

Mcom Part II (Business Management) - Sem III & IV



Hindi Vidya Prachar Samiti's
Ramniranjan Jhunhunwala College
of Arts, Science & Commerce
(Empowered Autonomous)

Affiliated to
UNIVERSITY OF MUMBAI

Syllabus for the M.com Part II
Program: M.com (Business Management)
Program Code: RJCPGBM

(CBCS 2024-2025)

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THE PREAMBLE

Why Commerce?

Commerce is as old as human civilization. Since ancient times commerce has been practiced all over the world, but the nature of commerce has changed over the years with the changes in economies around the world. Thus, it has become an inseparable part of everyone's life. Human wants are unlimited and becoming multiplied with social and economic developments. Commerce has the capacity to satisfy our needs and provide better life to society and human beings as it encompasses business, profession and employment. The scope of commerce is broader than any other subject because it deals with several human activities like marketing, banking, transportation, management, investments etc. Globalization has brought many countries close to each other indicating the need of trade and commerce between different nations for sharing resources, mutual development, updating know-how etc. Policies of the Government of India like 'Ease of doing', 'Atma Nirbhar Bharat', 'Start ups', 'Digital India' have encouraged new entrepreneurship in India in the 21st century.

The Indian economy is one of the fastest growing economies in the world. A goal of 5 trillion Indian economies in near term would expedite trade and commerce transactions. This has made learning of commerce indispensable, even if it is occupied in every field whether it is science, engineering, or IT. It develops skills and knowledge required for pursuing multiple career options. Students get a wide range of subject knowledge such as finance, marketing, management, accounts, advertising, law etc. which will be useful for them for pursuing their higher studies, employment or starting their own venture. Thus, commerce without human and business life will be next to impossible.

Under autonomy, the department has made curriculum more robust by incorporating skill based learning and value-added courses that impart practical knowledge of the subject to the students. The syllabus for commerce for all four semesters is meticulously designed so as to make the students understand the knowledge of different fields like Strategic management, Rural marketing, Logistic management, HRM, Research Methodology, Tax, Financial Accounting, Management, Global economics. The course contents are updated so as to keep students in line with trends in industry. The course contents are designed to improve student's employability and skills required for employability.

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PROGRAMME OUTCOME (PO): M.COM (Business Management)

PO1	Deepen the understanding of business operations and enhance the skills in effectively managing enterprises, placing particular emphasis on Business Administration. Additionally, concentrate on advancing your expertise in Advanced Accounting and Taxation techniques.
PO2	To enhance critical thinking, problem-solving, qualitative and quantitative skills, required in the industry.
PO3	Provide advanced-level knowledge and foster a deeper understanding of current trends in commerce.
PO4	Provide individuals with the necessary skills to make them prepared for the industry and enhance their employability.

PROGRAM SPECIFIC OUTCOMES (PSO): M.COM (Business Management)

PSO1	Students will demonstrate the ability to effectively strategize, implement, and evaluate human resource practices, entrepreneurial endeavors, retail operations, and enterprise risk management initiatives, fostering sustainable organizational growth and resilience in dynamic business environments.
PSO2	Students will demonstrate a comprehensive understanding of optimizing logistical operations, fostering sustainable practices, and enhancing customer experiences within diverse organizational settings.
PSO3	Students will demonstrate the ability to analyze, redesign, and optimize organizational processes to enhance efficiency, effectiveness, and competitiveness in various industries.
PSO4	Students will be proficient in analyzing, interpreting, and managing the complex dynamics between employers, employees, and regulatory bodies within various organizational contexts
PSO5	Students will demonstrate advanced competencies in critical thinking, problem-solving, research methodology, and effective communication skills, enabling them to formulate, execute, and present high-quality, evidence-based research that contributes to the advancement of knowledge in their chosen field of study

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DISTRIBUTION OF TOPICS AND CREDITS

MCOM PART II SEMESTER III

Course Code	Unit	Topic Heading	Credits	Duration
RJCPGBM301	Paper Title: Human Resource Management			60 Lectures
	I	Human ResourceManagement.	04	
	II	Human Resource Development		
	III	Legal Framework governing HR Development.		
	IV	Emerging issues in HRM		

