Hindi Vidya Prachar Samiti's

Ramniranjan Jhunjhunwala College

of Arts, Science & Commerce

(Empowered Autonomous)

Affiliated to
UNIVERSITY OF MUMBAI

Syllabus for the T.Y.B.M.S.

Program: B.M.S.
Program Code: RJCUBMS

Course Code: MAJOR Discipline specific course (DSC)

National Education Policy (NEP 2020)

(Revised and to be implemented from 2025-2026)
(CBCS 2025-2026)

THE PREAMBLE

Why BMS?

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 BMS at RJ College?

The BMS 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 BMS 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. It also paves a path for the students to decide on their area of specialization (Finance, Marketing, and Human Resource Management) in the field of management.

The curriculum would evolve the learner to be more innovative and creative in the field of

management and more importantly the area of specialization that they have chosen. 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.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.

PSO4A (Finance)

The learners enrolled under the Finance specialization will be able to demonstrate an understanding of the overall finance function along with a knowledge in financial management. They would develop skills to apply financial models to make financial decisions.

PSO4B (Marketing)

The learners enrolled under the Marketing specialization will not only gain an in depth knowledge on marketing and innovative marketing strategies but also they would gain a

comprehensive view on E Commerce, Digital marketing, Global Marketing which would help them to drive the business growth. The learners will be in a position to use various marketing tools and also apply marketing theories and frameworks to solve marketing problems. The learners would be able to analyze the internal and external marketing environment and accordingly prioritize the marketing strategies.

PSO4C (Human Resource Management)

The learners under the specialization of Human Resource Management would be in a position to understand the key concepts and practices within the field of Human Resource Management. They would develop competency in areas of problem solving and providing innovative solutions in the fields of HRM. Apart from this the learner will also develop the relevant skills that are required for the application of HR related issues. The learners will be enabled with the potential to integrate the various HR concepts with the domain concept to take correct business decisions.

BMS SUBJECTS

Semester V

Sr No	Course Code	Subject	Credits
1	RJDSCBMS351	Logistics & Supply Chain Management	4
2	RJDSCBMS352	Event Management	4
3A 4A	RJDSEBMS351 RJDSEBMS352	**Finance:** Direct Tax (2) Commodities & Derivatives Market (2)	4
3B 4B	RJDSEBMS353 RJDSEBMS354	**Marketing:** Service Marketing (2) Sales & Distribution (2)	
3C 4C	RJDSEBMS355 RJDSEBMS356	**HRM:** Performance Management & Career Planning (2) HRM in Digital world (2)	
5A	RJMINBMS351 RJMINBMS352	**Finance** Wealth Management (2) Strategic Financial Technology (2)	4
5B	RJMINBMS353 RJMINBMS354	**Marketing** Customer Relationship Management (2) E-Commerce Marketing & Data Base Management (2)	
5C	RJMINBMS355 RJMINBMS356	**HRM** Business Strategy and Strategic HRM (2) Employee Welfare and Benefits Administration (2)	
6	RJVSCBMS351	Research Project Work	4
7	RJCEPBMS351	Community and Service Engagement Programme	2
Total credits			**22**

Semester VI

Sr No	Course Code	Subject	Credits
1	RJDSCBMS361	Operation Research	4
2	RJDSCBMS362	Business Simulation	4
3	RJDSCBMS363	Corporate Communication and Public Relation	2
4A 5A	RJDSEBMS361 RJDSEBMS362	**Finance:** Project Management (2) Risk Management (2)	4
4B 5B	RJDSEBMS363 RJDSEBMS364	**Marketing:** Brand Management (2) International Marketing (2)	
4C 5C	RJDSEBMS365	**HRM:** Leadership Development (2)	

	RJDSEBMS366	Management in Diversity, Inclusion and Equity (2)	
5	RJMINBMS361 RJMINBMS362	**Finance** International Finance(2) Indirect Tax (2)	4
6	RJMINBMS363 RJMINBMS364	**Marketing** Retail Management (2) Media Planning and Management (2)	
7	RJMINBMS365 RJMINBMS366	**HRM** Change Management and Organisational Development (2) HRM in Global Perspective (2)	
9	RJOJTBMS361	On the Job Training	4
Total credits			**22**

DISTRIBUTION OF TOPICS AND CREDITS

T.Y.BMS - MAJOR DSC

Semester V

Courses	Unit wise	Credits	Hrs
RJDSCBMS351 Logistics & Supply Chain Management	1.Overview of Logistics and Supply Chain Management 2.Elements of Logistics Mix 3.Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis 4.Recent Trends in Logistics and Supply Chain Management	4	60
RJDSCBMS352 Event Management:	1. Event production and planning 2. Budgeting and financing an event 3.Logistics for event management 4.Events eco-system (India and Global)	4	60

