



SIES COLLEGE OF COMMERCE & ECONOMICS
AUTONOMOUS
Bachelor of Management Studies

PROPOSED SYLLABUS UNDER AUTONOMY
Course: BMS Semester: V Subject: Investment Analysis & Portfolio Management

Course Code: BMSS501

SEMESTER V

Serial No	Course code	Credits	Course Name
			Elective Courses (EC)
	BMSS501	03	Investment Analysis & Portfolio Management

Learning Objectives

Sr No	Objectives
1.	To acquaint the learners with various concepts of finance.
2.	To understand the terms which are often confronted while reading newspaper, magazines etc for better correlation with the practical world.
3.	To understand various models and techniques of security and portfolio analysis.

Approved Syllabus	No. of lectures
Unit 1: Introduction to Investment Environment	

<p>1. Introduction to Investment Environment 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>2. Capital Market in India 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>Unit 2 : Risk - Return Relationship</p> <p>1. 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>Unit 3 : Portfolio Management and Security Analysis</p> <p>1. Portfolio Management: 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>2. Security Analysis: 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
<p>Unit 4 : Theories, Capital Asset Pricing Model and Portfolio Performance Measurement</p> <p>1. Theories: Dow Jones Theory, Elloit Wave Theory, Efficient Market Theory</p> <p>2. Capital Asset Pricing Model: Assumptions of CAPM, CAPM Equation, Capital Market Line, Security Market Line</p> <p>3. Portfolio Performance Measurement: Meaning of Portfolio Evaluation, Sharpe's Ratio (Basic Problems), Treynor's Ratio (Basic</p>	15

Problems), Jensen's Differential Returns (Basic Problems)	
---	--

REFERENCE BOOKS:

- Kevin. S, Security Analysis and Portfolio Management
- Donald Fischer & Ronald Jordon, Security Analysis & Portfolio Management
- Prasanna Chandra, Security Analysis & Portfolio Management
- Sudhindhra Bhatt, Security Analysis and Portfolio Management.

PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

A) Internal Assessment 40marks

Description	Marks
Best out of 2 class tests of 20 marks each	20
Assignment/ Presentation	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 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 and 8 marks each OR 3 questions of 5 marks each	

Passing criteria: 40% marks for passing.

Internals: Minimum 16 out of 40

Externals: Minimum 24 out of 60

Under challenging situations, all examinations will be conducted through online mode or as directed by State government and UGC.



SIES COLLEGE OF COMMERCE & ECONOMICS
AUTONOMOUS
Bachelor of Management Studies

PROPOSED SYLLABUS UNDER AUTONOMY
Course: BMS Semester: V Subject: Wealth Management
Course Code: BMSS502

SEMESTER V

Serial No	Course code	Credits	Course Name
			Elective Courses (EC)
	BMSS502	03	Wealth Management

Learning Objectives

Sr No	Objectives
1.	To provide an overview of various aspects related to wealth management
2.	To study the relevance and importance of Insurance in wealth management
3.	To acquaint the learners with issues related to taxation in wealth management
4.	To understand various objectives of retirement planning

Approved Syllabus	lectures
<p>Unit 1: Introduction</p> <p>1. Introduction To Wealth Management: Meaning of WM, Scope of WM, Components of WM, Process of WM, WM Needs & Expectation of Clients, Code of Ethics for Wealth Manager.</p> <p>2. Personal Financial Statement Analysis: Financial Literacy, Financial Goals and Planning, Cash Flow Analysis, Building Financial Plans, Life Cycle Management, Different Investment Avenues.</p> <p>3. Economic Environment Analysis: Interest Rate, Yield Curves, Real Return, Key Indicators-Leading, Lagging, Concurrent</p>	15
<p>Unit 2 : Insurance Planning and Investment Planning</p> <p>1. Insurance Planning: Meaning, Basic Principles of Insurance, Functions and Characteristics of Insurance, Rights and Responsibilities of Insurer and Insured, Types of life Insurance Policies, Types of General Insurance Policies, Health Insurance – Mediclaim – Calculation of Human Life Value - Belth Method/CPT</p> <p>2. Investment Planning: Types of Investment Risk, Risk Profiling of Investors & Asset Allocation (Life Cycle Model), Asset Allocation Strategies(Strategic, Tactical, Life-Cycle based), Goal-based Financial Planning, Active & Passive Investment Strategies</p> <p>3. Estate Planning: Estate Planning Concepts –Types of Will – Requirements of a Valid Will– Trust – Deductions - Exemptions, Estate Planning vs. Legacy Planning vs. Succession Planning, Family Offices</p>	15
<p>Unit 3 : Financial Mathematics/Tax Planning</p> <p>1. Financial Mathematics: Calculation of Returns (CAGR, Post-tax Returns etc.), Total Assets, Net Worth Calculations, Financial Ratios for personal financial planning</p>	15

<p>2. Tax Planning: Tax Planning Concepts, Assessment Year, Financial Year, Income Tax Slabs, TDS, Advance Tax, LTCG, STCG, Carry Forward & Set-off</p>	
<p>Unit 4 : Retirement Planning/Income Streams & Tax Savings Schemes</p> <p>1. Retirement Planning: Understanding of different Salary Components, Introduction to Retirement Planning, Purpose & Need, Life Cycle Planning, Financial Objectives in Retirement Planning, Wealth Creation (Factors and Principles), Retirement (Evaluation & Planning), Pre & Post-Retirement Strategies - Tax Treatment</p> <p>2. Income Streams & Tax Savings Schemes: Pension Schemes, Annuities- Types of Annuities, Various Income Tax Savings Schemes</p>	<p>15</p>

Reference Books:

1. Harold Evensky, Wealth Management, McGraw Hill Publication
2. SEBI, Financial Education Booklet
3. Harold Evensky, The new wealth Management, CFA Institute Investment Series Publication
4. Michael M. Pompian, Behavioral Finance and Wealth Management
5. Nikhil Kamath, Wealth Management 101 For Wealth Managers
6. Michael J. Martinez, Vault Career Guide to Private Wealth Management
7. Joydeep Sen, Financial Planning & Wealth Management : Concepts and Practice
8. Parag Parikh, Stocks to Riches: Insights on Investor Behaviour

PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

A) Internal Assessment 40marks

Description	Marks
Best out of 2 class tests of 20 marks each	20
One Project or Viva or Case studies or Assignment or NGO assignments or Internship or Group Discussion or Presentation or Short Term Course	10
One Open book test or One Project or Viva or Case studies or Assignment or NGO assignments or Internship or Group Discussion or Presentation or Short Term Course	10
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 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 and 8 marks each OR 3 questions of 5 marks each	

Passing criteria: 40% marks for passing.

Internals: Minimum 16 out of 40

Externals: Minimum 24 out of 60

Under challenging situations, all examinations will be conducted through online mode or as directed by State government and UGC.



**SIES COLLEGE OF COMMERCE & ECONOMICS
(AUTONOMOUS)
Bachelor of Management Studies**

**PROPOSED SYLLABUS UNDER AUTONOMY
Course: BMS Semester: V Subject: Financial Accounting
Course Code: BMSS503**

SEMESTER V

Serial No	Course code	Credits	Course Name
			Ability Enhancement Courses (AEC)
	BMSS503	03	Financial Accounting

Learning Objectives:

Sr. No.	Objectives
1	To acquaint the learners in preparation of final accounts of companies
2	To study provisions relating to underwriting of shares and debentures
3	To study accounting of foreign currency and investment
4	To understand the need of ethical behaviour in accountancy

Sr. No.	Approved Syllabus	Number of lectures
1	Preparation of Final Accounts of Companies: <ul style="list-style-type: none"> • Relevant provisions of Companies Act related to preparation of Final Accounts (excluding cash flow statement) • Preparation of financial statements as per Companies Act (excluding cash flow statement) • AS 1 in relation to final accounts of companies (disclosure of accounting policies) • IndAS – A Brief note 	20
2	Underwriting of Shares & Debentures <ul style="list-style-type: none"> • Introduction, Underwriting, Underwriting Commission • Provision of Companies Act with respect to Payment of underwriting commission • Underwriters, Sub-Underwriters, Brokers and Manager to Issues • Types of underwriting, Abatement Clause, Marked, Unmarked and Firm-underwriting applications • Liability of the underwriters in respect of underwriting contract- Practical problems 	10
3	Accounting of Transactions of Foreign Currency: (w.r.t Accounting Standard- 11) <ul style="list-style-type: none"> • In relation to purchase and sale of goods, services, assets, loan and credit transactions • Computation and treatment of exchange rate differences 	13
4	Personal Investment Accounting (w.r.t. Accounting Standard- 13) <ul style="list-style-type: none"> • For shares (variable income bearing securities) – Bonus, Rights, Pre-Acquisition Dividends, Sale of Right Entitlements • For Debentures/Preference shares (fixed income bearing securities) Accounting for transactions of purchase and sale of investments with ex and cum interest prices and finding cost of investment sold and carrying cost as per weighted average method (Excl. brokerage) • Columnar format for investment account 	12
5	Ethical Behaviour and Implications for Accountants <ul style="list-style-type: none"> • Introduction, Meaning of ethical behavior, Financial Reports – link between law, corporate governance, corporate social responsibility and ethics • Need of ethical behavior in accounting profession • Implications of ethical values for the principles versus rule based approaches to accounting standards 	05

