

**SIES COLLEGE OF COMMERCE &  
ECONOMICS  
(Autonomous)**

**Minutes of Meeting BOS in Commerce**

**Date: 13/04/2024**

Minutes of the Meeting of The Board of Studies in Commerce of SIES College of Commerce & Economics (Autonomous), Sion East, Mumbai 400 022 held on 13th April, 2024 at 5:00 pm by Online Mode on MS Teams

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

The following members attended the meeting.

Sr. No.	Category	Name and details	Attendance
1	Chairperson, BoS	Dr. Shanti Suresh	Present
2	Two subject experts from other university	Dr. Preetha Menon Flames university Pune	Leave of absence
		Prof. Sunaina Kuknoor Symbiosis Internation University Pune.	Present
3	Vice-Chancellor Nominee on BOS-Commerce	Dr. Vinita Pimpale	Present
4	Industry Experts	Mr. Sivaramakrishnan	Present
		Mr. Ravikant Rathore	Present
5	PG Alumni	CA Varsha Lund	Present
6	Faculty members	Dr. Swati S, Ms. Shruthi Sadanandan, Dr. Falguni Mathews, Ms. Fleur Dsouza, Ms. Sugandhi Gupta	Present

The Chairperson, Dr. Shanti Suresh welcomed and introduced the newly appointed members of BOS.

**Dr. Swati**, Faculty from the Commerce Department, presented the syllabus and the pattern of examination of **Advertising 1** and **2** for BCom semester III and IV

Thereafter the same was discussed by the members and the recommendations given by the members were incorporated.

## BCOMS304-Advertising I

### Syllabus

Approved Syllabus	No. of lectures
<p><b>Module -1 Introduction to Advertising</b></p> <p><b>Advertising</b> Definition, Evolution of Advertising, Objectives, Importance of advertising Active Participants Involved - Benefits of Advertising for firms and consumers.</p> <p><b>Integrated Marketing Communication</b> Concept - Features - Elements - Role of IMC in advertising</p> <p><b>Bases of Classification of Advertising</b> Geographic - Media - Target Audience - Functions</p>	15
<p><b>Module -2 Media in Advertising</b></p> <p><b>Traditional Media</b> Print, Broadcasting, Out-Of-Home advertising and films - advantages and limitations of all the above traditional media</p> <p><b>New Age Media</b> Digital Media / Internet Advertising and Social Media Advertising, significance &amp; limitations .</p> <p><b>Media Research</b> Concept, Importance, Tool for regulation - ABC , TRP</p>	15
<p><b>Module – 3 Economic and Social Aspects of Advertising</b></p> <p><b>Economic Aspects</b> Effect of Advertising on Consumer Demand - Monopoly and Competition - Price</p> <p><b>Social Aspects</b> Ethical and Social Issues in Advertising - Positive and Negative influence of advertising on Indian values and culture.</p> <p><b>Types of Advertisements</b> Pro Bono/Social Advertising - Social Advertisements by Indian Govt – ASCI</p>	15
<p><b>Module – 4</b></p> <p><b>Brand Building and Special Purpose Advertising</b></p> <p><b>Brand Building</b> Process - AIDA Model - Role of advertising in developing Brand Image and Brand Equity - Managing Brand Crisis</p> <p><b>Special Purpose Advertising</b> Rural Advertising - Political Advertising - Advocacy Advertising - Corporate Image Advertising - Green Advertising - Concept of Guerilla Advertising</p> <p><b>Trends in Advertising</b> Media - Ad Spends - Ad Agencies - Execution of Advertisements</p>	15

**BCOMS 404-Advertising II  
Syllabus**

<b>Approved Syllabus</b>	<b>No. of lectures</b>
<p><b>Module-1</b>  <b>Planning Advertising Campaign</b>  <b>Advertising Campaign</b>            Concept, Advertising Campaign Planning -Steps Determining advertising objectives - DAGMAR model  <b>Advertising Budgets</b>            Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs  <b>Media Planning</b>            Concept, Process, Factors considered while selecting media, Media Scheduling Strategies</p>	<b>15</b>
<p><b>Module – 2</b>  <b>Fundamentals of creativity in advertising</b>  <b>Creativity</b>            Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization  <b>Creative aspects</b>            Buying Motives - Types, Selling Points- Features, Appeals – Types, Concept of Unique Selling Proposition (USP)  <b>Creativity through Endorsements</b>            Endorsers – Types, Celebrity Endorsements – Advantages and Limitations, High Involvement and Low Involvement Products            Influencer Marketing- Role of Social media Influencers in Advertising</p>	<b>15</b>
<p><b>Module – 3</b>  <b>Execution and Evaluation of Advertising</b>  <b>Preparing print ads</b>            Essentials of Copywriting, Copy – Elements, Types, Layout- Principles, Illustration - Importance  <b>Creating broadcast ads</b>            Execution Styles, Jingles and Music – Importance, Concept of Storyboard  <b>Evaluation</b>            Advertising copy, Pre-testing and Post-testing of Advertisements – Methods and Objectives</p>	<b>15</b>
<p><b>Module-4</b>  <b>Advertising Agency</b>  <b>Ad Agency</b>            Meaning - Features - Structure and services offered - Types - Agency selection criteria.  <b>Agency and Client</b>            Maintaining Agency-Client Relationship - Techniques to avoid Client Turnover - Creative Pitch - Agency Compensation  <b>Careers in Advertising</b>            Skills required for career in advertising –            Career Options - Freelancing in Advertising (Graphics, Animation, Modeling, Dubbing,            Trending Careers- Digital Advertising Specialist, Data analyst , Content Marketer, Brand Strategist</p>	<b>15</b>

**Dr. Shanti Suresh**, Faculty from the Commerce Department, presented the syllabus and the pattern of examination of Commerce III and IV for BCom semester III and IV

Thereafter the same was discussed by the members and the recommendations given by the members were incorporated.

### **BCOMS 305 Commerce III – Introduction to Management Syllabus**

<b>Approved syllabus</b>	<b>No. of lectures</b>
<p><b>Module 1 –Introduction to Management</b></p> <ul style="list-style-type: none"> <li>• Management- Concept, Nature, Functions, Managerial Skills &amp; Competencies</li> <li>• Evolution of Management Thoughts Classical Approach: Scientific Management – F.W.Taylor’s Contribution <ul style="list-style-type: none"> <li>● Classical Organization Theory: Henri Fayol’s Principles</li> <li>● Neo Classical: Human Relations Approach – Elton Mayo’s Hawthorne experiments</li> <li>● Modern Management Approach-Peter Drucker’s Dimensions of Management,</li> <li>● Indian Management Thoughts: Origin &amp; Significance of Indian Ethos to Management.</li> <li>● Introduction to self-management Indian Philosophical perspective (Vivekananda/ Aurobindo)</li> <li>● Dynamics of self-management - Gita and Self-Management</li> <li>● Global issues relevance of values for success in management</li> </ul> </li> </ul>	<b>15</b>
<p><b>Module II- Planning &amp; Decision Making</b></p> <p>Planning - Steps, Importance, Components,</p> <p>Coordination – Importance</p> <p>M.B.O -Process, Advantages, Management By Exception- Advantages;</p> <p>Management Information System- Concept, Components •</p> <p>Decision Making - Techniques, Essentials of a Sound Decision Making,</p> <p>Impact of Technology on Decision Making.</p>	<b>15</b>
<p><b>Module III- Organizing</b></p> <ul style="list-style-type: none"> <li>•Organizing-Steps, Organization Structures – Features of Line &amp; Staff Organization, Matrix Organization, Virtual Organization, Formal V/S Informal Organization.</li> <li>•Departmentation -Meaning -Bases, Span of Management- Factors Influencing Span of Management, Tall and Flat Organization.</li> <li>•Delegation of Authority- Process, Barriers to Delegation, Principles of Effective Delegation. Decentralization: Factors Influencing Decentralization, Centralization v/s Decentralization</li> </ul>	<b>15</b>
<p><b>Module IV-Directing and Controlling</b></p> <ul style="list-style-type: none"> <li>•Motivation – Concept, Importance, Influencing factors.</li> <li>•Importance of Communication, Multi-national -multi cultural communication</li> <li>•Leadership- Concept, Functions, Styles, Qualities of a good leader. •</li> <li>•Controlling – Concept, Steps, Essentials of good control system, Techniques of Controlling - PERT, CPM, Budgetary Control, Management Audit.</li> </ul>	<b>15</b>

## BCOMS405 Commerce IV -Management-Production &Finance

### Syllabus

Approved Syllabus	No. of lectures
<b>Module 1- PRODUCTION &amp; INVENTORY MANAGEMENT</b> •Production Management: Objectives, Scope Production Planning &Control: Steps, Importance Concept, Types - Continuous and Intermittent. Productivity: Concept, Factors Influencing Productivity, Measures for improving Productivity. • Inventory Management- Objectives, Inventory Control- Techniques. Scientific Inventory Control System - Importance	15
<b>Module 2 - QUALITY MANAGEMENT</b> Introduction to Quality: Dimensions of Quality, Cost of Quality: Types – Internal Failure Cost, External Failure Cost, Appraisal Cost, Prevention Cost, And Quality Circle: Features. • Quality Management Tools: TQM – Importance, Six Sigma – Process, ISO 9000 – Certification Procedure, Kaizen – Process • Service Quality Management: Importance, SERVQUAL Model Measures to improve service quality.	15
<b>Module 3 - INDIAN FINANCIAL SYSTEM</b> Indian Financial Market: Structure, Primary Market – Avenues of Finance for business Dematerialization: Process, Role of Depositories: NSDL and CDSL • SEBI: Functions of SEBI, Investors protection measures of SEBI. Stock Exchange – Functions, Speculators. Scams and Insider trading Credit Rating: Advantages, Introduction to Fintech Companies and their business models	15
<b>Module 4 RECENT TRENDS IN FINANCE</b> Mutual Funds- Advantages and Limitations, Types, Factors responsible for growth of mutual funds – Systematic Investment Plan. • Commodity Market: Categories, Derivatives Market: Types, Participants, Types of Derivative Instruments. • Start-up Ventures –Concept, Sources of Funding, Micro Finance – Importance, Role of Self-Help Groups	15

**Dr. Shanti Suresh**, Faculty from the Commerce Department, presented the syllabus and the pattern of examination of Investment Analysis & Portfolio Management I & II for BCom semester III and IV

Thereafter the same was discussed by the members and the recommendations given by the members were incorporated.

#### Sem III(Elective)

#### Investment Analysis & Portfolio Management I Syllabus

Proposed Syllabus	No. of lectures
<b>Module1: Risk - Return Relationship</b> 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	15
<b>Module 2: Equity and Bond Valuation</b> Equity valuation models- Zero growth, Constant growth and variable growth, Valuation of bonds	15

#### Sem IV-Investment Analysis & Portfolio Management II- Syllabus

Proposed Syllabus	No. of lectures
<b>Module1: Portfolio Management:</b> 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	15
<b>Module 2: Security Analysis:</b> Fundamental Analysis, Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis - Basic Principles of Technical Analysis., Uses of Charts: Line Chart, Bar Chart, Candlestick Chart.	15

The paper pattern for Investment Analysis & Portfolio Management I & II was discussed and approved as follows.

### PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

(A) Internal Assessment 20 marks

Description	Marks
One Internal test – Multiple Choice Questions	10
Assignment / Project / Presentation / Outreach / Internship / Case Study / Research etc.	10
Total	20

Internal test can be conducted online in the form of MCQs.

B) Semester end examination 30 marks – Proposed Paper Pattern

Duration: 1 hour Total Marks: 30	
Q.1 (Answer any TWO out of three)	15
Q.2 (Answer any TWO out of three)	15
TOTAL	30

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

Following were discussed and approved by the BOS members.

1. The paper pattern for Commerce subjects (Commerce I & II, Commerce III& IV, Advertising I &II , Commerce V& VI, Export Marketing I and II to be uniform as follows

### PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

(B) Internal Assessment 40 marks

Description	Marks
One Internal test – Multiple Choice Questions	20
Assignment / Project / Presentation / Outreach / Internship / Case Study / Research etc.	20
Total	40

Internal tests can be conducted online in the form of MCQs.

C) Semester end examination 60 marks – Proposed Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 (Answer any TWO out of three)	15
Q.2 (Answer any TWO out of three)	15
Q.3 (Answer any TWO out of three)	15
Q.4 (Answer any TWO out of three)	15
TOTAL	60

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

2.The current syllabus for Commerce I &II, Commerce V& VI and Export Marketing I and II to be continued.

# **BMS**

**Fleur Dsouza**, Faculty from the BMS Department, presented the syllabus and the pattern of examination of Business Environment for semester I

Thereafter the same was discussed by the members and the recommendations given by the members were incorporated.

Environment

**COURSE CODE:** BMSS206

**COURSE CREDIT:** 04

## **LEARNING OBJECTIVES**

1. To Understand the concept, significance and changing dimensions of Business Environment, its types and tools for scanning the Environment
2. To gain insights on role of economic systems, economic planning, government policies, public sector and development banks, economic reforms, liberalization and its impact on business.
3. To understand the importance of Multinational corporations, foreign collaborations and international institutions in business
4. To learn about emerging dimensions in socio-cultural environment and its relevance for a business firm

**Course: Business Environment**

**COURSE CODE:** BMSS206

**COURSE CREDIT:** 04

Sr.No.	Modules	Number of lectures
1	<p>UNIT 1 INTRODUCTION TO BUSINESS ENVIRONMENT</p> <ol style="list-style-type: none"><li>1. <b>Business:</b> Meaning, Definition, Nature &amp; Scope, Types of Business Organizations</li><li>2. <b>Business Environment:</b> Meaning, Characteristics, Scope and Significance, Components of Business Environment</li><li>3. <b>Micro and Macro Environment:</b> Definition, Differentiation, Analysis of Business Environment, SWOT Analysis.</li><li>4. <b>Introduction to Micro-Environment:</b> <b>Internal Environment:</b> Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity <b>External Environment:</b> Firm, customers, suppliers, distributors, Competitors, Society</li><li>5. <b>Introduction to Macro Components:</b> Demographic, Cultural, International, STEEPLE (Social, Technological, Economic, Environmental, Political, Legal, Ethical)</li></ol>	15
2	<p>UNIT 2 POLITICAL, LEGAL, ECONOMIC AND ECOLOGICAL ENVIRONMENT</p> <ol style="list-style-type: none"><li>1. <b>Political Institutions:</b> Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India.</li><li>2. <b>Economic environment:</b> Economic systems and Economic policies. Concept of Capitalism, Socialism and Mixed Economy.</li><li>3. <b>Ecological environment :</b> Triple Bottom Line and 3Ps, Decarbonisation, Net-Zero, Scope emission norms, Green energy, COP26 and thereafter, TCFD</li></ol>	15
3	<p>UNIT 3 SOCIAL AND CULTURAL ENVIRONMENT, TECHNOLOGICAL ENVIRONMENT</p>	15



	<p><b>1. Social and Cultural Environment:</b> Nature, Elements of culture, Impact of foreign culture on Business, Traditional Values and its Impact, Social Responsibilities of Business, United Nations' Sustainable Development Goals and its relevance to business</p> <p><b>2. Technological environment:</b> Features, Impact of technology on Business – Advantages and Challenges. Applications of - Blockchain, Artificial Intelligence, Robotic Process Automation. Localisation and Indigenisation of manufacturing and Supply chain – meaning, benefits.</p> <p>3. Sun-rise sectors of Indian Economy. Challenges of Indian economy.</p>	
4	<p><b>UNIT 4 INTERNATIONAL ENVIRONMENT</b></p> <p><b>International Trade :</b></p> <p>i. Functions of WTO, Pros and Cons of WTO</p> <p>ii. Regional Trade Blocs : European Union, ASEAN, SAARC, African Continental Free Trade Area (AfCFTA)</p> <p>iii. Regional Trade Agreements : SAFTA, India-Mercosur PTA, India-GCC FTA, India-UAE CEPA</p> <p><b>MNCs:</b> Definition, meaning, merits, demerits, MNCs in India, foreign market entry strategies</p> <p><b>FDI:</b> Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India.</p> <p>Challenges faced by International Business and Investment Opportunities for Indian Industry.</p>	15
	Total Lectures	60

#### References:

1. K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi
2. Mishra and Puri, Indian Economy, Himalaya Publishing House, New Delhi
3. Business Environment Raj Aggarwal Excel Books, Delhi
4. Francis Cherunilam, Business Environment-Himalaya Publishing House, New Delhi

#### Note on changes in syllabus

Particulars of Current Syllabus	Changes in the proposed syllabus	Remarks/ Justification
Module 2	Added – Ecological environment	It is becoming a very important factor in corporate decision-making
Module 3	Localisation and Indigenisation of manufacturing and Supply chain – meaning, benefits	Government of India has been encouraging localisation and indigenisation of manufacturing in defence, space research and other sectors through Make in India and other initiatives
Module 4	Deleted - Uruguay round, GATT v/s WTO Added – Regional Trade Blocs and Regional Trade Agreements	Contemporary regional trade blocs and agreements have been included in place of historical topics

**Bachelor of Management Studies  
Business Environment  
PROPOSED SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

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

(A) Internal Assessment 40 marks

Description	Marks
Internal test – Multiple Choice Questions	20
Tutorial /Assignment / Open Book Test / Value Added Course/ Project / Presentation / Outreach / Internship / Case Study / Research / Infographic etc.	20
Total	40

Internal test can be conducted on line in the form of MCQs.

B) Semester end examination 60 marks – Proposed Paper Pattern

All questions compulsory.

Each question contains 4 sub questions.

Answer any two.

Duration: 2 hours	Total Marks: 60
Q.1 Case Study	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 Short Notes: (Any 3 out of 5) – 5 marks each	15
<b>TOTAL</b>	<b>60</b>
Note: Case Study and 15 marks question may be divided into sub questions if required.	

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

**Note:**

**The syllabus and evaluation pattern may change as per to the directives by UOM / UGC / Govt.**

**Under unforeseen circumstances or challenging situation, all examinations will be conducted through online mode or as directed by State Govt. and UGC.**

**Dr. Falguni Mathews**, Faculty from the B.Com(Financial Markets) Department, presented the syllabus and the pattern of examination of Business Environment for semester I

Thereafter the same was discussed by the members and the recommendations given by the members were incorporated.

No. of Courses	Semester I	Credits
	<b>Open Elective (OE)</b>	
1	Business Environment	<b>04</b>
<b>OR</b>		
1	Business Environment I	<b>02</b>
2	Business Environment II	<b>02</b>

Sr.No.	Modules	Number of lectures
1	<b>Unit 1 : Business and its Environment</b> a) Business: Meaning, Definition, Nature & Scope, and Types b) Business Objectives: Meaning, Features, Significance, Types and Steps in formulation. c) Business Environment: Meaning, characteristics, Micro and Macro Components, Limitations, PESTEL Analysis and SWOT Analysis	15
2	<b>Unit 2 : Business and Society</b> a) Business Ethics: Nature and Scope of Ethics, Ethical Dilemmas, Corporate Culture and Ethical Climate b) Business Entrepreneurship: Meaning, Factors influencing entrepreneurial development, Entrepreneurship and Economic Development, Micro, <b>Small and Medium Enterprises Development (MSMED) Act 2020</b> , Entrepreneurship as a Career Option. c) Consumerism and Consumer Protection: Consumerism in India, Consumer Protection Act 2019	15
3	<b>Unit 3 : Contemporary Issues</b> a) Corporate Social Responsibility and Corporate Governance: Social Responsibility of Business, Ecology and Business. b) Social Audit: Evolution of Social Audit, Benefits of Social Audit, Social Audit v/s Commercial Audit	15
4	<b>Module 4:</b> <b>Unit 4 : International Environment</b> a) Strategies for going Global: Internal Growth Strategies and External Growth strategies, MNCs and TNCs b) International Institutions : IMF , IBRD ,WTO , SAARC c) FDI: Meaning, FDI concepts, functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India.	15
	<b>Total Lectures</b>	<b>60</b>

## SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

### (B) Internal Assessment 40 marks

Description	Marks
Internal test – Multiple Choice Questions – 1 mark each	20
Tutorial /Assignment / Open Book Test / Value Added Course/ Project / Presentation / Outreach / Internship / Case Study / Research etc.	20
<b>Total</b>	<b>40</b>

### C) Semester end examination 60 marks

#### PAPER PATTERN

Duration : 2 hours	
Question 1 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15
Question 2 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15
Question 3 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15
Question 4 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15
<b>Total</b>	<b>60</b>

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

**Sugandhi Gupta**, Faculty from the B.Com(Banking & Finance) Department, presented the syllabus and the pattern of examination of Business Environment for semester I

Thereafter the same was discussed by the members and the recommendations given by the members were incorporated.

## **Business Environment-BBI Syllabus**

**Marks: 50**

**Course Credits: 2**

Unit	Modules	No of lectures
1	<ul style="list-style-type: none"> <li>● <b><u>Unit 1 Business and its Environment</u></b></li> <li>● Business Objectives : Meaning, Features, Importance, Classification Business Environment : Meaning, Features, Importance, Components Micro and Macro Environment:</li> <li>● Introduction to Micro- Environment : Internal Environment (Value system, Mission, Objectives, Organizational Structure, Organizational Resources [Finance, Production, Marketing, Human resources], Corporate Image) ; External Environment (Firm, Customers, Suppliers, Distributors, Competitors, Society)</li> <li>● Introduction to Macro-Environment Components – Political, Economic, Socio-Cultural, Demographic, Technological, Legal, Natural Analysis of Business Environment : Importance, Factors, Techniques (PESTLE, SWOT, 5 Forces Analysis), Ansoff Matrix</li> </ul>	15 Hours
2	<ul style="list-style-type: none"> <li>● <b><u>Unit 2: International Business Environment</u></b></li> <li>● WTO : Evolution, GATT, Objectives and Functions of WTO, Pros &amp; Cons of WTO for the Indian economy</li> <li>● Globalization : Meaning, Nature, Stages of Globalization, Features of Globalization, Foreign market entry strategies</li> <li>● MNCs and TNCs : Meaning, Features, Merits and Demerits Foreign trade in India : Balance of Trade, FDI and its implications for Indian industries, <b>Concept and importance of economic integration (Like PTA, FTA, Custom Union et.al)</b></li> </ul>	15 Hours
	Total Lectures	30 Hours

### **References:**

1. Business Environment: Nature, Institutions and Policy by Singh Shrawan Kumar. Publisher: Taxmann
2. Business Environment by Riley Pippa Publisher: Viva Books
3. Business Environment by Suresh Bedi. Publisher: Excel Books
4. Business Environment by Mittal Vivek. Publisher: Excel Books
5. Business Environment Text And Cases by Paul Justin Publisher: Tmh ; 2008

### **SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

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

### **Please Note:**

- Internal test can be conducted on line in the form of MCQs.

**(A) Internal Assessment 20 marks**

<b>escription</b>	<b>Mar ks</b>
One internal tests of 10 marks – (Multiple choice Questions)	10
One Project and Viva voce/Case studies/Assignments/ Open Book Test/ Review of Book, Magazine or Article	10
Total	20

**B) Semester end examination 30 marks**

PAPER PATTERN

<b>Duration : 1 hours</b>	
Total Marks: 30	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Total	30
<p>Note:</p> <ol style="list-style-type: none"> <li>Q.1,2 - 15 marks question may be divided into sub questions if required.</li> <li>Q.2 May include theory (short notes) /Case Study in one of the options.</li> <li><b>Please note weightage to each unit won't be same, but will depend on the importance and topics that are covered in that Unit, and questions that can be asked from topics.</b></li> </ol>	

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination**

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



Dr. Shanti Suresh  
Chairman – BOS - Commerce

Place : Mumbai  
Date :13/04/2024

**MINUTES OF THE MEETING OF THE BOARD OF STUDIES IN ACCOUNTANCY, SIES COLLEGE OF COM AND ECO. (AUTONOMOUS) HELD ON 24<sup>TH</sup> APRIL 2024 AT 5 PM ON MS TEAMS (ONLINE)**

Following members were present for the meeting.

1. CA Prasanna M.Tambe, Chairman , Head Dept. of Accountancy
2. Prof. Dr. CA Ravindra P. Bambardekar , Principal , Model College , Dombivli as VC Nominee
3. CA Gunavant Rachh, SNTD UNIVERSITY
4. CA Divya Krishnan, Alumni
5. CA Karan Agarwal , ACCA faculty
6. CA Ashok Gujar , Subject Expert
7. CS Charul Patel-Member
8. CA Varsha Lund-Member
9. Ms. Varsha Shinde-Member
10. CMA Sugandhi Gupta – Member
11. Dr. Vijaya Balaji – Member
12. Ms. Divya – Member
13. Ms. Fleur Fernandes - Member
14. Ms. Simran Bhambri – Member
15. Mr.Krushna – Finplan representative

CA Prasanna M.Tambe welcomed all the members and introduced new members viz. Prof. Dr. CA Ravindra P. Bambardekar , Principal , Model College , Dombivli as VC Nominee and CA Karan Agarwal , ACCA faculty.

CA Jatin Shah-Industry Expert and CA Hemant Godbole could not attend the meeting and have requested leave of absence. The same was granted.

Thereafter , Syllabus and evaluation pattern of the following programs was presented and discussed.

<b>PROGRAM</b>	<b>COURSE</b>	<b>SEMESTER</b>	<b>NO OF CREDITS</b>	<b>CATEGORY</b>	<b>Presented by</b>
B.COM.	Accountancy & Financial Management	III/IV	4	Major	CS Charul Patel

B.COM.	Management Accounting & Auditing	III/IV	4	Major	CS Charul Patel
B.COM (B&I)	Introduction to Financial Accounting	I	2	Open Electives	CMA Sugandhi Gupta
B.COM (B&I)	Financial Accounting	I	2	Open Electives	CMA Sugandhi Gupta
B.COM (B&I)	Corporate Accounting	II	2	Open Electives	CMA Sugandhi Gupta
B.COM (B&I)	Business Valuation & Accounting	II	2	Open Electives	CMA Sugandhi Gupta
B.COM (B&I)	Management Accounting – I	III	2	Open Electives	CMA Sugandhi Gupta
B.COM (B&I)	Cost Accounting – I	III	2	Open Electives	CMA Sugandhi Gupta
B.COM (B&I)	Financial Management – I	III	4	Major	CMA Sugandhi Gupta
B.COM (B&I)	Management Accounting – II	IV	2	Open Electives	CMA Sugandhi Gupta
B.COM (B&I)	Cost Accounting – II	IV	2	Open Electives	CMA Sugandhi Gupta
B.COM (B&I)	Financial Management -II	IV	4	Major	CMA Sugandhi Gupta
BMS	Introduction to Financial Accounts	I	2	Major	Ms. Fleur Fernandes
BMS	Accounting for Managerial Decisions	III	4	Major	Ms. Fleur Fernandes
B.Com. (International Accounting)	Financial Reporting	III	4	Major*	Mr. Krishna and CA Karan



					Agarwal
B.Com. (International Accounting)	UK Taxation	III	4	Major*	Mr. Krishna and CA Karan Agarwal
B.Com. (International Accounting)	Audit & Assurance	IV	4	Major*	Mr. Krishna and CA Karan Agarwal
B.Com. (International Accounting)	Financial Management - I	IV	4	Major*	Mr. Krishna and CA Karan Agarwal
B.Com. (International Accounting)	Financial Management - II	IV	4	Major*	Mr. Krishna and CA Karan Agarwal
B.Com. (International Accounting)	Financial Modelling	III	2	Vocational Skill Course	Mr. Krishna and CA Karan Agarwal
B.Com. (International Accounting)	Indian Tax Planning	III	2	Open Electives	Mr. Krishna and CA Karan Agarwal
B.Com. (International Accounting)	Tally in Accounting	IV	2	Vocational Skill Course	Mr. Krishna and CA Karan Agarwal

\* ACCA subjects

**After discussion, it was decided to make the following changes in Syllabus and Evaluation pattern of B.Com.**

- CA Ashok Gujar suggested that valuation of goodwill and valuation of shares should be placed in TY.B.Com itself. However it was discussed and unanimously decided that due to the change in the pattern, valuation of goodwill shall be introduced in S.Y.B.Com.
- CA Prasanna Tambe suggested changing the name of the Note in the Schedule-III to be renamed as Plant, Property and Equipment from fixed assets .
- The new paper pattern was discussed and the new pattern was approved.
- CA Ashok Gujar suggested to mention under each section that “All questions under Section 2 are compulsory subject to option” in the question paper of Management Accounting & Auditing (Sem III and IV) Section II.

- CA Ashok Gujar suggested that the duration of the paper for internals in case of MCQ's should be 10 minutes, and in case of long numerical questions should be 15 minutes for those courses with 2 credits and the duration of the paper for internals in case of MCQ's should be 20 minutes and in case of numerical questions should be 30 minutes. For those courses with 3 or 4 credits. The same was approved.
- The syllabus and the paper pattern was approved.

**After discussion, it was decided to make the following changes in Syllabus and Evaluation pattern of B.Com.- B&I**

- CA Ashok Gujar suggested that the duration of the paper for internals in case of MCQ's should be 10 minutes, and in case of long numerical questions should be 15 minutes for those courses with 2 credits and the duration of the paper for internals in case of MCQ's should be 20 minutes and in case of numerical questions should be 30 minutes. For those courses with 3 or 4 credits. The same was approved.
- The syllabus and the paper pattern was approved.

**After discussion, it was decided to make the following changes in Syllabus and Evaluation pattern of BMS.**

- CA Ashok Gujar suggested that the duration of the paper for internals in case of MCQ's should be 10 minutes, and in case of long numerical questions should be 15 minutes for those courses with 2 credits and the duration of the paper for internals in case of MCQ's should be 20 minutes and in case of numerical questions should be 30 minutes. For those courses with 3 or 4 credits. The same was approved.
- The syllabus and the paper pattern was approved.

**After discussion, it was decided to make the following changes in Syllabus and Evaluation pattern of B.Com. – International Accounting**

- The ACCA courses were discussed and approved as presented in the meeting.
- For non ACCA courses , CA Ashok Gujar suggested that the duration of the paper for internals in case of MCQ's (10 marks) should be 10 minutes, and in case of long numerical questions should be 15 minutes for those courses with 2 credits and the duration of the paper for internals in case of MCQ's (20 marks) should be 20 minutes and in case of numerical questions should be 30 minutes for courses with 3 or 4 credits.
- For non ACCA courses , other evaluation parameters will be considered for 10 marks for 2 credit course and 20 marks for 3 or 4 credit course. The same may be based on project,viva, open book test or assignment.
- For non ACCA courses , these changes were approved.
- For non ACCA courses ,in case of External/Semester end examination of 30 marks , the question paper should have three questions each of 10 marks with internal option. A question of 10 marks may be divided into two sub-questions of 5 marks each. The same was approved.
- The syllabus and the paper pattern was approved.

## **OTHER SUGGESTIONS**

Prof. Dr. CA Ravindra P. Bambardekar suggested that Field Projects can be considered for Major category subjects of B.Com. It was decided that the same may be considered in consultation with and approval of the Principal.

**Dr. Nina madam, also addressed the BOS meeting and expressed her views on framing of syllabus under NEP.**

The meeting ended with a Vote of Thanks to all the members.



**CA Prasanna M.Tambe,  
Chairman , Head Dept. of Accountancy**

**Mumbai  
Dated 25<sup>th</sup> April 2024**



**SIES College of Commerce and Economics**  
**(Autonomous), Sion East, Mumbai 400 022**

**Department of Economics**

**16.04.2024**

**Minutes of the Board of Studies meeting of the Economics & Foundation course of SIES College of Commerce & Economics (Autonomous), held on April 16, 2024, at 7:00 p.m. in online mode.**

The meeting was held to discuss and deliberate on the proposed syllabus, exam pattern and question paper pattern of the subjects - Business Economics, Indian Knowledge System, Economics in Business Decisions, Economics (FYBAF), Value Education and Health & Wellness in the concerned BOS.

The following members attended the meeting:

<b>Sr. no.</b>	<b>Category</b>	<b>Name and details</b>
1	Chairperson, BoS	Dr. Nina Roy Choudhury, Principal
2	Expert nominated by Vice-Chancellor of the University of Mumbai.	Dr.Sanjay Rode Associate Professor, S.K. Somaiya College of Arts, Science & Commerce,
3	Subject experts from other university	Mrs.Renuka Prajapati Associate Professor & HOD, Department of Economics, Smt.M.M.P Shah College of Arts & Commerce (SNDT),  Dr.Sandhya S. Iyer Associate Professor, Chairperson, Centre for Public Policy, Habitat & Human Development, School of Developmental Studies, TISS.

