Business Relations

- The course provides detailed knowledge in the field of business relationships and network management with special emphasis on relationship dynamics.
- The learner will gain specific knowledge of managing customer relationships, supplier relationships, employee relationships and channel relationships.
- The learner will have greater insights in customer relationship management and will understand how the use of technology in customer relationship management can bring greater value to customer and build in corporate image as course emphasizes more on E- CRM and its benefits to marketers and customers.
- The course helps developing competencies of strategizing and developing important business relationships and managing its network.

PG-SBM-403

Advertising and Sales Management

- The course imparts the knowledge needed to understand the concept and relevance of Advertising and sales Management in the modern era
- Enable learners to understand the scope and complexity of advertising creativity and sales management.

- Gather an overview about advertising agencies, various Media, Regulatory framework of advertising, Sales force management, Structure and steps in Developing a Sales Organization, Methods and Types of Sales Quota
- Highlighting the role of IT in sales management.

PG- SBM-404 – Project Work – II – Refer to the guidelines given at the end of the syllabus

Input from stakeholders

For drafting the syllabus, each department has taken inputs from industry experts, parents and notable alumni. The stakeholders have been impressed with the inclusion of e-learning options for the learners provided in the syllabus. For more advanced related topics, there can be sharing of video lectures and seminars, workshops, short term courses could be organized.

Part 2
The Scheme of Teaching and Examination is as under
2nd Year Semester – III
Summary

Sr. No	Choice Based Credit System	Subject Code	Remarks
1	Major Subjects	PG-SBM-301 PG-SBM-302 PG-SBM 303	Marketing Management Human Resource Management Rural Marketing
2	Minor Subjects	PG-SBM-304	International Economics
3		PG-SBM-305	Research Seminar and Workshop

Part 2 - The Scheme of Teaching and Examination
Semester – III

Second Year Semester III Internal and External Detailed Scheme

Sr. No.	Subject Code	Subject Title	Periods Per Week						Total Marks					
			Units	SL	L	T	P	Credits	SLE	RP	VV	SEE	Total	
1	PG-SBM-301	Marketing Management	4	20%*	4	0	0	4	1	20	10	60	100	
2	PG-SBM-302	Human Resource Management	4	20%*	4	0	0	4	1	20	10	60	100	
3	PG-SBM-303	Rural Marketing	4	20%*	4	0	0	4	1	20	10	60	100	
4	PG-SBM-304	International Economics	4	20%*	4	0	0	4	1	20	10	60	100	
5	PG-SBM-305	Research workshop and seminars						4					100	
Total Hours / Credit									20					

SL: Self Learning, L: Lecture, T: Tutorials, P: Practical, SLE- Self learning evaluation, CT-Commutative Test, SEE- Semester End Examination, TA-Teacher Assessment
RA- Research Project t, VV- Viva Voce

Second Year Semester – III Units – Topics – Teaching Hours

Sr.No	Subject Code / Name	Subject Unit Title		Lectures	Total No. of lectures	Credits	Total Marks
1	PG-SBM-301 Marketing Management	I	Introduction to marketing	15	60	4	100 (60+40)
		II	Marketing research	15			
		III	Marketing Mix Decisions	15			
		IV	Market Segmentation and Positioning	15			
2	PG-SBM-302 Human Resource Management	I	Human Resource Management	15	60	4	100 (60+40)
		II	Human Resource Development	15			
		III	Labour Code and Latest Development in Human Resource Management	15			
		IV	Emerging Issues In Human Resource Management	15			
3	PG-SBM-303 Rural Marketing	I	Introduction to Rural Marketing	15	60	4	100 (60+40)
		II	Consumer Behavior and Rural Marketing	15			
		III	Agricultural Marketing	15			
		IV	Recent trends in Rural Marketing	15			
4	PG-SBM-304 International Economics	I	Introduction to International Economics and Comparative Advantage theory	15	60	4	100 (60+40)
		II	Trade Policy and Organisations	15			
		III	Exchange Rates and Open Economy Macroeconomics	15			
		IV	International Investment and Globalisation	15			
	PG-SBM-305		Research workshop /Seminars			4	100
			Total			20	500

Part 3 - Detailed Scheme

Curriculum Topics along with Self-Learning topics - to be covered, through self-learning mode along with the respective Unit. Evaluation of self-learning topics to be undertaken before the concluding lecture instructions of the respective Unit.

PG-SBM-301 Marketing Management

Sr No.	Modules/ Units	No. of Lectures
1	<p>Introduction to marketing:</p> <p>1.1 Concept, nature, scope and importance of marketing, Marketing concept and its evolution, Marketing mix</p> <p>1.2 Strategic marketing planning – an overview, 4C’s of marketing Market Analysis and Selection, Analysing Marketing Opportunities, Future of Marketing, Effective Marketing Plan</p> <p>1.3 Marketing environment – macro and micro components and their impact on marketing decisions;</p> <p>1.4 Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. Concept of Value, Customer Value triad</p> <p>1.5 Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing.</p>	15
2	<p>Marketing research:</p> <p>2.1 Meaning, features, Importance of marketing research, Types of marketing research: Product research; Sales research; consumer/customer research; production research</p> <p>2.2 Marketing Information System (MIS): Meaning, features and Importance of MIS</p> <p>2.3 Consumer Behaviour: Meaning, feature, importance of Consumer Behaviour, Customer Loyalty: Importance</p> <p>2.4 Factors affecting Consumer Behaviour, Buying motives</p>	15

3	<p>Marketing Mix Decisions</p> <p>3.1 Product: Product mix, Product lifecycle and its strategic implication, product planning – New product development- failure of new product, levels of product. Branding, Packaging and labeling</p> <p>3.2 Pricing: objectives- factors influencing pricing policy, Methods of Pricing and Pricing strategy, Concept of Discounts and Rebates</p> <p>3.3 Place: meaning – factor affecting channel selection, types of marketing channels;</p> <p>3.4 Promotion: meaning and significance of promotion. Promotion tools, steps in designing marketing communications</p> <p>3.5 Extended P’s of marketing w.r.t services: Process, Physical evidence and People, Master strategies – 1. Stability strategy 2. Expansion strategy 3. Retrenchment strategy 4. Combination strategy</p>	15
4	<p>Market Segmentation and Positioning</p> <p>4.1 Segmentation: Meaning , importance Bases of segmentation, Targeting: Meaning , types</p> <p>4.2 Positioning: Meaning – strategies, Concept of Unique Selling Proposition Marketing</p> <p>4.3 Organisation and Control: Organising and controlling marketing operations. Issues and Developments in Marketing</p> <p>4.4 Social, ethical and legal aspects of marketing; International marketing; Green marketing; Cyber marketing; and other developments of marketing. Social Marketing: Concept of Social Marketing -Importance Barriers, Trends in Marketing Practices in India and across Globe</p>	15

Self-Learning topics (Unit wise)

Unit	Topics
1	1.6 Marketing environment – macro and micro components
2	2.4 Meaning, feature, importance of Consumer Behaviour
3	3.10 meaning and significance of promotion.

