

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: Major

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.

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.

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.

CREDIT STRUCTURE FOR SEMESTER III

Sr No	Course Code	Subject	Credits	Topics
1	RJMAJBCOMMS231	Start-up Strategy & Venture Development	3	1. Foundations of Entrepreneurship Development 2. Types & Classification of Entrepreneurs 3. Entrepreneur Project Development & Business Plan 4. Venture Development
2	RJMAJBCOMMS232	Business Policy & Strategic Management	3	1. Introduction 2. Strategy Formulation 3. Strategy Implementation 4. Strategy Evaluation & Control
3	RJMAJBCOMMS233	Financial Decision-Making & Performance Analysis	2	1. Introduction to Management Accounting 2. Analysis and Interpretation of Financial Statement 3. Ratio Analysis and Interpretation

CREDIT STRUCTURE FOR SEMESTER IV

Sr. No.	Course Code	Subject	Credits	Topics
1	RJMAJBCOMMS241	Production and Operations Management	03	1. Production Management 2. Materials Management 3. Basics of Productivity & TQM 4. Quality Improvement Strategies & Certifications
2	RJMAJBCOMMS242	Research Methodology for Business	03	1. Introduction to Business Research methods 2. Data collection and Processing 3. Data analysis and Interpretation 4. Advanced techniques in Report Writing
3	RJMAJBCOMMS243	New Product Strategy & Innovation Management	02	1. Introduction 2. Open Innovation and Developing an Innovative Culture 3. Product Development Process and Innovation 4. Strategic Product Management

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SEMESTER	:	III
TITLE OF THE SUBJECT /COURSE	:	Start-up Strategy & Venture Development
COURSE CODE	:	RJMAJB COMMS231
CREDITS	:	3
DURATION (Hours)	:	45

SYB.COM MS RJMAJB COMMS231 Start-up Strategy & Venture Development	SEMESTER III Course Outcomes: 1. Understand the foundations of entrepreneurship development, including the concept, need, and importance of entrepreneurship, and recognize the characteristics and qualities of successful entrepreneurs. 2. Analyze the different theories of entrepreneurship, such as the Innovation Theory by Schumpeter, and understand the external influences on entrepreneurship development. 3. Identify and classify various types of entrepreneurs, including intrapreneurs, women entrepreneurs, and social entrepreneurs, and understand the challenges and opportunities they face. 4. Develop a comprehensive business plan, including idea generation, environmental scanning, SWOT analysis, and critical risk contingencies, to effectively create and manage entrepreneurial ventures.
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Course Outcome Number	On completing the course the student will be able to	PSO Addressed	Blooms Level
CO1	Understand the foundations of entrepreneurship development, including the concept, need, and importance of entrepreneurship, and recognize the characteristics and qualities of successful entrepreneurs.	1,2,3	1,2,3
CO2	Analyze the different theories of entrepreneurship, such as the Innovation Theory by Schumpeter, and understand the external influences on entrepreneurship development.	1,2,3	3,4
CO3	Identify and classify various types of entrepreneurs, including intrapreneurs, women entrepreneurs, and social entrepreneurs, and understand the challenges and opportunities they face.	1,2,3	4,5,6
CO4	Develop a comprehensive business plan, including idea generation, environmental scanning, SWOT analysis, and critical risk contingencies, to effectively create and manage entrepreneurial ventures.	1,2,3	5,6,7