Semester VI

Courses	Unit wise	Credits	Hrs
RJDSCBMS361 Operational Research	1. Introduction to Operations Research and Linear Programming 2. .Assignment and Transportation Models 3. Network Analysis 4. Job Sequencing and Theory of Games	4	60
RJDSCBMS362 Business Simulation	1. Introduction to Business Simulation and Strategic Thinking 2. Running the Simulation – Functional Decision-Making 3 Performance Analysis and Strategic Review	4	60
RJDSCBMS363 Corporate Communication and Public Relation	1. Foundation of Corporate Communication & Understanding Public Relations 2. Functions & Emerging technology of Corporate Communication and Public Relations	2	30

T.Y.BMS SEMESTER V - MAJOR DSC

SEMESTER	:	V
TITLE OF THE SUBJECT /COURSE	:	Logistics & Supply Chain Management
COURSE CODE	:	RJDSCBMS351
CREDITS	:	4
DURATION (Hours)	:	60

TYBMS	SEMESTER V
RJDSCBMS351 Logistics & Supply Chain Management	**Learning objectives** 1. To provide students with basic understanding of concepts of logistics and supply chain management. 2. To introduce students to the key activities performed by the logistics function. 3. To provide an insight into the nature of supply chain, its functions and supply chain systems. 4. To understand global trends in logistics and supply chain management

Course Outcome Number	On completing the course the student will be able to	PSO Addressed	Blooms Level
CO1	Develop a Comprehensive Understanding of Logistics and Supply Chain Management	1,2,3,4	1,2,3
CO2	Enhance Decision-Making Skills in Logistics and Supply Chain Operations	1,2,3,4	3,4
CO3	Assess and Optimize Logistics Performance and Costing	1,2,3,4	4,5,6
CO4	Adapt to Emerging Trends and Global Logistics Challenge	1,2,3,4	5,6,7

SEMESTER V (THEORY)		L	Cr
Subject: Logistics and Supply Chain Management	**Paper Code:** RJDSCBMS351	60	4
UNIT I		15	
Overview of Logistics and Supply Chain Management			
• **a) Introduction to Logistics Management** Meaning, Basic Concepts of Logistics- Logistical Performance Cycle, Inbound Logistics, In process Logistics, Outbound Logistics, Logistical Competency, Integrated Logistics , Reverse Logistics and Green Logistics Objectives of Logistics, Importance of Logistics, Scope of Logistics, Logistical Functions/Logistic Mix, Changing Logistics Environment • **b) Introduction to Supply Chain Management** Meaning, Objectives, Functions, Participants of Supply Chain, Role of Logistics in Supply Chain, Comparison between Logistics and Supply Chain Management, Channel Management and Channel Integration • **c) Customer Service: Key Element of Logistics** Meaning of Customer Service, Objectives, Elements, Levels of customer service, Rights of Customers • **d) Demand Forecasting** Meaning, Objectives ,Approaches to Forecasting, Forecasting Methods, Forecasting Techniques, (Numerical on Simple Moving Average, Weighted Moving Average)			
UNIT II		15	
Elements of Logistics Mix			
• **a) Transportation** Introduction, Principles and Participants in Transportation, Transport Functionality, Factors Influencing Transportation Decisions, Modes of Transportation- Railways, Roadways, Airways, Waterways, Ropeways, Pipeline, Transportation Infrastructure, Intermodal Transportation • **b) Warehousing** Introduction, Warehouse Functionality, Benefits of Warehousing, Warehouse Operating Principles, Types of Warehouses, Warehousing Strategies, Factors affecting Warehousing • **c) Materials Handling** Meaning, Objectives, Principles of Materials Handling, Systems of Materials Handling, equipment used for Materials Handling, Factors affecting Materials Handling Equipment • **d) Packaging** Introduction, Objectives of Packaging, Functions/Benefits of Packaging,			