	<ul style="list-style-type: none"> • The principal based approach and ethics • Errors, Frauds and Types, True and Fair • The accounting standard setting process and ethics • The IFAC Code of Ethics for Professional Accountants • Contents of Research Report in Ethical Practices • Implications of unethical behavior for financial reports • Company Codes of Ethics • The increasing role of Whistle – Blowing 	
	Total Lectures	60

Reference Books:

- Ashish K. Bhattacharyya – “Financial Accounting for Business Managers”, Prentice Hall of India Pvt. Ltd.
- Shashi K. Gupta – “Contemporary Issues in Accounting”, Kalyani Publishers.
- R. Narayanaswamy – “Financial Accounting”, Prentice Hall of India, New Delhi
- Ashok Sehgal – “Fundamentals of Financial Accounting”, Taxmann’s Publishers
- Financial Accounting Reporting – Barry Elliot and Jamie Elliot – Prentice Hall (14th Edition)
- IndAS – Dolphy D’souza

Note:

Particulars (University syllabus)	Proposed Syllabus	Remarks
Unit 1 Preparation of Final Accounts of Companies	Additions: IndAS – A Brief note	
Unit 2 Underwriting of Shares and Debentures	No Change	
Unit 3 Accounting of Transactions of Foreign Currency	Additions: Include in title, (w.r.t. Accounting Standard-11) Number of Lectures increased to 13 from existing 10	
Unit 4 Investment Accounting (w.r.t. Accounting Standard- 13)	Rename as Personal Investment Accounting Additions: Bonus, Rights, Pre-Acquisition Dividends, Sale of Right Entitlements	
Unit 5 Ethical Behaviour of Accountants in Professional Work	Additions: Errors, Frauds and Types Deletions: Implications of ethical values for the principles versus rule based approaches to accounting standards, The principal based approach and ethics Number of Lectures decreased from 08 to 05	

**PROPOSED SCHEME OF EXAMINATION FOR
FINANCIAL 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

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

(A) Internal Assessment 40 marks

Description	Marks
One best out of two tests of 20 marks each	20
Two Assignments of 10 marks each/Short Term Courses/Internships	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. 15 marks OR 15 marks	15
Q.3. 15 marks OR 15 marks	15
Q.4. 15 marks OR 15 marks	15
Note: The 15 marks full length question may be sub divided into questions of 7 marks and 8 marks, or 3 questions of 5 marks each respectively.	

Conduct of Examination:

1. Internal examination in the form of MCQs to be conducted online.
2. Under challenging situation, all examinations (including submission of assignments) will be conducted through online mode or as directed by the State government and UGC.



**SIES COLLEGE OF COMMERCE & ECONOMICS
(AUTONOMOUS)
Bachelor of Management Studies**

**PROPOSED SYLLABUS UNDER AUTONOMY
Course: BMS Semester: V Subject: Direct Taxes
Course Code: BMSS504**

SEMESTER V

Serial No	Course code	Credits	Course Name
			Ability Enhancement Courses (AEC)
	BMSS504	03	Direct Taxes

Learning Objectives:

Sr. No.	Objectives
1	To understand the provisions of determining residential status of individual.
2	To study various heads of income.
3	To study deductions from total income.
4	To compute taxable income of Individuals.

Sr. No	Approved Syllabus	No of Lectures
1	Definitions and Residential Status: Basic Terms (S. 2,3,4) Assessee, Assessment, Assessment Year, Annual Value, Business, Capital Assets, Income, Previous Year, Person, Transfer. Determination of Residential Status of Individual, Scope of Total Income (S.5)	10
2	Heads of Income – I: Salary (S.15-17) Income from House Property (S. 22-27) Profit & Gain from Business and Profession (S. 28, 30,31,32, 35, 35D, 36, 37, 40, 40A and 43B)	15
3	Heads of Income – II: Capital Gain (S. 45, 48, 49, 50 and 54, 54EC, 54F) Income from other sources (S.56- 59) Exclusions from Total Income (S.10) (Exclusions related to specified heads to be covered with relevant heads of income)	15
4	Deductions under Chapter VI A Deductions from Total Income S. 80C, 80CCC, 80CCD(1B), 80CCE, 80D, 80DD, 80E, 80GG, 80U, 80TTA, 80TTB	10
5	Computation of Taxable Income of Individuals: Computation of Total Income and Taxable Income of Individuals	10
	Total Lectures	60

Reference Books:

Income Tax Act- Bare act

- Dr V K Singhanian-Direct Tax Law & Practice

Note:

Particulars (University syllabus)	Proposed Syllabus	Remarks
Unit 1 Definitions and Residential Status	No Change	
Unit 2 Heads of Income – I:	No Change	
Unit 3 Heads of Income – II	Additions: Section 54EC, Section 54F	

Unit 4 Deductions under Chapter VI A	Additions: Section 80CCD(1B), Section 80CCE, Section 80GG, Section 80TTB	
Unit 5 Computation of Taxable Income of Individuals	No Change	

PROPOSED SCHEME OF EXAMINATION FOR DIRECT TAXES

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

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

(A) Internal Assessment 40 marks

Description	Marks
One best out of two tests of 20 marks each	20
Two Assignments of 10 marks each/Short Term Courses/Internships	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. 15 marks OR 15 marks	15
Q.3. 15 marks OR 15 marks	15
Q.4. 15 marks OR 15 marks	15
Note: The 15 marks full length question may be sub divided into questions of 7 marks and 8 marks, or 3 questions of 5 marks each respectively.	

Conduct of Examination:

1. Internal examination in the form of MCQs to be conducted online.
2. Under challenging situation, all examinations (including submission of assignments) will be conducted through online mode or as directed by the State government and UGC.



SIES COLLEGE OF COMMERCE & ECONOMICS
AUTONOMOUS
Bachelor of Management Studies

PROPOSED SYLLABUS UNDER AUTONOMY

Course: BMS Semester: V Subject: Service Marketing

Course Code: BMSS505

SEMESTER V

Serial No	Course code	Credits	Course Name
			Elective Courses (EC)
	BMSS505	03	Service Marketing

Learning Objectives

Sr No	Objectives
1.	To understand distinctive features of services and key elements in services marketing
2.	To provide insight into ways to improve service quality and productivity
3.	To understand marketing of different services in Indian context

Approved Syllabus	No. of lectures
Unit 1: Introduction of Services Marketing	

<p>1. Services Marketing Concept, Distinctive Characteristics of Services, Services Marketing Triangle, Purchase Process for Services, Marketing Challenges of Services • Role of Services in Modern Economy, Services Marketing Environment • Goods vs Services Marketing, Goods Services Continuum • Consumer Behaviour, Positioning a Service in the Market Place • Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty • Type of Contact: High Contact Services and Low Contact Services • Sensitivity to Customers’ Reluctance to Change</p>	<p>15</p>
<p>Unit 2 : Key Elements of Services Marketing Mix</p> <p>1. The Service Product, Pricing Mix, Promotion & Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service MappingFlowcharting • Branding of Services – Problems and Solutions • Options for Service Delivery Emotional labour (Meaning and strategies to overcome)</p>	<p>15</p>
<p>Unit 3 : Managing Quality Aspects of Services Marketing</p> <p>1. • 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>15</p>
<p>Unit 4 : Marketing of Services</p> <p>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>15</p>

PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

A) Internal Assessment 40marks

Description	Marks
Best out of 2 class tests of 20 marks each	20
Assignment	05
Presentation	10
Class Participation	05
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 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 and 8 marks each OR 3 questions of 5 marks each	

Passing criteria: 40% marks for passing.

Internals: Minimum 16 out of 40

Externals: Minimum 24 out of 60

Under challenging situations, all examinations will be conducted through online mode or as directed by State government and UGC.