4	4.8 Green marketing; Cyber marketing; and other developments of marketing
---	---

Online Resources

<p>Marketing Environment</p> <p>https://www.youtube.com/watch?v=8BHLJ_cFHO8</p> <p>https://nptel.ac.in/courses/110/108/110108141/</p>
<p>Consumer behavior</p> <p>https://www.digmat.in/nptel/courses/video/110105054/L01.html</p>
<p>Green marketing</p> <p>https://www.youtube.com/watch?v=upvzY3uZBs</p> <p>Video lecture by Faculty of Management Studies Assistant Professor</p>
<p>Promotion</p> <p>https://www.youtube.com/watch?v=51hwSUZuva8</p> <p>Video lecture by Faculty of Management Studies Assistant Professor</p>
<p>cyber marketing</p> <p>https://www.youtube.com/watch?v=Tjl9OLQBOn0</p> <p>Video lecture by Ministry of HRD, Government of India.</p>

Links for Recommended Case Studies

1. Reviving Khadi in India

<https://www.icmrindia.org/free%20resources/casestudies/Reviving%20Khadi.htm>

2. Kellogg's Indian Experience: A Failed Launch

<https://www.icmrindia.org/free%20resources/casestudies/Marketing%20freecasestudy%20p1.htm>

3. Lifebuoy in India: Product Life Cycle Strategies

<https://www.thecasecentre.org/educators/products/view?id=92022>

4. Haldiram's Group - Seeking the 'Right' Marketing Mix

<https://www.icmrindia.org/free%20resources/casestudies/haldiram1.htm>

5. The Nirma Story

<https://www.icmrindia.org/free%20resources/casestudies/The%20Nirma%20Story1.htm>

6. Relaunch of Frooti-The 'Digen Verma' Campaign

<https://www.icmrindia.org/free%20resources/casestudies/frooti.htm>

Evaluation Pattern

For 40 Marks

Students will be evaluated on the basis of 60 marks term end exam for which the paper pattern

Research Project	20 Marks
Viva voce	10 Marks
Self-Learning Evaluation	10 Marks

For 60 Marks

Semester End Examination

Marks: 60 Time 2 hours

Question Paper Pattern

N. B. 1. All questions are Compulsory.

2. All questions carry equal marks.

Q. 1 Answer any Two of the following (out of Three) From Module – I Marks – 15

Q. 2 Answer any Two of the following (out of Three) From Module – II Marks – 15

Q. 3 Answer any Two of the following (out of Three) From Module – III Marks – 15

Q. 4 Answer any Two of the following (out of Three) From Module – IV Marks – 15

Reference Books

1. Etzel, M. J., Bruce, J. W., Stanton, W. J., & Pandit, A. (2011). Marketing (14th ed.). New Delhi: Tata McGraw-Hill.

2. Kotler, P. & Armstrong, G. (2017). Principles of Marketing (17th ed.). Pearson.

3. Kotler, P., Keller, K., Koshy, L., & Jha, M. (2012). Marketing Management: A South Asian Perspective (14th ed.). New Delhi: Pearson.

4. Perrault, W.D (Jr.), Cannon, J.P., & McCarthy, E.J. (2010). Basic Marketing. New Delhi: Tata McGraw-Hill.

5. Ramaswamy, V. S. & Namakumari, S. (2010). Marketing Management: Global perspective Indian context (4th ed.). New Delhi: Macmillan.

6. Saxena, R. (2009). Marketing Management (4th ed.). New Delhi: Tata McGraw Hill.

Course Code: PG-SBM-302
Human Resource Management

Sr No	Units/Modules	No. of Lectures
I	<p>Human Resource Management</p> <p>1.1 Human Resource Management (HRM). – Concept, Traditional HRM v/s Strategic HRM , Objectives of HRM</p> <p>1.2 Organization Structure of HRM Department – Changing Role of H.R. Manager and Challenges faced by Human Resource Managers</p> <p>1.3 Human Resource Planning- Concept, Factors affecting HRP , Information Management in HRP – HRIS (Human Resource Information System)</p> <p>1.4 Job Analysis, Psychological and Behavioural issues in HRP.</p> <p>1.5 Job Designing and re-designing : rotation, enlargement, enrichment and remote working</p> <p>1.6 Recruitment – Process and Sources</p> <p>1.7 Selection – Process and Types of tests, Types of interviews , Induction and socialization,</p> <p>1.8 Role of technology in Recruitment and Selection</p>	15
II	<p>Human Resource Development</p> <p>2.1 Training and Development - Designing of the effective training programme Evaluation of the effective training programme, criteria for identifying Training Needs (Person Analysis, Task Analysis, Organisation Analysis),</p> <p>2.2 Types–On the Job &Off the Job Method, New technologies used in training, Global Training Trends ,New technology in training and development, Cultural Diversity Training,</p> <p>2.3 Management Development Programme – Techniques. Programs & methods, importance, evaluating a MDP.</p> <p>2.4 Performance Appraisal- Process, Guidelines for conducting appraisal Interviews, Ethical aspects in performance appraisal.</p> <p>2.5 Career Advancement and Succession Planning- Self-Development Mechanism and Knowledge enrichment, Managing Promotion and Transfers, Managing dismissal,</p> <p>2.6 Succession Planning- Problems and Issues, Culture as a factor in Succession Planning</p>	15
III	<p>Labour Code and Latest Development in H.R.M</p> <p>3.1 Labour Code</p> <ul style="list-style-type: none"> ● Code on wages , 2021 ● Industrial Relations code 2020 no 35 of 2020 	15

