MCOM BUSINESS STUDIES (MANAGEMENT) Syllabus Semester III & IV

Hindi VidyaPracharSamiti's

Ramniranjan Jhunjhunwala College
of Arts, Science & Commerce

(Autonomous College)

Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for the M.Com- III

Program: M.Com

Program Code: RJCCPGBM

(CBCS 2020-21)

MCOM BUSINESS STUDIES (MANAGEMENT) Syllabus Semester III & IV

DISTRIBUTION OF TOPICS AND CREDITS

M.COM SEMESTER III

Course	Nomenclature	Credits	Topics
RJCCPGBM301	Human Resource Management	06	1. Human Resource Management. 2. Human Resource Development 3. Legal Framework governing HR Development. 4. Emerging issues in HRM.
RJCCPGBM302	Rural Marketing	06	1. Introduction to Rural Marketing. 2. Consumer Behaviour and Rural Marketing. 3. Agriculture Marketing. 4. Trends in Rural Marketing.
RJCCPGBM303	Entrepreneurial Management	06	1. Entrepreneurship Development Perspective. 2. Creating Entrepreneurial Venture. 3. Project Management. 4. Assistance and Incentives for Promotion and Development of Entrepreneurship.
RJCCPGBM304	Project Work	06	

MCOM BUSINESS STUDIES (MANAGEMENT) Syllabus Semester III & IV

M.COM SEMESTER III

Subject Code: RJCCPGBM301

Title of Course: Human Resource Management

Learning Objectives:

➢ To familiarize the students with the concepts and practices of strategic HRM and global practices.

➢ To acquaint the students with HRD and Management Development practices and training programs, implementation of Performance Appraisal and Succession Planning.

➢ To highlight the legal framework in governing the HR administrative practices of corporate.

➢ To emphasize on the emerging issues in HRM- Health and Safety, Work Life Balance, Talent Management and Management of organisational change.

Learning Outcomes:

➢ Understanding of Strategic Global HRP and HRM Strategies.

➢ Knowledge about implementation of HRD and Management Development Programs.

➢ Application of Legal Norms and Acts governing HR practices.

➢ Transition in HRM- Knowledge of latest development.

Module I: Human Resource Management   (15 Lectures)

- **Human Resource Management (HRM –** Concept, Strategic HRM, Global HRM Practices, Skill sets required for HR Managers.

- **Human Resource Planning –** Concept, factors affecting HRP, Information Management in HRP, Human Resource Information System (HRIS), Psychological and Behavioural issues in HRP.

- **Recruitment and Selection of Managerial personnel -** Factors affecting recruitment process, role of recruitment agencies, online process of selection.

Module II: Human Resource Development and Management Development (15 Lectures)

MCOM BUSINESS STUDIES (MANAGEMENT) Syllabus Semester III & IV

- **Training and Development -** Designing of effective training programme Evaluation of the effective training programme, Challenges before trainers, Management Development Programme Techniques.

- **Performance Appraisal -** Process, Guidelines for conducting appraisal interviews, ethical aspects in performance appraisal.

- **Career Advancement and Succession Planning –** Need, Self Development Mechanism and Knowledge enrichment, Managing Promotions & Transfers &Organizational Change and Intervention Strategies, Succession Planning- Issues

Module III: Legal Framework governing HR Development   (15 Lectures)

- **Industrial Relation Act** – Prominent features and recent changes inTrade Union Act 2016, Factories Act 1961, Industrial Disputes Act1950.

- **Prominent features and recent changes -**to Child and Women Labour Act 1986, Social Security Act 2016, Prevention of Sexual harassment Act,2013.

- **Prominent features and recent changes -**to Employees Acts like payment of Gratuity Act 2015, Provident Fund Act 1952, Minimum Wages Act 2016 and Payment of Wages Act 1991, Workmen Compensation Act 2014/ESIScheme

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Module IV: Emerging Issues in H.R.M   (15 Lectures)

- **Health and Safety** – Safety measures and safety programmes, Stress and its Impact on Job Performance, Role of organization in ensuring mental and physical health ofemployees

- **Work life balance** – Need and Importance, Employee Engagement, Managing Millennials (GenY)

- **Talent Management** – Concept , Importance, Process, Talent Management and VUCA Environment(Volatility, Uncertainty, Complexity, Ambiguity)