4	One representative industry	Ms.Priyanka Chaturvedi Agarwal Head – Inclusional Diversity, Inclusion and Belonging (DIB), Jet Social Impact, Jetsynthesys
5	Alumni	Ms. Rijul Jadhav Chaudhari
6	Outside Subject Expert (Health and Wellness)	Dr.Vinaya Vaishampayan Vice Principal & HOD of Food and Nutrition, Dr.B.M.N. College of Home Science, SNDT
7	Outside Subject Expert (Yoga)	Dr. Rekha Yeshvant Wadekar
8	Faculty members	Ms. Shailashri Uchil Dr. Harini C Dr. Falguni Mathews Ms. Simran Bhambri Ms. Alka Kharbanda Mr. Sumiran Garu Ms. Varsha Shinde Ms. Prachi Shah
9	Subject Expert from Outside	Dr. Saraswathy S. Retired Vice-Principal & HOD, Department of Economics & Foundation Course, SIES College of Commerce & Economics,

The Chairperson Dr. Nina Roy Choudhury welcomed and introduced the members of BOS. She informed the following to the BOS:

- TYBCOM (Non-NEP)
  - The approved syllabi of Business Economics for 2023 - 24 for Semester V & Semester VI will be continued for the academic year 2024 - 25.
  - No change was proposed for the examination pattern.
  - This was approved by the BOS.
- FYBCOM (NEP)
  - The approved syllabus of Business Economics for 2023 - 24 for Semester II will be continued for the academic year 2024 - 25.
  - No change was proposed for the examination pattern.
  - This was approved by BOS.
- SYBCOM (NEP)
  - Ms. Alka Kharbanda presented the proposed new syllabi of Business Economics II (minor) & Business Economics III (minor) for Semester III and Semester IV respectively.

- The experts suggested more practical/application-oriented topics in the syllabi. The college agreed to incorporate the necessary additions as suggested. The syllabi were approved in principle.
- She presented the question paper pattern for the subject and it was approved.
- FYBCOM (BMS, B&I, FM) (NEP)
  - Ms. Alka Kharbanda presented the proposed syllabus for Business Economics as minor.
  - The experts suggested more practical/application-oriented topics in the syllabus. The college agreed to incorporate the necessary additions as suggested. The syllabus was approved in principle.
  - She presented the question paper pattern for the subject and it was approved.
- FYBCOM (A&F) (NEP)
  - Ms. Alka Kharbanda presented the proposed syllabi for Microeconomics, Macroeconomics, Indian Economy, and International Economics as Open Electives.
  - Dr. Sandhya Iyer appreciated the syllabus of the Indian Economy.
  - The experts suggested more practical/application-oriented topics in the syllabi. The college agreed to incorporate the necessary additions as suggested. The syllabi were approved in principle.
  - She presented the question paper pattern for the subject and it was approved.
- MCOM (Business Management)
  - Ms. Simran Bhambri presented the syllabus for Economics for Business Decision.
  - The experts asked for the upgradation of the syllabus and to make it more application-based. The college agreed to incorporate the necessary additions as suggested. The syllabus was approved in principle.
  - She presented the question paper pattern for the subject and it was approved.
- Yoga Education (CC)
  - Dr. Harini C presented the syllabus of Yoga Education to be introduced for all Second Year classes in Semester III and Semester IV across all the programs.
  - It was appreciated by Dr. Rekha Wadekar & approved by the BOS.
  - She presented the question paper pattern for the subject and it was approved.
- Health & Wellness, Indian Knowledge Systems, and Value Education (CC)
  - Dr. Nina Roy Choudhury proposed the revised question paper pattern which was presented by Ms. Alka Kharbanda.
  - Following the presentation, the question paper pattern was approved by the BOS.
  - The syllabi of Health & Wellness, Indian Knowledge System, and Value Education for 2023 - 24 will be continued for the academic year 2024 - 25. This was approved by the BOS.
  - The subject experts Dr. Vinaya Vaishampayan and Dr. Sandhya S. Iyer inquired about the topics in detail in Health & Wellness, Indian Knowledge Systems, and Value Education. The Principal replied that the details would be shared.

**The revised Question Paper pattern of *Health & Wellness, Indian Knowledge System, Yoga Education and Value Education* is as follows:**

Duration: 1 hour	Total Marks: 30
Based on Unit 1: Q1) Answer the following (Any two out of four)	10
Based on Unit 2: Q2) Answer the following (Any two out of four)	10
Based on Unit 3: Q3) Answer the following (Any two out of four)	10

Thereafter the following resolutions were passed:

It was resolved that:

- 1) The proposed revised question paper pattern in the subject of Indian Knowledge System (Sem I), Health & Wellness (Sem I & Sem II), and Value Education (Sem II) for FYBCOM, FYBCOM (BMS, B&I, FM), FYBSC(IT), and FYBAF are approved and to be adopted for the academic year 2024 - 25.
- 2) The proposed question paper pattern and syllabus in the subject of Yoga education (Sem III & Sem IV) for Second year classes across all the programs are approved and to be adopted for the academic year 2024 - 25.
- 3) The proposed question paper pattern and syllabus in the subject of Business Economics for FYBCOM (BMS, B&I, FM) [Sem II] and FYBAF [Sem I & II] is approved and to be adopted for the academic year 2024 - 25.
- 4) The proposed question paper pattern and syllabus in the subject of Economics for Business Decisions for MCOM (Business Management) is approved and is to be adopted for the academic year 2024 - 25.
- 5) The internal examination through MCQ/Objective format is to be conducted online/offline.

The meeting was concluded with a vote of thanks extended by Dr. Nina Roy Choudhury.

*Nina Roy C.*

Dr. Nina Roy Choudhury

Chairperson – BOS – Economics & Foundation Course

Place: Mumbai

Tuesday, 16<sup>th</sup> April 2024.

## DEPARTMENT OF MATHEMATICS AND STATISTICS

### MEETING OF BOARD OF STUDIES

#### MINUTES

The meeting of Board of Studies in Mathematics and Statistics of SIES College of Commerce & Economics (Autonomous) , Sion East , Mumbai 400 022 held on Monday, 15<sup>th</sup> April 2024 at 4.00 pm by Online Mode on MS Teams.

**Following members were present:**

Sr.No.	Name	Designation
1	Chairperson (HOD)	Ms. Sangeeta Kore
2	Faculty Members	Mr. Amit Khatri (B.Com.) CA Darshak Doshi (B.Com A&F) (B.Com Hon. Intrnational Accounting ) Mr. Brijesh Goud (B.Sc IT) Ms. Pearl Lobo (B.M.S.) Ms. Simran Bhambri Lobo (B.M.S.) Mr. Vipin Kumar Gupta (B.Com B&I)
3	Subject Expert from Other University	Ms. Vijayalaxmi Suvarna Asst. Prof , H.R. College of Commerce and Economics
4	One Expert selected by Vice-Chancellor, University of Mumbai	Dr. Mangala Deshpande HOD Mathematics & Statistics , K.J. Somaiya College of Arts and Commerce (Autonomous)
5	One Representative Industry / Corporate Sector / Related Field	Mr. Moorthy Konar Associate Vice President , S.B.I. Life Insurance Co. Ltd.



6	P G Alumni	Mr. Vinayak Krishnan Assistant Professor, Global Business School and Research Centre, Dr. D.Y. Patil Vidyapeeth
7	Outside Subject Expert	Dr. Madhukar Dalvi Asst. Prof , Nagindas Khandwala College (Autonomous)
8	Other Members of Faculty, if any.	-----

The Chairman, Ms. Sangeeta Kore welcomed the members of BOS. the minutes of the Meeting of Board of Studies in Mathematics and Statistics held on 17th July 2023 (as circulated) was taken as read and confirmed as it was mailed to the members prior to the meeting.

Mr. Bijesh Goud, Faculty from BSc IT Department, presented the proposed syllabus of Discrete Mathematics , Numerical and Statistical Methods for FY BSc IT and Computer Oriented Statistical Techniques (Theory and Practical) and Applied Mathematics (Theory and Practical) for SY BSc IT along with proposed pattern of examination.

Thereafter the same was discussed by the members.

Following suggestions/observations were made:

**Computer Oriented Statistical Techniques:**

<b>Name of the member</b>	<b>Suggestions/observations</b>
Dr. Madhukar Dalvi	To rename the topic Chi-Square Distribution as Statistical Distributions

### Discrete Mathematics- Semester 1

Particulars Existing Syllabus	Proposed Syllabus	Remarks
Unit 1 Introduction, Set Theory, The Logic of Compound Statements, Elementary Number Theory and Methods of Proof.	Russell's Paradox and the Halting Problem. To be deleted <b>Quantified Statements:</b> Predicates and Quantified Statements, Statements with Multiple Quantifiers, Arguments with Quantified Statements. To be deleted	Approved
Unit 2 Sequences, Mathematical Induction, and Recursion, Functions, Relations.	Correctness of algorithms, General recursive definitions and structural induction To be deleted	Approved
Unit 3 Graphs & tree and probability	No change in Unit 3.	Approved

### Numerical and Statistical Methods - Semester 2

Particulars Existing Syllabus	Proposed Syllabus	Remarks
Unit 1 Approximations and Round-Off Errors, Solutions of Algebraic and Transcendental Equations	The Taylor Series, Error Propagation, Total Numerical Errors, Formulation Errors and Data Uncertainty to be deleted Interpolation shifted from Unit 2	Approved
Unit 2 Interpolation, Solution of simultaneous algebraic equations (linear) using iterative methods, Numerical differentiation and Integration, Numerical solution of 1 <sup>st</sup> and 2 <sup>nd</sup> order differential equations	Interpolation shifted to Unit 1	Approved
Unit 3 Random Variables, Standard Distributions, Least-Squares Regression	No Change in Unit 3	Approved

### Computer Oriented Statistical Techniques- Semester 3

Particulars Existing Syllabus	Proposed Syllabus	Remarks
Unit 1 Presentation of Data, Measures of Central Tendency	Presentation of Data to be deleted. Introduction to R to be covered in practicals.	Approved
Unit 2 Measures of Dispersion, Moments, Skewness, and Kurtosis	Moments, Skewness, and Kurtosis to be deleted.	Approved
Unit 3 Elementary Sampling Theory, Statistical Estimation Theory	Statistics in R to be covered in practicals.	Approved
Unit 4 Introduction to Statistical Hypothesis Testing, Tests Involving Normal Distributions, The Chi-Square Test	No Change in Unit 4	Approved
Unit 5 Linear Correlation, Linear Regression, Curve Fitting and the Method of Least Squares	Sampling Theory of Correlation and Regression Curve Fitting and the Method of Least Squares: to be deleted	Approved

### Applied Mathematics - Semester 4.

Particulars Existing Syllabus	Proposed Syllabus	Remarks
Unit 1 Matrices, Complex Numbers	No Change in Unit 1 <b>Complex Numbers to be shifted to Unit 2</b>	Approved
Unit 2 Functions of Single variable, Multiple Integrals	Limit, Continuity, and Differentiability, Introduction of Roll's Theorem, Lagrange's Mean Value Theorem, and Cauchy's Mean Value Theorem (Statements and Applications) to be deleted <b>Complex Numbers to be added from Unit 1</b>	Approved
Unit 3 Differential Equations of	Differential Equations of the First Order of a Degree	Approved

the First Order and of the First Degree, Linear Differential Equations with Constant Coefficients	Higher than the First to be deleted	
Unit 4 The Laplace Transform Inverse Laplace Transform	No Change in Unit 4	Approved
Unit 5 Beta and Gamma Functions, Differentiation Under the Integral Sign Error Functions	<b>Multiple Integrals to be added</b>	Approved

Also the syllabi for practical in  
Computer Oriented Statistical Techniques- Semester 3 ( using R ) ,  
Numerical and Statistical Methods - Semester 3 ( using SCILAB )  
Applied Mathematics - Semester 4. ( using SAGEMATH )  
was presented, which was also approved unanimously

Thereafter following Resolution was passed.

1. Resolved to continue with same syllabus and examination pattern of FY courses as confirmed in BOS meeting on 17th July, 2023.
2. Resolved that the Proposed syllabus for Discrete Mathematics, Numerical and Statistical Methods ( Theory and Practical ) , Computer Oriented Statistical Techniques ( Theory and Practical ) & Applied Mathematics ( Theory and Practical ) at B.Sc (IT) is passed by the BOS in this meeting.
3. Resolved that the method of examination will be on-line and /or off-line as per the direction of UGC/ State Govt. / University of Mumbai.

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



Ms. Sangeeta Kore  
Chairman – BOS – Mathematics and Statistics  
Place Mumbai Date 15/04/2024

**SIES College of Commerce and Economics (Autonomous),  
Sion East, Mumbai 400 022  
Department of English**

15.04.2024

**Minutes of the Board of Studies meeting**

**The meeting of BOS in English, SIES College of Commerce & Economics (Autonomous), was held on April 15, 2024, at 2:00 p.m. in hybrid mode.**

The meeting was held to discuss and deliberate on the following:

1. Revised syllabus of the subject English for Business Communication I & II in B. Com (A&F, B&I, FM, BMS).
2. Revised scheme of examination and question paper pattern of the subject English for Business Communication I & II in B. Com (A&F, B&I, FM, BMS).
3. Name change of the subject English for Business Communication I & II in B.Com and I B.Com.

The following members attended the meeting:

Sr. No.	Category	Name and details
1	Chairperson, BoS	Dr. Nina Roy Choudhury
2	Faculty members	Dr. Naga Jeya Kumari, Dr. Chandan Mishra Ms. Virati Visariya, Ms. Manasi Shah
3	One expert selected by Vice Chancellor from the six recommended by the College Principal	Dr. Meera Venkatesh, Assistant Professor, Department of English, K.J. Somaiya College of Arts and Commerce, Vidyavihar East, Mumbai – 400077
4	Two subject experts from other university	1. Dr. Avaneesh Bhatt, Vice-Principal, Smt. Maniben M P Women's College of Arts & Commerce (Autonomous), Mumbai. 2. Dr. Paromita Chakrabarti, Prof. & Head, Department of English, H R College of Commerce & Economics, H. S. N. C. University, Mumbai.
5	One representative industry	Ms. Swati Kapadia CEO, Forum of Free Enterprise (Granted leave of absence)
6	PG Alumni	Ms. Shrishti Sundaram, Social Media Research Assistant at SONAMI, Canada.
7	Outside expert	Dr. Anusha Ramanathan Centre for Education, Innovation, Action, Research, (CEIAR) TISS, Deemed University
8	Other Faculty members	Ms. Lekha Nambiar Retired Assistant Professor, English, VES College of Arts and Science, Chembur. (Granted leave of absence)

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

The meeting began with a brief review of the minutes from the previous meeting held on July 20, 2023. The minutes were accepted without modifications.

Dr. Naga Jeya Kumari, from the Department of English, presented the **English for Business Communication** syllabus for the self-financed courses, B. Com (A&F, B&I, FM, BMS), along with the proposed scheme of examination for Semester I & II. Thereafter the syllabus and the exam pattern were discussed and approved by the members with Dr. Meera Venkatesh commending the changes.

Following suggestions/observations were made:

Name of the member	Suggestions/observations
Dr. Meera Venkatesh	<p>1. Dr. Meera Venkatesh commented that awarding full 10 marks for the report writing question might make it difficult for the students to complete the exam within the allotted time. She suggested splitting up the report writing question (Question No. 3) in English for Business Communication II.</p> <p>After discussing it with all members, it was proposed to split/simplify the report writing question across all courses/programs.</p> <p>2. While discussing the B.Sc. IT semester 2 syllabus, she suggested that Soft Skills, being a vast topic, needed to be covered in more detail. Hence it could be taught as a separate course. The Chairperson responded that the focus would be only on integrating the application of soft skills within GD and interview preparations.</p>
Ms. Shristi Sundaram	<p>1. Ms. Shristi Sundaram suggested covering topics like diversity and inclusion in the syllabus. The chairperson proposed incorporating them as paragraph writing prompts as well as in Reading Comprehension Passages.</p> <p>2. She suggested adding the Role of Social Media in Managing Crises and Public Relations to the syllabus. The chairperson replied that since they already cover Public Relations in English for Business Communication Semester 2, the role of social media can be highlighted within that topic. It could also be highlighted in TYBMS-</p>

	Corporate Communication & Public Relations.
Dr. Paromita Chakrabarti	During the discussion of Question 3 (Report Writing), Dr. Paromita Chakrabarti suggested newspaper report as an alternative to the proposed committee report.
Dr. Anusha Ramanathan	She suggested conducting workshops or seminars for the students in the future to explore ways to build a strong professional community.

The Chairperson proposed renaming the subject/course from **Business Communication in English** to **English for Business Communication** for B.Com and I B.Com programs.

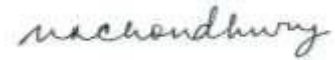
Ms. Viarti Visariya proposed the revision in the Semester 2 question paper in the subject **English for Business Communication -II** and **Business Communication Skills-II** for B.Com.

Thereafter the following resolutions were passed:

1. Resolved that the proposed syllabus in the subject English for Business Communication I & II for the first-year courses: B. Com A&F/ B&I / FM / BMS is approved and will be implemented in the academic year 2024-25 in a progressive manner.
2. Resolved that the subject title **Business Communication in English** offered in B.Com and I B.Com courses be renamed to **English for Business Communication**.
3. Resolved to add Notice, Agenda and Resolution in **English for Business Communication-II** question paper.
4. Resolved to continue with the approved syllabus and examination pattern for the first year in B. Com (International Accounting) in the subject **English for Business Communication** and **Communication Skills for Business** for the academic year 2024-2025 as approved in the BOS meeting held on 20 July 2023.
5. Resolved to continue with approved syllabus and examination pattern for the first year in B. Com (Subjects: **English for Business Communication I & II**, **Business Communication Skills I & II**) for the academic year 2024- 2025 as approved in the BOS meeting held on 20 July 2023.
6. Resolved to continue with the approved syllabus in the subject **Communication Skills** for FY B.Sc.-IT for the semesters I & II for the academic year 2024- 2025 as approved in the BOS meeting held on 20 July 2023.
7. Resolved to continue with the approved syllabus in the subject **Corporate Communication & Public Relations** for the semester V for the academic year 2024-2025 as approved in the BOS meeting held on 20 July 2023.

8. Resolved that the proposed question paper pattern in the subject of **English for Business Communication** for B. Com (A&F, B&I, FM) & BMS, for Semester I & II, is hereby approved without modifications as stated below.
9. Resolved to continue question paper pattern in the subject of **English for Business Communication** and **Business Communication Skills** for B. Com, for Semester I & II, **Communication Skills** for B.Sc. IT in Semester I& II, **Business Communication in English** for I.B.Com in Semester I and **Communication Skills for Business** for I.B.Com in Semester II and is hereby approved without modifications.

The meeting ended at 3:00 p.m. with a vote of thanks extended by Dr. Chandan Mishra who expressed her gratitude to the outgoing BOS members for their support and guidance throughout.



Dr. Nina Roy Choudhury  
Chairperson – BOS – English  
Monday, April 15, 2024





**SIES COLLEGE OF COMMERCE AND ECONOMICS(AUTONOMOUS)**

**DEPARTMENT OF ENVIRONMENTAL STUDIES**

**MEETING OF BOARD OF STUDIES**

**MINUTES**

The Board of Studies meeting in the Department of Environmental Studies of SIES College of Commerce & Economics (Autonomous), Sion East, Mumbai 400 022 was held on Tuesday, 16<sup>th</sup> April, 2024 at 6.00 pm via Online Mode on MS Teams

All members were present who constitute the BOS for Environmental Studies:

<b>Sr.No.</b>	<b>Name</b>	<b>Designation</b>
1	Chairperson (HOD)	Ms. Priti Thakkar
2	Faculty Members	Dr. Falguni Mathews Faculty from B. Com (Financial Markets)
3	Faculty Members	Ms. Shaileshree Uchil Co-ordinator from BB&I (Banking and Insurance)
4	Faculty Members	Ms. Sugandhi Gupta Faculty from B B&I (Banking and Insurance)
5	Subject Expert from Other University	Prof Shyam Sunder Kinchi HOD, Dept. of PG Studies in Geography Dr. Bhimrao Ambedkar Govt PG College, Rajasthan
6	One Expert selected by Vice-Chancellor from the six recommended by the College Principal	Dr. Baishakhi Dutta Associate Professor Ramniranjan Jhunjunwala College, Mumbai
7	One Representative Industry / Corporate Sector / Related Field	Mr. Ganesh Maral Project Leader Rolta India Ltd. (GIS)
8	P G Alumni	Mr. Kunjan Ketan Shah MD and Co-Founder, Gautam LAbdhi Wealth Management.
9	Outside Subject Expert	Dr. Mrs. Sanjyot Deuskar Associate Professor

		Dnyan Sadhana College, Thane
10	Outside Subject Expert	Dr. Sachin Deore , Professor Dept. of Geography SNDT Womens University ,Pune

Assistant Professor Mrs. Priti Thakkar, Chairperson, Environmental Studies Department, initiated the meet by greeting, introducing and welcoming the members of BOS.

Dr. Nina Roy Choudhury, Principal, SIES College of Commerce and Economics welcomed them.

Assistant Professor Mrs. Priti Thakkar, Chairperson, Environmental Studies Department informed the members of BOS that certain changes have been made in the syllabi of BCOM.

Assistant Professor Mrs. Priti Thakkar presented the syllabus for the B.Com in the subject of Environmental Studies (FYBCOM) and Environmental Sustainability Of Tourism (FYBCOM) to be implemented from AY 2024-25.

Dr. Falguni Matthews presented the syllabus for the BCOM -Financial Markets(FYBFM) in the subject of Environmental Studies to be implemented from AY 2024-25

Mrs Shaileshreee Uchil presented the syllabus for the BCOM -Banking and Insurance (FYBBI) in the subject of Environmental Studies to be implemented from AY 2024-25

Mrs Sugandhi Gupta presented the syllabus for the BCOM -Banking and Insurance (FYBBI) in the subject of Environmental Sustainability Of Tourism to be implemented from AY 2024-25

Mrs Priti Thakkar presented the syllabus for the International Accounting and Finance IBCOM - (FYIBCOMI) in the subject of Environmental Studies a to be implemented from AY 2024-25

## **B.COM**

### **ENVIRONMENTAL STUDIES (VEC)**

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

<b>Name of the member</b>	<b>Suggestions/observations</b>
1) Dr. Baishakhi Dutta	Appreciated the revised syllabus with comprehensive 2 units for 2 credit course.Suggested to show topic wise lecture allocation within the units.
2) Prof Shyam Sunder Kinchi	Appreciated the comprehensive syllabus. Suggested case studies to be included while teaching the syllabus
3) Mr. Ganesh Maral	No change required in syllabus. Appreciated the overall exhaustive contents of the syllabus.
4) Dr. Mrs. Sanjyot Deuskar	Appreciated the Syllabus very much. Appreciated the concept of comprehensive 2 units, which also is advantageous to students for scoring in the examinations.
5) Mr. Kunjan Ketan Shah	Syllabus is good and no suggestions are given.

6) Dr. Sachin Deore	Commented that Syllabus is very good, all inclusive.
7) Dr. Nina Roy Choudhury	Took permission to change the credit structure, nomenclature or Exam pattern if directed by NEP in future and expressed that changes will be intimated via circulation

The Proposed syllabus and examination pattern was accepted for B. Com – Environmental Studies

**BCOM**

**ENVIRONMENTAL SUSTAINABILITY OF TOURISM (VSC)**

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

<b>Name of the member</b>	<b>Suggestions/observations</b>
1) Dr. Baishakhi Dutta	Appreciated the syllabus very much
2) Prof Shyam Sunder Kinchi	Appreciated the comprehensive syllabus.
3) Mr. Ganesh Maral	No change required in syllabus.
4) Dr. Mrs. Sanjyot Deuskar	Appreciated the Syllabus very much.
5) Mr. Kunjan Ketan Shah	Syllabus is good and appreciated that students will get an exposure to the vocation of Tourism course at the under graduate level only
6) Dr. Sachin Deore	Syllabus is very good, all inclusive and comprehensive and no changes are required
7) Dr. Nina Roy Choudhury	Appreciated the syllabus

The Proposed syllabus and examination pattern was accepted for B. Com – Environmental Sustainability of Tourism

**SEC COURSES ENVIRONMENTAL STUDIES SYLLABUS**

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

<b>Name of the member</b>	<b>Suggestions/observations</b>
1) Dr. Baishakhi Dutta	Syllabus is quite exhaustive and good. As the syllabus is as per the BCOM syllabus, no further changes are required. Suggested uniform marking scheme for BFM course. International case studies were recommended for the IBCOM course.
2) Prof Shyam Sunder Kinchi	No change required.
3) Mr. Ganesh Maral	No change is recommended but he Suggested online trends to be taught along with the syllabus. Mrs. Priti

	Thakkar informed that case studies are introduced for the same.
4) Dr. Mrs. Sanjyot Deuskar	Syllabus is good. IBCOM syllabus has to be continued as per earlier approved syllabus.
5) Mr. Kunjan Ketan Shah	Syllabus is good, it gives good insights.
6) Dr. Sachin Deore	Syllabus is good. Changes were suggested for the syllabus of IBCOM and it was discussed to continue the approved IBCOM syllabus of 2023-24 for the academic year 2024-25
7) Dr. Nina Roy Choudhury	Took permission to change the credit structure, nomenclature or Exam pattern if directed by NEP in future and expressed that changes will be intimated via circulation

The Proposed syllabus and examination pattern was accepted for B. Com (SFC courses)

The meeting ended with vote of thanks extended by Assistant Professor Mrs. Priti Thakkar and warm regards from all Members of BOS for smooth implementation of the suggestions.



Name & signature

Chairperson- BOS

Mrs. Priti Thakkar



**SIES COLLEGE OF COMMERCE & ECONOMICS  
AUTONOMOUS**

**BACHELOR OF COMMERCE  
PROGRAMME – SECOND YEAR NEP  
SYLLABUS**

**(WITH EFFECT FROM THE ACADEMIC YEAR  
2024-2025)**

**SIES COLLEGE OF COMMERCE AND ECONOMICS(AUTONOMOUS)**

**DEPARTMENT OF COMMERCE - LAW**

**MEETING OF BOARD OF STUDIES MINUTES**

Minutes of the Meeting of The Board of Studies in Commerce of SIES College of Commerce & Economics (Autonomous), Sion East, Mumbai 400 022 held on 24th April, 2024 at 4:00 pm by Online Mode on MS Teams

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

All members were present who constitute the BOS for Department of Commerce (Law):

<b>Sr.No.</b>	<b>Name</b>	<b>Designation</b>
1	Chairperson (HOD)	Dr. Shanti Suresh
2	Faculty Members	CS Lakshmi Iyer ,Adv Priyanka Kumar Faculty from B. Com (Financial Markets),
5	Subject Expert from Other University	Dr Durgambini Patel
6	One Expert selected by Vice- Chancellor from the six recommended by the College Principal	Dr. Vishal Gadhave
7	One Representative Industry / Corporate Sector / Related Field	Mr. Laxmish Hegde
8	P G Alumni	CS Suraj Subramani
9	Outside Subject Expert	Dr Nideesh Kumar

The Chairperson, Dr. Shanti Suresh welcomed and introduced the newly appointed members of BOS.

**Ms. Lakshmi Iyer**, Faculty from the Commerce Department, presented the syllabus and the pattern of examination of **Business Law 1 and 2 for BCom Semester III and IV**

Thereafter the same was discussed by the members and the recommendations given by the members were:

1. In FP include a court visit regarding Section 138 Negotiable Instrument for Dishonour of cheques.
2. In Sale of Goods Act, include online sale of goods (E-commerce)
3. The Intellectual Property Rights to be replaced as The Intellectual Property Laws and the same are incorporated in the approved syllabus.

### **BCOMS303-Business Law Syllabus**

<b>Approved Syllabus</b>	<b>No. of lectures</b>
<p><b>Module -1</b></p> <p><b>Introduction to Commercial Law Legal Terminology</b></p> <p>Law- an introduction, Sources of Indian Law, Principle Source of Indian Law, Customs or Customary Law and Legal Terminology</p> <ul style="list-style-type: none"> <li>● Indian Contract Act, 1872- Definition of Contract and Agreements, Essentials of Valid Contract, Rules of Valid Offer, Counter Offer. Specimen of Contracts and Agreements</li> <li>● Capacity to Contract (S.10-12)</li> <li>● Consideration- Concept and Importance of Consideration, Exceptions to the Rule 'No Consideration No Contract'</li> <li>● Consent, Concept of E-Contracts, Legal issues in formation and discharge of E-Contract</li> <li>● Modes of Discharge of Contract and Remedies of Breach of Contract</li> </ul>	<p>2</p> <p>8</p>
<p><b>Module-2</b></p> <p><b>Special Contracts</b></p> <ul style="list-style-type: none"> <li>● Law of Indemnity and Guarantee (S. 124-125, S 126-129,132-147)- concept, essentials of Indemnity and Guarantee, Contract of Indemnity vs. Guarantee</li> <li>● Law of Bailment- Concept, Rights, and Duties of Bailor and Bailee</li> <li>● Law of Pledge- Concept, Difference between Pledge and Lien, Rights of Pawnor and Pawnee</li> <li>● Law of Agency- Concept, Creation of Agency, Duties of Principal and Agent</li> </ul>	<p>10</p>

<p><b>Module – 3</b></p> <p><b>The Sale of Goods Act, 1930</b></p> <ul style="list-style-type: none"> <li>● Contract of Sale- Essential elements of Contract of Sale, Distinction between Sale and Agreement to Sale, goods and Types of Goods, E-Commerce platforms in India</li> <li>● Conditions and Warranties- Implied Warranties, Concept of Doctrine of Caveat Emptor and Caveat Venditor.</li> <li>● Unpaid Seller- Concept, Rights, Remedies for Breach of Contract, Auction Sale.</li> </ul>	<p><b>10</b></p>
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<p><b>FP Based on Law</b></p> <p>The Negotiable Instruments Act, 1881</p> <p>Concept, Characteristics, Classifications of Negotiable Instrument.</p> <p>Promissory Notes and Bill of Exchange of various sectors of Companies (Manufacturing, Retail, Construction, E-commerce, Hospitality), Visit to Court for Section 138 cases (Dishonour of Cheque)</p>
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## BCOMS 403-Business Law II Syllabus

Approved Syllabus	No. of lectures
<p><b>Module -1</b>  <b>Indian Companies Act 2013</b></p> <p>Evolution of Indian Companies Act, 2013</p> <p>Meaning and Characteristics, Lifting of Corporate Veil, Kinds of Companies, Incorporation of Companies- Procedural aspects, Application for Availability of Name, Memorandum and Articles of Association of Company, Specimen of MOA and AOA of Companies</p>	8
<p><b>Module-2</b>  <b>Indian Companies Act, 2013, and The Companies Amendment Act, 2020</b></p> <p>Membership of the Company and Register of Members, Directors, Appointment and Disqualification of Directors</p> <p>Meetings and The Companies (Amendment) Act, 2020, The Companies Meetings of Board and its Powers Rules 2015</p>	8
<p><b>Module – 3</b>  <b>The Indian Partnership Act, 1932</b></p> <p>Introduction, Definitions, Essentials of a Partnership and True Test of Partnerships, Formation of Partnership, Partnership Deed and its contents, Classification of Partners and Partnership firm, Minor admitted to the benefits of Partnership and Effects of Non-Registration</p> <p><b>The Limited Liability Partnership Act, 2009</b></p> <p>Designated Partners, Incorporation of LLP, Registration of LLP, Effects of Registration, Business transactions of partner with LLP, Winding up and dissolution</p>	8
<p><b>CEP- Laws for Social Empowerment</b>  <b>The Consumer Protection Act, 2022</b></p> <p>Concept, Consumer Protection Councils and Consumer Protection Redressal Agencies</p> <p><b>The Competition Act, 2002</b></p> <p>Concept, Anti-Competitive Agreements, Prevention of Abuse of Dominant Position and Combination</p> <p><b>The Intellectual Property Laws</b></p> <p>Concept of Intellectual Property, Intellectual Property Rights as Human Right, Intellectual Property Rights in the Cyber World</p> <p>Patent, Copyright and Trademark, Case Laws, Case Studies and Practical Aspects</p>	6

The paper pattern was discussed and approved as follows:

The scheme of examination shall be divided into two parts:

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

(A) Internal Assessment 40 marks

<b>Description</b>	<b>Marks</b>
One Internal test – Multiple Choice Questions	20
Assignment / Project / Presentation / Outreach / Case Study / Research etc.	20
<b>Total</b>	<b>40</b>

Internal test can be conducted online in the form of MCQs.

B) Semester end examination 60 marks – Proposed Paper Pattern

Duration: 2 hours Total Marks: 60	
Q.1 (A) Attempt any two out of three Q. 1 (B) Q. 1 (C)	15
Q.2 (A) Attempt any two out of three Q. 2 (B) Q. 2 (C)	15
Q.3 (A) Attempt any two out of three Q. 3 (B) Q. 3 (C)	15
Q.4 (A) Attempt any two out of three Q. 4 (B) Q. 4 (C)	15
<b>TOTAL</b>	<b>60</b>

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

## BMS (Bachelor of Management Studies)

Sr. No.	Heading	Particulars
1	Title of the programme	BMS (Bachelor of Management Studies)
2	Eligibility for admission	HSC or Equivalent
3	Minimum percentage	45%
4	Semesters	I & II
5	Level	UG
6	Pattern	04 years & 08 semesters CBGS
7	To be implemented from	From Academic year 2024-25 in a progressive manner

### Business Law I

Marks : 50

Course Credits : 2

#### Course Outcomes

- The learner will be able to examine legal environment of businesses and illustrate various legal terminologies.
- The learner will be able to distinguish Negotiable instruments and various reasons for its dishonour.
- The learner will be able to demonstrate contractual relations of businesses and relate them with global opportunities.
- The learner will be able to analyse effects of Non-compliance and interpretation of contracts.
- The learner will be able to choose statutory compliances and compare it with international laws.
- The learner will be able to draft business related documents using legal language.