Course Code	Unit	Topic Heading	Credits	Duration
RJCPGBM302	Paper Title: Rural Marketing			60 Lectures
	I	Introduction to Rural Marketing.	04	
	II	Consumer Behaviour and Rural Marketing.		
	III	Agriculture Marketing		
	IV	Trends in Rural Marketing		

Course Code	Unit	Topic Heading	Credits	Duration
RJCPGBM303	Paper Title: Entrepreneurial Management			60 Lectures
	I	Entrepreneurship Development Perspective	04	
	II	Creating Entrepreneurial Venture.		
	III	Project Management.		
	IV	Assistance and Incentives for Promotion and		

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		Development of Entrepreneurship.		
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Course Code	Unit	Topic Heading	Credits	Duration
RJCPGBM304	Paper Title: Enterprise Risk Management			30 Lectures
	I	Introduction to Enterprise Risk Management	02	
	II	Risk Identification, Risk Assessment and Analysis		
	III	Risk Response and Treatment & Monitoring and Reporting		

Course Code	Unit	Topic Heading	Credits	Duration
RJCPGBM305	Paper Title: Retail Management			60 Lectures
	I	Introduction to Retail Management	04	
	II	Retail Management Strategy		
	III	Retail Location, Layout and Merchandising		
	IV	Use of Technology and Career Options		

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Semester	:	III		
Title of the Subject / course	:	Human Resource management		
Course Code	:	RJCPGBM301		
Credits	:	04	Duration	: 60 Lec

Learning Objectives	
1	Understanding of Strategic Global HRP and HRM Strategies.
2	Knowledge about implementation of HRD and Management Development Programs.
3	Application of Legal Norms and Acts governing HR practices.
4	Transition in HRM- Knowledge of latest development.

Course Outcome Number	On completion of the course, the students will be able to:	PSO Addressed	Blooms Level
CO1	To familiarize the students with the concepts and practices of strategic HRM and global practices.	1	Level 2 Understand
CO2	To acquaint the students with HRD and Management Development practices and training programs, implementation of Performance Appraisal and Succession Planning.	1	Level 2 Understand
CO3	To highlight the legal framework in governing the HR administrative practices of corporate.	1	Level 3 Apply
CO4	To emphasize on the emerging issues in HRM- Health and Safety, Work Life Balance, Talent Management and Management of organizational change.	1	Level 2 Understand

SEMESTER III		L	Cr
COURSE: Human Resource Management	COURSE Code: RJCPGBM301	60	04
UNIT 01		15	
Human Resource Management			
Human Resource Management (HRM – Concept, Strategic HRM, Global HRM Practices, Skill sets required for HR Managers.			

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Human Resource Planning – Concept, factors affecting HRP, Information Management in HRP, Human Resource Information System (HRIS), Psychological and Behavioral issues in HRP. Recruitment and Selection of Managerial personnel - Factors affecting recruitment process, role of recruitment agencies, online process of selection.		
UNIT 02	15	
Human Resource Development and Management Development		
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		
UNIT 03	15	
Legal Framework governing HR Development		
Industrial Relation Act – Prominent features and recent changes in Trade Union Act 2016, Factories Act 1961, Industrial Disputes Act 1950. 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/ESI Scheme		
UNIT 04	15	
Emerging Issues in H.R.M		
Health and Safety – Safety measures and safety programmes, Stress and its Impact on Job Performance, Role of organization in ensuring mental and physical health of employees 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. Edwin B. Flippo, Principles of Personnel Management, Me Graw Hill Publication

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2. Human Resource Management, Fresh Perspectives by R. Kleynhans, L. Markham, W. Meyer, S. Van Aswegen with E. Pilbeam
3. L. M. Prasad, Principles and Practices of Management 2001, Sultan Chand & Sons, 6th Edition
4. P. Druker, The Practice of Management, Mercury Books, London – 1961
5. R. D. Agrawal, Dynamics of Personnel Management in India, Tata Mc Graw Hill Publishing Co., New Delhi – 1977

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Semester	:	III		
Title of the Subject / course	:	Rural Marketing		
Course Code	:	RJCPGBM302		
Credits	:	04	Duration	: 60 Lec

Learning Objectives

1	Understanding of Indian Rural Markets.
2	Knowledge of Rural Consumers and their aspirations.
3	Application of latest trends of e-commerce and IT for promotion of Agricultural Exports.