Reference Books:-

1. M. Sharma "Personnel & HRM", Himalaya Publishing House 2005

MCOM BUSINESS STUDIES (MANAGEMENT) Syllabus Semester III & IV

2. Edwin B. Flippo, Principles of Personnel Management, Me Graw Hill Publication

3. Human Resource Management, Fresh Perspectives by R. Kleynhans, L. Markham, W. Meyer, S. Van Aswegen with E. Pilbeam

4. L. M. Prasad, Principles and Practices of Management 2001, Sultan Chand & Sons, 6th Edition

5. P. Druker, The Practice ofManagement, Mercury Books, London – 1961

6. R. D. Agrawal, Dynamics of Personnel Management in India, Tata Me Graw Hill Publishing Co., New Delhi – 1977

7. Human Resource Management : A Shankaraih and other – Descovery, New Delhi

8. Management of Human Resource: R.K.Chopra, V.K.Publishing, New Delhi.

9. Personnel/Human Resource Management : P. Subbarao and VSP Subbarao, Konark Publishing, Delhi.

10. Human Resource Management : Dr. K.Ashwathappa : Tata McGrew Hill

11. Human Resource Management : Prof. Mrs. Anjali Ghaanekar.

12. Personnel/Human Resource Management Text and Cases : P. Subbarao, Himalaya Publishing House.

13. Khanna, S.S. Human resource Management (Text and Cases). S. Chand, New Delhi.

Subject Code: RJCCPGBM302

Title of Course: Rural Marketing

MCOM BUSINESS STUDIES (MANAGEMENT) Syllabus Semester III & IV

Learning Objectives:

➤ To familiarize the students with basic concepts of Rural Marketing in India , its challenge and opportunities.

➤ To develop understanding of consumer behavior in Rural Markets.

➤ To highlight government schemes and financial support for Rural Development.

➤ To acquaint the students with prospectus of Agricultural Marketing and Agricultural Exports.

➤ To emphasize the role of Commodity Boards, E-commerce and IT in agricultural Marketing.

Learning Outcomes:

➤ Understanding of Indian Rural Markets.

➤ Knowledge of Rural Consumers and their aspirations.

➤ Application of latest trends of e-commerce and IT for promotion of Agricultural Exports.

➤ Development of rural economies through rural marketing initiative.

Module I: Introduction to Rural Marketing.   (15 Lectures)

* **Rural Marketing:** Concept, Scope, Nature and Evolution of Rural Marketing, Rural Marketing Strategies-4P's, Rural Infrastructural Facilities – Warehousing, Cold Storage,Logistics.

* **Indian Rural Market:** Profile, Rural Vs Urban Market, Importance ofBranding, Scope and Importance of Transportation, Networking in ruralmarkets.

* **Problems of Rural Consumer**: Adulteration, Weights andMeasures, Unfair Warranties and Guarantees, Unreasonable Pricing, Challenges and Future of Rural Marketing

Module II: Consumer Behaviour and Rural Marketing   (15 Lectures)

* **Consumer Behaviour:** Characteristics of Buying Behaviour- Awareness,

MCOM BUSINESS STUDIES (MANAGEMENT) Syllabus Semester III & IV

Understanding, Consumer Purchase Decision, Importance of Rural Marketing Communication, SalesmenInfluence.

- **Government Schemes:** Rural Development Programmes and Schemes of Government, Entrepreneurship Development Programme, Role of Food Corporation of India (FCI), Role of Khadi and Village Industries Commission(KVIC).

- **Role of Finance in Rural Marketing:** Role of Agricultural Cooperative Banks, Commercial Banking for RuralMarketing, NABARD, SIDBI, MUDRA Bank

Module III: Agriculture Marketing   **(15 Lectures)**

- **Agricultural Marketing**- Importance, Prospects and Issues, Roleof Cooperatives and Self Help Groups (SHG) in RuralMarketing

- **Commodity Boards:** Role and Contribution of Commodity Boards in generating revenue to government and employment in ruralIndia.

- **Agricultural Exports:** Composition and Contribution of Agricultural Exportsin generating revenue for India- Food Grains, Organic products, Marine Products, Role of Agricultural & Processed Food Products, Export Development Authority (APEDA)

Module IV: Trends in Rural Marketing   **(15 Lectures)**

- **E- Commerce:** Importance of E-Commerce and Impact of E- Marketing on rural consumers, Concept of Digital Village, Role of Social Media in rural marketing.

- **Information Technology:** Impact of IT in Agricultural Marketing, E-Chaupal, Project Shakti, Web-casting-online training and guidance tofarmers.