Unit	Modules	No. of lectures
1	A) Law of Contract 1872 1. Essential elements of Contract, 2. Agreement and contract – capacity to contract, 3. Free consent, 4. Consideration, 5. Lawful objects / consideration, 6. Breach of contract,	15

	<p>7. Remedies for breach of contract.</p> <p>1. Sale of Goods Act, 1930:</p> <p>2. Scope of Act,</p> <p>3. Sale and Agreement to Sell,</p> <p>4. Essentials of a valid sale contract – conditions and warranties,</p> <p>5. Implied conditions and warranties, Rights of an unpaid seller.</p> <p>6. Indian Partnership (The Indian Partnership Act, 1932)</p> <p>Partnership Formation – Types of Partnerships – Dissolution of Partnership, Rights, Duties and liabilities of partners, Limited Liability Partnership</p>	
2	<p>7. Negotiable Instrument Act, 1981:</p> <p>a. Introduction of Negotiable Instruments,</p> <p>b. Characteristics of negotiable instruments,</p> <p>c. Promissory note,</p> <p>d. Bills of exchange,</p> <p>e. Cheque,</p> <p>f. Dishonor of cheque.</p> <p>D) Consumer Protection Act, 1986:</p> <p>a. Objects of consumer protection,</p> <p>b. Introduction of consumers – who is consumer?</p> <p>c. Meaning of the words – Goods and services</p> <p>Meaning of the words – Defects and Deficiencies of goods and services, Consumer disputes and complaints. (W.r.t. Consumer Protection Act 2019)</p>	15
	<b>Total Lectures</b>	30

**Reference Books:**

- Elements of mercantile Law – N.D.Kapoor
- Business Law – P.C. Tulsian
- Business Law – SS Gulshan
- Company Law – Dr.Avtar Singh
- Indian contract Act – Dr.Avtar Singh
- Law of Intellectual Property-V.K-Taraporevala

**Business Law II**

**Marks : 50**

**Course Credits : 2**

**Course outcomes**

- a) The learner will be able to examine legal environment of businesses and illustrate various legal terminologies.
- b) The learner will be able to distinguish Negotiable instruments and various reasons for its dishonour.
- c) The learner will be able to demonstrate contractual relations of businesses and relate them with global opportunities.
- d) The learner will be able to Analyse effects of Non-compliance and interpretation of contracts.

- e) The learner will be able to choose Statutory compliances and compare it with international laws.
- f) The learner will be able to draft business related documents using legal language.

Unit	Modules	No of lectures
1	Company Law: What is a company, Incorporation of company, MOA, AOA, Prospectus, Meetings.	15
2	Intellectual Property Rights (IPR): IPR definition / objectives. Patent definition. What is patentable? What is not patentable? Invention and its attributes, inventors and applications. Trademarks, definition, types of trademarks, infringement and passing off. Copyright definition and subject in which copyright exists, originality, meaning and content, authors and owners, rights and restrictions. Geographical indications (only short notes	15
	Total Lectures	30

Reference Books:

- Elements of mercantile Law – N.D.Kapoor
- Business Law – P.C. Tulsian
- Business Law – SS Gulshan
- Company Law – Dr.Avtar Singh
- Indian contract Act – Dr.Avtar Singh
- Law of Intellectual Property-V.K-Taraporevala

**Intellectual Property Laws I**

**Marks : 50**

**Course Credits : 2**

**Course Outcomes**

The students once will be aware of acquiring the patent  
 They also learn to have copyright for their innovative works.  
 They also get the knowledge of plagiarism in their innovations which can be questioned legally.

Unit	Modules	No. of lectures
1	INTRODUCTION TO IPR: Meaning of property, Origin, Nature, Meaning of Intellectual Property Rights. Introduction to TRIPS and WTO. Kinds of Intellectual property rights— Copy Right, Patent, Trade Mark, Trade Secret and trade dress, Design,	15

	Layout Design, Geographical Indication, Plant Varieties and Traditional Knowledge.	
2	PATENT RIGHTS AND COPY RIGHTS— Origin, Meaning of Patent, Types, Inventions which are not patentable, Registration Procedure, Rights and Duties of Patentee, Assignment and licence , Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties. COPY RIGHT—Origin, Definition &Types of Copy Right, Registration procedure, Assignment & licence, Terms of Copy Right, Piracy, Infringement, Remedies, Copy rights with special reference to software.	15
	Total Lectures	30

**TEXT BOOKS:**

1. Intellectual Property Rights and the Law, Gogia Law Agency, by Dr. G.B. Reddy
2. Law relating to Intellectual Property, Universal Law Publishing Co, by Dr. B.L.Wadehra
3. IPR by P. Narayanan
4. Law of Intellectual Property, Asian Law House, Dr.S.R. Myneni.

**Intellectual Property Laws II**

**Marks : 50**

**Course Credits : 2**

**Course Outcomes**

The students once will be aware of acquiring the patent  
 They also learn to have copyright for their innovative works.  
 They also get the knowledge of plagiarism in their innovations which can be questioned legally.

<b>Unit</b>	<b>Modules</b>	<b>No. of lectures</b>
1	DESIGN- Meaning, Definition, Object, Registration of Design, Cancellation of Registration, International convention on design, functions of Design. Semiconductor Integrated circuits and layout design Act-2000.	15
2	BASIC TENENTS OF INFORMATION TECHNOLOGY ACT-2000 – IT Act - Introduction E-Commerce and legal provisions E- Governance and legal provisions Digital signature and Electronic Signature. Cybercrimes.	15
	Total Lectures	30

**TEXT BOOKS:**

1. Intellectual Property Rights and the Law, Gogia Law Agency, by Dr. G.B. Reddy
2. Law relating to Intellectual Property, Universal Law Publishing Co, by Dr. B.L.Wadehra
3. IPR by P. Narayanan
4. Law of Intellectual Property, Asian Law House, Dr.S.R. Myneni.

## **PROPOSED SCHEME OF EXAMINATION**

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The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 8 marks
- Semester end examination 60% i.e. 12 marks

### **A. Internal Assessment 20 marks**

<b>Description</b>	<b>Marks</b>
Internal test - Objectives based 1mark each question	10
Assignment / Open Book Test / Value Added Course/ Project / Presentation / Outreach / Internship / Case Study	10
<b>Total</b>	<b>20</b>

### **B. Semester end examination 30 marks – Proposed Paper Pattern**

<b>Duration: 2 hours</b>	<b>Total Marks: 30</b>
Q1. Question 1 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15
Q2. Question 2 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination**

### **Industrial Law I**

**Marks : 50**

**Course Credits : 2**

#### **Course Outcomes**

- The learner will be able to describe Industrial dispute settlement procedure.
- The learner will be able to classify laws relating to health, safety and welfare provisions.
- The learner will be able to illustrate important provisions of Social legislation.
- The learner will be able to point out important provisions of wage legislation.
- The learner will be able to assess compensation benefits.
- The learner will be able to integrate working conditions in different settings.

<b>Unit</b>	<b>Modules</b>	<b>No of lectures</b>
1	Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure (w.r.t. The industrial Relations Code 2020) The Trade Union Act, 1926	15

2	The Factory Act 1948: (Provisions related to Health, Safety and Welfare) The Workmen's Compensation Act, 1923 Provisions: Introduction: The doctrine of assumed risk, The doctrine of Common, Employment, The doctrine of Contributory Negligence Definitions, Employers liability for compensation (S-3 to 13), Rules as to Compensation (Sec 4 to Sec 9) (14 A & 17)(w.r.t. Employees compensation Act 2017 Amendment)	15
	<b>Total Lectures</b>	30

### Reference Books:

- Industrial and Labour Laws, Dr. Sanjeev Kumar, Bharat Law HP Ltd
- Labour and Industrial Laws, S.N Misra, Central Law Publication
- Labour and Industrial Laws, P.K.Padhi, Eastern Economy Edition
- Commercial and Industrial Law, S.K. Dasgupta, Sterling Publishers Pvt. Ltd
- Industrial Law, Mr. N.D. Kapoor, Sultan Chand
- Employee's Provident Fund, Chopra D.S, Labour Law Agency
- Industrial Law, Mr. P.L. Mallick, Sultan Chand
- Essence of Personnel Management and Industrial Relations, Cowling, Prentice – Hall

### Industrial Law II

**Marks : 50**

**Course Credits : 2**

### Course outcomes

- a) The learner will be able to describe Industrial dispute settlement procedure.
- b) The learner will be able to classify laws relating to health, safety and welfare provisions.
- c) The learner will be able to illustrate important provisions of Social legislation.
- d) The learner will be able to point out important provisions of wage legislation.
- e) The learner will be able to assess compensation benefits.
- f) The learner will be able to integrate working conditions in different settings.

Unit	Modules	No of lectures
1	Employee State Insurance Act 1948: Definition and Employees Provident Fund Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues.	15
2	The payment of Wages Act 1948: Objectives, Definition, Authorized Deductions Payment of Bonus Act, 1965 The Payment of Gratuity Act, 1972 Principles of Natural Justice	15
	<b>Total Lectures</b>	30



**Reference Books:**

- Industrial and Labour Laws, Dr. Sanjeev Kumar, Bharat Law HP Ltd
- Labour and Industrial Laws, S.N Misra, Central Law Publication
- Labour and Industrial Laws, P.K.Padhi, Eastern Economy Edition
- Commercial and Industrial Law, S.K. Dasgupta, Sterling Publishers Pvt. Ltd
- Industrial Law, Mr. N.D. Kapoor, Sultan Chand
- Employee's Provident Fund, Chopra D.S, Labour Law Agency
- Industrial Law, Mr. P.L. Mallick, Sultan Chand
- Essence of Personnel Management and Industrial Relations, Cowling, Prentice – Hall

**PROPOSED SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

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

**A. Internal Assessment 20 marks**

Description	Marks
Internal test - Objectives based 1mark each question	10
Assignment / Open Book Test / Value Added Course/ Project / Presentation / Outreach / Internship / Case Study	10
<b>Total</b>	<b>20</b>

**B. Semester end examination 30 marks – Proposed Paper Pattern**

Duration: 2 hours	Total Marks: 30
Q1. Question 1 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15
Q2. Question 2 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination**

**Cyber Law I**

**Marks : 50**

**Course Credits : 2**

**Course Outcomes**

- Understand and describe the major types of cybercrime
- Identify cybercrime vulnerabilities and exploitations of the Internet.
- Understand the law with regards to the investigation and prosecution of cyber criminals.
- Apply appropriate law enforcement strategies to both, prevent and control cybercrime.

Unit	Modules	No of lectures

1	Cyber Crime: Definition and Origin of the Word, Cyber Crime and Information Security, who are Cyber Criminals, Classification of Cybercrimes, E-mail Spoofing, Spamming, Cyber Defamation, Internet Time Theft, Salami Attack, Salami technique Data Diddling,	8
2	Forgery, Web Jacking, Newsgroup Spam, Industrial Spying, Hacking, Online Frauds, Pornographic Offenders, Software Piracy, Computer Sabotage Email Bombing, Computer Network Intrusion, Password Sniffing, Credit Card Frauds, Identity Theft.	7
3	Cyber Offences: How Criminals plan them, Categories of Cyber Crimes, How Criminal Plans the Attack: Active Attacks, Passive Attacks, Social Engineering, Classification of Social Engineering, Cyber Stalking: types of Stalkers, Cyber Cafe and Cyber Crimes, Botnets, Attack Vectors, Cyber Crime and Cloud Computing Tools and Methods used in Cybercrime	8
4	Proxy server and Anonymizers, phishing: How Phishing works? How password cracking works? Keyloggers and Spywares, Virus and Worms, Trojan Horses and Backdoors, Dos and DDOS Attacks, SQL Injection, Buffer Overflow, An Attacks on Wireless Networks	7
	<b>Total Lectures</b>	30

**Reference Books:**

- Cyber Security: Understanding Cyber Crimes, Computer Forensics and Legal Perspectives By Nina Godbole, Sunit Belapur, Wiley
- Understanding Cybercrime: Phenomena, and Legal Challenges Response, ITU 2012

## Cyber Law II

**Marks : 50**

**Course Credits : 2**

### **Course Outcomes**

- a) The learner will be able to describe Industrial dispute settlement procedure.
- b) The learner will be able to classify laws relating to health, safety and welfare provisions.
- c) The learner will be able to illustrate important provisions of Social legislation.
- d) The learner will be able to point out important provisions of wage legislation.
- e) The learner will be able to assess compensation benefits.
- f) The learner will be able to integrate working conditions in different settings.

<b>Unit</b>	<b>Modules</b>	<b>No of lectures</b>
1	Phishing and Identity Theft: Phishing: Methods of Phishing, Phishing Techniques, Types of Phishing Scams, Phishing countermeasures, Identity theft, Types and Techniques of identity thefts and its counter measures	8
2	IT ACT, Offenses and Penalties, Offences under the Information and Technology Act 2000 - Penalty and adjudication - Punishments for contraventions under the Information Technology Act 2000 (Case Laws, Rules and recent judicial pronouncements to be discussed) - Limitations of Cyber Law	7
3	Cybercrimes and Cyber security: The legal perspectives Cybercrimes and the legal Landscape around the world, why do we need cyber laws: The Indian context, The Indian IT ACT: Admissibility of Electronic records, Amendments made in Indian ITA 2000,	8
4	Positive Aspects and weak areas of ITA 2000, Challenges to Indian law and cybercrime scenario in India, Digital signatures and the Indian ITA act, Cybercrime and punishment, Cyber law Technology and students: Indian Scenario	7
	<b>Total Lectures</b>	30

### **Reference Books:**

- Cyber Security: Understanding Cyber Crimes, Computer Forensics and Legal Perspectives By Nina Godbole, Sunit Belapur, Wiley
- Understanding Cybercrime: Phenomena, and Legal Challenges Response, ITU 2012

### **PROPOSED SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

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

#### **A. Internal Assessment 20 marks**

<b>Description</b>	<b>Marks</b>
Internal test - Objectives based 1mark each question	10
Assignment / Open Book Test / Value Added Course/ Project / Presentation / Outreach / Internship / Case Study	10
<b>Total</b>	<b>20</b>

**B. Semester end examination 30 marks – Proposed Paper Pattern**

<b>Duration: 2 hours</b>	<b>Total Marks: 30</b>
Q1. Question 1 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15
Q2. Question 2 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination**

**Adv. Priyanka Kumar** presented the syllabus for the **BCOM -Financial Markets (SYBFM)** for the following subjects under the Open Electives to be implemented from AY 2024-25

1. Business Law (Semester III Elective)
2. Consumer Rights (Semester III Elective)
3. Corporate Law (Semester IV Elective)
4. Human Rights (Semester IV Elective)

Thereafter the syllabus for the above subjects was discussed by the members. The members unanimously approved the syllabus for S.Y. B.Com (Financial Markets) along with the proposed examination pattern without any recommendations or suggestions.

**SEM III:**

**Business Law**

**COURSE CREDIT: 02**

**External Paper Marks: 30 marks**

<b><u>Sr No.</u></b>	<b><u>MODULE</u></b>	<b><u>No. of Hours</u></b>
1.	<p><b><u>Indian Contract Act, 1872 (Part I):</u></b></p> <ul style="list-style-type: none"> <li>- Agreements &amp; Contracts: Meaning &amp; definition of Agreement &amp; Contract. Essential elements of contract (Offer, Proposal, Acceptance, Communication, Consideration).</li> <li>- Capacity to contract: Position of agreements with a minor. Effects of minor's agreement. Agreements by persons of unsound mind. Agreements by disqualified persons.</li> <li>- Void and Voidable Agreements: Various Kinds of void and voidable agreements, meanings and consequences. Coercion. Undue Influence. Fraud. Misrepresentation. Mistake.</li> </ul>	10
2.	<p><b><u>The Negotiable Instruments Act, 1881 including 2017 Amendments:</u></b></p> <ul style="list-style-type: none"> <li>- Characteristics of a negotiable instrument: Meaning, definition. Characteristics of negotiable instrument.</li> <li>- Promissory Notes and Bills of Exchange: Meaning and characteristics.</li> <li>- Cheques: Definition and essentials. Types of cheques. Statutory protection to bankers. Criminal penalties in case of dishonour of a cheque.</li> </ul>	10
3.	<p><b><u>Alternate Dispute Resolution:</u></b></p> <ul style="list-style-type: none"> <li>- <b>Arbitration, Mediation and Conciliation:</b> Understanding the concept and practical application as a contractual clause.</li> </ul>	10

**OR**

## Consumer Protection Laws

Course Credit: 2

External Paper marks: 30 marks

<b><u>Sr No.</u></b>	<b><u>MODULE</u></b>	<b><u>No. of Hours</u></b>
1.	<b><u>Consumer Protection Act, 2019 Overview :</u></b>  - Need For Consumer Protection - Concept of Goods and Services - Restrictive and Unfair Trade Practice.	10
2.	<b><u>Various Kinds of Consumer Rights:</u></b>  Right to Safety, Right to be Informed, Right to Choose, Right to fair hearing, Right to Redress	10
3.	<b><u>Grievance Redressal Mechanism:</u></b>  - District Forum: Constitution, Jurisdiction and Powers of District forum - State Commission: Constitution, Jurisdiction and Powers of state commission - National Commission: Constitution, Jurisdiction and Powers of National commission	10

**SEM IV**

**Corporate Law**

**Course Credit: 2**

**External Paper marks: 30 marks**

<b><u>Sr No.</u></b>	<b><u>MODULE</u></b>	<b><u>No. of hours</u></b>
1.	<b><u>Corporate Entities:</u></b> <ul style="list-style-type: none"><li>- Company vs. Partnership vs. LLP</li><li>- The Companies Act, 2013: Characteristics of a company (advantages &amp; disadvantages). Formation of a company. Effect of registration and consequences of non-registration. Classification of company.</li><li>- Documentation requirement for formation of entity: Memorandum of Association and Articles of Association, Distinction between MOA &amp; AOA.</li></ul>	10
2.	<b><u>Securities Contract Regulation Act, 1956 (SCRA):</u></b> <ul style="list-style-type: none"><li>- Preamble and objectives and applicability. Recognised stock exchange and derecognition of stock exchange.</li><li>- Corporatisation and demutualisation of stock exchange.</li><li>- Listing and delisting of securities.</li></ul> <b><u>Securities And Exchange Board Of India (Listing Obligations And Disclosure Requirements) Regulations, 2015 &amp; Amendment 2018:</u></b> <ul style="list-style-type: none"><li>- Principles Governing Disclosures And Obligations Of Listed Entity</li><li>- Common obligations of listed entities.</li></ul>	10
3.	<b><u>Securitization &amp; Reconstruction Of Financial Assets And Enforcement Of Security Interest Act, 2002 (SARFAESI):</u></b> Salient features of Act. Objectives. Definitions. Non- applicability of the Act. Procedure for recovery and reconstruction of financial assets.	10

**OR**

## Human Rights

Course Credit: 2

External Paper marks: 30 marks

<b>Sr. No.</b>	<b><u>MODULE</u></b>	<b><u>No. of Hours</u></b>
1.	<b><u>Understanding the concept of Human Rights:</u></b> <ul style="list-style-type: none"><li>- Meaning, Nature and Significance of the Concept of Human Rights;</li><li>- Universal Declaration of Human Rights, Civil &amp; Political Rights, economic, Social and Cultural Rights;</li></ul>	10
2.	<b><u>UNO &amp; other International Organization and Human Rights Conventions:</u></b> <ul style="list-style-type: none"><li>- UN : Establishment, Objectives, and the Charter Provisions;</li><li>- Subsidiary Organ Human Rights Council;</li><li>- UN High Commission for Refugees (UNHCR);</li><li>- UN Commission on the Status of Women;</li><li>- UN High Commissioner for Human Rights</li><li>- European convention for the protection of Human Rights and Fundamental Freedom.</li></ul>	10
3.	<b><u>Human Rights in the Indian Constitutions:</u></b> <ul style="list-style-type: none"><li>- Fundamental Rights and Fundamental Duties in the Constitution of India; Nature and its Implementation.</li><li>- Directive Principles State Policy and the Protection of Human Rights: The Indian Experience.</li><li>- The Supreme Court and the Fundamental Rights.</li></ul>	10



## **PROPOSED SCHEME OF EXAMINATION**

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**For Subjects offered for 2 CREDITS**  
**The scheme of examination shall be divided into two parts:**

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

### **(A) Internal Assessment 20 marks**

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<b>Description</b>	<b>Marks</b>
Internal test – Objective/Subjective	<b>10</b>
Presentation/Assignment-Viva/Outreach Program/Internship/ Book Review/Project/ Open Book Test	<b>10</b>
<b>TOTAL MARKS</b>	<b>20</b>

### **B) Semester end examination 30 marks – Paper Pattern**

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<b>Duration: 1 hour</b>	
<b>Particulars</b>	<b>Marks**</b>
Q1. Question 1 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	<b>15</b>
Q2. Question 2 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	<b>15</b>
<b>TOTAL MARKS</b>	<b>30</b>

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

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination**



Chairperson- BOS

Dr. Shanti Suresh



**BOARD OF STUDIES OF PSYCHOLOGY**  
**MINUTES OF THE MEETING**

The meeting of Board of Studies Psychology of SIES College of Commerce & Economics (Autonomous) , Sion East , Mumbai 400 022 held on Wednesday, the 10<sup>th</sup> of April 2024 by Online Mode on MS Teams.

**Following members were present:**

Sr.No.	Name	Designation
1	Chairperson (HOD)	Dr. Harini C.
2	Faculty Members	Ms. Shailashri Uchil, Ms. Manasi Shah
3	Subject Expert from Other University	Dr. Juhi Deshmukh (Savitribai Phule Pune University)
4	One Expert selected by Vice-Chancellor from the six recommended by the College Principal	Dr. Radikha Mohan (VES College, Chembur)
5	P G Alumni	Ms. Zeena D'Costa
6	Outside Expert.	Mr. Kunjan Shah

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

**B.Com. (Sem 3&4)**

Dr. Harini C., presented the proposed syllabi of Foundations of Social Behaviour and Psychology of financial decision making along with the pattern of examination. Thereafter the same was discussed by the members.

**Foundations of Social Behaviour**

Name of the member	Suggestions/observations
Dr. Radhika Mohan	Shift social perception from unit 1 to unit 3 Shift group decision making to semester 6

Dr. Juhi Deshmukh	Include the topic of attitude change under attitude module, a brief introduction of prejudice and stereotypes, remove obedience from social influence.
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### **Psychology of financial decision making**

Name of the member	Suggestions/observations
Dr. Radhika Mohan	Syllabus to be trimmed down.
Dr. Juhi Deshmukh	Remove hyperbolic discounting, information overload (only introduction) Remove overconfidence, self- attribution, over reaction & conservatism, Regency bias
Mr. Kunjan Shah	CFA syllabus can be referred to incorporate the changes

### **B.M.S. and BSc (IT)**

Ms. Manasi Shah, Faculty from BMS presented the syllabi of Foundation of Human Skills and Organisational Behaviour along with pattern of examination. Thereafter the same was discussed by the members.

#### **Foundation of Human Skills : BMS Sem 3&4 and BSc IT (only Sem 3)**

Name of the member	Suggestions/observations
Dr. Radhika Mohan	Sem 3 approved without changes. Change the learning objectives of sem 4 paper
Dr. Juhi Deshmukh	Sem 3 approved without changes. Change the title of Sem 4 paper (title of the paper is changed to Psychology at Work)

#### **Organisational Behaviour : BMS Sem 3&4 and BSc IT (only Sem 3)**

Name of the member	Suggestions/observations
Dr. Radhika Mohan	Accepted without major changes both sem 3&4
Dr. Juhi Deshmukh	Accepted without major changes both sem 3 & 4

Ms. Shailashri Uchil, Faculty from BCOM (Banking & Insurance) presented the syllabus of Organisational Behaviour along with pattern of examination. Thereafter the same was discussed by the members.

#### **Organisational Behaviour: BCOM (B&I) (SEM 3&4)**

Following suggestions/observations were made:

Name of the member	Suggestions/observations
Dr. Radhika Mohan	Accepted without major changes

Dr. Juhi Deshmukh	Include some topics from positive organizational behaviour.
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Thereafter following Resolution was passed.

Resolved that the proposed syllabi in the subjects of Foundations of Social Behaviour (sem 3), Psychology of financial decision making (sem 4) for SYBCOM, Foundation of Human Skills and Organisational Behaviour for SYBMS (sem 3&4), SYBSc (IT) (only sem 3), Organisational Behaviour (sem 3& 4, BBI) are hereby approved with modifications as stated above.

Further Resolved that the proposed examination pattern in the subjects of Foundations of Social Behaviour, Psychology of financial decision making, Foundation of Human Skills and Organisational Behaviour are hereby approved without modifications.

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

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

Further Resolved that the approved Syllabi and Examination pattern in the subjects of Organisational Behaviour for Semester 6 BCOM(FM), Psychology of Human Behaviour for Sem 5 & 6 BCOM, shall remain in force for the academic year 2024-25

The meeting was concluded with a vote of thanks extended by Dr. Harini



Harini C.

Chairperson – BOS – Psychology

Place Mumbai

Date : 10/4/2024

**SIES College of Commerce & Economics (AUTONOMOUS)**  
Sion (E), Mumbai – 400022

**Members of the Adhoc Board of Studies Hindi. Meeting was held on**  
**April 18, 2024**

Sr. No.		NAME	Mo. No.	Email ID
1	Chairperson- BOS	डॉ. दिनेश पाठक, अध्यक्ष, हिन्दी विभाग	9867219679	<a href="mailto:dineshp@sies.edu.in">dineshp@sies.edu.in</a>
2	Co-chairperson - BOS	डॉ नीना राय चौधरी, प्रधानाचार्य	9869080886	<a href="mailto:ninar@sies.edu.in">ninar@sies.edu.in</a>
3	Faculty Representatives	1. डॉ. शैलेशकुमार दुबे , सहायक आचार्य , हिन्दी विभाग 2. डॉ निशा तिवारी हिंदी विभाग	8879570663 9322639822	<a href="mailto:shaileshkumard@sies.edu.in">shaileshkumard@sies.edu.in</a> nishart@sies.edu.in
4	Subject Experts from outside Parent University	1-डॉ. सुनीता साखरे, आचार्य एवं अध्यक्ष, हिन्दी विभाग, एस. एन. डी. टी. महिला विश्वविद्यालय, मुंबई 2- डॉ. उषा मिश्रा, आचार्य, हिन्दी विभाग, एम. एम. पी. शाह महिला महाविद्यालय, मुंबई	9920429757 9821371828	<a href="mailto:sunitasakhare@gmail.com">sunitasakhare@gmail.com</a> <a href="mailto:dr.ushadmishra@gmail.com">dr.ushadmishra@gmail.com</a>
5	Vice- Chancellor's Nominee	डॉ. अनिल सिंह , अध्यक्ष कला संकाय मुंबई विश्वविद्यालय एवं प्राचार्य, एस. बी. महाविद्यालय , शहापुर ठाणे	7028029016	<a href="mailto:dranilsingh129@gmail.com">dranilsingh129@gmail.com</a>
6	Industry Representative	श्री नवेन्दु वाजपेयी, उप महाप्रबंधक - राजभाषा, भारतीय निर्यात-आयात बैंक , मुंबई	9619135215	<a href="mailto:navendu@eximbankindia.in">navendu@eximbankindia.in</a>
7	Post graduate Meritorious Alumnus	श्री अशोक गुप्ता, सहायक आचार्य , हिन्दी विभाग, आर. जे. कॉलेज, मुंबई	9653328132	<a href="mailto:ashok.ashokshashi.gupta@gmail.com">ashok.ashokshashi.gupta@gmail.com</a>
8	Experts from outside the college	1- डॉ. सतीश पाण्डेय, डीन, आधुनिक भारतीय एवं विदेशी भाषा संकाय, सोमैया विश्वविद्यालय, मुंबई 2- डॉ. मिथिलेश शर्मा, अध्यक्ष एवं सह-आचार्य , हिन्दी विभाग, आर. जे. कॉलेज, मुंबई	9820385705 9321192900	<a href="mailto:satishpandey.somaiya@gmail.com">satishpandey.somaiya@gmail.com</a> <a href="mailto:smithilesh68@gmail.com">smithilesh68@gmail.com</a>

Regards,

Dr. Dinesh Pathak,  
HOD- Hindi

**बैठक में चर्चा के लिए उठाए जाने वाले बिंदु:-**

- बैठक के सदस्यों का एक दूसरे से परिचय कराना।
- प्रस्तावित पाठ्यक्रम पर विचार विमर्श करना।
- परीक्षा की प्रस्तावित योजना ,प्रस्तावित प्रश्न पत्र प्रारूप तथा अंक वितरण पर चर्चा करना।
- माननीय अध्यक्ष महोदय की अनुमति से अन्य किसी मुद्दों को भी उठाया जा सकता है।

## बैठक के मिनट

दिनांक: 18 अप्रैल 2024

समय : 12: 30 से 2:00pm

स्थान: एस.आई.ई.एस. कॉलेज ऑफ कॉमर्स एंड इकोनोमिक्स

विषय: S.Y.B.Com,S.Y.B.Com(A&F,B&I,FM),S.Y.B.sc.IT,S Y.BMS एवं

S.y.I.B.Comके लिए प्रस्तावित

हिंदी पाठ्यक्रम।

## हिन्दी भाषा एवं प्रयोजनमूलक हिंदी ( AECC)

उपस्थिति:

डॉ दिनेश पाठक हिंदी विभाग - समिति अध्यक्ष (Off line)

डॉ नीना राय चौधरी - समिति सहायक अध्यक्ष(Off line)

डॉ निशा तिवारी - शिक्षिका - हिन्दी विभाग समिति सदस्य(Off line)

-डॉ. शैलेशकुमार दुबे , सहायक आचार्य , हिन्दी विभाग समिति सदस्य(Off line)

विषय विशेषज्ञ :

- श्रीमती सुनीता साखरे,आचार्य एवं अध्यक्ष,हिन्दी विभाग,एस. एन. डी. टी. महिला विश्वविद्यालय -(On line)
- डॉ. उषा मिश्रा, आचार्य, हिन्दी विभाग,एम. एम. पी. शाह महिला महाविद्यालय, मुंबई( On line)
- डॉ . अनिल सिंह ,अध्यक्ष कला संकाय मुंबई विश्वविद्यालय एवंप्राचार्य, एस. बी. महाविद्यालय , शहापुर ठाणे( On line)
- श्री अशोक गुप्ता,सहायक आचार्य , हिन्दी विभाग, आर.जे. कॉलेज मुंबई(On line )
- डॉ. सतीश पाण्डेय,डीन, आधुनिक भारतीय एवं विदेशी भाषा संकाय,सोमैया विश्वविद्यालय, मुंबई(On line)
- डॉ. मिथिलेश शर्मा,अध्यक्ष एवं सह-आचार्य ,हिन्दी विभाग,आर. जे. कॉलेज,(On line)

मीटिंग(बैठक )का मसौदा :

नए शैक्षणिक वर्ष 2024-25 के लिए हिन्दी अध्ययन हेतु नए पाठ्यक्रम का प्रस्ताव।

पाठ्यक्रम के मसौदे पर चर्चा और सामान्य सुधारों के सुझाव।

पाठ्यक्रम के प्रस्ताव को स्वीकार करना और आगामी शैक्षणिक वर्ष के सत्र तृतीय एव चतुर्थ के अंतर्गत लागू करने की संस्तुति देना।

मिनट:

आयोजन और स्वागत:

डॉ.नीना राय चौधरी मैडम ने बैठक की शुरुआत की और सभी उपस्थित सदस्यों का स्वागत किया।

डॉ.निशा तिवारी ने हिन्दी विभाग की शिक्षिका के रूप में नए पाठ्यक्रम के प्रस्ताव की व्याख्या की।

पाठ्यक्रम का प्रस्ताव:

डॉ निशा तिवारी ने नए पाठ्यक्रम की मुख्य विशेषताओं और उद्देश्यों को प्रस्तुत किया।

उन्होंने पाठ्यक्रम की संरचना, विषयों की सूची, पाठ्यपुस्तकों की सिफारिश, और शिक्षण विधियों के बारे में विस्तार से बताया।

चर्चा और सुझाव:

समिति ने पाठ्यक्रम के मसौदे पर चर्चा की और विभिन्न दृष्टिकोणों से विचार-विमर्श किया।

डॉ नीना राय चौधरी मैडम तथा श्री दिनेश पाठक सर ने यह प्रस्ताव रखा कि अन्य प्रकार के पत्रों के साथ धन्यवाद पत्र भी सम्मिलित होना चाहिए। इसके अतिरिक्त इकाई तृतीय में ही डॉ सतीश पाण्डेय सर ने पैराग्राफ शब्द के लिए हिंदी शब्द अनुच्छेद लिखने का सुझाव दिया।

सुधार और मान्यता:

सभी सदस्यों ने पाठ्यक्रम के मसौदे की सराहना की तथा हिंदी को बढ़ावा देने के लिए डॉ.नीना राय चौधरी को प्रोत्साहित भी किया।

पाठ्यक्रम के संशोधित संस्करण को समिति ने सर्वसम्मति से स्वीकार किया।

यह निर्णय लिया गया कि नया पाठ्यक्रम आगामी शैक्षणिक वर्ष 2024-25 के सत्र तृतीय एव चतुर्थ के अंतर्गत लागू किया जाएगा।

अगला कदम:

पाठ्यक्रम के अंतिम मसौदे को हिन्दी विभाग के संकाय और छात्रों को सूचित करने के लिए तैयार किया जाएगा।

पाठ्यक्रम के कार्यान्वयन के लिए आवश्यक संसाधनों और सुविधाओं की व्यवस्था की जाएगी।

समापन:

श्री दिनेश पाठक ने बैठक के सफल समापन की घोषणा की और सभी सदस्यों को धन्यवाद दिया।

इस प्रकार, दिनांक 18 अप्रैल 2024 को एस.आई.इ.एस. महाविद्यालय में हिन्दी अध्ययन के नए पाठ्यक्रम के प्रस्ताव पर समिति ने विचार किया और आवश्यक सुधारों के साथ इसे मंजूरी दी। पाठ्यक्रम के साथ-साथ परीक्षा के प्रारूप और पद्धति पर भी चर्चा की गई और उसे सम्मानित सदस्यों द्वारा अनुमोदित किया गया। बैठक में सभी सदस्यों की सक्रिय भागीदारी से एक सकारात्मक निर्णय लिया गया।

डॉ नीना राय चौधरी

प्रधानाचार्य



## **SIES COLLEGE OF COMMERCE & ECONOMICS**

**(Autonomous)**

### **Minutes of Meeting BOS in Management**

**Date: 19/04/2024**

Minutes of the Meeting of The Board of Studies in Management of SIES College of Commerce & Economics (Autonomous), Sion East, Mumbai 400 022 held on 18<sup>th</sup> April 2024 at 2:30pm by Online Mode on MS Teams

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

The following members attended the meeting.