Course Outcome Number	On completion of the course, the students will be able to:	PSO Addressed	Blooms Level
CO1	To familiarize the students with basic concepts of Rural Marketing in India , its challenges and opportunities.	1	Level 2 Understand
CO2	To develop understanding of consumer behavior in Rural Markets.	1	Level 2 Understand
CO3	To highlight government schemes and financial support for Rural Development.	1	Level 3 Apply
CO4	To acquaint the students with prospectus of Agricultural Marketing and Agricultural Exports.	1	Level 2 Understand
CO5	To emphasize the role of Commodity Boards, E-commerce and IT in Agricultural Marketing.	1	Level 2 Understand

SEMESTER III		L	Cr
COURSE: Rural Marketing	COURSE Code: RJCPGBM302	60	04
UNIT 01		15	
Introduction to Rural Marketing.			
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 of Branding, Scope and Importance of Transportation, Networking in rural markets. Problems of Rural Consumer: Adulteration, Weights and Measures, Unfair Warranties and Guarantees, Unreasonable Pricing, Challenges and Future of Rural Marketing			

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UNIT 02	15	
Consumer Behaviour and Rural Marketing		
Consumer Behavior: Characteristics Of Buying Behaviour- Awareness 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		
UNIT 03	15	
Agriculture Marketing		
Agricultural Marketing- Importance, Prospects and Issues, Role Of 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 Exports In generating revenue for India- Food Grains, Organic products, Marine Products, Role of Agricultural & Processed Food Products, Export Development Authority (APEDA)		
UNIT 04	15	
Trends in Rural Marketing		
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, ProjectShakti,Web-casting-online training and guidance to farmers. Online Marketers: Role of Online Marketers,Growth andChallenges		

Reference Books:

- A.K. Singh & S. Pandey, RURAL MARKETING: INDIAN PERSPECTIVE, New Age International Publishers, 2007
- CSG Krishnamacharylu&Laitha Ramakrishna, - RURAL MARKETING, Pearson Education Asia. 2009
- Philip Kotler, MARKETING MANAGEMENT, Prentice - Hall India Ltd. NewDelhi
- Agarwal A.N, INDIAN ECONOMY, Vikas Publication, NewDelhi.
- RuddarDuttSundaram, INDIAN ECONOMY, Tata McGraw Hill. Publishers, New Delhi

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Semester	:	III		
Title of the Subject / course	:	Entrepreneurship Management		
Course Code	:	RJCPGBM303		
Credits	:	04	Duration	: 60 Lec

Learning Objectives	
1	Understanding of the entrepreneurship process.
2	Better understanding of Government initiatives.
3	Knowledge about Project Planning Process.
4	Emphasis on Entrepreneurship as career

Course Outcome Number	On completion of the course, the students will be able to:	PSO Addressed	Blooms Level
CO1	To develop knowledge about entrepreneurship culture in India.	3	Level 1 Knowledge
CO2	To familiarize students about creation of Entrepreneurial Ventures, Start up India Initiatives and role of Social Entrepreneurship.	3	Level 2 Understand
CO3	To acquaint students about Special Government initiatives for Development of Women Entrepreneurship.	3	Level 2 Understand
CO4	To develop knowledge about project management process, Preparation of project report and feasibility studies	3	Level 3 Apply
CO5	To highlight the various assistances and initiatives available for promotion and Development of Entrepreneurship.	3	Level 2 Understand

SEMESTER III		L	Cr
COURSE: Entrepreneurship Management	COURSE Code: RJCPGBM303	60	04
UNIT 01		15	
Entrepreneurship Development Perspective			
Entrepreneurship – Concept, Factors affecting growth of Entrepreneurship, Types of Entrepreneurs, Requirements of Entrepreneurial Structure.			
Entrepreneurial Culture -Elements of culture, Steps to change Entrepreneurial culture,			