	<ul style="list-style-type: none"> • Code on Social Security No. 36 of 2020 • Occupational Safety and Health and working conditions code 2020 No 37 of 2020 <p>3.2 Global HRM</p> <p>3.3 Work force and cultural diversity – Meaning, scope , importance and current trends</p>	
IV	<p>Emerging Issues In H.R.M</p> <p>4.1 Stress and its Impact on Job Performance, Role of organization in ensuring mental and physical health of employees , Case studies and Examples of Organizational initiatives on managing stress during crisis ,Work life balance – Need and Importance</p> <p>4.2 Employee Engagement, Managing Millennials (Gen Y)</p> <p>4.3 Talent Management – Concept , Importance, Process, Talent Management Information System, Best Practices of Talent Management , Talent Gap – Meaning, Strategies to Fill Gaps, Iceberg model</p> <p>4.4 H.R. Practices at Global level</p> <p>4.5 Knowledge Management</p> <p>4.6 Learning Organization</p>	15

Self-Learning topics (Unit wise):

Sr. No	Topic
1	Job analysis, designing and re-designing : rotation, enlargement, enrichment and remote working
2	Career Advancement, Succession Planning
3	Work Force Diversity
4	Employee Engagement and Talent Management

Online Resources

<p>https://youtu.be/0wNuyNZIzrQ (IISC Bangalore) , Prof K.B. Akhilesh on job design and payment system</p> <p>https://www.youtube.com/watch?v=7kXdbXGYhWc (IIT Khargpur) Prof Aradhana Malik , Principles of Human Resource Management</p>
<p>https://nptel.ac.in/courses/110/105/110105069/ (IIT Khargpur) Prof Aradhana Malik, Career Development</p>
<p>https://nptel.ac.in/courses/110/105/110105069/ IIT Kharagpur Prof Aradhana Malik, Principles of Human Resource Management (career development and succession planning)</p>

<https://youtu.be/naP-RIJ8xvQ>

(Work Force Diversity)

<https://nptel.ac.in/courses/110/107/110107152/> employee engagement and talent management

Evaluation Pattern

For 40 Marks

Students will be evaluated on the basis of 60 marks term end exam for which the paper pattern is provided at the end and 40 marks internal assessment which is as follows:

Research Project	20 Marks
Viva voce	10 Marks
Self-Learning Evaluation	10 Marks

For 60 Marks

Semester End Examination

Marks: 60 Time 2 hours

Question Paper Pattern

N. B. 1. All questions are Compulsory.

2. All questions carry equal marks.

Q. 1 Answer any Two of the following (out of Three) From Module – I Marks – 15

Q. 2 Answer any Two of the following (out of Three) From Module – II Marks – 15

Q. 3 Answer any Two of the following (out of Three) From Module – III Marks – 15

Q. 4 Answer any Two of the following (out of Three) From Module – IV Marks – 15

Reference Books

- Human Resource Management Text and Cases 8th Edition - K Aswathappa
- Human Resource Management – Garry Dessler

- Handbook of Compliances Under Labour Laws Paperback – 21 January 2019 by Som Nath Munjal
- Industrial Relations, Trade Unions and Labour Legislation | Third Edition | By Pearson Paperback – 30 June 2017 , P.R.N. Sinha and Sinha Indu Bala
- V.S.P Rao :Human Resource Management , Taxmann's 2nd Edition
- In Search of Balance between Talent Management and Employee Engagement in Human Resource Management, Wilson Ozuem (University of Hertfordshire, UK & Regents University, UK), Geoff Lancaster (London School of Commerce, UK) and Harshika Sharma (University of Wales, UK)

Course Code: PG-SBM-303
Rural Marketing

Sr.No.	Modules/ Units	No. of Lectures
I	<p>Introduction to Rural Marketing</p> <p>1.1 Rural Marketing: Concept, Scope, Nature and Evolution of Rural Marketing, Rural Marketing Strategies-4P's, Rural Infrastructural Facilities – Warehousing, Cold Storage, Logistics.</p> <p>1.2 Indian Rural Market: Profile, Rural Vs Urban Market, Importance of Branding, Scope and Importance of Transportation Networking in rural markets.</p> <p>1.3 Constraints in Rural Marketing and Strategies to overcome constraints</p> <p>1.4 Characteristics of Rural Consumers. Comparison between rural and urban consumer</p> <p>1.5 Problems of Rural Consumer: Adulteration, Short Weight and Measures,</p> <p>1.6 Unfair Warranties and Guarantees, Unreasonable Pricing, Challenges and Future of Rural Marketing</p> <p>1.7 As of rural marketing (Awareness, Acceptability, Adaptability and Affordability) – Marketing Mix for Rural Market</p> <p>1.8 Researching Rural Market</p>	15

II	<p>Consumer Behaviour and Rural Marketing</p> <p>2.1 Rural market segmentation and BoP markets</p> <p>2.2 Consumer Behaviour: Characteristics of Buying Behaviour-Awareness, Understanding, Consumer Purchase Decision, Importance of Rural Marketing Communication, Salesmen Influence.</p> <p>2.3 Government Schemes: Rural Development Programmes and Schemes of Government, Entrepreneurship Development Programme, Role of Food Corporation of India (FCI), Role of Khadi and Village Industries Commission (KVIC).</p> <p>2.4 Role of Banks in Rural Marketing: Role of Agricultural Cooperative Banks, Commercial Banking for Rural Marketing</p>	15
III	<p>Agricultural Marketing</p> <p>3.1 Agricultural Marketing- Importance, Prospects and Issues, Role of Cooperatives and Self Help Groups (SHG) in Rural Marketing</p> <p>3.2 Commodity Boards: Role and Contribution of Commodity Boards in generating revenue to government and employment in rural India.</p> <p>3.3 Agricultural Exports: Composition and Contribution of Agricultural Exports in generating revenue for India- Food Grains, Organic products, Marine Products, Role of Agricultural & Processed Food Products Export Development Authority (APEDA)</p>	15
IV	<p>Recent Trends in Rural Marketing</p> <p>4.1 E- Commerce: Importance of E-Commerce and Impact of E-Marketing on rural consumers, Concept of Digital Village, Role of Social Media in rural marketing.</p> <p>4.2 Information Technology: Impact of IT in Agricultural Marketing, E-Chaupal, Project Shakti, Web-casting-online training and guidance to farmers.</p> <p>4.3 Online Marketers: Role of Online Marketers, Growth and Challenges</p>	15

	Case Studies of FMCG, Consumer durables and Banking with respect to rural marketing.	
--	--	--

Self-Learning topics

1	1.4 Characteristics of Rural Consumers. Comparison between rural and urban consumer
2	1.8 Researching Rural Market

Online Resources

<https://www.youtube.com/watch?v=b2-wHE8Cwdw> (IIT Rorkee)