SIES COLLEGE OF COMMERCE & ECONOMICS
AUTONOMOUS
Bachelor of Management Studies

PROPOSED SYLLABUS UNDER AUTONOMY
Course: BMS Semester: V Subject: E-Commerce & Digital Marketing

Course Code: BMSS506

SEMESTER V

Serial No	Course code	Credits	Course Name
			Elective Courses (EC)
	BMSS506	03	E-Commerce & Digital Marketing

Learning Objectives

Sr No	Objectives
1.	To comprehend the growing importance of e-commerce and its uses in business and other industries.
2.	To give an overview of digital marketing efforts on various social media platforms, as well as its growing importance in the business world.

Approved Syllabus	No. of lectures
Unit 1: Introduction to E-commerce 1. Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages & Limitations of E-Commerce, Traditional Commerce & E-Commerce • Ecommerce	

<p>Environmental Factors: Economic, Technological, Legal , Cultural & Social • Factors Responsible for Growth of E-Commerce, Issues in Implementing ECommerce, 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</p>	<p>15</p>
<p>Unit 2 : Insurance Planning and Investment Planning</p> <p>1. E-Business: Meaning, Launching an E-Business, Different phases of Launching an EBusiness • 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 Business Model, Superiority of Bricks and Clicks E-Business Applications: E-Procurement, E-Communication, EDelivery, E-Auction, E-Trading. • 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>	<p>15</p>
<p>Unit 3 : Payment, Security, Privacy &Legal Issues in E-Commerce</p> <p>1. 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. • 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, (IT Act 2020), UPI</p>	<p>15</p>
<p>Unit 4 : Digital Marketing</p> <p>1. 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. •</p>	<p>15</p>

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

PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

A) Internal Assessment 40marks

Description	Marks
Best out of 2 class tests of 20 marks each	20
Assignment/ Presentation	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 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 and 8 marks each OR 3 questions of 5 marks each	

Passing criteria: 40% marks for passing.

Internals: Minimum 16 out of 40

Externals: Minimum 24 out of 60

Under challenging situations, all examinations will be conducted through online mode or as directed by State government and UGC.



SIES COLLEGE OF COMMERCE & ECONOMICS
AUTONOMOUS
Bachelor of Management Studies

PROPOSED SYLLABUS UNDER AUTONOMY

Course: BMS Semester: V Subject: Sales and Distribution Management

Course Code: BMSS507

SEMESTER V

Serial No	Course code	Credits	Course Name
			Elective Courses (EC)
	BMSS507	03	Sales and Distribution Management

Learning Objectives

Sr No	Objectives
1.	The goal of this course is to help learners get a better knowledge and appreciation of how sales and distribution work in businesses.
2.	It entails familiarising them with the ideas, techniques, and practical elements of the important decision-making factors in sales force and distribution channel management.

Approved Syllabus	No. of lectures
Unit 1: Introduction 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,	

<p>Multidisciplinary Approach, Internal Marketing, AI in Sales and Distribution, CRM, Professionalism in Selling. • Structure of Sales Organization – Functional, Product Based, Market Based, Territory Based, Combination or Hybrid Structure</p> <p>2. Distribution Management: • Meaning, Importance, Role of Distribution, Role of Intermediaries, Evolution of Distribution Channels. c) Integration of Marketing, Sales and Distribution</p>	<p>15</p>
<p>Unit 2</p> <p>1. Market Analysis: • Market Analysis and Sales Forecasting, ML in data crunching, 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</p> <p>2. 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</p>	<p>15</p>
<p>Unit 3 : Distribution Channel Management 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>	<p>15</p>
<p>Unit 4 : Performance Evaluation, Ethics and Trends</p>	

1. 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

2. Measuring Distribution Channel Performance: • Evaluating Channels- Effectiveness, Efficiency and Equity • Control of Channel – Instruments of Control – Contract or Agreement, Budgets and Reports, Distribution Audit

3. Ethics in Sales Management

4. New Trends in Sales and Distribution Management

15

PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

A) Internal Assessment 40marks

Description	Marks
Best out of 2 class tests of 20 marks each	20
Assignment	05
Presentation	10
Class Participation	05
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 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 and 8 marks each OR 3 questions of 5 marks each	

Passing criteria: 40% marks for passing.

Internals: Minimum 16 out of 40

Externals: Minimum 24 out of 60

Under challenging situations, all examinations will be conducted through online mode or as directed by State government and UGC.



SIES COLLEGE OF COMMERCE & ECONOMICS
AUTONOMOUS
Bachelor of Management Studies

PROPOSED SYLLABUS UNDER AUTONOMY
Course: BMS Semester: V Subject: Strategic Marketing Management
Course Code: BMSS508

SEMESTER V

Serial No	Course code	Credits	Course Name
			Elective Courses (EC)
	BMSS508	03	Strategic Marketing Management

Learning Objectives

Sr No	Objectives
1.	To understand marketing strategies and their impact on business models
2.	To learn strategic marketing tactics related to product, price, service, brand, positioning, incentives and communication for business growth.
3.	To learn the various marketing strategies adopted by Companies to create a competitive advantage

Approved Syllabus	No. of lectures
Unit 1: Introduction to Strategic Marketing Management 1. 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

15

Unit 2 : Segmenting, Targeting, Positioning and Creation of Value in the context of Strategic Marketing

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 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

15

Unit 3 : Strategic Decisions in Product, Services and Branding

1. 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,

15

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 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.

Value chain model

(Meaning and process)

Unit 4 : Strategic Decisions in Pricing, Promotion and Distribution and strategic growth management

1. 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.

2. 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 allowance, cooperative advertising allowance, market development allowance, display allowance, spiffs

3. 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

4. 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.

PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

A) Internal Assessment 40marks

Description	Marks
Best out of 2 class tests of 20 marks each	20
Assignment	05
Presentation	10
Class Participation	05
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 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 and 8 marks each OR 3 questions of 5 marks each	

Passing criteria: 40% marks for passing.

Internals: Minimum 16 out of 40

Externals: Minimum 24 out of 60

Under challenging situations, all examinations will be conducted through online mode or as directed by State government and UGC.



SIES COLLEGE OF COMMERCE & ECONOMICS
AUTONOMOUS
Bachelor of Management Studies

PROPOSED SYLLABUS UNDER AUTONOMY
Course: BMS Semester: V Subject: Logistics and Supply Chain Management
Course Code: BMSS509

SEMESTER V

Serial No	Course code	Credits	Course Name
			Core Courses (CC)
	BMSS509	04	Logistics and Supply Chain Management

Approved Syllabus	No. of lectures
<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 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>	15

<p>Unit 2 : Elements of Logistics Mix:</p> <ol style="list-style-type: none"> 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 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. 	<p>15</p>
<p>Unit 3 : Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis</p> <ol style="list-style-type: none"> 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. 	<p>15</p>
<p>Unit 4 : Recent Trends in Logistics and Supply Chain Management</p> <ol style="list-style-type: none"> 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 Outsourcing, Third Party Logistics Provider, Fourth Party Logistics Provider, Fifth Party Logistics, Drawbacks of Outsourcing, Selection of Logistics Service Provider. 4. Logistics in the Global Environment: Managing the Global Supply Chain, Impact of Globalization 	<p>15</p>

on Logistics and Supply Chain Management, Global Logistics Trends, Global Issues and Challenges in Logistics and Supply Chain Management.	
---	--

Reference Books:

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

PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

A) Internal Assessment 40marks

Description	Marks
Best out of 2 class tests of 20 marks each	20
Assignment or Presentation (Studying the Logistical Mix of a company and recreating with a new insights for the same company)	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 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
Total	60
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



SIES COLLEGE OF COMMERCE & ECONOMICS
AUTONOMOUS
Bachelor of Management Studies

PROPOSED SYLLABUS UNDER AUTONOMY
Course: BMS Semester: V Subject: Corporate Communication and Public Relations
Course Code: BMSS510

SEMESTER V

Serial No	Course code	Credits	Course Name
			Ability Enhancement Courses (AEC)
	BMSS510	04	Corporate Communication and Public Relations

Learning Objectives

Sr No	Objectives
1.	To provide the students with basic understanding of the concepts of corporate communication and public relations.
2.	To introduce the various elements of corporate communication and consider their roles in managing organizations.
3.	To examine how various elements of corporate communication must be coordinated to communicate effectively.
4.	To effectively plan and develop content for corporate communication.

