

SIES (Nerul) College of Arts, Science and Commerce (Autonomous)
Syllabus for Approval
MASTER OF COMMERCE (BUSINESS MANAGEMENT)

Sr. No.	Heading	Particulars
1	Title of the course	MASTER OF COMMERCE (BUSINESS MANAGEMENT)
2	Year	Second Year
3	Semesters	III and IV
4	Level	PG
5	Pattern	02 years & 04 semesters CBGS
6	Status	New
7	To be implemented from	From Academic year 2024-25 in a progressive manner

Dated: 29th June, 2024

Signature 

Dr. Koel Roychoudhury
AC Chairperson




Mr. Chaitanya Songirkar
Head of the Department

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SCHEME OF MODULES

SEMESTER III			
Serial No	Course code	Credits	Course Name
I	Major Department Specific Course (DSC)		
1	M24BM3MJ01	04	Advance Financial Management
2	M24BM3MJ02	04	Service Marketing
3	M24BM3MJ03	04	Management of Business Relations
4	M24BM3MJ04	02	Supply Chain Management
II	Major Elective		
1	M24BM3E01	02	Swayam NPTL Course – 1
2	M24BM3E02	02	Swayam NPTL Course – 2
III	Research Project		
1	M24BM3RP01	04	Research Project
TOTAL CREDITS		22	



Advance Financial Management

COURSE CODE: M24BM3MJ01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To examine various dividend decisions and models for dividend decision making
- To assess shareholder value and corporate governance practices in India
- To compare various types of amalgamation and mergers
- To evaluate various metrics for assessing business performance

Course Outcomes:

- The student will be able to examine various dividend decisions and assess different models for dividend decision making
- The student will be able to assess shareholder value and corporate governance practices in India
- The student will be able to compare various types of amalgamation and mergers
- The student will be able to evaluate various metrics for assessing business performance



Sr. No	Syllabus	No. of lectures
01	<p>Dividend Decision: Meaning and Forms of Dividend, Dividend-Modigliani and Miller's Approach, Walter Model, Gordon Model, Factors determining Dividend Policy, Types of Dividend Policy</p>	15
02	<p>Shareholder Value and Corporate Governance: Financial Goals and Strategy, Shareholder Value Creation: EVA and MVA Approach, Theories of Corporate Governance, Practices of Corporate Governance in India</p>	15
03	<p>Amalgamation and Mergers: Meaning, Types, Limitations of Merger, Amalgamation, Acquisition, Takeover, Determination of Firm's Value, Purchase Consideration, Effect of Merger on EPS and MPS, Pre-Merger and Post Merger Impact.</p>	15
04	<p>Ratio Analysis and Leverages Debt equity ratios, total debt ratio, proprietary ratios, interest coverage ratio, Profitability ratios related to sales, investment, equity shares and Efficiency or Activity Ratios) and Assessment of risk (Leverages)</p>	15

References:

- Tulsian's Financial Management : A Self-Study Textbook.: S. Chand Publishing.
- Baker, H. K., Powell, G. (2009). Understanding Financial Management: A Practical Guide. Germany: Wiley.
- Corporate Financial Management. (1999). India: Discovery Publishing House.
- Financial Management. India: S. Chand Publishing.



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
 - Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each (Online / Offline) Multiple choice Questions/True or False - 20 Marks	20
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	15
Class Participation	5
Total	40

B) Semester end examination 60 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15 Marks
Q.2 15 marks OR 15 marks	15 Marks
Q.3 15 marks OR 15 marks	15 Marks
Q.4 15 marks OR 15 marks	15 Marks
Total	60
Note: Q.1, 2 and 3 - 15 marks question may be divided into sub questions of 7 and 8 or 10 and 5, if required. Q.4 May include theory (short notes) (Any 3 out of 5) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



SERVICE MARKETING

COURSE CODE: M24BM3MJ02

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives

- To understand distinctive features of services and key elements in services Marketing
- To provide insight into ways to improve service quality and productivity.
- To understand marketing of different services in Indian context

Course Outcomes (CO)

- Students will be able to,
 - Understand the unique characteristics of services
 - Create effective service blueprints
 - Manage service quality
 - Measure and improve service performance:

Unit No.	Topic	No. of Lectures required
Unit-I	Introduction of Services Marketing <ul style="list-style-type: none">• Services Marketing Concept, Distinctive Characteristics of Services, Services Marketing Triangle, Purchase Process for Services, Marketing Challenges of Services• Role of Services in Modern Economy, Services Marketing Environment• Goods vs Services Marketing, Goods Services Continuum• Consumer Behaviour, Positioning a Service in the Market Place• Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty• Type of Contact: High Contact Services and Low Contact Services• Sensitivity to Customers' Reluctance to Change	15
Unit-II	Key Elements of Services Marketing Mix <ul style="list-style-type: none">• The Service Product, Pricing Mix, Promotion & Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service Mapping-Flowcharting• Branding of Services – Problems and Solutions• Options for Service Delivery	15