<https://www.youtube.com/watch?v=LJDq2g9rJaY> (IIM Ahmedabad)

Evaluation Pattern

For 40 Marks

Students will be evaluated on the basis of 60 marks term end exam for which the paper pattern is provided at the end and 40 marks internal assessment which is as follows:

Research Project	20 Marks
Viva voce	10 Marks
Self-Learning Evaluation	10 Marks

For 60 Marks

Semester End Examination

Marks: 60 Time 2 hours

Question Paper Pattern

N. B. 1. All questions are Compulsory.

2. All questions carry equal marks.

Q. 1 Answer any Two of the following (out of Three) From Module – I Marks – 15

Q. 2 Answer any Two of the following (out of Three) From Module – II Marks – 15

Q. 3 Answer any Two of the following (out of Three) From Module – III Marks – 15

Q. 4 Answer any Two of the following (out of Three) From Module – IV Marks – 15

Reference Books:

- Baran Roger J. & Robert J. Galka (2014), Customer Relationship Management: The Foundation of
- Contemporary Marketing Strategy, Routledge Taylor & Francis Group.
- Anderrson Kristin and Carol Kerr (2002), Customer Relationship Management, Tata McGraw-Hill.
- Ed Peelen, Customer Relationship Management, Pearson Education
- Bhasin Jaspreet Kaur (2012), Customer Relationship Management, Dreamtech Press.
- Judith W. Kincaid (2006), Customer Relationship Management Getting it Right, Pearson Education.
- Jill Dyche' (2007), The CTM Handbook: A Business Guide to Customer Relationship Management,
- Pearson Education.
- Valarie A Zeithmal, Mary Jo Bitner, Dwayne D Gremler and Ajay Pandit (2010), Services Marketing
- Integrating Customer Focus Across the Firm, Tata McGraw Hill.
- Urvashi Makkar and Harinder Kumar Makkar (2013), CRM Customer Relationship Management,
- McGraw Hill Education.
- Badi & Badi : Rural Marketing
- Matoria, C.B. & Badri Vishal : Agriculture problems in India
- Arora, R.C. : Integrated Rural Development
- Rajgopal : Managing Rural Business
- Gopaldaswamy, T.P. : Rural Marketing

Course Code: PG-SBM-304
International Economics

Sr.No.	Modules/ Units	No. of Lectures
1	<p>Introduction to International Economics and Comparative Advantage theory Definition and scope of international economics Ricardian model of comparative advantage Heckscher-Ohlin model Dumping Gains from trade</p>	15
2	<p>Trade Policy and Organisations Trade policies and their effects (tariffs, quotas, subsidies) Arguments for and against protectionism Non-tariff barriers to trade Trade agreements and organizations (WTO, NAFTA/USMCA, EU) Regional economic integration</p>	15
3	<p>Exchange Rates and Open Economy Macroeconomics Exchange rate determination (fixed vs. floating exchange rates) Balance of payments Mundell-Fleming model Monetary and fiscal policies in an open economy</p>	15
4	<p>International Investment and Globalisation Foreign direct investment (FDI) and Multinational corporations (MNCs) Portfolio investment and capital flows Climate change and international trade Distributional effects of globalization Impact of globalization on developing countries</p>	15

Self-Learning:

Monetary and fiscal policies in an open economy

Climate change and international trade

Online Resources:

<https://nptel.ac.in/courses/110/105/110105075/>

http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/720

<https://nptel.ac.in/courses/110/105/110105075/>

Evaluation Pattern

For 40 Marks

Students will be evaluated on the basis of 60 marks term end exam for which the paper pattern is provided at the end and 40 marks internal assessment which is as follows:

Research Project	20 Marks
Viva voce	10 Marks
Self-Learning Evaluation	10 Marks

For 60 Marks

Semester End Examination

Marks: 60 Time 2 hours

Question Paper Pattern

N. B. 1. All questions are Compulsory.

2. All questions carry equal marks.

Q. 1 Answer any Two of the following (out of Three) From Module – I Marks – 15

Q. 2 Answer any Two of the following (out of Three) From Module – II Marks – 15

Q. 3 Answer any Two of the following (out of Three) From Module – III Marks – 15

Q. 4 Answer any Two of the following (out of Three) From Module – IV Marks – 15

Reference Books

1. Changing Patterns of Global Trade, INTERNATIONAL MONETARY FUND: Prepared by the Strategy,

Policy, and Review Department, 15, 2011.

2. Doha and Beyond: The Future of the Multilateral Trading System Author: Mike Moore (Ed.) Publisher: Cambridge University Press, 2004.

3. Economic Geography: The Integration of Regions and Nations Author: Pierre-Philippe Combes, Thierry Mayer, Jacques-Francois Thisse Publisher: Princeton University Press, 2008.
4. EU Trade Strategies : Regionalism and Globalism Author: Vinod K. Aggarwal Publisher: Palgrave Macmillan, 2004.
5. Introduction to International Economics (2011): Dominick Salvatore Publisher: John Wiley & Sons,
6. International Economics: Theory and Policy (9th Edition) [Hardcover] Paul R. Krugman (Author), Maurice Obstfeld , Pearson Education, 2008.
7. International Economics, Robert C. Foenstra & Alan M. Taylor, Wath Publishers, USA.
8. Labour Movement: How Migration Regulates Labor Markets Author: Harald Bauder Publisher: Oxford University Press Inc, USA, 2006.
9. Labour Movement: How Migration Regulates Labor Markets Author: Harald Bauder Publisher: Oxford University Press Inc, USA, 2006.
10. Macroeconomics 8/e [Hardcover] Rudiger Dornbusch(Author), Stanley Fischer(Author), Startz(Author), Richard Startz(Editor)
11. Mithani & Jhingan, International Economics, S.Chand & Co.
12. Peter Kenen: The International Economy, (4ed.) Cambridge University Press, 2000.
13. Bo Sodersten, International Economics.