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Entrepreneurial v/s Administrative Culture. Theories of Entrepreneurship- Schumpeter Dynamic Entrepreneurship Innovation Theory, Theory of High Achievement by McClelland, Theory Of Personal Resourcefulness.		
UNIT 02	15	
Creating Entrepreneurial Venture		
Entrepreneurial Environment- Significance, SWOC Analysis, Problems of 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 and special Government schemes for women entrepreneurs in India.		
UNIT 03	15	
Project Management		
Project - Concepts and Classification of Project, Search of Business Idea, Project Cycle. Project formulation Steps for project formulation, Project Design and network analysis – concept and network analysis techniques: PERT/ CPM Project Management – Concept, Phases, Project Identification and Project Feasibility Analysis.		
UNIT 04	15	
Assistance and Incentives for Promotion and Development of Entrepreneurship		
Incentives – Need, Promotion and development Entrepreneurship-Types Of Assistance And incentives -Fiscal, Financial, Promotional, Marketing, and Organizational. NPSD - National Policy for Skill Development and Entrepreneurship 2015. Institutions in aid of Entrepreneurship Development - The National institute for Entrepreneurship and small business development, District Industry Centre (DIC), National Alliance of young Entrepreneurs		

Reference Books:

1. Essentials of Entrepreneurship and Small Business Management: by Norman M. Scarborough
2. Dynamics of entrepreneurial development and Management, Dr. Vasant Desai, Himalayan Publishing
3. Entrepreneurship development, Moharanas and Dash C.R., RBSA Publishing, Jaipur
4. Beyond entrepreneurship, Collins and Lazier W, Prentice Hall, New Jersey, 1992
5. Entrepreneurship, Hisrich Peters Sphephard, Tata McGraw Hill
6. Fundamentals of entrepreneurship, S.K. Mohanty, Prentice Hall of India
7. A Guide to Entrepreneurship, David Oates, Jaico Publishing House, Mumbai, Edn 2009

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Semester	:	III		
Title of the Subject / course	:	Enterprise Risk Management		
Course Code	:	RJCPGBM304		
Credits	:	02	Duration	: 30 Lec

Learning Objectives

1	Gain knowledge of various ERM frameworks and understand how they guide the implementation of risk management processes in organizations.
2	Learn to identify, categorize, and assess different types of risks (strategic, financial, operational, compliance) using qualitative and quantitative methods.
3	Acquire the ability to develop and implement appropriate risk response strategies, including avoidance, mitigation, transfer, and acceptance, to manage organizational risks effectively.
4	Understand the importance of continuous risk monitoring, develop skills in tracking risk indicators, and learn to report risk management activities to stakeholders effectively

Course Outcome Number	On completion of the course, the students will be able to:	PSO Addressed	Blooms Level
CO1	Students will be able to explain and apply key ERM frameworks and standards, demonstrating an understanding of how they integrate into organizational risk management processes.	5	Level 3 Apply
CO2	Students will be capable of conducting thorough risk identification and assessment exercises, utilizing various techniques to evaluate risk severity and impact accurately.	5	Level 3 Apply
CO3	Students will demonstrate the ability to develop and implement strategic risk response plans, choosing the most appropriate strategies to address specific risks within an organization.	5	Level 3 Apply
CO4	Students will possess the skills to monitor risk indicators continuously, prepare comprehensive risk reports, and communicate risk management activities effectively to stakeholders.	5	Level 3 Apply