SEMESTER III		L	Cr
Subject: Start-up Strategy & Venture Development	Paper Code: RJMAJBCOMMS231	45	3
UNIT I		15	
Foundations of Entrepreneurship Development			
- Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development, Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities, Characteristics and qualities of entrepreneur - Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating, Theory of High Achievement by McClelland, X-Efficiency Theory by Leibenstein, Theory of Profit by Knight, Theory of Social change by Everett Hagen - External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal. Role of Entrepreneurial culture in Entrepreneurship Development.			
UNIT II		15	
Types & Classification Of Entrepreneurs			
- Intrapreneur –Concept and Development of Intrapreneurship - Women Entrepreneur – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group - Social entrepreneurship–concept, development of Social entrepreneurship in India. Importance and Social responsibility of NGO's. - Entrepreneurial development Program (EDP)– concept, factor influencing EDP. Option available to Entrepreneur. (Ancillarisation, BPO, Franchise, M&A)			
UNIT III		15	
Entrepreneur Project Development, Business Plan & Venture Development			
- Innovation, Invention, Creativity, Business Idea, Opportunities through change. - Idea generation– Sources-Development of product /idea, - Environmental scanning and SWOT analysis - Creating Entrepreneurial Venture-Entrepreneurship Development Cycle - Business Planning Process-The business plan as an Entrepreneurial tool, scope and value of Business plan. - Elements of Business Plan, Objectives, Market and Feasibility Analysis, Marketing, Finance, Organization & Management, Ownership, - Critical Risk Contingencies of the proposal, Scheduling and milestones. - Elements of Business Plan, objectives, market and feasibility analysis, marketing, finance, organisation and management, operations & logistics & SCM			

• Steps involved in starting of Venture • Institutional support to an Entrepreneur • Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects • Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance. • New trends in entrepreneurship • Venture development in start –ups		
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References:

1. Hisrich, R.D., Peters, M.P., & Shepherd, D.A. (2019). Entrepreneurship. McGraw-Hill Education.
2. Kuratko, D.F. (2016). Entrepreneurship: Theory, process, practice. Cengage Learning.
3. Rao, P.S. (2015). Women Entrepreneurship. Excel Books India.
4. Drucker, P.F. (2014). Innovation and Entrepreneurship. Routledge.
5. Dees, J.G., Emerson, J., & Economy, P. (2002). Enterprising Nonprofits: A Toolkit for Social Entrepreneurs. John Wiley & Sons.

SYBCOM-MS Syllabus Semester III & IV

SEMESTER	:	III
TITLE OF THE SUBJECT /COURSE	:	RJMAJBCOMMS232
COURSE CODE	:	Business Policy & Strategic Management
CREDITS	:	3
DURATION (Hours)	:	45

SYB.COM MS	SEMESTER III
RJMAJBCOMMS232 Business Policy & Strategic Management	Course Outcomes: 1. Understand the meaning, nature, and importance of business policy, strategy, and strategic management, along with the concept and importance of Strategic Business Units (SBU's). 2. Analyze the process and levels of strategy, including corporate, business, and functional levels, and understand the concept of strategic intent through mission, vision, goals, and objectives. 3. Formulate strategies based on environmental analysis and scanning, including SWOT analysis, and comprehend various corporate, business, and functional level strategies such as cost leadership, differentiation, and focus. 4. Implement strategies effectively using models of strategy making, and understand the steps and techniques of implementation at different levels (project, process, structural, behavioral, functional). 5. Evaluate and control strategies using strategic evaluation and control techniques, including BCG Matrix, GE 9 Cell, Porter's Five Forces, and 7S Framework, and comprehend the concept of synergy and its evaluation. Understand the elementary concepts of change management.

Course Outcome Number	On completing the course the student will be able to	PSO Addressed	Blooms Level
CO1	Understand the meaning, nature, and importance of business policy, strategy, and strategic management, along with the concept and importance of Strategic Business Units (SBU's).	1,2,3	1,2,3
CO2	Analyze the process and levels of strategy, including corporate, business, and functional levels, and understand the concept of strategic intent through mission, vision, goals, and objectives.	1,2,3	3,4
CO3	Formulate strategies based on environmental analysis and scanning, including SWOT analysis, and comprehend various corporate, business, and functional level strategies such as cost leadership, differentiation, and focus.	1,2,3	4,5,6
CO4	Implement strategies effectively using models of	1,2,3	5,6,7