Part 2
The Scheme of Teaching and Examination is as under
2nd Year Semester – IV

Summary

Sr No	Choice Based Credit System	Subject Code		Remarks
1	Major Subjects	PG-SBM-401	4	Supply Chain Management and Logistics
		PG-SBM-402	4	Management of Business Relations
		PG-SBM-403	4	Advertising and Sales Management
2	Project Work	PG-SBM-304	8	Application and knowledge based research to be undertaken in areas of the electives

Sr. No.	Subject Code	Subject Title	Periods Per Week						Total Marks						
			Units	SL	L	T	P	Credits	SLE	RP	VV	SEE	Total		
1	PG-SBM-401	Supply Chain Management and Logistics	4	20%*	4	0	0	4	10	20	10	60	100		
2	PG-SBM-402	Management of Business Relations	4	20%*	4	0	0	4	10	20	10	60	100		
4	PG-SBM-403	Advertising and Sales Management	4	20%*	4	0	0	4	10	20	10	60	100		
5	PG-SBM-401	Project Work II						8					200		
Total Hours / Credit									24						500

SL: Self Learning, L: Lecture, T: Tutorials, P: Practical, SLE- Self learning evaluation, CT-Commutative Test, SEE- Semester End Examination, TA-Teacher Assessment
 RP- Research Project , VV- Viva Voce

Second Year Semester – IV Units – Topics – Teaching Hours

S. N	Subject Code / Name	Subject Unit Title		Lect ures	Total No. of lectures	Cre dits	Total Marks
1	PG-SBM-401 Supply Chain Management and Logistics	I	Introduction to Supply Chain Management	15	60	4	100 (60+40)
		II	Perspectives of Supply Chain Management	15			
		III	Introduction to Logistics	15			
		IV	Design of Supply Chain management, Logistics and use of internet and Global SCM.	15			
2	PG-SBM-402 Management of Business relations	I	Introduction to Management of Business relations	15	60	4	100 (60+40)
		II	Customer and channel relationship management	15			
		III	Employee Relationship Management	15			
		IV	Supplier, Investors and Community Relationship management	15			
4	PG-SBM-403 Advertising and Sales Management	I	Advertising fundamentals and Media	15	60	4	100 (60+40)
		II	Creativity, Social and Regulatory Framework of Advertising	15			
		III	Sales Management	15			
		IV	Recent trends in Sales Management	15			
5	PG-SBM-404		Project Work II			8	200

						20	500

**Note : Students are required to choose any three subject from serial number (1to 4)
Project Work – I is a compulsory paper for all .**

Part 5 - Detailed Scheme

Curriculum Topics along with Self-Learning topics - to be covered, through self-learning mode along with the respective Unit. Evaluation of self-learning topics to be undertaken before the concluding lecture instructions of the respective Unit.

-

Course Code : PG-SBM-401 Supply Chain Management and Logistics

Sr No.	Modules/ Units	No. of Lectures
I	<p>Introduction to supply chain management</p> <p>1.1 Supply Chain Management: Concept, Features, Evolution, Importance, Process and Barriers of Supply Chain Management.</p> <p>1.2 Principles and Strategies: Principles, Supply Chain Strategies – Organizations, Coordination, Innovation and Forecasting.</p> <p>1.3 Participants in SCM: Supply chain intermediaries- Concept and Types, Channels of Distribution for Industrial Goods and Consumer Goods, Channel of Distribution at Services Level, Factors for selection of suitable channels.</p> <p>1.4 Demand forecasting: top down approach, bottom up approach, types of demand forecasting, methods of demand forecasting</p>	15
II	<p>Perspectives of supply chain management</p> <p>2.1 Global perspectives: Measuring and analyzing the value and efficiency of global Supply Chain Networks, Global market forces, Types of global supply chain.</p>	15

	<p>2.2 Indian Perspectives: Measuring and Analyzing the value and efficiency of domestic Supply Chain Networks, Economic effects of supply chains.</p> <p>2.3 Customer Perspectives: Customer values, Role of customers and Ways of improving customer services in SCM.</p>	
II	<p>Introduction to Logistics</p> <p>3.1 Logistics Management: Concept and Process, Competitive Advantages and Three C's, Changing Logistics Environment, Reverse Logistics, Importance of Inventory Control, Bull-whip effect</p> <p>3.2 Transportation and Warehousing: Transport Functions and Participants in Transportation Decisions, Transport Infrastructure-Forms, Warehouse Functions and Operations</p> <p>3.3 Packaging and Materials Management- Consumer and Industrial Goods Packaging - Importance, Factors influencing Materials Planning, Preservation Safety and Measures of Materials Handling</p> <p>3.4 Logistical Network analysis, RORO, LASH</p>	15
IV	<p>Design of Supply Chain Management , logistics and use of internet and global SCM</p> <p>4.1 SCM Plan- Demand Planning, Source of Procurement, Production or Assembly Steps, Sales return of defective or excess goods</p> <p>4.2 Use of Internet in SCM- E-market places, E-procurement, E-logistics, E-fulfilment,</p> <p>4.3 Operative Systems in SCM: Enterprise Resource Planning (ERP), Performance</p> <p>4.4 Modelling of supply chains using Markov chains, Inventory Control-Importance, Pareto's Law</p> <p>4.5 Artificial intelligence and SCM</p>	15

	4.6 Global Supply chain management and recent trends in logistics	
--	---	--

Self Learning Topics

SCM concept and significance
Global supply chain management

Online Resources

https://nptel.ac.in/content/syllabus_pdf/110108056.pdf
https://nptel.ac.in/courses/110/107/110107074/

Evaluation Pattern

For 40 Marks

Students will be evaluated on the basis of 60 marks term end exam for which the paper pattern is provided at the end and 40 marks internal assessment which is as follows:

Research Project	20 Marks
Viva voce	10 Marks
Self-Learning Evaluation	10 Marks

For 60 Marks

Semester End Examination

Marks: 60 Time 2 hours

Question Paper Pattern

N. B. 1. All questions are Compulsory.

2. All questions carry equal marks.

Q. 1 Answer any Two of the following (out of Three) From Module – I Marks – 15

Q. 2 Answer any Two of the following (out of Three) From Module – II Marks – 15

Q. 3 Answer any Two of the following (out of Three) From Module – III Marks – 15

Q. 4 Answer any Two of the following (out of Three) From Module – IV Marks – 15

Reference Books:

1. David Simchi Levi, Philip Kaminshy, Edith Simchi Levi, Designing & Managing the Supply Chain - Concepts, Strategies and Case Studies Logistics
2. Donald Waters, An Introduction to Supply Chain
3. Martin Christopher, Logistics & Supply Chain Management - Strategies for Reducing Cost & Improving Services
4. Vinod Sople, Logistic Management - The Supply Chain Imperative
5. Donald J Bowersox & David J Closs, Logistic Management - The Integrated Supply Chain Process
6. Alan Rushton, Phil Croucher, Peter Baker, The Handbook of Logistics and Distribution Management-Understanding the Supply Chain
7. Donald J. Bowersox & David J Closs, Logistical Management-The Integrated Supply Chain Process,McGraw Hill Education
8. Ronald H Ballou & Samir K Srivastava, Business Logistics/ Supply Chain Management-Pearson
9. Donald J Bowersox, David J Closs & M Bixby Cooper, Supply Chain Logistics Management- The McGraw Hill Companies