- **Online Marketers**: Role of Online Marketers, Growth andChallenges

Reference books :-

1. BalaramDogra&KarminderGhuman, RURAL MARKETING: CONCEPT & CASES, Tata McGraw-Hill Publishing Company, New Delhi, 2008.

2. A.K. Singh & S. Pandey, RURAL MARKETING: INDIAN PERSPECTIVE, New Age International Publuishers, 2007

3. CSG Krishnamacharylu&Laitha Ramakrishna, - RURAL MARKETING, Pearson Education Asia. 2009

4. Philip Kotler, MARKETING MANAGEMENT, Prentice - Hall India Ltd. New Delhi

5. Agarwal A.N, INDIAN ECONOMY, Vikas Publication, New Delhi.

6. RuddarDuttSundaram, INDIAN ECONOMY, Tata McGraw Hill. Publishers, New Delhi

7. Kotler, Philip, "Marketing Management-Analysis, planning, implementation and control", Prentice Hall of India, 9th edition, 1997

8. Shukla, R.K., "New Perspective in Marketing", Rural Marketing: Thrust and Challenges, National Publishing House, New Delhi, 1997

9. The agriculture marketing system – V.James .Rhodes

10. India's Agricultural Marketing : Market Reforms and Emergence of New Channels

11. Agricultural Marketing: Structural Models for Price Analysis – James Vercammen.

Subject Code: RJCCPGBM304

Title of Course: Entrepreneurship Management

MCOM BUSINESS STUDIES (MANAGEMENT) Syllabus Semester III & IV

Learning Objectives:

- To develop knowledge about entrepreneurship culture in India.
- To familiarize students about creation of Entrepreneurial Ventures, Start up India initiatives and role of Social Entrepreneurship.
- To acquaint students about Special Government initiatives for Development of Women Entrepreneurship.
- To develop knowledge about project management process, Preparation of project report and feasibility studies.
- To highlight the various assistances and initiatives available for promotion and Development of Entrepreneurship.

Learning Outcomes:

- Understanding of entrepreneurship process.
- Better understanding of Government initiatives.
- Knowledge about Project Planning Process.
- Emphasis on Entrepreneurship as career.

Module I: Entrepreneurship Development Perspective   (15 Lectures)

- **Entrepreneurship** – Concept, Factors affecting growth ofEntrepreneurship, Types of Entrepreneurs, Requirements of Entrepreneurialstructure.
- **Entrepreneurial Culture** -Elements of culture, Steps to change Entrepreneurial culture, Entrepreneurial v/s Administrativeculture.
- **Theories of Entrepreneurship**- Schumpeter Dynamic Entrepreneurship Innovation Theory, Theory of High Achievement by McClelland, Theoryof Personnel Resourcefulness.

Module II: Creating Entrepreneurial Venture   (15 Lectures)

- **Entrepreneurial Environment**- Significance, SWOC Analysis, Problems of

MCOM BUSINESS STUDIES (MANAGEMENT) Syllabus Semester III & IV

Entrepreneurship

- **Startups**- Start up India Scheme of Government of India, Preparation of business plan, Emerging start ups in India, Funding of Start up.

- **Social Entrepreneurship**- Features, Importance, Arguments (for and against) Social Entrepreneurship, Women Entrepreneurs – concept andspecial Government schemes for women entrepreneurs in India.

Module III: Project Management   (15 Lectures)

- **Project** - Concepts and Classification of Project, Search of BusinessIdea, ProjectCycle.

- **Projectformulation -----** Steps for project formulation, Project Designand

    network analysis – concept and network analysis techniques: PERT/ CPM

- **Project Management** – Concept, Phases, Project Identification and Project FeasibilityAnalysis.

Module IV: Assistance and Incentives for Promotion and Development of Entrepreneurship   (15 Lectures)

- **Incentives** – Need, Promotion and development Entrepreneurship-Typesof Assistance and incentives -Fiscal, Financial, Promotional, Marketing, and Organisational.

- **NPSD** - National Policy for Skill Development and Entrepreneurship2015.

- **Institutions in aid of Entrepreneurship Development** - The National institute for Entrepreneurship and small business development, District IndustryCentre (DIC), National Alliance of youngEntrepreneurs

Reference books :-

1.   Entrepreneurship development : Khanka S S

2.   Hisrich R D, Peters M, P, Entrepreneurship " *th Edition , Tata McGraw- Hill 2013.

3.   Rajeev Roy, Entrepreneurship ' 2nd edition, Oxford University, 2011.

4.   Fundamentals of Entrepreneurship ,H.Nandan, Third Edition.

5. Entrepreneurship in the Globalised World by M. Sarngadharan.

6. Project Management by K Nagrajan

7. Bennett, F. Lawrence. 1996. *The management of engineering*. New York: Wiley.

8. Kerzner, H. 1998. *Project management: A systems approach to planning, scheduling, and controlling,* 6th ed. New York: Van Nostrand Reinhold.

9. Kharbanda, O.P. & Pinto, J.K. 1996. *What made Gertie gallop? Learning from project failures*. New York: Van Nostrand Reinhold.