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SEMESTER III		L	Cr
COURSE: Enterprise Risk Management	COURSE Code: RJCPGBM304	30	02
UNIT 01		10	
Introduction to Enterprise Risk Management			
Definition and importance of ERM, Evolution of ERM, Benefits and challenges of ERM implementation, ERM framework (COSO, ISO 31000), Role of the board and senior management in ERM, Establishing a risk-aware culture, Embedding risk management in organizational processes, Ethics and compliance in risk management			
UNIT 02		10	
Risk Identification, Risk Assessment and Analysis			
Methods for identifying risks (Risk registers, Risk workshops), Risk categorization (Strategic, Financial, Operational, Compliance), Scenario analysis and stress testing, Key risk indicators (KRIs), Risk appetite and tolerance, Risk assessment techniques (Qualitative and Quantitative), Risk Heat Maps and Risk Matrix, Monte Carlo Simulation			
UNIT 03		10	
Risk Response and Treatment & Monitoring and Reporting			
Risk response strategies (Avoidance, Mitigation, Transfer, Acceptance), Developing risk treatment plans, Implementing controls and safeguards, Insurance and risk financing, Monitoring risk indicators and triggers, ERM reporting to stakeholders, Reviewing and updating the ERM framework, Integration of ERM with performance management			

Reference Books:

1. Fundamentals of Enterprise Risk Management: How Top Companies Assess Risk, Manage Exposure, and Seize Opportunity Paperback – by John Hampton
2. Enterprise Risk Management: Today's Leading Research and Best Practices for Tomorrow's Executives (Robert W. Kolb Series)
3. Enterprise Risk Management Best Practices: From Assessment to Ongoing Compliance By Anne M. Marchetti.

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Semester	:	III		
Title of the Subject / course	:	Retail Management		
Course Code	:	RJCPGBM305		
Credits	:	04	Duration	: 60 Lec

Learning Objectives	
1	Students will get Insight into working of Retailing sector
2	Students will get Knowledge about transition in Retailing
3	Students will get to know Career options in Retail Sector
4	Students will get to know Transition in E-Retailing

Course Outcome Number	On completion of the course, the students will be able to:	PSO Addressed	Blooms Level
CO1	To familiarize the students with the developments in Retail Management.	2	Level 2 Understand
CO2	To develop understanding of Successful Retail Corporates in India.	2	Level 2 Understand
CO3	To acquaint and apply Retail Management Strategies.	2	Level 3 Apply
CO4	To emphasis on the Retail location, layout and Merchant Management.	2	Level 2 Understand

SEMESTER III		L	Cr
COURSE: Retail Management	COURSE Code: RJCPGBM305	60	04
UNIT 01		15	
Introduction to Retail Management			
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.			

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UNIT 02	15	
Retail Management Strategy		
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.		
UNIT 03	15	
Retail Location, Layout and Merchandising		
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		
UNIT 04	15	
Use of Technology and Career options		
Technologies: Use of Technologies in retailing - Electronic Data Interchange (EDI), Radio Frequency Identification (RFI), Database Management System E-Retailing: Formats, Challenges & Prospects, Green Retailing - Concept and Importance Retail as a Career: Various Career Options, Functions of Merchandising Manager, Store Manager & Logistic Manager, Skill sets required for a career in Retail.		

Reference Books:

1. A.Sivakumar (1997), Retail Management, Excel Books, New Delhi.
2. Abdul Kamal Mohideen (2011), Customer Shopping Behavior In Modern Retail Formats, APJRB, Vol.2, Issue-6.
3. Alina Sorescu and Ruud T. Frambach (2011), Innovations In Retail Business Models, Journal of Retailing, Vol.87, pp.3-16.
4. B.R. Londhe (2006), Retail and Distribution Management, Nirali Prakashan, Mumbai.
5. C. Bhattacharjee (2006), Service Marketing, Excel Books, New Delhi.

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MCOM PART II SEMESTER IV

Course Code	Unit	Topic Heading	Credits	Duration
RJCPGBM401	Paper Title: Supply Chain Management and logistics			60 Lectures
	I	Introduction to Supply Chain Management	04	
	II	Perspective of SCM		
	III	Introduction to Logistics		
	IV	Design of SCM, Logistics and Use of Internet.		

