

Minutes of the Meeting of The Board of Studies in Commerce of SIES College of Commerce & Economics (Autonomous), Sion East, Mumbai 400 022 held on 8th April 2021 at 6:30 pm by Online Mode on MS Teams

The meeting was held to discuss and deliberate the proposed syllabus, exam pattern, and question paper pattern in the following subjects

- 1.Export Marketing Sem V&VI T.Y.B.COM
- 2.COMMERCE III-MARKETING AND MHRM –TYBCOM SEM V&VI
- 3.Business Ethics &Corporate Governance-BBI SEM V
4. Business Ethics &Corporate Governance-BFM SEM V
- 4.IBCOM -Semester I&II Business Environment
- 5.M Com (GWM&FRTA) -Sem I&II

The following members attended the meeting:

| Sr. No. | Category | Name and details |
|---------|---|--|
| 1 | Chairperson, BoS | Dr. Shanti Suresh |
| 2 | Two subject experts from other university | Dr. Preetha Menon, Prof. Sunaina Kuknoor-BBI |
| 3 | One expert nominated by Vice- Chancellor | Dr. Lata Swaminathan |
| 4 | Subject Expert, University of Mumbai | Ms. Sailaja Ravindranath |
| 5 | PG Alumni | CA Varsha Lund |
| 6 | Faculty members | Dr. Swati S, CA Chandrashekar Sawant, CA Darshak Doshi, Ms. Falguni Mathews, Mr. Atmaram |

The following recommendations/ Observations were made: -

TYBCOM –EXPORT MARKETING-SEM V&VI

- Ms Preetha Menon suggested to add a couple of trading blocs and regional economic groupings in Global Economic Framework. She emphasized on giving more focus on case studies and examples to give a practical overview to the students
- Ms. Varsha Lund suggested to focus a little more on the services of exports
- Deletion of Trade Barriers and addition of career opportunities was consented by all the members

- Mr. Sivaramakrishnan suggested that the internal component of assessment to include more case studies and practical assignments
- The inclusion of the concept of E- Exporting consented by all the members

TYBCOM SEM V&VI MHRM &MARKETING

1. Dr Lata Swaminathan suggested the inclusion of Porters generic strategies ,and BCG matrix in the first module .
2. Prof Shailaja R suggested the inclusion of sustainable packaging options in the second module .
3. Dr Preetha Menon Recommended the inclusion of Marketing Technologies such as the role of AI/robotics/ML and its impact on the digital marketing .
4. Dr Preeta suggested the inclusion of Consumer behaviour theory,-model Blackwell and seth .
5. In the paper of HRM-it was suggested by Dr Sunaina kooknoor to include Compensation & benefits -fixed and variable paymix.
6. It was suggested by Dr Preetha to include Virtual teams in module 3 where we discuss leading and managing.
7. It was suggested by Prof Sailaja to include the role of change Management in module IV.

Business Ethics and Corporate governance -BBI SEM V

Module - 1 No change, Module – 2 No change, Module – 3 suggested to Add: Freedom of Speech in the Workplace a) Whistleblowing & its consequences b) Government’s Protection of Whistle-Blowers, Module – 4 No change, Module - 5 No Change

Business Ethics and Corporate governance -BFM SEM V

Module - 1 No change, Module – 2 No change, Module – 3 suggested to Add the Kotak committee report.: Module – 4 No change,

Module - 5 No Change

IBCOM-UG

The proposed syllabus was accepted without any modification.

MCOM –(Global Wealth Management)

MCOM-(Financial Research and Technical Analysis)

Mr Sivaramakrishnan made an observation that 15 lectures on Islamic Sharia Banking seems to be a bit too much? Other than Middle East and Indonesia, Malaysia, not too many banks have Islamic banking norms. Hence not so relevant. Recommended the introduction of Basel norms for banks,

US SEC guidelines, FATCA norms also within the module since this is largely about global guidelines for finance business. Also, how Governments across the world are tackling crypto currency, being the flavor of the season.

Resolutions were passed to approve the syllabus with the stated modifications

Resolutions were passed to approve the examination pattern and scheme.

The meeting concluded with a vote of thanks by the chairperson.

Dr Shanti Suresh

Chairperson -BOS Commerce

**SIES COLLEGE OF COMMERCE & ECONOMICS
(AUTONOMOUS)
(Affiliated to University of Mumbai)**

MINUTES OF MEETING OF BOARD OF STUDIES IN ACCOUNTANCY

Meeting of Board of Studies of Department of Accountancy was held on 21st Feb 2022 at 5 pm.
The meeting was conducted On line with MS Teams Platform.

Following members were present.

| Sr. No | Category | Name and Details |
|--------|--|---|
| 1 | Chairman (HOD) | CA Prasanna Tambe |
| 2 | One Expert selected by Vice-Chancellor | CA Anil Vishnu Tilak |
| 3 | Two Subject Experts from Other University | University of Pune-CA Hemant S. Godbole SNDT University ,Mumbai-CA Gunavantrai A. Rachchh |
| 4 | One Representative Industry / Corporate Sector / Related Field | CA Jatin Shah* |
| 5 | P G Alumni | CA Divya Krishnan Naik |
| 6 | Outside Expert | CA Ashok Gujar |
| 7 | Members of Faculty | CS Charul Patel Ms. Pooja Sawla Ms. Shruthi S. CA Varsha Lund CA Darshak Doshi – Co Ordinator M.Com. (WM) & (FR&TA) Mr.Vinayak – BMS Faculty Ms. Shamim Shaikh- BMS faculty |

*Requested leave of absence

The Chairman , CA Prasanna Tambe welcomed and introduced the members of BOS. Leave of absence was granted to CA Jatin Shah.

He informed the members that the minutes of the meeting held on 23rd and 24th April 2021 were already circulated by email and if in order the same can be approved by the meeting.

With consent of all present, the minutes of the meeting held on 23rd and 24th April 2021 were approved.

B.COM – Banking & Insurance

CA Divya Krishnan presented the syllabus and pattern of examination in the subject of Financial Reporting & Analysis for TYBCOM (B&I). The same was discussed by the panel members and following suggestions/changes were made.

The following were the observations by the panel:

| Unit | Observation |
|-------------------------|---|
| 4. Cash flow Statement | Change in the number of lectures allotted |
| 5 Investment Accounting | Title to be “ Personal Investment Accounting” Excluding Convertible Debentures Accounting for Gross Incomes and Net Incomes (Dividend/ Interest) |

After the changes the , syllabus and examination pattern was unanimously approved by the members.

Bachelor in Management Studies

Mr.Vinayak Krishnan presented the syllabus and pattern of examination in the subjects of Financial Accounting Sem V, Direct Tax Sem V and Indirect Tax Sem VI for TY- Bachelor in Management Studies. The same was discussed by the panel members and following suggestions/changes were made.

General Suggestions:

1. The Principal Dr. Nina Roy Choudhury suggested that the Internal Evaluation Component for all papers to include the option of Short Term Courses and Internships in addition to assignments.
2. CA Darshak Doshi opined to include the following statements:
 1. Relevant Law/Statute in force on 1st April immediately preceding commencement of Academic Year is applicable for ensuring examinations after relevant year.
 2. The syllabus is restricted to study of particular section/s, specifically mentioned rules and notifications only.

Subject Specific Suggestions:

1. Direct Taxes:
 - a. CA Anil Tilak suggested that Section 54EC and 54F be added under Income from Capital Gains.

- b. CA Ashok Gujar opined whether specific section numbers under Section 10 could be covered, however, the same was decided to not be included upon consensus.
 - c. BOS Members suggested inclusion of New Tax Regime versus Old Tax Regime, however, the same was decided to not be included upon consensus.
2. Financial Accounting:
- a. CA Prasanna Tambe suggested to expressly mention Accounting for Foreign Currency Transactions with reference to AS 11.
 - b. CA Prasanna Tambe proposed to incorporate change in number of lectures- 13 for Accounting for Foreign Currency Transactions, instead of existing 10 and 05 for Ethical Behaviour for Accountants, instead of existing 08.
 - c. CA Gunvant Rachchh suggested to include concept of True and Fair.
3. Indirect Taxes:
- a. Only specific exemptions related to supply of services i.e. Healthcare, Education, Transportation, Agriculture and Accommodation were proposed to be included as per suggestions from BOS Members.
 - b. Concepts of Delivery Challan, Receipt Voucher, Refund Voucher, Payment Voucher and Revised Tax Invoice were to be expressly mentioned in the syllabus, as per suggestions from BOS Members.

All the above mentioned suggestions have been incorporated in the proposed syllabus.

After the changes the , syllabus and examination pattern examination in the subjects of Financial Accounting Sem V, Direct Tax Sem V and Indirect Tax Sem VI for TY- Bachelor in Management Studies was unanimously approved by the members.

Ms. Shamim Shaikh presented the syllabus and pattern of examination in the subject of Strategic Financial Management TY- Bachelor in Management Studies Sem VI. The same was discussed by the panel members and following suggestions/changes were made.

Under UNIT IV: Chapter 2 - Financial Management in Banking Sector, CA Prasanna M. Tambe sir suggested that in the topic NPAs and their Provisioning , Latest Provisions on NPAs given by RBI (Circular & Notification) as on 1st April, before commencement of relevant academic year has been to be incorporated.

After the changes the , syllabus and examination pattern examination in the subjects of for Strategic Financial Management TY- Bachelor in Management Studies Sem VI was unanimously approved by the members.

M.Com (Global Wealth Management) and M.Com (Financial Research and Technical Analysis)

CA Darshak Doshi, Faculty from Department of Bachelors of Commerce (Accounting & Finance), presented the syllabus of M.Com (Global Wealth Management) and M.Com (Financial Research and Technical Analysis) Indian and Global Taxation on Investments along with pattern of

examination. Thereafter the same was discussed by the members and following suggestions/changes were made.

1. To include Calculation of Tax for Individuals.
2. To include provisions regarding Old Regime and New Tax Regime.
3. To shift Tax Planning, Tax Avoidance, Tax Evasion and Tax Management – Basic Concepts to Module III
4. To increase no of lectures for Non Resident Taxation and Double Taxation Relief - Basic Concepts from 5 lectures to 10 lectures

It was decided to incorporate the above suggestions/observations in the proposed syllabus for M.Com (Global Wealth Management) and M.Com (Financial Research and Technical Analysis) .

After the changes the , syllabus and examination pattern examination in the subject of Indian and Global Taxation on Investments for M.Com (Global Wealth Management) and M.Com (Financial Research and Technical Analysis) Sem I was approved.

B.COM.

CA Prasanna M.Tambe presented the syllabus of Financial Accounting Sem V and VI , Direct Tax Sem V and Indirect Tax for Sem VI for TYBCOM.

The changes made in syllabus of Financial Accounting viz. addition of Cash Flow Statements in Sem V by deleting theory topic of Ethical behavior for Accountants and addition of Redemption of Preference shares in place of LLP Accounts in Sem VI were discussed at length.

The changes made in Direct tax viz. use of tax calculator and addition of few deductions u/s 80 were also suggested by members and discussed.

After the changes the , syllabus and examination pattern examination in the subjects of Financial Accounting Sem V and VI , Direct Tax Sem V and Indirect Tax for Sem VI for TYBCOM were approved.

Ms.Pooja Sawla presented the syllabus and examination pattern of Cost Accounting Sem V and VI for TYBCOM. Certain changes were discussed.

After the changes the , syllabus and examination pattern examination in the subjects of Cost Accounting Sem V and VI for TYBCOM was approved.

A suggestion was made by Principal Dr. Nina Roy Choudhury that the Internal Evaluation Component for all papers to include the option of Short Term Courses and Internships in addition to assignments. This was incorporated in all the subjects presented in this meeting.

The syllabus in the subjects of FYBCOM/SFC and SYBCOM/SFC approved by this BOS in earlier meeting shall continue to be the same for academic year 2022-2023. The examination pattern approved by this BOS in earlier meeting shall continue to be the same for FYBCOM/SFC batch for 2022-2023 and would remain the same when academic year 2021-2022 batch of FYBCOM/SFC is admitted to SYBCOM/SFC in academic year 2022-2023.

The meeting ended with a vote of thanks to all the members.

CA Prasanna M.Tambe

Chairman

Mumbai

Feb 21, 2022

Agenda:

1. To confirm the minutes of the previous Meeting of Board of Studies of Department of Accountancy (as circulated)

2. Finalization of syllabus of Semester V and Semester VI of T.Y.B.Com, Sem V of T.Y.B.Com Banking and Insurance and Sem V T.Y.- Bachelor in Management Studies, Sem I of M.Com. (Wealth management & Financial Research & Tech Analysis) to be implemented from academic year 2022-2023
3. Finalization of scheme of examination for above Second year programs.
4. To approve continuation of the same syllabus and pattern of examination for First Year & Second Year Autonomous programs for academic year 2022-2023
5. Any other matter with permission of chair.

Proposed schedule

| | |
|---|-----------------|
| | |
| Log in MS Teams | 4.55 pm |
| Welcome & Introduction of Panel members | 5 pm to 5.10 pm |
| Presentation of syllabus by TYBBI – followed by discussion | |
| Presentation of syllabus by TYBMS – followed by discussion | |
| Presentation of syllabus by M.Com. – followed by discussion | |
| Presentation of syllabus by TYBCOM – followed by discussion | |
| Open discussion (if any) followed by vote of thanks | |

CA PRASANNA M.TAMBE

Chairman-Board of Studies in Accountancy

Mumbai

Dated 16th Feb 2022

Minutes of the Meeting of The Board of Studies in Economics & Foundation Course of SIES College of Commerce & Economics (Autonomous), Sion East, Mumbai 400 022 held on 7 January 2022 at 4 pm by Online Mode on MS Teams

The meeting was held to discuss and deliberate the proposed syllabus, exam pattern and question paper pattern of the subjects in the concerned BoS.

The following members attended the meeting

| Sr. No | Category | Name and details |
|--------|---|---|
| 1 | Chairperson, BoS | Dr. Nina Roy Choudhury, Principal |
| 2 | Expert nominated by the Vice Chancellor of the University of Mumbai | Dr. Shivaji A. Pawar, HOD Economics Mulund College of Commerce, Mumbai |
| 3 | Two subject Experts from other Universities | Dr. Ruby Ojha, HOD Economics SNDT University Mumbai (Leave of absence) Dr. Suvarna Kadam, HOD Business Economics, RNC Arts JDB Commerce NSC Science College Nashik, Savitribai Phule Pune University |
| 4 | Outside expert | Dr. Harshada Rathod, Principal and Former HOD- Economics, Maniben College, SNDT University, Mumbai |
| 5 | One representative from Industry/Corporate sector/Related field | Mr. Jacob Kurien, Vice President- Whole sale Banking Product Group, Axis Bank Ltd. (Absent) |
| 6 | Faculty members | BCom: Ms. Alka Kharbanda, Ms. Alisha Liz Varghese, Self-Financing Courses: Mr. Chandrashekhar Sawant, Mr. Darshak Doshi |
| 7 | Other Faculty members | Ms. Saraswathy Swaminathan, Former HOD- Economics, SIES College of Commerce and Economics |
| 8 | PG Alumnus | Ms. Ayman Palnaik, Visiting Faculty at Khalsa College of Arts, Science and Commerce |

The Chairperson, Dr. Nina Roy Choudhury welcomed and introduced the members of BOS.

Dr. Nina Roy Choudhury inquired whether the minutes of the previous BOS Meetings held on 10 November 2020 and 24 April 2021 which was circulated to the members can be confirmed to which the members agreed.

Dr. Nina Roy Choudhury inquired whether the changes in the syllabi and examination pattern adopted for first year and second year courses for the academic year 2020-2021 and 2021-2022 to be continued for the academic year 2022- 2023 to which the members agreed.

Ms. Alka Kharbanda presented the syllabus and the pattern of examination for the following:

- Third Year BCom: Business Economics (Sem 5 and Sem 6)
- First Year BCom Hons. In International Accounting: Micro Economics (Sem 1), Macro Economics (Sem 2)
- First Year MCom (Global Wealth Management) and MCom (Financial Research and Technical Analysis): Indian and Global Financial Economics (Sem 1)

Thereafter the same was discussed by the members. Following suggestions/observations were made

| Name of the member | Suggestions/observations |
|---------------------------|---|
| 1) Dr. Shivaji A. Pawar | Appreciated the inclusion of updated 12 th Five Year plan and agreed with the deletion of the topic 'Growth of Capital Market' in Module 4 of TY BCom Sem V. Agreed with the inclusion of Role of WTO during crises. Appreciated the Micro Economics and Macro Economics syllabus for BCom Hons. In International Accounting. |
| 2) Dr. Harshada Rathod | Appreciated the inclusion of the topic Atmanirbhar Bharat and Role of WTO during crises in the TY BCom syllabus. Appreciated the Micro Economics and Macro Economics syllabus for BCom Hons. In International Accounting. Suggested to include numericals in the question paper for which Ms. Alka Kharbanda clarified that it can be included in the sub-questions. Appreciated the syllabus for Indian and Global Financial Economics for First Year MCom (Global Wealth Management and MCom (Financial Research and Technical Analysis)). Suggested inclusion of a topic on cryptocurrency for which Mr. Darshak Doshi clarified that the topic is covered in other course namely Alternative Investments. |
| 3) Dr. Nina Roy Choudhury | Suggested that the syllabus for the entire MCom (Global Wealth Management and MCom (Financial Research and Technical Analysis) can be shared with the members for which Mr. Darshak Doshi shared the various courses taught across the 4 semesters. |
| 4) Dr. Harshada Rathod | Inquired about the efficacy of Open Book Test during online teaching-learning for which Dr. Nina Roy Choudhury clarified that it is kept as one of the options for when regular classes resume and other evaluation methods such as assignments, projects, group discussions, etc. Can be used during online education. Suggested the inclusion of topics on data analysis for MCom (Financial Research and Technical Analysis) program for which Mr. Darshak Doshi clarified that the topics are included in Semester 3 and Semester 4 under the courses 'Statistics for the Technical Analyst' and 'Designing and Testing Technical Trading Systems' respectively. |

| | |
|-------------------------------|---|
| 5) Dr. Shivaji Pawar | Appreciated the syllabus for Indian and Global Financial Economics for First Year MCom (Global Wealth Management and MCom (Financial Research and Technical Analysis). Appreciated the inclusion of project in semester 4 as is done in the University syllabus. |
| 6) Dr. Suvarna Kadam | Appreciated the changes incorporated in the BCom syllabus and the syllabus of the new courses- BCom Hons. In International Accounting, MCom (Global Wealth Management and MCom (Financial Research and Technical Analysis). |
| 7) Ms. Ayman Palnaik | Appreciated the syllabi and paper pattern of all courses. |
| 8) Ms. Saraswathy Swaminathan | Confirmed that the syllabi and examination pattern for all courses was good. |
| 9) Principal | Inquired whether the proposed syllabus, the examination and the question paper pattern can be passed to which the members agreed. Informed that the Minutes of the meeting will be sent to the members for their approval. |

The Proposed syllabus was accepted without modifications for TY BCom Business Economics, Micro Economics and Macro Economics for First Year BCom Hons. In International Accounting, Indian and Global Financial Economics for First Year MCom (Global Wealth Management) and MCom (Financial Research and Technical Analysis).

| Particulars as per proposed syllabus | Changes as approved in the meeting |
|---|---|
| BCom Semester V - Business Economics | |
| Module III- The Industry and Service Sector during Post-Reform Period - To add a sub-topic on 12th Five Year Plan (2012-17) (to update the syllabus) -To add a sub-topic on Atmanirbhar Bharat | Module III- The Industry and Service Sector during Post-Reform Period - Sub-topic on 12th Five Year Plan (2012-17) to be added. - Sub-topic on Atmanirbhar Bharat to be added. |
| Module IV- Banking and Financial Market To delete a sub-topic on Growth of Capital Market (to avoid repetition). | Module IV - Banking and Financial Market Sub-topic on Growth of Capital Market to be deleted. |
| BCom Semester VI- Business Economics | |
| Module II- Commercial Policy To add a sub-topic on Role of WTO during crises- with special reference to the COVID-19 crisis. | Module II- Commercial Policy Sub-topic on Role of WTO during crises- with special reference to the COVID-19 crisis to be added. |

BCom Hons. In International Accounting

Sem I – Micro Economics

MODULE 1) INTRODUCTION TO ECONOMICS AND MARKET EQUILIBRIUM

Introduction to Business Economics

- Meaning and Definition of Business Economics
- Scope of Business Economics
- Basic Principle of Economics
- Mathematical Tools of Economic Analysis (Variable, Parameter, Slope , Intercept)

Market Equilibrium

- Demand & Determinants of Demand
- Law of demand
- Demand function
- Shift and Movement in Demand
- Supply and Determinants of Supply
- Law of Supply
- Shift and Movement in Supply
- Market Equilibrium: Changes in Demand and Supply

MODULE 2) DEMAND ANALYSIS AND DEMAND FORECASTING

Elasticity of Demand

- Concept and Definition of Elasticity of Demand
- Methods for measuring elasticity of demand
- Types of price elasticity- Income, Cross and Promotional Elasticity
- Numerical Problems

Demand Forecasting

- Demand Distinction
- Meaning of Demand forecasting
- Importance of Demand Forecasting
- Types of Demand Forecasting

MODULE 3) PRODUCTION ANALYSIS AND COST THEORY

Theory of Production and Cost

- Production function
- Law of Variable proportion
- Law of return to scale
- Isoquant, Isocost
- Producer Equilibrium
- Numerical Problems
- Concept of Cost
- Short run Cost
- Long run cost
- Economies and Diseconomies of scale

- Numerical Problems

MODULE 4) MARKET STRUCTURE ANALYSIS AND ORGANIZATIONAL ANALYSIS

Revenue Analysis and Objectives of the firm

- Concept of Revenue
- Revenue Analysis
- Objectives of the firm
 - o Profit Maximization
 - o Sales maximization.

Market Structure Analysis

- Market Structure- Meaning and Concept
- Perfect Competition- Structure and Equilibrium
- Imperfect Market Structure – Structure and Equilibrium
- 1. Monopolistic Competition
- 2. Oligopoly
- 3. Monopoly
- Measurement of Market Power

Organizational Analysis

- Entrepreneur - Innovation theory
- Risk and Uncertainty
- Time value of money
- Capital Budgeting
- Break Even Analysis, Contribution Analysis and Profit Volume Ratio

Sem II– Macro Economics

MODULE 1) BIG PICTURE OF MACROECONOMICS

Introduction to Economics

- Meaning and Definition of Macroeconomics
- Scope of Macroeconomics Circular flow of Income
- Open and closed Economy Model

National Income Accounting

- Concepts of National Income
- Concept of Real GDP, Nominal GDP and GDP Deflator
- Measurement of national income in India
- Numerical Problem

Macro-Economic Variables: Unemployment and Inflation

- Unemployment – Concept and Types
- Measurement of Unemployment
- Inflation – Concept and Types

- Measurement of Inflation
- Numerical Problem

Trade cycle/Business Cycle

- Features and Phases of Trade Cycle
- Indicator of Trade cycle: Lagging, Leading and Coincidental Indicator
- Case Study

MODULE 2) KEYNESIAN ECONOMICS (AD-AS MODEL)

Determination of Income and Employment (AD-AS Model)

- Meaning of Aggregate Demand
- Factors Affecting Aggregate Demand
- Meaning of Aggregate Supply
- Factors affecting Aggregate Supply
- Theory of effective demand
- Inflationary Gap and Recessionary Gap

Theory of Consumption

- Consumption Function and its Properties
- Propensity to Consume

Theory of Investment

- Meaning of Investment
- Autonomous Investment and Induced Investment
- Marginal efficiency of capital

Theory of Multiplier

- Concept of Investment Multiplier
- Working of multiplier
- Limitations of working of multiplier

MODULE 3) MONEY, PRICES AND INFLATION

Demand For Money

- Meaning and Definition of Money
- Concept of Nominal and Real Money
- Theories of Demand for money
- Case study

Money Supply

- Money Supply – Meaning and Concepts
- Monetary Aggregates in India
- Determinants of Money Supply

- Velocity of money

Determination of interest Rate

- Determination of interest Rate
- Monetary Policy – Meaning and Concepts
- Instruments of Monetary Policy

MODULE 4) GOODS AND MONEY MARKET EQUILIBRIUM (IS- LM MODEL) AND SUPPLY SIDE ECONOMICS

IS – LM Model

- Derivation of IS curve (Shift and Movement in IS curve)
- Derivation of LM curve (Shift and Movement in LM curve)
- IS – LM Equilibrium
- Impact of Fiscal and Monetary Policies, Crowding Out effect

Unemployment and Inflation & Stagflation

- Philips curve – Short run & Long run
- Supply Shock & Stagflation – Causes & Consequences
- Policies to correct Stagflation
- Laffer Curve

MCom (Global Wealth Management) and MCom (Financial Research and Technical Analysis)

Sem I- Global Financial Economics

MODULE 1) INTRODUCTION TO MACRO ECONOMICS

- Difference between Macro and Microeconomics
- Relation between Macro and Microeconomics
- Relation between Macro Economics and Financial Markets
- Measures of Aggregate demand and Supply
- Importance of Inventory Investment

MODULE 2) ECONOMIC POLICIES IN INDIA

Government and Fiscal Policy

- Economic Role of Government
- Government Expenditure and Revenue
- Financing of Government Expenditure
- Types of Fiscal Policy
- Economic effect of Fiscal Policy
- Government Deficit
- Measures of Deficit

- Fiscal deficit impact on economy

Money and Monetary Policy

- Define Money
- Forms of Money
- Definition of Money Supply
- Measures of Money Supply
- Monetary Policy
- Instruments of Monetary Policy
- Role of Commercial Banks in Credit Creation
- Controlling Money Supply in the Economy

MODULE 3) THE BALANCE OF PAYMENTS

- Balance of Payments
- International Investment Position
- Accounting of Balance of Payments
- Country Trends of Balance of Payment
- Calculation of Balance of Payments
- Net International Investment Position
- Monetary Approaches to Balance of Payment

MODULE 4) ECONOMIC UNIONS AND THE EXTERNAL SECTOR

Economic Unions

- Economic Integration
- Stages of Economic Integration
- Obstacles to Economic Integration
- Economic Unions - Some Examples
- European Union & Euro zone

The External Sector

- Reasons of Trade between countries
- Absolute advantage
- Comparative Advantage
- Sources of Comparative Advantage
- Trade Policy
- Tariff and Trade Barrier
- Effect of globalization on India's Economic Growth

The proposed examination pattern of 60-40, with 60 marks being allotted for the semester end examination and 40 marks for the internal examination was approved by the BoS.

The proposed paper pattern for Business Economics for Third Year BCom, Micro Economics and Macro Economics for First Year BCom Hons. In International Accounting, Indian and Global Financial Economics for First Year MCom (Global Wealth Management) and MCom (Financial Research and Technical Analysis) were accepted without any changes.

Thereafter, the following resolutions were passed.

It was resolved that the proposed syllabi in the subject of Business Economics for TY BCom (Sem 5 and Sem 6), Micro Economics (Sem 1) and Macro Economics (Sem 2) for BCom Hons. In International Accounting, Indian and Global Financial Economics (Sem 1) for MCom (Global Wealth Management) and MCom (Financial Research and Technical Analysis) was thereby approved without modifications as stated above.

It was further resolved that:

The proposed question paper pattern in the subject of Business Economics for Third Year BCom, Micro Economics and Macro Economics for First Year BCom Hons. In International Accounting, Indian and Global Financial Economics for First Year MCom (Global Wealth Management) and MCom (Financial Research and Technical Analysis) was thereby approved without modifications.

The internal examination through MCQ/Objective format will be conducted online

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt., UGC and the University of Mumbai.

Further resolved that the proposed syllabi, exam pattern and question paper pattern in the subject of Business Economics for TY BCom, Micro Economics and Macro Economics for First Year BCom Hons. In International Accounting, Indian and Global Financial Economics for First Year MCom (Global Wealth Management) and MCom (Financial Research and Technical Analysis) is approved and would be adopted in a progressive manner from the academic year 2022-2023.

Further resolved that the changes made in the syllabus and 60-40 examination pattern of Business Economics and Foundation Course adopted for first year and second year courses for the academic year 2020-2021 and 2021-2022 to be continued for the academic year 2022- 2023. Further resolved that in the 40 marks internal component there will be only one online internal test for the FY and SY courses.