Unit-III	Managing Quality Aspects of Services Marketing • Improving Service Quality and Productivity <ul style="list-style-type: none"> • Service Quality – GAP Model, Benchmarking, Measuring Service Quality -Zone of Tolerance and Improving Service Quality • The SERVQUAL Model • Defining Productivity – Improving Productivity • Demand and Capacity Alignment 	15
Unit-IV	Marketing of Services <ul style="list-style-type: none"> • International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing • Factors Favouring Transnational Strategy • Elements of Transnational Strategy • Recent Trends in Marketing Of Services in: Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry • Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector 	15
Total Lectures		60



SCHEME OF EXAMINATION

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- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each Q.1 Multiple choice Questions/True or False - 10 Marks Q.2. Attempt 2 questions out of 3 questions (5 marks each) 10 Marks	20
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	15
Class Participation	5
Total	40



B) Semester end examination 60 marks

PAPER PATTERN

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15 Marks
Q.2 15 marks OR 15 marks	15 Marks
Q.3 15 marks OR 15 marks	15 Marks
Q.4 15 marks OR 15 marks	15 Marks
Total	60
<p>Note:</p> <ol style="list-style-type: none">1. Q.1, 2 and 3 - 15 marks questions may be divided into sub-questions of 7 and 8 or 10 and 5, if required.2. Q.4 May include theory (short notes) (Any 3 out of 5) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester-end examination.



Management of Business Relations

COURSE CODE: M24BM3MJ01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- Understand the fundamental principles of managing business relationships and their importance in organizational success.
- Analyze and develop strategies for effective customer and channel relationship management.
- Implement best practices in employee relationship management to enhance organizational performance.
- Evaluate and manage relationships with suppliers, investors, and the community to ensure sustainable business practices.

Course outcomes:

- Understanding of Business Relationships:
- Relationship Building and Management
- Strategic Partnership Development

Unit No.	Topic	Number of Lectures
Unit-I	Introduction to Management of Business Relations <ul style="list-style-type: none">• Business Relations - Need , Importance of Business relations, Business Relationship Management (BRM) Competencies.• Business Relation Manager- Role, qualities, Skills.• Business Relations- Principles, Steps , Trends, Impact of Communication on Business Relations.	15
Unit-II	Customer and Channel Relationship Management <ul style="list-style-type: none">• Customer Relations Management: Concept, Characteristics of an empowered customer, Approaches &Types, Role of Customer Relations Manager.• Designing and developing customer Value- Turning customers to loyal clients, Strategic Framework for CRM, E-CRM: Concept and Benefits, Steps, Successful CRM implementation.• Channel Relationship - Concept, importance , Challenges, Elements contributing to effective channel relationships.	15
Unit-III	Employee Relationship Management <ul style="list-style-type: none">• Employee Relationship Management - Concept	15



	<p>Objectives of Employee Relations , Approaches to Employee Relations.</p> <ul style="list-style-type: none"> • 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. • Strategic Framework for ERM, Factors influencing ERM, Essentials of an effective ERM, ERM strategy. 	
Unit-IV	<p>Supplier, Investors and Community Relationship Management</p> <ul style="list-style-type: none"> • Supplier Relations – Concept, Supplier Segmentation Pyramid, Supplier Improvement Process for better relations, Challenges. • Investors Relations –Concept, Focus, Keys to successful investors relations, Enhancing shareholders loyalty and retention. • Stakeholder relations- Types of stakeholders, Role of business in social development, strategies to improve community relations, impact of community relations on business. 	15

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each	20
Q.1 Multiple choice Questions/True or False - 10 Marks	
Q.2. Attempt 2 questions out of 3 questions (5 marks each) 10 Marks	
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	15
Class Participation	5



Total	40
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B) Semester end examination 60 marks

PAPER PATTERN

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15 Marks
Q.2 15 marks OR 15 marks	15 Marks
Q.3 15 marks OR 15 marks	15 Marks
Q.4 15 marks OR 15 marks	15 Marks
Total	60
<p>Note:</p> <p>1. Q.1, 2 and 3 - 15 marks questions may be divided into sub-questions of 7 and 8 or 10 and 5, if required.</p> <p>2. Q.4 May include theory (short notes) (Any 3 out of 5) /Case Study in one of the options.</p>	

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester-end examination.