Course Code	Unit	Topic Heading	Credits	Duration
RJCPGBM402	Paper Title: Tourism Management			60 Lectures
	I	Introduction to Tourism Management	04	
	II	Tourism Marketing		
	III	Tourism Practices		
	IV	Tourism Development		

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Semester	:	IV		
Title of the Subject / course	:	Supply Chain Management and Logistics		
Course Code	:	RJCPGBM401		
Credits	:	04	Duration	: 60 Lec

Learning Objectives	
1	Understanding of importance of SCM & Logistics Management
2	Knowledge of Supply Chain Management
3	Perspective decision making in terms of Transportation, Warehousing, Packaging and Material Management.
4	Application of SCM operative systems.

Course Outcome Number	On completion of the course, the students will be able to:	PSO Addressed	Blooms Level
CO1	To familiarize the student with the concept of Supply Chain management, its principles and strategies.	2	Level 2 Understand
CO2	To give knowledge of Supply Chain Management perspective- Global, Indian & from the Customer angle.	2	Level 2 Understand
CO3	To emphasize the importance of Logistics Management.	2	Level 3 Apply
CO4	To highlight the preparation of SCM Plan, Use of internet in SCM and implementation of Operative Systems in SCM	2	Level 3 Apply

SEMESTER IV		L	Cr
COURSE: Supply Chain Management and Logistics	COURSE Code: RJCPGBM401	60	04
UNIT 01		15	
Introduction to Supply Chain Management			
Supply Chain Management: Concept, Features, Evolution, Importance, Process and Barriers of Supply Chain Management. Principles and Strategies: Principles, Supply Chain Strategies – Organizations, Coordination, Innovation and Forecasting. Participants in SCM: Supply Chain Intermediaries- Concept and Types, Channels			

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of Distribution for Industrial Goods and Consumer Goods, Channel of Distribution at Services Level, Factors for selection of suitable channels		
UNIT 02	15	
Perspective of Supply Chain Management		
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.		
UNIT 03	15	
Introduction to Logistics		
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		
UNIT 04	15	
Design of SCM, Logistics and Use of Internet		
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:

1. Sridhar Tayur, Ram Ganeshan, Michael Magazine (editors). Quantitative Models for Supply Chain Management. Kluwer Academic Publishers, 1999.
2. R.B. Handfield and E.L. Nichols, Jr. Introduction to Supply Chain Management. Prentice Hall, 1999.
3. N. Viswanadham and Y. Narahari. Performance Modeling of Automated manufacturing

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Systems. Prentice Hall of India, 1998.

4. Sunil Chopra and Peter Meindel. Supply Chain Management: Strategy, Planning, and Operation, Prentice Hall of India, 2002.
5. Jeremy F. Shapiro. Modeling the Supply Chain. Duxbury Thomson Learning, 2001.

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Semester	:	IV		
Title of the Subject / course	:	Tourism Management		
Course Code	:	RJCPGBM402		
Credits	:	04	Duration	: 60 Lec

Learning Objectives	
1	Importance of Tourism Management
2	Business setting Procedures and Process for starting a Travel Agency
3	Government Institutional and Organizational support for promotion of Tourism
4	Future Growth and Career Prospects.

Course Outcome Number	On completion of the course, the students will be able to:	PSO Addressed	Blooms Level
CO1	To acquaint the students with Concept of Tourism management. And to emphasize the prospects and challenges of Tourism Development in India.	1	Level 2 Understand
CO2	To focus on Marketing Tourism Products, its pricing and promotion strategies.	1	Level 3 Apply
CO3	To highlight the role of Travel Intermediaries, Role of Institutional support for development of Tourism in India & Abroad	1	Level 2 Understand
CO4	To familiarize students with sustainable Tourism Development principle and practices.	1	Level 2 Understand

SEMESTER III		L	Cr
COURSE: Tourism Management	COURSE Code: RJCPGBM402	60	04
UNIT 01		15	
Introduction to Tourism Management			
Tourism Management: 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			

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UNIT 02	15	
Tourism Marketing		
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		
UNIT 03	15	
Tourism Practices		
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.		
UNIT 04	15	
Tourism Development		
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:

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

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RULES AND REGULATIONS REGARDING ASSESSMENT AND EVALUATION

FOR SY PG UNDER NEP FROM A.Y. 2024-2025 ONWARDS-

1. A learner appearing for second year PG examination under NEP will have **maximum of 22 credits per semester** and examinations will be of **maximum 550 marks**.
2. Courses having **2 credits and 4 credits** will have examinations of **50 and 100 marks** respectively.
3. **Duration of examinations:**
 - An IA exam of 20/25 marks shall be of duration of 30 minutes.
 - An IA exam of 40 marks shall be of duration of 50 minutes. Departments may use different modes of internal evaluation.
 - An SEE exam of 30 marks (offline) shall be of duration of 1 hour.
 - An SEE exam of 50 marks (offline) shall be of duration of 2 hours.
 - An SEE exam of 50 marks (online MCQ) shall be of 60 minutes.
 - An SEE exam of 60 marks (offline) shall be of duration of 2 ½ hours.
4. **Appearing for SEE** for every paper is **compulsory** irrespective of the performance in the Internals examinations. A student absent in SEE will be thus declared failing in a given subject.
5. There shall be provision for supplementary examination for the benefit of students who miss their SEE on grounds of medical emergency or representing college at the national level event or any other equivalent event with a special permission granted by the Head of the institution.
6. There shall be no Additional Examinations for any of the Semesters except for the Semester III wherein one chance of credit improvement in Semester III shall be given before the Learner appears for the final Semester IV Examination.
7. Irrespective of the performance in Semester I and II, student shall migrate to Sem III. Eligibility for PG degree is that a learner must complete 22 credits in each semester.
8. All ordinances under UG examinations are applicable to PG examinations as well.

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PAPER PATTERN

SEMESTER END EXAMINATION

Semester End Examination – 30 marks

	Note: 1. All questions are compulsory. 2. Each question carries equal marks.	Marks
Q.1	Answer any one of the following: (Module I) A. B.	10
Q2	Answer any one of the following: (Module II) A. B.	10
Q.3	Write Short Notes on: (Any 2 out of 3)	10

SEMESTER END EXAMINATION

Semester End Examination – 60 marks

	Note: 1. All questions are compulsory. 2. Each question carries equal marks.	Marks
Q.1	Answer any one of the following: (Module I) A. B.	10
Q2	Answer any one of the following: (Module II) A. B.	10
Q.3	Answer any one of the following: (Module III) A. B.	10
Q.4	Answer any one of the following: (Module IV) A. B.	10
Q.5	Write Short Notes on: (Any 4 out of 6) (From all modules)	20

Mcom Part II (Business Management) - Sem III & IV**Teaching and Learning Process**

The teaching learning process in the learning outcomes based curriculum framework in the subject of Commerce is designed to develop the cognitive skills of every learner. The Post graduate courses offer the requisite skills for a profession and jobs in the Commerce field . All courses have practical's as an integral part which promotes the learner to acquire the requisite skills for employment by experiential learning.

An interesting combination of teaching learning processes is adopted in which the teacher and learners are actively involved.

Some of the salient teaching learning process are:

- Class lectures
- Presentations
- Group Discussion and Workshops
- Peer teaching and learning
- Flipped classroom, project-based learning, quiz, seminars, exhibitions, posters
- Practical experimental design planning, analysis, interpretation, application of knowledge gained, field projects, mini projects.
- Technology enabled self-learning.
- Internships, On job training
- Project work

The effective teaching strategies would address the requirements of learner to learn at their own pace. The teaching pedagogy adopted to ensure inculcate higher order skills in the learner. The entire program is also designed to foster human values, environmental consciousness for an equable society. The teaching learning processes adopted would aim at participatory pedagogy.