10. Lewis, James, P. 1998. *Mastering project management*. New York: McGraw-Hill

11. Pinto, J.K. &Kharbanda, O.P. 1995. *Successful project managers: Leading your team to success*. New York: Van Nostrand Reinhold.

12. Starting up India by Preet Deep Singh.

13. The Start upOwnerssMannual by Steve Blank and Bob Drof.

Subject Code: RJCCPGBM304

Title of Course: Project Work – I

Note:- Project work is considered as a special course involving application of knowledge in solving / analyzing/ exploring a real life situation/ difficult problem.

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Project Work can be taken in subjects like Human Resource Management, Rural Marketing, Entrepreneurial Management.

PAPER PATTERN FOR ALL THEORY PAPERS

FOR ALL SEMESTER END EXAMINATION

Marks: **60**

Duration : **02.00 Hrs**

MCOM BUSINESS STUDIES (MANAGEMENT) Syllabus Semester III & IV

Q1. Answer any one of the following: (Module I)   **(15 Marks)**

a)

b)

Q2. Answer any one of the following: (Module II)   **(15 Marks)**

a)

b)

Q3. Answer any one of the following: (Module III)   **(15 Marks)**

a)

b)

Q4. Answer any one of the following: (Module IV)   **(15 Marks)**

a)

b)

PAPER PATTERN FOR ALL THEORY PAPERS

FOR ALL INTERNAL EXAMINATION

Marks: 40

2 Internal Tests of 20 Marks in Each Semester

20 Multiple Choice Questions / True or False/ Match the Following.
DISTRIBUTION OF TOPICS AND CREDITS

M.COM SEMESTER IV

Course	Nomenclature	Credits	Topics
RJCCPGBM401	Supply Chain Management and	06	1. Introduction to Supply Chain Management

MCOM BUSINESS STUDIES (MANAGEMENT) Syllabus Semester III & IV

	Logistics		2. Perspective of SCM 3. Introduction to Logistics 4. Design of SCM, Logistics and Use of Internet.
RJCCPGBM402	Retail Management	06	1. Introduction to Retail Management 2. Retail Management Strategy 3. Retail Location, Layout and Merchandising 4. Use of Technology and Career Options
RJCCPGBM403	Tourism Management	06	1. Introduction to Tourism Management 2. Tourism Marketing 3. Tourism Practices 4. Tourism Development
RJCCPGBM404	Project Work	06	

MCOM SEMESTER IV

Subject Code: RJCCPGBM401

Title of Course: Supply Chain Management and Logistics

Learning Objectives:

MCOM BUSINESS STUDIES (MANAGEMENT) Syllabus Semester III & IV

➢ To familiarize the student with the concept of Supply Chain management, its principles and strategies.

➢ To develop understanding of participants in Supply Chain Management.

➢ To give knowledge of Supply Chain Management perspective- Global, Indian & from Customer angle.

➢ To emphasize the importance of Logistics Management.

➢ To highlight the preparation of SCM Plan, Use of internet in SCM and implementation of Operative Systems in SCM

Learning Outcomes:

✓ Understanding of importance of SCM & Logistics Management

✓ Knowledge of Supply Chain Management

✓ Perspective decision making in terms of Transportation, Warehousing, Packaging and Material Management.

✓ Application of SCM operative systems.

Sr. No.	Modules	No. Of Lectures
1	Introduction to Supply Chain Management	15
2	Perspectives of SCM	15
3	Introduction to Logistics	15
4	Design of SCM, Logistics and Use of Internet	15
	Total	**60**

MODULE I: Introduction to Supply Chain Management   (15 Lectures)

- **Supply Chain Management**: Concept, Features, Evolution, Importance, Process and Barriers of Supply Chain Management.

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- **Principles and Strategies**: Principles, Supply Chain Strategies – Organizations, Coordination, Innovation and Forecasting.
- **Participants in SCM**: Supply Chain Intermediaries- Concept and Types, Channels of Distribution for Industrial Goods and Consumer Goods, Channel of Distribution at Services Level, Factors for selection of suitable channels.

Module II: Perspective of Supply Chain Management   (15 Lectures)

- **Global perspectives**: Measuring and analyzing the value and efficiency of global Supply Chain Networks, Global market forces, Types of global supply chain.
- **Indian Perspectives**: Measuring and analyzing the value and efficiency of domestic Supply Chain Networks, Economic effects of supply chains.
- **Customer Perspectives**: Customer values, Role of customers and Ways of improving customer services in SCM.