The meeting was concluded with a vote of thanks extended by Ms. Alka Kharbanda.

Name & signature

Chairperson – BOS – Economics and Foundation Course

Place: Mumbai

Date: 7th January 2022



DEPARTMENT OF MATHEMATICS AND STATISTICS

MEETING OF BOARD OF STUDIES

MINUTES

The Board of Studies in Mathematics and Statistics of SIES College of Commerce & Economics (Autonomous) , Sion East , Mumbai 400 022 held on Saturday, 22nd January 2022 at 4.00 pm by Online Mode on MS Teams.

Following members were present:

| Sr.No. | Name | Designation |
|---------------|---|--|
| 1 | Chairperson (HOD) | Ms. Sangeeta Kore |
| 2 | Faculty Members | Mr. Amit Khatri (B.Com.) Ms. Reema Castelino (B.Com FM) CA Darshak Doshi (B.Com A&F) Mr. Ajay Gupta (B.Sc IT) Mr. Vinayak Krishnan (B.M.S.) |
| 3 | Subject Expert from Other University | Dr. Sanjeev Sabnis Professor , Department of Mathematics IIT , Mumbai. Dr. Rajendra Gurao Principal, SNDT college of Arts & SCB College of Commerce & Science for women , Mumbai. |

| | | |
|---|--|--|
| 4 | One Expert selected by Vice-Chancellor from the six recommended by the College Principal | Dr. Annapurna Shankarnarayanan, Vice Prin.(Arts), St. Xavier's College (Autonomous) |
| 5 | One Representative Industry / Corporate Sector / Related Field | Mr. Moorthy Konar Associate Vice President , S.B.I. Life Insurance Co. Ltd. |
| 6 | P G Alumni | CA CS Divya Krishnan Naik Visiting Faculty |
| 7 | Outside Subject Expert | Dr. Dnyaneshwar Doke Principal , M.L.Dahanukar College of Commerce |
| 8 | Other Members of Faculty, if any. | Mrs Neha Palshetkar (B.M.S.) |

The Chairman, Ms. Sangeeta Kore welcomed and introduced the members of BOS.

M.Com (Global Wealth Management) and
M.Com (Financial Research and Technical Analysis)

Assistant Professor CA Darshak Doshi, , presented the syllabus of M.Com (Global Wealth Management) and M.Com (Financial Research and Technical Analysis) in Quantitative Methods of Finance (Semester II) along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made:

Quantitative Methods of Finance:

| Name of the member | Suggestions/observations |
|----------------------|--|
| Dr. Dnyaneshwar Doke | To include in details of types of annuities and amortizations in syllabus for better |

| | |
|--|----------------------------|
| | understanding of students. |
|--|----------------------------|

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Particulars as per proposed syllabus | Changes as approved in the meeting |
|---|---|
| Module 2 Time Value of Money & Annuities Time Value of Money - Concept, Feature, Importance • Effective Annual Return / Equivalent Annual Return (EAR) • Underlying Economic concepts of Time Value of Money (TVM) • Doubling Period Annuities • Types of Annuities • Mathematics of Annuity (Practical Problems on Time value of Money and Annuities) | Module 2 Time Value of Money & Annuities Time Value of Money - Concept, Feature, Importance • Effective Annual Return / Equivalent Annual Return (EAR) • Underlying Economic concepts of Time Value of Money (TVM) • Doubling Period Annuities – Concept Feature, Importance • Types of Annuities - Immediate Annuity, Deferred Annuity, Fixed Annuity, Variable Annuity, Lump-sum Annuity • Mathematics of Annuity (Practical Problems on Time value of Money and Annuities) |
| Module 4 Mathematics of Loan • Loan Amortization • Types of Amortizations (Practical Problems on Loan Amortization) | Module 4 Mathematics of Loan • Loan Amortization - Concept, Feature, Importance • Types of Amortizations - Straight line, Declining balance, Negative amortization (Practical Problems on Loan Amortization) |

Operations Research (TYBMS Sem6)

Ms. Neha Palshetkar, faculty from the department of Bachelor of Management Studies, presented the syllabus of Operations Research (Sem 6) along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made:

| Name of the member | Suggestions/observations |
|----------------------|---|
| Dr. Dnyaneshwar Doke | Unit 1: LPP To introduce the various methods of solving LPP which includes Iso Profit Line and Convex Polygon. To remove the concept of duality, Degeneracy and non degeneracy. Unit 2: Assignment problems To write the Hungarian Method under the head. |

| | |
|--------------------------------|--|
| | <p>Transportation Problems To introduce the concept of degeneracy in transportation.</p> <p>Unit 3: PERT - To remove the Prob. Z formula and introduce the concept of Level of confidence and completion in particular duration. Internal Assessment To introduce Viva and projects along with assignment.</p> |
| Dr. Annapurna Shankarnarayanan | Expressed concern about the removal of duality from LPP simplex method. |

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Particulars as per proposed syllabus | Changes as approved in the meeting |
|---|--|
| <p>UNIT 1 LPP Steps in Solving LP Problems.</p> <p>Concepts: Slack Variables, Surplus Variables, Artificial Variables, Duality, Product Mix and Profit, Feasible and Infeasible Solution, Unique or Alternate Optimal Solution, Degeneracy, Non Degenerate, Shadow Prices of Resources,</p> | <p>UNIT 1 LPP Steps in solving LPP introducing Iso Profit Line and Convex Polygon.</p> <p>Concepts: Slack Variables, Surplus Variables, Artificial Variables, Product Mix and Profit, Feasible and Infeasible Solution, Unique or Alternate Optimal Solution , Shadow Prices of Resources,</p> |
| <p>UNIT 2 (a) Assignment problems - Hungarian Method</p> <p>(b) Transportation Problems</p> | <p>UNIT 2 (a) Assignment problems - Hungarian Method</p> <p>(b) Transportation Problems -Degeneracy along with Practical Problems</p> |
| <p>Unit 3: (c)PERT -Project Variance and Project Standard Deviation. -"Prob. Z' Formula. -Standard Normal Probability Table.</p> | <p>Unit 3: (c)PERT -Project Variance and Project Standard Deviation. -Standard Normal Probability Table. Concept of Level Of Confidence and completion in a particular duration.</p> |
| <p>INTERNAL ASSESSMENT 2 Assignments of 10 marks each</p> | <p>INTERNAL ASSESSMENT 2 assignments of 10 marks each/project/viva</p> |

Thereafter following Resolution was passed.

Resolved that the proposed syllabi and examination pattern in the subject of Quantitative Methods of Finance (Semester II) in M.Com (Global Wealth Management) and M.Com (Financial Research and Technical Analysis) is hereby approved with modifications as stated above.

Further Resolved that the proposed syllabi and examination pattern in the subject of Operation Research (Semester VI) in BMS are hereby approved without modifications.

The internal examination through MCQ/Objective format will be conducted online. Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.

Further Resolved that the Syllabi and Examination pattern in the subject - Quantitative Methods of Finance (Semester II) at M.Com (Global Wealth Management) and M.Com (Financial Research and Technical Analysis) , Operation Research (Semester VI) in BMS are approved and adopted in a progressive manner for the academic year 2022 - 2023.

The meeting was concluded with a vote of thanks extended by Mr Amit Khatri.

Name & signature
Chairman – BOS – Mathematics and Statistics
Place Mumbai
Date 22/01/2022

Minutes of the Meeting of The Board of Studies in English of SIES College of Commerce & Economics (Autonomous), Sion (East), Mumbai 400 022 held on 1st February, 2022 at 3:30 pm by Online Mode on MS Teams

The meeting was held to discuss and deliberate on the proposed syllabus, exam pattern and question paper pattern of the subjects of '*Business Communication*' in B.Com (Hons.) in International Accounting Program (i.BCom) and as well as '*Corporate Communication and Public Relations*' for Bachelor of Management Studies.

The revised syllabus, exam pattern and question paper pattern of the subject of '*Business Communication*' in B.Com, B.Com (A&F, B&I, FM) and BMS and '*Communication Skills*' in B.Sc IT was to be reconfirmed.

The following members attended the meeting

| Sr. No. | Category | Name and details |
|---------|--|--|
| 1 | Chairperson, BoS | Dr. Nina Roy Choudhury |
| 2 | Faculty members | Ms. Manasi Shah Ms. Sophia Joseph |
| 3 | One expert selected by Vice-Chancellor from the six recommended by the College Principal | Dr. Hemangi Bhagwat Head, Deptt. of Business Communication, K.J.SOMAIYA College of Science & Commerce |
| 4 | Two subject experts from other university | Dr. Gouri Mohan Assistant Prof. M.M.P Shah Women's College College of Arts & Commerce, Autonomous, SNDT University Dr. Anusha Ramanathan Centre for Education, Innovation, Action, Research, (CEIAR) TISS, Deemed University |
| 5 | One representative industry | Mr. Rajesh Vishwanath Head, Finance & Operations, Group M Media India Ltd |
| 8 | Other Faculty members | Ms. Lekha Nambiar Ms. Adeesha Nagpal Ms. Sriparna Upadhyay |

The Chairperson, Dr. Nina Roy Choudhury, welcomed and introduced the members of BOS.

I. She then confirmed the revised syllabi (2021) of ‘*Business Communication*’ for B.Com, B.Com (A&F, B&I, FM) and BMS for Semester I & II and ‘*Communication Skills*’ for B.Sc IT for Semester 1 as well as Semester 2. All the Board members gave their consent to the same.

II. Course: BMS

Semester: V

Subject: Corporate Communication and Public Relations

The CCPR syllabus was then presented by Ms. Manasi Shah for the TYBMS program. The following recommendations were put forward by the board members:

| Name of the member | Suggestions/observations |
|--------------------------|---|
| Dr. Hemangi Bhagwat | <ul style="list-style-type: none"> • Socio –Cultural diversity issues to be included • Suggested focus on case studies |
| Dr. Gouri Mohan | <ul style="list-style-type: none"> • Focus on content creation in blogging • Suggested practical approach: Press release, newsletter, press handles, PR handouts and video content. • Course Objectives must reflect content writing • Distribution of credits. |
| Ms. Anusha Ramanathan | <ul style="list-style-type: none"> • Professional Corporate accountability (handling of branding, brand ambassadors and image) to be added. • Corporate blogging to be focused upon • Mock twitter activity on PR |
| Mr. Rajesh Vishwanath | <ul style="list-style-type: none"> • IPR in Corporate communication |
| General Recommendations: | <ul style="list-style-type: none"> • Focus on case study and practical aspects |

It was decided to incorporate the following changes in the *Proposed* syllabus presented before the meeting for TYBMS Sem V- CCPR

| Particulars as per proposed syllabus | Changes as approved in the meeting |
|---|--|
| Corporate Communication and Professional Code of Ethics | Corporate accountability: Handling brand image and ambassadors |
| Internal (SWOC) & External Environment (PESTLE). | Socio cultural diversity issues addressed under PESTLE |

The proposed exam pattern for Semester V Semester end examination was accepted by all the members.

PROPOSED PAPER PATTERN

| Duration : 2 hours | |
|--|----|
| Total Marks: 60 | |
| Q.1 15 marks OR 15 marks | 15 |
| Q.2 15 marks OR 15 marks | 15 |
| Q.3 15 marks OR 15 marks | 15 |
| Q.4 15 marks (Case Study) OR Short Notes: (Any 3 out of 5) – 5 marks each | 15 |
| Note: The 15 marks full length question may be sub divided into 2 questions of 7 or 8 marks each | |

Passing criteria: 40% marks for passing.

Internals: Minimum 16 out of 40

Externals: Minimum 24 out of 60s

It was decided to incorporate the following changes in the *Proposed* internal assessment pattern presented before the meeting.

| Particulars as per proposed internal assessment pattern | Changes as approved in the meeting |
|---|---|
| Internal Assessment: Assignment or presentation. Take a current company and set up a service line of a business and use the PR tools for the new industry with PR tools E.g. Twitter comes up with Twitter Café. | <ul style="list-style-type: none">• Press release, newsletter, press handles, PR handouts, video content, Mock twitter activity on PR or Case studies as a part of internal assignment. |

III. Course: B.Com (Hons.) in International Accounting Program (i.BCom)

Semester: I

Subject: Business Communication

Dr. Nina Roy Choudhury along with Ms. Sophia Joseph presented the syllabus for Business Communication of B.Com (Hons.) in International Accounting Program (i.BCom) in accordance with the syllabus structured by the *Association of Chartered Certified Accountants (ACCA)* to be implemented with effect from the academic year 2022- 2023.

All the members in one accord asserted that the syllabus, exam pattern and evaluation parameters were well structured and neatly designed. Hence no modification would be required.

Dr. Gouri Mohan suggested that we explain the distribution of credits of all papers.

Thereafter the following resolutions were passed.

Resolved that the revised syllabus (2021-22) in the subject of '*Business Communication*' for B.Com, B.Com (A&F, B&I, FM) and BMS for Semester I & II to be continued for the academic year 2022-23.

Resolved that the proposed syllabus in the subject of '*Communication Skills*' for B.Com (Hons.) in International Accounting Program (i.BCom) in Semester I is hereby approved without modifications.

Resolved that the revised syllabus in the subject of '*Corporate Communication and Public Relations*' for the TYBMS V program is hereby approved with the modifications stated above.

The internal examination through MCQ/Objective format will be conducted online.

Further, in case of unforeseen and challenging circumstances, all examinations/evaluations will be conducted online or by any mode as determined by the Govt. and UGC.

Further resolved that the proposed syllabi, exam pattern, question paper pattern in the subject of '*Business Communication*' for B.Com, B.Com (A&F, B&I, FM) and BMS for Semester I & II and '*Communication Skills*' for B.Sc IT in Semester I is approved and adopted in a progressive manner for the academic year 2022-2023;

And the proposed syllabi, exam pattern, question paper pattern in the subject of '*Corporate Communication and Public Relations*' for the TYBMS program Semester V is approved and adopted in a progressive manner for the academic year 2022-2023.

The meeting was concluded with a vote of thanks extended by Ms. Sophia Joseph.

Dr. Nina Roy Choudhury

Chairperson – BOS – English

Date: Tuesday, 1st February, 2022

**MEETING OF BOARD OF
STUDIES**

MINUTES



The Board of Studies in Law of SIES College of Commerce & Economics (Autonomous) , Sion East, Mumbai 400 022 held on Thursday, 3rd February 2022 at 4.00 pm by Online Mode on MS Teams.

The following members were present:

- 1 Chairperson, BoS Dr. Shanti Suresh
- 2 Faculty members CA Darshak Doshi
3. Two subject experts from other universities -Dr. Durgambini Patel
Prof. Nideesh Kumar
- 4 One expert selected by Vice-Chancellor - Dr. Deepa Chitnis
- 5 One representative industry Mr. Suraj Subraman
- 6 PG Alumni Ms. Sreeparvati
- 7 Outside expert Ms. Jainy Shah
- 8 Other Faculty members Ms. Kalaivani V

The Chairman, Dr Shanti Suresh and welcomed and introduced the members of BOS. Principal Dr Nina Roy Choudhury offered her opening remarks to the members of BOS.

CA Darshak Doshi, Faculty from Department of Bachelors of Commerce (Accounting & Finance), presented the syllabus of M.Com (Global Wealth Management) and M.Com (Financial Research and Technical Analysis) Indian and Global Ethical and Regulatory Requirements in Securitas Law (Semester II) along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made:

1. Change the nomenclature of the course to “Ethical and Regulatory Requirements in Financial Markets“ to align the contents of the course with the nomenclature
2. To Include Securities Markets Law
3. To Include Grievance Redress Mechanism in relation to Financial Markets.

It was decided to incorporate the above suggestions/observations in the proposed syllabus for M.Com (Global Wealth Management) and M.Com (Financial Research and Technical Analysis) as follows

Detailed Syllabus

| Sr. No. | Modules / Units | No. of lectures |
|---------|-----------------|-----------------|
| I | Ethical Issues | 15 |

| | | |
|------------|---|-----------|
| | <ul style="list-style-type: none"> • Importance of ethical conduct of business • Ethical issues for an Investment Adviser • Ethical Dilemma • Fiduciary responsibility of Investment Advisers • Do's and Don'ts for investors issued by SEBI • Learn about addressing annual audit observations • Global Best Practices | |
| II | Key Provisions and Regulations of Various Securities Market Laws | 15 |
| | <ul style="list-style-type: none"> • Securities Contracts Regulation Act (SCRA 1956) • SEBI Act 1992 • SEBI Prevention of Fraudulent and Unfair Trade Practices Regulations, 2003 • Securities and Exchange Board of India (Intermediaries) Regulations, 2008 • SEBI (Prohibition of Insider Trading) Regulations, 2015 • SEBI Investment Advisers Regulations, 2013 | |
| III | Prevention of Money-Laundering & Grievance Redress Mechanism | 15 |
| | <p>Prevention of Money-Laundering</p> <ul style="list-style-type: none"> • Prevention of Money-Laundering Act, 2002 • Under ground and parallel banking systems • The Money Laundering Process • Mechanics and Typologies of Money Laundering • Organizations working against money laundering • Terrorist Financing • Guidelines on 'Know Your Customer' norms And Anti-Money Laundering Measures <p>Grievance Redress Mechanism</p> <ul style="list-style-type: none"> • Consumer Protection Act • Investor Grievance Redressal Mechanism • Grievance Redress System • Grievance Redress System of an Investment Adviser • Grievance Redress System in Capital Market | |

| | | |
|-----------|---|-----------|
| | <ul style="list-style-type: none"> • Grievance Redress System in Banking • Grievance Redressal in Insurance | |
| IV | Other Select Laws related to Financial Markets & Introduction to Islamic Sharia Banking | 15 |
| | <p>Other Select Laws related to Financial Markets</p> <ul style="list-style-type: none"> • Employee's Compensation Act • Employees Provident Fund Act • Employees State Insurance Act • Payment of Gratuity Act • The Negotiable Instrument Act <p>Introduction to Islamic Sharia Banking</p> <ul style="list-style-type: none"> • History of Islamic banking • What is Shariah? • Contracts in Islam • Islamic Banking Principles • Fundamentals of Islamic finance • Islamic Banking Operations • Islamic banks commercial transactions • Deposits • Halal Credit Cards • Interaction with conventional system • Mode of Financing • Governance, Regulation, Accounting issues in Islamic Banking • Risk Management in Islamic Financial Institutions • Modern Trends in Islamic Banking | |

Thereafter following Resolution was passed.

Resolved that the proposed syllabi in the subject of M.Com (Global Wealth Management) and M.Com (Financial Research and Technical Analysis) Ethical and Regulatory Requirements in Financial Markets (Semester II) is hereby approved with modifications as stated above.

Further Resolved that the proposed examination pattern in the subject of M.Com (Global Wealth Management) and M.Com (Financial Research and Technical Analysis) Ethical and Regulatory Requirements in Financial Markets (Semester II) are hereby approved without modifications.

The internal examination through MCQ/Objective format will be conducted online.
Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted online or by any mode as determined by the Govt. and UGC.

Further Resolved that the Syllabi and Examination pattern in the subject M.Com (Global Wealth Management) and M.Com (Financial Research and Technical Analysis) Ethical and Regulatory Requirements in Financial Markets (Semester II) are approved and adopted in a progressive manner for the academic year 2022 - 2023.

The meeting was concluded with a vote of thanks extended by Dr Shanti Suresh

Name & signature

Dr Shanti Suresh

Chairperson – BOS – Law

Place Mumbai

Date 03/02/2022

Minutes of the Meeting of The Board of Studies in Psychology of SIES College of Commerce & Economics (Autonomous), Sion East, Mumbai 400 022 held on 8th January, 2022 at 11:00 am by Online Mode on MS Teams

The Chairperson, Dr. Harini C. welcomed and introduced the members of the Board of Studies.

The proposed syllabi and paper patterns of the following papers were discussed in the meeting.

1. Organisational Behaviour- B.COM. (Financial Markets) Sem 6
2. Psychology of Human Behaviour at Work – B.COM. Sem 5&6
3. Behavioural Finance and Investors’ Psychology- M.COM. (Financial Research and Technical Analysis) & M.COM. (Global Wealth Management)

Ms. Falguni Mathews, Faculty member from B.Com. (FM), presented the syllabus of Organisational Behaviour along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | Suggestions/observations |
|---------------------|--|
| Ms. Kavita Jajoo | Unit 1, Topics to be clubbed together |
| Dr. Anuradha Sovani | Not to remove the models of OB but highlight some of them. |
| Ms. Kavita Jajoo | Perception and Personality could be clubbed together and more focus to be given on Big Five model in Personality |
| Ms. Kavita Jajoo | To keep the sub topic on Attitudes short |
| Dr. Pooja Purang | To merge job satisfaction along with attitudes instead of considering it as a separate topic |
| Ms. Kavita Jajoo | To remove ERG theory from motivation |
| Dr. Anuradha Sovani | Topics can be clubbed and made shorter |

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Particulars as per proposed syllabus | Changes as approved in the meeting |
|---|------------------------------------|
| Removed the topic ‘Values’ (covered under Business Ethics and Corporate Governance, Sem 5). | Approved |
| Removed the topic ‘Learning’ | Approved |

Dr. Harini C, chairperson presented the syllabus of Psychology of Human Behaviour at Work along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | Suggestions/observations |
|---------------------|--|
| Ms. Kavita Jajoo | To retain Maslow's theory |
| Ms. Kavita Jajoo | To include Reinforcement theory instead of Self efficacy theory |
| Dr. Pooja Purang | To include Reinforcement theory instead of Self efficacy theory |
| Dr. Anuradha Sovani | First unit is lengthy, but as the topics are discussed briefly it can be kept intact |
| Ms. Kavita Jajoo | To add foundations of group behaviour. |
| Ms. Kavita Jajoo | To allot the same number of lectures to every module |

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Particulars as per proposed syllabus | Changes as approved in the meeting |
|--|---|
| Deleted interpersonal skills | Approved |
| Added the topic 'There are few absolutes in OB' | Approved |
| Added 'working in networked organisations.' | Approved |
| Deleted Maslow's theory | Advised to retain |
| Deleted Theory X and Y from early theories of motivation | Approved |
| Added Self Efficacy theory under contemporary theories of motivation | To include Reinforcement theory instead |
| Deleted transitions in conflict thought | Approved |
| Deleted bargaining strategies | Approved |
| Added Individual Differences in Negotiation Effectiveness | Approved |
| Added Third-Party Negotiations | Approved |
| Added Emotional Labour | Approved |
| Added Affective Events Theory | Approved |
| Added Resistance to Change | Approved |

| | |
|---------------------------------------|----------|
| Added overcoming resistance to change | Approved |
|---------------------------------------|----------|

Dr. Harini C and CA Darshak Doshi presented the syllabus of Behavioural Finance and Investors' Psychology along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | Suggestions/observations |
|---------------------|--|
| Ms. Kavita Jajoo | Unit 2 to be more structured |
| Dr. Anuradha Sovani | To cluster the second unit into different types of heuristics |
| Ms. Kavita Jajoo | To club biases together |
| Dr. Pooja Purang | Topic of endowment bias to be put under unit 2 or to rename it so that it fits well in unit 3 |
| Dr. Pooja Purang | To include the topics of social influence, aspects of group structure and group decision making and explain how it influences investment decisions in unit 4 |
| Ms. Kavita Jajoo | To remove dot com herd |
| Dr. Anuradha Sovani | To focus more on group behaviour in unit 4 |

Thereafter following Resolutions were passed.

Resolved that the proposed syllabus in the subject of Organisational Behaviour for Semester 6 BCOM(FM), Psychology of Human Behaviour for Sem 5 & 6 BCOM, Behavioural Finance and Investors' Psychology for Sem 2 MCOM (Financial Research and Technical Analysis) & MCOM (Global Wealth Management) is hereby approved with modifications as stated above.

Further Resolved that the Proposed examination pattern in the subject of Organisational Behaviour for Semester 6 BCOM(FM), Psychology of Human Behaviour for Sem 5 & 6 BCOM, Behavioural Finance and Investors' Psychology for Sem 2 MCOM (Financial Research and Technical Analysis) & MCOM (Global Wealth Management) is hereby approved.

Further Resolved that the Syllabus and Examination pattern in the subject of Organisational Behaviour for Semester 6 BCOM(FM), Psychology of Human Behaviour for Sem 5 & 6 BCOM, Behavioural Finance and Investors' Psychology for Sem 2 MCOM (Financial Research and Technical Analysis) & MCOM (Global Wealth Management) as approved above shall remain in force for the academic year 2022-23

Further resolved that the changes in the syllabus and 60-40 examination pattern adopted for first year and second year courses for the academic year 2020-2021, 2021-2022 to be continued for the academic year 2022-2023. However, in the internal component of 40 marks there will be only one online internal test of 20 marks.

Further resolved that the method of examination will be online and/or offline as per the directives of UGC/State Govt./University of Mumbai.

The meeting was concluded with a vote of thanks extended by Ms. Falguni Mathews.

Harini C.

Chairman – BOS – Psychology

Mumbai

10th Jan 2022

**SIES COLLEGE OF COMMERCE &
ECONOMICS**

(Autonomous)

Minutes of Meeting BOS in Management

Date: 08/01/2022

Minutes of the Meeting of The Board of Studies in Management of SIES College of Commerce & Economics (Autonomous), Sion East, Mumbai 400 022 held on 8th January, 2022 at 6 pm by Online Mode on MS Teams

The meeting was held to discuss and deliberate the proposed syllabus, exam pattern and question paper pattern of the subjects in the concerned BOS.

The following members attended the meeting.

| Sr. No. | Category | Name and details |
|---------|------------------|---|
| 1 | Chairperson, BOS | Aniket Swaraj |
| 2 | Faculty members | Mr. Aniket Swaraj Ms. Manasi Shah Dr. Rinkesh Chheda Ms. Divya Thakur Dr. Anoushka Mirgnani Ms. Sugandhi Gupta Mrs. Vijaya Balaji Mrs. Falguni Mathews |

| | | |
|---|--|---|
| 3 | Two subject experts from other university | Sagar Kelaskar Asst. TISS School of Vocational Education Dr. Pushpendu Rakshit Asst. Professor, Amity Business School Mumbai |
| 4 | One expert selected by Vice-Chancellor from the six recommended by the College Principal | Dr. Prashant H Shelar (leave of absence) Principal JES College of Science, Commerce and IT. |
| 5 | One representative industry | Aditi Datta (leave of absence) HR Manager South West Asia Lloyd Register. |
| 6 | PG Alumni | Aishwarya Pillai Senior Manager HR, Godrej Infotech Ltd. |
| 7 | Outside expert | Jayabala Girish Sr. Manager Content, TISS |

The Chairperson, Aniket Swaraj welcomed and introduced the members of BOS.

Dr. Rinkesh Chheda, Faculty from TYBMS, presented the syllabus of Logistics and Supply chain Management along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | Suggestions/observations |
|--|--|
| Mr. Sagar Kelaskar from TISS an expert from other university | The expert appreciated the proposed syllabus and accepted the alteration as valid. |
| Dr. Pushpendu Rakshit From amity business school an expert from other university | The expert appreciated the proposed syllabus and accepted the alteration as valid and appreciated the pedagogy of internal evaluation. |
| Mrs. Jayabala Girish from TISS an outside Expert | The expert appreciated the proposed syllabus and accepted the alteration as valid. |
| Ms. Aishwarya Pillai HR Manager in Godrej an PG Alumni. | The expert appreciated the proposed syllabus and accepted the alteration as valid and appreciated the pedagogy of internal evaluation. |

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Particulars as per proposed Syllabus | Changes as approved in the meeting |
|---|--|
| <p>Unit 1 : Overview of Logistics and Supply Chain Management:</p> <p>1. Introduction to Logistics Management: Meaning, Basic Concepts of Logistics- Logistical Performance Cycle, Inbound Logistics, In process Logistics, Outbound Logistics, Logistical Competency, Integrated Logistics , Reverse Logistics and Green Logistics, Objectives of Logistics, Importance of Logistics, Scope of Logistics, Logistical Functions/Logistic Mix, Changing</p> | <p>Changes in Unit 1- Addition of: Concept of Bull Whip</p> <p>Changes in Unit 2- No change</p> <p>Changes in Unit 3- Addition of: Milk Run Network Analysis, Hub and Spoke Network Analysis.</p> <p>Changes in Unit 4- Deletion of: Deep Water Ports, Maritime Logistics,</p> |

| | |
|--|---|
| <p>Logistics Environment.</p> <p>2. Introduction to Supply Chain Management: 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, Concept of Bull Whip</p> <p>3. Customer Service: Key Element of Logistics: Meaning of Customer Service, Objectives, Elements, Levels of customer service, Rights of Customers</p> <p>4. Demand Forecasting: Meaning, Objectives ,Approaches to Forecasting, Forecasting Methods, Forecasting Techniques, (Numerical on Simple Moving Average, Weighted Moving Average)</p> <p>Unit 2 : Elements of Logistics Mix:</p> <p>1. Transportation: Introduction, Principles and Participants in Transportation, Transport Functionality, Factors Influencing Transportation Decisions, Modes of Transportation- Railways, Roadways, Airways, Waterways, Ropeways, Pipeline, Transportation Infrastructure, Intermodal</p> | <p>Outsourcing-Value Proposition.</p> <p>Addition of: Fifth Party Logistics</p> |
|--|---|

Transportation.