PG-SBM-402**Management of Business Relations**

Sr. No.	Units	No. of Lectures
I	Introduction to Management of Business Relations 1.1 Business Relations: Need, importance of business relations, Business Relationship Management (BRM) Competencies. 1.2 Business Relation Manager: Role, qualities, skills. 1.3 Business Relations: Principles, steps, trends, impact of communication on business relations.	15
II	Customer and Channel Relationship Management 2.1 Customer Relations Management: Concept, characteristics of an empowered customer, approaches & types, role of Customer Relations Manager. 2.2 Designing and developing customer Value- Turning customers to loyal clients, Customer Profitability Analysis and Customer Lifetime Value 2.3 Strategic Framework for CRM & E-CRM: Concept and benefits, steps, successful CRM implementation. 2.4 Channel Relationship - Concept, importance , challenges, elements contributing to effective channel relationships.	15

III	<p>Employee Relationship Management</p> <p>3.1 Employee Relationship Management - Concept, objectives of employee relations, approaches to employee relations</p> <p>3.2 Role of Employee Relations Manager, Prospects & Importance of Industrial Relations, Problems & Challenges of Employee Relations, Key Drivers for shifting from Industrial Relations to Employee Relations,</p> <p>3.3 Strategic Framework for ERM, factors influencing ERM, essentials of an effective ERM, ERM strategy.</p>	15
IV	<p>Supplier, Investors and Community Relationship Management</p> <p>4.1 Supplier Relations – Concept, supplier segmentation pyramid, supplier improvement process for better relations, challenges.</p> <p>4.2 Investors Relations –Concept, Focus, Keys to successful investors relations, enhancing shareholders loyalty and retention.</p> <p>4.3 Stakeholder relations- Types of stakeholders, Role of business in social development, strategies to improve community relations, impact of community relations on business.</p>	15

Self-Learning topics (Unit wise):

Sr No.	Topic
1	Importance of business relations
2	Concept framework and Benefits of CRM
3	Approaches to employee relationship
4	Key to successful investor relations

Online Resources

Module 1

<https://youtu.be/O5vU8oWNdE0>

<https://youtu.be/Hp0Q8Z5Isz4>

Module 2

https://onlinecourses.swayam2.ac.in/imb19_mg10/preview

Module 3

https://youtu.be/cCdu67s_C5E

Module 4

<https://youtu.be/nCMEK2UkL74>

Evaluation Pattern**For 40 Marks**

Students will be evaluated on the basis of 60 marks term end exam for which the paper pattern is provided at the end and 40 marks internal assessment which is as follows:

Research Project	20 Marks
Viva voce	10 Marks
Self-Learning Evaluation	10 Marks

For 60 Marks

Semester End Examination

Marks: 60 Time 2 hours

Question Paper Pattern

N. B. 1. All questions are Compulsory.

2. All questions carry equal marks.

Q. 1 Answer any Two of the following (out of Three) From Module – I Marks – 15

Q. 2 Answer any Two of the following (out of Three) From Module – II Marks – 15

Q. 3 Answer any Two of the following (out of Three) From Module – III Marks – 15

Q. 4 Answer any Two of the following (out of Three) From Module – IV Marks – 15

Reference Books

- 1) V. Kumar, Werner Reinartz, (2018) Customer Relationship Management: Concept, Strategy, and Tools, Springer 2018
- 2) Eyun-Jung Ki, Jeong-Nam Kim, John A. Ledingham (2015) Public Relations As Relationship Management: A Relational Approach To the Study and Practice of Public Relations, Routledge
- 3) Edward J. Lordan (2003) Essentials of Public Relations Management, Rowman & Littlefield.
- 4) Robbie Wheeler (2020), Business Relationship Management: Relationship Management is The Solution for Getting to Know Your Customers and Developing Your Business, Robbie Wheeler, 2020

PG-SBM-403
Advertising and Sales Management

Sr. No.	Units	No. of Lectures
I	<p>Advertising Fundamentals and Media</p> <p>1.1 Basics of Advertising : Concept and Features, Significance, Classification of Advertising, Integrated Marketing Communication (IMC) - Elements, Behavioural Model (E.K. Strong AIDA), DAGMAR Model (Russell Colley), Hierarchy of Effects (Lavidge and Steiners)</p> <p>1.2 Ad Agency : Various Functional Department, Types, Measures for gaining and reasons for losing clients, Evaluation Criteria for Selecting an Advertising Agency</p> <p>1.3 Media : New Media Options, Emerging Forms of Digital Media, Media Objectives, Criteria for Selecting Suitable Media, Methods of Setting Advertising Budget</p>	15
II	<p>Creativity, Social and Regulatory Framework of Advertising</p> <p>2.1 Creativity & Research : Developing advertising copy - print, broadcast and digital media, Pre-test and post-test methods.</p>	15

	<p>2.2 Society : Socio-economic contribution and criticisms of advertising, professional courses and careers in the field of advertising</p> <p>2.3 Regulatory framework of advertising : Legal Framework of Advertising, Role of Information and Broadcasting Ministry (IBM), Self-Regulatory Bodies – Advertising Standards Council of India (ASCI) and Indian Broadcasting Foundation (IBF)</p>	
III	<p>Sales Management</p> <p>3.1 Introduction : Sales Management - Features, Functions and Importance, Art of Selling – Types, Process, Qualities of an Effective Salesman</p> <p>3.2 Sales force management : Selection Procedure, Training Methods, Motivational Factors and Compensation methods of sales personnel</p> <p>3.3 Customer Loyalty: Importance, Consumer Behaviour – Impact of Personal, Cultural, Social and Psychological Factors</p>	15
IV	<p>Recent Trends in Sales Management</p> <p>4.1 Sales planning : Concept, Process, Sales Forecasting - Methods and Limitations</p> <p>4.2 Sales controlling : Concept of Sales Budget and Sales Audit, Sales Quota - Methods and Types, Objectives and Factors Determining and Designing Sales Territory</p> <p>4.3 Recent trends : Importance of Customer Feedback, Using Digital Media for Feedback collection and Analysis , Sales Management - Data Mining, Role of IT</p>	15

