

Hindi Vidya Prachar Samiti's Ramniranjan Jhunjhunwala College of Arts, Science & Commerce

SYBCOM-MS Syllabus Semester III & IV



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

**Affiliated to
UNIVERSITY OF MUMBAI**

Syllabus for the S.Y.B.COM (M.S.)

Program: B.COM (M.S.)

Program Code: RJCUBCOMMS

Course Code: Field Project

National Education Policy (NEP 2020)

THE PREAMBLE

Why BCOM MS?

Studying management gives you all the skills you need to deal with employees in a professional and an organized manner. It will also give you the knowledge and confidence you need to direct teams successfully. However, it's important to remember that before you can manage other people, you need to know how to manage yourself. Completing a management degree will help you to learn a range of essential skills such as self-discipline, and organization which you'll also be able to use when managing others in the future.

Why BCOM MS at RJ College?

The B.COMMS department was introduced in the year 1999 and since its inception there is no turning back with lots of innovative methods in grooming the future managers and entrepreneurs. Our strength is our teaching faculties comprising both core and full time faculties with good industry exposure. We not only train the learners in theoretical knowledge but also give them a wide industrial exposure by motivating the students to take up internships and arranging industrial visits for all the three years.

To be more employable and saleable in the job market we take up initiatives to develop the language proficiency of the learners. Students are motivated to participate in various intra collegiate and intercollegiate competitions. Opportunities are provided to make projects and presentations. Emphasis is on following the case study pedagogy for developing the managerial and leadership skills.

The Rotaract Club of RJ College is managed by the B.COMMS department which contributes towards the Personality Development of the students. It also gives them a wide international exposure and extensive networking. The club is also instrumental in making the students more humanitarian, ethical and a good human being through community services.

Our Curriculum, Your Strength

The curriculum is designed in such a way that it helps the students to develop cognizance of the importance of management principles. The curriculum takes the learners not only through the journey of management and leadership functions but also focuses on their moral and ethical development.

The curriculum would evolve the learner to be more innovative and creative in the field of management. It would also give an opportunity to the learners to explore the entrepreneurial avenues.

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PROGRAM OUTCOMES OF GENERAL UNDERGRADUATE DEGREE PROGRAMS

Students of all undergraduate degree programme at the time of graduation will be benefited will be able to

Critical Thinking

Comprehend the matter they come across and be capable to take a sound viewpoint about things which will highlight their intellectual acumen as well as enable them to look at the world through multiple lenses

Effective communication

Listen, speak, read and write. They should communicate properly by conveying their thoughts. They will use technology for communication. They will be able to network with people with all available channels. They will be developing communication skills in English, Hindi and a local language would be an added advantage.

Social Interaction

Respect each other and should be able to resolve conflicts and help in reaching amicable solution. They should be able to work in diverse teams. They should be able to distinguish when and what is socially acceptable.

Responsible citizen

Contribute to Nation development through social service. Being empathetic and sympathetic to fellow beings.

Honesty and Integrity, Ethics

Recognize different values and systems and respect them. In decision making moral values should be given prime importance.

Environmental and Sustainability

Environmental issues would be considered and problem solving with sustainable development would be chosen.

Life Long learning

Enjoy learning in every situation.

Programme Specific Outcome B.Com. (M.S.)

Management skills play a vital role in every individual's life. The course would enable the learners to inculcate academic knowledge and skills to pursue a career in management not only at the domestic level but also at the global level. It also helps the learners to have a better and a broader understanding of businesses with respect to specific areas of Finance, Marketing and Human Resource Management.

Learners will be better equipped towards team work, Time management, Stress Management and also be more creative and innovative. Learners will be trained to be not only business leaders but also entrepreneurs. The curriculum also imbibes courses that would make students more employable and a good human being. The curriculum provides an opportunity to all the learners to choose their area of specialization in terms of Finance, Marketing and Human Resource Management

PSO1 The course would enable the learners to inculcate academic knowledge and skills to pursue a career in management not only at the domestic level but also at the global level.

PSO2 Learners will be better equipped towards team work, Time management, Stress Management and also be more creative and innovative.

PSO3 Learners will be trained to be not only business leaders but also entrepreneurs.

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CREDIT STRUCTURE FOR SEMESTER III

Sr No	Course Code	Subject	Credits	Topic
1	RJFPBCOMMS231	Field Project	2	Guidelines mentioned for project work

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SEMESTER	:	III
TITLE OF THE SUBJECT /COURSE	:	Field Project
COURSE CODE	:	RJFPBCOMMS231
CREDITS	:	2
DURATION (Hours)	:	30

SYB.COM MS	SEMESTER III
RJFPBCOMMS231 Field Project	Course Outcomes: 1. The Field Project course is designed to provide students with practical, hands-on experience in conducting research. 2. Students will engage in independent study, data collection, and analysis to produce a comprehensive report on a chosen topic. 3. The course enhances research skills, critical thinking, and the application of theoretical knowledge to real-world problems.

Course Outcome Number	On completing the course the student will be able to	PSO Addressed	Blooms Level
CO1	Demonstrate the ability to conduct independent research, from conceptualizing a study to completing a final report.	1,2,3,4	1,2,3
CO2	Develop skills in designing questionnaires that effectively gather relevant data for research purposes. Improve time management and organizational skills by adhering to deadlines and maintaining a project logbook.	1,2,3,4	3,4,5,6
CO3	Gain practical experience in data collection, including sampling methods and handling data accurately. Acquire the ability to analyze data using statistical software or manual techniques, interpreting results accurately. Develop competency in writing a comprehensive research report, including introduction, methodology, findings, conclusions, and recommendations. Apply critical thinking to identify issues, analyze data, and propose viable solutions.	1,2,3,4	5,6

Field Project (FP) Guidelines

FP Title

1. A Survey on buying behavior of youth using online food delivery application (Uber eats, swiggy, zomato)
2. A study on senior citizen using digital banking applications (internet banking, gpay, amazon pay, paytm)
3. A study on financial planning among salaried individuals.
4. A study on employee perceptions towards retirement planning.
5. A study on reasons of women leaving workforce. (sample size 100)
6. A study on customer Buying behavior with respect to ecommerce over traditional.
7. A study on consumer buying behavior with respect to organic over regular products.
8. A study on awareness and adoption of Demat accounts amongst youth
9. A study on insurance awareness and buying behavior.
10. A study on preference on utility bills payment through mobile application.
11. A study on employee's perception towards work from home and work from office.
12. A study on use of online aggregator for hotel and airline booking among working people.

Framework / Guidelines

Independent reading & studying	10 Hours
Preparing Questionnaire	05 hours
Data Collection	20 hours
Data Analysis & Preparation of report	20 hours
Presentation/ Viva/Evaluation	05 hours
Total	60 Hours

Mode of Evaluation:

Theoretical Background	10 marks
Questionnaire	10 marks
Project Report	20 marks
Presentation skills	10 marks
Total	50

Note:

1. Students will do their FP under the supervision of mentors allotted to them.
2. Students have to maintain a log book/ register for number of hours contributed.
3. Students need to submit spiral binding of project report.
4. Sample size for data collection for the project is 200 (except for the topic 5).