2. Warehousing: Introduction, Warehouse Functionality, Benefits of Warehousing, Warehouse Operating Principles, Types of Warehouses, Warehousing Strategies, Factors affecting Warehousing.

3. Materials Handling: Meaning, Objectives, Principles of Materials Handling, Systems of Materials Handling, Equipments used for Materials Handling, Factors affecting Materials Handling Equipments.

4. Packaging: Introduction, Objectives of Packaging, Functions/Benefits of Packaging, Design Considerations in Packaging, Types of Packaging Material, Packaging Costs.

Unit 3 : Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis

1. Inventory Management: Meaning, Objectives, Functions, Importance, Techniques of Inventory Management (Numericals - EOQ and Reorder levels).

2. Logistics Costing: Meaning, Total Cost Approach, Activity Based Costing, Mission Based Costing.

3. Performance Measurement in Supply

Chain: Meaning, Objectives of Performance Measurement, Types of Performance Measurement, Dimensions of Performance Measurement, Characteristics of Ideal Measurement System.

4. Logistical Network Analysis: Meaning, Objectives, Importance, Scope, RORO/LASH, Milk Run Network Analysis, Hub and Spoke Network Analysis.

Unit 4 : Recent Trends in Logistics and Supply Chain Management

1. Information Technology in Logistics: Introduction, Objectives, Role of Information Technology in Logistics and Supply Chain Management, Logistical Information System, Principles of Logistical Information System, Types of Logistical Information System, Logistical Information Functionality, Information Technology Infrastructure.

2. Modern Logistics Infrastructure: Golden Quadrilateral, Logistics Parks, Dedicated Freight Corridor, Inland Container Depots/Container Freight Stations, Double Stack Containers/Unit Trains.

3. Logistics Outsourcing: Meaning, Objectives, Benefits/Advantages of

| | |
|---|--|
| <p>Outsourcing, Third Party Logistics Provider, Fourth Party Logistics Provider, Fifth Party Logistics, Drawbacks of Outsourcing, Selection of Logistics Service Provider.</p> <p>4. Logistics in the Global Environment: Managing the Global Supply Chain, Impact of Globalization on Logistics and Supply Chain Management, Global Logistics Trends, Global Issues and Challenges in Logistics and Supply Chain Management.</p> | |
|---|--|

It was decided to incorporate the following changes in exam pattern presented before the meeting. (if required)

| Particulars as per proposed exam pattern | Changes as approved in the meeting | | | | | | | | | | | | | | | | |
|--|------------------------------------|-------|---|----|--|----|--------------|-----------|--|-------------|-------|--|----|--|----|--------------|-----------|
| <p>The scheme of examination shall be divided into two parts:</p> <p>PROPOSED SCHEME OF EXAMINATION</p> <table border="1" data-bbox="256 1346 846 1864"> <thead> <tr> <th>Description</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Best out of two multiple choice tests for 20 marks each</td> <td>20</td> </tr> <tr> <td>Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses.</td> <td>20</td> </tr> <tr> <td>Total</td> <td>40</td> </tr> </tbody> </table> | Description | Marks | Best out of two multiple choice tests for 20 marks each | 20 | Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses. | 20 | Total | 40 | <p>The scheme of examination shall be divided into two parts:</p> <p>PROPOSED SCHEME OF EXAMINATION</p> <table border="1" data-bbox="966 1346 1555 1822"> <thead> <tr> <th>Description</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>2 Tests of 20 marks each based on best of two format</td> <td>20</td> </tr> <tr> <td>Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses.</td> <td>20</td> </tr> <tr> <td>Total</td> <td>40</td> </tr> </tbody> </table> | Description | Marks | 2 Tests of 20 marks each based on best of two format | 20 | Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses. | 20 | Total | 40 |
| Description | Marks | | | | | | | | | | | | | | | | |
| Best out of two multiple choice tests for 20 marks each | 20 | | | | | | | | | | | | | | | | |
| Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses. | 20 | | | | | | | | | | | | | | | | |
| Total | 40 | | | | | | | | | | | | | | | | |
| Description | Marks | | | | | | | | | | | | | | | | |
| 2 Tests of 20 marks each based on best of two format | 20 | | | | | | | | | | | | | | | | |
| Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses. | 20 | | | | | | | | | | | | | | | | |
| Total | 40 | | | | | | | | | | | | | | | | |

It was decided to incorporate the following changes in Proposed question paper pattern presented before the meeting. (if required)

| Particulars as per proposed question paper pattern | | Changes as approved in the meeting | |
|--|-----------|--|-----------|
| Duration : 2 hours | | Duration : 2 hours | |
| Total Marks: 60 | | Total Marks: 60 | |
| Q.1 15 marks OR 15 marks | 15 | Q.1 15 marks OR 15 marks | 15 |
| Q.2 15 marks OR 15 marks | 15 | Q.2 15 marks OR 15 marks | 15 |
| Q.3 15 marks OR 15 marks | 15 | Q.3 15 marks OR 15 marks | 15 |
| Q.4. 15 marks OR 15 marks | 15 | Q.4 15 marks OR 15 marks | 15 |
| TOTAL | 60 | TOTAL | 60 |
| Note: 1. Q.1,2 and 3 - 15 marks question may be divided into sub questions if required. 2. Q.4 May include theory (short notes) /Case Study in one of the options. | | Note: Q.1,2 and 3 - 15 marks question may be divided in sub questions if required. i Q.4 May include theory (short notes) /Case Study one of the options.. | |

Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of Logistics and Supply chain Management for Semester V is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of Logistics and Supply chain Management for Semester V is hereby approved without modifications as stated above.

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.

Further resolved that the proposed syllabi, exam pattern, question paper pattern in the subject of Logistics and Supply chain Management is approved and adopted in a progressive manner for the academic year 2022-2023.

Dr. Rinkesh Chheda, Faculty from TYBMS, presented the syllabus of Brand Management along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | Suggestions/observations |
|--|--|
| Mr. Sagar Kelaskar from TISS an expert from other university | The expert appreciated the proposed syllabus and accepted the alteration as valid. |
| Dr. Pushpendu Rakshit From amity business school an expert from other university | The expert appreciated the proposed syllabus and accepted the alteration as valid and appreciated the pedagogy of internal evaluation. |
| Mrs. Jayabala Girish from TISS an outside Expert | The expert appreciated the proposed syllabus and accepted the alteration as valid. |
| Ms. Aishwarya Pillai HR Manager in Godrej an PG Alumni. | The expert appreciated the proposed syllabus and accepted the alteration as valid and appreciated the pedagogy of internal evaluation. |

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Particulars as per proposed Syllabus | Changes as approved in the meeting |
|--|--|
| <p>Unit 1 : Introduction to Brand Management</p> <p>Introduction to Brand Management: Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Process of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand Building including Brand Building Blocks, Brand Positioning: Meaning, Importance, Basis.</p> <p>Unit 2 : Planning and Implementing Brand Marketing Programs</p> <p>Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements.</p> <p>Integrating Marketing Programs and Activities</p> <p>Personalising Marketing: Experiential Marketing, One to One Marketing, Permission Marketing.</p> <p>Product Strategy: Perceived Quality and Relationship Marketing.</p> <p>Pricing Strategy: Setting Prices to Build Brand Equity.</p> <p>Channel Strategy: Direct, Indirect Channels.</p> <p>Promotion Strategy: Developing Integrated Marketing Communication Programs.</p> <p>Unit 3 : Measuring and Interpreting Brand Performance</p> <p>1. The Brand Value Chain.</p> | <p>Changes in Unit 1- Addition of: Process of Branding.</p> <p>Changes in Unit 2- Deletion of: Leveraging Secondary Brand Associations to Build Brand Equity: Companies, Countries, Channel of Distribution, Co-branding, Characters, Events.</p> <p>Changes in Unit 3- No change.</p> <p>Changes in Unit 4- Deletion of: Building Global Customer Based Brand Equity. And Addition of: Brand Performance and Management: Global Branding Strategies ,Brand Audit, Role of Brand Managers.</p> |

2. Measuring Sources of Brand Equity:

Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association.

Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses.

3. Young and Rubicam's Brand Asset Valuator.

4. Measuring Outcomes of Brand Equity

Comparative Methods: Brand based Comparative Approaches, Marketing Based Comparative Approaches, Conjoint Analysis.

Holistic Methods: Residual Approaches, Valuation Approaches: Historical Perspectives and Interbrand's Brand Valuation Methodology.

Unit 4 : Growing and Sustaining Brand Equity

1. Designing & Implementing Branding Strategies:

Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matrix, Breadth of a Branding Strategy, Depth of a Branding Strategy.

Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels.

Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing.

2. Brand Extensions: Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity.

3. Managing Brands over Time: Reinforcing Brands,

| | |
|--|--|
| Revitalising Brands. 4. Brand Performance and Management: Global Branding Strategies ,Brand Audit, Role of Brand Managers. | |
|--|--|

It was decided to incorporate the following changes in Proposed question paper pattern presented before the meeting. (if required)

| Particulars as per proposed question paper pattern | Changes as approved in the meeting | | | | | | | | | | | | | |
|---|------------------------------------|-------|---|----|--|----|-------------------------|----|--------------------------|----|--------------------------|----|-------|----|
| (A) Internal Assessment 40 marks <table border="1"> <thead> <tr> <th>Description</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Best out of two multiple choice tests for 20 marks each</td> <td>20</td> </tr> <tr> <td>Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses.</td> <td>20</td> </tr> <tr> <td>Total</td> <td>40</td> </tr> </tbody> </table> | Description | Marks | Best out of two multiple choice tests for 20 marks each | 20 | Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses. | 20 | Total | 40 | No Change | | | | | |
| Description | Marks | | | | | | | | | | | | | |
| Best out of two multiple choice tests for 20 marks each | 20 | | | | | | | | | | | | | |
| Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses. | 20 | | | | | | | | | | | | | |
| Total | 40 | | | | | | | | | | | | | |
| (B) Semester end examination 60 marks PROPOSED PAPER PATTERN <table border="1"> <tr> <td colspan="2">Duration :2 hours</td> </tr> <tr> <td colspan="2">Total Marks: 60</td> </tr> <tr> <td>Q.1 15 marks OR 15 marks</td> <td>15</td> </tr> <tr> <td>Q.2 15marks OR 15 marks</td> <td>15</td> </tr> <tr> <td>Q.3 15 marks OR 15 marks</td> <td>15</td> </tr> <tr> <td>Q.4 15 marks OR 15 marks</td> <td>15</td> </tr> <tr> <td>Total</td> <td>60</td> </tr> </table> <p>Note: 1. Q.1,2 and 3 - 15 marks question may be divided into sub questions if required. 2. Q.4 May include theory (short notes) /Case Study in one of the</p> | Duration :2 hours | | Total Marks: 60 | | Q.1 15 marks OR 15 marks | 15 | Q.2 15marks OR 15 marks | 15 | Q.3 15 marks OR 15 marks | 15 | Q.4 15 marks OR 15 marks | 15 | Total | 60 |
| Duration :2 hours | | | | | | | | | | | | | | |
| Total Marks: 60 | | | | | | | | | | | | | | |
| Q.1 15 marks OR 15 marks | 15 | | | | | | | | | | | | | |
| Q.2 15marks OR 15 marks | 15 | | | | | | | | | | | | | |
| Q.3 15 marks OR 15 marks | 15 | | | | | | | | | | | | | |
| Q.4 15 marks OR 15 marks | 15 | | | | | | | | | | | | | |
| Total | 60 | | | | | | | | | | | | | |

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| options. | | |
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Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of Brand Management for Semester VI is hereby approved with modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of Brand Management for Semester VI is hereby approved with modifications as stated above.

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC

Further resolved that the proposed syllabi, exam pattern, question paper pattern in the subject of Brand Management is approved and adopted in a progressive manner for the academic year 2022-2023.

Dr. Rinkesh Chheda, Faculty from TYBMS, presented the syllabus of Retail Management along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | Suggestions/observations |
|--|---|
| Mr. Sagar Kelaskar from TISS an expert from other university | The expert appreciated the proposed syllabus and accepted the alteration as valid. |
| Dr. Pushpendu Rakshit From amity business school an expert from other university | The expert appreciated the proposed syllabus and accepted the alteration as valid and appreciated the pedagogy of internal evaluation. Asked for an addition of one concept in the |

| | |
|---|--|
| | subject that has been incorporated |
| Mrs. Jayabala Girish from TISS an outside Expert | The expert appreciated the proposed syllabus and accepted the alteration as valid. |
| Ms. Aishwarya Pillai HR Manager in Godrej an PG Alumni. | The expert appreciated the proposed syllabus and accepted the alteration as valid and appreciated the pedagogy of internal evaluation. |

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Particulars as per proposed Syllabus | Changes as approved in the meeting |
|---|---|
| <p>Unit 1 : Retail Management- An overview</p> <p>1. Retail Management: Introduction and Meaning, Significance, Factors Influencing Retail Management, Scope of Retail Management.</p> <p>2. 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.</p> <p>3. Emerging Trends in Retailing</p> <p>Impact of Globalization on Retailing</p> <p>I.T in Retail: Importance, Advantages and Limitations, Applications of I.T. in Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels.</p> <p>FDI in Retailing: Meaning, Need for FDI in Indian Retail Scenario.</p> <p>Franchising: Meaning, Types, Advantages and Limitations,</p> | <p>Changes in Unit 1- No Change.</p> <p>Changes in Unit 2- Deletion of: Organization Structure in Retail: Meaning, Factors Influencing Designing Organization Structure, Organization Structure for Small Stores/Single Stores/Independent Retailers and Retail Store Chain/Department Store. And</p> |

| | |
|---|---|
| <p>Franchising in India</p> <p>Green Retailing.</p> <p>Airport Retailing.</p> <p>Unit 2 : Retail Consumer and Retail Strategy</p> <p>1. Retail Consumer/Shopper: 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>2. CRM in Retail: Meaning, Objectives, Customer Retention Approaches: Frequent Shopper Programme, Special Customer Services, Personalization, Community.</p> <p>3. Retail Strategy: Meaning, Steps in Developing Retail Strategy, Retail Value Chain.</p> <p>4. Store Location Selection: Meaning, Types of Retail Locations, Factors Influencing Store Location.</p> <p>5. HRM in Retail: Meaning, Significance, Functions, Training and Development of HRM towards Retail sector, Body language and etiquettes of employees in retail sector, Levels of employees in Retail store. Recruitment and Selection of Retail employees.</p> <p>Unit 3 : Merchandise Management and Pricing</p> <p>1. Merchandise Management: Concept, Types of Merchandise, Principles of Merchandising, Merchandise Planning- Meaning and Process, Merchandise Procurement/Sourcing- Meaning, Process, Sources for Merchandise.</p> | <p>Addition of: Training and Development of HRM towards Retail sector, Body language and etiquettes of employees in retail sector, Levels of employees in Retail store. Recruitment and Selection of Retail employees.</p> <p>Changes in Unit 3-</p> <p>Deletion of: Merchandise Category – Meaning, Importance, Components, Role of Category Captain, Functions of Buying for Different Types of Organizations Young and Rubicam’s Brand Asset Valuator- Independent Store, Retail Chain, Non-store Retailer. And</p> <p>Addition of: Role of a buyer, Negotiation techniques of a buyer, Sustainable fashion towards CSR</p> |
|---|---|

| | |
|--|--|
| <p>2. Buying Function: Meaning, Buying Cycle, Factors Affecting Buying Functions, Role of a buyer, Negotiation techniques of a buyer, Sustainable fashion towards CSR consideration by a buyer</p> <p>3. Concept of Lifestyle Merchandising.</p> <p>4. Private Label: Meaning, Need and Importance, Private Labels in India.</p> <p>5. Retail Pricing: Meaning, Considerations in Setting Retail Pricing.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Pricing Strategies: High/ Low Pricing: Meaning, Benefits, Everyday Low Pricing: Meaning, Benefits, Market Skimming, Market Penetration, Leader Pricing, Odd Pricing, Single Pricing, Multiple Pricing, Anchor Pricing. <input type="checkbox"/> Variable Pricing and Price Discrimination Meaning. <input type="checkbox"/> Types: Individualized Variable Pricing/First Degree Price. <input type="checkbox"/> Self-Selected Variable Pricing/ Second Degree Price Discrimination- Clearance and Promotional Markdowns, Coupons, Price Bundling, Multiple – Unit Pricing. <input type="checkbox"/> Variable Pricing by Market Segment/ Third Degree Price Discrimination. <p>Unit 4 : Managing and Sustaining Retail</p> <p>1. Retail Store Operations: Meaning, Responsibilities of Store Manager, The 5 S’s of Retail Operations (Systems, Standards, Stock, Space, Staff).</p> <p>2. Store Design and Layout:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Store Design: Meaning, Objectives, Principles, Elements of | <p>consideration by a buyer.</p> <p>Changes in Unit 4- No Change.</p> |
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| <p>Exterior and Interior Store Design, Store Atmospherics and Aesthetics.</p> <ul style="list-style-type: none"> □ 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>3. Visual Merchandising and Display: Meaning, Significance, Tools Used for Visual Merchandising. The Concept of Planogram . Display- Meaning, Methods of Display, Errors in Creating Display.</p> <p>4. Mall Management: Meaning and Components: Positioning, Zoning, Promotion and Marketing, Facility Management, Finance Management.</p> <p>5. Legal and Ethical Aspects of Retailing: Licenses/Permissions Required to Start Retail Store in India. Ethical Issues in Retailing.</p> <p>6. Career Options in Retailing.</p> | |
|---|--|

It was decided to incorporate the following changes in Proposed question paper pattern presented before the meeting. (if required)

| Particulars as per proposed question paper pattern | Changes as approved in the meeting | | | | | | |
|--|------------------------------------|-------|---|----|---|----|-----------|
| <p>(A) Internal Assessment 40 marks</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th style="width: 70%; padding: 5px;">Description</th> <th style="width: 30%; padding: 5px;">Marks</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">Best out of two multiple choice tests for 20 marks each</td> <td style="text-align: center; padding: 5px;">20</td> </tr> <tr> <td style="padding: 5px;">Project, Presentation and Viva voce/Case studies/Assignments/</td> <td style="text-align: center; padding: 5px;">20</td> </tr> </tbody> </table> | Description | Marks | Best out of two multiple choice tests for 20 marks each | 20 | Project, Presentation and Viva voce/Case studies/Assignments/ | 20 | No Change |
| Description | Marks | | | | | | |
| Best out of two multiple choice tests for 20 marks each | 20 | | | | | | |
| Project, Presentation and Viva voce/Case studies/Assignments/ | 20 | | | | | | |

| | |
|----------------------------------|----|
| Internship /Certificate courses. | |
| Total | 40 |

(B) Semester end examination 60 marks

PROPOSED PAPER PATTERN

| | |
|--------------------------|----|
| Duration :2 hours | |
| Total Marks: 60 | |
| Q.1 15 marks OR 15 marks | 15 |
| Q.2 15marks OR 15 marks | 15 |
| Q.3 15 marks OR 15 marks | 15 |
| Q.4 15 marks OR 15 marks | 15 |
| Total | 60 |

Note:

1. Q.1,2 and 3 - 15 marks question may be divided into sub questions if required.
2. Q.4 May include theory (short notes) /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

Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of Retail Management for Semester VI is hereby approved with modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of Retail Management for Semester VI is hereby approved with modifications as stated above.

The internal examination through MCQ/Objective format will be conductedonline.

Further in case of unforeseen and challenging circumstances all

examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC

Further resolved that the proposed syllabi, exam pattern, question paper pattern in the subject of Retail Management is approved and adopted in a progressive manner for the academic year 2022-2023.

Ms. Divya Thakur, Faculty from TYBMS, presented the syllabus of Sales and Distribution Management (Marketing Elective) Semester V along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | Suggestions/observations |
|--|---|
| Dr. Pushpendu Rakshit From amity business school an expert from other university | Appreciated the analytical approach to ML in data crunching. Suggested to add stats and techniques but as this is just introducing students to data science- will go with basics. |
| Mrs. Jayabala Girish from TISS an outside Expert | Liked the concept of adding AI. Suggested to focus on logistics and contactless selling. |

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Particulars as per proposed Syllabus | Changes as approved in the meeting |
|--------------------------------------|------------------------------------|
| | |

Unit 1 Introduction

- a) Sales Management: • Meaning, Role of Sales Department, Evolution of Sales Management • Interface of Sales with Other Management Functions • Qualities of a Sales Manager • Sales Management: Meaning, Developments in Sales Management. Effectiveness to Efficiency, Multidisciplinary Approach, Internal Marketing, Increased Use of Internet, CRM, Professionalism in Selling. • Structure of Sales Organization – Functional, Product Based, Market Based, Territory Based, Combination or Hybrid Structure b) Distribution Management: • Meaning, Importance, Role of Distribution, Role of Intermediaries, Evolution of Distribution Channels. c) Integration of Marketing, Sales and Distribution.

Unit 2 Market Analysis and Selling

- a) Market Analysis: • Market Analysis and Sales Forecasting, Methods of Sales Forecasting • Types of Sales Quotas – Value Quota, Volume Quota, Activity Quota, Combination Quota • Factors Determining Fixation of Sales Quota • Assigning Territories to Salespeople
- b) Selling: • Process of Selling, Methods of Closing a Sale, Reasons for Unsuccessful Closing • Theories of Selling – Stimulus Response Theory, Product Orientation Theory, Need Satisfaction Theory • Selling Skills – Communication Skill, Listening Skill, Trust Building Skill, Negotiation Skill, Problem Solving Skill, Conflict Management Skill • Selling Strategies – Softsell Vs. Hardsell Strategy, Client Centered Strategy, Product-Price Strategy, Win-Win Strategy, Negotiation Strategy • Difference Between Consumer Selling and Organizational Selling • Difference Between National Selling and International Selling

Module 1

Delete: Increased Use of Internet

Add: AI in Sales and Distribution

Module 2

Add: ML in Data crunching

Module 3

| | |
|--|--------------------------------------|
| <p>Unit 3 Distribution Channel Management</p> <ul style="list-style-type: none"> • Management of Distribution Channel – Meaning & Need • Channel Partners- Wholesalers, Distributors and Retailers & their Functions in Distribution Channel, Difference Between a Distributor and a Wholesaler • Choice of Distribution System – Intensive, Selective, Exclusive • Factors Affecting Distribution Strategy – Locational Demand, Product Characteristics, Pricing Policy, Speed or Efficiency, Distribution Cost, Factors Affecting Effective Management Of Distribution Channels § Channel Design § Channel Policy § Channel Conflicts: Meaning, Types – Vertical, Horizontal, Multichannel, Reasons for Channel Conflict § Resolution of Conflicts: Methods – Kenneth Thomas’s Five Styles of Conflict Resolution § Motivating Channel Members § Selecting Channel Partners § Evaluating Channels § Channel Control | <p>No change</p> |
| <p>Unit 4 Performance Evaluation, Ethics and Trends</p> <p>a) Evaluation & Control of Sales Performance: • Sales Performance – Meaning • Methods of Supervision and Control of Sales Force • Sales Performance Evaluation Criteria- Key Result Areas (KRAs) • Sales Performance Review • Sales Management Audit</p> <p>b) Measuring Distribution Channel Performance: • Evaluating Channels- Effectiveness, Efficiency and Equity • Control of Channel – Instruments of Control – Contract or Agreement, Budgets and Reports, Distribution Audit c) Ethics in Sales Management d) New Trends in Sales and Distribution Management</p> | <p>Module 4 No change</p> |

It was decided to incorporate the following changes in Proposed question paper pattern presented before the meeting. (if required)

| Particulars as per proposed question paper pattern | Changes as approved in the meeting | | | | | | | | | | | | | | | | | | | | | | |
|--|------------------------------------|-------|---|----|--|----|-------|----|-------------------|--|-----------------|--|--------------------------|----|-------------------------|----|--------------------------|----|--------------------------|----|-------|----|------------------|
| <p>(A) Internal Assessment 40 marks</p> <table border="1" data-bbox="207 575 919 879"> <thead> <tr> <th data-bbox="212 575 781 617">Description</th> <th data-bbox="781 575 914 617">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="212 617 781 705">Best out of two multiple choice tests for 20 marks each</td> <td data-bbox="781 617 914 705">20</td> </tr> <tr> <td data-bbox="212 705 781 835">Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses.</td> <td data-bbox="781 705 914 835">20</td> </tr> <tr> <td data-bbox="212 835 781 879">Total</td> <td data-bbox="781 835 914 879">40</td> </tr> </tbody> </table> <p>(B) Semester end examination 60 marks</p> <p style="text-align: center;">PROPOSED PAPER PATTERN</p> <table border="1" data-bbox="207 1100 781 1455"> <tbody> <tr> <td colspan="2" data-bbox="212 1100 776 1150">Duration :2 hours</td> </tr> <tr> <td colspan="2" data-bbox="212 1150 776 1201">Total Marks: 60</td> </tr> <tr> <td data-bbox="212 1201 688 1251">Q.1 15 marks OR 15 marks</td> <td data-bbox="688 1201 776 1251">15</td> </tr> <tr> <td data-bbox="212 1251 688 1302">Q.2 15marks OR 15 marks</td> <td data-bbox="688 1251 776 1302">15</td> </tr> <tr> <td data-bbox="212 1302 688 1352">Q.3 15 marks OR 15 marks</td> <td data-bbox="688 1302 776 1352">15</td> </tr> <tr> <td data-bbox="212 1352 688 1402">Q.4 15 marks OR 15 marks</td> <td data-bbox="688 1352 776 1402">15</td> </tr> <tr> <td data-bbox="212 1402 688 1455">Total</td> <td data-bbox="688 1402 776 1455">60</td> </tr> </tbody> </table> <p data-bbox="212 1507 776 1843"> Note: 1. Q.1,2 and 3 - 15 marks question may be divided into sub questions if required. 2. Q.4 May include theory (short notes) /Case Study in one of the options. </p> <p data-bbox="159 1896 914 1932">Passing criteria: Minimum 40% in Internal (16</p> | Description | Marks | Best out of two multiple choice tests for 20 marks each | 20 | Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses. | 20 | Total | 40 | Duration :2 hours | | Total Marks: 60 | | Q.1 15 marks OR 15 marks | 15 | Q.2 15marks OR 15 marks | 15 | Q.3 15 marks OR 15 marks | 15 | Q.4 15 marks OR 15 marks | 15 | Total | 60 | <p>No Change</p> |
| Description | Marks | | | | | | | | | | | | | | | | | | | | | | |
| Best out of two multiple choice tests for 20 marks each | 20 | | | | | | | | | | | | | | | | | | | | | | |
| Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses. | 20 | | | | | | | | | | | | | | | | | | | | | | |
| Total | 40 | | | | | | | | | | | | | | | | | | | | | | |
| Duration :2 hours | | | | | | | | | | | | | | | | | | | | | | | |
| Total Marks: 60 | | | | | | | | | | | | | | | | | | | | | | | |
| Q.1 15 marks OR 15 marks | 15 | | | | | | | | | | | | | | | | | | | | | | |
| Q.2 15marks OR 15 marks | 15 | | | | | | | | | | | | | | | | | | | | | | |
| Q.3 15 marks OR 15 marks | 15 | | | | | | | | | | | | | | | | | | | | | | |
| Q.4 15 marks OR 15 marks | 15 | | | | | | | | | | | | | | | | | | | | | | |
| Total | 60 | | | | | | | | | | | | | | | | | | | | | | |

| | |
|--|--|
| out of 40) and 40% (24 out of 60) in semester end examination | |
|--|--|

Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of Sales and Distribution Management for Semester V is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of Sales and Distribution Management for Semester V is hereby approved without modifications as stated above.