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	strategy making, and understand the steps and techniques of implementation at different levels (project, process, structural, behavioral, functional).		
CO5	Evaluate and control strategies using strategic evaluation and control techniques, including BCG Matrix, GE 9 Cell, Porter's Five Forces, and 7S Framework, and comprehend the concept of synergy and its evaluation. Understand the elementary concepts of change management.	1,2,3	5,6

SEMESTER III		L	Cr
Subject: Business Policy & Strategic Management	Paper Code: RJMAJBCOMMS232	45	3
UNIT I		15	
Introduction			
• Business Policy-Meaning, Nature, Importance • Strategy-Meaning, Definition • Strategic Management-Meaning, Definition, Importance, Strategic management • Process & Levels of Strategy and Concept and importance of Strategic Business Units (SBU's) • Strategic Intent-Mission, Vision, Goals, Objective, Plans			
UNIT II		15	
Strategy Formulation			
• 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&D, HR, Finance, Marketing, Production)			
UNIT III		15	
Strategic Implementation & strategic Evaluation & Control			
• Models of Strategy making. • Strategic Analysis& Choices &Implementation: BCG Matrix, GE 9Cell, Porter's Forces, 7S Frame Work • Implementation: Meaning, Steps and implementation at Project, Process, Structural , Behavioural ,Functional level. • Strategic Evaluation & Control– Meaning, Steps of Evaluation & Techniques of Control • Synergy: Concept, Types, evaluation of Synergy. Synergy as a Component of • Strategy & its Relevance. • Change Management– Elementary Concept			

References:

1. Thompson Jr., A.A., Peteraf, M.A., Gamble, J.E., & Strickland III, A.J. (2020). Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases. McGraw-Hill Education.
2. Pearce, J.A., & Robinson, R.B. (2017). Strategic Management: Planning for Domestic & Global Competition. McGraw-Hill Education.
3. Porter, M.E. (2008). Competitive Strategy: Techniques for Analyzing Industries and Competitors. Simon and Schuster.
4. Johnson, G., Whittington, R., & Scholes, K. (2017). Exploring Strategy: Text and Cases. Pearson Education.
5. Mintzberg, H., Ahlstrand, B., & Lampel, J. (2008). Strategy Safari: A Guided Tour Through The Wilds of Strategic Management. Simon and Schuster.

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SEMESTER	:	III
TITLE OF THE SUBJECT /COURSE	:	Financial Decision-Making & Performance Analysis
COURSE CODE	:	RJMAJBCOMMS233
CREDITS	:	2
DURATION (Hours)	:	30

SYB.COM MS	SEMESTER III
RJMAJBCOMMS233 Financial Decision-Making & Performance Analysis	Course Outcomes: - Understand the fundamentals, scope, and functions of management accounting and its role in managerial decision-making. - Calculate and classify different types of financial ratios such as liquidity, profitability, solvency, and efficiency ratios. 1. Apply management accounting tools and techniques to support business planning, control, and decision-making processes.

Course Outcome Number	On completing the course the student will be able to	PSO Addressed	Blooms Level
CO1	Understand the purpose and utility of management accounting in business and differentiate it from other accounting types..	1,2,3	1,2,3
CO2	Gain competency in analyzing financial statements and drawing meaningful conclusions about performance.	1,2,3	3,4
CO3	Compute essential ratios and use them for evaluating business performance and making decisions.	1,2,3	4,5,6

SEMESTER III		L	Cr
Subject: Financial Decision-Making & Performance Analysis	Paper Code: RJMAJBCOMMS233	30	2
UNIT I		15	
Introduction to Management Accounting			
• Meaning, scope, and objectives. Comparison: Financial vs Cost vs Management Accounting, Functions and role of the management accountant, Tools of management accounting: • Budgetary control • Marginal costing			
UNIT II		15	
Financial Statement Analysis and Interpretation & Ratio Analysis and Interpretation			
• Nature and components of financial statements, Limitations of financial statements, Techniques of analysis: • Comparative Statements • Common-size Statements • Trend Analysis • Basic interpretation skills using real or sample data • Meaning, classification, and importance of ratios • Liquidity: Current Ratio, Quick Ratio • Profitability: Gross Profit Ratio, Net Profit Ratio, ROCE, ROE • Solvency: Debt-Equity Ratio, Interest Coverage Ratio • Efficiency: Inventory Turnover, Debtors Turnover • DuPont Analysis, Practical interpretation of ratios for decision making			