Module III: Introduction to Logistics   (15 Lectures)

- **Logistics Management**: Concept and Process, Distinction between Logistics and Supply Chain Management, Competitive Advantages and Three C's, Changing Logistics Environment, Reverse Logistics, Importance of Logistic in International Trade
- **Transportation and Warehousing**: Transport Functions and Participants in Transportation Decisions, Transport Infrastructure- Forms, Warehouse Functions and Operations
- **Packaging and Materials Management:** Consumer and Industrial Goods Packaging - Importance, Factors influencing Materials Planning, Preservation Safety and Measures of Materials Handling

Module IV: Design of SCM, Logistics and Use of Internet   (15 Lectures)

- **SCM Plan**: Demand Planning, Source of Procurement, Production or Assembly Steps, Sales return of defective or excess goods
- **Use of Internet in SCM:** E-market places, E-procurement, E-logistics, E-fulfilment.
- **Operative Systems in SCM**: Enterprise Resource Planning (ERP), Performance Modelling of supply chains using Markov chains.

Reference books

Supply Chain Management

- Sridhar Tayur, Ram Ganeshan, Michael Magazine (editors). Quantitative Models for Supply Chain Management. Kluwer Academic Publishers, 1999.

- R.B. Handfield and E.L. Nochols, Jr. Introduction to Supply Chain Management. Prentice Hall, 1999.

- N. Viswanadham and Y. Narahari. Performance Modeling of Automated manufacturing Systems. Prentice Hall of India, 1998.

- Sunil Chopra and Peter Meindel. Supply Chain Management: Strategy, Planning, and Operation, Prentice Hall of India, 2002.

- Jeremy F. Shapiro. Modeling the Supply Chain. Duxbury Thomson Learning, 2001.

- David Simchi Levi, Philip kaminsky, and Edith Simchi Levi. Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies. Irwin McGrawHill, 2000.

MCOM SEMESTER IV

Subject Code: RJCCPGBM402

Title of Course: Retail Management

Learning Objectives:

➢ To familiarize the students with the developments in Retail Management.

➢ To develop understanding of Successful Retail Corporates in India.

➢ To acquaint students with Retail Management strategies.

➢ To emphasis on the Retail location, layout and Merchandising management.

➢ To inform the student about the Use of Technology in retailing and role of E-retailing.

Learning Outcomes:

✓ Insight into working of Retailing sector

✓ Knowledge about transition in Retailing

✓ Career options in Retail Sector

✓ Transition in E-Retailing

Sr. No.	Modules	No. Of Lectures
1	Introduction to Retail Management	15
2	Retail Management Strategy	15
3	Retail Location, Layout and Merchandising	15
4	Use of Technology and Career options	15
	Total	**60**

Module I: Introduction to Retail Management   **(15 Lectures)**

• Retail Management: Concept, Scope and Importance, Retail Formats, Retail Environment - Economic, Legal, Technological & Competitive

• Retail sector in India: Size and Drives of Retail changes, FDI in Retailing Success Stories in India

• Recent Trends in Retailing: Modern Retail Formats, Mall System, Challenges Faced by the Retail Sector, Ethics in Retailing.

Module II: Retail Management Strategy   **(15 Lectures)**

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- **Retail Strategies**: Retail Planning Process, Retail - Market Segmentation - Concept and Significance, Promotional Strategies

- **Relationship Marketing Strategies**: CRM in Retailing, Consumer Behaviour in Retail Context, Buying Decision Process.

- HRM in retailing- Growing importance of HR, Training and development of HR & Retention of HR in Retailing.

Module III: Retail Location, Layout and Merchandising   (15 Lectures)

- **Retail Location& Merchandising**: Importance, Factors affecting Location, Steps involved in choosing a Retail Location.

- **Store Design and Layout**: Store Design - Elements, Store Layout - Importance, Steps for Designing

- **Merchandising**: Concept and Merchandising Planning Process, Retail Branding, Merchandising Buying, Visual Merchandising

Module IV: Use of Technology and Career options   (15 Lectures)

- **Technologies:** Use of Technologies in retailing - Electronic Data Interchange (EDI), Radio Frequency Identification (RFI), Data Base Management System

- **E-Retailing**: Formats, Challenges & Prospects, Green Retailing - Concept and Importance

- **Retail as a Caree**r: Various Career Options, Functions of Merchandising Manager, Store Manager & Logistic Manager, Skill sets required for a career in Retail.

Reference Books on Retail Management:

- ❖ A.Sivakumar (1997), Retail Management, Excel Books, New Delhi.
- ❖ Abdul Kamal Mohideen (2011), Customer Shopping Behavior In Modern Retail Formats, APJRBM, Vol.2, Issue-6.
- ❖ AlinaSorescu and Ruud T.Frambach (2011), Innovations in Retail Business Models, Journal of Retailing, Vol.87, pp.3-16.