References :

- https://www.researchgate.net/publication/335684504_THE_ROLE_OF_BUSINESS_IN_SOCIETY
- <https://www.bsr.org/en/our-insights/blog-view/four-ways-for-companies-to-enhance-relationships>
- <https://penpoin.com/business-stakeholders/> <https://simplystakeholders.com/the-importance-of-stakeholders/>



Supply Chain Management

COURSE CODE: M24BM3MJ04

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

The syllabus is aimed to achieve the following objectives:

1. To provide basic understanding of concepts of supply chain management
2. To acquaint the learners with the tools & techniques of supply chain planning

Course Outcome:

The learners will be able to:

1. Understand the functioning of supply chain
2. Use quantitative tools to forecast the demand for product & resources



Unit No.	Topic	No. of Lectures Required
Unit-I	<p>Introduction to Supply Chain Management</p> <p>Meaning, Objectives, Functions, Participants of Supply Chain, Role of Logistics in Supply Chain, Comparison between Logistics and Supply Chain Management, Channel Management and Channel Integration</p> <p>Outsourcing</p> <p>Meaning, Objectives, Benefits/Advantages of Outsourcing, Third Party Logistics Provider, Fourth Party Logistics Provider, Drawbacks of Outsourcing, Selection of Logistics Service Provider, Outsourcing-Value Proposition</p>	15
Unit-II	<p>Demand Forecasting</p> <p>Meaning, Objectives, Approaches to Forecasting, Forecasting Methods, Forecasting Techniques, (Numerical on Simple Moving Average, Weighted Moving Average)</p> <p>Performance Measurement in Supply Chain</p> <p>Meaning, Objectives of Performance Measurement, Types of Performance Measurement, Dimensions of Performance Measurement, Characteristics of Ideal Measurement System</p>	15
	TOTAL (HOURS)	30



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal tests Online/Offline Multiple choice Questions/True or False Match the Pairs - 10 Marks	10
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	05
Class Participation	05
Total	20



B) Semester end examination 30 marks**PAPER PATTERN**

Duration: 1 hours	
Total Marks: 30	
Q.1 10 marks OR 10 marks	10 Marks
Q.2 10 marks OR 10 marks	10 Marks
Q.3 10 marks OR 10 marks	10 Marks
Total	30
Note: 1. Q.1, 2 and 3 - 10 marks questions may be divided into sub-questions of 5 marks, if required. 2. Q.3 May include theory (short notes) (Any 2 out of 3) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester-end examination.

References:

1. Donald J Bowersox, David J Closs & M Bixby Cooper, Supply Chain Logistics Management- The McGraw Hill Companies
2. David Simchi Levi, Philip Kaminshy, Edith Simchi Levi, Designing & Managing the Supply Chain - Concepts, Strategies and Case Studies Logistics
3. Vinod Sople, Logistic Management - The Supply Chain Imperative
4. Alan Rushton, Phil Croucher, Peter Baker, The Handbook of Logistics and Distribution Management- Understanding the Supply Chain



Major Elective 1

SWYAM NPTL COURSE

COURSE CODE: M24BM3ME01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Major Elective 2

SWYAM NPTL COURSE

COURSE CODE: M24BM3ME02

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Students are required to complete Two course related to Commerce & Management (2 Credits Each)

There are 3 ways in which NPTEL Courses can be accessed:

1] SWAYAM-NPTEL - <https://swayam.gov.in/explorer>

This website contains all live courses which are offered in two semesters i.e. January to June and July to December. Students can enroll for free and learn while examination is paid (Students have a choice to appear for the Examination conducted by NPTL or the examination conducted by the College. The scheme of examination conducted by the college is mentioned below)

2] NPTEL+ : <https://elearn.nptel.ac.in/>

This website contains all self-paced courses. Students can enroll at any time. These courses are paid and course fee vary from course to course.

3] NPTEL Courses Repository : <https://nptel.ac.in/courses>

This website contains repository of all NPTEL courses offered so far. Students can complete the course on NPTL and will have to appear for the examination conducted by the college. The scheme of the examination is mentioned below



SCHEME OF EXAMINATION

Continuous Evaluation Pattern

Description	Marks
3 Quiz – 10 Marks each	30
Discussion/ Presentations/Case study	10
Assignment	10
Total	50

Passing criteria: Minimum 40% ie 20 marks out of 50



Research Project

COURSE CODE: M24BM3RP01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives

1. To inculcate the element of research work
2. To encourage learner to identify problems and their solutions applicable in business world
3. To educate learner to apply statistical tools and techniques in research work

Guidelines for preparation of Project Work

1. General guidelines for preparation of project work based on research methodology

- The project topic may be undertaken in any area of Elective Courses.
 - Each of the learner has to undertake a Project individually under the supervision of ateacher-guide.
 - The learner shall decide the topic and title which should be specific, clear and withdefinite 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 50 to 60 pages



Format

1st page (Main Page)

Title of the problem of the Project

**A Project Submitted to
University of 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 after main page)



On separate page

Index

Chapter No. 1 (sub point 1.1, 1.1.1,.....And so on)	Title of the Chapter	Page No.
Chapter No. 2	Title of the Chapter	
Chapter No. 3	Title of the Chapter	
Chapter No. 4	Title of the Chapter	
Chapter No. 5	Title of the Chapter	

List of tables, if any, with page numbers.