Approved Syllabus	No. of lectures
<p>Unit 1: Foundation of Corporate Communication</p> <p>1. Corporate Communication: Scope and Relevance: Introduction, Meaning, Scope, Corporate Communication in India, Need/ Relevance of Corporate Communication in Contemporary Scenario.</p> <p>2. Keys concept in Corporate Communication: Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors Influencing Corporate Image, Corporate Reputation: Meaning, Advantages of Good Corporate Reputation</p> <p>3. Ethics and Law in Corporate Communication: Importance of Ethics in Corporate Communication, Corporate accountability: Managing brand image and brand ambassadors, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Digital Piracy, RTI.</p>	15
<p>Unit 2 : Understanding Public Relations</p> <p>1. Fundamental of Public Relations: Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business.</p> <p>2. Emergence of Public Relations: Tracing Growth of Public Relations, Public Relations in India, Reasons for Emerging International Public Relations.</p> <p>3. Public Relations Environment: Introduction, Internal environment, Social and Cultural diversity Issues, Economic Issues, Political Issues, Legal Issues.</p> <p>4. Theories used in Public Relations: Systems Theory, Situational Theory, Social Exchange Theory, Diffusion Theory.</p>	15

Unit 3 : Functions of Corporate Communication and Public Relations

1. **Media Relations:** Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations.
2. **Employee Communication:** Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications.
3. **Crisis Communication:** Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building.
4. **Financial Communication:** Introduction, Tracing the Growth of Financial Communication in India, Audiences for Financial Communication, Financial Advertising.

15

Unit 4 : Emerging Technology in Corporate Communication and Public Relations

1. **Contribution of Technology to Corporate Communication:** Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, Functions of Communication Technology in Corporate Communication, Types of Communication Technology, New Media: Web Conferencing, Really Simple Syndication (RSS).
2. **Information Technology in Corporate Communication:** Introduction, E-media Relations, E-internal Communication, E-brand Identity and Company Reputation.E- Public Relations and its importance.Role of Social media as Influential marketing.
3. **Corporate Blogging:** Introduction, Defining Corporate Blogging, Characteristics of a Blog, Types of Corporate Blogs, Role of Corporate Blogs, Creating a Business Blog.

15

Reference Books:

1. Richard R. Dolphin, The Fundamentals of Corporate Communication.
2. Joep Cornelissen, Corporate Communications: Theory and Practice.
3. James L.Horton,Integrating Corporate Communication:The Cost Effective Use of Message & Medium.
4. *Sandra Oliver, Handbook of Corporate Communication & Public Relations A Cross-Cultural Approach.*
5. Rosella Gambetti, Stephen Quigley, Managing Corporate Communication.
6. Joseph Fernandez, Corporate Communications: A 21st Century Primer.
7. C.B.M. van Riel, Chris Blackburn, Principles of Corporate Communication.
8. JaishriJethwaney, Corporate Communication: Principles and Practice.

PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

A) Internal Assessment 40marks

Description	Marks
Best out of 2 class tests of 20 marks each	20
Assignment or Presentation : Press release/ Press Handouts/ Mock Twitter/newsletter/press handles/PR handouts/video content	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 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

Under challenging situations, all examinations will be conducted through online mode or as directed by State government and UGC.



SIES COLLEGE OF COMMERCE & ECONOMICS
AUTONOMOUS
Bachelor of Management Studies

PROPOSED SYLLABUS UNDER AUTONOMY
Course: BMS Semester: VI Subject: International Finance
Course Code: BMSS601

SEMESTER VI

Serial No	Course code	Credits	Course Name
			Elective Courses (EC)
	BMSS601	03	International Finance

Learning Objectives

Sr No	Objectives
1.	The objective of this course is to familiarize the student with the fundamental aspects of various issues associated with International Finance.
2.	The course aims to give a comprehensive overview of International Finance as a separate area in International Business.
3.	To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalized Market.

Approved Syllabus	No. of lectures
<p>Unit 1: Fundamentals of International Finance</p> <p>1. Introduction to International Finance: Meaning/ Importance of International Finance, Scope of International Finance, Globalization of the World Economy, Goals of International Finance, The Emerging Challenges in International Finance</p> <p>2. Balance of Payment: Introduction to Balance of Payment, Accounting Principles in Balance of Payment, Components of Balance of Payments, Balance of Payment Identity</p> <p>3. International Monetary Systems: Evolution of International Monetary System, Gold Standard System, Bretton Woods System, Flexible Exchange Rate Regimes – 1973 to Present, Current Exchange Rate Arrangements, European Monetary System, Fixed & Flexible Exchange Rate System</p> <p>4. An introduction to Exchange Rates: Foreign Bank Note Market, Spot Foreign Exchange Market Exchange Rate Quotations Direct & Indirect Rates Cross Currency Rates Spread & Spread % Factors Affecting Exchange Rates, Basic foreign exchange rules applicable for individuals as per FEMA Act, 1999</p>	<p>15</p>
<p>Unit 2 : Foreign Exchange Markets, Exchange Rate Determination & Currency Derivatives</p> <p>1. Foreign Exchange Markets: Introduction to Foreign Exchange Markets, Structure of Foreign Exchange Markets, Types of Transactions & Settlement Date, Exchange Rate Quotations & Arbitrage, Forward Quotations (Annualized Forward Margin)</p>	

<p>2. International Parity Relationships & Foreign Exchange Rate: Interest Rate Parity, Purchasing Power Parity & Fishers Parity, Forecasting Exchange Rates (Efficient Market Approach, Fundamental Approach, Technical Approach, Performance of the Forecasters), Global Financial Markets & Interest Rates (Domestic & Offshore Markets, Money Market Instruments)</p> <p>3. Currency & Interest Rate Futures: Futures Contracts, Markets & the Trading Process, Hedging & Speculation with Interest Rate Futures, Currency Options in India</p>	<p>15</p>
<p>Unit 3 : World Financial Markets & Institutions & Risks</p> <p>1. Euro Currency Bond Markets: Introduction to Euro Currency Market, Origin of Euro Currency Market, Euro Bond Market (Deposit, Loan, Notes Market), Types of Euro Bonds, Innovation in the Euro Bond Markets, Competitive Advantages of Euro Banks, Control & Regulation of Euro Bond Market</p> <p>2. International Equity Markets & Investments: Introduction to International Equity Market, International Equity Market Benchmarks, Risk & Return from Foreign Equity Investments, Equity Financing in the International Markets, Depository Receipts – ADR,GDR,IDR</p> <p>3. International Foreign Exchange Markets: Meaning of International Foreign Exchange Market, FERA v/s FEMA, Scope & Significance of Foreign Exchange Markets, Role of Forex Manager, FDI v/s FPI, Role of FEDAI in Foreign Exchange Market. FEMA rules and regulations IMO -Regulations related to Institutions: purchase / sale of capital assets (plant and machinery), immovable property Transfer or Issue of Foreign Securities Export / Import of Goods and Services Borrowing and lending</p>	<p>15</p>

<p>Cross Border Merger and acquisitions</p> <ul style="list-style-type: none"> - Regulations related to Individuals <p>Acquiring, retaining, surrendering foreign currency</p> <p>Foreign currency remittances</p> <p>Foreign securities</p> <p>Foreign currency accounts by Residents of India</p> <p>Purchase/ sale of immovable property</p> <p>Purchase/ sale of goods</p>	
<p>Unit 4 : Foreign Exchange Risk, Appraisal & Tax Management</p> <p>1. Foreign Exchange Risk Management:</p> <p>Introduction to Foreign Exchange Risk Management, Types of Risk, Trade & Exchange Risk, Portfolio Management in Foreign Assets, Arbitrage & Speculation</p> <p>2. International Tax Environment:</p> <p>Meaning of International Tax Environment, Objectives of Taxation, Types of Taxation, Benefits towards Parties doing Business Internationally, Tax Havens, Tax Liabilities</p>	<p>15</p>

Reference Books:

P G Apte, International Financial Management, 5th Edition, The McGrawHill

Cheol . S. Eun& Bruce G. Resnick, International Finance Management

Maurice D. Levi, International Finance – Special Indian Edition

Prakash G. Apte, International Finance – A Business Perspective

V A. Aadhani, International

PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

A) Internal Assessment 40 marks

Description	Marks
Best out of 2 class tests of 20 marks each	20
Assignment/Project	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 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 and 8 marks each OR 3 questions of 5 marks each	

Passing criteria: 40% marks for passing.

Internals: Minimum 16 out of 40

Externals: Minimum 24 out of 60

Under challenging situations, all examinations will be conducted through online mode or as directed by State government and UGC.