Design Considerations in Packaging, Types of Packaging Material, Packaging Costs		
UNIT III	15	
Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis		
• **a) Inventory Management** Meaning, Objectives, Functions, Importance, Techniques of Inventory Management (Numerical - EOQ and Reorder levels) • **b) Logistics Costing** Meaning, Total Cost Approach, Activity Based Costing, Mission Based Costing • **c) Performance Measurement in Supply Chain** Meaning, Objectives of Performance Measurement, Types of Performance Measurement, Dimensions of Performance Measurement, Characteristics of Ideal Measurement System • **d) Logistical Network Analysis** Meaning, Objectives, Importance, Scope, RORO/LASH		
UNIT IV	15	
Recent Trends in Logistics and Supply Chain Management		
• **a) Information Technology in Logistics** Introduction, Objectives, Role of Information Technology in Logistics and Supply Chain Management, Logistical Information System, Principles of Logistical Information System, Types of Logistical Information System, Logistical Information Functionality, Information Technology Infrastructure • **b) Modern Logistics Infrastructure** Golden Quadrilateral, Logistics Parks, Deep Water Ports, Dedicated Freight Corridor, Inland Container Depots/Container Freight Stations, Maritime Logistics, Double Stack Containers/Unit Trains • **c) Logistics Outsourcing** Meaning, Objectives, Benefits/Advantages of Outsourcing, Third Party Logistics Provider, Fourth Party Logistics Provider, Drawbacks of Outsourcing, Selection of Logistics Service Provider, Outsourcing-Value Proposition • **d) Logistics in the Global Environment** Managing the Global Supply Chain, Impact of Globalization on Logistics and Supply Chain Management, Global Logistics Trends, Global Issues and Challenges in Logistics and Supply Chain Management		

SEMESTER	:	V
TITLE OF THE SUBJECT /COURSE	:	Event Management
COURSE CODE	:	RJDSCBMS352
CREDITS	:	4
DURATION (Hours)	:	60

TYBMS	SEMESTER V
Event Management	**Learning objectives** 1. To provide understanding the Fundamentals of Event Production and Planning 2. To Apply Budgeting and Financial Management in Events management 3. To help Manage Logistics and Supply Chain in Event Management 4. To analyze and understand the Event Management Industry at National and Global Levels

Course Outcome Number	On completing the course the student will be able to	PSO Addressed	Blooms Level
CO1	Plan and Execute Events Effectively	1,2,3,4	1,2,3
CO2	Demonstrate Financial Competency in Event Management	1,2,3,4	3,4
CO3	Optimize Logistics and Supply Chain for Events	1,2,3,4	4,5,6
CO4	Understand Industry Trends and Global Event Management Practices	1,2,3,4	5,6,7

SEMESTER V (Theory)		**L**	**Cr**
Subject: Event Management	**Paper Code:** RJDSCBMS352	**60**	**4**
Unit I : Event production and planning		**15**	
Concept designing Theme Light & Sound Fabrication Pre and post production activity in events Challenges in production and planning Challenges in small and big events Types of events with case studies			
Unit II : Budgeting and financing an event		**15**	
Budget, cost analysis Break Even point Cash flow Analysis Balance sheet Profit & Loss Statement			

Financial Control System Financing an event and profit sharing Budget:- low vs high Under Vs Over,		
Unit III : Logistics for event management	**15**	
Logistics for Event handling Procurement ERP Distribution and Supply Chain Logistics planning and execution Challenges in event logistics Remote location and TAT		
Unit IV : Events eco-system (India and Global)	**15**	
Growth of events management activities in India' Prospect and scope Difference in event planning in India and Globally Major industries and event planning in India Difference in Indian and Global event planning and execution Recent developments Future trends		

T.Y.BMS SEMESTER VI - MAJOR DSC

SEMESTER	:	VI
TITLE OF THE SUBJECT /COURSE	:	**Operations Research**
COURSE CODE	:	RJDSCBMS361
CREDITS	:	4
DURATION (Hours)	:	60

TYBMS	SEMESTER VI
Operations Research	**Learning objectives** • Understand Fundamental Concepts of Operations Research • Develop Formulation Skills in Linear Programming • Apply Optimization Techniques to Resource Allocation Problems • Analyze and Manage Projects Using Network Techniques

Course Outcome Number	On completing the course the student will be able to	PSO Addressed	Blooms Level
CO1	Formulate and Solve Linear Programming Problems	1,2,3,4	1,2,3
CO2	Apply Assignment and Transportation Models to Business Scenarios	1,2,3,4	3,4
CO3	Perform Project Scheduling and Crashing using Network Analysis	1,2,3,4	4,5,6
CO4	Compute Optimal Job Schedules for Machines	1,2,3,4	5,6,7

SEMESTER VI (THEORY)		**L**	**Cr**
Subject: Operations Research	**Paper Code:** RJDSCBMS361		4
UNIT I		15	
Introduction to Operations Research and Linear Programming			