List of Graphs, if any, with page numbers. List of Appendix, if any, with page numbers. Abbreviations used:



**Structure to be followed to maintain the uniformity in formulation and presentation of
Project Work**

(Model Structure of the Project Work)

- **Chapter No. 1: Introduction**

In this chapter Selection and relevance of the problem, historical background of the problem, brief profile of the study area, definition/s of related aspects, characteristics, different concepts pertaining to the problem etc can be incorporated by the learner.

- **Chapter No. 2: Research Methodology**

This chapter will include Objectives, Hypothesis, Scope of the study, limitations of the study, significance of the study, Selection of the problem, Sample size, Data collection, Tabulation of data, Techniques and tools to be used, etc can be incorporated by the learner.

- **Chapter No. 3: Literature Review**

This chapter will provide information about studies done on the respective issue. 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.

- **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: Conclusions and Suggestions**

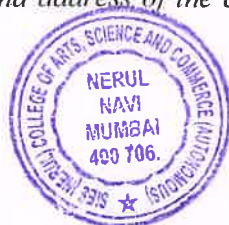
In this chapter of project work, findings of work will be covered and suggestion will be enlisted to validate the objectives and hypotheses.

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

- **Bibliography**
- **Appendix**

On separate page

Name and address of the college



Certificate

This is to certify that Ms/Mr has worked and duly completed her/his Project Work for the degree of Master in Commerce under the Faculty of Commerce in the subject of

_____ and her/his project is entitled, “ _____
Title of the Project ” 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.



Name and Signature of
Project Guide



On separate page

Declaration by learner

I the undersigned Miss / Mr. _____ *Name of the learner* _____ here by, declare th

_____ *Title of the Project* _____ ”,forms my c

_____ *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.

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

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 **University of Mumbai** 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.



Evaluation pattern of the project work

The Project Report shall be evaluated in two stages viz.	
• Evaluation of Project Report (Bound Copy)	40 Marks
▪ Introduction and other areas covered	10 Marks
▪ Research Methodology, Presentation, Analysis and interpretation of data	20 Marks
▪ Conclusion & Recommendations	10 Marks
• Conduct of Viva-voce	60 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)	20 Marks
▪ Ability to explain the analysis, findings, concluding observations, recommendation, limitations of the Study	20 Marks
▪ Overall Impression (including Communication Skill)	20 Marks
Total Marks	100 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 40 % i.e. 40 marks out of 100 marks
- 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.



SEMESTER IV			
Serial No	Course code	Credits	Course Name
I	Major Department Specific Course (DSC)		
1	M24BM4MJ01	04	Strategic Financial Management
2	M24BM4MJ02	04	Retail Management
3	M24BM4MJ03	04	Strategic Human Resource Management
II	Major Elective (Any One)		
4	M24BM4E01	02	SWYAM NPTL Course - 1
5	M24BM4E02	02	SWYAM NPTL Course – 2
III	Research Project		
5	M24BM4RP01	04	RESEARCH PROJECT
6	M24BM4RP02	02	SWYAM NPTL Course on Research Methodology
TOTAL CREDITS		22	



Strategic Financial Management

COURSE CODE: M24BM4MJ01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To examine various financing sources available for businesses
- To evaluate investment decisions based on alternatives available.
- To assess working capital requirement and determine efficient levels of working capital
- To construct budgets of various types

Course Outcomes:

- The student will be able to examine various financing sources available for businesses
- The student will be able to evaluate investment decisions based on alternatives available.
- The student will be able to assess working capital requirement and determine efficient levels of working capital to optimize business performance
- The student will be able to construct budgets of various types and for various operating levels



Sr. No	Syllabus	No. of lectures
01	<p align="center">Types of Financing</p> <p>Introduction Needs of Finance and Sources: Long Term, Medium Term, Short Term, Long Term Sources of Finance: Owners Capital / Equity Capital Preference share capital Retained Earning Debentures or Bonds Loans from Financial Institutions / Banks Short Term Sources of Finance Trade Credit Accrued Expenses and Deferred Income Advances From Customers Commercial Papers Bank Advances: Loans, O/D, Clean O/Ds, Cash Credit, Advances against goods, Bills Purchased, Discounted, Advances against documents of title of goods, Advances against supply of bills, Term Loans Inter Corporate Deposits Certificate of Deposits Public Deposits</p>	15
02	<p align="center">Investment Decisions : Capital Budgeting</p> <p>Introduction, Nature of Capital Budgeting, Purpose of Capital Budgeting, Capital Budgeting Process, Types of Capital Investment, Decisions Project Cash Flows and Net profit Approval, Basic Principle of Measuring Project Cash Flows Increment principle, Long Term Funds Principle, Exclusion of Financial Cost Principle, Post Tax Principle, Probability technique for measurement of cash flow Capital Budgeting Techniques : Net Return Value; Internal Rate of Return; Profitability Index Methods A Comparison; Project Selection Under Capital Rationing (Note: Problems on computation of cash flow, ranking of projects on various techniques, selection and analysis with / without capital rationing. Comparison of IRR with Required rate of return i.e. cut off rate, IRR and mutually exclusive projects with unequal lives, multiple IRR)</p>	15
03	<p align="center">Management of Working Capital</p> <p>Meanings, Concepts and policies of working capital Management of working capital Issues in working capital Estimating working capital Needs (only Theory) Operating or working capital cycle (only Theory) Management of components of working capital Management of Cash and Marketable Securities: Motives for Holding Cash; Objectives of Cash Management; Factors Determining Cash Needs; Basic Strategies of Cash Management;</p>	15