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.

Further resolved that the proposed syllabi, exam pattern, question paper pattern in the subject of Sales and Distribution Management is approved and adopted in a progressive manner for the academic year 2022-2023.

Ms. Divya Thakur, Faculty from TYBMS, presented the syllabus of E-Commerce and Digital Marketing along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | Suggestions/observations |
|---|---|
| Dr. Pushpendu Rakshit From amity business school an expert from other university | IT laws should be kept crisp and add basic laws of ecommerce. Appreciated the syllabus. |

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Particulars as per proposed Syllabus | Changes as approved in the meeting |
|--|------------------------------------|
| <p><u>Unit 1</u> <u>Introduction to E-commerce</u></p> <ul style="list-style-type: none"> • Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages & Limitations of E-Commerce, Traditional Commerce & E-Commerce • Ecommerce Environmental Factors: Economic, Technological, Legal, Cultural & Social • Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Myths of E-Commerce • Impact of E-Commerce on Business, Ecommerce in India • Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism, Government, Education • Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce | Module 1: No Change |
| <p><u>Unit 2</u> <u>E-Business & Applications</u></p> <ul style="list-style-type: none"> • E-Business: Meaning, Launching an E-Business, Different phases of Launching an E-Business • Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, Enterprise Resource Planning • Bricks and Clicks business models in E-Business: Brick and Mortar, Pure Online, Bricks and Clicks, Advantages of Bricks & Clicks | Module 2: No Change |

| | |
|---|--|
| <p>Business Model, Superiority of Bricks and Clicks E-Business Applications: E-Procurement, E-Communication, E-Delivery, E-Auction, E-Trading.</p> <ul style="list-style-type: none"> • Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI. • Website : Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle Approach for Building a Website, Different Ways of Building a Website | |
| <p><u>Unit 3</u> <u>Payment, Security, Privacy & Legal Issues in E-Commerce</u></p> <ul style="list-style-type: none"> • Issues Relating to Privacy and Security in E-Business • Electronic Payment Systems: Features, Different Payment Systems :Debit Card, Credit Card ,Smart Card, E-cash, E-Cheque, E-wallet, Electronic Fund Transfer, UPI • Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types, Advantages and Disadvantages of Payment Gateway. • Types of Transaction Security • E-Commerce Laws: Need for E-Commerce laws, E-Commerce laws in India, Legal Issues in E-commerce in India, IT Act 2000, Indian Institutes of Information Technology laws 2020. | <p>Module 3:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Concept of UPI introduced. <input type="checkbox"/> Indian Institute of Information Technology laws introduced. |
| <p><u>Unit 4</u> <u>Digital Marketing</u></p> <ul style="list-style-type: none"> • Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing. • Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing, Content Marketing & Content Influencer Marketing, Campaign Marketing, Email Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts & Vodcasts. • Digital Marketing on various Social Media | <p>Module 4: No change</p> |

| | |
|---|--|
| platforms. • Online Advertisement, Online Marketing Research, Online PR • Web Analytics • Promoting Web Traffic • Latest developments and Strategies in Digital Marketing. | |
|---|--|

It was decided to incorporate the following changes in Proposed question paper pattern presented before the meeting. (if required)

| Particulars as per proposed question paper pattern | Changes as approved in the meeting | | | | | | | | | | | | | | | | | | | | | | | | |
|---|------------------------------------|-------|---|----|--|----|-------|----|-------------------|--|-----------------|--|--------------------------|----|-------------------------|----|--------------------------|----|--|----|-------|----|-------|--|-----------|
| <p>(A) Internal Assessment 40 marks</p> <table border="1"> <thead> <tr> <th>Description</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Best out of two multiple choice tests for 20 marks each</td> <td>20</td> </tr> <tr> <td>Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses.</td> <td>20</td> </tr> <tr> <td>Total</td> <td>40</td> </tr> </tbody> </table> <p>(B) Semester end examination 60 marks</p> <p style="text-align: center;">PROPOSED PAPER PATTERN</p> <table border="1"> <tr> <td colspan="2">Duration :2 hours</td> </tr> <tr> <td colspan="2">Total Marks: 60</td> </tr> <tr> <td>Q.1 15 marks OR 15 marks</td> <td>15</td> </tr> <tr> <td>Q.2 15marks OR 15 marks</td> <td>15</td> </tr> <tr> <td>Q.3 15 marks OR 15 marks</td> <td>15</td> </tr> <tr> <td>Q.4 15 marks (case study) OR Short Notes: (Any 3 out of 5) – 5 marks each</td> <td>15</td> </tr> <tr> <td>Total</td> <td>60</td> </tr> <tr> <td colspan="2">Note:</td> </tr> </table> | Description | Marks | Best out of two multiple choice tests for 20 marks each | 20 | Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses. | 20 | Total | 40 | Duration :2 hours | | Total Marks: 60 | | Q.1 15 marks OR 15 marks | 15 | Q.2 15marks OR 15 marks | 15 | Q.3 15 marks OR 15 marks | 15 | Q.4 15 marks (case study) OR Short Notes: (Any 3 out of 5) – 5 marks each | 15 | Total | 60 | Note: | | No Change |
| Description | Marks | | | | | | | | | | | | | | | | | | | | | | | | |
| Best out of two multiple choice tests for 20 marks each | 20 | | | | | | | | | | | | | | | | | | | | | | | | |
| Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses. | 20 | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 40 | | | | | | | | | | | | | | | | | | | | | | | | |
| Duration :2 hours | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total Marks: 60 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Q.1 15 marks OR 15 marks | 15 | | | | | | | | | | | | | | | | | | | | | | | | |
| Q.2 15marks OR 15 marks | 15 | | | | | | | | | | | | | | | | | | | | | | | | |
| Q.3 15 marks OR 15 marks | 15 | | | | | | | | | | | | | | | | | | | | | | | | |
| Q.4 15 marks (case study) OR Short Notes: (Any 3 out of 5) – 5 marks each | 15 | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 60 | | | | | | | | | | | | | | | | | | | | | | | | |
| Note: | | | | | | | | | | | | | | | | | | | | | | | | | |

- | | |
|--|--|
| <ol style="list-style-type: none">1. Q.1,2 and 3 - 15 marks question may be divided into sub questions if required.2. Q.4 May include theory (short notes) /Case Study in one of the options. | |
|--|--|

Passing criteria: 40% marks for passing.

Internals: Minimum 16 out of 40

Externals: Minimum 24 out of 60

Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of E-Commerce and Digital marketing for Semester V is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of E- Commerce and Digital marketing for Semester V is hereby approved without modifications as stated above.

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.

Ms. Divya Thakur, Faculty from TYBMS, presented the syllabus International Marketing along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | Suggestions/observations |
|--|--|
| Mr. Sagar Kelaskar from TISS an expert from other university | Asked regarding whether pre globalization phrase is included or no under the subject. |
| Dr. Pushpendu Rakshit From amity business school an expert from other university | Appreciated the practical approach of asking students to devise a global campaign and market using their social media handles. Also using events like certain days to market companies product keeps them relevant and in top mind of consumer. |

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Particulars as per proposed Syllabus | Changes as approved in the meeting |
|--|---|
| <p>Introduction to International Marketing & Trade</p> <p>a) Introduction of International Marketing: • Meaning, Features of International Marketing, Need and Drivers of International Marketing, Process of International Marketing, Phases of International Marketing, Benefits of International Marketing, Challenges of International Marketing, Difference between Domestic and International Marketing, Different Orientations of International Marketing : EPRG Framework, Entering International Markets :Exporting, Licensing, Franchising, Mergers and Acquisition, Joint Ventures, Strategic Alliance, Wholly Owned Subsidiaries, Contract Manufacturing and Turnkey Projects, Concept of Globalization b) Introduction to International Trade: • Concept of International Trade, Barriers to Trade: Tariff and Non Tariff, Trading Blocs : SAARC, ASEAN, NAFTA, EU, OPEC</p> | <p>Module 1 Add: USMCA trade Agreement (update to NAFTA)</p> |

Unit 2 International Marketing Environment and Marketing Research

a) International Marketing Environment: • Economic Environment : International Economic Institution (World Bank, IMF, IFC) ,International Economic Integration (Free Trade Agreement, Customs Union, Common Market, Economic Union) • Political and Legal Environment: Political System (Democracy, Authoritarianism, Communism), Political Risk, Political Instability, Political Intervention. Legal Systems (Common Law, Civil Law, Theocratic Law), Legal Differences, Anti Dumping Law and Import License. • Cultural Environment : Concept , Elements of Culture (Language, Religion, Values and Attitude , Manners and Customs, Aesthetics and Education) , HOFSTEDE’s Six Dimension of Culture , Cultural Values (Individualism v/s Collectivism) b) Marketing Research: • Introduction, Need for Conducting International Marketing Research, International Marketing Research Process, Scope of International Marketing Research, IT in Marketing Research

Unit 3 International Marketing Mix

a. International Product Decision • International Product Line Decisions, Product Standardization v/s Adaptation Argument, International Product Life Cycle, Role of Packaging and Labelling in International Markets, Branding Decisions in International Markets, International Market Segmentation and Targeting, International Product Positioning

b) International Pricing Decision: • Concept of International Pricing, Objectives of International Pricing, Factors Affecting International Pricing • International Pricing Methods: Cost Based, Demand Based, Competition Based, Value Pricing, Target Return Pricing and Going Rate Pricing • International Pricing Strategies: Skimming Pricing, Penetration

Module 2

Add: Two Views of Culture: Etic & Emic (Cross Cultural Analysis)
Remove: Anti Dumping Law and Import License.

Module 3

No change

| | |
|---|--------------------------------------|
| <p>Pricing, Predatory Pricing • International Pricing Issues : Gray Market , Counter Trade, Dumping, Transfer Pricing c) International Distribution Decisions • Concept of International Distribution Channels, Types of International Distribution Channels, Factors Influencing Selection of International Distribution Channel d) International Promotion Decisions • Concept of International Promotion Decision • Planning International Promotional Campaigns: Steps - Determine the Target Audience, Determine Specific Campaigns, Determine Budget, Determine Message, Determine Campaign Approach and Determine Campaign Effectiveness • Standardization V/S Adaptation of International Promotional Strategies • International Promotional Tools/Elements</p> <p>Unit 4 Developments in International Marketing</p> <p>a) Introduction -Developing International Marketing Plan: • Preparing International Marketing Plan, Examining International Organisational Design, Controlling International Marketing Operations, Devising International Marketing Plan</p> <p>b) International strategies: • Need for International Strategies, Types of International Strategies</p> <p>c) International Marketing of Services • Concept of International Service Marketing, Features of International Service Marketing, Need of International Service Marketing, Drivers of Global Service Marketing, Advantages and Disadvantages of Global Service Marketing, Service Culture.</p> | <p>Module 4 No change</p> |
|---|--------------------------------------|

It was decided to incorporate the following changes in Proposed question paper pattern presented before the meeting. (if required)

| Particulars as per proposed question paper pattern | Changes as approved in the meeting |
|--|------------------------------------|
| (A)Internal Assessment 40 marks | No Change |

| Description | Marks |
|--|-------|
| Best out of two multiple choice tests for 20 marks each | 20 |
| Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses. | 20 |
| Total | 40 |

(B)Semester end examination 60 marks

PROPOSED PAPER PATTERN

| | |
|---|----|
| Duration :2 hours | |
| Total Marks: 60 | |
| Q.1 15 marks OR 15 marks | 15 |
| Q.2 15marks OR 15 marks | 15 |
| Q.3 15 marks OR 15 marks | 15 |
| Q.4 15 marks (case study) OR Short Notes: (Any 3 out of 5) – 5 marks each | 15 |
| Total | 60 |

Note:

1. Q.1,2 and 3 - 15 marks question may be divided into sub questions if required.
2. Q.4 May include theory (short notes) /Case Study in one of the options.

Passing criteria: 40% marks for passing.

Internals: Minimum 16 out of 40

Externals: Minimum 24 out of 60

Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of International Marketing for Semester VI is hereby approved with modifications as stated above

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of International Marketing for Semester VI is hereby approved with modifications as stated above.

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.

Mr. Aniket Swaraj, Faculty from TYBMS, presented the syllabus of Project work along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made:

| Name of the member | Suggestions/observations |
|--|---|
| Mr. Sagar Kelaskar from TISS an expert from other university | The expert appreciated the proposed changes and accepted the alteration as valid. |
| Dr. Pushpendu Rakshit From amity business school an expert from other university | Appreciated the proposed change. |
| Mrs. Jayabala Girish from TISS an outside Expert | Appreciated the proposed change. |
| Ms. Aishwarya Pillai HR Manager in Godrej an PG Alumni. | Appreciated the proposed change. |

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Existing Pattern | Proposed Pattern |
|---|--|
| 100 Marks Project Minimum 20 days/100 hours of internship with an Organisation/ NGO/ Charitable Organisation OR Research Project based on Electives Note • Report submission of minimum 50 pages | 100 Marks Project Internship or Certificate Programme • Report submission of minimum 80 pages • Experience certificate wherever applicable OR Research Project based on Electives Evaluation Methodology |

| | |
|--|--|
| <ul style="list-style-type: none"> • Experience certificate wherever applicable <p>Evaluation Methodology</p> <ul style="list-style-type: none"> • 75 marks external examiner- 50 marks for report + 25 marks for viva/presentation • 25 marks internal examiner-15 marks for report + 10 marks for viva/presentation | <ul style="list-style-type: none"> • 60 marks external exam. • 40 marks internal exam. |
|--|--|

It was decided to incorporate the following changes in Proposed question paper pattern presented before the meeting. (if required)

| Existing Pattern | Proposed Pattern | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|------------------|-------|------------------|----|--------------|-----------|-------------|-------|---------------------------|----|--------------|-----------|---|-------------|-------|------------------|----|-----------------------------|----|--|----|--------------|-----------|-------------|-------|---------------------------|----|--------------|-----------|
| <p>A) Internal Evaluation:</p> <table border="1"> <thead> <tr> <th>Description</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Viva – voce exam</td> <td>25</td> </tr> <tr> <td>Total</td> <td>25</td> </tr> </tbody> </table> <p>B) External Evaluation:</p> <table border="1"> <thead> <tr> <th>Description</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>External Viva – voce exam</td> <td>75</td> </tr> <tr> <td>Total</td> <td>75</td> </tr> </tbody> </table> <p>Passing criteria: 40% marks for passing. Internals: Minimum 10 out of 25 Externals: Minimum 30 out of 75</p> | Description | Marks | Viva – voce exam | 25 | Total | 25 | Description | Marks | External Viva – voce exam | 75 | Total | 75 | <p>A) Internal Evaluation</p> <table border="1"> <thead> <tr> <th>Description</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Viva – voce exam</td> <td>20</td> </tr> <tr> <td>Research paper Presentation</td> <td>10</td> </tr> <tr> <td>certificate course or Internship certificate</td> <td>10</td> </tr> <tr> <td>Total</td> <td>40</td> </tr> </tbody> </table> <p>B) External Evaluation:</p> <table border="1"> <thead> <tr> <th>Description</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>External Viva – voce exam</td> <td>60</td> </tr> <tr> <td>Total</td> <td>60</td> </tr> </tbody> </table> <p>Passing criteria: 40% marks for passing. Internals: Minimum 16 out of 40 Externals: Minimum 24 out of 60</p> | Description | Marks | Viva – voce exam | 20 | Research paper Presentation | 10 | certificate course or Internship certificate | 10 | Total | 40 | Description | Marks | External Viva – voce exam | 60 | Total | 60 |
| Description | Marks | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Viva – voce exam | 25 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 25 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Description | Marks | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| External Viva – voce exam | 75 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 75 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Description | Marks | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Viva – voce exam | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Research paper Presentation | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| certificate course or Internship certificate | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 40 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Description | Marks | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| External Viva – voce exam | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of Project work for Semester VI is hereby approved with modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper

pattern in the subject of Project work for Semester VI is hereby approved with modifications as stated above.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.

Dr. Anoushka Mirgnani, Faculty from TYBMS, presented the syllabus of Service Marketing along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | Suggestions/observations |
|--|---|
| Mr. Sagar Kelaskar from TISS an expert from other university | Suggested to keep the topic of Emotional Labour limited |
| Dr. Pushpendu Rakshit From amity business school an expert from other university | Agreed to the addition of Emotional Labour |
| Mrs. Jayabala Girish from TISS an outside Expert | Suggested to handle the topic of emotional labour carefully |

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Particulars as per proposed Syllabus | Changes as approved in the meeting |
|--|------------------------------------|
| Unit 1 Introduction of Services Marketing • 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 | Module 1: No change |

| | |
|--|---|
| <p>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</p> | |
| <p>Unit 2 Key Elements of Services Marketing Mix • 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 Emotional labour (Meaning and strategies to overcome)</p> | <p>Module 2: Emotional labour (Meaning and strategies to overcome)</p> |
| <p>Unit 3 Managing Quality Aspects of Services Marketing • Improving Service Quality and Productivity • 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</p> | <p>Module 3 No change</p> |
| <p>Unit 4 Marketing of Services • 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 Case studies related to unethical practices in service sector</p> | <p>Module 4: Case studies related to unethical practices in service sector</p> |

It was decided to incorporate the following changes in Proposed question paper pattern presented before the meeting. (if required)

| Particulars as per proposed question paper pattern | Changes as approved in the meeting | | | | | | | | | | | | | |
|--|------------------------------------|-------|--|----|--|----|---|----|--|----|--|----|-------|----|
| <p>(A) Internal Assessment 40 marks</p> <table border="1" data-bbox="207 495 956 884"> <thead> <tr> <th data-bbox="212 495 829 541">Description</th> <th data-bbox="829 495 951 541">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="212 541 829 709">Two objective online type tests (multiple choice questions, practical questions) of 20 marks each – Best of two to be considered</td> <td data-bbox="829 541 951 709">20</td> </tr> <tr> <td data-bbox="212 709 829 842">Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses.</td> <td data-bbox="829 709 951 842">20</td> </tr> <tr> <td data-bbox="212 842 829 884">Total</td> <td data-bbox="829 842 951 884">40</td> </tr> </tbody> </table> | Description | Marks | Two objective online type tests (multiple choice questions, practical questions) of 20 marks each – Best of two to be considered | 20 | Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses. | 20 | Total | 40 | No change | | | | | |
| Description | Marks | | | | | | | | | | | | | |
| Two objective online type tests (multiple choice questions, practical questions) of 20 marks each – Best of two to be considered | 20 | | | | | | | | | | | | | |
| Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses. | 20 | | | | | | | | | | | | | |
| Total | 40 | | | | | | | | | | | | | |
| <p>(B) Semester end examination 60 marks</p> <p style="text-align: center;">PROPOSED PAPER PATTERN</p> <table border="1" data-bbox="207 1056 878 1755"> <tbody> <tr> <td colspan="2" data-bbox="212 1056 873 1108">Duration :2 hours</td> </tr> <tr> <td colspan="2" data-bbox="212 1108 873 1161">Total Marks: 60</td> </tr> <tr> <td data-bbox="212 1161 753 1308">Q.1 15 marks OR 15 marks (Practical Question or Practical Question)</td> <td data-bbox="753 1161 873 1308">15</td> </tr> <tr> <td data-bbox="212 1308 753 1455">Q.2 15marks OR 15 marks (Practical Question or Practical Question)</td> <td data-bbox="753 1308 873 1455">15</td> </tr> <tr> <td data-bbox="212 1455 753 1602">Q.3 15 marks OR 15 marks (Practical Question or Practical Question)</td> <td data-bbox="753 1455 873 1602">15</td> </tr> <tr> <td data-bbox="212 1602 753 1707">Q.4 15 marks (case study) OR Theory Question</td> <td data-bbox="753 1602 873 1707">15</td> </tr> <tr> <td data-bbox="212 1707 753 1755">Total</td> <td data-bbox="753 1707 873 1755">60</td> </tr> </tbody> </table> <p>Note: Question of 15 marks may be divided into two or three sub questions of 7 / 8 or 5 / 5 / 5 Marks.</p> | Duration :2 hours | | Total Marks: 60 | | Q.1 15 marks OR 15 marks (Practical Question or Practical Question) | 15 | Q.2 15marks OR 15 marks (Practical Question or Practical Question) | 15 | Q.3 15 marks OR 15 marks (Practical Question or Practical Question) | 15 | Q.4 15 marks (case study) OR Theory Question | 15 | Total | 60 |
| Duration :2 hours | | | | | | | | | | | | | | |
| Total Marks: 60 | | | | | | | | | | | | | | |
| Q.1 15 marks OR 15 marks (Practical Question or Practical Question) | 15 | | | | | | | | | | | | | |
| Q.2 15marks OR 15 marks (Practical Question or Practical Question) | 15 | | | | | | | | | | | | | |
| Q.3 15 marks OR 15 marks (Practical Question or Practical Question) | 15 | | | | | | | | | | | | | |
| Q.4 15 marks (case study) OR Theory Question | 15 | | | | | | | | | | | | | |
| Total | 60 | | | | | | | | | | | | | |

Passing criteria: 40% marks for passing.
Internals: Minimum 16 out of 40
Externals: Minimum 24 out of 60

Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of Service Marketing for Semester V is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of Service Marketing for Semester V is hereby approved with modifications as stated above.

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.

Dr. Anoushka Mirgnani, Faculty from TYBMS, presented the syllabus of Strategic Marketing management along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | Suggestions/observations |
|--|---|
| Dr. Pushpendu Rakshit From amity business school an expert from other university | Agreed to Addition of value Chain process |
| Mrs. Jayabala Girish from TISS an outside Expert | Agreed to Addition of value chain process |

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Particulars as per proposed Syllabus | Changes as approved in the meeting |
|--|------------------------------------|
| <p>Unit 1</p> <p>Introduction to Strategic Marketing Management</p> <ul style="list-style-type: none"> □ Marketing: Nature of Marketing, marketing as an art, science and business discipline, marketing as a value creation process □ Strategic decisions: Nature of strategy, the marketing strategy interface, difference between marketing planning and strategic planning □ Identifying the market: The five C framework-customer, company, collaborator, competitor, context □ The 7 tactics of Marketing mix: Product, service, brand, price ,incentives, communication and distribution □ Business Model and Strategic Marketing Planning: Meaning, Role of Business models in marketing management, Strategies for developing a business models: top-down business model generation, bottom up business model generation, The G-STIC frame work for marketing planning: Goal-Strategy-Tactics-Implementation-control | <p>Module 1: No change</p> |
| <p>Unit 2</p> <p>Segmenting, Targeting, Positioning and Creation of Value in the context of Strategic Marketing:</p> <ul style="list-style-type: none"> □ Segmentation: Essence of segmentation, Factors to be considered while segmenting, key segmenting principles- relevance, similarity, exclusivity □ Identifying Target Customers: Factors to be considered while targeting, targeting strategies-One for all strategy, one for each strategy, Strategic Targeting criteria: target attractiveness, target compatibility Essential strategic assets for target compatibility: business infrastructure, collaborator networks, human capital, intellectual property, strong brands, established customer base, synergistic offerings, access to scarce resources and capital. □ Creating Customer Value through Positioning: Role of | <p>Module 2: No Change</p> |

| | |
|---|---|
| <p>strategic positioning, strategic positioning options: The quality option, value option, the pioneer, a narrow product focus, target segment focus; strategies for creating superior customer value. Creating Company Value: Understanding Company Value: Monetary, functional and psychological value; strategically managing profits--increasing sales revenue-through volume, optimizing price, lowering costs Creating Collaborator Value: Meaning of collaborators, collaboration as business process, advantages and drawbacks of collaboration, levels of strategic collaboration: explicit, implicit; alternatives to collaboration: horizontal and vertical integration, managing collaborator relations; gaining collaborator power: offering differentiation; collaborator size, strategic importance, switching costs</p> | |
| <p>Unit 3 Strategic Decisions in Product, Services and Branding □ Managing Product and Services: factors affecting product and service decisions performance, consistency, reliability, durability, compatibility, ease of use, technological design, degree of customization, physical aspects, style, packaging. Managing New Products: Forecasting new product demand using Primary Data and secondary data: offering specific forecasting, forecasting by analogy, category-based forecasting. New product adoption: Understanding new product adoption, factors influencing diffusion of new offering, new product development process, managing risk in new products- market risk and technological risk, Moore’s Model of adoption of new technologies, managing product life cycle at various stages, extending Product lifecycle. □ Managing Product Lines: Managing vertical, upscale, downscale, horizontal product-Line Extensions, Managing Product Line Cannibalization, Managing Product lines to gain</p> | <p>Module 3 Addition of a concept Value chain model (Meaning and process) Deletion of new product adoption process (as already done in SY)</p> |

| | |
|---|----------------------------|
| <p>and defend market position-The Fighting Brand Strategy, The sandwich strategy, The Good better-best strategy □ Brand Tactics: Brand: Meaning, brand identity, brand as value creation process brand hierarchy-Individual and umbrella branding, brand extension: vertical and horizontal, brand equity and brand power, measuring brand equity-cost based approach, market based approach and financial based approach.</p> <p>Value chain model (Meaning and process)</p> | |
| <p>Unit 4 Strategic Decisions in Pricing, Promotion and Distribution and strategic growth management A) Managing Price: Major approaches to strategic pricing-cost based pricing, competitive pricing, demand pricing; Price sensitivity: meaning, psychological pricing, Five psychological pricing effects: reference price effects, price quantity effects, price tier effects, price ending effects, product line effects; Understanding competitive pricing and price wars: factors affecting price wars, Approach for developing a strategic response to competitors price cut, Other pricing strategies-captive pricing, cross price elasticity, deceptive pricing, everyday low pricing, experience curve pricing, loss leader pricing, horizontal price fixing, price signalling. B) Managing Promotions and incentives: Promotion mix strategy, Factors affecting strategic decisions in promotion mix, Promotion expenditure strategy, Methods to determine promotion expenditure-Breakdown Method, Buildup Method, Push and Pull promotions. Managing incentives as a value creation process, Goals of using customer incentives, Monetary incentives for customers, Non monetary incentives for customers. Collaborator incentives meaning, monetary incentives-slotting allowance, stocking</p> | <p>Module 4: No change</p> |

| | |
|---|--|
| <p>allowance, cooperative advertising allowance, market development allowance, display allowance, spiffs C) Managing distribution: Distribution as value creation process, distribution channel design process- Channel structure: Direct, indirect and hybrid channel; channel coordination- common ownership, contractual relationship, implicit channel coordination; channel type, channel coverage, channel exclusivity D) Strategic Growth Management: Gaining market position: strategies to gain market position: steal share strategy, market growth strategy, market innovation strategy; Pioneering new markets: Meaning, Types of Pioneers: technology, product, business model, markets; benefits and drawbacks of being a Pioneer. Defending market position: Strategies to defend market position- ignoring competitors' action, repositioning the existing offer-repositioning to increase value for current customers, repositioning to attract new customers. Other Media Buys: Radio Buys, Outdoor Buys, Cinema Buys, Internet Buys, and Mobile Buys</p> | |
|---|--|

It was decided to incorporate the following changes in Proposed question paper pattern presented before the meeting. (if required)

| Particulars as per proposed question paper pattern | Changes as approved in the meeting | | | | | | | | |
|--|------------------------------------|-------|--|----|--|----|-------|----|--|
| (A) Internal Assessment 40 marks | No change | | | | | | | | |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%; padding: 5px;">Description</th> <th style="width: 30%; padding: 5px;">Marks</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">Two objective online type tests (multiple choice questions, practical questions) of 20 marks each – Best of two to be considered</td> <td style="text-align: center; padding: 5px;">20</td> </tr> <tr> <td style="padding: 5px;">Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses.</td> <td style="text-align: center; padding: 5px;">20</td> </tr> <tr> <td style="padding: 5px;">Total</td> <td style="text-align: center; padding: 5px;">40</td> </tr> </tbody> </table> | Description | Marks | Two objective online type tests (multiple choice questions, practical questions) of 20 marks each – Best of two to be considered | 20 | Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses. | 20 | Total | 40 | |
| Description | Marks | | | | | | | | |
| Two objective online type tests (multiple choice questions, practical questions) of 20 marks each – Best of two to be considered | 20 | | | | | | | | |
| Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses. | 20 | | | | | | | | |
| Total | 40 | | | | | | | | |

(B)Semester end examination 60 marks

PROPOSED PAPER PATTERN

| | |
|--|----|
| Duration :2 hours | |
| Total Marks: 60 | |
| Q.1 15 marks OR 15 marks (Practical Question or Practical Question) | 15 |
| Q.2 15marks OR 15 marks (Practical Question or Practical Question) | 15 |
| Q.3 15 marks OR 15 marks (Practical Question or Practical Question) | 15 |
| Q.4 15 marks (case study) OR Theory Question | 15 |
| Total | 60 |

Note: Question of 15 marks may be divided into two or three sub questions of 7 / 8 or 5 / 5 / 5 Marks

Passing criteria: 40% marks for passing.