SIES COLLEGE OF COMMERCE & ECONOMICS
AUTONOMOUS
Bachelor of Management Studies

PROPOSED SYLLABUS UNDER AUTONOMY
Course: BMS Semester: VI Subject: Innovative Financial Services
Course Code: BMSS602

SEMESTER VI

Serial No	Course code	Credits	Course Name
			Elective Courses (EC)
	BMSS602	03	Innovative Financial Services

Learning Objectives

Sr No	Objectives
1.	To familiarize the learners with the fundamental aspects of various issues associated with various Financial Services
2.	To give a comprehensive overview of emerging financial services in the light of globalization
3.	To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of financial services

Approved Syllabus	No. of lectures
<p>Unit 1: Introduction to Traditional Financial Services</p> <p>1. Financial Services: Concept, Objectives/Functions, Characteristics, Financial Service Market, Financial Service Market Constituents, Growth of Financial Services in India, Problems in Financial Services Sector</p> <p>2. Factoring and Forfaiting: Introduction, Types of Factoring, Theoretical Framework, Factoring Cost, Advantages and Disadvantages of Factoring, Factoring in India, Factoring v/s Forfaiting, Working of Forfaiting, Benefits and Drawbacks of Forfaiting, Practical Problems.</p> <p>3. Bill Discounting: Introduction, Framework, Types of Bills of Exchange, Factoring V/s Bill Discounting in Receivable Management.</p>	15
<p>Unit 2 : Issue Management and Securitization</p> <p>1. Issue Management and Intermediaries: Introduction, Merchant Bankers/ Lead Managers, Underwriters, Bankers to an Issue, Brokers to an Issue, Registrar & Share Transfer Agent, Debenture Trustee</p> <p>2. Stock Broking: Introduction, Stock Brokers, SubBrokers, Foreign Brokers, Trading and Clearing/Self Clearing Members</p> <p>3. Securitization: Definition, Securitization v/s Factoring, Features of Securitization, Types of Securitised Certificates, Securitization Mechanism, Special Purpose Vehicle, Securitisable Assets, Benefits of Securitization, New Guidelines on Securitization</p>	15
<p>Unit 3 : Financial Services and its Mechanism</p> <p>1. Lease and Hire-Purchase:</p> <p>x Meaning, Types of Lease - Finance Lease, Operating Lease, Advantages and Disadvantages of Leasing, Leasing in India, Legal Aspects of Leasing.</p> <p>x Definition of Hire Purchase, Hire Purchase and Installment Sale Characteristics, Hire</p>	15

<p>Purchase and Leasing, Advantages of Hire Purchase, Problems of Hire Purchase.</p> <p>2. Housing Finance: Introduction, Housing Finance Industry, Sources of Funds, Market of Housing Finance, Housing Finance in India- Major Issues, Housing Finance in India – Growth Factors, National Housing Bank (NHB), Housing Finance Agencies, Housing Finance Loan Terms and Conditions</p> <p>3. Venture Capital: Introduction, Features of Venture Capital, Types of Venture Capital Financing Stages, Disinvestment mechanisms, Venture Capital Investment process, Indian Scenario</p> <p>4. Microfinance : Definitions, Origin, Advantages, Problems, Microfinance Models</p>	
<p>Unit 4 : Consumer Finance and Credit Rating</p> <p>1. Consumer Finance: Introduction, Sources, Types of Products, Consumer Finance Practice in India, Mechanics of Consumer Finance, Terms, Pricing, Marketing and Insurance of Consumer Finance, Consumer Credit Scoring, Case for and against Consumer Finance</p> <p>2. Plastic Money: x Growth of Plastic Money Services in India, Types of Plastic CardsCredit card - Debit Card- Smart card- Add-on Cards, Performance of Credit Cards and Debit Cards, Benefits of Debit Cards and Credit Cards, Dangers of Debit Cards and Credit Cards, Prevention of Frauds and Misuse, Consumer Protection. Indian Scenario. X Smart Cards- Features, Types, Security Features and Financial Applications</p> <p>3. Credit Rating: Meaning, Origin, Features, Advantages of Rating, Regulatory Framework, Credit Rating Agencies, Credit Rating Process, Credit Rating Symbols. Credit Rating Agencies in India, Limitations of Rating</p>	<p>15</p>

Reference Books:

1. E. Gordon and K. Natarajan, Financial Markets and Services
2. M. Y. Khan, Financial Services
3. Dr. S. Gurusamy, Financial Services
4. SEBI, Beginner's Guide to Capital Market – Primary Markets
5. Padmalatha Suresh, Justin Paul, Management of Banking and Financial Services
6. Rajesh Kothari, Financial Services in India: Concept and Application
7. Sandeep Goel, Financial Markets Institutions and Services
8. Cambridge Scholars Publishing, Innovation in Financial Services - A Dual Ambiguity

PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

A) Internal Assessment 40 marks

Description	Marks
Best out of 2 class tests of 20 marks each	20
One Project or Viva or Case studies or Assignment or NGO assignments or Internship or Group Discussion or Presentation or Short Term Course	10
One Open book test or One Project or Viva or Case studies or Assignment or NGO assignments or Internship or Group Discussion or Presentation or Short Term Course	10
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 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 and 8 marks each OR 3 questions of 5 marks each	

Passing criteria: 40% marks for passing.

Internals: Minimum 16 out of 40

Externals: Minimum 24 out of 60

Under challenging situations, all examinations will be conducted through online mode or as directed by State government and UGC.



SIES COLLEGE OF COMMERCE & ECONOMICS
AUTONOMOUS
Bachelor of Management Studies

PROPOSED SYLLABUS UNDER AUTONOMY

Course: BMS Semester: VI Subject: Strategic Financial Management

Course Code: BMSS603

SEMESTER VI

Serial No	Course code	Credits	Course Name
			Elective Courses (EC)
	BMSS603	03	Strategic Financial Management

Learning Objectives

Sr No	Objectives
1.	To match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability.
2.	Changing scenario in Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable.
3.	To acquaint learners with contemporary issues related to financial management

Approved Syllabus	No. of lectures
--------------------------	------------------------

<p>Unit 1: Dividend Decision and XBRL</p> <p>1. Dividend Decision: Meaning and Forms of Dividend, Dividend Modigliani and Miller's Approach, Walter Model, Gordon Model, Factors determining Dividend Policy, Types of Dividend Policy.</p> <p>2. XBRL: Introduction, Advantages and Disadvantages, Features and Users.</p>	<p>15</p>
<p>Unit 2 : Capital Budgeting and Capital Rationing</p> <p>1.Capital Budgeting Risk and Uncertainty in Capital Budgeting, Risk Adjusted Cut off Rate, Certainty Equivalent Method, Sensitivity Technique, Probability Technique, Standard Deviation Method, Coefficient of Variation Method, Decision Tree Analysis, Construction of Decision Tree.</p> <p>2. Capital Rationing: Meaning, Advantages, Disadvantages, Practical Problems</p>	<p>15</p>
<p>Unit 3 : Shareholder Value and Corporate Governance/Corporate Restructuring:</p> <p>1. Shareholder Value and Corporate Governance: Financial Goals and Strategy, Shareholder Value Creation: EVA and MVA Approach</p> <p>2. Corporate Restructuring: Meaning, Types, Limitations of Merger: Amalgamation, Acquisition, Takeover, Determination of Firm's Value, Effect of Merger on EPS and MPS, Pre Merger and Post Merger Impact.</p>	<p>15</p>
<p>Unit 4 : Financial Management in Banking Sector and Working Capital Financing</p>	

1. Financial Management in Banking Sector: An Introduction, Classification of Investments, NPA & their Provisioning, Classes of Advances, Capital Adequacy Norms, Rebate on Bill Discounting, Treatment of Interest on Advances.	15
2. Working Capital Financing: Maximum Permissible Bank Finance (Tandon Committee), Cost of issuing Commercial Paper and Trade Credit, Matching Approach, Aggressive Approach, Conservative Approach	

NOTE:

For 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.

Reference Books:

- C. Paramasivan & T. Subramanian, Financial Management
- IM Pandey, Financial Management
- Ravi Kishor, Financial Management
- Khan & Jain, Financial Management
- Van Horne & Wachowiz, Fundamentals of Financial Management
- Prasanna Chandra, Strategic Financial Management

PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

A) Internal Assessment 40marks

Description	Marks
Best out of 2 class tests of 20 marks each	20
Assignment/Project	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 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 and 8 marks each OR 3 questions of 5 marks each	

Passing criteria: 40% marks for passing.

Internals: Minimum 16 out of 40

Externals: Minimum 24 out of 60

Under challenging situations, all examinations will be conducted through online mode or as directed by State government and UGC.