	<p>Cash Management Techniques / Processes; Marketable Securities; and Cash Management Practices in India.</p> <p>Receivable Management: Objectives; Credit Policies; Credit Terms; and Collection Policies.</p> <p>Inventory Management: Objectives; and Techniques.</p>	
04	<p style="text-align: center;">Financial Planning</p> <ul style="list-style-type: none"> • Introduction • Meaning of Budget • Essentials of a budget, • Types of Budgets • Advantages of Budgeting • Zero Based Budget 	15

References:

- Tulsian's Financial Management : A Self-Study Textbook.: S. Chand Publishing.
- Corporate Financial Management. (1999). India: Discovery Publishing House.
- Goel, S. (2016). Financial Management Practices in India. United Kingdom: Taylor & Francis.
- Fabozzi, F. J., Peterson, P. P. (2003). Financial Management and Analysis. Germany: Wiley.
- Financial Management. India: S. Chand Publishing.



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
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(A) Internal Assessment 40 marks

Description	Marks
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Class Participation	5
Total	40

B) Semester end examination 60 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15 Marks
Q.2 15 marks OR 15 marks	15 Marks
Q.3 15 marks OR 15 marks	15 Marks
Q.4 15 marks OR 15 marks	15 Marks
Total	60
Note: Q.1, 2 and 3 - 15 marks question may be divided into sub questions of 7 and 8 or 10 and 5, if required. Q.4 May include theory (short notes) (Any 3 out of 5) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination



Retail Management

COURSE CODE: M24BM4MJ02

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives (CO)

- To familiarize the students with retail management concepts and operations
- To provide understanding of retail management and types of retailers
- To develop an understanding of retail management terminology including merchandize management, store management and retail strategy.
- To create awareness about emerging trends in retail management

Course Outcomes (CO)

- Students will be able to,
- Understanding of the Retail Industry
 - Retail Strategy Development
 - Understand different retail formats
 - Merchandise Management
 - Understand Store Operations Management

Unit No.	Topic	No. of Lectures required
Unit-I	Retail Management- An overview a) Retail Management: □ Introduction and Meaning, Significance, Factors Influencing Retail Management, Scope of Retail Management b) Retail Formats: □ Concept of Organized Retailing: Factors Responsible for the Growth of Organized Retail in India, Multichannel Retailing: Meaning and Types, E-tailing: Meaning, Advantages and Limitations c) Emerging Trends in Retailing □ Impact of Globalization on Retailing □ I.T in Retail: Importance, Advantages and Limitations, Applications of I.T. in Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels □ FDI in Retailing: Meaning, Need for FDI in Indian Retail Scenario □ Franchising: Meaning, Types, Advantages and Limitations, Franchising in India □ Green Retailing □ Airport Retailing	15
Unit-II	Retail Consumer and Retail Strategy a) Retail Consumer/Shopper:	15



	<p>□ Meaning of Retail Shopper, Factors Influencing Retail Shoppers, Changing Profile of Retail Shoppers, Market Research as a Tool for Understanding Retail Markets and Shoppers</p> <p>b) CRM in Retail:</p> <p>□ Meaning, Objectives</p> <p>□ Customer Retention Approaches: Frequent Shopper Programme, Special Customer Services, Personalization, Community</p> <p>c) Retail Strategy:</p> <p>□ Meaning, Steps in Developing Retail Strategy, Retail Value Chain</p> <p>d) Store Location Selection:</p> <ul style="list-style-type: none"> • Meaning, Types of Retail Locations, Factors Influencing Store Location <p>e) HRM in Retail:</p> <p>□ Meaning, Significance, Functions</p> <p>□ Organization Structure in Retail: Meaning, Factors Influencing Designing</p> <p>Organization Structure, Organization Structure for Small Stores/Single Stores/Independent Retailers and Retail Store Chain/Department Store</p>	
<p>Unit-III</p>	<p>Merchandise Management and Pricing</p> <p>a) Merchandise Management</p> <p>□ Concept, Types of Merchandise, Principles of Merchandising, Merchandise Planning- Meaning and Process, Merchandise Category – Meaning, Importance,</p> <p>Components, Role of Category Captain, Merchandise Procurement/Sourcing- Meaning, Process, Sources for Merchandise</p> <p>b) Buying Function:</p> <p>□ Meaning, Buying Cycle, Factors Affecting Buying Functions, Functions of Buying for Different Types of Organizations Young and Rubicam’s Brand Asset</p> <p>Valuator- Independent Store, Retail Chain, Non-store Retailer</p> <p>c) Concept of Lifestyle Merchandising</p> <p>d) Private Label</p> <p>□ Meaning, Need and Importance, Private Labels in India</p> <p>e) Retail Pricing</p> <p>□ Meaning, Considerations in Setting Retail Pricing</p> <p>□ Pricing Strategies:</p> <p>High/ Low Pricing: Meaning, Benefits, Everyday Low Pricing: Meaning, Benefits, Market Skimming, Market Penetration, Leader Pricing, Odd Pricing, Single</p>	<p>15</p>