Internals: Minimum 16 out of 40

Externals: Minimum 24 out of 60

Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of Strategic Marketing management for Semester V is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of Strategic Marketing management for Semester V is hereby approved with modifications as stated above.

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.

Dr. Anoushka Mirgnani, Faculty from TYBMS, presented the syllabus of Media planning and management along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | Suggestions/observations |
|--|--|
| Mr. Sagar Kelaskar from TISS an expert from other university | Negotiation strategies should be handled with an activity |
| Dr. Pushpendu Rakshit From amity business school an expert from other university | Strongly agreed to bringing of the concept of BDI and CDI in the portion |
| Mrs. Jayabala Girish from TISS an outside Expert | Addition of the Media sensitivity was proposed |

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Particulars as per proposed Syllabus | Changes as approved in the meeting |
|---|---|
| Unit 1 Overview of Media and Media Planning a) Overview of Media and Media Planning: Meaning of Media & Features of Media, Meaning of Media Planning , Scope of Media planning , Media Planning Elements, Role of Media in Business, Media Planning Process, Impact of Marketing Objectives on Media Planning, Factors Influencing Media Planning Decisions, Role and Importance of Media in Consumer Buying Decision, Role of Media Planner, Challenges of Media Planning, Organization Structure of Media | Module 1: Addition of concepts like BDI and CDI Meaning and features |

| | |
|--|----------------------------|
| <p>Company, Regulatory Framework and Legal Aspects in Media Planning</p> <p>b) Media Research: Meaning, Role and Importance, Sources of Media Research: Audit Bureau of Circulation, Press Audits, National Readership Survey/IRS, Businessmen’s Readership Survey, TRP, National Television Study, ADMAR Satellite Cable Network Study, Reach and Coverage Study, CIB Listenership Survey</p> <p>BDI: Brand Development Index CDI: Category Development Index (Meaning and its relationship with buying decision)</p> | |
| <p>Unit 2 Media Mix and Media Strategy</p> <p>a) Media Mix: □ Meaning, Need for Media Mix, Identifying Audience for Mass Media, Factors Affecting Media Mix Decision, Types of Media Mix Decisions: Broad Media Classes, Media Vehicles, Media Units, Deciding Ideal Media Mix</p> <p>b) Media Choices: □ Print Meaning- Factors Affecting Selection of Print Media Decisions, Types of Print Media, Advantages and Limitations □ Television- Meaning, Factors Affecting Selection of Television Media Decisions, Advantages and Limitations □ Radio- Meaning, Factors Affecting Selection of Radio Media Decision, Advantages and Limitations □ Out of Home (OOH)- Meaning, Types of OOH, Factors Affecting OOH Planning Decision, Advantages and Limitations</p> <p>c) Emerging Media: □ Online, Mobile, Gaming, In flight, In Store, Interactive Media</p> <p>d) Media Strategy: □ Meaning, Need for Media Strategy, Situation Analysis for Media Strategy and its Components □ Steps in Formulating Media Strategies: Defining the Target Group, Market Prioritization, Media Weights, Media Mix, Media Scheduling</p> | <p>Module 2: No Change</p> |

| | |
|--|--|
| <p>Unit 3 Media Budgeting, Buying & Scheduling</p> <p>a) Media Budget □ Meaning □ Factors to be considered while Framing a Budget: Advertising Task, Competitive Framework, Market Dominance, Market Coverage, Media Cost, Market Task, Pricing, Frequency of Purchase □ Importance of Media Budget. □ Methods of Setting Media Budget - Status Quo, Inflation Adjusted, Advertising Sales, Case Rate & Advertising Margin Method, Share of Market, Yardstick Method, Effective Frequency & Reach Method & Margin Analysis ROI Based Approach, Experimental Approach, Break Even Planning. b) Media Buying: □ Meaning, Role of Media Buyer, Objectives of Media Buying, □ Buying Process: Buying Brief, Environmental Analysis, Science and Art of Buying, Benchmarking Buying Plan Presentation Deal Management and Post Buy □ Buying brief: Concept & Elements of Buying Brief, Art of Media Buying – Negotiation in Media Buying, Plan Presentation and Client Feedback □ Criteria in Media Buying</p> <p>c) Media Scheduling □ Meaning, Importance □ Factors Affecting Scheduling: Sales Pattern, Purchase Cycle, Product Availability, Competitive Activity, Marketing Task, Budget Constraints, Target Group. □ Scheduling Patterns – Continuity, Flighting, pulsing □ Scheduling Strategies for Creating Impact: Road Block, Day or Day part □ Emphasis, Multiple Spotting, Teasers</p> <p>Negotiation Strategies (Types of negotiation strategies for media buying)</p> | <p>Module 3 Addition of a concept Negotiation Strategies (Types of negotiation strategies for media buying)</p> |
| <p>Unit 4 Developments in International Marketing a) Media Measurement: □ Basic Metrics: Reach, Cumulative/Frequency Reach, Discrete & Cumulative distribution, Average Opportunity to</p> | <p>Module 4: No change</p> |

| | |
|--|--|
| <p>See (AOTS), Effective frequency/Reach <input type="checkbox"/></p> <p>Television Metrics: Dairy v/s People meter, TRP, /TVR, Program Reach & Time Spent, Stickiness Index, Ad Viewership <input type="checkbox"/></p> <p>Radio Metrics: Arbitron Radio Rating <input type="checkbox"/></p> <p>Print Metrics: Circulation, Average Issue Readership (AIR), Total or Claimed Reader, Sole or Solus reader. <input type="checkbox"/></p> <p>OOH Metrics: Traffic Audit Bureau (TAB)</p> <p>b) Benchmarking Metrics: <input type="checkbox"/> Share, Profile, and Selectivity Index</p> <p>c) Plan Metrics: <input type="checkbox"/> Gross Rating Points (GRP), Gross Impressions (GI), Share of Voice (SOV).</p> <p>d) Evaluating Media Buys <input type="checkbox"/></p> <p>Evaluating Television Media Buying: Dysfunctional Card Rate, Secondary and Effective Rate, Deal Composition, Cost Per Rating Point(CPRP), Reach Delivered by the Buy, Visibility Spots, Bonus Percentage, Upgrades and Spot Fixing, Sponsorships <input type="checkbox"/></p> <p>Evaluating Print Media Buying: Discount on Rate Card, Negotiated Rate, Cost Per Thousand (CPT), Market Share Incentives, Readership v/s Circulation Track, Growth Incentives, Combination Rate Incentives, Full Page Discounts and Size Upgrades, Discount for Colour Ads, Date Flexibility Incentives, Positioning, Innovations. <input type="checkbox"/></p> <p>Evaluating Other Media Buys: Radio Buys, Outdoor Buys, Cinema Buys, Internet Buys, and Mobile Buys</p> | |
|--|--|

It was decided to incorporate the following changes in Proposed question paper pattern presented before the meeting. (if required)

| Particulars as per proposed question paper pattern | Changes as approved in the meeting | | | | |
|--|------------------------------------|-------|---|----|-----------|
| <p>(A) Internal Assessment 40 marks</p> <table border="1" data-bbox="207 1770 938 1936"> <thead> <tr> <th data-bbox="215 1770 808 1812">Description</th> <th data-bbox="808 1770 938 1812">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="215 1812 808 1936">Two objective online type tests (multiple choice questions, practical questions) of 20 marks each – Best of</td> <td data-bbox="808 1812 938 1936">20</td> </tr> </tbody> </table> | Description | Marks | Two objective online type tests (multiple choice questions, practical questions) of 20 marks each – Best of | 20 | No change |
| Description | Marks | | | | |
| Two objective online type tests (multiple choice questions, practical questions) of 20 marks each – Best of | 20 | | | | |

| | |
|--|----|
| two to be considered | |
| Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses. | 20 |
| Total | 40 |

(B)Semester end examination 60 marks

PROPOSED PAPER PATTERN

| | |
|--|----|
| Duration :2 hours | |
| Total Marks: 60 | |
| Q.1 15 marks OR 15 marks (Practical Question or Practical Question) | 15 |
| Q.2 15marks OR 15 marks (Practical Question or Practical Question) | 15 |
| Q.3 15 marks OR 15 marks (Practical Question or Practical Question) | 15 |
| Q.4 15 marks (case study) OR TheoryQuestion | 15 |
| Total | 60 |

Note: Question of 15 marks may be divided into two or three sub questions of 7 / 8 or 5 / 5 / 5 Marks.

Passing criteria: 40% marks for passing.

Internals: Minimum 16 out of 40

Externals: Minimum 24 out of 60

Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of Media planning and management for Semester VI is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of Media planning and management for Semester VI is hereby approved with modifications as stated above.

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.

Ms. Sugandhi Gupta Faculty from TYBBI, presented the syllabus of International Business along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| | |
|-----------------------|---|
| Name of the member | Suggestions/observations |
| Dr. Pushpendu Rakshit | Suggested to include CARICOM Trading block in Unit II |

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Particulars as per proposed syllabus | Changes as approved in the meeting |
|--|--|
| Module – 1: Introduction to International Business | No changes |
| Module – 2: International Economic Institutions and Regional Groupings | Added: CARICOM in Trading Blocks section |
| Module – 3: International Marketing, Human Resource Management | No changes |
| Module – 4: Preliminaries for Export Import and Documentation Removed ISO 9000, Procedure for obtaining ISO 9000, BIS 14000 Certification. | No changes |
| Module – 5: Export Import Procedures and Foreign Trade Policy | No changes |

It was decided to incorporate the following changes in Proposed question paper pattern presented before the meeting. (if required)

| Particulars as per proposed question paper pattern | Changes as approved in the meeting | | | | | | | | | | | | | | | | | | | | |
|---|------------------------------------|-------|--|----|--|----|-------|----|-------------------|--|-----------------|--|--|----|---|----|--|----|---|----|------------------|
| <p>(A) Internal Assessment 40 marks</p> <table border="1" data-bbox="207 495 938 886"> <thead> <tr> <th data-bbox="207 495 808 541">Description</th> <th data-bbox="808 495 938 541">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="207 541 808 709">Two objective online type tests (multiple choice questions, practical questions) of 20 marks each – Best of two to be considered</td> <td data-bbox="808 541 938 709">20</td> </tr> <tr> <td data-bbox="207 709 808 842">Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses.</td> <td data-bbox="808 709 938 842">20</td> </tr> <tr> <td data-bbox="207 842 808 886">Total</td> <td data-bbox="808 842 938 886">40</td> </tr> </tbody> </table> <p>(B) Semester end examination 60 marks</p> <p style="text-align: center;">PROPOSED PAPER PATTERN</p> <table border="1" data-bbox="207 1104 777 1896"> <tbody> <tr> <td colspan="2" data-bbox="207 1104 777 1157">Duration :2 hours</td> </tr> <tr> <td colspan="2" data-bbox="207 1157 777 1209">Total Marks: 60</td> </tr> <tr> <td data-bbox="207 1209 626 1402">Q.1 15 marks OR 15 marks (Practical Question or Practical Question)</td> <td data-bbox="626 1209 777 1402">15</td> </tr> <tr> <td data-bbox="207 1402 626 1596">Q.2 15marks OR 15 marks (Practical Question or Practical Question)</td> <td data-bbox="626 1402 777 1596">15</td> </tr> <tr> <td data-bbox="207 1596 626 1789">Q.3 15 marks OR 15 marks (Practical Question or Practical Question)</td> <td data-bbox="626 1596 777 1789">15</td> </tr> <tr> <td data-bbox="207 1789 626 1896">Q.4 15 marks (case study) OR Theory Question</td> <td data-bbox="626 1789 777 1896">15</td> </tr> </tbody> </table> | Description | Marks | Two objective online type tests (multiple choice questions, practical questions) of 20 marks each – Best of two to be considered | 20 | Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses. | 20 | Total | 40 | Duration :2 hours | | Total Marks: 60 | | Q.1 15 marks OR 15 marks (Practical Question or Practical Question) | 15 | Q.2 15marks OR 15 marks (Practical Question or Practical Question) | 15 | Q.3 15 marks OR 15 marks (Practical Question or Practical Question) | 15 | Q.4 15 marks (case study) OR Theory Question | 15 | <p>No change</p> |
| Description | Marks | | | | | | | | | | | | | | | | | | | | |
| Two objective online type tests (multiple choice questions, practical questions) of 20 marks each – Best of two to be considered | 20 | | | | | | | | | | | | | | | | | | | | |
| Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses. | 20 | | | | | | | | | | | | | | | | | | | | |
| Total | 40 | | | | | | | | | | | | | | | | | | | | |
| Duration :2 hours | | | | | | | | | | | | | | | | | | | | | |
| Total Marks: 60 | | | | | | | | | | | | | | | | | | | | | |
| Q.1 15 marks OR 15 marks (Practical Question or Practical Question) | 15 | | | | | | | | | | | | | | | | | | | | |
| Q.2 15marks OR 15 marks (Practical Question or Practical Question) | 15 | | | | | | | | | | | | | | | | | | | | |
| Q.3 15 marks OR 15 marks (Practical Question or Practical Question) | 15 | | | | | | | | | | | | | | | | | | | | |
| Q.4 15 marks (case study) OR Theory Question | 15 | | | | | | | | | | | | | | | | | | | | |

| | | | |
|--|----|--|--|
| Total | 60 | | |
| Note: Question of 15 marks may be divided into two or three sub questions of 7 / 8 or 5 / 5 / 5 Marks. | | | |
| Passing criteria: 40% marks for passing. | | | |
| Internals: Minimum 16 out of 40 | | | |
| Externals: Minimum 24 out of 60 | | | |

Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of International Business for Semester VI is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of International Business for Semester VI is hereby approved with modifications as stated above.

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.

Mrs. Vijaya Balaji Faculty from TYBBI, presented the syllabus of Turnaround management along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made:

| | |
|--|--|
| Name of the member | Suggestions/observations |
| Mr. Sagar Kelaskar from TISS an expert from other university | Suggested to include Design Thinking in Module 3 |

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Particulars as per proposed Syllabus | Changes as approved in the meeting |
|---|---|
| Unit 1 : Introduction to Business | Unit 1 Introduction to Business Added: Overview of strategies. Deleted : <input type="checkbox"/> Internal Strategies <input type="checkbox"/> External Strategies <input type="checkbox"/> Survival Strategies |
| Unit 2 :Industrial Sickness | No Change |
| Unit 3 : Turnaround Management Strategies | No Change |
| Unit 4 : Business Scenario | Unit 4 Business Scenario Added <input type="checkbox"/> E-commerce <input type="checkbox"/> M-commerce <input type="checkbox"/> Design Thinking |
| Unit 5: Leadership and Turnaround Management | No Change |

It was decided to incorporate the following changes in Proposed question paper pattern presented before the meeting. (if required)

| Particulars as per proposed question paper pattern | Changes as approved in the meeting | |
|--|------------------------------------|--------------|
| (A) Internal Assessment 40 marks | No Change | |
| | | Marks |
| Description | | Marks |
| Best out of two multiple choice tests | | 20 |

| | |
|--|-----------|
| for 20 marks each | |
| Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses. | 20 |
| Total | 40 |

(B) Semester end examination 60 marks

PROPOSED PAPER PATTERN

| | |
|--------------------------|----|
| Duration :2 hours | |
| Total Marks: 60 | |
| Q.1 15 marks OR 15 marks | 15 |
| Q.2 15marks OR 15 marks | 15 |
| Q.3 15 marks OR 15 marks | 15 |
| Q.4 15 marks OR 15 marks | 15 |
| Total | 60 |

Note:

1. Q.1, 2 and 3 - 15 marks question may be divided into sub questions if required.
2. Q.4 May include theory (short notes) /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

Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of Turnaround management for Semester VI is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of Turnaround management for Semester VI is hereby approved with modifications as stated above.

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all

examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.

Mrs. Falguni Mathews Faculty from TYBFM, presented the syllabus of Marketing of Financial services along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made:

| Name of the member | Suggestions/observations |
|--|--|
| Mr. Sagar Kelaskar from TISS an expert from other university | Syllabus is fine, no changes needed |
| Dr. Pushpendu Rakshit from Amity business school an expert from other university | Syllabus is very fine and all modules are given in detail. Good observations are made for the changes, all additions and deletions are perfectly okay. |
| Mrs. Jayabala Girish from TISS an outside Expert | Syllabus is fine |
| Ms. Aishwarya Pillai HR Manager in Godrej an PG Alumni. | Syllabus is all fine. |

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Particulars as per proposed Syllabus | Changes as approved in the meeting |
|---|---|
| Module 1 : Foundation of Services Marketing Introduction, Meaning of services, Characteristics of services, Classification of services, Importance of services, Growth in services, Four I's of services – Intangibility, Inconsistency, Inseparability and Inventory, Retail financial | Module -1 Deleted the topic 'Managing Service Encounters' as its covered in Unit 4 Module- 2 Added the topic "Market |

services – Debit cards, Credit cards, Retail loans, Insurance services, Investment services

Module 2 : Services Market Segmentation

Meaning of segmentation, Importance of segmentation, Basis of segmentation, Process of segmentation, Market targeting – Meaning and Targeting strategies, Positioning – Meaning and Positioning strategies, Differentiation – Meaning and Differentiation strategies, Promotion and Communication – Meaning, 4 tools of promotion (Advertising, Sales promotion, Public relation and Direct marketing) and Promotion through Product Life Cycle.

Service Environment – Meaning, Purpose, Dimensions, Designing and managing service process, Managing people for service advantage, Managing Jay customers, Customer relationship management, Customer loyalty.

Module 3 : Issues in Marketing of Services

Extended Services Marketing Mix: Going Beyond the 4 Ps. (7Ps of Services Marketing), Service Delivery Process, Service Blueprints, Service Mapping, Distribution Strategies of Services, Challenges in Distribution of Services.

Module 4 : Customer Satisfaction & Service Quality in Service Marketing

Meaning of customer satisfaction, Meaning of service quality in service marketing, Managing Service Encounter, Role of HR & Internal Marketing, Monitoring and Measuring customer satisfaction, GAP Model, Handling complaint effectively, Role of IT in marketing of financial services, New trends in marketing.

Targeting” is added as its an integral part of Market Segmentation and Positioning.

Module -3

Deleted the topic ‘Personal Selling – Advertising and Sales Promotion in Service Industry’ as its covered in Unit 2

Module -4

Deleted the topics ‘Marketing in 21st Century, Marketing through social networking channels’ has it means the same has New Trends in Marketing which is already mentioned in the Unit.

It was decided to incorporate the following changes in Proposed question paper pattern presented before the meeting. (if required)

| Particulars as per proposed question paper pattern | Changes as approved in the meeting. | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|-------------------------------------|-------|-------------|-------|---|----|--|----|-------|----|-------------------|--|-----------------|--|--------------------------|----|-------------------------|----|--------------------------|----|--|----|-------|----|---|--|-------------------------|
| <p>(A) Internal Assessment 40 marks</p> <table border="1" data-bbox="207 543 781 1020"> <thead> <tr> <th></th> <th>Marks</th> </tr> <tr> <th>Description</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Best out of two multiple choice tests for 20 marks each</td> <td>20</td> </tr> <tr> <td>Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses.</td> <td>20</td> </tr> <tr> <td>Total</td> <td>40</td> </tr> </tbody> </table> <p>(B) Semester end examination 60 marks</p> <p style="text-align: center;">PROPOSED PAPER PATTERN</p> <table border="1" data-bbox="207 1230 802 1797"> <tbody> <tr> <td colspan="2">Duration :2 hours</td> </tr> <tr> <td colspan="2">Total Marks: 60</td> </tr> <tr> <td>Q.1 15 marks OR 15 marks</td> <td>15</td> </tr> <tr> <td>Q.2 15marks OR 15 marks</td> <td>15</td> </tr> <tr> <td>Q.3 15 marks OR 15 marks</td> <td>15</td> </tr> <tr> <td>Q.4 15 marks OR Short Notes: (Any 3 out of 5) – 5 marks each</td> <td>15</td> </tr> <tr> <td>Total</td> <td>60</td> </tr> <tr> <td colspan="2">Note: The 15 marks full length question may be sub divided into 2 questions of 7 or 8 marks each.</td> </tr> </tbody> </table> <p>Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination</p> | | Marks | Description | Marks | Best out of two multiple choice tests for 20 marks each | 20 | Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses. | 20 | Total | 40 | Duration :2 hours | | Total Marks: 60 | | Q.1 15 marks OR 15 marks | 15 | Q.2 15marks OR 15 marks | 15 | Q.3 15 marks OR 15 marks | 15 | Q.4 15 marks OR Short Notes: (Any 3 out of 5) – 5 marks each | 15 | Total | 60 | Note: The 15 marks full length question may be sub divided into 2 questions of 7 or 8 marks each. | | <p>No Change</p> |
| | Marks | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Description | Marks | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Best out of two multiple choice tests for 20 marks each | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses. | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 40 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Duration :2 hours | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total Marks: 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Q.1 15 marks OR 15 marks | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Q.2 15marks OR 15 marks | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Q.3 15 marks OR 15 marks | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Q.4 15 marks OR Short Notes: (Any 3 out of 5) – 5 marks each | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Note: The 15 marks full length question may be sub divided into 2 questions of 7 or 8 marks each. | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of Marketing of Financial services for Semester VI is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of Marketing of Financial services for Semester VI is hereby approved with modifications as stated above.

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.

It is also resolved that the changes in the pattern and examination pattern adopted for the first year courses for the academic year 2021-2022 is to be continued for the academic year 2022-2023.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.

The meeting was concluded with a vote of thanks extended by Mrs. Falguni Mathews

Name & signature
Chairman – BOS Management
Place : Mumbai
Date :08/01/2022

S.I.E.S. COLLEGE OF COMMERCE AND ECONOMICS

SION (EAST), MUMBAI – 400 022

MINUTES OF MEETING OF BOARD OF STUDIES

Department of Information Technology

A Meeting of the Board of Studies in Information Technology of SIES College of Commerce & Economics (Autonomous), Sion East, Mumbai 400 022 was held on 8th January 2022 from 1.00 p.m. to 3.00 p.m. by online mode on MS Teams.

The meeting was held to discuss and deliberate the proposed syllabus, exam pattern and question paper pattern of the subjects in the concerned BoS.

Agenda:

1. Finalization of syllabi of Semester V and Semester VI of B. Sc. (Information Technology), Semester III and Semester IV of M.Sc. (Data Science) and Computer Systems and Applications papers in T.Y.B.Com. Semester V and semester VI to be implemented from academic year 2022- 2023.
2. Finalization of scheme of examination for Third year programmes.
3. To approve continuation of the same syllabus and pattern of examination for First Year autonomous program for academic year 2022-2023.
4. To approve continuation of the same syllabus and revise pattern of examination for second year autonomous program for academic year 2022-2023.
5. Any other matter with permission of chairperson.

The following members attended the meeting.

| Sr.No. | Name | Designation |
|---------------|---------------------------------------|---|
| 1 | Dr. Nina Roy Choudhary | Principal, SIES College of Commerce and Economics, Sion East. |
| 2 | Ms. Sangeeta Kore | Vice Principal, SIES College of Commerce and Economics, Sion East. |
| 3 | Mrs. Bhavini Deepak Shah | Chairperson / Head of the Department, Assistant Professor, SIES College of Commerce and Economics, Sion East. |
| 4 | Dr. Parikshit Narendra Mahalle | Subject expert from other university, Professor and Head, Department of Computer Engineering, Smt. Kashibai Navale College of Engineering, Pune |
| 5 | Mr. Kannan S. Maravar | Industry Representative, Software Engineer, SAPLOGI Technologies. |

| | | |
|----|-----------------------------|---|
| 6 | Mr. Sham Srinivas | Meritorious Alumni, Founder and Director Savisha Marketing. |
| 7 | Ms. Sandhya Thakkar | Outside Expert, Assistant Professor, SIA College, Dombivli. |
| 8 | Dr. Amit Khatri | Member, Assistant Professor, SIES College of Commerce and Economics, Sion East. |
| 9 | Ms. Ruta Prabhu | Member, Assistant Professor, SIES College of Commerce and Economics, Sion East. |
| 10 | Ms. Varsha Dhanawade | Member, Assistant Professor, SIES College of Commerce and Economics, Sion East. |
| 11 | Mr. Ajay Gupta | Member, Lecturer, SIES College of Commerce and Economics, Sion East. |
| 12 | Ms. Mamta Pandey | Member, Lecturer, SIES College of Commerce and Economics, Sion East. |
| 13 | Ms. Dipali Patil | Member, Lecturer, SIES College of Commerce and Economics, Sion East. |
| 14 | Ms. Sujatha Ayyangar | Member, Visiting Faculty, SIES College of Commerce and Economics, Sion East. |
| 15 | Ms. Vanita Narmeta | Member, Visiting Faculty, SIES College of Commerce and Economics, Sion East. |

Ms. Bhavini Shah welcomed and introduced the members of BoS and the Principal, Dr. Nina Roy Choudhary addressed members of BoS.

The syllabus of TYBSc (IT) was discussed by respective subject faculties and Mrs. Bhavini Shah presented the syllabus of M.Sc. (DS) – semester III & IV along with pattern of examination. Mrs. Sangeeta Kore presented the syllabus of Computer Systems and Applications in semester V and semester VI of TYB.Com and Examination pattern.

The following suggestions/observations were made:

| Name of the subject | Name of the member | Suggestions/observations |
|---|---|---|
| Enterprise Java - (TYBSc IT – Sem V) | Mr. Kannan Marawar | Practical execution can be shown using IDE like Netbeans, Eclipse, etc. |
| Internet of Things – (TYBSc IT – Sem V) | Dr. Parikshit Mahalle Mr. Kannan Marawar | Internet Gateway Protocol, IoT standardization can be added. |
| Security in Computing - | Dr. Parikshit Mahalle | Security verification protocol tool topic can be added. |

| | | |
|---|---|--|
| (TYBSc IT – Sem VI) | | |
| Big Data Analytics – (M.Sc DS Sem III) | Ms. Sujatha Ayyangar Ms. Sandhya Thakkar | Unit II and III can be combined and HDFS and Hive topics can be added. |
| Data Storage and Management - (M.Sc DS Sem III) | Ms. Sujatha Ayyangar Ms. Sandhya Thakkar | Cloud and virtualization topics can be added. |
| Deep Learning - (M.Sc DS Sem IV) | Ms. Sandhya Thakkar | The topics can be rearranged, and new topics can be added. |

Though BoS applauded the decision to combine Software project management and Software quality assurance subjects, Mr. Anup Palsokar and other BoS members suggested that the students should learn about these topics before starting with the project implementation work in previous semester. All members of the BoS agreed, so we are reversing the decision to combine the subjects, keeping in mind the progression of the students. In the future cycle of syllabus revision, we can strive to consolidate the subjects and combine Software Engineering and Software Project Management in semester IV as suggested by Dr. Parikshit Mahalle and Mr. Anup Palsokar.

It was decided in the meeting to incorporate the above suggestions in the proposed syllabus presented as per feasibility.

Taking into consideration the above recommendations, webinars/seminars/workshops can be arranged for the students for the topics which cannot be added into the syllabus.

Thereafter the following resolutions were passed.

It was resolved that the proposed syllabus of TYB.Com in the subject of Computer Systems and Applications in semester V and semester VI and Examination pattern is hereby approved without modifications.

Further, it was resolved that the proposed syllabus of BSc (IT) for Semester V and Semester VI and Examination pattern is hereby approved with feasible modifications as stated above.

Further, it was resolved that the proposed syllabus of MSc (DS) for Semester III and Semester IV and Examination pattern is hereby approved with feasible modifications as stated above.