• **a) Introduction To Operations Research:**
Operations Research - Definition, Characteristics of OR, OR Techniques, Areas of Application, Limitations of OR.
b) Linear Programming Problems:
  • Steps in Solving LP Problems
  • LPP Formulation (Decision Variables, Objective Function, Constraints, Non Negativity Constraints)
• **c) Linear Programming Problems:** Graphical Method
  • Maximization & Minimization Type Problems. (Max. Z & Min. Z)
  • Two Decision Variables and Maximum Three Constraints Problem
  • Constraints can be "less than or equal to", "greater than or equal to" or a combination of both the types i.e. mixed constraints.
  • Concepts: Feasible Region of Solution, Unbounded Solution, Redundant Constraint, Infeasible Solution, Alternative Optima.
• **d) Linear Programming Problems:** Simplex Method
  • Only Maximization Type Problems. (Only Max. Z). No Minimization			

problems. (No Min. Z) Numericals on Degeneracy in Maximization Simplex Problems. • Two or Three Decision Variables and Maximum Three Constraints Problem. (Up to Maximum Two Iterations) • All Constraints to be "less than or equal to" Constraints. ("Greater than		
or Equal to" Constraints not included.) • Concepts : Slack Variables, Surplus Variables, Artificial Variables, Duality, Product Mix and Profit, Feasible and Infeasible Solution, Unique or Alternate Optimal Solution, Degeneracy, Non Degenerate, Shadow Prices of Resources, Scarce and Abundant Resources, Utilized and Unutilized Capacity of Resources, Percentage Utilization of Resources, Decision for Introduction of a New Product. • **Note:** • 1. Surplus Variable, Artificial Variable and Duality to be covered only at Conceptual level for Theory Questions only and not included in Numerical. • 2. Sensitivity Analysis including Profit Range and Capacity Range is not included.		
UNIT II	15	
Assignment and Transportation Models		
• **a) Assignment Problem** – Hungarian Method • Maximization & Minimization Type Problems. • Balanced and Unbalanced Problems. • Prohibited Assignment Problems, Unique or Multiple Optimal Solutions. • Simple Formulation of Assignment Problems. • Maximum 5 x 5 Matrix. Up to Maximum Two Iterations after Row and Column Minimization. • **Note:** • Travelling Salesman Assignment Problem is not included.		
• **b) Transportation Problems:** • Maximization & Minimization Type Problems. • Balanced and Unbalanced problems. • Prohibited Transportation Problems, Unique or Multiple Optimal Solutions. • Simple Formulation of Transportation Problems. • Initial Feasible Solution (IFS) by: ▪ North West Corner Rule (NWCR) ▪ Least Cost Method (LCM) ▪ Vogel's Approximation Method (VAM) • Maximum 5 x 5 Transportation Matrix. • Finding Optimal Solution by Modified Distribution (MODI) Method. (u, v and Δ) • Maximum Two Iterations (i.e. Maximum Two Loops) after IFS. • **Note:** • 1. Production Scheduling Problem is not included. • 2. Time Minimization Problem is not included. 3. Degeneracy Concept to be covered only at Conceptual Level. Not to be		

included in Numerical.		
UNIT III	15	
Network Analysis		

• **a) Critical Path Method (CPM):**
  • Concepts: Activity, Event, Network Diagram, Merge Event, Burst Event, Concurrent and Burst Activity,
  • Construction of a Network Diagram. Node Relationship and Precedence Relationship.
  • Principles of Constructing Network Diagram.
  • Use of Dummy Activity
  • Numerical Consisting of Maximum Ten (10) Activities.
  • Critical Path, Sub-critical Path, Critical and Non-critical Activities, Project Completion Time.
  • Forward Pass and Backward Pass Methods.
  • Calculation of EST, EFT, LST, LFT, Head Event Slack, Tail Event Slack, Total Float, Free Float, Independent Float and Interfering Float
• **b) Project Crashing:**
  • Meaning of Project Crashing.
  • Concepts: Normal Time, Normal Cost, Crash Time, Crash Cost of Activities. Cost Slope of an Activity.
  • Costs involved in Project Crashing: Numericals with Direct, Indirect, Penalty, crash cost and Total Costs.
  • Time – Cost Trade off in Project Crashing.
Optimal (Minimum) Project Cost and Optimal Project Completion Time.		