Sr. No.	Category	Name and details
1	Chairperson, BOS	Aniket Swaraj
2	Faculty members	Mr. Aniket Swaraj Mrs. Shailashri Uchil Mrs. Vijaya Balaji Mrs. Falguni Mathews Mrs. Renuka Achary Ms. Manasi Shah Mr. Rinkesh Chedda Ms. Prachi Shah Ms. Shreya Patil
3	Two subject experts from other university	Dr. Pushpendu Rakshit Assistant Professor, Pillai Institute of Management Studies and Research  Dr. Charvi Gada Assistant Professor, H. R. College of Commerce and Economics.

4	One expert selected by Vice- Chancellor from the six recommended by the College Principal	Dr. Shivprasad Murugan Associate Professor, Chetana's Institute of Management and Research
5	One representative industry	Mr.Prashant Patil Director, Brown Bull Logistics Ltd.
6	PG Alumni	Vidhi Parekh Senior Research Analyst E&Y

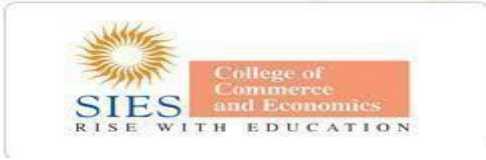
The Chairperson, Aniket Swaraj welcomed and introduced the members of BOS.

**Mrs. Shailashri Uchil, faculty from FYBCOM B&I presented the Principles of Management and Principles of Marketing syllabus along with pattern of examination. Thereafter the same was discussed by the members.**

**Following suggestions/observations were made**

Name of the member	Suggestions/observations
Dr. Shivprasad Murugan Associate Professor, Chetana's Institute of Management and Research	An overview of all the P's in marketing to be included.  Focus on the companies and industries rather than individuals.
Mr.Prashant Patil Director, Brown Bull Logistics Ltd.	An overview of all the P's in marketing to be included
Dr. Charvi Gada Assistant Professor, H. R. College of Commerce and Economics.	An overview of all the P's in marketing to be included  More elaborate syllabus

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



**SIES COLLEGE OF COMMERCE & ECONOMICS  
AUTONOMOUS  
DEPARTMENT OF BACHELOR IN MANAGEMENT STUDIES**

**Date of BOS meeting: 18th APRIL 2024**

**Name of BOS Chairperson: MR. ANIKET SWARAJ**

<b>Sr. No.</b>	<b>Heading</b>	<b>Particulars</b>
<b>1</b>	<b>Title of the program</b>	<b>Bachelors in Banking and Insurance (BBI)</b>
<b>2</b>	<b>Eligibility for admission</b>	<b>HSC or Equivalent</b>
<b>3</b>	<b>Minimum percentage</b>	<b>45%</b>
<b>4</b>	<b>Semesters</b>	<b>01 and 02</b>
<b>5</b>	<b>Level</b>	<b>UG</b>
<b>6</b>	<b>Pattern</b>	<b>04 years &amp; 08 semesters CBCGS</b>
<b>7</b>	<b>To be implemented from</b>	<b>From Academic year 2024-25 in progressive manner</b>

**SIES COLLEGE OF COMMERCE & ECONOMICS  
(AUTONOMOUS)  
(Affiliated to University of Mumbai)  
RE-ACCREDITED GRADE "A" BY NAAC**

**BOARD OF STUDIES  
BCOM B&I**

**(WITH EFFECT FROM THE ACADEMIC YEAR 2024-2025)**

## PROPOSED SYLLABUS UNDER AUTONOMY

### Course BCOM B&I Semester I

Subject:

### SEMESTER I

Serial No	Credits	Course Name
1	2	CORE COURSES (CC)
1.1		Principles Of Management

### **LEARNING OBJECTIVES:**

· The learners will describe the various principles governing management and its significance in the banking and insurance industry
· The learners will explain the organisation structures used in companies in general and the structures used by banking and insurance companies
· The learners will be able to interpret the various management functions.
To learners will analyse the management strategies of various organizations and its leaders
The learner will be able to assess the dynamics of relationships in organizations.
The learner will formulate solutions to management problems.

### MODULES

Sr. No.	Proposed Syllabus	Number of lectures
1	<b>Introduction to management</b>  Introduction to Management Definition of Management as a Profession,  Traditional V/s Contemporary management.  Contributions of contemporary writers-Henry Fayol, F. W. Taylor, Peter	15

	Drucker, C. K. Prahalad. <b>The process of management</b> Management Process- planning, organizing, staffing, directing, controlling	
<b>2</b>	<b>Organization Structure.</b> Types of structures Conflict between line and staff managers. Measures to resolve the conflicts. <b>Business Leaders</b> Leaders in the Indian Industry ( J.R.D Tata and Ratan Tata of the Tata group, Kumar Mangalam Birla of the Birla group, Mr Dhirubhai Ambani and Sons of the Reliance group of companies, Varghese Kurien of Amul, Narayan Murthy of Infosys. <b>Leaders in the Banking and Insurance Industry</b> Indian Leaders (Banking & Insurance)- Uday Kotak of Kotak Bank	15
	<b>Total Lectures</b>	30

**Reference Materials :**

**Principles of Management, T.Ramaswamy Himalaya Publications, Mumbai**

**Practices and Principles of Management L.M. Prasad, S.Chand and Sons Education Publishers, New Delhi.**

• **Business Maharajas, Gita PiramaI, Penguin Books, New Delhi.**

• **Wisdom of Indian Business Leadership, G. Narayana, English Edition Publishers and Distributors India Pvt, Ltd.**

• **In Search of Change Maestros, Pritam Singh and Asha Bhandarkar, Sage Publications, UK**

**SCHEME OF EXAMINATION**

**The scheme of examination shall be divided into two parts:**

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

**A. Internal Assessment 40 marks**

Description	Marks
Multiple choice test for 10 marks each	10
Any one for 10 marks. Project, Presentation and Viva voce / Case studies /Assignments/ Internship /Certificate courses / Class Tests.	10
<b>Total</b>	<b>20</b>

**B. Semester end examination 60 marks PAPER PATTERN**

Duration : 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 mark	15
<b>Total</b>	<b>30</b>
Note: 1. Question may be divided into sub questions if required. 2. Q.2 may include theory (short notes) as one of the options.	

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

**After Principles of Management syllabus Principles of Marketing syllabus for BBI was also presented by Shailashri Maam**

Serial No	Credits	Course Name
<b>1</b>	<b>2</b>	<b>CORE COURSES (CC)</b>
<b>1.1</b>		<b>Principles of Marketing</b>

**Course Name : Principles of Marketing**

**Course Code-BBI-MAJS2-102COURSE CREDIT: 02**

**Course Objectives:**

**To introduce students to the concept of marketing.**

**To make students understand the importance of marketing in business.**

**To make students acquainted with the various marketing concepts and components.**

**To make students realize the importance of marketing in the banking and insurance industry. To enhance the employability skills of the students.**

Sr. No	Syllabus	No. of lectures	
1	<p><b>Introduction to Marketing</b> <b>Introduction to Marketing: Definition, features, advantages and scope of marketing.</b> <b>Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges.</b> <b>Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing</b></p> <p><b>Marketing Environment,</b> <b>The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. Macro environment: Political Factors; Economic Factors; Socio Cultural Factors ,Technological Factors (PESTLE Analysis).</b></p> <p><b>Consumer Behaviour</b> <b>Consumer Behaviour: Meaning, features, importance, factors affecting</b> <b>Consumer Behaviour</b></p>	15	

<b>2</b>	<b>Marketing Mix</b> <b>Marketing mix: Meaning –elements of Marketing Mix.</b> <b>Product, Pricing, Promotion and placement</b>  <b>Segmentation, Targeting and Positioning</b> <b>Segmentation – meaning , importance , basis</b> <b>Targeting – meaning , types</b> <b>Positioning – meaning – strategies</b>  <b>Modern marketing trends</b> <b>Social marketing, Relationship marketing</b>	<b>15</b>	
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	<b>Total</b>	<b>30</b>
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***References-***

- Kotler Philip, Marketing Management, Prentice Hall, New Delhi.
- Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
- Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
- McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.
- Pillai R S, Bagavathi, Modern Marketing.

**SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

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

**C. Internal Assessment 20 marks**

Description	Marks
Multiple choice test for 10 marks each	10



Any one for 10 marks. Project, Presentation and Viva voce / Case studies /Assignments/ Internship /Certificate courses / Class Tests.	<b>10</b>
<b>Total</b>	<b>20</b>

D.

E. Semester end examination 60 marks PAPER PATTERN

Duration : 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 mark	15
<b>Total</b>	<b>30</b>
Note: Question may be divided into sub questions if required	

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination**

**Dr. Falguni Mathews**, Faculty from B.Com (Financial Markets) and Dr. Vijaya Balaji, Faculty from B.Com (Banking and Insurance) presented the syllabus of **Personal Management and Talent management** along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

Name of the member	Suggestions/observations
Dr. Shivprasad Murugan	<p>Change the name of the subject from Personnel Management to Introduction to <b>Human Resource Management</b></p> <p>To remove Competency Management from the syllabus of Talent Management. Unit 1 – Introduction to Talent Management should be made broken and put in Unit 2 along with a few more topics. - <b>DONE</b></p>
Dr. Charvi Gada	<p>To remove Competency Management from the syllabus of Talent Management and include concepts related to Talent Planning. - <b>DONE</b></p>

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

**SIES COLLEGE OF COMMERCE & ECONOMICS**

**AUTONOMOUS**

**DEPARTMENT OF BACHELOR IN MANAGEMENT STUDIES**

**Date of BOS meeting: 18th APRIL 2024**

**Name of BOS Chairperson: MR. ANIKET SWARAJ**

<b>Sr. No.</b>	<b>Heading</b>	<b>Particulars</b>
<b>1</b>	<b>Title of the program</b>	<b>B.Com (Financial Markets) &amp; B.Com (Banking and Insurance)</b>
<b>2</b>	<b>Eligibility for admission</b>	<b>HSC or Equivalent and Cleared First year in BFM / BBI</b>
<b>3</b>	<b>Minimum percentage</b>	<b>45%</b>
<b>4</b>	<b>Semesters</b>	<b>01 and 02</b>
<b>5</b>	<b>Level</b>	<b>UG</b>
<b>6</b>	<b>Pattern</b>	<b>04 years &amp; 08 semesters CBCGS</b>
<b>7</b>	<b>To be implemented from</b>	<b>From Academic year 2024-25 in progressive manner</b>

## Course BFM / BBI Semester I and Semester II

Subject : Introduction to **Human Resource Management and Talent Management**

### SEMESTER I and SEMESTER II

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
	<b>Vocational Skill Course (VSC)</b>			<b>Skill Enhancement Course (SEC)</b>	
	Human Resource Management	<b>02</b>		Talent Management	<b>02</b>

#### **LEARNING OBJECTIVES:**

1. Gain an understanding of Human Resource Management's fundamentals and its evolving trends in the Indian context.
2. Understand the concept of Human Resource Planning and its importance in aligning human resources with organizational objectives.
3. Acquire proficiency in executing Recruitment and Selection processes using diverse methods to identify and acquire suitable talent.

4. Demonstrate the ability to implement Placement, Induction, Training, and Development processes to facilitate seamless on boarding and enhance employee skills.
5. Develop skills in analysing job roles effectively through Job Analysis and Evaluation techniques
6. Evaluate and refine Human Resource Development strategies to foster talent growth and ensure organizational sustainability.

### MODULES

SN	MODULES	NO OF LECTURES
1	<p><b>Unit 1: Introduction to Personnel Management &amp; Personnel Planning</b></p> <ul style="list-style-type: none"> <li>· Meaning and objectives of Personnel Management, Importance of personnel management, scope, and functions of personnel management.</li> <li>· Role of personnel department, qualities of a good personnel manager,</li> <li>· Growth of personnel management, Emerging Trends of personnel management in India.</li> <li>· Concept of Personnel planning, Importance of Personnel planning, Process of Personnel planning</li> <li>· Job Analysis, Job Evaluation- Concept, Methods &amp; Difference</li> </ul>	15
2	<p><b>Unit 2: Recruitment, Placement, Induction, Training &amp; Development</b></p> <ul style="list-style-type: none"> <li>· Recruitment and selection: Concept, Process, Sources &amp; Methods</li> <li>· Placement- Concept &amp; Benefits</li> <li>· Induction: Concept, Process</li> <li>· Training: Concept, importance, Process, Types of training-On the job &amp; off the job;</li> <li>· Personnel Development – Concept &amp; Methods, Promotion, and transfers</li> </ul>	15
	<b>Total Lectures</b>	<b>30</b>

## Changes made to Syllabus

Sr. No.	Proposed Syllabus	Number of lectures
1	<b>Unit 1: Introduction to Human Resource Management &amp; Human Resource Planning</b> <ul style="list-style-type: none"><li>· Meaning and objectives of Human Resource Management, Importance of Human Resource management, scope, and functions of Human Resource management.</li><li>· Role of Human Resource department, qualities of a good Human Resource manager,</li><li>· Growth of Human Resource management, Emerging Trends of personnel management in India.</li><li>· Concept of Human Resource planning, Importance of Human Resource planning, Process of Human Resource planning</li><li>· Job Analysis, Job Evaluation- Concept, Methods &amp; Difference</li></ul>	15
2	<b>Unit 2: Recruitment, Placement, Induction, Training &amp; Development</b> <ul style="list-style-type: none"><li>· Recruitment and selection: Concept, Process, Sources &amp; Methods</li><li>· Placement- Concept &amp; Benefits</li><li>· Induction: Concept, Process</li><li>· Training: Concept, importance, Process, Types of training- On the job &amp; off the job;</li><li>· Human Resource Development – Concept &amp; Methods, Promotion, and transfers</li></ul>	15
	<b>Total Lectures</b>	30

### Reference Materials :

- C.B. Memoria -Personnel Management

- Dessler Gary, A Framework for Human Resource Management, Pearson Publication
- Dessler Gary, Varkkey Biju, Fundamentals of Human Resource Management, Pearson Publication, Rao VSP, Human Resource Management, Vikas Publishing, New Delhi
- K. Aswathappa – Human Resources and Personnel Management, Tata McGraw Hill
- Decenzo: Fundamentals of HRM, Wiley
- Edwin B. Flippo, Personnel Management, McGraw-Hill

### **LEARNING OBJECTIVES:**

1. Understand the concept, historical evolution, and scope of Talent Management, along with its necessity, benefits, and limitations in modern organizations.
2. Differentiate between talent engagement and employee retention.
3. Learn the Life Cycle of Talent Management, comprehending its significance and steps in the talent management process.
4. Explore various approaches to Talent Management and stay updated on current trends shaping the field.
5. Analyse the Talent Value Chain and recognize strategies to bridge Talent Gaps effectively within organizations.
6. Develop a comprehensive talent management process tailored to the needs of a specific organization.

## MODULES

SN	MODULES	NO OF LECTURES
1	<p><b><u>Unit 1: Introduction to Talent Management</u></b></p> <ul style="list-style-type: none"> <li>· Talent Management – Meaning, History, Scope of Talent Management, Need of Talent Management, Benefits and Limitations of Talent Management, Principles of Talent Management, Source of Talent Management</li> <li>· The Talent Value Chain, Talent Gap – Meaning, Strategies to Fill Gaps</li> <li>· Life Cycle of Talent Management - Meaning, Steps in Talent Management Process, Importance of Talent Management Process</li> <li>· Approaches to Talent Management, Current trends in Talent Management</li> </ul>	15
2	<p><b><u>Unit 2: Competency Management</u></b></p> <ul style="list-style-type: none"> <li>· Competency– Meaning, Types, Iceberg Model of Competency</li> <li>· Competency Management – Meaning, Benefits of Competency Management, Challenges of Competency Management</li> <li>· Competency Mapping – Meaning, Process of Competency Mapping, Methods of Competency Mapping</li> </ul>	15
	<b>Total Lectures</b>	<b>30</b>

### **Changes made to Syllabus**

Sr. No.	Proposed Syllabus	Number of lectures



1	<p><b><u>Unit 1: Introduction to Talent Management</u></b></p> <ul style="list-style-type: none"> <li>· Talent Management – Meaning, History, Scope of Talent Management, Need of Talent Management, Benefits and Limitations of Talent Management, Principles of Talent Management, Source of Talent Management</li> <li>· Building Blocks for Talent Management: Introduction, Effective Talent Management System, Building Blocks of Effective Talent Management System.</li> <li>· The Talent Value Chain, Talent Gap – Meaning, Strategies to Fill Gaps</li> <li>· Role of HR in Talent Management, Role of the HR Manager.</li> </ul>	15
2	<p><b><u>Unit 2: Life Cycle of Talent Management, Talent Planning and Engagement</u></b></p> <ul style="list-style-type: none"> <li>· Life Cycle of Talent Management - Meaning, Steps in Talent Management Process, Importance of Talent Management Process, Stages of Talent Management Process, Essentials of Talent Management Process</li> <li>· Talent Planning - Objectives of Talent Planning, Steps in Talent Planning, Succession Planning Program</li> <li>· Talent Engagement and Retention: Introduction, Concept of Talent Engagement, Retention, Employee Engagement and Retention</li> </ul>	15
	<b>Total Lectures</b>	<b>30</b>

**Reference Books:**

- Dessler Gary, A Framework for Human Resource Management, Pearson Publication
- Dessler Gary, Varkkey Biju, Fundamentals of Human Resource Management, Pearson Publication, Rao VSP, Human Resource Management, Vikas Publishing, New Delhi
- K. Aswathappa – Human Resources and Personnel Management, Tata McGraw Hill
- Lance A Berger, Dorothy R Berger, Talent Management Hand Book, McGraw Hill

· Hasan, M., Singh, A. K., Dhamija, S. (eds.), Talent management in India: Challenges and opportunities, Atlantic Publication

· Seema Sanghi: The Handbook of Competency Mapping: Understanding, Designing and Implementing Competency Models in Organizations, Sage Publishing

### PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

#### A. Internal Assessment 20 marks

Description	Marks
Internal test - Objectives based 1 mark each question	10
Presentation/Assignment -Viva/NGO Activity/Internship/Book Review/Case Study/Project/Open Book Test	10
<b>Total</b>	<b>20</b>

#### B. Semester end examination 30 marks – Proposed Paper Pattern

Duration: 1 hour	Total Marks: 30
Q1. Question 1 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15
Q2. Question 2 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination**

### 3. Dr. Falguni Mathews

#### 1. Principles of Management

**Dr. Falguni Mathews**, Faculty from B.Com (Financial Markets), presented the syllabus of Principles of Management along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made for **Principles of Management**

<b>Name of the member</b>	<b>Suggestions/observations</b>
Dr. Shivprasad Murugan	To add Management by Exception in Unit 2 - <b>ADDED</b>
Dr. Charvi Gada	To add Peter Drucker's theories of management in Unit 1 - <b>ADDED</b> Staffing in Unit 3 – <b>Already taught in HRM</b>

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

### **SIES COLLEGE OF COMMERCE & ECONOMICS**

#### **AUTONOMOUS**

#### **DEPARTMENT OF BACHELOR IN MANAGEMENT STUDIES**

**Date of BOS meeting: 18th APRIL 2024**

**Name of BOS Chairperson: MR. ANIKET SWARAJ**

<b>Sr. No.</b>	<b>Heading</b>	<b>Particulars</b>
<b>1</b>	<b>Title of the program</b>	<b>Bachelor of Commerce (Financial Markets)</b>
<b>2</b>	<b>Eligibility for admission</b>	<b>HSC or Equivalent and Cleared First year in BFM</b>
<b>3</b>	<b>Minimum percentage</b>	<b>45%</b>
<b>4</b>	<b>Semesters</b>	<b>01 and 02</b>

5	Level	UG
6	Pattern	04 years & 08 semesters CBCGS
7	To be implemented from	From Academic year 2024-25 in progressive manner

**PROPOSED SYLLABUS UNDER AUTONOMY**

**Course B.Com (Financial Markets) Semester II**

**Subject: Principles of Management**

**SEMESTER II**

Serial No	Credits	Course Name
		<b>Open Elective (OE)</b>
1	04	Principles of Management
<b>OR</b>		
1	02	Principles of Management I
2	02	Principles of Management II

**LEARNING OBJECTIVES:**

- Learner will be able to describe the concept of management
- Learner will be able to explain roles, skills and functions of management.
- Learners will be able to demonstrate the ability to directing, leadership and communicate effectively
- Learner will be able to integrate management principles into management practices.
- Learner will be able to judge the managerial tasks of planning, organizing, and controlling that can be executed in a variety of circumstances.
- Learner will be able to plan so as to be better future manager and leader.

## MODULES

SN	MODULES	NO OF LECTURES
1	<p><b>Unit 1: Introduction to Management</b></p> <p>a. <b>Management:</b> Concept, Characteristics, Significance, 6 M's, Role &amp; Skills of Managers, Levels of Management, Concepts of PODSCORB, Managerial Grid.</p> <p>b. <b>Evolution of Management thoughts:</b> Contribution of F.W Taylor, Henri Fayol, Contemporary issues and Challenges</p>	15
2	<p><b>Unit 2: Planning and Decision Making</b></p> <p>a. <b>Planning:</b> Meaning, Importance, Elements, Process of Planning, Kinds of Plans, Strategies, Policies and Planning, Premises, Goal Setting, MBO (Management by objectives)</p> <p>b. <b>Decision Making:</b> Meaning, Importance, Process, Techniques of Decision Making.</p>	15
3	<p><b>Unit 3: Organising</b></p> <p>a. <b>Organizing:</b> Meaning, Concept, Advantages, Limitations, Structure (Formal &amp; Informal, Line &amp; Staff and Matrix).</p> <p>Departmentation: Meaning, Basis and Significance</p> <p>Span of Control: Meaning, Factors affecting span of Control, Centralization vs Decentralization, Delegation of Authority.</p> <p>b. <b>Directing:</b> Meaning, Importance, Principles, Elements</p> <p>c. <b>Leadership</b> – Meaning, Styles and Qualities of Good leader</p>	15
4	<p><b>Unit 4: Coordination and Controlling</b></p> <p>a. <b>Coordination:</b> Meaning, Features, Co-ordination as an Essence of Management</p> <p>b. <b>Controlling:</b> Meaning, Process, prerequisites of effective control systems, and Techniques of controlling operations in India.</p>	15
	<b>TOTAL</b>	<b>60</b>

### Changes made in the Modules

Sr. No.	Proposed Syllabus	Number of lectures
1	Unit 1: Introduction to Management a. Management: Concept, Characteristics, Significance, 6 M's, Role & Skills of Managers, Levels of Management, Concepts of PODSCORB, Managerial Grid. b. Evolution of Management thoughts: Contribution of F.W Taylor, Henri Fayol and Peter Drucker, Contemporary issues and Challenges	15
2	Unit 2: Planning and Decision Making a. Planning: Meaning, Importance, Elements, Process of Planning, Kinds of Plans, Strategies, Policies and Planning, Premises, Goal Setting, MBO (Management by objectives), MBE (Management by exception) b. Decision Making: Meaning, Importance, Process, Techniques of Decision Making.	15
3	Unit 3: Organising and Directing a. Organizing: Meaning, Concept, Advantages, Limitations, Structure (Formal & Informal, Line & Staff and Matrix). Departmentation: Meaning, Basis and Significance Span of Control: Meaning, Factors affecting span of Control, Centralization vs Decentralization, Delegation of Authority. b. Directing: Meaning, Importance, Principles, Elements c. Leadership – Meaning, Styles and Qualities of Good leader	15
4	Unit 4: Coordination and Controlling a. Coordination: Meaning, Features, Co-ordination as an Essence of Management b. Controlling: Meaning, Process, prerequisites of effective control systems, and Techniques of controlling operations in India.	15
	<b>TOTAL LECTURES</b>	<b>60</b>

### **PROPOSED SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

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

### **PROPOSED SCHEME OF EXAMINATION**

A Internal Assessment - 40 marks

Description	Marks
Internal test – Multiple Choice Questions	20
Tutorial /Assignment / Open Book Test / Value Added Course/ Project / Presentation / Outreach / Internship / Case Study/ Research etc.	20
<b>Total</b>	<b>40</b>

B. Semester end examination 60 marks

PROPOSED PAPER PATTERN

Duration: 2 hours	
	Marks
Q1. Question 1 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15
Q2. Question 2 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15
Q3. Question 3 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15
Q4. Question 4 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15
<b>Total</b>	<b>60</b>

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

The scheme of examination shall be divided into two parts:

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

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**Principles of Management I (2 Credits)**

Sr. No.	Proposed Syllabus	Number of lectures
1	Unit 1: Introduction to Management a. Management: Concept, Characteristics, Significance, 6 M's, Role & Skills of Managers, Levels of Management, Concepts of PODSCORB, Managerial Grid. b. Evolution of Management thoughts: Contribution of F.W Taylor, Henri Fayol and Peter Drucker, Contemporary issues and Challenges	15
2	Unit 2: Planning and Decision Making a. Planning: Meaning, Importance, Elements, Process of Planning, Kinds of Plans, Strategies, Policies and Planning, Premises, Goal Setting, MBO (Management by objectives), MBE (Management by exception) b. Decision Making: Meaning, Importance, Process, Techniques of Decision Making.	15
<b>TOTAL LECTURES</b>		30

**Principles of Management II (2 Credits)**

Sr. No.	Proposed Syllabus	Number of lectures
1	Unit 1: Organising and Directing a. Organizing: Meaning, Concept, Advantages, Limitations, Structure (Formal & Informal, Line & Staff and Matrix). Departmentation: Meaning, Basis and Significance Span of Control: Meaning, Factors affecting span of Control, Centralization vs Decentralization, Delegation of Authority. b. Directing: Meaning, Importance, Principles, Elements c. Leadership – Meaning, Styles and Qualities of Good leader	15
2	Unit 2: Coordination and Controlling a. Coordination: Meaning, Features, Co-ordination as an Essence of Management b. Controlling: Meaning, Process, prerequisites of effective control systems, and Techniques of controlling operations in India.	15
<b>TOTAL LECTUREST Total lectures</b>		30



## PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

### PROPOSED SCHEME OF EXAMINATION

A. Internal Assessment - 20 marks

Description	Marks
Internal test – Multiple Choice Questions	10
Tutorial /Assignment / Open Book Test / Value Added Course/ Project / Presentation / Outreach / Internship / Case Study / Research etc.	10
<b>Total</b>	<b>20</b>

B. Semester end examination 30 marks

### PROPOSED PAPER PATTERN

Duration: 1 hour	
	Marks
Q1. Question 1 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15
Q2. Question 2 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15
<b>Total</b>	<b>30</b>

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination**

The scheme of examination shall be divided into two parts:

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

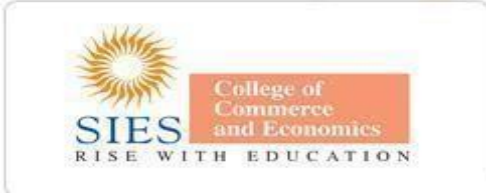
**Ms. Manasi Shah**, Faculty from BMS, presented the syllabus of Business Ethics, Fundamentals of Marketing, Marketing Skills and Advertising along with pattern of examination. Thereafter the same was discussed by the members.

## 1. **Business Ethics**

Following suggestions/observations were made

Name of the member	Suggestions/observations
Dr. Shivprasad Murugan Associate Professor, Chetana's Institute of Management and Research	<ul style="list-style-type: none"><li>● Reduce theory and incorporate more practical aspects.</li><li>● Case based discussions</li><li>● POSH can be introduced in discussion</li></ul>
Dr. Charvi Gada Assistant Professor, H. R. College of Commerce and Economics.	<ul style="list-style-type: none"><li>● Introduce patents and copyrights under ethics in IT</li></ul>
Mr.Prashant Patil Director, Brown Bull Logistics Ltd.	<ul style="list-style-type: none"><li>● Suggested adding case studies</li></ul>

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



**SIES COLLEGE OF COMMERCE & ECONOMICS  
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DEPARTMENT OF BACHELOR IN MANAGEMENT STUDIES**

**Date of BOS meeting: 18th APRIL 2024**

**Name of BOS Chairperson: MR. ANIKET SWARAJ**

<b>Sr. No.</b>	<b>Heading</b>	<b>Particulars</b>
<b>1</b>	<b>Title of the program</b>	<b>Bachelor of Management Studies (B.M.S.)</b>
<b>2</b>	<b>Eligibility for admission</b>	<b>HSC or Equivalent and Cleared First year in BMS</b>
<b>3</b>	<b>Minimum percentage</b>	<b>45%</b>
<b>4</b>	<b>Semesters</b>	<b>01 and 02</b>
<b>5</b>	<b>Level</b>	<b>UG</b>
<b>6</b>	<b>Pattern</b>	<b>04 years &amp; 08 semesters CBCGS</b>
<b>7</b>	<b>To be implemented from</b>	<b>From Academic year 2024-25 in progressive manner</b>

**SIES COLLEGE OF COMMERCE & ECONOMICS  
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**(WITH EFFECT FROM THE ACADEMIC YEAR 2024-2025)**

## **PROPOSED SYLLABUS UNDER AUTONOMY**

### **Course BMS Semester I**

### **Subject: Business Ethics**

#### **SEMESTER I**

Serial No	Credits	Course Name
1		VEC
1.1	02	<b>Business Ethics</b>

#### **LEARNING OBJECTIVES**

1.	To be able to understand the importance of ethics in day to day interactions.
2.	To be able to differentiate between personal and professional ethics and recognize their importance in personal and professional lives.
3.	To study the relevance of ethics in functional areas like marketing, finance, IT and human resource management
4.	To be able to apply the knowledge of ethics to practical situations.