Further, it was resolved that the online entrance exam and interview for the admission of M.Sc Data Science Part I course will be phased out with effect from the academic year 2022-23.

Further, it was resolved that the proposed examination pattern will be 60 – 40 – 50 with 60 marks semester end examination, 40 marks internal assessment and 50 marks practical assessment with bifurcation mentioned in proposed examination pattern. The same was approved by BoS.

Further, it was resolved that two internal tests would be undertaken for the third-year autonomous programme, but just one internal test would be conducted for first- and second-year autonomous programmes.

The internal examination through MCQ/Objective/subjective format will be conducted online/offline as decided by Examination Committee.

Further, it was resolved that in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted online or by any mode as determined by the Govt. and UGC.

Further, it was resolved that the proposed syllabi, exam pattern, question paper pattern in the above-mentioned subjects is approved and adopted in a progressive manner for the academic year 2022-2023.

Further, it was resolved that the same syllabus and pattern of examination for First Year autonomous program will be continued for academic year 2022-2023.

Further, it was resolved that the same syllabus for Second Year autonomous program will be continued for academic year 2022-2023.

Further, it was resolved that pattern of examination for Second Year autonomous program will be same as that for First Year autonomous program for academic year 2022-2023.

The meeting was concluded with a vote of thanks extended by Ms. Varsha Dhanawade.

Chairperson – BOS – Information Technology

Mrs. Bhavini Deepak Shah

Place - Mumbai

Date – 8th January 2022

Minutes of Third BOS Meeting – Bcom(A&F) and M.Com(Accountancy)

Minutes of the 3rd Meeting of The Board of Studies in B.COM(Accounting and Finance) Course and M.Com(Accountancy) of SIES College of Commerce & Economics (Autonomous) , Sion East , Mumbai 400 022 held on Saturday 5th February, 2022 at 12.00 noon by Online Mode on MS Teams

The meeting was held to discuss and deliberate the proposed syllabus, exam pattern and question paper pattern of the subjects in the concerned BoS.

The following members attended the meeting

| Sr. No. | Category | Name and details |
|---------|---|--|
| 1 | Chairperson, BoS | Ms Payal Bhatia |
| 2 | Expert nominated by the Vice Chancellor of the University of Mumbai | Dr Nishikant Jha HOD Accountancy– Thakur College, Kandivali East |
| 3 | Two subject Experts from other Universities | i) Dr. Nilendra Lokhande HOD Commerce, SNDT Arts & SCB College of Commerce & Science for Women, SNDT Women’s University,Churchgate ii) CA Vimal Ashar- HOD Accountancy, SPND College, Ghatkopar West, SNDT Women’s University |
| 4 | Outside expert | CA Sivanand Palani – Senior Analyst Deutsche Bank |
| 5 | One representative from Industry/Corporate sector/Related field | CA Nitin Vasant Kulkarni Partner in APR and Associates, Chartered Accountants |
| 6 | Faculty members | i) CA Chandrashekhar Sawant- BCOM(A&F) Dept ii) CA Darshak Doshi -BCOM(A&F) Dept iii) CA Divya Naik- Visiting faculty – BCOM(FM) Dept |
| 7 | Other Faculty members | -- |
| 8 | PG Alumni | Srinath Iyer Manager Reinsurance in IRICBS |

The Chairperson, Ms Payal Bhatia welcomed and introduced the members of BOS.

Taxation – IV(Indirect Taxes-II)

Payal Bhatia, Faculty from Department of Bachelors of Commerce (Accounting & Finance), presented the syllabus of **Taxation IV for Semester V** along with paper pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | | Suggestions/observations |
|--------------------------|--------------------------------------|--------------------------|
| Ms Payal Bhatia | Chairperson | No Reservations |
| Dr. Nishikant Jha | VC Nominee UOM | |
| Dr. Nilendra Lokhande | Subject Expert – Other University | |
| CA Vimal Ashar | Subject Expert – Other University | |
| CA Nitin Vasant Kulkarni | Industry Expert | |
| CA Sivanand Palani | Outside Expert | |
| Mr Srinath Iyer | PG Alumni | |

Thereafter following Resolution was passed.

Resolved that the proposed syllabus in the subject of **Taxation IV for Semester V** is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern in the subject of **Taxation IV for Semester V** is hereby approved without modifications as stated above.

Further Resolved that the Syllabus and Examination pattern in the subject of **Taxation IV for Semester V** as approved above and adopted in a progressive manner for academic year 2022-23.

Cost Accounting III

CA Chandrashekhar Sawant , Co-ordinator for Bachelors of Commerce (Accounting & Finance), presented the syllabus of **Cost Accounting III for Semester V** along with paper pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | | Suggestions/observations |
|--------------------------|--------------------------------------|--------------------------|
| Ms Payal Bhatia | Chairperson | No Reservations |
| Dr. Nishikant Jha | VC Nominee UOM | |
| Dr. Nilendra Lokhande | Subject Expert – Other University | |
| CA Vimal Ashar | Subject Expert – Other University | |
| CA Nitin Vasant Kulkarni | Industry Expert | |
| CA Sivanand Palani | Outside Expert | |
| Mr Srinath Iyer | PG Alumni | |

Thereafter following Resolution was passed.

Resolved that the proposed syllabus in the subject of **Cost Accounting III for Semester V** is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern in the subject of **Cost Accounting III for Semester V** is hereby approved without modifications as stated above.

Further Resolved that the Syllabus and Examination pattern in the subject of **Cost Accounting III for Semester V** as approved above and adopted in a progressive manner for academic year 2022-23.

Financial Management – II

CA Darshak Doshi, Faculty from Department of Bachelors of Commerce (Accounting & Finance), presented the syllabus of **Financial Management – II for Semester V** along with paper pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | | Suggestions/observations |
|--------------------------|--------------------------------------|--------------------------|
| Ms Payal Bhatia | Chairperson | No Reservations |
| Dr. Nishikant Jha | VC Nominee UOM | |
| Dr. Nilendra Lokhande | Subject Expert – Other University | |
| CA Vimal Ashar | Subject Expert – Other University | |
| CA Nitin Vasant Kulkarni | Industry Expert | |
| CA Sivanand Palani | Outside Expert | |
| Mr Srinath Iyer | PG Alumni | |

Thereafter following Resolution was passed.

Resolved that the proposed syllabus in the subject of **Financial Management – II** for Semester V is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern in the subject of **Financial Management – II** for Semester V is hereby approved without modifications as stated above.

Further Resolved that the Syllabus and Examination pattern in the subject of **Financial Management – II** for Semester V as approved above and adopted in a progressive manner for academic year 2022-23.

Financial Analysis and Business Valuation

Ms Payal Bhatia, Faculty from Department of Bachelors of Commerce (Accounting & Finance), presented the syllabus of **Financial Analysis and Business Valuation for Semester V** along with paper pattern of examination. Thereafter the same was discussed by the members. Following suggestions/observations were made

| Name of the member | | Suggestions/observations |
|--------------------------|--------------------------------------|--------------------------|
| Ms Payal Bhatia | Chairperson | No Reservations |
| Dr. Nishikant Jha | VC Nominee UOM | |
| Dr. Nilendra Lokhande | Subject Expert – Other University | |
| CA Vimal Ashar | Subject Expert – Other University | |
| CA Nitin Vasant Kulkarni | Industry Expert | |
| CA Sivanand Palani | Outside Expert | |
| Mr Srinath Iyer | PG Alumni | |

Thereafter following Resolution was passed.

Resolved that the proposed syllabus in the subject of **Financial Analysis and Business Valuation** for Semester V is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern in the subject of **Financial Analysis and Business Valuation** for Semester V is hereby approved without modifications as stated above.

Further Resolved that the Syllabus and Examination pattern in the subject of **Financial Analysis and Business Valuation** for Semester V as approved above and adopted in a progressive manner for academic year 2022-23.

Financial Accounting – V

CA Darshak Doshi, Faculty from Department of Bachelors of Commerce (Accounting & Finance), presented the syllabus of **Financial Accounting – V for Semester V** along with paper pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | | Suggestions/observations |
|--------------------------|--------------------------------------|--------------------------|
| Ms Payal Bhatia | Chairperson | No Reservations |
| Dr. Nishikant Jha | VC Nominee UOM | |
| Dr. Nilendra Lokhande | Subject Expert – Other University | |
| CA Vimal Ashar | Subject Expert – Other University | |
| CA Nitin Vasant Kulkarni | Industry Expert | |
| CA Sivanand Palani | Outside Expert | |
| Mr Srinath Iyer | PG Alumni | |

Thereafter following Resolution was passed.

Resolved that the proposed syllabus in the subject of **Financial Accounting – V** for Semester V is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern in the subject of **Financial Accounting – V** for Semester V is hereby approved without modifications as stated above.

Further Resolved that the Syllabus and Examination pattern in the subject of **Financial Accounting – V** for Semester V as approved above and adopted in a progressive manner for academic year 2022-23.

Financial Accounting VI

CA Chandrashekhar Sawant , Co-ordinator for Bachelors of Commerce (Accounting & Finance), presented the syllabus of **Financial Accounting VI for Semester V** along with paper pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | | Suggestions/observations |
|--------------------------|--------------------------------------|--------------------------|
| Ms Payal Bhatia | Chairperson | No Reservations |
| Dr. Nishikant Jha | VC Nominee UOM | |
| Dr. Nilendra Lokhande | Subject Expert – Other University | |
| CA Vimal Ashar | Subject Expert – Other University | |
| CA Nitin Vasant Kulkarni | Industry Expert | |
| CA Sivanand Palani | Outside Expert | |
| Mr Srinath Iyer | PG Alumni | |

Thereafter following Resolution was passed.

Resolved that the proposed syllabus in the subject of **Financial Accounting VI for Semester V** is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern in the subject of **Financial Accounting VI for Semester V** is hereby approved without modifications as stated above.

Further Resolved that the Syllabus and Examination pattern in the subject of **Financial Accounting VI for Semester V** as approved above and adopted in a progressive manner for academic year 2022-23.

Taxation – V(Indirect Taxes-III)

Payal Bhatia, Faculty from Department of Bachelors of Commerce (Accounting & Finance), presented the syllabus of **Taxation V for Semester VI** along with paper pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | | Suggestions/observations |
|--------------------------|--------------------------------------|--------------------------|
| Ms Payal Bhatia | Chairperson | No Reservations |
| Dr. Nishikant Jha | VC Nominee UOM | |
| Dr. Nilendra Lokhande | Subject Expert – Other University | |
| CA Vimal Ashar | Subject Expert – Other University | |
| CA Nitin Vasant Kulkarni | Industry Expert | |
| CA Sivanand Palani | Outside Expert | |
| Mr Srinath Iyer | PG Alumni | |

Thereafter following Resolution was passed.

Resolved that the proposed syllabus in the subject of **Taxation V for Semester V** is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern in the subject of **Taxation V for Semester VI** is hereby approved without modifications as stated above.

Further Resolved that the Syllabus and Examination pattern in the subject of **Taxation V for Semester VI** as approved above and adopted in a progressive manner for academic year 2022-23.

Cost Accounting IV

CA Chandrashekhar Sawant , Co-ordinator for Bachelors of Commerce (Accounting & Finance), presented the syllabus of **Cost Accounting- IV for Semester VI** along with paper pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | | Suggestions/observations |
|--------------------------|--------------------------------------|--------------------------|
| Ms Payal Bhatia | Chairperson | No Reservations |
| Dr. Nishikant Jha | VC Nominee UOM | |
| Dr. Nilendra Lokhande | Subject Expert – Other University | |
| CA Vimal Ashar | Subject Expert – Other University | |
| CA Nitin Vasant Kulkarni | Industry Expert | |
| CA Sivanand Palani | Outside Expert | |
| Mr Srinath Iyer | PG Alumni | |

Thereafter following Resolution was passed.

Resolved that the proposed syllabus in the subject of **Cost Accounting- IV for Semester VI** is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern in the subject of **Financial Accounting- IV for Semester VI** is hereby approved without modifications as stated above.

Further Resolved that the Syllabus and Examination pattern in the subject of **Cost Accounting- IV for Semester VI** as approved above and adopted in a progressive manner for academic year 2022-23.

Financial Management – III

CA Darshak Doshi, Faculty from Department of Bachelors of Commerce (Accounting & Finance), presented the syllabus of **Financial Management – III for Semester VI** along with paper pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | | Suggestions/observations |
|--------------------------|--------------------------------------|--------------------------|
| Ms Payal Bhatia | Chairperson | No Reservations |
| Dr. Nishikant Jha | VC Nominee UOM | |
| Dr. Nilendra Lokhande | Subject Expert – Other University | |
| CA Vimal Ashar | Subject Expert – Other University | |
| CA Nitin Vasant Kulkarni | Industry Expert | |
| CA Sivanand Palani | Outside Expert | |
| Mr Srinath Iyer | PG Alumni | |

Thereafter following Resolution was passed.

Resolved that the proposed syllabus in the subject of **Financial Management – III** for Semester VI is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern in the subject of **Financial Management – III** for Semester VI is hereby approved without modifications as stated above.

Further Resolved that the Syllabus and Examination pattern in the subject of **Financial Management – III** for Semester VI as approved above and adopted in a progressive manner for academic year 2022-23.

Management Control Systems

Ms Payal Bhatia, Faculty from Department of Bachelors of Commerce (Accounting & Finance), presented the syllabus of **Management Control Systems for Semester VI** along with paper pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | | Suggestions/observations |
|--------------------------|--------------------------------------|--------------------------|
| Ms Payal Bhatia | Chairperson | No Reservations |
| Dr. Nishikant Jha | VC Nominee UOM | |
| Dr. Nilendra Lokhande | Subject Expert – Other University | |
| CA Vimal Ashar | Subject Expert – Other University | |
| CA Nitin Vasant Kulkarni | Industry Expert | |
| CA Sivanand Palani | Outside Expert | |
| Mr Srinath Iyer | PG Alumni | |

Thereafter following Resolution was passed.

Resolved that the proposed syllabus in the subject of **Management Control Systems for Semester VI** is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern in the subject of **Management Control Systems for Semester VI** is hereby approved without modifications as stated above.

Further Resolved that the Syllabus and Examination pattern in the subject of **Management Control Systems for Semester VI** as approved above and adopted in a progressive manner for academic year 2022-23.

Financial Accounting- VII

CA Chandrashekhar Sawant , Co-ordinator for Bachelors of Commerce (Accounting & Finance), presented the syllabus of **Financial Accounting- VII for Semester VI** along with paper pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | | Suggestions/observations |
|--------------------------|--------------------------------------|--------------------------|
| Ms Payal Bhatia | Chairperson | No Reservations |
| Dr. Nishikant Jha | VC Nominee UOM | |
| Dr.Nilendra Lokhande | Subject Expert – Other University | |
| CA Vimal Ashar | Subject Expert – Other University | |
| CA Nitin Vasant Kulkarni | Industry Expert | |
| CA Sivanand Palani | Outside Expert | |
| Mr Srinath Iyer | PG Alumni | |

Thereafter following Resolution was passed.

Resolved that the proposed syllabus in the subject of **Financial Accounting- VII for Semester VI** is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern in the subject of **Financial Accounting- VII for Semester VI** is hereby approved without modifications as stated above.

Further Resolved that the Syllabus and Examination pattern in the subject of **Financial Accounting- VII for Semester VI** as approved above and adopted in a progressive manner for academic year 2022-23.

Project Work

Ms Payal Bhatia, Faculty from Department of Bachelors of Commerce (Accounting & Finance), presented the content and format of **Project Work for Semester VI** along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | | Suggestions/observations |
|--------------------------|--------------------------------------|--------------------------|
| Ms Payal Bhatia | Chairperson | No Reservations |
| Dr. Nishikant Jha | VC Nominee UOM | |
| Dr. Nilendra Lokhande | Subject Expert – Other University | |
| CA Vimal Ashar | Subject Expert – Other University | |
| CA Nitin Vasant Kulkarni | Industry Expert | |
| CA Sivanand Palani | Outside Expert | |
| Mr Srinath Iyer | PG Alumni | |

Thereafter following Resolution was passed.

Resolved that the proposed **content and format of Project Work for Semester VI** is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern in the **Project Work for Semester VI** is hereby approved without modifications as stated above.

Further Resolved that the format, contents and examination pattern in the subject of **Project Work** for Semester VI as approved above and adopted in a progressive manner for academic year 2022-23.

TYBCOM(FM)

Direct Tax- Income Tax

CA Divya K Naik , visiting faculty for B.Com (Financial Markets) presented the syllabus for **Direct Tax- Income Tax Semester V** along with the paper pattern of the examination. Thereafter the same was discussed by the members.

| Name of the member | Details | Suggestions/ Observations |
|----------------------|-----------------|------------------------------|
| Ms. Payal Bhatia | Chairperson | No reservations |
| DR Nishikant Jha | VC Nominee UOM | No reservations |
| DR Nilendra Lokhande | Subject Expert | No reservations |
| CA Vishal Ashar | Subject Expert | No reservations |
| CA Sivadand Palani | Outside Expert | No reservations |
| CA Nitin V Kulkarni | Industry Expert | No reservations |
| Srinath Iyer | PG Alumni | No reservations |

Thereafter the following Resolutions were passed:

Resolved that the proposed syllabus in the subject of **Direct Tax- Income Tax** for **Semester V** is hereby approved without modifications as stated above.

Further resolved that the proposed examination pattern in the subject of **Direct Tax- Income Tax** for **Semester V** is hereby approved without modification as stated above.

Further resolved that the Syllabus and Examination pattern in the subject of **Direct Tax- Income Tax** for **Semester V** as approved above and adopted in a progressive manner for academic year **2022-23**.

Indirect Tax- GST

CA Divya K Naik , visiting faculty for B.Com (Financial Markets) presented the syllabus for **Indirect Tax- GST** for **Semester VI** along with the paper pattern of the examination. Thereafter the same was discussed by the members.

| Name of the member | Details | Suggestions/ Observations |
|----------------------|-----------------|------------------------------|
| Ms. Payal Bhatia | Chairperson | No reservations |
| DR Nishikant Jha | VC Nominee UOM | No reservations |
| DR Nilendra Lokhande | Subject Expert | No reservations |
| CA Vishal Ashar | Subject Expert | No reservations |
| CA Sivadand Palani | Outside Expert | No reservations |
| CA Nitin V Kulkarni | Industry Expert | No reservations |
| Srinath Iyer | PG Alumni | No reservations |

Thereafter the following Resolutions were passed:

Resolved that the proposed syllabus in the subject of **Indirect Tax- GST** for **Semester VI** is hereby approved without modifications as stated above.

Further resolved that the proposed examination pattern in the subject of **Indirect Tax- GST** for **Semester VI** is hereby approved without modification as stated above.

Further resolved that the Syllabus and Examination pattern in the subject of **Indirect Tax- GST** for **Semester VI** as approved above and adopted in a progressive manner for academic year **2022-23**.

IBcom

B.Com (Hons.) in International Accounting Program (i.BCom)

OBJECTIVES

1. To provide proper understanding about International accounting, finance, taxation and other allied subjects to students.
2. To provide understanding of financial reporting, the regulatory framework, solve problems on standalone and consolidated financial statements.
3. To prepare students to pursue professional courses such as ACCA, CMA, CA ,etc
4. To provide domestic and global industry with knowledgeable candidates in the field of accounts, finance and other allied subjects like taxation, financial management, etc
5. To exhibit traits of an Empowered Leaders (Entrepreneur and Intrapreneur) by developing a Professional Attitude for corporate venturing
6. To apply excellent leadership skills and professional skills, and appropriate information technologies and data analytics, to analyse factors affecting the organization's.

Financial Accounting (FA)

CA Chandrashekhar Sawant , Co-ordinator for Bachelors of Commerce (Accounting & Finance), presented the syllabus of **Financial Accounting (FA)** for **Semester I** along with paper pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | | Suggestions/observations |
|--------------------------|--------------------------------------|--------------------------|
| Ms Payal Bhatia | Chairperson | No Reservations |
| Dr. Nishikant Jha | VC Nominee UOM | |
| Dr. Nilendra Lokhande | Subject Expert – Other University | |
| CA Vimal Ashar | Subject Expert – Other University | |
| CA Nitin Vasant Kulkarni | Industry Expert | |
| CA Sivanand Palani | Outside Expert | |
| Mr Srinath Iyer | PG Alumni | |

Thereafter following Resolution was passed.

Resolved that the proposed syllabus in the subject of **Financial Accounting (FA)** for **Semester I** is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern in the subject of **Financial Accounting (FA) for Semester I** is hereby approved without modifications as stated above.

Further Resolved that the Syllabus and Examination pattern in the subject of **Financial Accounting (FA) for Semester I** as approved above and adopted in a progressive manner from academic year 2022-23.

Business and Technology (BT)

CA Chandrashekhar Sawant , Co-ordinator for Bachelors of Commerce (Accounting & Finance), presented the syllabus of **Business and Technology (BT) for Semester I** along with paper pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | | Suggestions/observations |
|--------------------------|--------------------------------------|--------------------------|
| Ms Payal Bhatia | Chairperson | No Reservations |
| Dr. Nishikant Jha | VC Nominee UOM | |
| Dr. Nilendra Lokhande | Subject Expert – Other University | |
| CA Vimal Ashar | Subject Expert – Other University | |
| CA Nitin Vasant Kulkarni | Industry Expert | |
| CA Sivanand Palani | Outside Expert | |
| Mr Srinath Iyer | PG Alumni | |

Thereafter following Resolution was passed.

Resolved that the proposed syllabus in the subject of **Business and Technology (BT) for Semester I** is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern in the subject of **Business and Technology (BT) for Semester I** is hereby approved without modifications as stated above.

Further Resolved that the Syllabus and Examination pattern in the subject of **Business and Technology (BT) for Semester I** as approved above and adopted in a progressive manner from academic year 2022-23.

Excel & Advanced Excel (Certification)

CA Chandrashekhar Sawant , Co-ordinator for Bachelors of Commerce (Accounting & Finance), presented the syllabus of **Excel & Advanced Excel for Semester I** along with paper pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | | Suggestions/observations |
|--------------------------|--------------------------------------|--------------------------|
| Ms Payal Bhatia | Chairperson | No Reservations |
| Dr. Nishikant Jha | VC Nominee UOM | |
| Dr.Nilendra Lokhande | Subject Expert – Other University | |
| CA Vimal Ashar | Subject Expert – Other University | |
| CA Nitin Vasant Kulkarni | Industry Expert | |
| CA Sivanand Palani | Outside Expert | |
| Mr Srinath Iyer | PG Alumni | |

Thereafter following Resolution was passed.

Resolved that the proposed syllabus in the subject of **Excel & Advanced Excel for Semester I** is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern in the subject of **Excel & Advanced Excel for Semester I** is hereby approved without modifications as stated above.

Further Resolved that the Syllabus and Examination pattern in the subject of **Excel & Advanced Excel for Semester I** as approved above and adopted in a progressive manner from academic year 2022-23.

Management Accounting (MA)

CA Chandrashekhar Sawant , Co-ordinator for Bachelors of Commerce (Accounting & Finance), presented the syllabus of **Management Accounting for Semester II** along with paper pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | | Suggestions/observations |
|--------------------------|--------------------------------------|--------------------------|
| Ms Payal Bhatia | Chairperson | No Reservations |
| Dr. Nishikant Jha | VC Nominee UOM | |
| Dr. Nilendra Lokhande | Subject Expert – Other University | |
| CA Vimal Ashar | Subject Expert – Other University | |
| CA Nitin Vasant Kulkarni | Industry Expert | |
| CA Sivanand Palani | Outside Expert | |
| Mr Srinath Iyer | PG Alumni | |

Thereafter following Resolution was passed.

Resolved that the proposed syllabus in the subject of **Management Accounting for Semester II** is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern in the subject of **Management Accounting for Semester II** is hereby approved without modifications as stated above.

Further Resolved that the Syllabus and Examination pattern in the subject of **Management Accounting for Semester II** as approved above and adopted in a progressive manner from academic year 2022-23.

Accounting with Tally- (Certification)

CA Chandrashekhar Sawant , Co-ordinator for Bachelors of Commerce (Accounting & Finance), presented the syllabus of **Accounting with Tally for Semester II** along with paper pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

| Name of the member | | Suggestions/observations |
|--------------------------|--------------------------------------|--------------------------|
| Ms Payal Bhatia | Chairperson | No Reservations |
| Dr. Nishikant Jha | VC Nominee UOM | |
| Dr.Nilendra Lokhande | Subject Expert – Other University | |
| CA Vimal Ashar | Subject Expert – Other University | |
| CA Nitin Vasant Kulkarni | Industry Expert | |
| CA Sivanand Palani | Outside Expert | |
| Mr Srinath Iyer | PG Alumni | |

Thereafter following Resolution was passed.

Resolved that the proposed syllabus in the subject of **Accounting with Tally for Semester II** is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern in the subject of **Accounting with Tally for Semester II** is hereby approved without modifications as stated above.

Further Resolved that the Syllabus and Examination pattern in the subject of **Accounting with Tally for Semester II** as approved above and adopted in a progressive manner from academic year 2022-23.

General Suggestions:

It was Further Resolved that

To include course outcomes along with course objectives for all subjects.

It was further resolved that

The proposed examination pattern of 60-40, with 60 marks being allotted for the semester end examination and 40 marks for the internal examination was approved by the BoS.

It was further resolved that:

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.

It was further resolved that:

Same syllabus and Examination pattern is to be continued for accountancy related subjects of **B.COM (Accounting and Finance) Semester 1,2,3,4; B.COM(Financial Markets) Semester 1,2,3,4 and M.Com(Accountancy) Semester 1,2,3,4 for Academic Year 2022-23** as confirmed in previous BOS Meeting held on 9th - 10th November, 2020 and 23rd April, 2021.

(Note in Internal Assessment, only one internal test of 20 marks to be conducted online and Value Added Course/ Short Term Course can be a component of Internal Assessment)

The meeting was concluded with a vote of thanks extended by Ms. Payal Bhatia.



Payal Bhatia

Chairperson – BOS – BCOM(A&F) and M.Com(Accountancy)

Place Mumbai

Date 05/02/2022

DEPARTMENT OF B.COM (BANKING & INSURANCE)

MEETING OF BOARD OF STUDIES

MINUTES

The Board of Studies OF B.Com (Banking & Insurance of SIES College of Commerce & Economics (Autonomous) , Sion East , Mumbai 400 022 held on 7th January 2022 at 5.30 PM by Online Mode on MS Teams

Following members were present:

| Sr.No. | Name | Designation |
|--------|---|--|
| 1 | Chairperson (HOD) | Ms. Shailashri Uchil |
| 2 | Faculty Members | Ms. Vijaya Sunder Ms. Sugandhi Gupta Ms. Fleur Fernandes Ms Shamim Shaikh |
| 3 | Subject Expert from Other University | Dr. Pankaj Trivedi (Absent) Professor and HOD – Finance K.J. Somaiya Institute of Management and Research, Somaiya University |
| 4 | One Expert selected by Vice-Chancellor from the six recommended by the College Principal. | Dr. N. Lakshmi Kavita, Assistant Professor (Banking and Finance) Vidyalankar School of Information Technology |

| | | |
|---|---|--|
| 5 | P G Alumni | Ms. Pooja Sahitya Manager – Learning and Development Motilal Oswal Ltd |
| 6 | One Representative from Industry/ Corporate Sector/ Related Field | Mr. Litesh Majethia Senior Vice President, Head Supply Chain Finance, Bank of Baroda (ABSENT) |
| 7 | Outside Subject Expert | Mr. Anush Mohan Manager – Learning and Development Larsen and Toubro Ltd. |
| 8 | Subject Expert from Other University | Dr. Sumi Jha Associate Professor NITIE Mumbai (ABSENT) |

The Chairperson, Ms. Shailashri Uchil, welcomed and introduced the members of BOS.