• Process of Project Crashing. • Numerical Consisting of Maximum Ten (10) Activities. • Numerical based on Maximum Four (04) Iterations of Crashing • **c) Program Evaluation and Review Technique (PERT):** • Three Time Estimates of PERT: Optimistic Time (a), Most Likely Time (m) and Pessimistic Time (b). • Expected Time (te) of an Activity Using Three Time Estimates. • Difference between CPM and PERT. • Numerical Consisting of Maximum Ten (10) Activities. • Construction of PERT Network using tevalues of all Activities. • Mean (Expected) Project Completion Time. • Standard Deviation and Variance of Activities. • Project Variance and Project Standard Deviation. • 'Prob. Z' Formula. • Standard Normal Probability Table. Calculation of Probability from the Probability Table using 'Z' Value and Simple Questions related to PERT Technique. • Meaning, Objectives, Importance, Scope, RORO/LASH		
UNIT IV	15	
Job Sequencing and Theory of Games		
• a) Job Sequencing Problem • Processing Maximum 9 Jobs through Two Machines only. • Processing Maximum 6 Jobs through Three Machines only. • Calculations of Idle Time, Elapsed Time etc. • b) Theory of Games • Introduction • Terminology of Game Theory: Players, Strategies, Play, Payoff, Payoff matrix, Maximin, Maximax, Saddle Point. • Types of Games. • Numericals based on: • Two Person Zero Sum Games including strictly determinable and Fair Game - Pure Strategy Games (Saddle Point available). Principles of Dominance method.		

SEMESTER	:	VI
TITLE OF THE SUBJECT /COURSE	:	Business Simulation
COURSE CODE	:	RJDSCBMS362
CREDITS	:	4
DURATION (Hours)	:	60

TYBMS	SEMESTER VI
Business Simulation	**Learning objectives** 1. To provide students with a hands-on understanding of business decision-making in dynamic and competitive environments using simulation tools. 2. To help students integrate knowledge from key functional areas (marketing, finance, operations, HR) and apply them to solve real-time business problems. **3.** To enable students to analyze data, forecast results, and make strategic decisions while understanding the consequences of those decisions in a risk-free virtual environment.

Course Outcome Number	On completing the course the student will be able to	PSO Addressed	Blooms Level
CO1	To develop students' strategic thinking, analytical reasoning, and team collaboration skills through simulated business scenarios.	1,2,3,4	1,2,3
CO2	To simulate real-world business environments that allow students to experience market dynamics, competitor responses, and internal organizational challenges.	1,2,3,4	3,4
CO3	To improve students' problem-solving and decision-making abilities by encouraging experimentation, reflection, and adaptive strategies in a controlled setting.	1,2,3,4	4,5,6

As part of experiential Learning and managerial skill development, students will participate in a **Business Simulation Game** using a particular licensed simulation platform. This activity is designed to simulate real-world business decision-making in a competitive market environment.

Team Formation:

1. The class will be **divided into teams**.
2. **Each team will represent a company**, operating in the same industry.
3. Team members will collaborate and take collective decisions for their company.

Role & Responsibilities:

1. Each team will act as the **executive management** of their company.
2. Students will be responsible for making strategic decisions in the following functional areas:
    a. **Marketing** – Pricing, Promotion, Market Selection, Customer Targeting
    b. **Production** – Capacity Planning, Inventory Management, Efficiency Decisions
    c. **Finance** – Budget Allocation, Cost Control, Profit Maximization

d. **Team Leadership** – Task Delegation, Conflict Management, Communication

Simulation Details:

1. The simulation will take place over multiple rounds (as decided by the faculty).
2. Each round will represent a business quarter or year.
3. Teams will analyze performance reports and competitor strategies before making decisions.

Evaluation Criteria:

1. **Team Performance in Simulation (60%)**

    a. Ranking based on overall performance (profitability, market share, customer satisfaction, etc.)
    b. Consistency and sustainability of decisions over all rounds

2. **Leadership & Managerial Skills (40%)**

    a. Role clarity and active participation
    b. Decision-making logic and adaptability
    c. Conflict resolution and team coordination
    d. Presentation of strategy (if applicable)

Note:

This simulation is not just a game but a realistic Learning experience that aims to enhance your strategic thinking, teamwork, and business acumen. Use it as a platform to demonstrate your understanding of integrated management functions.

SEMESTER	:	VI
TITLE OF THE SUBJECT /COURSE	:	Corporate Communication & Public Relation
COURSE CODE	:	RJDSCBMS363
CREDITS	:	2
DURATION (Hours)	:	30

TYBMS	SEMESTER VI
Corporate Communication & Public Relation	**Learning Objectives** 1. To understand the role of Public relations 2. To describe the functions of corporate communication and public relations 3. Describe the emerging technology in CCPR 4. Evaluate the new trends in CCPR

Course Outcome Number	On completing the course the student will be able to	PSO Addressed	Blooms Level
CO1	To learn the foundation of CCPR	1,2,3,4	1,2,3
CO2	To analyses the understanding of CCPR	1,2,3,4	3,4
CO3	To determine the functions of CCPR	1,2,3,4	4,5,6
CO4	To identify the emerging technology & trends in CCPR	1,2,3,4	5,6,7