## SYLLABUS

Proposed Syllabus	No. of lectures
<p><b>Module -1</b></p> <p><b>Introduction to Ethics and Business Ethics</b></p> <p><b>C. Ethics</b></p> <p>a. Concept of Ethics, Evolution of Ethics</p> <p>b. Nature of Ethics- Personal, Professional, Managerial</p> <p>c. Importance of Ethics, Objectives of Ethics</p> <p>d. Ethical Dilemma</p> <p><b>D. Business Ethics</b></p> <p>a. Meaning, Objectives, Importance, Purpose and Scope of Business Ethics Towards Society and Stakeholders</p> <p>b. Role of Government in Ensuring Business Ethics</p> <p>c. 3 Cs of Business Ethics – Compliance, Contribution and Consequences</p> <p>d. Myths about Business Ethics</p> <p><b>E. Case based discussions</b></p>	15
<p><b>Module -2</b></p> <ul style="list-style-type: none"><li>● <b>Ethics in Marketing Ethical issues in Marketing Mix</b><ul style="list-style-type: none"><li>○ Ethical Dilemmas in Marketing</li><li>○ Ethical issue in product, pricing, distribution and promotion.</li><li>○ Ethics in Advertising and Types of Unethical Advertisements</li><li>○ Cases of Unethical Marketing Practices in India</li></ul></li><li>● <b>Ethics In Finance</b><ul style="list-style-type: none"><li>○ Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower</li><li>○ Ethics in Taxation</li></ul></li><li>● <b>Ethics in Information Technology related to business</b><ul style="list-style-type: none"><li>○ Ethics in E- commerce</li><li>○ Patents and copyrights</li><li>○ Use of information, Privacy Issues, Security, Digital piracy</li></ul></li><li>● <b>Ethics in Human Resource Management</b><ul style="list-style-type: none"><li>○ Importance of Workplace Ethics</li></ul></li></ul>	15

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>○ Ethical issues at the workplace</li><li>○ POSH at workplace</li><li>○ Ethical Leadership</li></ul> <p><b>F. Case based discussions</b></p> |  |
|--|--|

## **REFERENCES**

1. Laura P. Hartman, Joe DesJardins, Business Ethics, Mcgraw Hill, 2nd Edition
2. C. Fernando, Business Ethics – An Indian Perspective, Pearson, 2010
3. Joseph DesJardins, An Introduction to Business Ethics, Tata McGraw Hill, 2nd Edition
4. Richard T DeGeorge, Business Ethics, Pearson, 7th Edition
5. Dr.A.K. Gavai, Business Ethics, Himalaya Publishing House, 2008
6. S.K. Mandal, Ethics is Business and Corporate Governance, McGraw Hill, 2010
7. Laura Pincus Hartman, Perspectives in Business Ethics, McGraw Hill International Editions, 1998

## PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

### (A) Internal Assessment 20 marks

Description	Marks
Objective type test (for 10 marks – online/offline)	10
Any one of the following Presentation / Assignment/ Online course	10
Total	20

### (B) Semester end examination 30 marks

#### PROPOSED PAPER PATTERN

Duration : 1 hour	
<b>Total Marks: 30</b>	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Total	30
Note: The 15 marks full length question may be sub divided into 2 questions of 7 and 8 marks each or 2 questions of 10 and 5 marks each	

**Passing criteria: 40% marks for passing.**

Internals: Minimum 8 out of 20

Externals: Minimum 12 out of 30

## 2. Fundamentals of marketing

Following suggestions/observations were made

Name of the member	Suggestions/observations
Dr. Shivprasad Murugan Associate Professor, Chetana's Institute of Management and Research	● Remove marketing research and add Segmentation, targeting, positioning and differentiation instead in module 2 - Changes made.
Dr. Charvi Gada Assistant Professor, H. R. College of Commerce and Economics.	● Add PESTLE instead of PEST under Marketing Environment. - Changes made

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





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**PROPOSED SYLLABUS UNDER AUTONOMY**

**Course BMS Semester II**

**Subject: Fundamentals of Marketing**

**SEMESTER II**

Serial No	Credits	Course Name
1		MAJOR
1.1	02	<b>Fundamentals of Marketing</b>

**LEARNING OBJECTIVES:**

1.	To understand basic concepts, theories and techniques in the field of Marketing and its significance in business context.
2.	To analyse the influence of the marketing environment on the overall marketing function.
3.	To apply segmentation, targeting, positioning and differentiation strategies.
4.	To study the new trends in the field of marketing.

**MODULES**

SN	MODULES	NO OF LECTURES
1	Introduction to Marketing	15
2	Segmentation, Targeting, Positioning, Differentiation and trends in marketing	15
	<b>TOTAL</b>	<b>30</b>

Sr. No.	Proposed Syllabus	Number of lectures
	<p><b>Module -1</b></p> <ul style="list-style-type: none"> <li>● <b>Introduction to Marketing</b> <ul style="list-style-type: none"> <li>○ Definition, features, advantages and scope of marketing</li> <li>○ The 4P's and 4C's of marketing</li> <li>○ Marketing v/s Selling</li> <li>○ Marketing as an activity and function</li> </ul> </li> <li>● <b>Concepts of Marketing</b> <ul style="list-style-type: none"> <li>○ Needs, wants and demands, transactions, transfer and exchanges.</li> <li>○ Market, Target audience, Customer, Consumer.</li> <li>○ Orientations of a firm: Production concept; Product concept; Selling concept and Marketing concept, Social, Relationship, Holistic marketing.</li> </ul> </li> </ul> <p><b>Marketing Environment</b></p> <ul style="list-style-type: none"> <li>○ <b>Micro environment:</b> Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.</li> <li>○ <b>Macro environment:</b> Political Factors; Economic Factors; Socio Cultural Factors , Technological Factors (PEST Analysis)</li> </ul>	15
	<p><b>Module -2</b></p> <p><b>Segmentation, Targeting, Positioning Differentiation and Trends In</b></p>	

	<p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>● Segmentation – meaning , importance , basis</li> <li>● Targeting – meaning , types</li> <li>● Positioning – meaning – strategies</li> <li>● Differentiation – meaning – strategies</li> <li>● New trends in marketing – E-marketing , Internet marketing and Social Media Marketing, trends in digital marketing,</li> </ul>	
	<p><b>Total Lectures</b></p>	

**Reference Materials :**

- Pearson. Kotler Philip, Marketing Management,
- Marketing, Tata-McGraw Hill. Stanton, Etzel, Walker, Fundamentals of
- Tata-McGraw Hill. Saxena Rajan, Marketing Management,
- Management: Indian Context Global Perspective, Sage Publication Ramaswamy, Namakumari, Marketing

## PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

### (A) Internal Assessment 20 marks

Description	Marks
Objective type test (for 10 marks – online/offline)	10
Any one of the following Presentation / Assignment/ Online course	10
Total	20

### (B) Semester end examination 30 marks

#### PROPOSED PAPER PATTERN

Duration : 1 hour	
<b>Total Marks: 30</b>	
Q.1 15 marks OR 15 marks	<b>15</b>
Q.2 15 marks OR 15 marks	<b>15</b>
Total	<b>30</b>
Note: The 15 marks full length question may be sub divided into 2 questions of 7 and 8 marks each or 2 questions of 10 and 5 marks each	

**Passing criteria: 40% marks for passing.**

Internals: Minimum 8 out of 20

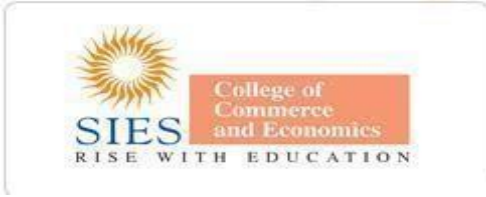
Externals: Minimum 12 out of 30

## 3. Marketing Skills

Following suggestions/observations were made

Name of the member	Suggestions/observations
Dr. Shivprasad Murugan Associate Professor, Chetana's Institute of Management and Research	<ul style="list-style-type: none"><li>● Remove Segmentation, targeting, positioning and differentiation and add marketing research instead in module 2 - Changes made.</li><li>● Add Consumer behaviour</li></ul>

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



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**Name of BOS Chairperson: MR. ANIKET SWARAJ**

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**PROPOSED SYLLABUS UNDER AUTONOMY**

**Course BMS Semester II**

**Subject: Marketing Skills**

**SEMESTER II**

Serial No	Credits	Course Name
1		Vocational Skills Course (VSC)
1.1	02	<b>Marketing Skills</b>

**LEARNING OBJECTIVES:**

1.	To understand in detail the elements of marketing mix and service marketing mix
2.	To analyse steps product planning and reasons for product failures.
3.	To understand pricing and distribution strategies and factors affecting pricing and channel selection.
4.	To recognize various promotional tools that can be used to effectively promote offerings.
5.	To recognize the importance of research in the field of marketing
6.	To understand consumer behaviour and the customer – centric nature of marketing

**MODULES**

SN	MODULES	NO OF LECTURES
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1	Marketing Mix	15
2	Marketing research and consumer behaviour	15
	<b>TOTAL</b>	<b>30</b>

Sr. No.	Proposed Syllabus	Number of lectures
	<p><b>Module -1</b></p> <ul style="list-style-type: none"> <li>● Marketing Mix</li> <li>• Meaning –elements of Marketing Mix.</li> <li>• Product-product mix-product line lifecycle-product planning – New product development-failure of new product-levels of product, packaging and branding</li> <li>• Pricing – objectives- factors influencing pricing policy and Pricing strategy.</li> <li>• Physical distribution – meaning – factor affecting channel selection-types of marketing channels</li> <li>• Promotion – meaning and significance of promotion. Promotion tools (brief)</li> <li>● Service marketing mix</li> </ul>	15
	<p><b>Module -2</b></p> <ul style="list-style-type: none"> <li>● <b>Marketing research</b> <ul style="list-style-type: none"> <li>○ Meaning, features, Importance of marketing research.</li> <li>○ Types of marketing research: Product research; Sales research; consumer/customer research; production research.</li> </ul> </li> <li>● <b>Consumer Behaviour</b> <ul style="list-style-type: none"> <li>○ Meaning, feature, importance, factors affecting Consumer Behaviour</li> </ul> </li> </ul>	15
	<b>Total Lectures</b>	30

**Reference Materials :**



- Pearson. Kotler Philip, Marketing Management,
- Marketing, Tata-McGraw Hill. Stanton, Etzel, Walker, Fundamentals of
- Tata-McGraw Hill. Saxena Rajan, Marketing Management,
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## PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

### (C) Internal Assessment 20 marks

Description	Marks
Objective type test (for 10 marks – online/offline)	10
Any one of the following Presentation / Assignment/ Online course	10
Total	20

### (D) Semester end examination 30 marks

#### PROPOSED PAPER PATTERN

Duration : 1 hour	
<b>Total Marks: 30</b>	
Q.1 15 marks OR 15 marks	<b>15</b>
Q.2 15 marks OR 15 marks	<b>15</b>
Total	<b>30</b>
Note: The 15 marks full length question may be sub divided into 2 questions of 7 and 8 marks each or 2 questions of 10 and 5 marks each	

**Passing criteria: 40% marks for passing.**

Internals: Minimum 8 out of 20

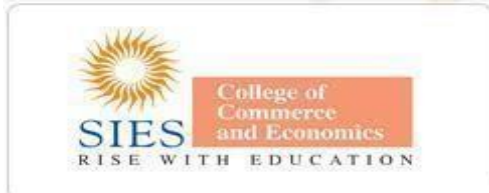
Externals: Minimum 12 out of 30

## 4. Advertising

Following suggestions/observations were made

**The syllabus presented was accepted without any changes.**

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



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**Name of BOS Chairperson: MR. ANIKET SWARAJ**

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## PROPOSED SYLLABUS UNDER AUTONOMY

Course BMS Semester IV

Subject: Advertising

SEMESTER IV

Serial No	Credits	Course Name
1		MAJOR (Marketing)
1.1	04	<b>Advertising</b>

### **LEARNING OBJECTIVES:**

1.	To identify the role of advertising in the contemporary business scenario
2.	To illustrate the important models that explain the effects of advertising
3.	To understand the important components in an advertising plan and strategy
4.	To study the essential elements of creating an effective advertisement

### **MODULES**

SN	MODULES	NO OF LECTURES
1	Introduction to advertising	15
2	Advertising planning and strategy	15
3	Creativity in Advertising	15
4	Budget, Evaluation and Current trends in Advertising	15
	<b>TOTAL</b>	<b>60</b>

Sr. No.	Proposed Syllabus	Number of lectures
	<p><b>Module 1: Introduction to advertising</b></p> <ul style="list-style-type: none"> <li>● Definition, Evolution of Advertising, Importance, Scope, Features, Benefits of advertising.</li> <li>● Five M's of Advertising</li> <li>● Types of Advertising</li> <li>● Theories of Advertising</li> <li>● Stimulus Theory, AIDA, Hierarchy Effects Model, Means – End Theory, Visual Verbal Imaging, , Innovation Adoption theory, Ad exposure model, The DAGMAR Model, The DRIP Model Maslow's Hierarchy of Needs</li> <li>● Laws in Advertising : Regulatory Bodies, Laws and Regulation</li> <li>● Social, cultural and Economic Impact of Advertising</li> </ul>	15
	<p><b>Module 2: Advertising planning and strategy</b></p> <ul style="list-style-type: none"> <li>● Introduction to Marketing Plan, Advertising Plan- Background, situational analysis related to Advertising issues, Marketing Objectives, Advertising Objectives, Target Audience, Brand Positioning (equity, image personality), creative Strategy, message strategy, media strategy, Integration of advertising with other communication tools</li> <li>● Role of Advertising in PLC</li> <li>● Advertising Agencies: Functions – structure – types - Selection criteria for Advertising agency – Maintaining Agency–client relationship, Agency Compensation. Some popular advertising agencies and their work.</li> </ul>	15
	<p><b>Module 3: Creativity in Advertising</b></p> <ul style="list-style-type: none"> <li>● Creative strategy development – Advertising Campaign – determining the message theme/major selling ideas – introduction to USP – positioning strategies – persuasion and types of advertising appeals – role of source in ads and celebrities as source in Indian ads – execution styles of presenting ads.</li> <li>● Role of different elements of ads – logo, company signature, slogan, tagline, jingle, illustrations, etc –</li> <li>● Creating the TV commercial – Visual Techniques, Writing script, developing storyboard, other elements (Optical, Soundtrack, Music)</li> <li>● Creating Radio Commercial – words, sound, music – scriptwriting the commercial – clarity, coherence, pleasantness, believability, interest, distinctiveness</li> <li>● Copywriting: Elements of Advertisement copy – Headline, sub-headline, Layout, Body copy, slogans. Signature, closing idea, Principles of Copywriting for print, OOH, essentials of good copy, Types of Copy.</li> </ul>	15

	<p><b>Module 4: Budget, Evaluation and Current trends in Advertising</b></p> <ul style="list-style-type: none"> <li>• Advertising Budget – Definition of Advertising Budget, Features, Methods of Budgeting</li> <li>• Evaluation of Advertising Effectiveness – Pre-testing and Post testing Objectives, Testing process for Advertising effectiveness, Methods of Pre-testing and Post-testing, Concept testing v/s Copy testing</li> <li>• Current Trends in Advertising : Rural and Urban Advertising, Digital Advertising, Content Marketing (Advertorials), Influencer marketing, Co- Marketing, Ambush Advertising, Use of AR and VR in advertising.</li> <li>• Global Advertising – scope and challenges – current global trends</li> </ul>	15
	<b>Total Lectures</b>	30

**Reference Materials :**

- Pearson. Kotler Philip, Marketing Management,
- Marketing, Tata-McGraw Hill. Stanton, Etzel, Walker, Fundamentals of
- Tata-McGraw Hill. Saxena Rajan, Marketing Management,
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**PROPOSED SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

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

**(E) Internal Assessment 20 marks**

Description	Marks
Objective type test (for 10 marks – online/offline)	10
Any one of the following Presentation / Assignment/ Online course	10

Total	20
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**(F) Semester end examination 30 marks**

**PROPOSED PAPER PATTERN**

Duration : 1 hour	
<b>Total Marks: 30</b>	
Q.1 15 marks OR 15 marks	<b>15</b>
Q.2 15 marks OR 15 marks	<b>15</b>
Total	<b>30</b>
Note: The 15 marks full length question may be sub divided into 2 questions of 7 and 8 marks each or 2 questions of 10 and 5 marks each	

**Passing criteria: 40% marks for passing.**

Internals: Minimum 8 out of 20

Externals: Minimum 12 out of 30

**Ms. Prachi Shah**, Faculty from SYBMS, presented the syllabus of Consumer Behavior, Sales and negotiation skills and Direct marketing and Sales promotion along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

No changes suggested in Consumer Behavior



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**PROPOSED SYLLABUS UNDER AUTONOMY**

**Course BMS Semester III**

**Subject: Consumer Behaviour**

**SEMESTER I**

<b>Serial No</b>	<b>Credits</b>	<b>Course Name</b>
<b>1</b>		<b>Major</b>
<b>1.1</b>	04	Consumer Behaviour

**LEARNING OBJECTIVES:**

· The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.
· This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour.
· This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour.
Students will be able to understand consumer needs and preferences and also Predict consumer buying behaviour and they will get to know about changing consumer trends

**MODULES**

<b>SN</b>	<b>MODULES</b>	<b>NO OF LECTURES</b>
<b>1</b>	<b>Introduction To Consumer Behaviour:</b>	<b>16</b>
<b>2</b>	<b>Individual-Determinants of Consumer Behaviour</b>	<b>14</b>
<b>3</b>	<b>Environmental Determinants of Consumer Behaviour</b>	<b>15</b>
<b>4</b>	<b>Consumer decision making models and New Trends</b>	<b>15</b>
	<b>TOTAL</b>	<b>60</b>



Sr. No.	Proposed Syllabus	Number of lectures
1	<p><b>Module –1</b></p> <p><b>Introduction To Consumer Behaviour:</b></p> <ul style="list-style-type: none"> <li>● Meaning of Consumer Behaviour, Features and Importance</li> <li>● Types of Consumer (Institutional &amp; Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour</li> <li>● Profiling the consumer and understanding their needs</li> <li>● Consumer Involvement</li> <li>● Neuro marketing and Loss Aversion Principle</li> <li>● Application of Consumer Behaviour knowledge in Marketing</li> <li>● Consumer Decision Making Process and Determinants of Buyer behaviour, factors affecting each stage, and Need recognition</li> <li>● Evolution of Indian consumer behaviour</li> </ul>	16
2	<p><b>Module -2</b></p> <p><b>Individual- Determinants of Consumer Behaviour</b></p> <ul style="list-style-type: none"> <li>● Consumer Needs &amp; Motivation (Theories - Maslow, Mc Cleland).</li> <li>● Personality – Concept, Nature of personality, Freudian, non - Freudian and Trait theories, Personality Traits and it’s Marketing significance, Product personality and brand personification.</li> <li>● Self Concept – Concept</li> <li>● Consumer Perception</li> <li>● Learning - Theory, Nature of Consumer Attitudes Formation &amp; Change.</li> </ul>	14
3	<p><b>Environmental Determinants of Consumer Behaviour</b></p> <ul style="list-style-type: none"> <li>● Family Influences on Buyer Behaviour</li> <li>● Roles of different members, needs perceived and evaluation rules.</li> <li>● Factors affecting the need of the family, family life cycle stage and size.</li> <li>● Social Class and Influences.</li> <li>● Group Dynamics &amp; Consumer Reference Groups, Social Class &amp; Consumer Behaviour - Reference Groups, Opinion Leaders and Social Influences Ingroup versus outgroup influences, role of opinion leaders in diffusion of innovation and in purchase process.</li> <li>● Cultural Influences on Consumer Behaviour Understanding cultural and subcultural influences on individual, norms and their role, customs, traditions and value system</li> </ul>	15
4	<p><b>Module 4</b></p> <p><b>Consumer decision making models and New Trends</b></p> <ul style="list-style-type: none"> <li>● Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making ,VALS Model</li> <li>● Rethinking the 4Ps by Ettenson,Conrado, Knowles</li> <li>● Diffusion of innovations Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles</li> <li>● Buying behaviour the E-buyer visa vis the Brick and Mortar buyer,Influences on E-buying</li> </ul>	15

<b>Total Lectures</b>	60
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**Reference Materials :**

Berger, J- Contagious: Why Things Catch On

Schiffman, L.G., Kanuk, L.L., & Kumar, S.R. (2011). Consumer Behaviour. (10th ed.).

Pearson.

Solomon, M.R. (2009). Consumer Behaviour – Buying, Having, and Being. (8th ed.) New Delhi: Pearson.

Blackwell, R.D., Miniard, P.W., & Engel, J. F. (2009). Consumer Behaviour. New Delhi: Cengage Learning.

Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A. (2007). Consumer Behaviour – Building Marketing Strategy. (9th ed.). Tata McGraw Hill.

Loudan, David L and Bitta, A.J. Della Consumer Behaviour

Kotler, P. & Keller, K. L. (2012). Marketing Management (Global Edition) (14th ed.).

Pearson Nair, Suja R- Consumer Behaviour in Indian Perspective

**PROPOSED SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

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

**PROPOSED SCHEME OF EXAMINATION**

A. Internal Assessment - 40 marks

Description	Marks
Internal test – Multiple Choice Questions	20
Any one of the following Online course (MOOC Courses)/ Presentation / Assignment/ Internship	20
<b>Total</b>	<b>40</b>

B. Semester end examination 60 marks

**PROPOSED PAPER PATTERN**

Duration: 2 hours	
Marks 60	Marks
Q.1 15 marks (Case Study)	15

Q.2 15 marks OR 15 marks (Theory Question or Theory Question)	15
Q.3 15 marks OR 15 marks (Theory Question or Theory Question)	15
Q.4 15 marks (Short notes)	15
Total	60
Note: Question of 15 marks may be divided into two or three sub questions of 7 / 8 or 5 / 5 / 5 Marks.	

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

The scheme of examination shall be divided into two parts:

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

Following suggestions/observations were made

Name of the member	Suggestions/observations
Dr. Shivprasad Murugan Associate Professor, Chetana's Institute of Management and Research	It was suggested that sales and negotiation skills should come in Sem III and direct marketing and sales promotion in Sem IV earlier it was otherwise

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

**Aniket Swaraj**, Faculty from SYBMS, presented the syllabus of Strategic Management and Human Resource Management along with pattern of examination. Thereafter the same was discussed by the members.

## Strategic Management

### LEARNING OBJECTIVES

- To expose students to various perspectives and concepts in the field of Strategic Management
- The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations.
- To help students develop skills for applying these concepts to the solution of business problems
- To help students master the analytical tools of strategic management.

Sr. No.	Modules	Number of lectures
1	<p>Module -1 Introduction</p> <ul style="list-style-type: none"> <li>• Business Policy-Meaning, Nature, Importance</li> <li>• Strategy-Meaning, Definition</li> <li>• Strategic Management-Meaning, Definition, Importance, Strategic management</li> <li>• Process &amp; Levels of Strategy and Concept and importance of Strategic Business Units (SBU's)</li> <li>• Strategic Intent-Mission, Vision, Goals, Objective, Plans</li> </ul> <p>Structure- Strategy sequence, Structuralist and Reconstructionist approach. The Three Strategy Propositions- Value, Profit &amp; People, Blue Ocean Strategy and Alignment.</p>	15
2	<p>Module-2 Strategy Formulation</p> <p>Environment Analysis and Scanning(SWOT ) Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization) Business Level Strategy(Cost Leadership, Differentiation, Focus) Functional Level Strategy(R&amp;D, HR, Finance, Marketing, Production)</p>	15

3	<p>Module-3 Strategic Implementation</p> <ul style="list-style-type: none"> <li>• Models of Strategy making.</li> <li>• Strategic Analysis &amp; Choices &amp; Implementation: BCG Matrix, GE 9Cell, Porter 5 Forces, 7S Frame Work</li> <li>• Implementation: Meaning, Steps and implementation at Project, Process, Structural, Behavioural, Functional level.</li> </ul>	15
4	<p>Module-4 Strategic Evaluation &amp; Control</p> <p>Strategic Evaluation &amp; Control– Meaning, Steps of Evaluation &amp; Techniques of Control Synergy: Concept, Types, evaluation of Synergy. Synergy as a Component of Strategy &amp; its Relevance. Change Management– Elementary Concept</p>	15
	Total Lectures	60

References:

References:

1. Kazmi Azhar, Business Policy & Strategic Management, Tata McGraw Hill.
2. P.K. Ghosh : Business Policy , Strategy , Planning and Management
3. Christensen , Andrews Dower: Business Policy- Text and Cases
4. William F. Gkycj : Business Policy – Strategy Formation and Management Action
5. Bongee and Colonan : Concept of Corporate Strategy

Following suggestions/observations were made

Name of the member	Suggestions/observations
Dr. Shivprasad	Suggested to add Retention Strategic and Recent trends
Dr. CHarvi Gada	Suggested to remove industrial relations.

### SEMESTER IV

Serial No	Credits	Course Name
<b>1</b>		<b>MINOR</b>
<b>1.1</b>	<b>04</b>	<b>HUMAN RESOURCE MANAGEMENT</b>

#### COURSE OBJECTIVES :

1. To Integrated perspective on role of HRM in modern business.
2. To implement techniques of job design
3. To improve Competency to recruit, train, and appraise the performance of employees
4. To learn the design of compensation and salary administration
5. To improve the ability to handle employee issues and evaluate the new trends in HRM

#### MODULES

SN	MODULES	NO OF LECTURES
<b>1.</b>	Unit 1: Introduction to Human Resource Management	<b>15</b>
<b>2.</b>	Unit 2: Manpower Planning and Selection	<b>15</b>
<b>3.</b>	Unit 3: Training and Compensation Management	<b>15</b>
<b>4.</b>	Unit 4: Industrial Relations	<b>15</b>
	<b>TOTAL</b>	<b>60</b>

Sr.No.	Modules	Number of lectures
1.	<b>Unit – 1 Introduction to Human Resource Management</b> Human Resource Management - Definition - Objectives - Functions - Scope - Importance - HRM in India - Evolution of HRM - Computer Application in Human Resource Management - Quality of a good Human Resource Managers - Human Resource Planning - Job Analysis, Job description and Job Specification.	15
2.	<b>Unit – 2 Manpower Planning and Selection</b> Recruitment and Selection - Sources of Recruitment - Selection Process - Test Types - Interview Types - Career Planning - VS Manpower Planning and succession Planning - Career Planning - Process - Career Development - Placement and Induction.	15
3.	<b>Unit – 3 Training and Compensation Management.</b>  Training - Methods of Trading - Executive Development - Performance Appraisal - Methods of Performance Appraisal - Transfers - Promotion - Wage & Salary Administration - Wage Boards and Pay Commission - Wage Incentive - Fringe Benefits - Employees Welfare - Safety and Health Measures - Grievance Procedures - Redressal of Grievances.	15
4.	Unit – 4 Employee Maintenance, Engagement and Emerging Horizons  Retention, Retention Strategies, Employer-employee relations, Stress-free environment, Rejuvenation breaks and leisure activities. Emerging Horizons; Redundant manpower, e-HRM; Human Resource Information System (HRIS); HR Audit, Emerging job opportunities, Talent management, Employee burnout, Work life balance, Work from Home.	15
	<b>Total Lectures</b>	<b>60</b>

Reference Materials :

1. Human Resource Management - Dr. C.B. Gupta - Sultan and Sons.
  2. Personnel & Human Resource Management - P. Subba Rao - Himalaya Publishing House.
  3. Human Resource and Personnel Management - K. Aswathappa - Tata Mc Graw Hill Publishing Co. Ltd.
  4. Personnel Management & Human Resources - C.S. Venkata Rathnam & B.K. Srivastava. TMPL.
  5. Dynamics of Industrial Relations - Dr. C.B. Memoria, Dr. Satish Memoria & S.V. Gankar - Himalaya Publishing House.
  6. Performance Appraisal, Theory and Practice - AIMA - Vikas management Series, New Delhi - 1986.
- Human Resource Management: Pattanayak pH 1.2002

### PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

### PROPOSED SCHEME OF EXAMINATION

A. Internal Assessment - 40 marks

Description	Marks
Internal test – Multiple Choice Questions	20
Tutorial /Assignment / Open Book Test / Value Added Course/ Project / Presentation / Outreach / Internship / Case Study / Research etc.	20
Total	40

C. Semester end examination 60 marks

### PROPOSED PAPER PATTERN

Duration: 2 hours	
Marks 60	Marks
Q.1 15 marks (Case Study)	15
Q.2 15 marks OR 15 marks (Theory Question or Theory Question)	15
Q.3 15 marks OR 15 marks (Theory Question or Theory Question)	15
Q.4 15 marks (Short notes)	15
Total	60

**Passing criteria: Minimum examination**

**24 out of 60) in semester end**

The scheme of examination s

- Internal assessment
- Semester end examin





**SIES COLLEGE OF COMMERCE & ECONOMICS  
AUTONOMOUS  
DEPARTMENT OF BACHELOR IN MANAGEMENT STUDIES**

**Date of BOS meeting: 18th APRIL 2024**

**Name of BOS Chairperson: MR. ANIKET SWARAJ**

<b>Sr. No.</b>	<b>Heading</b>	<b>Particulars</b>
<b>1</b>	<b>Title of the programme</b>	<b>Bachelor of Management Studies (B.M.S.)</b>
<b>2</b>	<b>Eligibility for admission</b>	<b>HSC or Equivalent and Cleared First year in BMS</b>
<b>3</b>	<b>Minimum percentage</b>	<b>45%</b>
<b>4</b>	<b>Semesters</b>	<b>01 and 02</b>
<b>5</b>	<b>Level</b>	<b>UG</b>
<b>6</b>	<b>Pattern</b>	<b>04 years &amp; 08 semesters CBCGS</b>
<b>7</b>	<b>To be implemented from</b>	<b>From Academic year 2024-25 in progressive manner</b>

**SIES COLLEGE OF COMMERCE & ECONOMICS  
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**BACHELORS IN MANAGEMENT STUDIES**  
**(WITH EFFECT FROM THE ACADEMIC YEAR 2024-2025)**

**PROPOSED SYLLABUS UNDER AUTONOMY**

**Course BMS Semester III**

**Subject: SALES AND NEGOTIATION SKILLS**

**SEMESTER III**

<b>Serial No</b>	<b>Credits</b>	<b>Course Name</b>
<b>1</b>		<b>Vocational skill course</b>
<b>1.1</b>	<b>02</b>	<b>SALES AND NEGOTIATION SKILLS</b>

**LEARNING OBJECTIVES:**

Y To Introduce Sales Management and how to set Positive Mental Attitude for sales using multiple skills.
Y To Explain Marketing concept in detail and how it differs from Selling.
Y To Illustrate various sales techniques using offline and online platforms, to make the understanding clear for minimizing profits, by minimizing cost.
Y To understand the art of the negotiations, for generating maximum revenue for the corporates

**MODULES**

<b>SN</b>	<b>MODULES</b>	<b>NO OF LECTURES</b>
<b>1</b>	<b>Sales Management and PMA</b>	<b>15</b>

<b>2</b>	<b>Sales and Negotiation techniques</b>	<b>15</b>
	<b>TOTAL</b>	<b>30</b>

<b>Sr. No.</b>	<b>Proposed Syllabus</b>	<b>Number of lectures</b>
<b>1</b>	<p><b>MODULE 1:</b>  <b>Introduction to Sales Management and PMA</b></p> <p>Introduction to Sales Management  Meaning and Definition of Sales  Scope of sales in businesses  Concept of Product  Differences between Tangible and Intangible products.  PMA  Meaning of PMA  How to maintain positive Mental Attitude in negative environment  Characteristics of PMA  • Multiple Activities for achieving right attitude for selling</p> <p><b>Differences Between Marketing and Selling</b>  Marketing  • Concept of Marketing  • Various types of Markets  • Marketing Mix  • Various phases of Product Life Cycle  Introduction, Growth, Maturity, Decline  • Customer satisfaction  Selling  • Concept of selling  • History of selling since Barter system  • Importance of selling and how it differs from marketing techniques.</p>	<b>15</b>
<b>2</b>	<p><b>MODULE 2:</b></p> <p><b>Different Types of Sales Techniques</b>  Selling is an art, and Science  • Different types of product and production concepts  • Holistic approach towards Sales</p>	<b>15</b>

	<ul style="list-style-type: none"> <li>• Brand Image</li> <li>• Trademarks and Copy rights</li> </ul> <p style="margin-left: 40px;">Advertising and PR</p> <p>Digital Sales</p> <ul style="list-style-type: none"> <li>• Online selling techniques</li> <li>• Concept of online banners</li> <li>• Effective Advertising using social media</li> <li>• Lead generation techniques</li> <li>• Sales Presentations</li> </ul> <p>Sales Funnel</p> <p>Objections Handling</p> <p>What are Objections</p> <p>Types of common objections</p> <p>Various techniques to overcome objections</p> <p>Tele-calling</p> <p style="margin-left: 40px;">Do's and Don'ts of Tele-calling</p> <p style="margin-left: 40px;">Script writing using AIDA process</p> <p style="margin-left: 40px;">FABing</p> <p style="margin-left: 40px;">Practical session on Tele-calling</p> <p><b>Introduction to various types of Negotiation techniques</b></p> <p>Art of Negotiations</p> <ul style="list-style-type: none"> <li>• Concept of Negotiation</li> <li>• Need analysis</li> <li>• Objectives of Negotiations</li> </ul> <p>Profit Maximization</p> <p>Sales maximization.</p> <p>Different Types of Negotiation Techniques</p> <ul style="list-style-type: none"> <li>• Distributive Negotiation</li> <li>• Integrative Negotiation</li> <li>• Barriers to Negotiation</li> <li>• Win-Win Negotiation</li> </ul> <p>Sales Closures Techniques</p> <ul style="list-style-type: none"> <li>• Direct Close</li> <li>• Money Talk close</li> <li>• Concession close</li> <li>• Objection Close</li> <li>• Dead- line Close and Free Trial Close</li> </ul>	
	<b>Total Lectures</b>	<b>30</b>

**Reference books:**

- Sales Management. Simplified.
- The Straight Truth About Getting Exceptional Results from Your Sales Team-By Mike Weinberg
- Sales Management [Jan 01, 2018] Tracy, Brian-By Brian Tracy
- Negotiation: The Brian Tracy Success – 26 February 2018

## PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

## PROPOSED SCHEME OF EXAMINATION

. Internal Assessment - 20 marks

Description	Marks
Internal test – Multiple Choice Questions	10
Tutorial /Assignment / Open Book Test / Value Added Course/ Project / Presentation / Outreach / Internship / Case Study/ Research etc.	10
Total	20

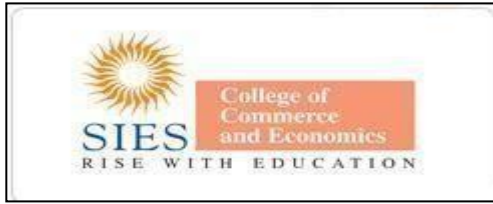
B. Semester end examination 30 marks

Duration : 1 hour	
<b>Total Marks: 30</b>	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Total	30
Note: The 15 marks full length question may be sub divided into 2 questions of 7 and 8 marks each or 2 questions of 10 and 5 marks each	

**Passing criteria: 40% marks for passing.**

Internals: Minimum 8 out of 20

Externals: Minimum 12 out of 30



**SIES COLLEGE OF COMMERCE & ECONOMICS AUTONOMOUS  
DEPARTMENT OF BACHELOR OF MANAGEMENT STUDIES**

**Date of BOS meeting:18/04/2024**

**Name of BOS Chairperson: Mr.Aniket Swaraj**

<b>Sr. No.</b>	<b>Heading</b>	<b>Particulars</b>
1	Title of the programme	Bachelor of Management Studies (B.M.S.)
2	Eligibility for admission	HSC or Equivalent
3	Minimum percentage	45%
4	Semesters	III & IV
5	Level	UG
6	Pattern	04 years & 08 semesters CBCGS
7	To be implemented from	From Academic year 2024-25 in progressive manner

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**(WITH EFFECT FROM THE ACADEMIC YEAR 2024-25)**

**Course BMS Semester IV**

**Subject: Direct marketing and Sales promotion**

**SEMESTER IV**

Serial No	Course code	Credits	Course Name
1			Vocational Skill Course (VSC)
		02	Direct marketing and sales promotion

**LEARNING OBJECTIVES**

1.	To understand the relevance of direct marketing in a business context.
2.	To identify direct marketing tools that can be used in creating a direct marketing plan.
3.	To understand the effectiveness of sales promotion in marketing.
4.	To plan sales promotion strategies for consumers, traders and salesforce.
5.	To recognize the ethical issues encountered while using direct marketing and sales promotion tools.