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SEMESTER	:	IV
TITLE OF THE SUBJECT /COURSE	:	Production and Total Quality Management
COURSE CODE	:	RJMAJBCOMMS241
CREDITS	:	3
DURATION (Hours)	:	45

SYB.COM MS	SEMESTER IV
RJMAJBCOMMS241 Production and Total Quality Management	Course Outcomes: 1. Understand the concept of production management, including its objectives and components, and differentiate between intermittent and continuous production systems. 2. Describe product development, classification, and product design, and explain the importance of plant location, plant layout, and purchase management. 3. Analyze materials management, including its concept, objectives, importance, and various types of material handling systems. 4. Evaluate inventory management techniques such as ABC, VED, FSN, GOLF, XYZ, SOS, HML, and understand the assumptions, limitations, and advantages of Economic Order Quantity (EOQ). 5. Explain the concepts of productivity and Total Quality Management (TQM), including factors affecting quality, the cost of quality, and various quality management philosophies and approaches.

Course Outcome Number	On completing the course the student will be able to	PSO Addressed	Blooms Level
CO1	Understand the concept of production management, including its objectives and components, and differentiate between intermittent and continuous production systems.	1,2,3,4	1,2,3
CO2	Describe product development, classification, and product design, and explain the importance of plant location, plant layout, and purchase management.	1,2,3,4	3,4
CO3	Analyze materials management, including its concept, objectives, importance, and various types of material handling systems.	1,2,3,4	4,5,6
CO4	Evaluate inventory management techniques such as ABC, VED, FSN, GOLF, XYZ, SOS, HML, and understand the assumptions, limitations, and advantages of Economic Order Quantity (EOQ).	1,2,3,4	5,6,7
CO4	Explain the concepts of productivity and Total Quality Management (TQM), including factors affecting quality, the cost of quality, and various quality management philosophies and approaches.	1,2,3,4	4,5,6

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SEMESTER IV		L	Cr
Subject: Production and Total Quality Management	Paper Code: RJMAJBCOMMS241	45	3
UNIT I		15	
Production Management			
• Production Management • Objectives, Components–Manufacturing systems: Intermittent and Continuous Production Systems. • Product Development, Classification and Product Design. • Plant location & Plant layout– Objectives, Principles of good product layout, types of layout. • Importance of purchase management. Concept of Production and Operations, Service Industry, Difference between Tangible and Intangible Products. Reasons for growth of Service Industry. Definitions, Factors affecting Business Systems in brief, Aims of Production System			
UNIT II		15	
Materials Management			
• Materials Management: Concept, Objectives and importance of materials management. Various types of Material Handling Systems • Inventory Management: Importance–Inventory Control Techniques ABC, VED, FSN, GOLF, XYZ, SOS, HML. • EOQ: Assumptions limitations & advantages of Economic Order Quantity, • Simple numerical on EOQ, Lead Time, Reorder Level, Safety Stock.. Material codification and Brief introduction to RFID			
UNIT III		15	
Basics Of Productivity & TQM AND Quality Improvement Strategies & Certifications			
• Basics Of Productivity & TQM: • Concepts of Productivity, modes of calculating productivity. Importance • Of Quality Management, factors affecting quality; TQM– concept and importance, Cost of Quality, Philosophies and Approaches To Quality: Edward Deming, J. Juran, Kaizen, P. Crosby's philosophy. Suggestions Scheme, Learning Curves • Quality Improvement Strategies & Certifications: Lean Thinking, Kepner Tregor Methodology of problem solving, Sigma features, Enablers, Goals, DMAIC/DMADV. TAGUCHI'S QUALITY ENGINEERING, ISO 9000, ISO 1400, QS9000. Malcolm Baldrige National Quality Award(MBNQA), Deming's Application Prize.			