Self-Learning topics (Unit wise):

Sr. No	Topic
1	Factors affecting Sales Strategy for a company
2	Impact of Advertising on Consumer Behavior
3	Advertising Trends used in India in 21 st Century
4	Data Mining

Online Resources

Factors affecting Sales Strategy for a company

https://onlinecourses.nptel.ac.in/noc21_mg19/preview

Impact of Advertising on Consumer Behavior

https://onlinecourses.swayam2.ac.in/nou21_ge02/preview

Advertising Trends used in India in 21st Century

https://onlinecourses.swayam2.ac.in/cec21_mg13/preview

Data Mining

https://onlinecourses.swayam2.ac.in/cec20_cs12/preview

Evaluation Pattern

For 40 Marks

Students will be evaluated on the basis of 60 marks term end exam for which the paper pattern is provided at the end and 40 marks internal assessment which is as follows:

Research project	20 Marks
Viva voce	10 Marks
Self-Learning Evaluation	10 Marks

For 60 Marks

Semester End Examination

Marks: 60 Time 2 hours

Question Paper Pattern

N. B. 1. All questions are Compulsory.

2. All questions carry equal marks.

Q. 1 Answer any Two of the following (out of Three) From Module – I Marks – 15

Q. 2 Answer any Two of the following (out of Three) From Module – II Marks – 15

Q. 3 Answer any Two of the following (out of Three) From Module – III Marks – 15

Q. 4 Answer any Two of the following (out of Three) From Module – IV Marks – 15

Reference Books

1. Philip Kotler (2003). Marketing Management: Eleventh Edition. New Delhi : Pearson Education
2. V.S. Ramaswani and S Namakumari (2002). Marketing : Planning, Implementing and Control (3rd Edition) New Delhi, Macmillan India
3. Michael Porter – Competitive Advantage
4. Theodore Levitt – Marketing Management
5. Fundamentals of Marketing – William Stanton
6. Customer Driven Services Management (1999) Response Books



HSNC University, Mumbai
(2024-2025)

Ordinances and Regulations

With Respect to

Choice Based Credit System
(CBCS)

For the Programmes Under

The Faculty of Commerce and Management

For the Programme

Master of Commerce
Project Work Guidelines

Second Year- Post Graduate Programme
Semester-III and Semester -IV

Guideline for project work

Introduction

Along with the Major subjects the students of M.Com will have project work in semester 4 for 8 credits. The main objective of inclusion of project work is to inculcate the element of research work challenging the potential of learner as regards to his/ her eagerness to enquire and ability to interpret particular aspect of the study in his/ her own words. It is expected that the guiding teacher should undertake the counselling sessions with their students and make them aware about the methodology of formulation, preparation and evaluation pattern of the project work. The students can choose **Any One** option for preparation of their project work.

Option I

- Project work based on topics as suggested and approved by their teacher guide with proper research methodology in the study area. The research study has to be conducted through primary data Collection method only. If the research is done through secondary data method in that situation case study method can be followed to collect the information and proper research methodology as suggested by teacher guide to be followed for preparation of Research project

Option 2

- Project work based on the internship in the study area.

Guidelines for Preparation of Project Work

Option 1 -Project Topics approved by Teacher Guide

- The project topic can be undertaken in any area of Major subjects only.
- Each learner has to undertake a research study individually under the supervision of a teacher-guide.
- The learner shall decide the topic and title which should be specific, clear and with definite scope in consultation with the teacher-guide concerned.
- University/College shall allot a guiding teacher for guidance to the students based on her / his specialization.
- The project report shall be prepared as per the broad guidelines given below:
 - Font type: Times New Roman

- Font size: 12-For content, 14-for Title
- Line Space : 1.5-for content and 1-for in table work
- Paper Size: A4
- Margin : in Left-1.5, Up-Down-Right-1
- The Project Report shall be bounded.
- The Project Report should be aprox 60 to 80 pages

Format

1st page (Main Page)

Title of the problem of the Project

**A Project Submitted to
HSNC University, Mumbai for partial
completion of the degree of Master in
Commerce**

Under the Faculty of Commerce

By

Name of the Learner

Under the Guidance of

Name of the Guiding Teacher

Name and address of the College

Month and Year

2nd Page

This page to be repeated on 2nd page (i.e. inside

Table of Contents

Sr No.	Contents	Page Nos
1	Declaration Certificate Acknowledgment Preface List of Tables List of Figures List of Abbreviations	
2	Chapter 1: Introduction	
3	Chapter II- Literature Review	
5	Chapter III: Research Methodology	
6	Chapter IV: Data Analysis	
7	Chapter V: Findings /Suggestions and Conclusion	
	Bibliography	

	Appendices : Questionnaire , Interview Schedule	
--	--	--

Declaration by Learner

I the undersigned Miss / Mr. _____ Name of the learner (Roll No & Class) here by, declare that the work embodied in this project work titled “ _____

_____ Title of the Project _____”, forms my own contribution to the research work carried out under the guidance of

_____ Name of the Guiding Teacher _____ is a result of my own research work and has not been previously submitted to any other University for any other Degree/ Diploma to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

The learner has complied to the provisions of the UGC(Promotion of Academic Integrity and Prevention of Plagiarism in Higher Educational Institution) Regulation 2018.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

Name and Signature of
the learner

Certified by

Name and Signature of the Guiding Teacher

On Separate page

Name and Address of the college

Certificate

This is to certify that Ms/Mr _____ (Roll No & Class) has worked and duly completed her/his Project work for the degree of Master of Commerce under the Faculty of Commerce in the subject of _____ and her/his project is entitled , “ _____ under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any degree or diploma of any University.

It is her/his own work and facts reported by her/his personal findings and investigations

Seal of the College
Teacher

Signature of Guiding

Date of Submission:

On separate page

Acknowledgment

(Model structure of the acknowledgement)

To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

I take this opportunity to thank the **HSNC University** for giving me chance to do this project.

I would like to thank my **Principal**, _____ for providing the necessary facilities required for completion of this project.

I take this opportunity to thank our **Coordinator** _____, for her moral support and guidance.

I would also like to express my sincere gratitude towards my project guide _____ whose guidance and care made the project successful.

I would like to thank my **College Library**, for having provided various reference books and magazines related to my project.

Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially **my Parents and Peers** who supported me throughout my project.