## **SYLLABUS**

Proposed Syllabus	No. of lectures
<p><b>Module -1</b></p> <p><b>Direct marketing</b></p> <ul style="list-style-type: none"><li>• Introduction to direct marketing- Definition, scope, objectives, reasons for growth of direct marketing.</li><li>• Types of direct marketing Telemarketing, email marketing, text marketing, direct mail, kiosk marketing, direct selling , social media marketing ,brochures, direct response marketing , catalogues, SEM, SEO.</li><li>• Strategies for direct marketing Strategic marketing plan, segmentation, personalization, relationship marketing, call-to-action marketing ,360 degree approach.</li><li>• Database marketing</li><li>• Ethical issues in direct marketing</li></ul>	<b>15</b>
<p><b>Module -2</b></p> <p><b>Sales promotion</b></p> <ul style="list-style-type: none"><li>• Nature and importance of sales promotion, its role in marketing</li><li>• Forms of sales promotion: Consumer oriented sales promotion, trade oriented sales promotion and sales force oriented sales promotion</li><li>• Major tools of sales promotion: Samples, point of purchase, displays and demonstration. Exhibition and Fashion shows, sales contest and game of chance and skills, lotteries, gifts, offers, premium and free goods, Prince packs, rebates, patronage, rewards etc. Conventions, conference and trade shows, specialities and novelties.</li><li>• Developing sales promotion programmes.</li><li>• Integration of Sales Promotion with advertising</li><li>• Ethical aspects of sales promotion</li></ul>	<b>15</b>
<b>TOTAL</b>	<b>30</b>

## **REFERENCES**

- Sales Promotion Essentials: The 10 Basic Sales Promotion Techniques-- And How to Use Them by Don E Schultz
- Advertising and Promotion: An Integrated Marketing Communications Perspective by George E Belch
- Fundamentals of Selling: Customers for Life Through Service by Charles M Futrell
- Kotler “Marketing Management”, 8th Edition
- Kotler, Keller, Koshy And Jha “ Marketing Management” 13th edition Pearson Education
- Advertising & Sales Promotion by Kazmi&Batra
- Fundamentals of Marketing by Stanton, Etzel, Walker
- Sales Promotion by Julian Cummins (Universal Book Stall)
- Promotion by Stanley

## **PROPOSED SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

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

### **(A) Internal Assessment 20 marks**

<b>Description</b>	<b>Marks</b>
Objective type test (for 10 marks – online/offline)	10
Any one of the following Presentation / Assignment/ Online course	10
<b>Total</b>	<b>20</b>

### **(B) Semester end examination 30 marks**

#### **PROPOSED PAPER PATTERN**

Duration : 1 hour	
<b>Total Marks: 30</b>	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Total	30
Note: The 15 marks full length question may be sub divided into 2 questions of 7 and 8 marks each or 2 questions of 10 and 5 marks each	

#### **Passing criteria: 40% marks for passing.**

Internals: Minimum 8 out of 20

Externals: Minimum 12 out of 30

**Ms.Shreya Patil** , Faculty from the BMS department, presented the syllabus of Principles of Management, and **Entrepreneurship and Design thinking** syllabus along with pattern of examination. Thereafter the same was discussed by the members.

## 1. Principles of Management

Following suggestions/observations were made

Name of the member	Suggestions/observations
Dr. Shivprasad	To shift leadership from 3rd module to 4th module
Ms. Charvi Gada	To add some part of staffing as a part of 3rd module To add OGSM model

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



**SIES COLLEGE OF COMMERCE & ECONOMICS  
AUTONOMOUS  
DEPARTMENT OF BACHELOR IN MANAGEMENT STUDIES**

**Date of BOS meeting: 18th APRIL 2024**

**Name of BOS Chairperson: MR. ANIKET SWARAJ**

Sr. No.	Heading	Particulars
1	Title of the program	Bachelor of Management Studies (B.M.S.)
2	Eligibility for admission	HSC or Equivalent and Cleared First year in BMS
3	Minimum percentage	45%
4	Semesters	01 and 02
5	Level	UG
6	Pattern	04 years & 08 semesters CBCGS

7	To be implemented from	From Academic year 2024-25 in progressive manner
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**SIES COLLEGE OF COMMERCE & ECONOMICS  
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(WITH EFFECT FROM THE ACADEMIC YEAR 2024-2025)

**PROPOSED SYLLABUS UNDER AUTONOMY**

**Course BMS Semester I**

**Subject:**

**SEMESTER I**

Serial No	Credits	Course Name
1		<b>CORE COURSES (CC)</b>
1.1	04	<b>PRINCIPLES OF MANAGEMENT</b>

**LEARNING OBJECTIVES:**

To introduce theories of learning on the evolution of levels of management
To understand the process and limitation in decision-making
To understand structure and hierarchy of a business enterprise
To relate to concepts of coordination and controlling

## MODULES

SN	MODULES	NO OF LECTURES
1	<b>Introduction to Management</b>	15
2	<b>Planning and Decision Making</b>	15
3	<b>Organizing and Directing</b>	15
4	<b>Coordination and Controlling</b>	15
	<b>TOTAL</b>	60

Sr. No.	Proposed Syllabus	Number of lectures
1	<p><b>Module 1- Introduction to Management</b></p> <p><b>a) Management:</b> Concept, Characteristics, Significance, 6 M's, Role &amp; Skills of Managers, Levels of Management, Concepts of POSDCORB, Managerial Grid.</p> <p><b>b) Evolution of Management thoughts:</b> Contribution of F.W Taylor, Henri Fayol and Contingency Approach. Contemporary issues and Challenges</p>	15
2	<p><b>Module-2 Planning and Decision Making</b></p> <p><b>a) Planning:</b> Meaning, Importance, Elements, Process of Planning, Kinds of Plans, Strategies, Policies and Planning, Premises, Goal Setting, MBO (Management by objectives), MBE (Management by exception), OGSM model</p> <p><b>b) Decision Making:</b> Meaning, Importance, Process, Techniques of Decision Making.</p>	15
3	<b>Module -3 Organising and Directing</b>	15

	<p><b>a) Organizing:</b> Meaning, Concept, Advantages, Limitations, Structure (Formal &amp; Informal, Line &amp; Staff and Matrix). Departmentation: Meaning, Basis and Significance Span of Control: Meaning, Factors affecting span of Control, Centralization vs Decentralization, Delegation of Authority.</p> <p><b>b) Directing:</b> Meaning, Importance, Principles, Elements</p> <p><b>c) Staffing:</b> Meaning, importance and process</p>	
<b>4</b>	<p><b>Module – 4 Coordination and Controlling</b></p> <p><b>a) Leadership</b> – Meaning, Styles and Qualities of a Good leader</p> <p><b>b) Coordination:</b> Meaning, Features, Coordination as an Essence of Management</p> <p><b>c) Controlling:</b> Meaning, Process, prerequisites of effective control systems, and Techniques of controlling operations in India</p>	<b>15</b>
	<b>Total Lectures</b>	<b>60</b>

**Reference Materials :**

Principles of Management, Ramasamy, Himalaya Publication, Mumbai

- Principles of Management, Tripathi Reddy, Tata Mc Graw Hill
- Management Text & Cases, VSP Rao, Excel Books, Delhi
- Management Concepts and OB, P S Rao & N V Shah, Ajab Pustakalaya
- Essentials of Management, Koontz II & W, Mc. Graw Hill, New York
- Principles of Management-Text and Cases –Dr.M.Sakthivel Murugan, New Age Publications

### PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

### PROPOSED SCHEME OF EXAMINATION

B. Internal Assessment - 40 marks

Description	Marks
Internal test – Multiple Choice Questions	20
Tutorial /Assignment / Open Book Test / Value Added Course/ Project / Presentation / Outreach / Internship / Case Study / Research etc.	20
Total	40

D. Semester end examination 60 marks

### PROPOSED PAPER PATTERN

Duration: 2 hours	
Marks 60	Marks
Q.1 15 marks (Case Study)	15
Q.2 15 marks OR 15 marks (Theory Question or Theory Question)	15
Q.3 15 marks OR 15 marks (Theory Question or Theory Question)	15
Q.4 15 marks (Short notes)	15
Total	60
Note: Question of 15 marks may be divided into two or three sub questions of 7 / 8 or 5 / 5 / 5 Marks.	

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

The scheme of examination shall be divided into two parts:

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

## Entrepreneurship and Design Thinking

Following suggestions/observations were made

Name of the member	Suggestions/observations
Dr. Shivprasad	Add practical aspects to the portion and focus more on field projects live example and interaction
Ms. Charvi Gada	Suggested to reduce the syllabus and add interactive topics.

Sr. No.	Heading	Particulars
1	Title of the programme	Bachelor of Management Studies (B.M.S.)
2	Eligibility for admission	HSC or Equivalent and Cleared First year in BMS
3	Minimum percentage	45%
4	Semesters	01 and 02
5	Level	UG
6	Pattern	04 years & 08 semesters CBCGS
7	To be implemented from	From Academic year 2024-25 in progressive manner

### PROPOSED SYLLABUS UNDER AUTONOMY

#### Course BMS Semester III

**Subject: Entrepreneurship and Design thinking**

#### SEMESTER I

Serial No	Credits	Course Name
1		FP



1.1	02	Entrepreneurship and Design thinking
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**LEARNING OBJECTIVES:**

1.	To understand the difference between jobs and self-employment and hence should develop these qualities for becoming an entrepreneur and create self-employment
2.	To understand the need to innovate and the importance of understanding customer pain areas, will help learners to build an innovative mindset
3.	To plan assemble and collate ideas for brainstorming about the new trends and innovations in the market emphasizing customer mindset
4.	To comprehend the problems faced by the clients
5	To identify the exact problem and tools to ideate
6	To identify different ways to learn prototyping and also they will learn about the importance of every stakeholder

## MODULES

SN	MODULES	NO OF LECTURES
1	Entrepreneurship Mindset and market trends shift	15
2	Design Thinking	15
	<b>Total</b>	<b>30</b>

Sr. No.	Proposed Syllabus	Number of lectures
1	<p>MODULE 1</p> <p>Leveraging the Entrepreneurship Mindset</p> <ul style="list-style-type: none"> <li>● Be human –centered</li> <li>● Be creative confident</li> <li>● Be empathetic</li> <li>● Embrace Ambiguity</li> <li>● Believe in -Make it</li> </ul> <p>Observing Market Trend shifts</p> <ul style="list-style-type: none"> <li>● User-centric design</li> <li>● Inclusive design</li> <li>● Sustainability</li> <li>● Digital Transformation</li> <li>● Data-driven design</li> <li>● Agile &amp; Iterative design</li> <li>● Cross-disciplinary collaboration</li> </ul> <p>Introduction to mind mapping techniques</p>	15

	<ul style="list-style-type: none"> <li>● Empathy Mapping</li> <li>● Storyboarding</li> <li>● Online Platforms Miro and Mural</li> </ul> <p>Any one of these will be taken as base to leveraging mindmapping tools to explore , ideate and seek solutions</p>	
2	<p>Economic Value Addition &amp; Introduction to Design Thinking –</p> <p>Understanding Customers and Identifying the real life problems</p> <p>Defining problems with Ideation</p> <p>Ideation –Divergence</p> <ul style="list-style-type: none"> <li>● Brainstorm</li> <li>● Challenge Assumptions</li> <li>● Scamper</li> <li>● Mindmapping</li> <li>● Sketch</li> <li>● Storyboard</li> <li>● Analogies</li> <li>● 6 Thinking Hats</li> </ul> <p><b>Convergence- Bringing down the ideas to make sense</b></p> <p>Prototyping</p> <p>Stake holder analysis</p> <p>Interactive</p>	15
	<b>Total Lectures</b>	<b>30</b>

### Reference Materials :

- Change by design-Tim brown
- Design thinking process and methods -Book by Robert Curedale
- Innovation and entrepreneurship(1985) by Peter drucker

## PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

## PROPOSED SCHEME OF EXAMINATION

. Internal Assessment - 40 marks

Description	Marks
Internal test – Multiple Choice Questions	10
Tutorial /Assignment / Open Book Test / Value Added Course/ Project / Presentation / Outreach / Internship / Case Study / Research etc.	10
Total	20

B. Semester end examination 30 marks

## PROPOSED PAPER PATTERN

Duration: 1 hours	
Marks 30	Marks
Q.1 10 marks (Theory Question or Theory Question)	10
Q.2 10 marks OR 10 marks (Theory Question or Theory Question)	10

Q.3 10 marks OR 10 marks (Theory Question or Theory Question)	10
Total	30
Note: Question of 10 marks may be divided into two sub questions of 5 / 5 Marks.	

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination**

The scheme of examination shall be divided into two parts:

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

Mr. Aniket Swaraj  
Chairman – BOS – Bachelor of Management studies  
Place: Mumbai  
Date: 18h April, 2024.





**S.I.E.S. COLLEGE OF COMMERCE AND ECONOMICS,  
(AUTONOMOUS)**

**SION (EAST), MUMBAI – 400 022**

**MINUTES OF MEETING OF BOARD OF STUDIES**

**UG Department of Information Technology**

A Meeting of the Board of Studies in UG Department of Information Technology of SIES College of Commerce & Economics (Autonomous), Sion East, Mumbai 400 022 was held on Thursday, 18<sup>th</sup> April 2024 from 2.00 p.m. to 4.00 p.m. by online mode on MS Teams.

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

**Agenda:**

1. Finalization of syllabi of Semester I, Semester II, Semester III and Semester IV of B.Sc.(Information Technology), Digital and Technological Solutions using Python of Semester I in B.Com.(Financial markets) and syllabi of Introduction to Information Technology in Semester I and Semester II, Applications of Information Technology in Semester III and Semester IV of B.Com. to be implemented from academic year 2024-2025.
2. Finalization of scheme of examination for first year and second year programmes as per the NEP Structure.
3. To approve continuation of the same syllabus and pattern of examination for Third Year autonomous program for academic year 2024- 2025.
4. Any other matter with permission of chairperson.

The following members attended the meeting.

<b>Sr.No.</b>	<b>Name</b>	<b>Designation</b>
1	<b>Dr. Nina Roy Choudhary</b>	Principal, SIES College of Commerce and Economics(Autonomous), Sion East.
2	<b>Mrs. Bhavini Deepak Shah</b>	Chairperson / Head of the Department, Assistant Professor, SIES College of Commerce and Economics(Autonomous), Sion East.
3	<b>Dr. Santosh Singh</b>	VC Nominee, Associate Professor, Head of the Information Technology Department at Thakur College of Science and Commerce, Kandivali-East

4	<b>Dr. Parikshit Narendra Mahalle</b>	Subject expert from other university, Dean (Research and Development), Professor and Head of Department of Artificial Intelligence and Data Science at Vishwakarma Institute of Information Technology, An Autonomous Institute Affiliated to Savitribai Phule Pune University)
5	<b>Dr. Mahesh Naik</b>	Subject expert from other university, Assistant Professor at SKVM's NMIMS, Mukesh Patel School of Technology, Management and Engineering
6	<b>Mr. Kannan S. Maravar</b>	Industry Representative, Director, Keights India Private Limited.
7	<b>Ms. Ruta Prabhu</b>	Outside Expert, Assistant Professor at NM College of Commerce and Economics(Autonomous), Vile Parle
8	<b>Ms. Baji Raina Banu</b>	PG Alumni, Assistant Professor at St. Agnes College (Autonomous), Mangalore
9	<b>Ms. Varsha Dhanawade</b>	Member, Assistant Professor, SIES College of Commerce and Economics(Autonomous), Sion East.
10	<b>Ms. Mamta Pandey</b>	Member, Assistant Professor, SIES College of Commerce and Economics(Autonomous), Sion East.
11	<b>Ms.Achary Renuka</b>	Member, Faculty, SIES College of Commerce and Economics(Autonomous), Sion East.
12	<b>Ms.Sita Nadar</b>	Member, Faculty, SIES College of Commerce and Economics, Sion East.
13	<b>Ms.Palak Pandya</b>	Member, Faculty, SIES College of Commerce and Economics, Sion East.
14	<b>Ms. Tarannum Ansari</b>	Member, Faculty, SIES College of Commerce and Economics(Autonomous), Sion East.
15	<b>Ms. Sangeeta Kore</b>	Member, Vice Principal, SIES College of Commerce and Economics(Autonomous), Sion East.(B.Com.)
16	<b>Mr. Abhijeit Bhosle</b>	Member, Assistant Professor, SIES College of Commerce and Economics(Autonomous), Sion East.(B.Com. Financial Markets)

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

Then, Ms. Varsha Dhanawade presented the NEP structure of FYBSc IT and SYBSc IT. Thereafter the same was discussed by the members.

Thereafter, the syllabi was discussed by respective subject faculties along with pattern of examination.

<b>Name of the Faculty</b>	<b>List of subjects</b>
Ms. Varsha Dhanawade	Web Programming, Python Programming, Core Java Lab, Database Management Systems, IPR and Cyber Law I and IPR and Cyber Law II.

	Digital and Technological Solutions using Python .(B.Com. Financial Markets). Alongwith Examination Paper Pattern of 4 credit subjects, 2 credit theory subjects, 2 credit practical subjects and 2 credit open electives section subjects
Ms. Mamta Pandey	Object-oriented programing, Principles of Operating Systems, Computer Networks, Digital Literacy
Ms. Renuka Achary	Imperative Programming, Digital Electronics, Microprocessor and Microcontrollers and Customer Relationship Management.
Ms. Sita Nadar	Green Computing, Environment Sustainability in IT and Software Engineering
Ms. Palak Pandya	Enterprise Resource Planning
Ms. Tarannum Ansari	Supply Chain Management
Ms. Sangeeta Kore	Introduction to Information Technology in Semester I and Semester II and Applications of Information Technology in Semester III and Semester IV of B.Com. along with pattern of examination
Mr. Abhijeit Bhosle	the examination pattern of Digital and Technological Solutions using Python .(B.Com. Financial Markets)

It was proposed to incorporate the following changes in syllabus presented before the meeting:

Particulars as per proposed syllabus	Changes as approved in the meeting
<b>Proposed NEP Structure</b>	
<b>1. The Discrete Mathematics and Numerical and Statistical Methods</b> may be shifted from VSC section to OE / Minor section	<b>1. The Discrete Mathematics and Numerical and Statistical Methods</b> are shifted from VSC section to OE section. <b>Thus, Fundamentals of Digital Marketing and Customer Relationship Management subjects are removed from the OE section.</b> <b>The Discrete Mathematics Lab and Numerical and Statistical Methods Lab are added in VSC section of Sem I and II respectively.</b> <b>Numerical and Statistical Methods Lab was already added in Sem III is</b>



	<b>replaced with Microprocessors &amp; Microcontrollers Lab.</b>
<b>FYBSc IT Semester I and II Syllabus</b>	
<b>Imperative Programming</b>	
<p><b>Topics to be removed:</b>  <b>Unit 1:</b>  interactive programming.  <b>Unit 2:</b>  <b>Program structure:</b> Storage classes, automatic variables, external variables, static variables, multifile programs</p> <p><b>Topics to be generalized :</b>  <b>Preprocessor, Pointers, Structures and Unions</b></p>	<p><b>Following topics are removed:</b>  <b>Unit 1:</b>  interactive programming.  <b>Unit 2:</b>  <b>Program structure:</b> Storage classes, automatic variables, external variables, static variables, multifile programs</p> <p><b>Following topics are generalized :</b>  <b>Preprocessor, Pointers, Structures and Unions</b></p> <p><b>Generalised topics are covered in depth in practical section</b></p>
<b>Object Oriented Programming</b>	
<p><b>Unit 1:</b>  <b>Topics to be removed:</b>  The Role of OOAD in the Software Life Cycle, OOAD Methodologies, Grady Booch Approach, OOPS Paradigm  <b>Unit 2:</b>  Topics to be generalized :  overloading comparison operator, overloading arithmetic assignment operator, Data Conversion between objects and basic types  Topic to be removed :  virtual destructors</p>	<p><b>Following topics are removed:</b>  <b>Unit 1:</b>  The Role of OOAD in the Software Life Cycle, OOAD Methodologies, Grady Booch Approach, OOPS Paradigm  <b>Unit 2:</b>  virtual destructors  <b>Following topics are generalized :</b>  overloading comparison operator, overloading arithmetic assignment operator, Data Conversion between objects and basic types  <b>Generalised topics are covered in depth in practical section</b></p>
<b>Principles of Operating Systems</b>	
<p><b>Unit 1:</b>  <b>Topics to be generalised:</b>  FCFS, SJF, SRTF, Priority, RR, Multilevel Queue Scheduling, Multilevel Feedback Queue Scheduling. With Numericals.  <b>Unit 2:</b>  <b>Topics to be removed:</b>  design issues for paging systems, implementation issues,  <b>Unit 3:</b>  <b>Topics to be removed:</b></p>	<p><b>Following topics are removed:</b>  <b>Unit 2:</b>  design issues for paging systems, implementation issues  <b>Unit 3:</b>  Disk Scheduling.</p> <p><b>Following topics are generalized :</b>  FCFS, SJF, SRTF, Priority, RR, Multilevel Queue Scheduling, Multilevel Feedback Queue Scheduling. With Numericals.</p>

Disk Scheduling.	
<b>SYBSc IT Semester III and IV Syllabus</b>	
<b>Computer Networks</b>	
<p>Topics to be removed :</p> <p>Unit 1: Internet history, standards and administration. Digital and Analog transmission</p> <p>Unit 2: Spectrum Spreading, structure of a switch, cyclic codes, checksum, forward error correction, error correcting codes, error detecting codes, Data Link Control, Connecting devices and Virtual LANs.</p> <p>Unit 3: Network layer services, packet switching, network layer performance, Transport layer protocols</p> <p>Topics to be added: MIME, IMAP, DHCP</p>	<p>Following topics are removed:</p> <p>Unit 1: Internet history, standards and administration. Unit 3: Network layer services, packet switching, network layer performance,</p> <p>The topics such as Spectrum Spreading, Digital and Analog transmission and Data Link layer are retained</p> <p>Following topics are generalised : Transport layer protocols</p> <p>Following topics are added: MIME, IMAP, DHCP</p>
<b>Python Programming</b>	
<p>Unit 3 :</p> <p>Topics to be removed: Regular Expressions, Multithreaded Programming, Creating the GUI Form and Adding Widgets</p> <p>Topics to be added: Web Scraping, Working with Excel Spreadsheets, Introduction to Django Framework</p>	<p>Following topics are removed: Regular Expressions, Multithreaded Programming, Creating the GUI Form and Adding Widgets</p> <p>Following topics are added: Web Scraping, Working with Excel Spreadsheets, Introduction to Django Framework</p> <p>Practicals are added in the list of practicals for the respective newly added topics.</p>
IPR and Cyber Law I and IPR and Cyber Law II	<p><b>Subject name</b> IPR and Cyber Law I is changed to Intellectual Property Rights Following topic is added: Patent Treaties / Act in Unit III</p> <p><b>Subject name</b> IPR and Cyber Law II is changed to Cyber Laws</p>
<b>Software Engineering</b>	
<p><b>Topics to be removed:</b></p> <p><b>Unit 1 :</b> The Changing Nature of Software: WebApps, Mobile Applications, Cloud Computing, Product Line Software</p>	<p><b>Following topics are removed:</b></p> <p><b>Unit 1 :</b> The Changing Nature of Software: WebApps, Mobile Applications, Cloud Computing, Product Line Software</p>

<p>Context Models, Behavioural Models, Data Models, Object Models, Structured Methods</p> <p><b>Unit 2 :</b> <b>Project Management, Quality Management</b></p> <p><b>Unit 3:</b> Extended Function Point Metrics Software <b>Software reuse</b> <b>Distributed software engineering</b></p> <p><b>Topics to be generalized:</b></p> <p><b>Unit 1:</b></p> <ul style="list-style-type: none"> <li>• Waterfall Model.</li> <li>• Prototyping.</li> <li>• Iterative Development.</li> <li>• Rational Unified Process.</li> <li>• The RAD Model</li> <li>• Time boxing Model.</li> </ul>	<p>Context Models, Behavioural Models, Data Models, Object Models, Structured Methods</p> <p><b>Unit 2 :</b> <b>Project Management, Quality Management</b></p> <p><b>Unit 3:</b> Extended Function Point Metrics Software <b>Software reuse</b> <b>Distributed software engineering</b></p> <p><b>Generalized topics are retained.</b></p> <p><b>The following practicals are added in the practical list</b></p> <ol style="list-style-type: none"> <li>1. Write down the problem statement for a suggested system of relevance.</li> <li>2. Perform requirement analysis. Develop Requirement specification for suggested system</li> </ol>
<b>Core Java Lab</b>	Description based practicals are added.

The following suggestions/observations were made by BoS members:

<b>Name of the subject</b>	<b>Name of the member</b>	<b>Suggestions/observations</b>
NEP Structure	Dr. Santosh Singh	Discrete Mathematics and Numerical Statistical Methods may be transferred from VSC section to OE / Minor section.  4 credit subjects may be divided in 2 theory and 2 practical instead of 3 theory and 1 practical.
Python Programming	Dr. Parikshit Mahalle Dr. Santosh Singh	Practical on Django Framework may be added in the syllabus. Proper documentation may be prepared for addition of new topics in the syllabus or removal of topics from existing syllabus to justify the % of change syllabus.
IPR and Cyber Law I and IPR and Cyber Law II	Dr. Parikshit Mahalle	Subject name to be changed from IPR and Cyber Law I to Intellectual Property Rights and IPR and Cyber Law II to Cyber Law

		In IPR, topics on Patent Treaties / Acts to be added.
Core Java Lab	Dr. Parikshit Mahalle	Description based programmes to be added
Computer Networks	Dr. Santosh Singh	The topics such as spread spectrum, bit conversion and Data Link layer may be retained
Imperative Programming	Dr. Santosh Singh	Implementation based / Project based learning may be adopted in practical or theory
Software Engineering	Dr. Santosh Singh	Software Development models to be retained in the syllabus Mini projects on real time scenarios to be added in practical section
Paper pattern	Dr. Santosh Singh	Suggestion given on duration of 50 marks paper that it may be changed as 60 marks theory and 15 marks internal.
Skill based learning	Mr. Kannan Marawar	Online free certifications/ online test / Mentor Report may be generated

Other aspects of the syllabus and the examination pattern were approved by the members, unopposed.

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

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

**Thereafter the following resolutions were passed.**

1. The NEP structure is hereby approved with feasible modifications as stated above.
2. The proposed syllabi of
  - a. FYBSc (IT) for Semester I and Semester II
  - b. SYBSc (IT) for Semester III and Semester IV
  - c. Digital and Technological Solutions using Python of Semester I in B.Com.(Financial markets)
  - d. Introduction to Information Technology in Semester I and Semester II of B.Com.
  - e. Applications of Information Technology in Semester III and Semester IV of B.Com.
  - f. Examination pattern
are hereby approved with feasible modifications as stated above.

3. The proposed examination pattern for 4 credits subjects will be 50 – 25 – 25 with 50 marks semester end examination, 25 marks internal assessment and 25 marks practical assessment with bifurcation mentioned in proposed examination pattern. The proposed examination pattern for 2 credits theory subjects will be 30 – 20 with 30 marks semester end examination and 20 marks internal assessment with bifurcation mentioned in proposed examination pattern. The proposed examination pattern for 2 credits practical subject will be 30 – 20 with 30 marks practical examination and 20 marks Mini project / Practical Assignment with bifurcation mentioned in proposed examination pattern. The proposed examination pattern for 2 credits Open Electives subject will be 30 – 20 with 30 marks semester end examination and 20 marks internal assessment with bifurcation mentioned in proposed examination pattern. The same was approved by BoS.
4. The internal examination through MCQ/Objective/Subjective format will be conducted online/offline as decided by Examination Committee.
5. In case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.
6. Above syllabi and their examination pattern are subject to change as per Govt./ UGC directives on NEP.
7. Proposed syllabi, exam pattern, question paper pattern in the above-mentioned subjects are approved and will be adopted in a progressive manner for the academic year 2024-2025.
8. The same syllabus and pattern of examination for Third year Autonomous programs will be continued for academic year 2024-2025.

The meeting was concluded with a vote of thanks extended by Ms. Mamta Pandey



Chairperson – BOS – Information Technology

Mrs. Bhavini Deepak Shah

Place - Mumbai

Date – 18<sup>th</sup> April 2024

**SIES COLLEGE OF COMMERCE & ECONOMICS AUTONOMOUS  
DEPARTMENT OF B.COM (ACCOUNTING & FINANCE)**

**MEETING OF BOARD OF STUDIES**

**MINUTES**

Minutes of the 1<sup>st</sup> Meeting of The Board of Studies in B.COM( Accounting and Finance) Course of SIES College of Commerce & Economics (Autonomous) , Sion East , Mumbai 400 022 held on Monday 22<sup>nd</sup> April, 2024 at 11am Online Mode on MS Teams

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

The following members attended the meeting

Sr. No.	Category	Name and details
1	Chairperson, BoS	CA Chandrashekhar Sawant
2	Expert nominated by the Vice Chancellor of the University of Mumbai	Dr CA Chandrashekhar Deore,(VC Nominee) HOD Accountancy KPB Hinduja College of Science & Commerce, Charni Road , Mumbai.
3	Two subject Experts from other Universities	(i) CA Ms. Soumya Nichani (Other University) Assistant Professor Smt M.M.P Shah Women's College Of Art and Commerce, Matunga, Mumbai. (ii) Ms Bharti Jethani (Other University) Head – Department of Bcom(Accounting & Finance), H R College, HSNC university, 123 Dinshaw Wachha Road Churchgate, Mumbai-400020.
4	Outside expert	CA Gurunath Pillai, (Subject Expert) Vice-Principal Ghanshyamdas Saraf College of Arts and Commerce SNDT Women's University, Rajasthani Sammelan's Educational Complex, S. V. Road, Malad (West), Mumbai – 400 064.
5	One representative from Industry/Corporate sector/Related field	CA Sachin More Senior Associate Nomura Financial Advisory and Securities (India) Private Ltd, Mumbai.