❖ B.R.Londhe (2006), Retail and Distribution Management, NiraliPrakashan, Mumbai.

❖ C.Bhattacharjee (2006), Service Marketing, Excel Books, New Delhi.

❖ Chai Lee Goi (2009), A Review of Marketing Mix, International Journal of Marketing Studies, Vol.1, pp.1-14.

❖ Chetan Bajaj, RajnishArya, RajnishTuli, NidhiVarmaSrivastava (2010), Retail Management, Oxford University Press, London.

❖ David Gilbert (2003), Retail Marketing Management, Dorling Kindersley (India) Pvt.Ltd., New Delhi.

❖ KVS Madaan (2009), Fundamentals of Retailing, Tata McGraw Hill, New Delhi.

❖ Rosemary Varley (2001), Retail Product Management, Routledge, New York.

❖ S.C.Bhatia and GurpreetRandhawa (2008), Retail Management, Atlantic Publishers & Distributors Pvt.Ltd. New Delhi.

❖ S.K.Baral and S.C.Bihari (2010), Retail Management, AITBS Publication, New Delhi.

Subject Code: RJCCPGBM403

Title of Course: Tourism Management

Learning Objectives:

➢ To acquaint the students with Concept of Tourism management.

➢ To emphasis the prospects and challenges of Tourism Development in India.

➢ To focus on Marketing Tourism Products, its pricing and promotion strategies.

MCOM BUSINESS STUDIES (MANAGEMENT) Syllabus Semester III & IV

- ➢ To highlight the role of Travel Intermediaries, Role of Institutional support for development of Tourism in India & Abroad
- ➢ To familiarize students with sustainable Tourism Development principle and practices.

Learning Outcomes:

- ✓ **Importance of Tourism Management**
- ✓ Business setting Procedures and Process for starting a Travel Agency
- ✓ Government Institutional and Organisational support for promotion of Tourism
- ✓ Future Growth and Career Prospects.

Sr. No.	Modules	No. Of Lectures
1	Introduction to Tourism Management	15
2	Tourism Marketing	15
3	Tourism Practices	15
4	Tourism Development	15
	Total	**60**

Module I: Introduction to Tourism Management   **(15 Lectures)**

- **TourismManagement**: Concept, Characteristics Importance and Types of Tourism
- **Tourism Industry**: Concept, Structure, Components &Career options in Tourism.
- **Tourism in India:** Management of Tourism Destination**,**Prospects and challenges &Courses in Tourism management

Module II: Tourism Marketing   **(15 Lectures)**

- **Tourism Product**: Concept, Characteristics, Types, Tourism Product Planning- Need and Importance.
- **Tourism Pricing**: Factors influencing Pricing, Pricing objectives, Tourism Pricing Policies
- **Tourism Promotion**: Elements of Tourism Promotion, Importance, Role of Advertising, Developing Promotional Plan – Implementation Procedure

MCOM BUSINESS STUDIES (MANAGEMENT) Syllabus Semester III & IV

Module III: Tourism Practices   **(15 Lectures)**

- **Travel Intermediaries**: Difference between Travel Agency and Tour Operators, Types and Functions of Travel Intermediaries.
- **Setting up of Travel Agency and Tour Operations**: Business setting Procedure and process, Types of organization to be set up- Proprietorship, Partnership, Franchise: Approval from Ministry of Tourism and IATA
- **International Tourism:** Concept, Importance, Role of Institutions and organizations in promoting International Tourism -WTTC , IATO, TAAI, ITDC.

Module IV: Tourism Development   **(15 Lectures)**

- **Sustainable Tourism Development**: Concept, Principles, Approaches to Sustainable Tourism, Code of Conduct for safe and sustainable Tourism in India
- **Government Policies**: National Action Plan, National Tourism Policy, Government incentives for Tourism Development and Promotion.
- **Future Growth and Development of Indian Tourism** - Factors influencing growth of Tourism Industry in India, Major Tourism schemes of Government of India- Visa on Arrival (VoA), PRASAD Scheme, HRIDAY Scheme, Travel Circuits; Incredible India Campaign.

Reference Books on Tourism Management

- ❖ Stephen J. Page (2014), Tourism Management, Butterworth-Heinemann Publication.
- ❖ Kastarlak, Bulent& Barber Brian (2014), Fundamentals Of Planning And Developing Tourism, Harlow, Essex : Pearson
- ❖ Evans, N., Campbell, B &Stonehouse, G. (2003). Strategic Management for Travel and Tourism. Oxford: Butterworth-Heinemann.
- ❖ Sue Stewart, Fiona Warburton and Smith John (2017), Travel and Tourism, Cambridge University Press, Cambridge.