**SIES COLLEGE OF COMMERCE & ECONOMICS
(AUTONOMOUS)
Bachelor of Management Studies**

**PROPOSED SYLLABUS UNDER AUTONOMY
Course: BMS Semester: VI Subject: Indirect Taxes
Course Code: BMSS604**

SEMESTER VI

Serial No	Course code	Credits	Course Name
			Ability Enhancement Courses (AEC)
	BMSS604	03	Indirect Taxes

Learning Objectives:

Sr. No.	Objectives
1	To understand the basics of GST
2	To study the registration and computation of GST
3	To acquaint the students with filing of returns in GST

Sr. No.	Approved Syllabus	Number of lectures
1	<p>Introduction to Indirect Taxation and GST</p> <p>A. Basics for Taxation - Direct Taxes and Indirect Taxes – Difference, Advantages and Disadvantages, Sources and Authority of Taxes in India (Art 246 of the Indian Constitution), Indirect Taxes other than GST (VAT, Customs – Brief Overview)</p> <p>B. Introduction to GST – Genesis of GST in India, Power to tax GST (Constitutional Provisions), Extent and Commencement, Meaning and Definition of GST, Benefits of GST, Conceptual Framework – CGST, IGST, SGST, UTGST, Imports of goods or services or both, Export of goods or services or both, Taxes subsumed and not subsumed under GST.</p> <p>C. Definitions – Goods (2(52) of CGST Act), Services (2(102) of CGST Act), Money (2(75) of CGST Act), Securities (2(101) of SCRA Act,1956), India(2(56) of CGST Act), Persons (2(84) of CGST Act),Taxable Person (2(107) of CGST Act), Business (2(17) of CGST Act), Consideration(2(31) of CGST Act), E- Commerce Operator (2(45) of CGST Act), Supplier(2(105) of CGST Act),Recipient(2(93) of CGST Act)</p> <p>D. Levy and Collection of GST – Levy and Collection of CGST, IGST, SGST, UTGST (Sec 9 of CGST Act), Composition Scheme under GST (Sec 10 of CGST Act), Power to Grant Exemption (Sec 11 of CGST Act), GST Rate Schedule for Goods and Services. (Only Specific Exemptions- Healthcare, Education, Transportation, Agriculture, Accommodation)</p>	10
2	<p>Concept of Supply</p> <p>A. Taxable Event Supply– Meaning and Scope of Supply (Section 7 Subsection 1, 2 and 3 of Act) Schedule I, Schedule II, Schedule III, Composite and Mixed Supplies (Sec 8 of CGST Act)</p> <p>B. Place of Supply – Location of Supplier of Goods and Services, Place of Supply of Goods (Sec 10, 11,12 and 13 of IGST Act), Special Provision for Payment of Tax by a Supplier of Online Information Database Access Retrieval.</p> <p>C. Time of Supply- Time of Supply (Sec 31 of CGST Act), Issue of Invoice by the Supplier (Sec 31 (1) and Sec 31(2)of CGST Act), Continuous Supply of Goods and Services, Goods Sent on Approval (Sec 31(7) of CGST Act)</p> <p>D. Value of Supply – Determination of Value of Supply (Sec 15 of CGST Act and CGST Rules 2017), Input Tax Credit (Sec 2(62) of CGST Act) Capital Goods (Sec 2(19) of CGST Act), Input Sec 2(59) of CGST Act), Input Service (Sec 2(60) of CGST Act). Eligibility and Conditions for taking Input Tax Credit (Sec 16 of CGST Act)</p>	20
3	Registration and Computation of GST	20

	<p>A. Registration – Persons liable for Registration (Sec 22 of the Act), Persons not liable for Registration, Procedure for Registration (Sec 25 of the Act), Deemed Registration(Sec 26 of the Act), Special Provisions (Sec 27 of the Act), Amendment, Cancellation and Revocation of Registration(Sec 28, Sec29 and Sec 30 of the Act)</p> <p>B. Computation of GST – Computation of GST under Inter State and Intra State Supplies.</p> <p>C. Payment of Tax- Payment of Tax, Interest and other Amounts(Sec 49 of the Act), Interest on delayed Payment (Sec 50 of the Act), TDS (Sec 51 of the Act), TCS (Sec 52 of the Act)</p>	
4	<p>Filing of Returns</p> <p>A. Documentation- Tax Invoices (Sec 31 and 32 of the Act), Credit and Debit notes (Sec 34 of the Act), Electronic Way Bill, Delivery Challan, Receipt Voucher, Refund Voucher, Payment Voucher, Revised Tax Invoice.</p> <p>B. Returns –Types of Returns and Provisions relating to filing of Returns (Sec 37 to Sec 48 of the Act)</p>	10
	Total Lectures	60

Note:

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.

Reference Books:

- GST Bare Act 2017
- GST Law & Practice - V.S Datey (12th Edition)
- GST Laws – National Academy of Customs, Indirect Tax

Note:

Particulars (University syllabus)	Proposed Syllabus	Remarks
Unit 1 Introduction to Indirect Taxation and GST	Additions: Indirect Taxes other than GST (VAT, Customs – Brief Overview) Only Specific Exemptions- Healthcare, Education, Transportation, Agriculture, Accommodation	
Unit 2 Concept of Supply	No Change	
Unit 3 Registration and Computation of GST	No Change	
Unit 4 Filing of Returns	Additions: Expressly mention Delivery Challan, Refund Voucher, Receipt Voucher, Payment Voucher, Revised Tax Invoice	

PROPOSED SCHEME OF EXAMINATION FOR INDIRECT TAXES

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

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

(A) Internal Assessment 40 marks

Description	Marks
One best out of two tests of 20 marks each	20
Assignment/ Short Term Courses/Internships	10
**FineAns Case Study	10
Total	40

****FineAns Case Study is an annual competition conducted by the BMS Department for finance students of SYBMS and TYBMS. The cases contain questions from the different elective subjects.**

(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. 15 marks OR 15 marks	15
Q.3. 15 marks OR 15 marks	15
Q.4. 15 marks OR 15 marks	15
Note: The 15 marks full length question may be sub divided into questions of 7 marks and 8 marks, or 3 questions of 5 marks each respectively.	

Conduct of Examination:

1. Internal examination in the form of MCQs to be conducted online.
2. Under challenging situation, all examinations (including submission of assignments) will be conducted through online mode or as directed by the State government and UGC.



SIES COLLEGE OF COMMERCE & ECONOMICS
AUTONOMOUS
Bachelor of Management Studies

PROPOSED SYLLABUS UNDER AUTONOMY
Course: BMS Semester: VI Subject: Brand Management
Course Code: BMSS605

SEMESTER VI

Serial No	Course code	Credits	Course Name
			Elective Courses (EC)
	BMSS605	03	Brand Management

Approved Syllabus	No. of lectures
<p>Unit 1 : Introduction to Brand Management 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>	15
<p>Unit 2 : Planning and Implementing Brand Marketing Programs Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements. Integrating Marketing Programs and Activities Personalising Marketing: Experiential Marketing, One to One Marketing, Permission Marketing. Product Strategy: Perceived Quality and Relationship Marketing. Pricing Strategy: Setting Prices to Build Brand Equity. Channel Strategy: Direct, Indirect Channels. Promotion Strategy: Developing Integrated Marketing Communication Programs.</p>	15

<p>Unit 3 : Measuring and Interpreting Brand Performance</p> <p>1. The Brand Value Chain.</p> <p>2. Measuring Sources of Brand Equity:</p> <p>Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association.</p> <p>Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses.</p> <p>3. Young and Rubicam’s Brand Asset Valuator.</p> <p>4. Measuring Outcomes of Brand Equity</p> <p>Comparative Methods: Brand based Comparative Approaches, Marketing Based Comparative Approaches, Conjoint Analysis.</p> <p>Holistic Methods: Residual Approaches, Valuation Approaches: Historical Perspectives and Interbrand’s Brand Valuation Methodology.</p>	<p>15</p>
<p>Unit 4 : Growing and Sustaining Brand Equity</p> <p>1. Designing & Implementing Branding Strategies:</p> <p>Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matrix, Breadth of a Branding Strategy, Depth of a Branding Strategy.</p> <p>Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels.</p> <p>Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing.</p> <p>2. Brand Extensions: Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity.</p> <p>3. Managing Brands over Time: Reinforcing Brands, Revitalising Brands.</p> <p>4. Brand Performance and Management: Global Branding Strategies ,Brand Audit, Role of Brand Managers.</p>	<p>15</p>

Reference Books:

1. Keller Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity
2. Keller Kevin Lane, Strategic Brand Management-2008
3. Elliot, Richard, Strategic Brand Management-2008
4. Kapferer, Jean-Noel, Strategic Brand Management-2000
5. Kishen, Ram, Strategic Brand Management- 2013
6. Keller Kevin Lane, Strategic Brand Management 4e-2015

PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

A) Internal Assessment 40marks

Description	Marks
Best out of 2 class tests of 20 marks each	20
Assignment or Presentation (Studying an existing brand and bring out completely new line of business) E.g.: I phone comes up with Coffee Shop.	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 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
Total	60
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



SIES COLLEGE OF COMMERCE & ECONOMICS
AUTONOMOUS
Bachelor of Management Studies

PROPOSED SYLLABUS UNDER AUTONOMY
Course: BMS Semester: VI Subject: Retail Management
Course Code: BMSS606

SEMESTER VI

Serial No	Course code	Credits	Course Name
			Elective Courses (EC)
	BMSS606	03	Retail Management

Approved Syllabus	No. of lectures
<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, Franchising in India</p> <p>Green Retailing,</p> <p>Airport Retailing.</p>	15
Unit 2 : Retail Consumer and Retail Strategy	

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.
2. **CRM in Retail:** Meaning, Objectives, Customer Retention Approaches: Frequent Shopper Programme, Special Customer Services, Personalization, Community.
3. **Retail Strategy:** Meaning, Steps in Developing Retail Strategy, Retail Value Chain.
4. **Store Location Selection:** Meaning, Types of Retail Locations, Factors Influencing Store Location.
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.

15

Unit 3 : Merchandise Management and Pricing

1. **Merchandise Management:** Concept, Types of Merchandise, Principles of Merchandising, Merchandise Planning- Meaning and Process, Merchandise Procurement/Sourcing- Meaning, Process, Sources for Merchandise.
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
3. **Concept of Lifestyle Merchandising.**
4. **Private Label:** Meaning, Need and Importance, Private Labels in India.
5. **Retail Pricing:** Meaning, Considerations in Setting Retail Pricing.
 - **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.
 - **Variable Pricing and Price Discrimination Meaning.**
 - **Types:** Individualized Variable Pricing/First Degree Price.
 - Self-Selected Variable Pricing/ Second Degree Price Discrimination- Clearance and Promotional Markdowns, Coupons, Price Bundling, Multiple – Unit Pricing.
 - Variable Pricing by Market Segment/ Third Degree Price Discrimination.

15

Unit 4 : Managing and Sustaining Retail

1. **Retail Store Operations:** Meaning, Responsibilities of Store Manager, The 5 S's of Retail Operations (Systems, Standards, Stock, Space, Staff).
2. **Store Design and Layout:**

<ul style="list-style-type: none"> • Store Design: Meaning, Objectives, Principles, Elements of Exterior and Interior Store Design, Store Atmospherics and Aesthetics. • Store Layout: Meaning, Types: Grid, Racetrack, Free Form. • Signage and Graphics: Meaning, Significance, Concept of Digital Signage. • Feature Areas: Meaning, Types: Windows, Entrances, Freestanding Displays, End Caps, Promotional Aisles, Walls, Dressing Rooms, Cash Wraps. <p>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>	<p>15</p>
---	------------------

Reference Books:

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

PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

A) Internal Assessment 40marks

Description	Marks
Best out of 2 class tests of 20 marks each	20
Assignment or Presentation (Visiting store of different type as per groups and making a presentation as per the observation) + Making a report and submitting about the visit.	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 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
Total	60
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



SIES COLLEGE OF COMMERCE & ECONOMICS
AUTONOMOUS
Bachelor of Management Studies

PROPOSED SYLLABUS UNDER AUTONOMY
Course: BMS Semester: VI Subject: International Marketing
Course Code: BMSS607

SEMESTER VI

Serial No	Course code	Credits	Course Name
			Elective Courses (EC)
	BMSS607	03	International Marketing

Learning Objectives

Sr No	Objectives
1.	To have a better understanding of international marketing, its benefits and drawbacks.
2.	To impart an understanding of the international marketing environment's dynamics.
3.	To comprehend the significance of international marketing mix selections and contemporary global market changes.

Approved Syllabus	No. of lectures
<p>Unit 1: Introduction to International Marketing & Trade</p> <p>1. 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</p> <p>b) Introduction to International Trade: • Concept of International Trade, Barriers to Trade: Tariff and Non Tariff, Trading Blocs : SAARC, ASEAN, NAFTA USMCA trade Agreement, EU, OPEC</p>	15
<p>Unit 2 : Media Mix and Media Strategy</p> <p>1. 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, • Cultural Environment : Concept , Two Views of Culture: Etic & Emic (Cross Cultural Analysis) 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)</p> <p>2. Marketing Research: • Introduction, Need for Conducting International Marketing Research, International Marketing Research Process, Scope of International Marketing Research, IT in Marketing Research</p>	15
<p>Unit 3 : International Marketing Mix</p> <p>1. 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</p> <p>2. International Pricing Decision: • Concept of International Pricing, Objectives of</p>	15

<p>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 Pricing, Predatory Pricing • International Pricing Issues : Gray Market , Counter Trade, Dumping, Transfer Pricing</p> <p>3.International Distribution Decisions • Concept of International Distribution Channels, Types of International Distribution Channels, Factors Influencing Selection of International Distribution Channel</p> <p>4.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>1. Introduction -Developing International Marketing Plan: • Preparing International Marketing Plan, Examining International Organisational Design, Controlling International Marketing Operations, Devising International Marketing Plan</p> <p>2. International strategies: • Need for International Strategies, Types of International Strategies</p> <p>3. 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>15</p>

PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

A) Internal Assessment 40 marks

Description	Marks
Best out of 2 class tests of 20 marks each	20
Presentation on devising and launching a global campaign	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 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 and 8 marks each OR 3 questions of 5 marks each	

Passing criteria: 40% marks for passing.

Internals: Minimum 16 out of 40

Externals: Minimum 24 out of 60

Under challenging situations, all examinations will be conducted through online mode or as directed by State government and UGC.



SIES COLLEGE OF COMMERCE & ECONOMICS
AUTONOMOUS
Bachelor of Management Studies

PROPOSED SYLLABUS UNDER AUTONOMY
Course: BMS Semester: VI Subject: Media planning and management
Course Code: BMSS608

SEMESTER VI

Serial No	Course code	Credits	Course Name
			Elective Courses (EC)
	BMSS608	03	Media planning and management

Learning Objectives

Sr No	Objectives
1.	To understand Media Planning, Strategy and Management with reference to current business scenario.
2.	To know the basic characteristics of all media to ensure most effective use of advertising budget.
3.	To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys

Approved Syllabus	No. of lectures
<p>Unit 1: Overview of Media and Media Planning</p> <p>1. 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 Company, Regulatory Framework and Legal Aspects in Media Planning</p> <p>2. 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, BDI: Brand Development Index CDI: Category Development Index (Meaning and its relationship with buying decision)</p>	15
<p>Unit 2 : Media Mix and Media Strategy</p> <p>1. 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>2. 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>3. Emerging Media: • Online, Mobile, Gaming, In flight, In Store, Interactive Media</p>	15

4. 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

Unit 3 : Media Budgeting, Buying & Scheduling

1. 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.

2. 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

3. 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, Negotiation Strategies (Types of negotiation strategies for media buying)

15

Unit 4 : Developments in International Marketing

Media Measurement: • Basic Metrics: Reach, Cumulative/Frequency Reach, Discrete & Cumulative distribution, Average Opportunity to See (AOTS), Effective frequency/Reach • Television Metrics: Dairy v/s People meter, TRP, /TVR, Program Reach & Time Spent, Stickiness Index, Ad Viewership • Radio Metrics: Arbitron Radio Rating • Print Metrics: Circulation, Average Issue Readership (AIR), Total or Claimed Reader, Sole or Solus reader. •

15

OOH Metrics: Traffic Audit Bureau (TAB)

2. Benchmarking Metrics: • Share, Profile, and Selectivity Index

3. Plan Metrics: • Gross Rating Points (GRP), Gross Impressions (GI), Share of Voice (SOV).

4. Evaluating Media Buys • 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 • 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. • Evaluating Other Media Buys: Radio Buys, Outdoor Buys, Cinema Buys, Internet Buys, and Mobile Buys

PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

A) Internal Assessment 40 marks

Description	Marks
Best out of 2 class tests of 20 marks each	20
Assignment	05
Presentation	10
Class Participation	05
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 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 and 8 marks each OR 3 questions of 5 marks each	

Passing criteria: 40% marks for passing.