References:

1. Heizer, J., & Render, B. (2016). Operations Management: Sustainability and Supply Chain Management. Pearson Education.
2. Chase, R.B., Jacobs, F.R., & Aquilano, N.J. (2006). Operations Management for Competitive Advantage. McGraw-Hill Education.
3. Buffa, E.S., & Sarin, R.K. (2008). Modern Production/Operations Management. John Wiley & Sons.
4. Oakland, J.S. (2003). Total Quality Management: Text with Cases. Butterworth-Heinemann.
5. Dale, B.G. (2003). Managing Quality. Blackwell Publishing.

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SEMESTER	:	IV
TITLE OF THE SUBJECT /COURSE	:	Research Methodology for Business
COURSE CODE	:	RJMAJBCOMMS242
CREDITS	:	3
DURATION (Hours)	:	45

SYB.COM MS	SEMESTER IV
RJMAJBCOMMS242 Research Methodology for Business	Course Outcomes: 1. Understand the meaning and objectives of business research, and differentiate between types of research including pure, applied, empirical, scientific, social, historical, exploratory, descriptive, and causal research. 2. Define variables and distinguish between qualitative and quantitative research, and explain the stages in the research process. 3. Describe the characteristics of good research, including hypothesis testing and research design, and identify different types of hypotheses and sources. 4. Explain sampling methods, including non-probability sampling (convenient, judgment, quota, snowball) and probability sampling (simple random, stratified, cluster, multi-stage). 5. Discuss data collection methods, including observation, experiments, interviews, surveys, and survey instruments, along with data processing techniques such as editing, coding, and tabulation.

Course Outcome Number	On completing the course the student will be able to	PSO Addressed	Blooms Level
CO1	Understand the meaning and objectives of business research, and differentiate between types of research including pure, applied, empirical, scientific, social, historical, exploratory, descriptive, and causal research.	1,2,3,4	1,2,3
CO2	Define variables and distinguish between qualitative and quantitative research, and explain the stages in the research process.	1,2,3,4	3,4
CO3	Describe the characteristics of good research, including hypothesis testing and research design, and identify different types of hypotheses and sources.	1,2,3,4	4,5,6
CO4	Explain sampling methods, including non-probability sampling (convenient, judgment,	1,2,3,4	5,6,7

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	quota, snowball) and probability sampling (simple random, stratified, cluster, multi-stage).		
CO5	Discuss data collection methods, including observation, experiments, interviews, surveys, and survey instruments, along with data processing techniques such as editing, coding, and tabulation.	1,2,3,4	4,5,6

SEMESTER IV		L	Cr
Subject: Research Methodology for Business	Paper Code: RJMAJB COMMS242	45	3
UNIT I		15	
Introduction to Business Research methods			
• Meaning and objectives of research • Types of research– a)Pure, Basic and Fundamental b) Applied, c)Empirical d) Scientific & Social e)Historical f) Exploratory g) Descriptive h)Causal • Concepts in Research: Variables, Qualitative and Quantitative Research • Stages in research process. • Characteristics of Good Research • Hypothesis-Meaning, Nature, Significance, Types of Hypothesis, Sources. • Research design– Meaning, Definition, Need and Importance, Steps in research design, Essentials of a good research design, Areas / Scope of research design and Types-Descriptive, Exploratory and causal. • Sampling–meaning of sample and sampling, methods of sampling i)Non Probability Sampling– Convenient, Judgment, Quota, Snow ball ii) Probability– Simple Random, Stratified, Cluster, Multi Stage.			
UNIT II		15	
Data collection and Processing			
• 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 interviews -Method, • d) Survey– Telephonic survey, Mail, E-mail, Internet survey, social media, and Media listening. • e) Survey instrument– i) Questionnaire designing. • f) Types of questions– i) structured/ close ended and ii) unstructured/ open ended, iii) Dicotomous, iv) Multiple Choice Questions. • g) Scaling techniques-i) Likert scale, ii) Semantic Differential scale			
UNIT III		15	
Data analysis and Interpretation, Advanced techniques in Report Writing			
• Processing of data– i) Editing- field and office editing, ii)coding– meaning and essentials, iii) tabulation – note • Analysis of data-Meaning, Purpose, types. • Interpretation of data-Essentials, importance and Significance of processing data • Multivariate analysis– concept only • Testing of hypothesis– concept and problems– i)chi square test, ii) Zandt-test (for large and small sample) • Report writing – i) Meaning , importance, functions of reports, essential of a			