6	Faculty members	i) Ms Payal Bhatia - BCOM(A&F) Dept ii) CA Darshak Doshi -BCOM(A&F) Dept
7	Alumni	Adv Alister Sequeria (Student Alumni) Senior Associate, JsA, Law firm, Mumbai- 400070

The Chairperson, CA Chandrashekhar Sawant welcomed and introduced the members of BOS.

CA Chandrashekhar Sawant , Co-ordinator of Bachelors of Commerce (Accounting & Finance), presented the syllabus of all 26 subjects along with paper pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

	Name of the Subject	Semester		Suggestions/observations by BOS members	Resolution
1	Financial Accounting I	I	CA C.A.Sawant	CA Soumya Nichani suggested to introduce IAS 1, 2,16 instead of AS. Difference AS and IAS , GAAP instead of AS. Which is resolved to be included in the syllabus	Resolved to include the suggestion of CA Soumya Nichani and remaining proposed syllabus is hereby approved without modifications as stated.
2	Consumer Protection Law	I	CA C.A.Sawant		Proposed syllabus is hereby approved without modifications
3	Human Rights law and practice including Right To Information Act	I	CA C.A.Sawant		Proposed syllabus is hereby approved without modifications

4	Environmental Audit	I	CA C.A.Sawant	CA Chandrashekhar Deore suggested to keep Environment Audit as unit 1 and unit 2 as introduction to auditing excluding financial audit and similar suggestion was from CA Soumya Nichani	Resolved to include the suggestion of CA Chandrashekhar Deore & CA Soumya Nichani and remaining proposed syllabus is hereby approved without modifications as stated.
5	Fundamentals of Costing Accounting I	I	Payal Bhatia	CA Soumya Nichani suggested to delete preparation of cost sheet and statement of cost which is resolved to include format of cost sheet only.	Resolved to include Format of Cost sheet only and remaining syllabus was hereby approved without modifications as stated.
6	Accounting for Managerial Decision I	I	CA Darshak Doshi		Proposed syllabus is hereby approved without modifications
7	Law of Contract	II	CA C.A.Sawant	Adv Alister Sequeira suggested to include damages	Resolved to include the suggestion of Adv Alister Sequeira and remaining proposed syllabus is hereby approved without modifications as stated.
8	Law of Partnership including LLP	II	CA C.A.Sawant		Proposed syllabus is hereby approved without modifications



9	Financial Accounting II	II	CA Darshak Doshi		Proposed syllabus is hereby approved without modifications
10	Accounting for Managerial Decision II	II	CA Darshak Doshi		Proposed syllabus is hereby approved without modifications
11	Fundamental of Financial Management	II	CA Darshak Doshi		Proposed syllabus is hereby approved without modifications
12	Fundamentals of Cost Accounting II	II	Payal Bhatia		Proposed syllabus is hereby approved without modifications
13	Costing Accounting I	III	CA C.A.Sawant		Proposed syllabus is hereby approved without modifications
14	Corporate Law I(VSC)	III	CA C.A.Sawant	Adv Alister Sequeira suggested to include difference between public and private company and to include FEMA	Resolved to include the suggestion of Adv Alister Sequeira about public and private company and FEMA to be included in Semester 5 and remaining proposed syllabus is hereby approved without modifications as stated
15	Taxation I	III	Payal Bhatia	CA Soumya Nichani suggested to introduce tax liability of	Proposed syllabus is hereby

				individuals. I proposed that tax liability will be introduced in Taxation II syllabus if it is included here then syllabus will exceed 60 lectures. CA Gurunath Pillai seconded my opinion. It was resolved that there will be no changes in syllabus.	approved without modifications
16	Society Accounting(FP)	III	Payal Bhatia		Proposed syllabus is hereby approved without modifications
17	Financial Accounting III	III	CA Darshak Doshi		Proposed syllabus is hereby approved without modifications
18	Digital Marketing	III	CA Darshak Doshi		Proposed syllabus is hereby approved without modifications
19	Operational Research	III	CA Darshak Doshi		Proposed syllabus is hereby approved without modifications
20	Financial Accounting IV	IV	CA C.A.Sawant	CA Soumya Nichani suggested to introduce IAS 1 in relation to final accounts of companies (disclosure of accounting policies) and to mention specific details related to Foreign Branch AS 11	Resolved to include the suggestion of CA Soumya Nichani and remaining proposed syllabus is hereby approved without modifications as stated.
21	Costing Accounting II	IV	CA C.A.Sawant		Proposed syllabus is hereby

					approved without modifications
22	Management Control System	IV	Payal Bhatia		Proposed syllabus is hereby approved without modifications
23	Financial Market Operations	IV	Payal Bhatia	Bharti Jethani suggested to include money market concepts also in the syllabus which was resolved to be included in syllabus.	Resolved to include the suggestion of Bharti Jethani and remaining proposed syllabus is hereby approved without modifications as stated.
24	IT in Accountancy (SEC)	IV	CA Darshak Doshi	Bharti Jethani suggested to include Power BI, but it was resolved that Power BI requires 120 hours so not to include it.	Proposed syllabus is hereby approved without modifications
25	Strategic Financial Management	IV	CA Darshak Doshi		Proposed syllabus is hereby approved without modifications
26	Financial Literacy	IV	CA Darshak Doshi	Bharti Jethani suggested to include Various investment opportunities concepts also in the syllabus which was resolved to be included in syllabus.	Resolved to include the suggestion of Bharti Jrthani and remaining proposed syllabus is hereby approved without modifications as stated

Thereafter following Resolution was passed.

Resolved that the Proposed examination pattern in all 26 subjects **for Semester I, II, III and IV** is hereby approved without modifications as stated above.

Further Resolved that the Syllabus and Examination pattern in all the 26 subject of **for Semester I, II, III & IV** as approved above and adopted in a progressive manner for academic year 2024-25.

**General Suggestions:**

It was Further Resolved that

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

It was further resolved that:

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

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

It was further resolved that:

**Same Examination pattern** is to be continued for all the 26 subjects of **B.COM (Accounting and Finance) Semester 1,2,3,4; for Academic Year 2024-25**

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

The meeting was concluded with a vote of thanks extended by CA Chandrashekhar Sawant.



CA Chandrashekhar Sawant (FCA, LLB, Mcom, MMS-Finance, NET)

Chairperson – BOS – BCOM(A&F)

Place Mumbai

Date 22/04/2024

**SIES COLLEGE OF COMMERCE & ECONOMICS AUTONOMOUS  
DEPARTMENT OF B.COM (BANKING & INSURANCE)**

**MEETING OF BOARD OF STUDIES**

**MINUTES**

The Board of Studies of B.Com (Banking & Insurance) of SIES College of Commerce & Economics (Autonomous) , Sion East , Mumbai 400 022 held on 12<sup>th</sup> April 2024 at 7 pm by Online Mode on MS Teams.

**B.COM (BANKING & INSURANCE)**

<b>Sr. No.</b>	<b>Heading</b>	<b>Particulars</b>
<b>1</b>	<b>Title of the programme</b>	<b>B. Com (Banking &amp; Insurance)</b>
<b>2</b>	<b>Eligibility for admission</b>	<b>HSC or Equivalent</b>
<b>3</b>	<b>Minimum percentage</b>	<b>45%</b>
<b>4</b>	<b>Semesters</b>	<b>I , II, III, IV</b>
<b>5</b>	<b>Level</b>	<b>UG</b>
<b>6</b>	<b>Pattern</b>	<b>04 years &amp; 08 semesters CBGS</b>
<b>7</b>	<b>To be implemented from</b>	<b>From Academic year 2024-25 in a progressive manner</b>



**SIES COLLEGE OF COMMERCE & ECONOMICS**

**(AUTONOMOUS)**

**(Affiliated to University of Mumbai)**

**RE-ACCREDITED GRADE “A” BY NAAC**

**BOARD OF STUDIES**

**B.COM (BANKING & INSURANCE)**

**(WITH EFFECT FROM THE ACADEMIC YEAR 2024-2025)**

**PROGRAMME OUTCOMES:**

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PO- 1: After completing three years Degree Course – Bachelor of Commerce (Banking and Insurance) (B.Com. B&I) program, Learners will develop a foundation in Banking and Insurance related areas.

PO- 2: Learners will acquire practical knowledge, training in professional skills and ethics to build competencies in the area of banking and insurance.

PO- 3: Learners will develop their personalities along with commercial, communication, research, analytical and managerial skills in various theoretical and operational aspects and reforms in banking and insurance sector.

PO- 4: Learners will be able to relate to global challenges and be exposed to newer avenues in the banking, insurance, and financial sector.

PO- 5: Learners will be trained in leadership skills and social responsibilities with sensitivity towards environment and sustainability.

**F.Y.B.COM (BANKING & INSURANCE) SCHEME OF MODULES**

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
	<b>Major</b>			<b>Major</b>	
1	Principles and Practices of Banking	<b>04</b>	1	Principles & Practices of Insurance	<b>04</b>
2	Principles of Management	<b>02</b>	2	Principles of Marketing	<b>02</b>
	<b>Minor</b>			<b>Minor</b>	
			3	Business Economics	<b>02</b>
	<b>Open Elective (OE)</b>			<b>Open Elective (OE)</b>	
3&4	1. Introduction to Financial Accounting 2. Financial Accounting 3. Business Environment <b>(Any two course) (credits 2+2)</b>	<b>04</b>	4&5	1. Corporate Accounting 2. Business Valuation & Accounting 3. Environment Sustainability & Tourism <b>(Any two course) (credits 2+2)</b>	<b>04</b>
	<b>Vocational Skill Course(VSC)/ Skill Enhancement Course (SEC)</b>			<b>Vocational Skill Course (VSC)/ Skill Enhancement Course (SEC)</b>	
5	Human Resource Management	<b>02</b>	6	Talent Management	<b>02</b>
6	Business Mathematics	<b>02</b>	7	Business Statistics	<b>02</b>
	<b>Indian Knowledge System (IKS) Ability Enhancement Course (AEC) Value Education Course (VEC)</b>			<b>Indian Knowledge System (IKS) Ability Enhancement Course (AEC) Value Education Course (VEC)</b>	
7	Indian Knowledge System	<b>02</b>			
8	Business Communication in English I	<b>02</b>	8	Business Communication in English II	<b>02</b>
9	Environmental Studies	<b>02</b>	9	Value Education	<b>02</b>
	<b>OJT, FP, RP, CEP CC</b>			<b>OJT, FP, RP, CEP CC</b>	
10	CC - Health & Wellness	<b>02</b>	10	CC - Health & Wellness	<b>02</b>
	<b>Total Credits</b>			<b>Total Credits</b>	
		<b>22</b>			<b>22</b>

**Following members were present:**

<b>Sr.No.</b>	<b>Name</b>	<b>Designation</b>
1	Chairperson (HOD)	Ms. Shailashri Uchil
2	Faculty Members	Ms. Vijaya Sunder Ms. Muthushree Dhivya Nadar Ms. Falguni Mathews
3	One Expert selected by Vice-Chancellor from the six recommended by the College Principal.	<b>Ms. Janshi Rengaswamy</b> BBI Department In charge and M.Com Coordinator -Guru Nanak College of Arts, Science and Commerce
4	Subject Expert from Other University	<b>Ms. K S Ranjani</b> Associate Professor IIM Mumbai
5	Subject Expert from Other University	<b>Dr. Lakshmi S</b> Assistant Professor Bharati Vidyapeeth Studies of Research and Management
6	One Representative Industry / Corporate Sector / Related Field	<b>Mr. Ronson Dcosta</b> Assistant Vice President Morgan Stanley ( <b>Absent</b> )
7	P G Alumni	<b>Ms. Indira Vijaykumar Thayil</b> Development Officer Life Insurance Corporation of India
8	Outside Subject Expert	<b>Ms. Pranita Mhatre</b> Assistant Manager in Fraud and Vigilance HDFC Bank

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

Dr. Vijaya Balaji, faculty from Banking and Insurance Department, presented the syllabus.

Thereafter the same was discussed by the members.



Following suggestions/observations were made

### **1. Principles and Practices of Banking (Semester I)**

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

<b>Name of the member</b>	<b>Suggestions/observations</b>
Ms. Janshi Rengaswamy	Suggested to encourage students to appear for Bank PO Exams and consider for Internal Evaluation component also suggested for conducting guest lecture of Banking experts.
Ms. K S Ranjani	Suggested to update programme objectives and reorder course objective according to Blooms Taxonomy level, include field visits and Banking Operations in the Internal Evaluation component instead of NGO Visits.
Dr. Nina Roy Choudhury (Principal)	Suggested to conduct field Visit, projects and presentation for students in related topics.

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

#### **FYBBI SEM I (Major)**

#### **Principles and Practices of Banking**

**Marks : 100**

**Course Credits : 4**

#### **Course Objectives**

1. To understand the Indian Financial System, its structure, and significance.
2. To familiarize with banking history, types, and functions in India.
3. To learn the regulatory framework involving RBI, SEBI, and Basel.
4. To explore banking operations, services, and stakeholder relationships.
5. To analyse banking sector reforms and Universal Banking concepts.
6. To comprehend Ombudsman's role in banking for customer protection.

#### **Course Outcomes**

1. Understand the Indian Financial System comprehensively, including its structure, components, and significance in the economy.
2. Gain insight into the Banking Industry in India, covering its historical evolution, types of banks, and the functions of commercial banks.

3. Familiarize oneself with the regulatory and developmental framework of banking, including the roles and functions of RBI, SEBI, and the Basel Framework.
4. Develop proficiency in understanding the operational mechanisms and services provided by banks to the government and other stakeholders, including Payment & Settlement services, Merchant Banking, and Bancassurance.
5. Analyse the impact of banking sector reforms, particularly the recommendations of the Narasimhan committee, and understand the concept and evolution of Universal Banking.
6. Assess the role of Ombudsman in Banking and its significance in addressing customer grievances and ensuring transparency and accountability in the banking sector.

### Syllabus

Sr.No.	Modules	Number of lectures
1	<p><b>Module -1- Introduction to Indian Financial System</b></p> <p>Overview of financial system, meaning characteristics significance, Structure of Indian Financial System. Components of Indian financial system-Financial Institutions, Financial markets, Financial Services, Financial Assets.</p>	15
2	<p><b>Module 2 - An Overview of Banking Industry</b></p> <p>History of banking in India. Definition of Banks, Types of Banks, Principles of Banking, Banking System in India, Overview of RBI, Public, Private, Co-operative, Payment Bank, Regional Rural Banks. Commercial banking – Meaning, Functions of commercial bank (primary and secondary)</p>	15
3	<p><b>Module 3 – Banking sector reforms and Universal Banking</b></p> <p>Banking sector reforms: Recommendations of Narasimhan committee 1991 &amp; 1998. Universal Banking: Concept of Universal Banking, Evolution of Universal banking, Services to Government, Payment &amp; Settlement services, Merchant Banking, Bancassurance.</p>	15
4	<p><b>Module-4 -Regulatory and Developmental Framework of Banking</b></p> <p>RBI – Introduction to RBI, Constitution of RBI, Role, and functions</p>	15

	of RBI. Introduction to Basel Framework. Ombudsman in Banking	
	<b>Total Lectures</b>	60

**Reference Books:**

- Management of Banking and Financial Services, by Suresh Padmalatha, Pearson Education India.
- Modern Commercial Banking by H.R. Machiraju, New Age International (P) Limited, Publishers
- Banking Law and Practice By Mishra Sukhvinder , S. Chand & Co. Ltd.
- Banking and Financial Services, by Dr. Mukund Sharma, Himalaya Publications.
- Indian Financial System, by M.Y. Khan, Tata Mc Graw Hill.

**PROPOSED SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

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

**A. Internal Assessment 40 marks**

Description	Marks
Internal test - Objectives based 1mark each question	20
Presentation/Assignment -Viva/Internship/Book Review/NGO/Project/Open Book Test/Field Visit/ Banking Operation/Banking Exams.	20
<b>Total</b>	<b>40</b>

**B. Semester end examination 60 marks – Proposed Paper Pattern**

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

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

Thereafter following Resolution was passed.

Resolved that the proposed syllabi in the subject of **Principles and Practices of Banking for Semester I** of B.Com (Banking & Insurance) are hereby approved with modifications as stated above.

Further Resolved that the proposed examination pattern in the subject of **Principles and Practices of Banking for Semester I** of B.Com (Banking & Insurance) are hereby approved without modifications.

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

Further Resolved that the **Syllabi and Examination pattern in the subject Principles and Practices of Banking & Insurance for Semester I** of B. Com (Banking & Insurance) approved and adopted in a progressive manner for the academic year **2024-2025**.

## **2. Principles and Practices of Insurance (Semester II)**

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

<b>Name of the member</b>	<b>Suggestions/observations</b>
Ms. Janshi Rengaswamy	Suggested to encourage students to appear for IRDA exams and consider for Internal Evaluation component also suggested for conducting guest lecture – from Industry experts.
Ms. K S Ranjani	Suggested to reorder course objective according to Blooms Taxonomy level, include field visits and Insurance Sector Operations in the Internal Evaluation component instead of NGO Visits.
Ms. Indira Vijaykumar Thayil	Suggested to include Insurance Act 1938
Dr. Nina Roy Choudhury (Principal)	Suggested to conduct field Visit, projects and

	presentation for students in related topics.
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**It was decided to incorporate the above changes in the proposed syllabus**

**FYBBI SEM II (Major)**

**Principles and Practices of Insurance**

**Marks: 100**

**Course Credits : 4**

**Course Objectives**

1. To study the fundamentals and significance of insurance in corporate risk management.
2. To examine life insurance components and products, including their valuation techniques and market dynamics.
3. To effectively manage risk, interpret health insurance legislation and market determinants.
4. To assess the Indian insurance sector's regulatory framework and suggestions.
5. Assess risk and coverage using knowledge of house, auto, and fire insurance principles.
6. Examine the role of the insurance ombudsman in settling disputes and preserving consumer rights.

**Course Outcomes**

1. Understand the principles and significance of insurance in managing business risks.
2. Apply knowledge of home, vehicle, and fire insurance principles to assess risk and coverage.
3. Interpret health insurance regulations and market determinants for effective risk management.
4. Analyse life insurance components and products, including their valuation methods and market dynamics.
5. Evaluate the regulatory framework and recommendations governing the insurance sector in India.
6. Assess the role of the insurance ombudsman in resolving disputes and protecting consumer rights.

## Syllabus

Sr.No.	Modules	Number of lectures
1	<p><b>Module I: Introduction to Insurance</b></p> <p>Understanding Risk – Kinds of business risks - Need and Scope of insurance - Evolution of insurance - Principles of insurance. Significance of insurance.</p>	15
2	<p><b>Module 2 - An Introduction to Life Insurance &amp; Health Insurance</b></p> <p>Life Insurance Business – Components, Human Life Value Approach, Mutuality, Principle of Risk Pooling, Life Insurance Contract, Determinants of Risk Premium. Products of LIC – Introduction of life insurance plans. Traditional &amp; Non-Traditional Life Insurance Products (Introduction, Forms, and procedures).</p> <p><b>Health Insurance</b> – Meaning, IRDA Regulations, determinants of Health Insurance, Health Insurance Market in India, and determinants of Risk Premium.</p>	15
3	<p><b>Module 3 - An Introduction to Home, Vehicle and Fire Insurance</b></p> <p>Home Insurance - Introduction, Forms and Procedures, Inclusions and Exclusions in policies, Determinants of Risk Premium, and Impact of Catastrophes on Home Insurance. Vehicle Insurance- Introduction, Forms and Procedures, Determinants of Risk Premium, Inclusions and Exclusions. Fire insurance - Introduction, Forms and Procedures, Determinants of Risk Premium, Inclusions and Exclusions.</p>	15
4	<p><b>Module-4 -Regulatory and Developmental Framework of Insurance</b></p> <p>Malhotra Committee recommendations for Insurance Sector. IRDA – Introduction to IRDA, Constitution of IRDA, Role and functions of IRDA. Ombudsman in Insurance- Overview of the institution of the insurance ombudsman, Legal provisions governing the insurance ombudsman, Jurisdiction and types of complaints handled. Dispute Resolution Process, Legal procedures involved in resolving insurance-related disputes, Powers, and functions of the insurance ombudsman.</p>	15
	<b>Total Lectures</b>	60

### Reference Books:

- The Life Insurance Industry in India (Current state and Efficiency), by Tapas Kumar Parida & Debashish Acharya, Palgrave Macmillan.

- Insurance Principles and Practices by M.N.Mishra & Dr. S. B. Mishra, S.Chand & Co. Pvt. Ltd.
- Handbook of Insurance, George Dionne, Springer.
- The Fundamentals of Insurance Theories Principles & Practices by Hargovind Dayal, Notion Press.

### **PROPOSED SCHEME OF EXAMINATION**

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The scheme of examination shall be divided into two parts:

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

#### **A. Internal Assessment 40 marks**

Description	Marks
Internal test - Objectives based 1 mark each question	20
Presentation/Assignment - Viva/NGO Activity/Internship/Book Review/Project/Open Book Test/IRDA Exam/Field Visit	20
<b>Total</b>	<b>40</b>

#### **B. Semester end examination 60 marks – Proposed Paper Pattern**

<b>Duration: 2 hours</b>	<b>Total Marks: 60</b>
Q1. Question 1 (15 Marks) or (5 Marks x 3) or (7 and 8 Marks)	15
Q2. Question 2 (15 Marks) or (5 Marks x 3) or (7 and 8 Marks)	15
Q3. Question 3 (15 Marks) or (5 Marks x 3) or (7 and 8 Marks)	15
Q4. Question 4 (15 Marks) or (5 Marks x 3) or (7 and 8 Marks)	15

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

Thereafter following Resolution was passed.

Resolved that the proposed syllabi in the subject of **Principles and Practices of Insurance for Semester II** of B.Com (Banking & Insurance) are hereby approved with modifications as stated above.

Further Resolved that the proposed examination pattern in the subject of **Principles and Practices of Insurance for Semester II** of B.Com (Banking & Insurance) are hereby approved without modifications.

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

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

Further Resolved that the **Syllabi and Examination pattern in the subject Principles and Practices of Insurance for Semester II** of B. Com (Banking & Insurance) approved and adopted in a progressive manner for the academic year **2024-2025**.



**S.Y.B.COM BANKING & INSURANCE**

No. of Courses	Semester III	Credits	No. of Courses	Semester IV	Credits
	<b>Major</b>			<b>Major</b>	
1	Management of Financial Services	<b>04</b>	1	Innovations in Banking & Insurance	<b>04</b>
2	Financial Management I	<b>04</b>	2	Financial Management II	<b>04</b>
	<b>Minor</b>			<b>Minor</b>	
3	Organisational Behaviour I	<b>04</b>	3	Organisational Behaviour II	<b>04</b>
	<b>Open Elective (OE)</b>			<b>Open Elective (OE)</b>	
4	1. Management Accounting I 2. Cost Accounting I (Any one)	<b>02</b>	4	1. Management Accounting II 2. Cost Accounting II (Any one)	<b>02</b>
	<b>Vocational Skill Course(VSC)/ Skill Enhancement Course (SEC)</b>			<b>Vocational Skill Course (VSC)/ Skill Enhancement Course (SEC)</b>	
5	VSC- Regulatory Aspects in Banking & Insurance	<b>02</b>	5	SEC – Foundations of Research Methodology	<b>02</b>
	<b>Indian Knowledge System (IKS) Ability Enhancement Course (AEC) Value Education Course (VEC)</b>			<b>Indian Knowledge System (IKS) Ability Enhancement Course (AEC) Value Education Course (VEC)</b>	
6	AEC - Language- Hindi	<b>02</b>	6	AEC - Language- Hindi	<b>02</b>
	<b>OJT, FP, RP, CEP CC</b>			<b>OJT, FP, RP, CEP CC</b>	
7	FP – Mutual Fund	<b>02</b>	7	CEP – Financial Literacy	<b>02</b>
8	CC - Yoga	<b>02</b>	8	CC - Yoga	<b>02</b>
	<b>Total Credits</b>	<b>22</b>		<b>Total Credits</b>	<b>22</b>

### 3. Regulatory Aspects in Banking & Insurance

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

Name of the member	Suggestions/observations
Ms. Janshi Rengaswamy	Suggested for conducting guest lecture of Industry experts.
Ms. K S Ranjani	Suggested to reorder course objective according to Blooms Taxonomy level, include field visits and Insurance Sector Operations in the Internal Evaluation component instead of NGO Visits.
Ms. Indira Vijaykumar Thayil	Suggested to include Insurance Act 1938
Dr. Nina Roy Choudhury (Principal)	Suggested to conduct field Visit, projects and presentation for students in related topics.

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

#### SYBBI SEM III (Vocational Skill Course) Regulatory Aspects in Banking & Insurance

Marks: 50

Course Credits : 2

#### Course Objectives

1. To understand the Banking Regulations Act 1949 and its impact on banking operations.
2. To understand legal aspects of insurance intermediaries, including licensing requirements and ethical considerations.
3. To analyse regulations governing banking businesses, including licensing and liquid assets.
4. To analyse key provisions of LIC Act, including functions of LIC and its board of directors.
5. To examine historical background and establishment of Life Insurance Corporation of India (LIC) under LIC Act.
6. To evaluate provisions concerning management and control of banking companies.

#### Course Outcomes

1. Explore the significance of the establishment of the Life Insurance Corporation (LIC) and its consequential role in shaping the landscape of the life insurance sector.

2. Scrutinize the statutory provisions encapsulated within the LIC Act, discerning the multifaceted roles assumed by LIC in the realm of life insurance.
3. Analyse the pivotal provisions and objectives outlined in the Banking Regulations Act of 1949 and elucidate its profound impact on the banking sector.
4. Critically assess the pivotal roles and responsibilities entrusted to the board of directors within the realm of banking operations.
5. Evaluate the regulatory framework established for banking institutions, discerning their licensing prerequisites and compliance obligations
6. Evaluate the roles and ethical responsibilities incumbent upon insurance intermediaries, while contemplating the ethical dilemmas inherent in their professional conduct.

### Syllabus

Unit	Modules	No of lectures
1	<p><b>Module 1- Regulations related to banking</b></p> <p><b>Banking Regulations Act 1949-</b> Overview of the Banking Regulations Act and its historical context, Objectives, and significance of the Act. Types of banking business regulated under the Act. Liquid Assets, Licensing, and regulation of banking companies. Control over Management - Provisions related to the management and control of banking companies. Board of directors, their roles, and responsibilities. Supervision and Inspection - RBI's role in supervising and inspecting banks, Consequences of non-compliance with the Act.</p> <p><b>Negotiable Instruments Act 1881-</b> Definition and types of negotiable instruments, Importance in commercial transaction, Understanding the parties involve - drawer, drawee, and payee. Types of negotiable instruments - promissory notes, bills of exchange, and cheques. Crossing of Cheques- Meaning and types of crossing, Importance, and implications of crossed cheques.</p>	15
2	<p><b>Module 2- Regulations related to Insurance</b></p> <p><b>LIC ACT-</b> Historical background and establishment of LIC Examination of key provisions of the LIC Act- Establishment and incorporation of Life Insurance Corporation of India. Definitions under</p>	15

the act, Capital of the corporation, Functions of the Corporation, Role, and functions of LIC in the life insurance sector <b>Introduction Insurance ACT 1938- Purpose and Key Provisions.</b> <b>Legal Aspects of Intermediaries in Insurance-</b> Definition and types of insurance intermediaries, Licensing and registration requirements for intermediaries, Responsibilities, and ethical considerations for intermediaries.	
<b>Total Lectures</b>	30

### Reference Books:

1. Banking Laws by R.N Chaudhary, Central Law Publications.
2. The Banking Regulations ACT,1949 (BARE ACT), Commercial Law Publishers (India) Pvt. Ltd.
3. Avtar Singh's Negotiable Instruments: An Introduction (Negotiable Instruments Act,1881), ECB
4. Banking And Negotiable Instruments: Law and Practice, by P Vasantha Kumar, EBC
5. Insurance Law and Practice, C. L. Tyagi & Madhu Tyagi, Atlantic Publishers & Distributors
6. Life Insurance in India, By R. Haridas, New Century Publications.

### PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

#### A. Internal Assessment 20 marks

Description	Marks
Internal test - Objectives based 1mark each question	10
Presentation/Assignment -Viva/NGO Activity/Internship/Book Review/Project/Open Book Test/ Field Visits	10
<b>Total</b>	<b>20</b>

#### B. Semester end examination 30 marks – Proposed Paper Pattern

<b>Duration: 2 hours</b>	<b>Total Marks: 30</b>
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Q1. Question 1 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15
Q2. Question 2 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination**

Thereafter following Resolution was passed.

Resolved that the proposed syllabi in the subject of **Regulatory Aspects in Banking & Insurance for Semester III** of B.Com (Banking & Insurance) are hereby approved with modifications as stated above.

Further Resolved that the proposed examination pattern in the subject of **Regulatory Aspects in Banking & Insurance for Semester III** of B.Com (Banking & Insurance) are hereby approved without modifications.

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

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

Further Resolved that the **Syllabi and Examination pattern in the subject Regulatory Aspects in Banking & Insurance for Semester III** of B. Com (Banking & Insurance) approved and adopted in a progressive manner for the academic year **2024-2025**.

#### 4. Innovations in Banking & Insurance (Semester IV)

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

Name of the member	Suggestions/observations
Ms. Janshi Rengaswamy	Suggested for conducting guest lectures of Industry experts.
Ms. K S Ranjani	Suggested to reorder course objective according to Blooms Taxonomy level, include visits and collection and understanding of practical aspects in the Internal Evaluation component.
Dr. Nina Roy Choudhury (Principal)	Suggested to conduct field Visit, projects and presentation for students in related topics.

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

#### SYBBI SEM IV (Major) Innovations in Banking & Insurance

Marks : 100

Course Credits : 4

#### Course Objectives

1. To understand banking advancements, including personalized services for both retail and business clients.
2. To investigate the impact of technology on banking, particularly digitization and payment methods.
3. To investigate microinsurance, digital platforms, and Insurtech's impact on the Indian insurance business.
4. To understand the importance of cyber law and cybersecurity in maintaining the integrity of banking and insurance.
5. To understand cyber law and cybersecurity.
6. To evaluate the transformative influence of innovation in transforming India's insurance environment by improving accessibility and user experience.

#### Course Outcomes

1. Understand innovative advancements in banking, including personalized financial products and services for retail and corporate customers.
2. Analyse the impact of technology on banking, focusing on digitalization and digital payment systems.

3. Explore the influence of microinsurance, digital platforms, and InsurTech startups on insurance practices in India.
4. Recognize the importance of cyber law and cybersecurity in safeguarding banking and insurance sectors.
5. Demonstrate proficiency in cyber law principles and cybersecurity measures for mitigating cyber threats.
6. Evaluate the role of innovation in transforming the Indian insurance industry, emphasizing accessibility and customer experience.

### Syllabus

Sr.No.	Modules	Number of lectures
1	<p><b>Module 1: Innovations in banking</b></p> <p><b>Retail banking</b> - Definition and significance of retail banking, Key players in the retail banking sector, Retail banking Products &amp; services, Fintech collaborations and partnerships, Personalized Financial Products -Tailoring financial products to individual customer needs, Innovations in loan and credit products, Customized savings, and investment solutions</p> <p><b>Corporate Banking</b> -Definition and scope of corporate banking, Importance of corporate banking in the financial ecosystem, Types of services offered in corporate banking, Integration of technology in corporate banking services, Blockchain and smart contracts in corporate banking</p>	15
2	<p><b>Module 2: Technology in Banking</b></p> <p>Definition and components of digital banking, Impact of digitalization on the banking industry; Features, norms and Limitations of E- banking, Mobile Banking, Internet Banking, Evolution of digital payment systems, Mobile wallets, UPI, and contactless payments, RTGS, POS Terminal, NEFT, IMPS, AEPS, APBS, CBS, CTS, Digital Signature, M-wallets, Concept of open banking, Benefits and challenges of open banking.</p> <p>Applicability of KYC norms in Banking Sector.</p>	15

3	<p><b>Module 3: Innovation in Insurance</b></p> <p>Overview of the Indian insurance industry and its evolving landscape. Importance of innovation in driving growth and competitiveness. <b>Micro Insurance</b> – Introduction, Types, Importance. <b>Digital insurance platforms</b>, mobile apps, and online portals. Personalized insurance products, Celebrity Insurance, Crop Insurance, etc. <b>Insurtech</b> -Role of Insurtech startups in driving innovation and reshaping traditional insurance practices in India.</p>	15
4	<p><b>Module 4 Cyber security in Banking &amp; Insurance</b></p> <p>Cyber Law &amp; Cyber Security: A) Need of Cyber Law, History of Cyber Law in India B) Cyber Crimes: Various threats and attacks, Phishing, Key Loggers, Identity Theft, Call &amp; SMS forging, e-mail related crimes, Denial of Service Attacks, Hacking, Online shopping frauds, Credit card frauds, Cyber Stalking C) Cyber Security: Computer Security, E-Security, Password Security and Reporting internet fraud</p>	15
	<b>Total Lectures</b>	60

Reference Books:

- The Life Insurance Industry in India (Current state and Efficiency), by Tapas Kumar Parida & Debashish Acharya, Palgrave Macmillan.
- Insurance Principles and Practices by M.N.Mishra & Dr. S. B. Mishra, S.Chand & Co. Pvt. Ltd.
- Handbook of Insurance, George Dionne, Springer.
- The Fundamentals of Insurance Theories Principles & Practices by Hargovind Dayal, Notion Press.