	<p>Pricing, Multiple Pricing, Anchor Pricing</p> <ul style="list-style-type: none"> □ Variable Pricing and Price Discrimination- Meaning Types: <ul style="list-style-type: none"> □ Individualized Variable Pricing/First Degree Price Self-Selected Variable Pricing/ Second Degree Price Discrimination- Clearance and Promotional Markdowns, Coupons, Price Bundling, Multiple –Unit Pricing □ Variable Pricing by Market Segment/ Third Degree Price Discrimination 	
Unit-IV	<p>Managing and Sustaining Retail</p> <p>a) Retail Store Operations:</p> <ul style="list-style-type: none"> □ Meaning, Responsibilities of Store Manager, The 5 S's of Retail Operations (Systems, Standards, Stock, Space, Staff) <p>b) Store Design and Layout:</p> <ul style="list-style-type: none"> □ Store Design- Meaning, Objectives, Principles, Elements of Exterior and Interior Store Design, Store Atmospherics and Aesthetics □ Store Layout- Meaning, Types: Grid, Racetrack, Free Form □ Signage and Graphics: Meaning, Significance, Concept of Digital Signage □ Feature Areas: Meaning, Types: Windows, Entrances, Freestanding Displays, End Caps, Promotional Aisles, Walls, Dressing Rooms, Cash Wraps <p>Board of Studies-in-Business Management, University of Mumbai 78 Page</p> <p>SN Modules/ Units</p> <p>c) Visual Merchandising and Display:</p> <ul style="list-style-type: none"> □ Visual Merchandising- Meaning, Significance, Tools Used for Visual Merchandising □ The Concept of Planogram □ Display- Meaning, Methods of Display, Errors in Creating Display <p>d) Mall Management</p> <ul style="list-style-type: none"> □ Meaning and Components: Positioning, Zoning, Promotion and Marketing, Facility Management, Finance Management <p>e) Legal and Ethical Aspects of Retailing</p> <ul style="list-style-type: none"> □ Licenses/Permissions Required to Start Retail Store in India □ Ethical Issues in Retailing Career Options in Retailing 	15
	Total Lectures	60



SCHEME OF EXAMINATION

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each Multiple choice Questions/True or False - 20 Marks	20
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	15
Class Participation	5
Total	40



B) Semester end examination 60 marks

PAPER PATTERN

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15 Marks
Q.2 15 marks OR 15 marks	15 Marks
Q.3 15 marks OR 15 marks	15 Marks
Q.4 15 marks OR 15 marks	15 Marks
Total	60
<p>Note:1. Q.1, 2 and 3 - 15 marks questions may be divided into sub-questions of 7 and 8 or 10 and 5, if required.</p> <p>2. Q.4 May include theory (short notes) (Any 3 out of 5) /Case Study in one of the options.</p>	

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester-end examination.

Referances:

- Michael Levy & Barton A Weitz, "Retailing Management", Tata Mc Graw Hill
- Gibson G. Vedamani, "Retail Management- Functional Principles and Practices", Jaico Publishing House, Mumbai.
- Jim, "Retail Strategies-understanding why we shop", Jaico Publishing House, Mumbai.
- Dunne Lusch, "Retail Management", South Western Cengage Learning
- K.S. Menon, "Store Management", Macmillan India Ltd.,
- Keith Lincoln, Lars Thomessen & Anthony Aconis, "Retailization -Brand Survival in the Age of Retailer Power", Kogan Page Ltd.,
- Swapna Pradhan, "Retailing Management-Text and Cases", 4th Edn, Tata Mc Graw Hill.
- Bajaj, Tulli & Shrivastava, "Retail Management", Oxford University Press
- Kishore Biyani, "It Happens in India",& " The Wall Mart Story"
- Store Manager, Organiser / Planner- DMS Retail
- Dr. RamKishen Y. "International Retail Marketing Strategies", Jaico Publishing House, Mumbai.