SEMESTER VI (THEORY)		**L**	**Cr**
Subject: Corporate Communication & Public Relations	**Paper Code: RJDSCBMS363**	30	2
UNIT I		15	
Foundation of Corporate Communication & Understanding Public Relations			
• Corporate Communication: Scope and Relevance, Keys concept in Corporate Communication, Ethics and Law in Corporate Communication Importance of Ethics in Corporate Communication, Corporate Communication and Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Digital Piracy, RTI,Public Relation, Theories used in Public Relations			
UNIT II		15	
Functions & Emerging technology of Corporate Communication and Public Relations			

• Media Relations, Employee Communication, Crisis Communication, Financial Communication. • Contribution of Technology to Corporate Communication, Information Technology in Corporate Communication, Corporate Blogging		

Reference Books	
Course Code & Title	**Suggested Books**
RJDSCBMS351 Logistics & Supply Chain Management	Chopra, Sunil & Meindl, Peter (Indian Adaptation by Kalra, D.V.) – *Supply Chain Management: Strategy, Planning & Operation* (Pearson India). Gopal, C. & Banerjee, Manjeshwar – *Logistics Management and Supply Chain Management* (PHI).
RJDSCBMS352 Event Management	Gaur, Sanjay Singh & Saggere, S.V. – *Event Marketing and Management* (Vikas Publishing). Shone, A. (Indian Adaptation by Parth Shah) – *Successful Event Management* (Cengage India).
RJDSCBMS361 Operational Research	Sharma, J.K. – *Operations Research: Theory and Applications* (Macmillan India). Taha, Hamdy A. (Indian Adaptation by Kanti Swarup) – *Operations Research* (Pearson India).
RJDSCBMS362 Business Simulation	Dixit, M.R. – *Strategic Management: Text and Cases* (McGraw Hill India, with simulation cases). Pathak, H.K. – *Business Policy and Strategic Simulation* (Himalaya Publishing).
RJDSCBMS363 Corporate Communication & Public Relations	Kaul, Asha – *Business Communication* (Prentice Hall India). Sardana, C.K. – *Public Relations: Theory and Practice* (Jaico Publishing).

EVALUATION AND ASSESSMENT
EVALUATION METHOD

Internal Assessment

1. Major Courses (4 Credits): 40 Marks; Major Courses (2 Credits): 40 Marks & all other Courses (2 Credits) except Co-Curricular Course: 20 Marks

2. **Mode of Evaluation:**
   - Presentation (Group wise 8 to 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)
   - Classroom based Practical
   - Assignment (Hand Written/Typed)

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 2 out of 3 **OR** Any 1 out of 2)	(10 Marks)
1. 2. 3.	

Semester End Exam

Marks: 30	**Duration: 1 Hr**
Q.1) Answer the question.	(10 Marks)
OR	
Q.1) Answer the question.	(10 Marks)
Q.2) Answer the question.	(10 Marks)
OR	
Q.2) Answer the question.	(10 Marks)
Q.3) Answer the question.	(10 Marks)
OR	

Q.3) Answer the question.	(10 Marks)

Semester End Exam

Marks: 60	**Duration: 2 Hrs**
Q.1) Answer the question.	(10 Marks)
OR	
Q.1) Answer the question.	(10 Marks)
Q.2) Answer the question.	(10 Marks)
OR	
Q.2) Answer the question.	(10 Marks)
Q.3) Answer the question.	(10 Marks)
OR	
Q.3) Answer the question.	(10 Marks)
Q.4) Answer the question.	(10 Marks)
OR	
Q.4) Answer the question.	(10 Marks)
Q.5) Answer the question.	(10 Marks)
OR	
Q.5) Answer the question.	(10 Marks)
Q.6) Case Study	(10 Marks)

RULES AND REGULATIONS REGARDING ASSESSMENT AND EVALUATION

FOR FY UNDER NEP FROM A.Y. 2023-2024 ONWARDS-

1. A learner appearing for first year examination under NEP will have **maximum of 22 credits** and examinations will be of **maximum 550 marks.**

2. Courses having **2 credits, 3 credits and 4 credits** will have examinations of **50, 75, 100 marks** respectively.

3. With regard to Major Course, Minor Course and OEC:

Continuous evaluation of 40-60 adopted under autonomy (2018) shall continue for all the courses; for the courses with 2 credits and 50 marks, Internal is of 20 marks (only one IA) and External 30 marks (SEE); while the courses with 3 credits and 75 marks, it is 25 marks (only one IA) and 50 marks (SEE). In case of courses of 100 marks, the break up of marks will be 40 marks (IA) and 60 marks (SEE).