## PROPOSED SCHEME OF EXAMINATION

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The scheme of examination shall be divided into two parts:

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

### A. Internal Assessment 40 marks

Description	Marks
Internal test - Objectives based 1 mark each question	20
Presentation/Assignment - Viva/NGO Activity/Internship/Book Review/Project/Open Book Test/ Field Visits	20
<b>Total</b>	<b>40</b>

### B. Semester end examination 60 marks – Proposed Paper Pattern

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

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

Thereafter following Resolution was passed.

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

Further Resolved that the proposed examination pattern in the subject of **Innovations in Banking & Insurance for Semester IV** of B.Com (Banking & Insurance) are hereby approved without modifications.

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

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

Further Resolved that the **Syllabi and Examination pattern in the subject Innovations in Banking & Insurance for Semester IV** of B. Com (Banking & Insurance) approved and adopted in a progressive manner for the academic year **2024-2025**.

### **5. Foundations of Research Methodology (Semester IV)**

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

<b>Name of the member</b>	<b>Suggestions/observations</b>
Ms. Janshi Rengaswamy	Suggested for conducting guest lecture – from Industry experts.
Ms. K S Ranjani	Suggested to reorder course objective according to Blooms Taxonomy level, include field visits and questionnaire framing activities in the Internal Evaluation component.
Dr. Nina Roy Choudhury (Principal)	Suggested to conduct field Visit, projects and presentation for students in related topics.

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

#### **SYBBI SEM IV (Skills Enhancement Course)**

#### **Foundations of Research Methodology**

**Marks : 50**

**Course Credits : 2**

#### **Course Objectives**

1. To recollect and explain the core concepts of research, including its definition, objectives, diverse categories, and intrinsic attributes.
2. To grasp the pivotal role of research hypotheses and research design in steering the research endeavour towards meaningful outcomes.
3. To employ a range of sampling methodologies to construct well-suited research samples tailored to specific research objectives.

4. To scrutinize assorted data sources comprehensively and employ apt techniques for primary data acquisition.
5. To assess the intricacies involved in data processing, encompassing editing, coding, tabulation, and subsequent analysis and interpretation.
6. To develop pragmatic research techniques capable of effectively and intelligently addressing real-world research issues.

### Course Outcomes

1. Summarize fundamental concepts and principles of research, including its meaning, objectives, types, and characteristics.
2. Understand the significance of research hypotheses and research design in the research process.
3. Apply sampling methods effectively to design appropriate research samples.
4. Analyse different types of data sources and methods of primary data collection.
5. Evaluate the process of data processing, analysis, and interpretation.
6. Develop research strategies to address real-world research challenges effectively.

Unit	Modules	No of lectures
1	<p><b><u>Module 1: Introduction to Research</u></b></p> <p>Meaning, Objectives and Importance of Research, Types of Research Process. Characteristics of Good Research Hypothesis-Meaning, Nature, Significance, Types and Sources. Research Design– Meaning, Definition, Need and Importance, Steps, Scope, and Essentials of a Good Research Design. Sampling– a) Meaning of Sample and Sampling, b) Methods of Sampling i) Non-Probability Sampling– Convenient, Judgment, Quota, Snow ball ii) Probability– Simple Random, Stratified, Cluster, Multi Stage.</p>	15
2	<p><b><u>Module 2: Data collection &amp; Analysis</u></b></p> <p>Types of Data and Sources-Primary and Secondary Data Sources Methods of Collection of Primary data a. Observation- i) structured and unstructured, ii) disguised and undisguised, iii) mechanical observations (use of gadgets) b. Experimental i) Field ii) Laboratory c. Interview – i) Personal Interview ii) focused group, iii) in- depth</p>	15

	<p>interviews Method d. Survey– Telephonic survey, Mail, E-mail, Internet survey, social media, and Media listening. e. Survey instrument– i) <b>Questionnaire designing</b>. a. Types of questions–i) structured/close ended and ii) unstructured/ open ended, iii) Dichotomous, iv) Multiple Choice Questions. b. Scaling techniques- i) Likert scale, ii) Semantic Differential scale.</p> <p>Data Analysis and Interpretation- Processing of Data– Meaning &amp; Essentials of i) Editing ii) Coding iii) Tabulation Analysis of Data-Meaning, Purpose, Types. Interpretation of Data-Essentials, Importance, Significance and Descriptive Analysis Testing of hypothesis– One Sample T- Test, ANOVA, F- test, Chi Square and Paired Sample Test.</p>	
	<b>Total Lectures</b>	30

### Reference Books:

- Donald Cooper & PS Schinder, Business Research Methods, Tata Mcgraw Hill
- Kothari C. R. Research Methodology
- Ranjith Kumar Research Methodology, Pearson Education
- Uma Sekaran Research Methods for Business, Wiley

### PROPOSED SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

#### A. Internal Assessment 20 marks

Description	Marks
Internal test - Objectives based 1mark each question	10
Presentation/Assignment - Viva/NGO Activity/Internship/Book Review/Project/Open Book Test/ Activity related to framing of questionnaire and collection of data.	10
<b>Total</b>	20

**B. Semester end examination 30 marks – Proposed Paper Pattern**

<b>Duration: 2 hours</b>	<b>Total Marks: 30</b>
Q1. Question 1 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15
Q2. Question 2 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination**

Thereafter following Resolution was passed.

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

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

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

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

Further Resolved that the **Syllabi and Examination pattern in the subject Foundations of Research Methodology for Semester IV** of B. Com (Banking & Insurance) approved and adopted in a progressive manner for the academic year **2024-2025**.

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



Ms. Shailashri Uchil

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

Place: Mumbai

Date: 12<sup>th</sup> April, 2024.

## SIES COLLEGE OF COMMERCE & ECONOMICS (AUTONOMOUS)

### B.COM (FINANCIAL MARKETS)

Minutes of the Meeting of The Board of Studies of B.Com (Financial Markets) of SIES College of Commerce & Economics (Autonomous), Sion East , Mumbai 400 022 held on Saturday 20<sup>th</sup> April , 2024 at 11 am through the Online Mode as well as offline on MS Teams.

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

Sr. No.	Role	Name	Designation
1	Head of Insitution	Dr. Nina Roy Choudhury	Principal
1	Chair Person	Abhijit Bhosale	Head of Department (BFM) and Assistant Professor, SIES College of Commerce and Economics (Autonomous)
2.	Members	1. Dr. Falguni Mathews 2. Dr. Vijaya Balaji, 3. Ms. Sugandhi Gupta 4. Ms. Fleur D'Souza	Assistant Professor
1	VC Nominee	Dr. Kuldeep Sharma	Assistant Professor, Smt. P. D. Hinduja Trust's · K. P. B. Hinduja College of Commerce · (Autonomous)
2	Subject Expert from Other University	Dr. Pradeep Pai	Deputy Director, NMIMS Centre for Distance and Online Learning, NMIMS , Mumbai
3	Subject Expert from Other University	Dr. Tasneem Razmi	Coordinator and Assistant Professor, HR College of Commerce and Economics, HSNC University, Mumbai
4	One Representative Industry / Corporate Sector / Related Field	CA Bhavin Doshi	Deputy Vice President Head of Operational Risk and Control, Sharekhan by BNP Paribas.

5	P G Alumni	Ms. Yashvi Haria	Deputy Manager, HDFC Bank Ltd.
6	Outside Subject Expert	Mr. Miral Maisery	Manager – Finance, Mafatlal Industries Ltd.

The Chairperson, Abhijit Bhosale welcomed and introduced the members of BOS.

- Ms. Sugandhi Gupta from B.Com (Banking and Insurance) presented the syllabus and the pattern of examination for Field Project - Mutual Funds (Second Year)
- Mr. Abhijit Bhosale from B.Com (Financial Markets) presented the syllabus and the pattern of examination for FY and SY BFM (subjects mentioned in the table below) and also for B.Sc IT (Financial Planning) for Semester IV.
- Dr. Vijaya Balaji from B.Com (Banking and Insurance) presented the syllabus and the pattern of examination for Management of Financial Services (Second Year)
- Ms. Fleur D'Souza from Bachelor of Management Studies presented the syllabus and the pattern of examination for FY and SY BMS (subjects mentioned in the table below).

Thereafter the same was discussed by the members.

Following suggestions/observations were made

Sr . No	Name of the Subject	Semester	Department	Presented by	Suggestions/Observations by BoS members	Resolution
1	Field Project - Mutual Fund	III	BBI	Ms. Sugandhi Gupta	Dr. Pradeep Pai enquired about the evaluation of Field Project	It was clarified that the project evaluation would be continuous where students would be guided about the doable, during the semester.
2	Introduction to Financial System	I	BFM	Mr. Abhijit Bhosale	-	-
3	Principles of Investment I	I	BFM	Mr. Abhijit Bhosale	-	-
4	Financial Accounting	I	BFM	Mr. Abhijit Bhosale	Dr. Pradeep Pai suggested that under the topic of Issue of shares, the follow up after share	It is resolved to include the same under the said topic.

					issue should also be included.	
5	Corporate Accounting		BFM	Mr. Abhijit Bhosale	-	-
6	Banking Operations and Management	II	BFM	Mr. Abhijit Bhosale	Dr. Pradeep Pai inquired about the coverage of Digitalization and UPI and wallets and platforms such as Paytm, free charge etc.	It was clarified that it is a part of the syllabus and there would case studies and discussions about recent issues related to digital platforms in the class.
7	Principles of Investment II	II	BFM	Mr. Abhijit Bhosale	Dr. Pradeep inquired if under Time Value concepts, would students be introduced to Capital Budgeting	It was clarified in the meeting that the Capital budgeting as a topic shall be covered in detail in the second year. Under the current year, students would be introduced to basic time value of money concepts such as compounding and discounting.
8	Fixed Income Securities	III	BFM	Mr. Abhijit Bhosale	Dr. Pradeep Pai suggested that students be encourages to make mock portfolios of investments to learn the practical aspects of the subject	It was clarified that as a part of their internal assessment students are asked to create mock portfolios.
9	Equity Market	III	BFM	Mr. Abhijit Bhosale	-	-



10	Portfolio Management		BFM	Mr. Abhijit Bhosale	Dr. Pradeep Pai suggested that the inclusion of F&O should be integral in the PFM syllabus. He also suggested to make students about the inclusion of foreign market instruments in the portfolio.	It was resolved during the meeting that F&O is taught as a separate subject and the use of F&O is portfolio management is covered there. However a reference about the same shall be made when the subject is being taught in class. It was resolved that students shall be made aware of the inclusion foreign market instruments in their portfolio.
11	Money Markets	III	BFM	Mr. Abhijit Bhosale	-	-
12	Field Project - Investment Management	III	BFM	Mr. Abhijit Bhosale	Dr. Pradeep Pai and CA Bhavin Doshi suggested that	
13	Corporate Finance	IV	BFM	Mr. Abhijit Bhosale	Dr. Pradeep Pai suggested the including Extended IRR, Multiple IRR, and Projects with different time horizon under Capital Budgeting	It was resolved to include these topics in the syllabus.
14	Foreign Exchange Markets	IV	BFM	Mr. Abhijit Bhosale	Dr. Pradeep Pai inquired if Swaps are included in the syllabus.	It was clarified that it is covered as a part of Risk Management in the forex market
15	Management Accounting	IV	BFM	Mr. Abhijit Bhosale	CA Bhavin Doshi suggested that students should also know how to read Notes to Accounts in the Annual Reports	It was resolved that during financial statement analysis in management

						accounting, the same is taught in the class to the students.
16	Behavioral Finance	IV	BFM	Mr. Abhijit Bhosale	Dr. Pradeep Pai suggested that 2 credits are less for this course.	It was clarified that it is only an introductory topic and that in the further semesters the further aspects of the course shall be covered.
17	Community Engagement - Financial Literacy	IV	BFM	Mr. Abhijit Bhosale	Dr. Pradeep Pai and CA Bhavin Doshi suggested that entire assessment for such subjects should be based on the practical component/projects done by the students.	It was clarified that the same shall be discussed with the Principal and a uniform decision for such subjects (Field Projects/Community Engagement Projects) shall be taken for all courses. However as of now the paper pattern will have 30 marks theory and 20 marks practical where 20 marks would be split as 10 marks internal and 10 marks project work or entire 20 marks project.
18	Financial Planning	IV	B.Sc IT	Mr. Abhijit Bhosale	-	-

18	Management of Financial Services	III	BBI	Dr. Vijaya Sunder	Dr. Pradeep Pai Suggested addition of Option Greeks to the derivatives section, if possible. CA Bhavin Doshi suggested to remove "Reasons for slow growth" under the topic Mutual Funds.	It was resolved to not include the same as during only the basics of derivatives along with other financial products are covered in the syllabus. It was resolved to remove "Reasons for slow growth" under Mutual Funds.
19	Fundamentals of Finance		BMS	Ms. Fleur D'Souza	-	-
20	Contemporary Capital Markets	III	BMS	Ms. Fleur D'Souza	-	-
21	Regulatory Systems in Finance	IV	BMS	Ms. Fleur D'Souza	-	-
22	Community Engagement - Financial Literacy	IV	BMS	Ms. Fleur D'Souza	-	-
23	Equity Markets	IV	BMS	Ms. Fleur D'Souza	CA Bhavin Doshi suggested that under this course, primary should be taught first and then secondary markets.	It was clarified that since the students are more aware of the secondary markets, they learn secondary markets first and then primary markets.

#### General Suggestions:

1. Dr. Pradeep Pai suggested that students should know how to create portfolios and how to test them, or do live analysis of markets and instruments using excel and use them to assess their internal components if possible.
2. Dr. Pradeep also suggested to use of excel to make the learnings more relevant and practical.

The following resolutions were passed.

It was resolved that the proposed syllabus and the pattern of examination for all the subjects (presented during the meeting) of First Year and Second Year (Semester 1 to 4) for all the courses – B.Com (Financial Markets), B.Com (Banking and Insurance), B.Sc IT and Bachelor of Management Studies, are hereby approved with modifications as stated above and would be adopted from the academic year 2024-2025.

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

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



Abhijit Bhosale  
Chairperson – BOS – B.Com (Financial Markets)  
Head of Department (B.Com Financial Markets)  
Place: Mumbai  
Date: 20<sup>th</sup> April 2024

**Minutes of the Meeting of The Board of Studies in M. Com (Banking and Finance) and M. Com (Advanced Accountancy) of SIES College of Commerce & Economics (Autonomous), Sion East, Mumbai 400 022 held on Friday 24<sup>th</sup> April 2024 at 12:30 pm by Online Mode on MS Teams**

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

Sr. No.	Category	Name and details
1	Vice-Principal	Dr. Shanti Suresh
2	Chairperson BOS M.Com (Banking & Finance) and M.Com (Advanced Accountancy)	Ms. Reema Castelino Assistant Professor Coordinator M. Com (B&F)
3	Expert nominated by the Vice Chancellor of the University of Mumbai	Dr. Anita Pasbola Vice-Principal & HOD of Commerce G.N.Khalsa College of Arts, Science and Commerce
5	Two Subject Experts from other Universities	Dr. Tasneem Razmi Assistant Professor & Coordinator HR College, HSNC University
6	Industry Representative	Ms. Elita Dsilva Financial Analyst MSCI
6	Faculty members	Ms. Reema Castelino Mr. Abhijit Bhosale Mr. Dhanabalu Naikar Ms. Divya Naik Dr. Swati Suryanarayan
7	PG Alumnus	Ms. Tessa Titus Associate Ernst and Young LLP

The Vice-Principal Dr. Shanti Suresh welcomed and introduced the members of BOS.

Ms. Reema Castelino presented the syllabus and the pattern of examination of the Second Year (Semester III to IV) for the Master of Commerce (Banking and Finance) and Dr. Shanti Suresh and Ms. Divya Naik presented the syllabus for the Second Year (Semester III to IV) for the Master of Commerce (Advance Accountancy).

Thereafter the same was discussed by the members. The following suggestions/observations were made –

Name of the member	Suggestions/observations
1) Dr. Anita Pasbola	Suggested to include case studies in the subject of ‘Cyber Law for Preventing Banking Frauds’ either in curriculum or in evaluation. The suggestion is accepted and included in the syllabus as well as part of the evaluation.
2) Dr. Tasneem Razmi	Suggested including an internship-based project along with a research-based project for both semesters III and IV. The suggestion is accepted and included as part of the project.
3) Ms. Elita Dsilva	Recommended to include newer ERP software such as SAP and Oracle along with tally in ‘Accounting Trends’.

	Though a very valid suggestion, the inclusion of this topic in the syllabus is subject to the availability of the software license in the institution.
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The following resolutions were passed.

It was resolved that the proposed syllabus and the pattern of examination of the Second Year (Semester III and IV) for both the courses viz. Master of Commerce (Banking and Finance) and Master of Commerce (Advanced Accountancy) are hereby approved with modifications as stated above and will be adopted from the academic year 2024-2025.

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

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



Ms. Reema Castelino

Chairperson – BOS – M. Com (Banking and Finance) and M. Com (Advanced Accountancy)

Place: Mumbai

Date: 24<sup>th</sup> April 2024



**S.I.E.S. COLLEGE OF COMMERCE AND ECONOMICS,  
(AUTONOMOUS)**

**SION (EAST), MUMBAI – 400 022**

**MINUTES OF MEETING OF BOARD OF STUDIES**

**Department of Master of Science (Data Science & Information Technology)**

A Meeting of the Board of Studies in Department of Master of Science - Data Science and Information Technology of SIES College of Commerce & Economics (Autonomous), Sion East, Mumbai 400 022 was held on 19<sup>th</sup> April 2024 from 7.00 pm. to 9.00 p.m. by online mode on MS Teams.

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

**Agenda:**

1. Finalization of syllabi of Semester III of M.Sc. (Data Science) and M.Sc.(Information Technology), to be implemented from academic year 2024- 2025.
2. Finalization of scheme of examination for Second year programmes.
3. To approve continuation of the same syllabus and pattern of examination for Semester I & II First Year autonomous program for academic year 2024- 2025.
4. Any other matter with permission of chairperson.

The following members attended the meeting.

Sr.No.	Name	Designation
1	<b>Dr. Nina Roy Choudhary</b>	Principal, SIES College of Commerce and Economics (Autonomous), Sion East.
2	<b>Ms. Taranum Shaikh</b>	Chairperson / Head of the Department, Assistant Professor, SIES College of Commerce and Economics (Autonomous), Sion East.
3	<b>Mrs. Chandana Malavade</b>	VC Nominee, Assistant Professor IT Department , Thane Zilla Agri Shikshan Prasarak Mandal's Pragati College of Arts and Commerce, Dombivli (East)

4	<b>Dr. Mahesh Naik</b>	Subject Expert from other University, Asst. Professor, SVKM's NMIMS Mukesh Patel School of Technology Management and Engineering.
5	<b>Dr. Parikshit Narendra Mahalle</b>	Subject Expert from other University, Dean (Research and Development), Professor and Head of Department Artificial Intelligence and Data Science Vishwakarma Institute of Information Technology (Autonomous) Affiliated to Savitribai Phule Pune University.
6	<b>Dr. Anup Palsokar</b>	Subject Expert from Parent University, Associate Professor, Department of Computer Applications, SIES College of Management Studies
7	<b>Mr. Madhav Mishra</b>	Industry Representative, Senior Data Scientist, Telstra Pvt. Ltd.
8	<b>Mrs. Bhavini Deepak Shah</b>	Member, Assistant Professor, SIES College of Commerce and Economics (Autonomous), Sion East.
9	<b>Ms. Varsha Dhanawade</b>	Member, Assistant Professor, SIES College of Commerce and Economics (Autonomous), Sion East.
10	<b>Ms. Mamta Pandey</b>	Member, Assistant Professor, SIES College of Commerce and Economics (Autonomous), Sion East.
11	<b>Ms. Dipali Patil</b>	Member, Visiting Faculty, SIES College of Commerce and Economics (Autonomous), Sion East.
11	<b>Ms. Achary Renuka</b>	Member, Visiting Faculty, SIES College of Commerce and Economics (Autonomous), Sion East.
12	<b>Ms. Sita Nadar</b>	Member, Visiting Faculty, SIES College of Commerce and Economics (Autonomous), Sion East.
13	<b>Mr. Bhupendra Kesariya</b>	Member, Visiting Faculty, SIES College of Commerce and Economics (Autonomous), Sion East. <b>Leave of absence granted</b>
14	<b>Mr. Shubham Prajapati</b>	Meritorious Alumni, Blockchain Engineer, Ideyalabs Pvt. Ltd.

Ms. Taranum Shaikh welcomed the members of BoS and the Principal, Dr. Nina Roy Choudhary addressed members of BoS.

Then, Ms. Taranum Shaikh presented the syllabus of M.Sc. (DS) – semester I , II & III and M.Sc. (IT) – semester semester I , II & III along with pattern of examination.

Then, Ms. Dipali Patil presented the syllabus of M.Sc. (IT) – semester III Robotics Process Automation Minor Subject.



It was proposed to incorporate the following changes in syllabus presented before the meeting:

Particulars as per proposed syllabus	Changes as approved in the meeting
<b>MSc (DS) Semester – III Syllabus</b>	
<b>Big Data Analytics</b>	
<b>Practicals added in the list of practical</b>	<p><b>Removal of software tools and software</b> As Hadoop is outdated so has to remove from Practical</p> <p><b>Introducing latest software tools and software and practical implementing the same</b> Apache Spark HBase Hive Mongo DB</p>
<b>Data Science - II</b>	
<b>Unit 4: subtopics removed</b>	<p><b>Unit 4:</b> <b>Subtopics to be removed</b> K means topic eliminate – as it covers in Machine learning subject in earlier semester</p> <p><b>Name of subject change</b> -Data Science-II Data Analysis with Implementation -Data Science-I Data Analysis with Interpretation</p>
<b>Data Visualization</b>	
<p><b>Unit 1, 3: subtopics added</b></p> <p><b>Practicals added in the list of practical</b></p>	<p><b>Sub topics to be added:</b></p> <p><b>Unit 1:</b> Applications of Data Visualization</p> <p><b>Unit 3:</b> Additional classification methods for visualization systems.</p> <p><b>Practical</b> List of practical to be added as generating Dashboard using Power BI.</p>
<b>Computer Vision</b>	
<p><b>Subtopic to be removed/ added</b></p>	<p><b>Per unit 25% reduction of sub topics</b> As Computer Vision syllabus is heavy, because it requires sound maths concepts.</p> <p><b>Unit 5:</b> <b>Subtopics to be Added:</b> Introducing Machine Learning in Computer Vision.</p>
<p><b>Research Project Documentation</b> -</p>	

<b>Documentation</b>	Architecture has to be followed Specific Domain Qualitative measurements Spiral bind by term end
<b>MSc (IT) Semester – III Syllabus</b>	
<b>Robotics Process Automation</b>	
<b>Unit 5 : Subtopic to be Added</b>	<b>Unit 5:</b> <b>Subtopics to be Added:</b> Package Management should be added
<b>Machine Learning</b>	
<b>Unit 5 : Subtopic to be Added</b>	<b>Unit 5 :</b> <b>Subtopics to be Added:</b> Explainable Machine Learning should be added Assignment, Practical based on Explainable Machine Learning should also be added.
<b>Applied Artificial Intelligence</b>	
<b>Subtopic to be Added</b>	<b>Unit 2 :</b> <b>Subtopics to be Added:</b> Fuzzy properties topic should be added <b>Unit 3 :</b> <b>Subtopics to be Added:</b> Perceptron topic should be added
<b>Computer Vision</b>	
<b>Subtopic to be removed/ added</b>	<b>Per unit 25% reduction of sub topics</b> As Computer Vision syllabus is heavy, because it requires sound maths concepts. <b>Unit 5:</b> <b>Subtopics to be Added:</b> Introducing Machine Learning in Computer Vision.
<b>Research Project Documentation</b> -	
<b>Documentation</b>	Architecture has to be followed Specific Domain Qualitative measurements Spiral bind by term end

The following suggestions/observations were made by BoS members:

<b>Name of the subject</b>	<b>Name of the member</b>	<b>Suggestions/observations</b>
Big Data Analytics (M.Sc DS Sem III)	Dr. Anup Palsokar Dr. Parikshit Mahalle	<p><b>Removal of software tools and software</b> As Hadoop is outdated so has to remove from Practical</p> <p><b>Introducing latest software tools and software and practical implementing the same</b> Apache Spark, HBase, Hive, Mongo DB</p>
Data Science-II (M.Sc DS Sem III)	Dr. Parikshit Mahalle Dr. Mahesh Naik	<p><b>Subtopics to be removed</b> K means topic eliminate – as it covers in Machine learning subject in earlier semester</p> <p><b>Subject Name can be changed as</b> -Data Science-II Data Analysis with Implementation -Data Science-I Data Analysis with Interpretation</p>
Data Visualisation (M.Sc DS Sem III)	Mrs. Chandana Malavade Mr. Madhav Mishra	<p><b>Sub topics to be added:</b> Applications of Data Visualization Additional classification methods for visualization systems.</p> <p><b>Practical</b> List of practical to be added as generating Dashboard using Power BI.</p>
Computer Vision (M.Sc DS and MSc IT Sem III Electives course)	Dr. Parikshit Mahalle	<p><b>Sub topics to be removed:</b> Per unit 25% reduction of sub topics As Computer Vision syllabus is heavy, because it requires sound maths concepts.</p> <p><b>Subtopics to be Added:</b> Introducing Machine Learning in Computer Vision.</p>
Robotics Process Automation (M.Sc IT Sem III)	Mrs. Chanadana Malavade	<p><b>Subtopics to be Added:</b> Package Management should be added.</p>

Applied Artificial Intelligence (M.Sc IT Sem III)	Dr. Parikshit Mahalle Mrs. Chanadana Malavade	Assignments are nicely framed. <b>Subtopics to be Added:</b> Fuzzy properties topic should be added Perceptron topic should be added.
Machine Learning (M.Sc IT Sem III)	Dr. Parikshit Mahalle	<b>Subtopics to be Added:</b> Explainable Machine Learning should be added. Assignment, Practical based on Explainable Machine Learning should also be added.  <b>Practical lab</b> same classifier which they had implemented without explainable libraries, they can implement it with explainable libraries and they can compare.
Research Project – Documentation (M.Sc DS and MSc IT Sem III)	Dr. Parikshit Mahalle Dr. Anup Palsokar Dr. Mahesh Naik	Architecture has to be followed Specific Domain Qualitative measurements Spiral bind by term end
Internship – On the Job Training (MSc DS and MSc IT Sem II)	Dr. Parikshit Mahalle Dr. Anup Palsokar Mr. Madhav Mishra	Works on some guidelines Domains may be different but report has to be generate. Need to push the code to GitHub and Git lab.

Other aspects of the syllabus and the examination pattern were approved by the members, unopposed.

Suggestion given by Principal Dr. Nina Roy Choudhury to thoroughly follow Bloom's Taxonomy for organizing course outcome and program outcome for all subjects at the time of implementation of NEP 2020.

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

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

**Thereafter the following resolutions were passed.**

1. The proposed syllabus of MSc (IT) Second Year for Semester III and Examination pattern is hereby approved with feasible modifications as stated above.

2. The proposed syllabus of MSc (DS) Second Year for Semester III and Examination pattern is hereby approved with feasible modifications as stated above.
3. The proposed examination pattern will be 60 – 40 – 50 with 60 marks semester end examination, 40 marks internal assessment and 50 marks practical assessment with bifurcation mentioned in proposed examination pattern. The same was approved by BoS.
4. The proposed examination pattern will be 100 marks project assessment with qualitative project development with maintaining proper rubrics 60 marks internal project guide and 40 marks external project guide mentioned in proposed examination pattern. The same was approved by BoS.
5. The internal examination through MCQ/Objective/Subjective format will be conducted online/offline as decided by Examination Committee.
6. In case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.
7. Above syllabi are subject to change as per Govt./ UGC directives on NEP.
8. Proposed syllabi, exam pattern, question paper pattern in the above-mentioned subjects are approved and will be adopted in a progressive manner for the academic year 2024-2025.
9. The same syllabus and pattern of examination for First Year Autonomous programs will be continued for academic year 2024-2025.

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



Chairperson – BOS – MSc (Data Science & Information Technology)

Ms. Taranum Mohd Salim Shaikh

Place - Mumbai

Date – 19<sup>th</sup> April 2024

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

**Minutes of the Meeting of The Board of Studies in M.Com (Global Wealth Management) and M.Com (Financial Research & Technical Analysis) of SIES College of Commerce & Economics (Autonomous) , Sion East , Mumbai 400 022 held on Friday 19<sup>th</sup> April , 2024 at 11 am by Online Mode on MS Teams**

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

Sr. No.	Category	Name and details
1	Chairperson, BoS	CA Darshak Doshi – Assistant Professor in Accounting & Finance and Course Coordinator M.Com (GWM) & M.Com (FRTA)
2	Expert nominated by the Vice Chancellor of the University of Mumbai	CA Uday Shetty – Associate Professor, RADAV College of Commerce, Arts & Science (Autonomous)
3	Two subject Experts from other Universities	Dr Pradeep Pai – Associate Professor NMIMS University  Vinayak Krishnan – Assistant Professor – Global Business School & Research Center. Dr D Y Patil Vidyapeeth, Pune
4	Outside expert	Mr Rajesh Dedhia – Vantage Knowledge Academy Limited – (Leave of Absence granted on Personal Grounds)
5	One representative from Industry/Corporate sector/Related field	Dr V Aditya Shrinivas – Chief Operating Officer & Chief Economist , Bombay Stock Exchange Brokers Forum - (Leave of Absence granted on Personal Grounds)
6	Faculty members	Dr Amit Khatri Dr Harini C Ms Reema Castelino Mr Abhijit Bhosale
7	PG Alumnus	Mr Shaun Pai – Derivative Analyst, Manshuk Securities & Finance Ltd - (Leave of Absence granted on Personal Grounds)

The Chairperson, CA Darshak Doshi welcomed and introduced the members of BOS.

CA Darshak Doshi, presented the syllabus and the pattern of examination of First Year and Second Year (Semester 1 to 4) for both the course viz. Master of Commerce (Global Wealth Management) and Master of Commerce (Financial Research and Technical Analysis).

Thereafter the same was discussed by the members.

Following suggestions/observations were made

Name of the member	Suggestions/observations
1) Dr. Pradeep Pai	Enquired about the options to be offered under the head Elective Courses for all 4 semesters  CA Darshak Doshi informed that additional subject can be offered. Syllabus and paper pattern of additional subject to be shared with minutes of meetings.

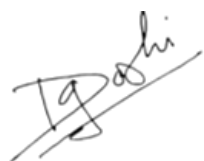
2) Mr Vinayak Krishnan	Requested to add few ratios to be taught in the subject of Financial Analysis and Reporting. CA Darshak Doshi welcomed the suggestion and the necessary additions were made in the syllabus
3) Dr Pradeep Pai	Enquired about the nature of Internal Assessment / Continues Evaluation CA Darshak Doshi informed that it is designed to be continues evaluation equally spreaded over the semester
4) Mr Vinayak Krishnan	Enquired as to how students are encouraged to do add on courses. CA Darshak Doshi informed that students are oriented towards courses such as CFP, CWM, CMT and NISM Certification courses which will make that Industry ready for employment.
5) CA Uday Shetty	Complimented the college for encouraging students to do add on courses and certificate courses as it will be a value addition to students
6) CA Uday Shetty	Enquired whether the question paper pattern is appropriate to which all members opined that question paper is robust enough to include all type of questions and hence concluded as properly framed.
7) CA Darshak Doshi	Enquired whether the proposed syllabus, the examination and the question paper pattern for both the courses for all 4 semesters can be passed to which the members agreed.
8) CA Darshak Doshi	Informed that the Minutes of the meeting will be sent to the members for their approval along with the syllabus of subjects for Elective course as basket of electives

The following resolutions were passed.

It was resolved that the proposed syllabus and the pattern of examination of First Year and Second Year (Semester 1 to 4) for both the course viz. Master of Commerce (Global Wealth Management) and Master of Commerce (Financial Research and Technical Analysis) hereby approved with modifications as stated above and would be adopted from the academic year 2024-2025.

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

The meeting was concluded with a vote of thanks extended by CA Darshak Doshi.



CA Darshak Doshi

Chairperson – BOS – Master of Commerce (Global Wealth Management) and Master of Commerce (Financial Research and Technical Analysis)

Place: Mumbai

Date: 19<sup>th</sup> April 2024