Strategic Human resource management

COURSE CODE: M24BM4MJ03

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives

- 1 To understand human resource management from a strategic perspective
- 2 To link the HRM functions to corporate strategies in order to understand HR as a strategic resource
- 3 To understand the relationship between strategic human resource management and organizational performance
- 4 To apply the theories and concepts relevant to strategic human resource management in contemporary organizations
- 5 To understand the purpose and process of developing Human Resource Policies

Learning Outcomes

On completion of this course, learners will be able to:

1. Understand human resource management from strategic perspective
2. Understand the link between corporate strategy and HRM
3. Critically analyse the relationship between SHRM and Organization performance
4. Familiarize and apply the theories of SHRM
5. Will be able to analyse and interpret the HR policies

Unit No.	Topic	No of Lectures
Unit-I	SHRM - An Overview □ Strategic Human Resource Management (SHRM) – Meaning, Features, Evolution, Objectives, Advantages, Barriers to SHRM, SHRM v/s Traditional HRM, Steps in SHRM, Roles in SHRM - Top Management, Front-line Management, HR, Changing Role of HR Professionals, Models of SHRM – High Performance Working Model, High Commitment Management Model, High Involvement Management Model □ HR Environment –Environmental trends and HR Challenges □ Linking SHRM and Business Performance	15
Unit-II		15



	<p>HR Strategies</p> <ul style="list-style-type: none"> • Developing HR Strategies to Support Organisational Strategies, • Resourcing Strategy – Meaning and Objectives, Strategic HR Planning – Meaning, Advantages, • Interaction between Strategic Planning and HRP, • Managing HR Surplus and Shortages, • Strategic Recruitment and Selection – Meaning and Need, • Strategic Human Resource Development – Meaning, Advantages and Process, • Strategic Compensation as a Competitive Advantage, Rewards Strategies – Meaning, Importance, • Employee Relations Strategy, Retention Strategies, Strategies for Enhancing Employee Work Performance 	
Unit-III	<p>HR Policies</p> <p>□ Human Resource Policies – Meaning, Features, Purpose of HR Policies, Process of Developing HR Policies, Factors affecting HR Policies, Areas of HR Policies in Organisation, Requisites of a Sound HR Policies – Recruitment, Selection, Training and Development, Performance Appraisal, Compensation, Promotion, Outsourcing, Retrenchment, Barriers to Effective Implementation of HR Policies and Ways to Overcome These Barriers, Need for Reviewing and Updating HR Policies, Importance of Strategic HR Policies to Maintain Workplace Harmony</p>	15
Unit – IV	<p>Recent Trends in SHRM</p> <p>□ i.e. Mentoring</p> <p>□ Employee Engagement – Meaning, Factors Influencing Employee Engagement, Strategies for Enhancing Employee Engagement</p> <p>□ Contemporary Approaches to HR Evaluation – Balance Score Card, HR Score Card, Benchmarking and Business Excellence Model</p> <p>□ Competency based HRM – Meaning, Types of Competencies, Benefits of Competencies for Effective Execution of HRM Functions.</p> <p>□ Human Capital Management – Meaning and Role</p> <p>□ New Approaches to Recruitment – Employer Branding, Special Event Recruiting, Contest Recruitment, e - Recruitment</p> <p>□ Strategic International Human Resource Management – Meaning and Features, International SHRM Strategic Issues, Approaches to Strategic International HRM.</p>	15



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

Internal assessment 40% i.e. 40 marks & Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each (Online / Offline) Multiple choice Questions/True or False - 20 Marks	20
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	15
Class Participation	5
Total	40

B) Semester end examination 60 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15 Marks
Q.2 15 marks OR 15 marks	15 Marks
Q.3 15 marks OR 15 marks	15 Marks
Q.4 15 marks OR 15 marks	15 Marks
Total	60
Note: Q.1 and 2 - 15 marks question may be divided into sub questions of 7 and 8, if required. Q.3 May include theory (short notes) (Any 3 out of 5) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (24 out of 60) in semester end examination.



References:

- *Michael Armstrong, Angela Baron, Handbook of Strategic HRM, Jaico publishing House*
- *Armstrong M.-Strategic Human Resource Management_ A Guide to Action (2006)*
- *Strategic Human Resource Management, Tanuja Agarwal*
- *Strategic Human Resource Management, Jeffrey A. Mello*
- *Gary Dessler, Human Resource Management, PHI, New Delhi, 2003*
- *Charles R. Greer, Strategic Human Resource Management, Pearson Education, 2003*
- *Rajib Lochan Dhar, Strategic Human Resource Management, Excel Books, NewDelhi, 2008*



Major Elective 1

SWYAM NPTEL COURSE

COURSE CODE: M24BM4E01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Major Elective 2

SWYAM NPTEL COURSE

COURSE CODE: M24BM4E02

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Students are required to complete Two course related to Commerce & Management (2 Credits Each)

There are 3 ways in which NPTEL Courses can be accessed:

1] SWAYAM-NPTEL - <https://swayam.gov.in/explorer>

This website contains all live courses which are offered in two semesters i.e. January to June and July to December. Students can enroll for free and learn while examination is paid (Students have a choice to appear for the Examination conducted by NPTEL or the examination conducted by the College. The scheme of examination conducted by the college is mentioned below)

2] NPTEL+ : <https://elearn.nptel.ac.in/>

This website contains all self-paced courses. Students can enroll at any time. These courses are paid and course fee vary from course to course.