The first presentation was made by Shailashri Uchil. She presented the syllabus revision of Research Methodology. The syllabus was discussed by the BOS members and the following recommendations were made-

| Serial No | Course code | Credits | Course Name |
|-----------|-------------|---------|--------------------------------|
| 1 | | | Ability Enhancement Course(EC) |
| 5.2 | BBIS506 | 04 | Research Methodology |

| Name of the member | Suggestions/observations |
|--------------------|---|
| Dr. Lakshmi Kavita | Guest lectures on Research Methodology can be conducted by inviting expert speakers. Students may do a mini project as part of their internal assessment. |
| Mr. Anush Mohan | Students can do projects based on live data |

| | |
|--|--|
| | obtained from corporate cases and records. |
|--|--|

It was decided that the following changes be incorporated in the Proposed syllabus presented before the meeting.

| Particulars as per proposed syllabus | Changes as approved in the meeting |
|---|--------------------------------------|
| Module 1: Introduction to Research No Change | No Change |
| Module 2: Data Collection and Processing | No Change |
| Module 3: Data Analysis and Interpretation | No Change |
| Module 4: Advanced Statistical Techniques | No Change |
| Module :5 Research Report | Approved Ethics in Report Writing |

The next paper presented by Shailashri Uchil was Strategic Management. The syllabus was discussed by the BOS members and the following recommendations were made-

| Serial No | Course code | Credits | Course Name |
|-----------|-------------|---------|-----------------------|
| 1 | | | Elective Courses (EC) |
| 5.2 | BBIS502 | 03 | Strategic Management |

| Name of the member | Suggestions/observations |
|--------------------|--|
| Dr. Lakshmi Kavita | Inclusion of case studies while teaching the syllabus |
| Mr. Anush Mohan | Inclusion of Michael Porter's Five Force Model into the sub unit- Models of Strategic Management |
| Ms. Pooja Sahitya | Examples on how companies have to change their strategies in order to cater to the |

| | |
|--|-------------------------------|
| | changing market may be given. |
|--|-------------------------------|

It was decided that the following changes be incorporated in the Proposed syllabus presented before the meeting.

| <u>Particulars as per proposed syllabus</u> | <u>Changes as approved in the meeting</u> |
|--|---|
| Module - 1 Strategic Management - An Overview | BCG Matrix, GE Planning Grid, McKinsey 7S framework, McKinsey 7S Framework, (Blue Ocean V/s. Red Ocean strategy) Michael Porter's Five Force model. |
| Module – 2 Strategic Management Environment: | No changes |
| Module – 3 Levels of Strategies and Analysis | No changes |
| Module – 4 Activating Strategy and Implementation | No changes |
| Module - 5 Strategic Evaluation and Control | No changes |

The next paper presented by Shailashri Uchil was Marketing in Banking and Insurance. The syllabus was discussed by the BOS members and the following recommendations were made-

| Serial No | Course code | Credits | Course Name |
|-----------|-------------|---------|------------------------------------|
| 1 | | | Elective Courses (EC) |
| 6.4 | BBIS604 | 03 | Marketing in Banking and Insurance |

| Name of the member | Suggestions/observations |
|--------------------|--|
| Mr. Anush Mohan | Issues regarding ethics in digital marketing, lack of regulations. |
| Ms. Pooja Sahitya | Influence of Youtubers on Digital marketing |

It was decided that the following changes be incorporated in the Proposed syllabus presented before the meeting.

| <u>Particulars as per proposed syllabus</u> | <u>Changes as approved in the meeting</u> |
|---|---|
| Module - 1 Introduction to Marketing | No changes |
| Module – 2 Introduction to Service Marketing | No change |
| Module – 3 Consumer Behaviour | No change |
| Module – 4 Rural Marketing | Included- Service Quality Concept of Service Quality, The Gaps in Service Quality, THE SERVQUAL model |
| Module - 5 | No change |

The paper- Project Work in Banking and Insurance was presented by Shailashri Uchil and the following observations were made.

| Serial No | Course code | Credits | Course Name |
|-----------|-------------|---------|---------------------------------------|
| 1 | | | Ability Enhancement Courses (AEC) |
| 6.6 | BBIS606 | 04 | Project Work in Banking and Insurance |

| Name of the member | Suggestions/observations |
|--------------------|--|
| Dr. Lakshmi Kavita | Workshops on Data Analysis may be conducted. |
| Mr. Anush Mohan | Measures need to be taken to ensure that the students do not indulge in plagiarism and use primary data. |
| Ms. Fleur Dsouza | Students can be made aware of the use of plagiarism software's and its importance (This can be a part of the included topic- |

| | |
|--|----------------------------|
| | Ethics in Research report) |
|--|----------------------------|

It was decided that the following changes in evaluation pattern be incorporated in the Proposed syllabus presented before the meeting.

Evaluation pattern of the project work:

| | |
|---|-----------------|
| The Project Report shall be evaluated in two stages viz. | |
| External Assessment | 60 Marks |
| ▪ Introduction and other areas covered, Literature Review | 20 Marks |
| ▪ Research Methodology, Presentation, Analysis and interpretation of data | 20 Marks |
| Viva Voce | 20 Marks |
| Conduct of Viva-voce | 40 Marks |
| ▪ Introduction | 10 Marks |
| ▪ Literature Review | 10 Marks |
| ▪ Research Methodology (Objectives, Scope, Limitations, etc.) | 05 Marks |
| Analysis, Findings, conclusion, recommendations | 15 marks |

Ms. Vijaya Sunder, Faculty from Banking and Insurance Department, presented the syllabus of Financial Services Management for Semester V. Thereafter the same was discussed by the members.

| Serial No | Course code | Credits | Course Name |
|-----------|-------------|---------|-------------------------------|
| 1 | | | Elective Courses (CC) |
| 5.3 | BBIS503 | 03 | Financial Services Management |

Following suggestions/observations were made

| Name of the member | Suggestions/observations |
|--------------------|--|
| Dr. Lakshmi Kavita | Suggested deletion of some topics in Module 3 Role of Merchant Banker in securitization, Clearing Entities & their role in derivatives Module 5 Agreement between Depository & Issuers. Organization & Functions of NSDL |
| Ms. Pooja Sahitya | Addition of Case studies as teaching methodologies and discussion on frauds and |

| | |
|--|--------|
| | cases. |
|--|--------|

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Particulars as per proposed syllabus | Changes as approved in the meeting |
|---|---|
| Module 1: Introduction to Financial Services No Change | No Change |
| Module 2: Mutual Funds, Factoring and Forfeiting | No Change |
| Module 3: Securitization of Debts and Derivatives | Deleted - Role of Merchant Banker in securitization, Clearing Entities & their role in derivatives |
| Module 4: Housing Finance and Consumer Finance | No Change |
| Module :5 Depositories & Pledge | Deleted - Agreement between Depository & Issuers. Organization & Functions of NSDL, Procedure for Pledge/Hypothecation, Procedure of Confirmation of Creation of Pledge/Hypothecations by Pledgee, Closure of A Pledge/Hypothecation by Pledgor, Invocation of Pledge by Pledgee. Addition : Fintech: Meaning and concept, Fintech Products and companies in India, Benefits of Fintech. |

Ms. Vijaya Sunder, Faculty from Banking and Insurance Department, presented the syllabus of Central Banking for Semester VI Thereafter the same was discussed by the members.

| Serial No | Course code | Credits | Course Name |
|-----------|-------------|---------|-------------------|
| 1 | | | Core Courses (CC) |
| 6.5 | BBIS605 | 04 | Central Banking |

Following suggestions/observations were made

| Name of the member | Suggestions/observations |
|--------------------|---|
| Ms. Pooja Sahitya | Suggested addition of Role of the Central |

| | |
|--|-------------------------|
| | Bank in Cyber security. |
|--|-------------------------|

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Particulars as per proposed syllabus | Changes as approved in the meeting |
|---|---|
| Module1: An Overview of Central Banking Overview | No Change |
| Module2: RBI as the Central Bank of India | No Change |
| Module3: Supervisory Role of RBI Regulation and Supervision | Deleted- RBI and Financial System, Introduction, Functions, Characteristics of Financial System, Role of RBI in Regulating Financial System and Financial Sector Reforms. |
| Module4: Central Bank in other Countries | No Change |
| Module 5: Central Banking in Cyber World. | Added :Concept of e-Rupi uses and benefits of eRupi, difference between e-Rupi and Digital Currency. Role of the Central Bank in Cyber security. |

Ms. Sugandhi Gupta, from B.Com (Banking and Insurance), presented the syllabus of International Banking and Finance Semester V. Thereafter the same was discussed by the members.

| Serial No | Course code | Credits | Course Name |
|-----------|-------------|---------|-----------------------------------|
| 1 | | | Core Courses (CC) |
| 5.5 | BBIS505 | 04 | International Banking and Finance |

Following suggestions/observations were made:

| Name of the member | Suggestions/observations |
|--------------------|---|
| Ms. Pooja Sahitya | Suggested to include introduction to ISDA and FATCA Agreement |
| Mr. Anush Mohan | Seconded to include introduction to ISDA and FATCA Agreement |
| Dr. Lakshmi Kavita | Suggested to explain with numerical examples ADR and GDR |

It was decided to incorporate the following changes in the Proposed Syllabus presented before the meeting.

| Particulars as per proposed syllabus | Changes as approved in the meeting |
|--|--|
| Module – 1: Fundamentals of International Finance – No changes | No changes |
| Module – 2: International Capital Markets No changes | No changes |
| Module – 3: Foreign Exchange Markets | Added: Sums on money market operations and how borrowing lending decisions are taken based on interest rates and currency rates. |
| Module – 4: Risk Management | Added: Basic introduction to International Swaps and Derivatives Association Agreement. |
| Module – 5: International Banking Operations | Deleted: International Lending Operation, Loan Syndication, Parties Involved, Phases /Stages in Loan Syndication, Types of Syndication, Topics are repeated in previous semesters. Added: Basic introduction to Foreign Account Tax Compliance Act. |

Ms. Fleur Fernandes, Faculty from Bachelor of Management Studies Department, presented the syllabus of Wealth Management for Semester V. Thereafter the same was discussed by the members.

| Serial No | Course code | Credits | Course Name |
|-----------|-------------|---------|-----------------------|
| 1 | | | Elective Courses (EC) |
| 5.2 | BMSS502 | 04 | Wealth Management |

Following suggestions/observations were made

| Name of the member | Suggestions/observations |
|---------------------|---|
| Ms. Lakshmi Kavitha | Add Different Investment Avenues in Unit 1. In Unit 3, cover only those Financial Ratios which are relevant to Personal Financial Planning |

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Particulars as per proposed syllabus | Changes as approved in the meeting |
|--|---|
| Unit 1 Introduction | Different Investment Avenues has been added |
| Unit 2 Insurance Planning And Investment Planning | Estate Planning has been shifted from Unit 3 to Unit 2 as syllabus of Unit 2 required less lectures as compared to Unit 3. Under chapter of Estate Planning, concepts of Estate Planning vs. Legacy Planning vs. Succession Planning, Family Offices has been added. |
| Unit 3 Financial Mathematics/ Tax Planning | Financial Ratios has been modified to Financial Ratios for personal financial planning |
| Unit 4 Retirement Planning/ Income Streams & Tax Savings Schemes | No Change |

Ms. Fleur Fernandes, Faculty from Bachelor of Management Studies Department, presented the syllabus of Innovative Financial Services for Semester VI. Thereafter the same was discussed by the members.

| Serial No | Course code | Credits | Course Name |
|-----------|-------------|---------|-------------------------------|
| 1 | | | Elective Courses (EC) |
| 6.2 | BMSS602 | 04 | Innovative Financial Services |

Following suggestions/observations were made

| Name of the member | Suggestions/observations |
|---------------------|---|
| Ms. Lakshmi Kavitha | From Unit 1, delete Banking and Non-Banking Companies, Regulatory Framework, Bill Market Scheme. From Unit 2, delete Stock Trading (Cash and Normal), Derivative Trading |

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Particulars as per proposed syllabus | Changes as approved in the meeting |
|---|---|
| Unit 1 Introduction To Traditional Financial Services | Types of Bills of Exchange has been added in the chapter Bill Discounting. Banking and Non-Banking Companies, Regulatory Framework, Bill Market Schemes have been deleted. |
| Unit 2 Issue Management And | Added : Registrar & Share Transfer Agent, Debenture Trustee have been added in the chapter on Issue Management and |

| | |
|---|---|
| Securitization | <p>Intermediaries</p> <p>Deleted :Stock Trading (Cash and Normal), Derivative Trading</p> <p>Modified: Pass Through Certificates has been replaced with Types of Securitised Certificates</p> |
| Unit 3 Financial Services And Its Mechanism | <p>Deleted : In the chapter Housing Finance, Housing Finance Policy Aspect, Housing Finance Institutions in India, Guidelines for Asset Liability Management System in HFC, Fair Trade Practice Code for HFC's</p> <p>Added : Housing Finance Loan Terms and Conditions has been added.</p> <p>Modifications: Microfinance has been shifted from Semester IV Financial Institutions & Markets to Semester VI Innovative Financial Services</p> |
| Unit 4 Consumer Finance And Credit Rating | <p>Modified: In the chapter Plastic Money, Benefits of Credit cards has been modified as Benefits of Debit cards and Credit cards. Dangers of Debit cards has been modified as Dangers of Debit cards and Credit cards.</p> |

Ms. Shamim Shaikh, Faculty from Bachelor of Management Studies Department, presented the syllabus of International Finance for Semester VI. Thereafter the same was discussed by the members.

| Serial No | Course code | Credits | Course Name |
|-----------|-------------|---------|-----------------------|
| 1 | | | Elective Courses (EC) |
| 6.1 | BMSS601 | 03 | International Finance |

Following suggestions/observations were made

| Name of the member | Suggestions/observations |
|--------------------|---|
| Dr. Lakshmi Kavita | For Internal Assessment, Group Discussion was suggested based on Countries having different International systems in operation. |
| Anush Mohan | <p>In Unit 3, Delete FERA vs FEMA</p> <p>Also suggested to include Relevant FEMA rules and regulations IMO</p> <p>-Regulations related to Institutions:</p> <ul style="list-style-type: none"> • Purchase / sale of capital assets (plant and machinery), immovable property • Transfer or Issue of Foreign Securities • Export / Import of Goods and Services |

| | |
|--|---|
| | <ul style="list-style-type: none"> • Borrowing and lending • Cross Border Merger and acquisitions <p>- Regulations related to Individuals</p> <ul style="list-style-type: none"> • Acquiring, retaining, surrendering foreign currency • Foreign currency remittances • Foreign securities • Foreign currency accounts by Residents of India • Purchase/ sale of immovable property • Purchase/ sale of goods |
|--|---|

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

| Particulars as per proposed syllabus | Changes as approved in the meeting |
|---|--|
| Unit 1 - Fundamentals Of International Finance | Deleted : Indian Heritage in Business, Management, Production and Consumption has been removed from Chapter 1 |
| Unit 2 - Foreign Exchange Markets, Exchange Rate Determination & Currency Derivatives | Deleted: Introduction to Currency Options (Option on Spot, Futures & Futures Style Options) has been removed. |
| Unit 3 - World Financial Markets & Institutions & Risks | Deleted: Chapter 4 - International Capital Budgeting (Meaning of Capital Budgeting, Capital Budgeting Decisions, Incremental Cash Flows, Cash Flows at Subsidiary and Parent Company, Repatriation of Profits, Capital Budgeting Techniques – NPV) has been removed. Added: Basic Rules and Regulations of FEMA Act applicable to Institutions and Individuals. |
| Unit 4 - Foreign Exchange Risk, Appraisal & Tax Management | Deleted: Chapter 3 - International Project Appraisal (Meaning of Project Appraisal, Review of Net Present Value Approach (NPV), Option Approach to Project Appraisal, Project Appraisal in the International Context, Practice of Investment Appraisal) has been removed. |

Thereafter following Resolution was passed.

Resolved that the proposed syllabi in the subject of Research Methodology of B.Com (Banking & Insurance) are hereby approved with modifications as stated above.

Further Resolved that the proposed examination pattern in the subject of Research Methodology of B.Com (Banking & Insurance) are hereby approved without modifications.

Resolved that the proposed syllabi in the subject of Strategic Management of B.Com (Banking & Insurance) are hereby approved with modifications as stated above.

Further Resolved that the proposed examination pattern in the subject of Strategic Management of B.Com (Banking & Insurance) are hereby approved without modifications.

Resolved that the proposed syllabi in the subject of Marketing in Banking & Insurance of B.Com (Banking & Insurance) are hereby approved with modifications as stated above.

Further Resolved that the proposed examination pattern in the subject of Marketing in Banking & Insurance of B.Com (Banking & Insurance) are hereby approved without modifications.

Resolved that the proposed syllabi in the subject of Project work in Banking & Insurance of B.Com (Banking & Insurance) are hereby approved with modifications as stated above.

Further Resolved that the proposed evaluation pattern in the subject of Project work in Banking & Insurance of B.Com (Banking & Insurance) are hereby approved without modifications.

Resolved that the proposed syllabi in the subject of Financial Services Management of B.Com (Banking & Insurance) are hereby approved with modifications as stated above.

Further Resolved that the proposed examination pattern in the subject of Financial Services Management of B.Com (Banking & Insurance) are hereby approved without modifications.

Resolved that the proposed syllabi in the subject of Central Banking of B.Com (Banking & Insurance) are hereby approved with modifications as stated above.

Further Resolved that the proposed examination pattern in the subject of Central Banking of B.Com (Banking & Insurance) are hereby approved without modifications.

Resolved that the proposed syllabi in the subject of International Banking & Finance of B.Com (Banking & Insurance) are hereby approved with modifications as stated above.

Further Resolved that the proposed examination pattern in the subject of International Banking & Finance of B.Com (Banking & Insurance) are hereby approved without modifications.

Resolved that the proposed syllabi in the subject of Wealth Management of Bachelor of Management Studies are hereby approved with modifications as stated above.

Further Resolved that the proposed examination pattern in the subject of Wealth Management of Bachelor of Management Studies is hereby approved without modifications.

Resolved that the proposed syllabi in the subject of Innovative Financial Services of Bachelor of Management Studies are hereby approved with modifications as stated above.

Further Resolved that the proposed examination pattern in the subject of Innovative Financial Services of Bachelor of Management Studies is hereby approved without modifications.

Resolved that the proposed syllabi in the subject of International Finance of Bachelor of Management Studies are hereby approved with modifications as stated above.

Further Resolved that the proposed examination pattern in the subject of International Finance of Bachelor of Management Studies is hereby approved without modifications.

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.

Further Resolved that the Syllabi and Examination pattern in the subject Research Methodology of B.Com (Banking & Insurance) be approved and adopted in a progressive manner for the academic year 2022-2023.

Further Resolved that the Syllabi and Examination pattern in the subject Strategic Management of B.Com (Banking & Insurance) be approved and adopted in a progressive manner for the academic year 2022-2023.

Further Resolved that the Syllabi and Examination pattern in the subject Marketing in Banking & Insurance of B.Com (Banking & Insurance) be approved and adopted in a progressive manner for the academic year 2022-2023.

Further Resolved that the Syllabi and Examination pattern in the subject Project work in Banking & Insurance of B.Com (Banking & Insurance) be approved and adopted in a progressive manner for the academic year 2022-2023.

Further Resolved that the Syllabi and Examination pattern in the subject Financial Services Management of B.Com (Banking & Insurance) be approved and adopted in a progressive manner for the academic year 2022-2023.

Further Resolved that the Syllabi and Examination pattern in the subject of Central Banking of B.Com (Banking & Insurance) approved and adopted in a progressive manner for the academic year 2022-2023

Further Resolved that the Syllabi and Examination pattern in the subject of International Banking & Finance of B.Com (Banking & Insurance) approved and adopted in a progressive manner for the academic year 2022-2023

Further Resolved that the Syllabi and Examination pattern in the subject of Wealth Management of Bachelor of Management Studies) approved and adopted in a progressive manner for the academic year 2022-2023

Further Resolved that the Syllabi and Examination pattern in the subject of Innovative Financial Services of Bachelor of Management Studies) approved and adopted in a progressive manner for the academic year 2022-202 M.COM (Banking And Finance)3

M.COM (Banking And Finance) It was resolved that only one Multiple Choice Test of 20 marks to be conducted instead of the earlier pattern of two internal multiple choice Objective Type Questions Test (One best from the two Tests was to be considered as per earlier pattern.

The meeting was concluded with a vote of thanks extended by Ms. Shailashri Uchil

Ms. Shailashri Uchil

Chairman – BOS – B.Com (Banking & Insurance) &
M.Com (Banking & Finance)

Place : Mumbai

Date: 7th January, 2022



DEPARTMENT OF B.COM (FINANCIAL MARKETS)

MEETING OF BOARD OF STUDIES

MINUTES

The Board of Studies of B.Com Financial Markets of SIES College of Commerce & Economics (Autonomous) , Sion East , Mumbai 400 022 held on 15th January, 2022 at 10 am in the Online Mode on Microsoft Teams.

Following members were present:

| Sr.No. | Name | Designation |
|---------------|--------------------------------------|---|
| 1 | Chairperson (HOD) | Ms. Reema Castelino |
| 2 | Faculty Members | Mr. Abhijit Bhosale - B.Com FM) Ms. Falguni Mathews - B.Com (FM) Mr. Sai Sarangi - B.Com (B&I) Ms. Shamim Shaikh - BMS |
| 3 | Subject Expert from Other University | Dr. Pradeep Pai Associate Professor , NMIMS , Mumbai. |
| 4 | Subject Expert from other University | Dr. Samapti Guha Professor and Chairperson Centre for Social Entrepreneurship TISS Mumbai |
| 5 | Industry Expert | CA Bhavin Doshi AVP Head of Operational Risk and Control, Sharekhan by BNP Paribas |

| | | |
|---|--|--|
| 4 | One Expert selected by Vice-Chancellor from the six recommended by the College Principal | Dr. Tasneem Razmi, Coordinator and Assistant Professor, HR College of Commerce and Economics |
| 5 | Others | Dr. Vibhuti Patel Retd. Professor Advances Centre for Women's Studies TISS Mumbai |

Mr. Abhijit Bhosale welcomed the members of the BOS and handed over the session to Ms. Reema Castelino.

B.Com. (Financial Markets)

Ms. Reema Castelino, Faculty from B. Com Financial Markets, presented the syllabus and examination pattern of the following three subjects:

1. Technical Analysis (SEM V)
2. Business Valuation (SEM V)
3. Strategic Corporate Finance (SEM VI)

1. Technical Analysis (SEM V)

The BOS Members unanimously approved the following syllabus for Technical Analysis (SEM V)

| Proposed Syllabus (COURSE CODE: BFMS502) | No of Lectures |
|---|-----------------------|
| Module I : Introduction to Technical Analysis Technical analysis, Basic assumptions, Strengths and Weakness, Charts, Candlestick charts analysis with one two and three candles like hammer, hanging man, shooting star, bearish and bullish Harami | 15 |
| Module II : Major Indicators and Oscillators Pattern Study - Support and resistance, Head and shoulders, Double top and double bottom and Gap theory Stochastic, RSI, Williams %R, MFI, Bollinger bands, Moving Averages, MACD | 15 |
| Module III : Major Theories in Technical Analysis Dow Theory and Eliot Wave Theory Live project | 15 |

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|--|----|
| <p>Module IV : Risk Management, Trading Psychology and Trading Strategies Risk Management – Need, techniques, uses of stop loss, qualities of successful traders, golden rules of traders, do's and don'ts in trading, Rules to stop losing money, Choosing the right market to trade, Importance of discipline in trading; Day trading, Advantages of day trading, Risks associated with trading, Strategies for day trading, Momentum trading strategies</p> | 15 |
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2. Business Valuation (SEM V)

The BOS Members unanimously approved the following syllabus for Business Valuation (SEM V)

| Proposed Syllabus (COURSE CODE: BFMS504) | No of Lectures |
|---|----------------|
| <p>Module I : Basics of Valuation Introduction to valuation: Value, Distinction between Price and Value Foundation of Business Valuation Purpose of business valuation. Valuation Bias Uncertainties in Business Valuation Role of valuation in business acquisition, legal and tax purposes, Efficient Market Hypothesis</p> | 15 |
| <p>Module II : Valuation Models Introduction to valuation models: asset based approach, Income based approach, market based approach Discounted cash flow valuation Relative valuation Free Cash Flow valuation</p> | 15 |
| <p>Module III : Valuation of Select Tangible Assets Valuation of Fixed Assets: Related costs in relation to fixed asset valuation, self-constructed fixed assets, assets acquired in exchange, fixed assets held for disposal</p> | 15 |
| <p>Module IV : Valuation of Select Intangible Assets Valuation of Goodwill, Patents, Copyrights, Brands, Franchise Agreement</p> | 15 |

3. Strategic Corporate Finance (SEM VI)

The BOS Members unanimously approved the following syllabus for Strategic Corporate Finance (SEM VI)

| Proposed Syllabus (COURSE CODE: BFMS603) | No of Lectures |
|--|----------------|
| <p>Module I : Strategic Corporate Finance 1. Introduction to Strategic Corporate Finance: a. Significance of Strategy in Financial Decisions b. Different Types of Financial Strategy for Shareholders c. Wealth Maximization, Overall Corporate Value Addition and Economics Value Addition.</p> | 15 |
| <p>Module II : Fund Raising 1. Fundraising a. Sources of Capital including Alternative sources of financing b. Cost of Capital 2. Dividend policies V/s Share Repurchase a. Types of dividends b. Consideration in dividend policy c. Theories on Dividend Policies d. Share Repurchase method</p> | 15 |
| <p>Module III : Company Valuation 1. Capital Restructuring a. Reasons for Restructuring b. Expansion Techniques c. Divestment Techniques 2. Mergers and Acquisition a. Motives and strategies influencing M&A b. Categories of M&A c. Defensive strategies in hostile takeover bids 3. Due Diligence - Financial and Operational Due Diligence</p> | 15 |
| <p>Module IV : Credit Risk Management 1. Credit analysis, Default risk: Quantitative methodologies 2. Expected and unexpected loss, Credit VaR, Counterparty risk 3. Risk management choices, such as process control efforts, financial, physical, and operational hedging, value-based management</p> | 15 |

Mr. Abhijit Bhosale, Faculty from B. Com Financial Markets, presented the syllabus and examination pattern of the following three subjects:

1. Financial Derivatives (SEM V)
2. Mutual Fund Management (SEM VI)
3. Risk Management (SEM VI)

1. Financial Derivatives (SEM V)

The BOS Members unanimously approved the following syllabus for Financial Derivatives (SEM V)

| Proposed Syllabus (COURSE CODE: BFMS505) | No of Lectures |
|--|----------------|
| <p>MODULE I : Introduction to Derivatives</p> <ul style="list-style-type: none"> • Definition – Types- Participants and Functions- Development of Exchange traded derivatives- Global derivatives markets- Exchange traded vs OTC derivatives markets • Introduction to Swaps, Currency and weather Derivatives, Derivatives trading in India- L.C. Gupta committee- J.C. Varma committee- Requirements for a successful derivatives markets | 15 |
| <p>MODULE II : Futures – Introduction</p> <ul style="list-style-type: none"> • Futures: Introduction- Future terminology- Key features of futures contracts- Future vs. Forwards- Pay off for futures- Equity futures- Equity futures in India- Index futures- Stock futures- Future trading strategies-Hedging- Speculation- Arbitrage- Spread trading. | 15 |
| <p>MODULE III : Futures - Options – Introduction and Pricing Options</p> <ul style="list-style-type: none"> • Options: Introduction- Option terminology- Types- Options pay off- Equity options contracts in India-Index Options – Stock options- Options trading strategies- Hedging- Speculation- Arbitrage- Straddle- Strangles- Strips and Straps – Spread trading • The cost of carry models for stock and index futures- cash price and future price, arbitrage opportunity • Factors affecting options pricing- Option pricing models- Binominal pricing model- The black and Scholes model –Pricing of Index options. • Sensitivity of option premia (Delta, Gamma, Lambda, Theta, Rho) | 15 |

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| <p>MODULE IV : Trading Clearing and Settlement of Options and Futures</p> <ul style="list-style-type: none"> • Futures and Options trading system- Trader workstations- contract specification- specification for stock and index eligibility for trading charges • Clearing entities and their role- clearing mechanism –adjustment for corporate actions- open position calculation • Margining and settlement mechanism- Risk management- SPAN – Mechanics of SPAN- Overall portfolio margin requirements. | 15 |
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2. Mutual Fund Management (SEM VI)