Internals: Minimum 16 out of 40

Externals: Minimum 24 out of 60

Under challenging situations, all examinations will be conducted through online mode or as directed by State government and UGC.



SIES COLLEGE OF COMMERCE & ECONOMICS
AUTONOMOUS
Bachelor of Management Studies

PROPOSED SYLLABUS UNDER AUTONOMY
Course: BMS Semester: VI Subject: Operations Research
Course Code: BMSS609

SEMESTER VI

Serial No	Course code	Credits	Course Name
			Core Courses (CC)
	BMSS609	04	Operations Research

Learning Objectives

Sr No	Objectives
1.	The learners will be able to acquire knowledge about Operation Research methodologies
2.	The learners will be able to solve various Operation Research problems practically and interpret the results.
3.	The learners will be able to make case study analysis efficiently

Approved Syllabus	No. of lectures

Unit 1: Introduction to Operations Research and Linear Programming:

1. Introduction to Operations Research:

- Operations Research: Definition, Characteristics of OR, OR Techniques, Areas of Application, Limitations of OR.

2. Linear Programming Problems: Introduction and Formulation:

- Introduction to Linear Programming.
- Applications of LP.
- Components of LP.
- Requirements for Formulation of LP Problem.
- Assumptions Underlying Linear Programming.
- Steps in Solving LP Problems.

Iso profit line and convex polygon method

- LPP Formulation (Decision Variables, Objective Function, Constraints, Non Negativity Constraints).

3. Linear Programming Problems: Graphical Method:

- Maximization and Minimization Type Problems. (Max. Z and Min. Z)
- Two Decision Variables and Maximum Three Constraints Problem
- Constraints can be "less than or equal to", "greater than or equal to" or a combination of both the types i.e. mixed constraints.
- Concepts: Feasible Region of Solution, Unbounded Solution, Redundant Constraint, Infeasible solution, Alternative Optima.

4. Linear Programming Problems: Simplex Method:

- Only Maximization Type Problems. (Only Max. Z). No. Minimization problems. (No Min. Z)
- Two or Three Decision Variables and Maximum Three Constraints Problem. (Up to Maximum Two Iterations)
- All Constraints to be "less than or equal to" Constraints. ("Greater than or Equal to" Constraints not included.
- Concepts: Slack Variables, Surplus Variables, Artificial Variables, Product Mix and Profit, Feasible and Infeasible Solution, Unique or Alternate Optimal Solution, Shadow Prices of Resources, Scarce and Abundant Resources, Utilized and Unutilized Capacity of Resources, Percentage Utilization of Resources, Decision for Introduction of a New Product.

Case study on Simplex Method to be included

15

Unit 2 : Assignment and Transportation Models:

**(a) 1. Assignment Problem
-Hungarian Method**

- Maximization and Minimization Type Problems.
- Balanced and Unbalanced Problems.
- Prohibited Assignment Problems, Unique or Multiple Optimal Solutions.

<p>-Simple Formulation of Assignment Problems. -Maximum 5×5 Matrix. Up to Maximum Two Iterations after Row and Column Minimization.</p> <p>2. Transportation Problems: -Maximization and Minimization Type Problems. -Balanced and Unbalanced problems. -Prohibited Transportation Problems, Unique or Multiple Optimal Solutions. -Simple Formulation of Transportation Problems. Initial Feasible Solution (IFS) by: (a) North West Corner Rule (NWCR) (b) Least Cost Method (LCM) (c) Vogel's Approximation Method (VAM) -Maximum 5×5 Transportation Matrix. -Finding Optimal Solution by Modified Distribution (MODI) Method. (u, v and Δ) -Maximum Two Iterations (i.e. Maximum Two Loops) after IFS. Degeneracy along with practical problems Case study on transportation problems to be included</p>	<p>15</p>
<p>Unit 3 : Network Analysis:</p> <p>1. Critical Path Method (CPM): -Concepts: Activity, Event, Network Diagram, Merge Event, Burst Event, Concurrent and Burst Activity. Construction of a Network Diagram. Node Relationship and Precedence Relationship. -Principles of Constructing Network Diagram. -Use of Dummy Activity. -Numerical Consisting of Maximum Ten (10) Activities. -Critical Path, Sub-critical Path, Critical and Non-critical activities, Project Completion Time. -Forward Pass and Backward Pass Methods. -Calculation of EST, EFT, LST, LFT, Head Event Slack, Tail Event Slack, Total Float, Free Float, Independent Float and Interfering Float. - Case Study on CPM to be included</p> <p>2. Project Crashing: -Meaning of Project Crashing. -Concepts: Normal Time, Normal Cost, Crash Time, Crash Cost of Activities. Cost Slope of an Activity. -Costs involved in Project Crashing: Numericals with Direct, Indirect, Penalty, crash cost and Total Costs. -Time - Cost Trade off in Project Crashing. -Optimal (Minimum) Project Cost and Optimal Project Completion Time. -Process of Project Crashing. -Numerical Consisting of Maximum Ten (10) Activities. -Numerical based on Maximum Four (04) Iterations of Crashing.</p> <p>3. Program Evaluation and Review Technique (PERT): -Three Time Estimates of PERT: Optimistic Time (a), Most Likely Time (m) and Pessimistic Time (b).</p>	<p>15</p>

<ul style="list-style-type: none"> -Expected Time (te) of an Activity Using Three Time Estimates. -Difference between CPM and PERT. -Numerical Consisting of Maximum Ten (10) Activities. -Construction of PERT Network using te values of all Activities. -Mean (Expected) Project Completion Time. -Standard Deviation and Variance of Activities. -Project Variance and Project Standard Deviation. -Standard Normal Probability Table. <p>Concept of Level of confidence and completing in a particular duration Calculation Of Probability from the Probability Table using Z Value and Simple Questions related to PERT Technique.</p> <p>Case study on PERT to be included</p>	
<p>Unit 4 : Job Sequencing and Theory of Games:</p> <p>1. Job Sequencing Problem:</p> <ul style="list-style-type: none"> -Processing Maximum 9 Jobs through Two Machines only. -Processing Maximum 6 Jobs through Three Machines only. -Calculations of Idle Time, Elapsed Time etc. <p>2. Theory of Games:</p> <ul style="list-style-type: none"> -Introduction. -Terminology of Game Theory: Players, Strategies, Play, Payoff, Payoff matrix, Maximin, Maximax, Saddle Point. -Types of Games. -Numerical based on: -Two Person Zero Sum Games including strictly determinable and Fair Game. -Pure Strategy Games (Saddle Point available). 	<p>15</p>

Reference Books:

1. Operations Research Techniques for Management, Kapoor V.K Sultan Chand & Sons,7th.
2. Operations Research, Kantiswarup, Gupta PK. &Manmohan, Sultan Chand & Sons,9th.
3. Operations Research, Sharma S.D, Kedarnath, Ramnath& Company, 8th
4. Quantitative Techniques in Management, Vora N.D.Tata McGraw Hill c0,3rd
5. Operations Research, P.K Gupta D.S. Hira, Sultan Chand & Sons

PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

A) Internal Assessment 40marks

Description	Marks
Best out of 2 class tests of 20 marks each	20
Assignment (2 of 10 marks each)/Viva/Project Work	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 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 and 8 marks each OR 3 questions of 5 marks each	

Passing criteria: 40% marks for passing.

Internals: Minimum 16 out of 40

Externals: Minimum 24 out of 60

Under challenging situations, all examinations will be conducted through online mode or as directed by State government and UGC.



SIES COLLEGE OF COMMERCE & ECONOMICS
AUTONOMOUS
Bachelor of Management Studies

PROPOSED SYLLABUS UNDER AUTONOMY
Course: BMS Semester: VI Subject: Project Work
Course Code: BMSS610

SEMESTER VI

Serial No	Course code	Credits	Course Name
			Ability Enhancement Courses (AEC)
	BMSS610	04	Project Work

Approved Syllabus	No. of lectures
100 Marks Project Internship or Certificate Programme OR Research Project based on Electives Note <ul style="list-style-type: none"> • Report submission of minimum 80 pages • Experience certificate wherever applicable 	NA

PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

A) Internal Assessment 40marks

Description	Marks
Viva – voce exam	20
Research paper Presentation	10
Certificate course or Internship certificate	10
Total	40

B) Semester end examination 60 marks

PROPOSED PAPER PATTERN

Duration : 2 hours
Total Marks: 60
External Viva Voce Exam

Passing criteria: 40% marks for passing.

Internals: Minimum 16 out of 40

Externals: Minimum 24 out of 60

Under challenging situations, all examinations will be conducted through online mode or as directed by State government and UGC.