- ❖ Elizabeth Becker (2013), Overbooked: The Exploding Business of Travel and Tourism, Simon & Schuster, New York

- ❖ Anand M.M. (1976) – Tourism and Hotel Industry in India, Prentice Hall of India Pvt. Ltd., New Delhi.

- ❖ Badan and Bhatt- Eco Tourism

- ❖ Bhatia A. K. (1986) Tourism Development- Principles and Practices, Sterling Publishers Pvt. Ltd., New Delhi.

- ❖ Batra K. L. (1990) – Problems and prospects of Tourism. Printwell Publisher, Jaipu.

- ❖ Chopra Sunita (1991)- Tourism Development of India, Ashish Publishing House, New Delh.

- ❖ Gupta S. P., Krishna Lal (1999) – Tourism Museums and Monuments in India, Oriental Publishers,New Delhi.

- ❖ Gunn & Clare A. – Tourism Planning, Taylor and Francis, New York.

- ❖ Gee, Chunk Y., James C & Dexter J.L. Cho – Travel Industry, New York

- ❖ Matheson, Alistair and Wall Geoffery (1983) –Tourism- Economic, Physical and social Impact, Orient Longman,London.

- ❖ Robin H. (1976) – Geography of Tourism, Mackdonald and Evence Ltd., London.

- ❖ R.R. Khan (1980) - Transport Management, Transport Himalaya Publishing House, Mumbai

- ❖ Sharma K. K. (2000) Planning for Tourism, Samp and Sons, New Delhi.

- ❖ UshaBala (1988) – Tourism in India, Policy and Perspective, Arushi Publishers, New delhi.

- ❖ Maharashtra Tourism Policy 2016

Subject Code: RJCCPGBM404

Title of Course: Project Work – II

Note: - Project work is considered as a special course involving application of knowledge in solving / analyzing/ exploring a real life situation/ difficult problem.

Project Work can be taken in subjects like Supply Chain Management, Retail Management and Tourism Management

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PAPER PATTERN FOR ALL THEORY PAPERS

FOR ALL SEMESTER END EXAMINATION

Marks: 60

Duration :   02.00 Hrs

Q1. Answer any one of the following: (Module I)   (15 Marks)

a)

b)

MCOM BUSINESS STUDIES (MANAGEMENT) Syllabus Semester III & IV

Q2. Answer any one of the following: (Module II)   **(15 Marks)**

a)

b)

Q3. Answer any one of the following: (Module III)   **(15 Marks)**

a)

b)

Q4. Answer any one of the following: (Module IV)   **(15 Marks)**

a)

b)

PAPER PATTERN FOR ALL THEORY PAPERS

FOR ALL INTERNAL EXAMINATION

Marks: 40

2 Internal Tests of 20 Marks in Each Semester

20 Multiple Choice Questions / True or False/ Match the Following.

Introduction

Inclusion of project work in the course curriculum of the M.Com.programme is one of the ambitious aspect in the programme structure. The main objective of inclusion of project work is to inculcate the element of research work, challenging the potential of learner as regards to his/ her eagerness to enquire and ability to interpret particular aspect of the study in his/ her own words. It is expected that the guiding teacher should undertake the counselling sessions and make the awareness among the learners about the methodology of formulation, preparation and evaluation pattern of the project work.

- There are two modes of preparation of project work
    1. Project work based on research methodology in the study area

2. Project work based on internship in the study area

Guidelines for preparation of Project Work

Work Load

Work load for Project Work is 01 (one) hour per batch of 15-20 learners per week for the teacher. The learner (of that batch) shall do field work and library work in the remaining 03 (three) hours per week.

1. General guidelines for preparation of project work based on

research methodology

The project topic may be undertaken in any area of Elective Courses.

• Each of the learner has to undertake a Project individually under the supervision of a teacher-guide.

• The learner shall decide the topic and title which should be specific, clear and with definite scope, in consultation with the teacher-guide concerned.

• University/college shall allot a guiding teacher for guidance to the students based on her / his specialization.

• The project report shall be prepared as per the broad guidelines given below:

  ▪ Font type: Times New Roman
  ▪ Font size: 12-For content, 14-for Title
  ▪ Line Space: 1.5-for content and 1-for in table work
  ▪ Paper Size: A4
  ▪ Margin : in Left-1.5, Up-Down-Right-1
  ▪ The Project Report shall be bounded.
  ▪ The project report should be 80 to 100 pages

MCOM BUSINESS STUDIES (MANAGEMENT) Syllabus Semester III & IV

Format

| 1stpage (Main Page) |

| **Title of the problem of the Project** |

A Project Submitted to

HVPS's R. J. College of Arts, Science & Commerce, (Autonomous)

Master in Commerce

Under the Faculty of Commerce

By

| **Name of the Learner** |

Under the Guidance of

| **Name of the Guiding Teacher** |

Name and address of the College

Month and Year

| **2ndPage** |
| **This page to be repeated on 2ndpage (i.e. inside after main page)** |

MCOM BUSINESS STUDIES (MANAGEMENT) Syllabus Semester III & IV

On separate page

Index

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

List of tables, if any, with page numbers.