good report, content of report , steps in writing a report, types of reports, Footnotes and Bibliography		
• Ethics and research • Objectivity, Confidentiality and anonymity in Research • Plagiarism		

References:

1. Cooper, D.R., & Schindler, P.S. (2016). Business Research Methods. McGraw-Hill Education.
2. Sekaran, U., & Bougie, R. (2016). Research Methods for Business: A Skill-Building Approach. John Wiley & Sons.
3. Saunders, M., Lewis, P., & Thornhill, A. (2019). Research Methods for Business Students. Pearson Education Limited.
4. Bryman, A., & Bell, E. (2015). Business Research Methods. Oxford University Press.
5. Ghauri, P., & Grønhaug, K. (2010). Research Methods in Business Studies: A Practical Guide. Pearson Education.

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SEMESTER	:	IV
TITLE OF THE SUBJECT /COURSE	:	New Product Strategy & Innovation Management
COURSE CODE	:	RJMAJBCOMMS243
CREDITS	:	2
DURATION (Hours)	:	30

SYB.COM MS	SEMESTER IV
RJMAJBCOMMS243 New Product Strategy & Innovation Management	Course Outcomes: 1. Understand the concept of innovation, types, and models of innovation, and the process of innovation. 2. Explain how to create a competitive advantage based on innovation and identify creative methods and approaches used in innovation management. 3. Explain innovation in product development, including integrating customer feedback, market research, and technological advancements. 4. Describe the importance of prototyping and iteration in fostering innovation and reducing time-to-market. 5. Discuss design thinking, its concept, scope, stages, the role of empathy in the design thinking process, and challenges in design thinking.

Course Outcome Number	On completing the course the student will be able to	PSO Addressed	Blooms Level
CO1	Understand the concept of innovation, types, and models of innovation, and the process of innovation.	1,2,3	1,2,3
CO2	Explain how to create a competitive advantage based on innovation and identify creative methods and approaches used in innovation management.	1,2,3	3,4
CO3	Explain innovation in product development, including integrating customer feedback, market research, and technological advancements.	1,2,3	4,5,6
CO4	Describe the importance of prototyping and iteration in fostering innovation and reducing time-to-market.	1,2,3	5,6,7
CO5	Discuss design thinking, its concept, scope, stages, the role of empathy in the design thinking process, and challenges in design thinking.	1,2,3	5,6,7