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Mapping of the course to employability/ Entrepreneurship/ Skill development

Class	Course Name	Course Code	Topics focusing on Employability/Entrepreneurship/ Skill development	Employability/Entrepreneurship/ Skill development	Specific Activity
MCOM PART II	Human Resource Management	RJCPGBM301	Human resource planning, Selection of human resources, Training program, succession planning, Work life balance , Talent management.	Employability and skill development- Recruitment and Selection of right people, Providing training programs to employees to enhance their existing skills ,Offering opportunities for career advancement and progression encourages employees Entrepreneurship: HRM can identify employees with entrepreneurial traits, Providing training in entrepreneurial skills and assigning mentors to guide aspiring entrepreneurs within the organization	Class room discussion, Experiential learning and discussion of case studies to get practical approach of the subject.
MCOM PART II	Rural Marketing	RJCPGBM302	Consumer Behavior, Finance in Rural Marketing, Cooperatives and Self Help Groups (SHG),Agricultural	Employability in production and distribution of rural sector. Entrepreneurship in branding, access	Class room discussion, Experiential learning and discussion of case studies to get

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			Exports,E-Commerce,	to finance.	practical approach of the subject.
MCOM PART II	Entrepreneurial Management	RJCPGBM303	Startups,Social Entrepreneurship , Women Entrepreneurship ,Project Management.	Employability and skills developed -Leadership Skills, Problem-Solving Abilities Entrepreneurship management provides insights into creating business plans, identifying target markets, and understanding financial management, essential for launching and sustaining a venture.	Experiential learning and discussion of case studies
MCOM PART II	Enterprise Risk Management	RJCPGBM304	Introduction to Enterprise Risk Management Risk Identification, Risk Assessment and Analysis Risk Response and Treatment & Monitoring and Reporting	Employment in organization include risk manger, compliance officer, internal auditor to evaluate internal controls. Skills developed like risk identification and analysis, Project presentation.	Class room discussion, Experiential learning and discussion of case studies to get practical approach of the subject.
MCOM PART II	Retail Management	RJCPGBM305	Retail Strategies, Recent Trends in Retailing, Consumer Behaviour in RetailContext, Buying Decision Process, Store Design and	Employability in the field of Customer Service,Inventory Management. Entrepreneurship in E-retailing , Financial	Class room discussion, Experiential learning and discussion of case studies to get practical approach of the subject.

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			Layout, Merchandising, E-Retailing	Management. Skill Development like Customer Relationship Management (CRM).	
MCOM PART II	Supply Chain Management	RJCPGBM401	Participants in SCM, Ways of improving customer services in SCM, Logistics Management, Packaging and Materials Management, Enterprise Resource Planning (ERP).	Employability in warehouse management, logistic management. Entrepreneurship in the field of transport, Packaging etc.	Class room discussion, Experiential learning and discussion of case studies to get practical approach of the subject.
MCOM PART II	Tourism Management	RJCPGBM402	Career options in Tourism, Tourism Product, Tourism Pricing and promotion. Travel Intermediaries.	Employability and Entrepreneurship in Travel Agency and Tour Operators. Employability in tourism promotion and advertising.	Class room discussion, Experiential learning and discussion of case studies to get practical approach of the subject.

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Mapping of curriculum with the relevance in the local, regional, national and global development needs

Sr. No	Course Code/ Topic (Paper/ Unit/ Content)	Relevance
1	Human Resource Management	Regional, National and Global development needs
2	Rural Marketing	Local, Regional, National and Global development needs
3	Entrepreneurial Management	Local, Regional, National and Global development needs
4	Enterprise Risk Management	Regional, National and Global development needs
5	Retail Management	Regional, National and Global development needs
6	Supply Chain Management	Local, Regional, National and Global development needs
7	Tourism Management	Local, Regional, National and Global development needs

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Mapping of curriculum with cross cutting issues viz, Professional Ethics, Gender, Human Values, Environmental and Sustainable Development Goals and NEP 2020

Sr. No	Name of the Course	Course Code	Issues addressed
1	All Courses	All Courses	SDG 4
2	Human Resource Management Rural Marketing Entrepreneurial Management Retail Management Enterprise Risk Management	RJCPGBM301, RJCPGBM302, RJCPGBM303, RJCPGBM304, RJCPGBM305,	Professional Ethics, Gender sensitization, SDG 5, SDG 8, SDG 9
3	Supply Chain Management Tourism Management	RJCPGBM401, RJCPGBM402.	SDG 8, SDG 9, SDG 16