PREFACE

It is the summary of your Research work undertaken by the learner on the topics under study. The learner has to introduced the topic ,significant and methodology undertaken to complete the research work.

Name of the Learner

List of Tables

Sr No	Particulars	Page Nos

List of Figures

Sr No	Particulars	Page nos

Abbreviations Used: Abbreviations are shortened forms of words and Phrases and are a common occurrence in research manuscript as they can help make complex technical writing more concise and easier to read. Therefore the learner doing research should identify the abbreviation used in the research and list out with their full form in their research report

Structure to be followed for Presentation of Research project

- **Chapter No. 1: Introduction**

In this chapter the learner has to introduce the study area its historical significance, relevance of the problem, growth prospects of the problem under study, definition/s of related aspects, characteristics, different concepts pertaining to the problem etc has to be incorporated by the learner.

- **Chapter No. 2: Literature Review**

This chapter will provide information about past studies done on the respective topic taken for the study. This would specify how the study undertaken is relevant and contribute for value addition in information/

knowledge/ application of study area which ultimately helps the learner to undertake further study on same issue. The students should incorporate minimum 30 previous research reviews for the research undertaken.

- **Chapter No. 3: Research Methodology**

This chapter will include

Objectives of the study. Minimum 4 to 5 objectives to be mentioned

Hypothesis: The learner has to state 3 to 4 hypothesis statements that should align with the objectives of the study

Scope of the study. Here the learner has to mention areas of the studies that can be done on the same topics.

Significance of the study: In this the researcher has to explain the importance of the research under study.

Statement of problem: The learner has to mention the problem that has been taken for research study

Population of the study and sample size: In this the researcher has to mention the profile of the population under study as per the location selected and then the total sample size from that given population. The learner has to ensure that the population and the sample size are well defined in this chapter.

Data collection Method: The researcher has to mention details of the primary and secondary data collection method given for the research study. If the learner has visited any library for collecting the resources. You are required to mention the details about the resources visited for collection of the data

Statistical technique used in the study: The learner has to apply at least 2 to 3 tools for hypothesis testing and mentioned which statistical tools were used for the research study.

- **Chapter No. 4: Data Analysis, Interpretation and Presentation**

This chapter is the core part of the study. The analysis pertaining to collected data will be done by the learner. The application of selected

tools or techniques will be used to arrive at findings. In this, table of information's, presentation of graphs etc. can be provided with interpretation by the learner.

- **Chapter No. 5: Findings Suggestions and Conclusion**

In this chapter the learner has to extract the findings based on the primary and secondary information collected in the research work. The learner has to incorporate sufficient number of finding and provide suggestions for the problem on which research is conducted and to validate the objectives and hypotheses. The study should end with the conclusion stating the road ahead or future prospect for the topic taken for the study.

(Note: If required more chapters of data analysis can be added.)

Bibliography : In this the researcher has to write all the references of books , journals, research paper, research reports, newspaper articles referred for completing the research work. The reference should be in APA format. You are required to refer this link for understand APA style of referencing

<https://www.mendeley.com/guides/apa-citation-guide>

Appendices : An appendices contains supplementary material that is not an essential part of the text itself but which may be helpful in providing a more comprehensive understanding of the research problem or it is information that is too cumbersome to be included in the body of the paper.

List of appendices if any

- Supporting evidence [e.g. raw data]
- Contributory facts or specialized data [raw data appear in the appendix, but with summarized data appearing in the body of the text].
- Sample calculations
- Technical figures, graphs, tables, statistics
- Detailed description of research instruments
- Maps, charts, photographs, drawings
- Letters, emails, and other copies of correspondence
- Questionnaire/survey instruments, with the results appearing in the text
- Complete transcripts of interviews
- Complete field notes from observations

Option II: Guidelines for Internship based project work

- Minimum 4 week to 6 weeks of Internship with an Organization/ NGO/ Charitable Organization/ Private firm/company to be approved by the

guiding teacher.

- The theme of the internship should be based on any study area of the elective courses.
- Project Report should be of 60 to 80 Pages.
- Experience Certificate is Mandatory.
- A project report has to be brief in content and must include the following aspects:

Executive Summary:

A bird's eye view of your entire presentation has to be precisely offered under this category.

Introduction on the Company:

A Concise representation of company/ organization defining its scope, products/ services and its SWOT analysis.

▪ **Statement and Objectives:**

The mission and vision of the organization need to be stated enshrining its broad strategies.

▪ **Your Role in the Organisation during the internship:**

The key aspects handled, the department under which you were deployed and brief summary report duly acknowledged by the reporting head.

▪ **Challenges:**

The challenges confronted while churning out theoretical knowledge into practical world.

▪ **Conclusion:**

A brief overview of your experience and suggestions to bridge the gap between theory and practice.

- The project report based on internship shall be prepared as per the broad guidelines given below:
 - Font type: Times New Roman
 - Font size: 12-For content, 14-for Title
 - Line Space : 1.5-for content and 1-for in table work
 - Paper Size: A4
 - Margin : in Left-1.5, Up-Down-Right-1
 - The Project Report shall be bounded.
 - The project report should be 60 to 80 pages

Pattern of Evaluation of the Project work

The Project Report shall be evaluated in two stages viz.	
● Evaluation of Project Report (Bound Copy)	60 Marks
▪ Introduction and other areas covered	20 Marks
▪ Research Methodology, Presentation, Analysis and interpretation of data	30 Marks
▪ Conclusion & Recommendations	10 Marks
● Conduct of Viva-voce	40 Marks
▪ In the course of Viva-voce, the questions may be asked such as importance / relevance of the study, objective of the study, methodology of the study/ mode of Enquiry (question responses)	10 Marks
▪ Ability to explain the analysis, findings, concluding observations, recommendation, limitations of the Study	20 Marks
▪ Overall Impression (including Communication Skill)	10 Marks

Note:

The guiding teacher along with the external evaluator appointed by the University/ College for the evaluation of project shall conduct the viva-voce examination as per the evaluation pattern

Passing Standard

- Minimum of Grade D in the project component
- In case of failing in the project work, the same project can be revised for ATKT examination.
- **Absence of student for viva voce:** If any student fails to appear for the viva voce on the date and time fixed by the department such student shall appear for the viva voce on the date and time fixed by the Department, only along with students of the next batch.

The MCom coordinator can also organized research workshop/ master class/ expert session on questionnaire making/ hypothesis testing to orient students for effective report writing



Dr Rita Khatri
Chairperson BOS (Commerce and Management)