SEMESTER IV		L	Cr
Subject: New Product Strategy & Innovation Management	Paper Code: RJMAJBCOMMS243	30	2
UNIT I		15	
Introduction & Open Innovation and Developing an Innovative Culture			
• Concept of Innovation, Types and model of Innovation, process of innovation. • Creating a competitive advantage based on innovation • Creative methods and approaches used in innovation management. • Sources of innovation (push, pull, analogies) Product, process, organizational and marketing innovation and their role in business development • Open Innovation as a modern concept, the limits of this method and its benefits for business development • Developing an innovative culture within the Organization and creating entrepreneurs within • Design Thinking – Concept, Scope and stages of Design Thinking. The role of empathy in the design thinking process and the tools that can Challenges in Design Thinking.			
UNIT II		15	
Product Development Process and Innovation & Strategic Product Management			
• Overview of the product development process: idea generation, concept development and testing, design and development, testing and validation, launch and commercialization. • Innovation in product development: integrating customer feedback, market research, and technological advancements into the product development cycle. • Prototyping and iteration: importance of rapid prototyping and iterative development in fostering innovation and reducing time-to-market. • Risk management in product innovation: identifying and mitigating risks associated with new product development, including technical, market, and financial risks. • Strategic alignment: aligning product innovation efforts with overall business goals and objectives. • Market analysis and segmentation: conducting market research to identify customer needs, preferences, and trends, and segmenting the market accordingly. • Product lifecycle management: managing products through their lifecycle, from introduction to decline, and implementing strategies for product extension, revitalization, or discontinuation. • Pricing strategies: determining pricing strategies based on value proposition, competitive analysis, and market dynamics. • Distribution channels and channel management: selecting and managing distribution channels to effectively reach target customers and maximize product sales. • Brand management: building and maintaining a strong brand identity through consistent messaging, positioning, and customer experience. • Performance measurement and optimization: tracking key performance indicators (KPIs) related to product performance, customer satisfaction, and profitability, and optimizing product strategies based on performance data.			

References:

1. Tidd, J., & Bessant, J. (2018). Managing Innovation: Integrating Technological, Market and Organizational Change. John Wiley & Sons.
2. Brown, T. (2009). Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. HarperCollins.
3. Cooper, R. G. (2013). Winning at New Products: Creating Value Through Innovation. Basic Books.
4. Ulrich, K. T., & Eppinger, S. D. (2015). Product Design and Development. McGraw-Hill Education.
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EVALUATION AND ASSESSMENT
EVALUATION METHOD

Internal Assessment

1. **2 Credit Courses:** 20 marks
2. **3 Credit Courses:** 25 Marks
3. **4 Credit Course:** 40 Marks

Mode of Evaluation:

- Presentation (Group wise 10 min each group; criteria for marking: On the basis of Presentation skills, Communication, PPT file, Attire, Report)
- Written (Duration: 30 Min)
- Lab Practical (Duration: 30 Min)
- Assignment (Hand Written/Typed)

Written Question Paper Pattern
Internal Assessment

Marks: 20	Duration: 30 min
Q.1) Explain the following concepts (1 marks each)	(05 Marks)
1. 2. 3. 4. 5.	
Q.2) Explain in one Sentence. (1 marks each)	(05 Marks)
1. 2. 3. 4. 5.	
Q.3) Answer the questions. (Any TWO)	(10 Marks)
1. 2. 3.	

Hindi Vidya Prachar Samiti's Ramniranjan Jhunjhunwala College of Arts, Science & Commerce
SYBCOM-MS Syllabus Semester III & IV

Semester End Exam

Marks: 30

Duration: 1 Hr.

Q.1.A) Answer the question.	OR	(10 Marks)
Q.1.B) Answer the question.		(10 Marks)
Q.2.A) Answer the question.	OR	(10 Marks)
Q.2.B) Answer the question.		(10 Marks)
Q.3.A) Answer the question.	OR	(10 Marks)
Q.3.B) Answer the question.		(10 Marks)

Semester End Exam

Marks: 50

Duration: 1.5 Hrs.

Q.1.A) Answer the question.	OR	(10 Marks)
Q.1.B) Answer the question.		(10 Marks)
Q.2.A) Answer the question.	OR	(10 Marks)
Q.2.B) Answer the question.		(10 Marks)
Q.3.A) Answer the question.	OR	(10 Marks)
Q.3.B) Answer the question.		(10 Marks)
Q.4.A) Answer the question.	OR	(10 Marks)
Q.4.B) Answer the question.		(10 Marks)
Q.5.A) Answer the question.	OR	(10 Marks)
Q.5.B) Answer the question.		(10 Marks)