The BOS Members unanimously approved the following syllabus for Mutual Fund Management (SEM VI)

| Proposed Syllabus | No of Lectures |
|--|----------------|
| <p>MODULE I : Mutual Fund Organization and Management</p> <ul style="list-style-type: none"> • Introduction: Meaning of Mutual Fund, Structure in India, Sponsors, Trust, Role of AMC, NFOs , Registrars, Agents, Types of Mutual Fund schemes • Objectives of AMFI, Advantage of Mutual Funds, Systematic Investment Plan (SIP), Systematic Transfer Plan (STP), Systematic Withdrawal Plan (SWP) • Offer Document : NFO, SID, SAI, KIM and Fact Sheets | 15 |
| <p>MODULE II : Mutual Fund Products</p> <ul style="list-style-type: none"> • Mutual Fund Products and Features: Equity funds: Definition, Features of Equity Funds, Index Fund, Large Cap Funds, Mid Cap Funds, Sectoral Funds, Types of Equity Schemes, Arbitrage funds, Multi-cap Funds, Quant funds, P / E Ratio funds, International Equities Fund, Growth Schemes. • Gold Exchange Trade Funds (ETFs): Introduction, Features, Working of ETFs, Market Making with ETFs, Creation Units, Portfolio Deposit and Cash Component • Debt Fund: Features, Interest Rate Risk, Credit Risk, Pricing of Debt Instrument Schemes, Fixed Maturity Plans, Capital Protection Funds, Gilt Funds, Balanced Funds, MIPs ,Child Benefit Plans. • Liquid funds: Features, Floating rate scheme, Portfolio of liquids funds. | 15 |
| <p>MODULE III : Investment and Performance Measurement</p> <ul style="list-style-type: none"> • Fund Performance, Measuring Return, Measuring Risk, • Risk adjusted return, Comparing Fund Performance with a reference, various standardized performance systems • Limitations of Performance measurement and evaluation | 15 |

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| <p>MODULE IV : Accounting and Taxation of Mutual Funds</p> <ul style="list-style-type: none"> • Accounting: Net Asset Value (NAV)-Meaning- computation- Factors affecting NAV-Pricing of Units- Fees and Expenses- Investment Management and Advisory Fees –Initial Expenses- Recurring Expenses- Total expenses Accounting policies. • Valuation:- Valuation of thinly traded securities- Valuation of Non trade securities-Valuation and disclosure of illiquid securities. • Taxation: Dividends- Capital Gains- Tax Rebate- Restrictions on Dividends Stripping. | 15 |
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3. Risk Management (SEM VI)

The BOS Members unanimously approved the following syllabus for Risk Management (SEM VI)

| Proposed Syllabus | No of Lectures |
|--|----------------|
| <p>Module I : Introduction to Risk Management</p> <ul style="list-style-type: none"> • Concept of Risk and Uncertainty, Objectives and Process of Risk Management and Risk Identification • Types of Risk : Strategic and Operational Risks, Business Risk, Financial Risk faced by Organization, Sources and Impact of Common Business Risk, Market, Credit , Liquidity, Technological, Legal, Environmental, Reputation, Country | 15 |
| <p>Module II : Evaluation of Risk</p> <ul style="list-style-type: none"> • Evaluation of Organization’s ability to bear risks • Risk Measurement – Quantitative and Qualitative • Evaluation of Financial Risk, Evaluation of Alternative Risk Management Tools • Role of Risk Manager and Risk Committee in identifying and managing risk. • Enterprise Risk Management- Framework, ERM Process, ERM Matrix, SWOT Analysis • Risk and Three Lines of Defense, Risk Management and Corporate Governance | 15 |
| <p>Module III : Foreign Exchange Risk</p> <ul style="list-style-type: none"> • Forex Market • Identifying and Analyzing Forex Risk • Managing Forex Risk | 15 |
| <p>Module IV : Interest Rate Risk</p> <ul style="list-style-type: none"> • Interest Rate Market and Mathematics • Identifying and Analyzing Interest Rate Risk • Measuring Interest Rate Risk | 15 |

Mr. Sai Sankar Sarangi, Faculty from B.Com (Banking & Insurance), presented the syllabus and examination pattern of the following subject:

1. (Security Analysis and Portfolio Management) (SEM VI)

The BOS Members unanimously approved the syllabus for Security Analysis and Portfolio Management (SEM VI)

| Proposed Syllabus (COURSE CODE: BBIS601) | No of Lectures |
|---|----------------|
| <p>Module I : Portfolio Management – An Introduction & Process Investment, Meaning, Characteristics, Objectives, Investment V/s Speculation, Investment V/s Gambling and Types of Investors. Portfolio Management – Meaning, Evolution, Phases, Role of Portfolio Managers, Advantages of Portfolio Management.</p> <p>Investment Environment in India and Factors Conducive for Investment in India. Portfolio Analysis – Meaning and its Components, Calculation of Expected Return and Risk, Calculation of Covariance, Risk – Return Trade off.</p> <p>Portfolio Selection – Meaning, Feasible Set of Portfolios, Efficient Set of Portfolios, Selection of Optimal Portfolio, Markowitz Model, Limitations of Markowitz Model, Measuring Security Return and Portfolio Return and Risk under Single Index Model and Multi Index Model.</p> | 10 |
| <p>Module II : Portfolio Management & Valuation Portfolio Revision – Meaning, Need, Constraints and Strategies. Portfolio Evaluation – Meaning, Need, Measuring Returns (Sharpe, Treynor and Jensen Ratios) and Decomposition of Performance. Bond Valuation – Meaning, Measuring Bond Returns, Yield to Maturity, Yield to Call and Bond Pricing. Bond Pricing Theorems, Bond Risks and Bond Duration.</p> | 10 |
| <p>Module III : Fundamental Analysis Economy Analysis – Meaning, Framework, Economic Analysis, Forecasting, Barometric or Indicator Approach, Econometric Model Building and Opportunistic Model Building.</p> <p>Industry Analysis – Concept of Analysis, Industry Life Cycle, Industry Characteristics</p> <p>Company Analysis – Financial Statements, Analysis of Financial Statements, (Practical questions on Debt Equity Ratios, Total Debt Ratio, Proprietary ratios, interest coverage ratio, Profitability ratios related to sales, investment and equity shares Efficiency or Activity Ratios) and Assessment of Risk(Leverages)</p> | 15 |
| <p>Module IV : Technical Analysis Dow Theory - Meaning and Principles of Technical Analysis, Price Chart, Line Chart, Bar Chart, Japanese Candlestick Chart, Trends and Trend Reversals, Chart Patterns, Support and Resistance, Reversal Patterns, Continuation Patterns and Elliot Wave Theory Mathematical Indicators – Calculation of Moving Averages (Simple and Exponential Moving Average), Oscillators and Relative Strength Index, Market Indicators</p> <p>Fundamental Analysis V/s Technical Analysis</p> | 15 |

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| <p>Module IV : Efficient Market Theory & CAPM Random Walk Theory, The Efficient Market Hypothesis, Forms of Market Efficiency, Competitive Market Hypothesis</p> <p>CAPM – Fundamental Notions of Portfolio Theory, Assumption of CAPM, Efficient Frontier with Riskless Lending and Borrowing, Capital Market Line, Security Market Line and Pricing of Securities with CAPM.</p> <p>Arbitrage Pricing Theory (APT) – The Return Generating Model, Factors Affecting Stock Return, Expected Return on Stock, APT V/s CAPM.</p> | 10 |
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Ms. Shamim Shaikh from the BMS department, presented the syllabus and examination pattern of the following subject:

1. Investment Analysis & Portfolio Management (SEM V)

The BOS Members unanimously approved the syllabus for Investment Analysis and Portfolio Management (SEM V)

| Proposed Syllabus (COURSE CODE: BMSS501) | No of Lectures |
|--|----------------|
| <p>UNIT1 - Introduction to Investment Environment</p> <p>a) Introduction to Investment Environment</p> <p>Introduction, Investment Process, Criteria for Investment, Types of Investors, Investment V/s Speculation V/s Gambling, Investment Avenues, Factors Influencing Selection of Investment Alternatives</p> <p>b) Capital Market in India</p> <p>Introduction, Concepts of Investment Banks its Role and Functions, Stock Market Index, The NASDAQ, SDL, NSDL, Benefits of Depository Settlement, Online Share Trading and its Advantages, Concepts of Small cap, Large cap, Midcap and Penny stocks</p> | 15 |
| <p>UNIT2 - Risk - Return Relationship</p> <p>a) Meaning, Types of Risk- Systematic and Unsystematic risk, Measurement of Beta, Standard Deviation, Variance, Reduction of Risk through Diversification. Practical Problems on Calculation of Standard Deviation, Variance and Beta.</p> | 15 |
| <p>UNIT3 - Portfolio Management and Security Analysis</p> <p>a) Portfolio Management:</p> <p>Meaning and Concept, Portfolio Management Process, Objectives, Basic Principles, Factors affecting Investment Decisions in Portfolio Management, Portfolio Strategy Mix, Role of Portfolio Managers, Feasible set of portfolios, Bypassing the portfolio managers and still having an efficient portfolio</p> <p>b) Security Analysis:</p> <p>Fundamental Analysis, Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis - Basic Principles of Technical Analysis., Uses of Charts: Line Chart, Bar Chart, Candlestick Chart, Mathematical Indicators: Moving Averages, Oscillators.</p> | 15 |

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| <p>UNIT4 - Theories, Capital Asset Pricing Model and Portfolio Performance Measurement</p> <p>a) Theories: Dow Jones Theory, Elloit Wave Theory, Efficient Market Theory</p> <p>b) Capital Asset Pricing Model: Assumptions of CAPM, CAPM Equation, Capital Market Line, Security Market Line</p> <p>c) Portfolio Performance Measurement: Meaning of Portfolio Evaluation, Sharpe's Ratio (Basic Problems), Treynor's Ratio (Basic Problems), Jensen's Differential Returns (Basic Problems)</p> | 15 |
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Ms. Reema Castelino, presented the syllabus and examination pattern of the following two subjects of B.Com. (Hons) in International Accounting:

1. Capital Markets (SEM I)
2. Equity and Derivatives Market (SEM II)

1. Capital Markets (SEM I)

The BOS Members unanimously approved the syllabus for Capital Markets (SEM I)

| Proposed Syllabus | No of Lectures |
|---|----------------|
| Module 1 – Introduction to Capital Markets Introduction to Financial Market, Financial Intermediaries and their roles, Financial Instruments & Services. Financial Markets - Primary & Secondary Markets, IPO, FPO, Private Placements & Dealer, NSE - Cash / F&O / Currency Market, BSE - Cash / F&O, Commodity Market - MCX / NCDEX, Depositories and their role, Derivatives and their products. Basics of Investment - Fixed Income Product, Risk Appetite, Investor Life Cycle, Do's / Don'ts for Investment, Investment Mantra & Tools, Risk Profiling (case study), Difference between Savings & Investments, Investments as a Universal concept | 12 |
| Module 2 : Stock Exchanges and Financial products Global History, Stock market segments, WDM- Wholesale Debt Market, G-Sec and Bond Market, Scope of NSE and BSE Structure and Regulators, Role of Technology, Advantages of Exchanges, Introduction to Financial products, Financial Analysis and Valuation, KYC requirements. | 12 |
| Module 3 : Trading and Settlement Trading membership - NSE - Membership Process, Authorized Person & Sub-Brokers, Client Broker Relationship, KYC - Know Your Client, Investor Service Cell, Arbitration, Code of Advertisement Trading on NEAT system (Practical Session) Depository Participant with Clearing & Settlement Process - Transaction Cycle, Depositories & their roles, NSDL, CDSL & Depository Participants, Shortages handling, Risks in Settlement, ISIN Numbering, Data & Report Download | 12 |

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|---|----|
| Module 4 – Marketing and Client Handling Concepts and Modes of Analysis - Ratio Analysis, Profitability Ratios, Time Value of Money, Calculating Simple and Compound Interests, Importance of Research, Risk Management system, Fundamental analysis, Technical system, Innovations in Financial Markets, Investor Grievances & Redressal Mechanism | 12 |
| Module 5 : Mutual Funds Mutual funds - Regulatory Body for mutual funds, NAV concept and how to calculate, Different types of Mutual Funds, Risks involved in mutual fund investments, Offer Document, NFO , Active and Passive fund Management, Gold ETF, SIP, SWP and STPs, Recent growth in MF industry | 12 |

2. Equity and Derivatives Market (SEM II)

The BOS Members unanimously approved the syllabus for Equity and Derivatives Market (SEM II)

| Proposed Syllabus | No of Lectures |
|---|----------------|
| Module 1 – Introduction to Derivatives and Index Basics of Derivatives - Evolution of derivatives market, Indian derivatives Market, Market participants, Types of derivatives markets, Significance of derivatives Understanding Index - Introduction to Index, Significance and economic purpose of Index, Types of Indices, Attributes of an Index and concept of impact cost, Index management, Major Indices in India, Applications of Index Introduction to Forwards and Futures - Introduction to option, Payoff Charts for Futures contract, Futures pricing, Cash and carry / Non-arbitrage model for futures pricing, Expectancy model of futures pricing, Concept of convergence of cash and futures prices, Basic differences in Commodity, Equity and Index Futures, Uses of futures, Role of different players in futures market, Use of futures contract as an effective instrument for managing risk, Strategies for hedging, speculation and arbitrage in futures market | 15 |

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| <p>Module 2 : Strategies using Futures and Options Strategies using Futures and Options - Option spreads and their payoff charts, Straddle: market view and payoff charts, Strangle: market view and payoff charts, Covered Call: market view and payoff charts, Protective Put: market view and payoff charts, Collar: market view and payoff charts, Butterfly spread , Market view and payoff charts. Other Derivatives Strategies - Calendar Spread, Spot – Future Spread, Future and Option Combination Strategies, Strategies using Options Greek</p> | <p>15</p> |
| <p>Module 3 : Trading, Clearing and Settlement System Introduction to Trading Systems- Trading Systems, corporate hierarchy, order types and conditions, Selection criteria of Stock for trading, Selection criteria of Index for trading, Adjustments for Corporate Actions, Position Limits, Using daily newspapers to track futures and options. Introduction to Clearing and Settlement system - Clearing Members, their role and eligibility norms, Clearing Mechanism and computation of open positions, Settlement Mechanism for stock and index futures and options, Understanding margining and mark to market under SPAN, Risk Management features and position limits</p> | <p>15</p> |
| <p>Module 4 – Legal, Accounting, Taxation and Sales Legal and Regulatory Environment - Securities Contract (Regulation) Act, 1956, Securities and Exchange Board of India Act, 1992, Important rules and regulations in derivatives trading, Regulation in clearing & settlement and risk management.</p> <p>Accounting and Taxation - Accounting and Options contracts of Futures, Taxation of Derivative transaction in securities, Sales Practices and Investors Protection Services - Risk profile of the investors, Importance of profiling clients in sales process, Importance of KYC, Documents required by the investors to trade in Derivatives contract, Best practices in derivatives sales, Investors Grievance Mechanism</p> | <p>15</p> |

Ms. Reema Castelino, Faculty from B. Com Financial Markets on behalf of CA Darshak Doshi, presented the syllabus and examination pattern of the following two subjects of M.Com (Global Wealth Management):

1. Alternative Investments (SEM II)
2. Introduction to Global Wealth Management and Financial Research and Technical Analysis (SEM II)

1. Alternative Investments (SEM II)

The BOS Members suggested the following changes to the proposed syllabus.

| Name of the member | Suggestions/observations |
|--------------------|--|
| Dr Pradeep Pai | To introduce concept of Cryptocurrency and NFTs |
| Dr. Vibuti Patel | Title of Module III to be aligned with contents. Introduction to Alternate Investments along with Alternate Assets. |

It was decided to incorporate the above changes in the proposed syllabus

| Sr. No. | Modules/Units | No. of lectures |
|-----------|---|-----------------|
| I | Introduction to Alternate Assets | 15 |
| | <ul style="list-style-type: none"> • Introduction to Alternative Investments • Alternative Investments VS Alternative Assets • The Alternative Asset Class Universe • The Traditional Versus Sophisticated Portfolio • Alternative Assets for Average Investors • Super Asset Classes • Beta Continuum • Alpha versus Beta • Broad categories of alpha drivers • Fundamental Law Of Active Management • The Transfer Coefficient | |
| II | Real estate analysis and Valuation | 15 |
| | <ul style="list-style-type: none"> • Introduction to Real Estate Markets • The Four Value Forces • Market Segmentation • Market analysis <p>Real Estate Valuation</p> <ul style="list-style-type: none"> • Introduction to Real Estate Valuation • Principles of Real Estate Valuation • Appraisal Methods • Cost Method • Market or Sales Comparison Method | |

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|------------|---|-----------|
| | <ul style="list-style-type: none"> • Income / Capitalization Method • Discounted Cash Flow Method • Choice of Real Estate Investment for Purpose of Renting | |
| III | Private Equity & Debt and Structured Products | 15 |
| | <ul style="list-style-type: none"> • Introduction to Private equity • Venture Capital Investment Vehicles • Stage of Financing • Introduction to Leveraged Buyouts • How LBOs Create Value • LBOs fund structures • Risks of LBOs • Mezzanine Debt • Distressed Debt • Distressed Debt Arbitrage • Framework for Measuring Private Equity Performance <p>Structured Products</p> <ul style="list-style-type: none"> • Introduction to Synthetic and Structured Assets • Scope of Synthetic and Structure Asset Coverage • Introduction to Structured Products • Characteristics of Structured products • Structured Products Versus Other Investment Strategies • Types of Structured Products • Hard Protection & Soft Protection Risks • Structured Products: Risk/Reward Scale | |
| IV | Other Alternate Assets in India and Regulations | 15 |
| | <ul style="list-style-type: none"> • Introduction to Cryptocurrency • Introduction to Non-fungible tokens (NFT) • Recent Developments in relation to Cryptocurrency and NFT • Defining Alternative Investment Funds as per SEBI • Investment Conditions and Restrictions • Main Investment Conditions Specified for Each Category of AIF • India’s Experience with Alternate Investments | |

2. Introduction to Global Wealth Management and Financial Research and Technical Analysis (SEM II)

The BOS Members suggested the following changes to the proposed syllabus.

| Name of the member | Suggestions/observations |
|--------------------|---|
| Dr Pradeep Pai | Grouping of Indicators as Leading and Lagging Indicators |
| Ms Tasneem Razmi | Inclusion of Fundamental Analysis along with Technical Analysis |

It was decided to incorporate the above changes in the proposed syllabus

| Sr. No. | Modules/Units | No. of lectures |
|------------|---|-----------------|
| I | Wealth Management | 15 |
| | <p>Wealth Management</p> <ul style="list-style-type: none"> • What is Wealth Management? • Comprehensive Wealth Management • Estimating Wealth Market for a Country • Wealth Management Verticals <p>Wealth Management Process</p> <ul style="list-style-type: none"> • Developing a Wealth Management Plan • Essentials of a Comprehensive Wealth Plan | |
| II | Wealth Management Industry | 15 |
| | <ul style="list-style-type: none"> • Wealth Management Industry an Overview • Source of Wealth • Wealth Management Industry Challenges • Concept of Family Offices • Four Core organizational models of the banks focusing on wealth management | |
| III | Fundamental Analysis | 15 |
| | <ul style="list-style-type: none"> • Introduction to Fundamental Analysis • Basics of Interpretation of Financial Statements and Ratio Analysis • EIC Analysis • Market Dynamics | |
| IV | Technical Analysis | 15 |
| | <p>Introduction to Technical Analysis</p> <p>Charts</p> <ul style="list-style-type: none"> • What is a Chart? • Various Types of Price Charts • Candle Stick Formation and Its Types • Chart Patterns and their Study <p>Technical Indicators –</p> <ul style="list-style-type: none"> • Meaning, Importance, Advantages and Disadvantages, Types of Indicators • Lagging Indicators - Moving Average Convergence/Divergence, Moving Averages, Stochastic Oscillator and Relative Strength Index (RSI) • Leading Indicators - Support and resistance, Fibonacci retracements • Lagging v/s Leading Indicators | |

Ms. Reema Castelino, Faculty from B. Com Financial Markets on behalf of CA Darshak Doshi, presented the syllabus and examination pattern of the following two subjects of M.Com (FINANCIAL RESEARCH AND TECHNICAL ANALYSIS):

1. Alternative Investments (SEM II)
2. Introduction to Global Wealth Management and Financial Research and Technical Analysis (SEM II)

1. Alternative Investments (SEM II)

The BOS Members suggested the following changes to the proposed syllabus.

| Name of the member | Suggestions/observations |
|--------------------|--|
| Dr Pradeep Pai | To introduce concept of Cryptocurrency and NFTs |
| Dr. Vibuti Patel | Title of Module III to be aligned with contents. Introduction to Alternate Investments along with Alternate Assets. |

It was decided to incorporate the above changes in the proposed syllabus

| Sr. No. | Modules/Units | No. of lectures |
|-----------|---|-----------------|
| I | Introduction to Alternate Assets | 15 |
| | <ul style="list-style-type: none"> • Introduction to Alternative Investments • Alternative Investments VS Alternative Assets • The Alternative Asset Class Universe • The Traditional Versus Sophisticated Portfolio • Alternative Assets for Average Investors • Super Asset Classes • Beta Continuum • Alpha versus Beta • Broad categories of alpha drivers • Fundamental Law Of Active Management • The Transfer Coefficient | |
| II | Real estate analysis and Valuation | 15 |
| | <ul style="list-style-type: none"> • Introduction to Real Estate Markets • The Four Value Forces • Market Segmentation • Market analysis <p>Real Estate Valuation</p> <ul style="list-style-type: none"> • Introduction to Real Estate Valuation • Principles of Real Estate Valuation • Appraisal Methods • Cost Method • Market or Sales Comparison Method | |

| | | |
|------------|---|-----------|
| | <ul style="list-style-type: none"> • Income / Capitalization Method • Discounted Cash Flow Method • Choice of Real Estate Investment for Purpose of Renting | |
| III | Private Equity & Debt and Structured Products | 15 |
| | <ul style="list-style-type: none"> • Introduction to Private equity • Venture Capital Investment Vehicles • Stage of Financing • Introduction to Leveraged Buyouts • How LBOs Create Value • LBOs fund structures • Risks of LBOs • Mezzanine Debt • Distressed Debt • Distressed Debt Arbitrage • Framework for Measuring Private Equity Performance <p>Structured Products</p> <ul style="list-style-type: none"> • Introduction to Synthetic and Structured Assets • Scope of Synthetic and Structure Asset Coverage • Introduction to Structured Products • Characteristics of Structured products • Structured Products Versus Other Investment Strategies • Types of Structured Products • Hard Protection & Soft Protection Risks • Structured Products: Risk/Reward Scale | |
| IV | Other Alternate Assets in India and Regulations | 15 |
| | <ul style="list-style-type: none"> • Introduction to Cryptocurrency • Introduction to Non-fungible tokens (NFT) • Recent Developments in relation to Cryptocurrency and NFT • Defining Alternative Investment Funds as per SEBI • Investment Conditions and Restrictions • Main Investment Conditions Specified for Each Category of AIF • India’s Experience with Alternate Investments | |

2. Introduction to Global Wealth Management and Financial Research and Technical Analysis (SEM II)

The BOS Members suggested the following changes to the proposed syllabus.

| Name of the member | Suggestions/observations |
|--------------------|---|
| Dr Pradeep Pai | Grouping of Indicators as Leading and Lagging Indicators |
| Ms Tasneem Razmi | Inclusion of Fundamental Analysis along with Technical Analysis |

It was decided to incorporate the above changes in the proposed syllabus

| Sr. No. | Modules/Units | No. of lectures |
|------------|---|-----------------|
| I | Wealth Management | 15 |
| | <p>Wealth Management</p> <ul style="list-style-type: none"> • What is Wealth Management? • Comprehensive Wealth Management • Estimating Wealth Market for a Country • Wealth Management Verticals <p>Wealth Management Process</p> <ul style="list-style-type: none"> • Developing a Wealth Management Plan • Essentials of a Comprehensive Wealth Plan | |
| II | Wealth Management Industry | 15 |
| | <ul style="list-style-type: none"> • Wealth Management Industry an Overview • Source of Wealth • Wealth Management Industry Challenges • Concept of Family Offices • Four Core organizational models of the banks focusing on wealth management | |
| III | Fundamental Analysis | 15 |
| | <ul style="list-style-type: none"> • Introduction to Fundamental Analysis • Basics of Interpretation of Financial Statements and Ratio Analysis • EIC Analysis • Market Dynamics | |
| IV | Technical Analysis | 15 |
| | <p>Introduction to Technical Analysis</p> <p>Charts</p> <ul style="list-style-type: none"> • What is a Chart? • Various Types of Price Charts • Candle Stick Formation and Its Types • Chart Patterns and their Study <p>Technical Indicators –</p> <ul style="list-style-type: none"> • Meaning, Importance, Advantages and Disadvantages, Types of Indicators • Lagging Indicators - Moving Average Convergence/Divergence, Moving Averages, Stochastic Oscillator and Relative Strength Index (RSI) • Leading Indicators - Support and resistance, Fibonacci retracements • Lagging v/s Leading Indicators | |

PROPOSED 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 test - Objectives | 20 |
| Presentation/Assignment -Viva/NGO Activity/Internship | 10 |
| Book Review/Project/ Open Book Test | 10 |
| Total | 40 |

B) Semester end examination 60 marks – Proposed Paper Pattern

| Duration: 2 hours | Total Marks: 60** |
|---|-------------------|
| Q1. Question 1 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks) | 15 |
| Q2. Question 2 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks) | 15 |
| Q3. Question 3 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks) | 15 |
| Q4. Question 4 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks) | 15 |

****Marks assigned in the external question paper may be based on the weightage (number of lectures) of each module in the syllabus.**

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

PROPOSED SCHEME OF EXAMINATION for B.Com Hons in International Accounting

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

(B) Internal Assessment 40 marks

| Description | Marks |
|--|-----------|
| Internal test - Objectives | 20 |
| Presentation/Assignment - Viva/NGO Activity/Internship | 10 |
| Book Review/Project/ Open Book Test | 10 |
| Total | 40 |

C) Semester end examination 60 marks – Proposed Paper Pattern

| Duration: 2 hours | Total Marks: 60** |
|---|-------------------|
| Q1. Question 1 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks) | 15 |
| Q2. Question 2 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks) | 15 |
| Q3. Question 3 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks) | 15 |
| Q4. Question 4 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks) | 15 |

****Marks assigned in the external question paper may be based on the weightage (number of lectures) of each module in the syllabus.**

Passing criteria: Minimum 50% in Internal (20 out of 40) and 50% (30 out of 60) in semester end examination

General Suggestions:

- Dr. Pradeep Pai emphasized on the usage of rubrics to be included in assignments. He also suggested to introduce topics such as reverse mortgage.
- Dr. Tasneem Razmi suggested to introduce topics such as NFTs and Cryptos.
- Dr. Samapti Guha suggested to include essay writing as a mode of assessment.
- CA Bhavin Doshi suggested the incorporation of topics such as ESG and Inclusion as part of the syllabus.

Thereafter following Resolution was passed.

Resolved that the proposed syllabi for Semester III and IV are hereby approved with modifications for the course and subjects stated below:

1. B.Com (Financial Markets) – Technical Analysis (SEM V), Business Valuation (SEM V), Strategic Corporate Finance (SEM VI), Financial Derivatives (SEM V), Mutual Fund Management (SEM VI) and Risk Management (SEM VI)
2. B.Com (Banking & Insurance) – Security Analysis and Portfolio Management (SEM VI)
3. Bachelor of Management Studies – Investment Analysis & Portfolio Management (SEM V)
4. B.Com. (Hons)in International Accounting: Capital Markets (SEM I), Equity and Derivatives Market (SEM II)
5. M.Com (Global Wealth Management): Alternative Investments (SEM II), Introduction to Global Wealth Management and Financial Research and Technical Analysis (SEM II)
6. M.Com (FINANCIAL RESEARCH AND TECHNICAL ANALYSIS): Alternative Investments (SEM II), Introduction to Global Wealth Management and Financial Research and Technical Analysis (SEM II)

Further resolved that the proposed examination pattern for the above mentioned courses and subjects are hereby approved without modifications.

It was also resolved to continue the syllabus of Semester I and II (presented and approved by the Board of Studies on 6th November 2020) and Semester III and IV (presented and approved on 23rd April 2021) without any modification.

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online mode or by any other mode as determined by the Govt. and UGC.

The meeting was concluded with a vote of thanks extended by Mr. Abhijit Bhosale.

Ms. Reema Castelino
Chairman – BOS – B.Com (Financial Markets)