List of Graphs, if any, with page numbers.

List of Appendix, if any, with page numbers.

Abbreviations used:

Bibliography:

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

(Model Structure of the Project Work)

• Chapter No. 1: Introduction

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

• Chapter No. 2: Research Methodology

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

• Chapter No. 3: Literature Review

This chapter will provide information about studies done on the respective issue. This would specify how the study undertaken is relevant and contribute for value addition in information/ knowledge/ application of study area which ultimately helps the learner to undertake further study on same issue.

• Chapter No. 4: Data Analysis, Interpretation and Presentation

This chapter is the core part of the study. The analysis pertaining to collected data will be done by the learner. The application of selected tools or techniques will be used to arrive at findings. In this, tables of data information, presentation of graphs etc. can be provided with interpretation by the learner.

• Chapter No. 5: Conclusions and Suggestions

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

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

• Bibliography

• Appendix –copy of Questionnaire used for data collection

- **other relevant documents (letter of Visits, etc.)**

MCOM BUSINESS STUDIES (MANAGEMENT) Syllabus Semester III & IV

On separate page

<div style="border:1px solid">

Name and address of the college

Certificate

This is to certify that Ms/Mr has worked and duly completed her/his Project Work for the

degree of Master in Commerce under the Faculty of Commerce in the subject of

_____ and her/his project is entitled, "_____ Title of

the Project _____" under my

supervision.

I further certify that the entire work has been done by the learner under my guidance and that

no part of it has been submitted previously for any Degree or Diploma of any University.

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

Seal of the College

Name and Signature of

Guiding Teacher

Date of submission:

</div>

On separate page

Declaration by learner

I the undersigned Miss / Mr. _____here by, declare

that the work embodied in this project work titled "_____

_____", forms

my own contribution to the research work carried out under the guidance of

_____ is a result of my own research work and has not been

previously submitted to any other University for any other Degree/ Diploma to this or any other

University.

Wherever reference has been made to previous works of others, it has been clearly indicated as

such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented

in accordance with academic rules and ethical conduct.

                                                    Name and Signature of the learner

Certified by

Name and signature of the Guiding Teacher

On separate page

Acknowledgment

(Model structure of the acknowledgement)

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

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

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

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

I take this opportunity to thank our **Coordinator_____**, for her/his moral support and guidance.

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

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

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

2. Guidelines for Internship based project work

- Minimum 20 days/ 100 hours of Internship with an Organisation/ NGO/ Charitable Organisation/ Private firm.

- The theme of the internship should be based on any study area of the elective courses

- Project Report should be of minimum 50 pages

- Experience Certificate is Mandatory

- A project report has to be brief in content and must include the following aspects:
  - **Executive Summary:** A bird's eye view of your entire presentation has to be precisely offered under this category.
  - **Introduction on the Company:** A Concise representation of company/ organization defining its scope, products/ services and its SWOT analysis.
  - **Statement and Objectives:** The mission and vision of the organization need to be stated enshrining its broad strategies.
  - **Your Role in the Organisation during the internship:** The key aspects handled, the department under which you were deployed and brief summary report duly acknowledged by the reporting head.
  - **Challenges:** The challenges confronted while churning out theoretical knowledge into practical world.
  - **Conclusion:** A brief overview of your experience and suggestions to bridge the gap between theory and practice.

- The project report based on internship shall be prepared as per the broad guidelines given below:
  - ❖ Font type: Times New Roman
  - ❖ Font size: 12-For content, 14-for Title
  - ❖ Line Space : 1.5-for content and 1-for in table work
  - ❖ Paper Size: A4
  - ❖ Margin : in Left-1.5, Up-Down-Right-1
  - ❖ The Project Report shall be bounded.
  - ❖ The project report should be 80 to 100 pages maximum

MCOM BUSINESS STUDIES (MANAGEMENT) Syllabus Semester III & IV

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

Note:

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

Passing Standard

• Minimum of Grade E in the project component

• In case of failing in the project work, the same project can be revised for ATKT examination.

• Absence of student for viva voce: If any student fails to appear for the viva voce on the date and time fixed by the department such student shall appear for the viva voce on the date and time fixed by the Department, such student shall appear for the viva voce only along with students of the next batch.