3] NPTEL Courses Repository : <https://nptel.ac.in/courses>

This website contains repository of all NPTEL courses offered so far. Students can complete the course on NPTEL and will have to appear for the examination conducted by the college. The scheme of the examination is mentioned below



SCHEME OF EXAMINATION

Continuous Evaluation Pattern

Description	Marks
3 Quiz – 10 Marks each	30
Discussion/ Presentations/Case study	10
Assignment	10
Total	50

Passing criteria: Minimum 40% ie 20 marks out of 50



Research Project

COURSE CODE: M24BM4RP01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives

1. To inculcate the element of research work
2. To encourage learner to identify problems and their solutions applicable in business world
3. To educate learner to apply statistical tools and techniques in research work

Guidelines for preparation of Project Work

2. General guidelines for preparation of project work based on research methodology

- The project topic may be undertaken in any area of Elective Courses.
- Each of the learner has to undertake a Project 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 50 to 60 pages



Format

1st page (Main Page)

Title of the problem of the Project

**A Project Submitted to
University of 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 after main page)



On separate page

Index

Chapter No. 1 Title of the Chapter Page No.

(sub point 1.1, 1.1.1,.....And so on)

Chapter No. 2 Title of the Chapter

Chapter No. 3 Title of the Chapter

Chapter No. 4 Title of the Chapter

Chapter No. 5 Title of the Chapter

List of tables, if any, with page numbers.

List of Graphs, if any, with page numbers.

List of Appendix, if any, with page numbers.

Abbreviations used:



**Structure to be followed to maintain the uniformity in formulation and presentation of
Project Work**

(Model Structure of the Project Work)

- **Chapter No. 1: Introduction**

In this chapter Selection and relevance of the problem, historical background of the problem, brief profile of the study area, definition/s of related aspects, characteristics, different concepts pertaining to the problem etc can be incorporated by the learner.

- **Chapter No. 2: Research Methodology**

This chapter will include Objectives, Hypothesis, Scope of the study, limitations of the study, significance of the study, Selection of the problem, Sample size, Data collection, Tabulation of data, Techniques and tools to be used, etc can be incorporated by the learner.

- **Chapter No. 3: Literature Review**

This chapter will provide information about studies done on the respective issue. 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.

- **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: Conclusions and Suggestions**

In this chapter of project work, findings of work will be covered and suggestion will be enlisted to validate the objectives and hypotheses.

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

- **Bibliography**
- **Appendix**

On separate page

Name and address of the college



Certificate

This is to certify that Ms/Mr has worked and duly completed her/his Project Work for the degree of Master in Commerce under the Faculty of Commerce in the subject of _____ and her/his project is entitled, “ _____ *Title of the Project* ” 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.



Name and Signature of
Project Guide



On separate page

Declaration by learner

I the undersigned Miss / Mr. _____ *Name of the learner* _____ here
by, declare that the work embodied in this project work titled “_____”
_____ *Title of the Project* _____”, forms my o
_____ *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.

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

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 **University of Mumbai** 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.



Evaluation pattern of the project work

The Project Report shall be evaluated in two stages viz.	
• Evaluation of Project Report (Bound Copy)	40 Marks
▪ Introduction and other areas covered	10 Marks
▪ Research Methodology, Presentation, Analysis and interpretation of data	20 Marks
▪ Conclusion & Recommendations	10 Marks
• Conduct of Viva-voce	60 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)	20 Marks
▪ Ability to explain the analysis, findings, concluding observations, recommendation, limitations of the Study	20 Marks
▪ Overall Impression (including Communication Skill)	20 Marks
Total Marks	100 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 40 % i.e. 60 marks out of 150 marks
- 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.



SWYAM NPTEL COURSE ON RESEARCH PROJECT

COURSE CODE: M24BM4RP02

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Students are required to complete a course related to RM

There are 3 ways in which NPTEL Courses can be accessed:

1] SWAYAM-NPTEL - <https://swayam.gov.in/explorer>

This website contains all live courses which are offered in two semesters i.e. January to June and July to December. Students can enroll for free and learn while examination is paid (Students have a choice to appear for the Examination conducted by NPTEL or the examination conducted by the College. The scheme of examination conducted by the college is mentioned below)

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This website contains all self-paced courses. Students can enroll at any time. These courses are paid and course fee vary from course to course.

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SCHEME OF EXAMINATION

Continuous Evaluation Pattern

Description	Marks
3 Quiz – 10 Marks each	30
Discussion/ Presentations/Case study	10
Assignment	10
Total	50

Passing criteria: Minimum 40% ie 20 marks out of 50