4. With regard to IKS, VSEC (VSC and SEC), AEC, VEC:

These will be of 2 Credits each and of 50 marks. Continuous evaluation of 40-60 wherein Internal is of 20 marks and SEE of 30 marks or Only one SEE of 50 marks or continuous evaluation of more than one test by the respective coordinating department or as directed by the EC.

5. With regard to CC:

Vertical of CC shall also be more like a **continuous evaluation** where a student will be awarded marks on the basis of **his / her participation in the co-curricular activities of the department / other departments / associations / extension activities / intercollegiate events and Jeevan Kaushal**. A workbook will be provided to a student to keep a record of his / her participation and will be duly signed by the concerned teachers.

6. Duration of examinations:

a. An IA exam of 20/25 marks shall be of duration of 30 minutes.
b. An SEE exam of 30 marks (offline) shall be of duration of 1 hour.
c. An SEE exam of 50 marks (offline) shall be of duration of 1 ½ hour.
d. An SEE exam of 50 marks (online MCQ) shall be of 60 minutes.
e. An SEE exam of 60 marks (offline) shall be of duration of 2 hours.

7. There shall be **combined passing of Internals and SEE** in a given paper with a **minimum passing percentage of 40.**

8. **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.

9. 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.

10. There shall be no Additional Examinations for any of the Semesters except for the Semester V wherein one chance of credit improvement in Semester V shall be given before the Learner appears for the final Semester VI Examination.

11. A learner appearing for first year exam under NEP shall have examination of maximum **550 marks** to which effect **ATKT** is allowed for **maximum of 200 marks** corresponding to **failing in 3 / 4 courses** but must have passed in at least one Theory course of Major / Minor.

FOR SY AND TY-

12. For the SY (2023-2024) and TY (2023-2024 and 2024-2025) programs, 40 – 60 pattern of continuous evaluation continues. However, Internal 40% as 20 + 20 is revised from AY 2023-24 as 15 + 25 wherein, 15 marks of assignment and 25 marks of MCQs or any other mode of evaluation as decided by the respective department shall be implemented. Rest of the Rules and Regulations continues as earlier.

13. Ordinances **5042A, 5043A & 5044A, 5045A, 5046A, 5048A&B, 5049A, 5050A** and **0.229A** adopted under autonomy are to accepted as its under NEP. (Next Page)

ORDINANCES ADOPTED ON EXAMIANTIONS CONDUCTED UNDER AUTONOMY

ORDINANCE NUMBER	MATTER OF REFERENCE
5042A	**Grace Marks for passing in each head of passing** (Theory/ Practical/ Oral/ Sessional)
5043A, 5044A	**Grace marks for getting higher Class/ Grade (Grade Jump)**
5045A	**Condonation**
5046A	**Moderation**
5048A&B	**Amendments of Results** (Due to errors, Due to fraud, malpractices etc.)
5049A	**Appointment of paper setters, Examiners, Senior supervisors and conduct of examination etc.**
5050A	**Ordinance regarding Unfair means resorted to by the Student**

0.229A	Benefit of 10 marks under NSS/ NCC/ LLLS/ SPORTS

Explanation:

Ordinance 5042A: *the benefit of gracing of marks under the ordinance shall be applicable only if the candidate passes the entire examination of semester/year.*

Ordinance 5043A, 44A: *the benefit of gracing of marks under the ordinance shall be applicable only if the candidate passes in all the subjects and heads of the examination without the benefit of either gracing or condonation rules and shall be given for maximum of 1% of the aggregate marks of the examination or up to 10 marks, whichever is less.*

Ordinance 5045A: *the benefit of gracing of marks under the ordinance shall be applicable only if the candidate fails in only one head of passing and his/her deficiency of marks in such head of passing may be condoned by not more than 1% of the aggregate marks of the examination or 10% of the total number of marks of that head of passing in which he/she is failing, whichever is less.*
Condonation of deficiency of marks be shown in the statement of marks in the form of asterisk and Ordinance number.

Ordinance 5046A: *the ordinance shall be applicable as per the detailed scheme of moderation released by the University of Mumbai via its adaptation in totality.*
Where marks awarded by the moderator vary from those awarded by original examiner, the marks awarded by the moderators shall be taken as final.

Ordinance 5048A&B: *section (A) of the ordinance is applicable to the case where it is found that the result of an examination has been affected by errors, the Controller of Examination shall have power to amend such result provided the errors are reported/ detected within 6 months from the date of declaration.*
Error means –

(a) Error in computer/ data entry, printing or programming and the like.
(b) Clerical error, manual or machine in totalling or entering of marks on mark list/ register.
(c) Error due to negligence or oversight of examiner or any other person connected with evaluation, moderation and result preparation.

Section (B) of the ordinance is applicable in any case where the result of an examination has been ascertained and published and it is found that such result has been affected by any malpractices, fraud or any other improper conduct whereby an examinee has benefited and that such examinee has been party of privy to or connived at such malpractice, fraud or improper conduct.

Ordinance 5049A: *the ordinance shall be applicable as per the guidelines of University of Mumbai.*

Ordinance 5050A: *the convener of the Unfair means committee shall take appropriate disciplinary action against the student/s using, attempting to use, instigating or allowing to use unfair means at the examination applying the ordinance as per the guidelines of University of Mumbai.*

Ordinance 0.229A: *the ordinance shall be applicable to the candidate for his/her satisfactory completion of NSS/NCC/DLLE/SPORTS. Benefit of 10 marks be shown in the Statement of Marks in the form of hashtag and Ordinance number.*

Teaching Learning Process

The teaching learning process in the learning outcomes based curriculum framework in the subject of Management Studies is designed to develop the cognitive skills of every learner. The course offers the requisite skills for a professions and jobs in all areas of management. All courses have Case studies as an integral part which promotes the learner to acquire the requisite skills for employment by learning real life problem solving skill.

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

Some of the salient teaching learning processes are

- ✓ Class lectures
- ✓ Presentations
- ✓ Group Discussion, workshops
- ✓ Case Study pedagogy
- ✓ Peer teaching and learning
- ✓ Project based learning, quiz, seminars, exhibitions, posters.
- ✓ Research Based Projects
- ✓ Technology enabled self-learning
- ✓ Internships
- ✓ LMS (Google Classroom)

The effective teaching strategies would address the requirements of leaner 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.

Mapping of Curriculum

Semester V

Courses	Unit wise	Relevance to Employability/ Entrepreneurship/Skill Development	Relevance to Local, Regional, National and Global Development Needs	Relevance to SDG
RJDSCBMS351 Logistics & Supply Chain Management	1.Overview of Logistics and Supply Chain Management 2.Elements of Logistics Mix 3.Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis 4.Recent Trends in Logistics and Supply Chain Management	Builds employability in logistics, warehousing, supply chain jobs; skills in operations optimization; entrepreneurship in transport and warehousing.	Supports "Make in India" initiatives, export competitiveness, e-commerce delivery systems, global trade efficiency.	SDG 8 (Decent Work & Economic Growth), SDG 9 (Industry, Innovation & Infrastructure), SDG 12 (Responsible Consumption & Production).
RJDSCBMS352 Event Management:	1. Event production and planning 2. Budgeting and financing an event 3.Logistics for event management 4.Events eco-system (India and Global)	Employability in event firms, entertainment, MICE industry; entrepreneurial opportunities in event start-ups; budgeting and coordination skills.	Enhances cultural, corporate, and tourism sectors regionally and globally; boosts hospitality and local economies.	SDG 8, SDG 11 (Sustainable Cities & Communities), SDG 17 (Partnerships).

Semester VI

Courses	Unit wise	Relevance to Employability/ Entrepreneurship/Skill Development	Relevance to Local, Regional, National and Global Development Needs	Relevance to SDG
RJDSCBMS361 Operational Research	1. Introduction to Operations Research and Linear Programming 2. .Assignment and Transportation Models 3. Network Analysis 4. Job Sequencing and Theory of Games	Builds analytical, quantitative, and decision-making skills; employability in operations, analytics, consulting; entrepreneurship in optimization-based solutions.	Helps industries, logistics, and service providers in efficiency and productivity; supports national competitiveness in operations.	SDG 8 (Decent Work & Economic Growth), SDG 9 (Industry, Innovation & Infrastructure).
RJDSCBMS362 Business Simulation	1. Introduction to Business Simulation and Strategic Thinking 2. Running the Simulation – Functional Decision-Making	Skill development in strategy, decision-making, teamwork;	Enhances managerial readiness for competitive global markets; strengthens	SDG 4 (Quality Education), SDG 8.

	3. 3 Performance Analysis and Strategic Review	employability in management roles; entrepreneurship through business problem-solving.	national entrepreneurship ecosystem.	
RJDSCBMS363 Corporate Communication and Public Relation	1. Foundation of Corporate Communication & Understanding Public Relations 2. Functions & Emerging technology of Corporate Communication and Public Relations	Employability in corporate communication, PR firms, digital media; entrepreneurial opportunities in PR consultancy; skills in media relations.	Supports corporate transparency, digital communication, global branding.	SDG 9, SDG 16 (Peace, Justice & Strong Institutions).