

SEMESTER V		
COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC EJML 1B508	MEDIA LAWS and ETHICS	
COURSE OUTCOME:		
1. To help students understand the laws that impact the media 2. To develop an understanding of the ethical responsibilities of the media 3. To help students appreciate the challenges of fake news and misinformation in a new changing ecosystem of news and information.		
MODULE	DETAILS	LECTURES
1	Laws relating to media freedom: provisions, status and case studies	08
6.	Article 19 (1) (a) of Indian Constitution	01
7.	Article 19.2	01
8.	Defamation –sections 499,500	02
9.	Contempt of Courts Act 1971	02
10.	Public Order – sections 153 AandB,295A,505	02
2	Provisions in the Act, challenges in its implementation, case studies	12
1.	Sedition (IPC124A), Obscenity (IPC292,293)	03
2.	Contempt of Parliament	02
3.	Official Secrets Act	03
4.	Whistleblowers Protection Act	02
5.	Press and Registration of Books Act	02
3	Provisions in the Act, challenges in its implementation, case studies	10
1.	Right to Information Act	03
2.	Information Technology Act	06
3.	Right to Privacy and its violation by media	02
4.	Indian Evidence Act and its relevance for the media	02
5.	The Copyright Act, the application of copyright, fair us, the incentive theory of copyright, damages and penalties	03
4	Media Ethics	08
1.	Why ethics is important? Social responsibility of media	01
2.	Core principles of journalism: Accuracy, Independence, Fairness, Confidentiality, Humanity, Accountability, Transparency	01
3.	Confidentiality and Public Interest ,Conflict of interest,	02
4.	Ethics and sting operation	02
5.	Emergence of Alternative News Portals (e g: Alt News)	02
5	Self –Regulation and Fake news	10
1.	Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation	02
2.	Press Ombudsman: Readers’ Editor- its significance. Regulatory practices in Developed Democratic Countries	02
3.	Role of journalist to combat digital fuelling of disinformation, misinformation and mal information,	02
4.	Is transparency the new objectivity? Sieving propaganda from new.	02
5.	Sourcing and Verifying News; Ethical journalism the weapon to combat information disorder.	02



COMPULSORY 02

PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	INVESTIGATIVE JOURNALISM
COURSE CODE	BAMMC DRG-502
PAPER	DRG (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC DRG-502	INVESTIGATIVE JOURNALISM

COURSE OUTCOME

1. Understand the role of investigative reporting in modern journalism
2. To learn to conduct investigative research in an ethical manner.
3. To create and write excellent investigative stories for media.
4. To acquire advanced investigative journalistic skills
5. Learner will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources.

MODULE	TOPICS	DETAILS	LECTURES
	CAREERS and OPPORTUNITIES IN INVESTIGATIVE JOURNALISM		
I	INTRODUCTION TO INVESTIGATIVE JOURNALISM	<ul style="list-style-type: none"> • Who is an Investigative Reporter, Role of an Investigative Reporter • Qualities and essentials for becoming an investigative journalist, career and opportunities • Centre for Investigative Journalism (CIJ) • Ethical/unethical use of sting operations 	10
		DATA COLLECTION	
II	SOURCES	<ul style="list-style-type: none"> • Records and the Confidentiality of Source • Issues of contempt, defamation • Right to Privacy and Official Secrets Act • What is evidence? • Case Study: Panama Papers and Watergate Scandal 	10
		DESIGNING THE STORY	
III	FINDING and WRITING YOUR STORY	<ul style="list-style-type: none"> • Observation • Planning techniques • Cultivating sources • Developing the project 	10



Media Sport: edited by Lawrence A. Wenner, London and New York

BOS SYLLABUS COMMITTEE MEMBERS
 Prof. Gajendra Deoda (Convener)
 Mr. Mahesh Patil (Subject Expert)
 Miss. Amruta Bane (Subject Expert)

06	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	CRIME REPORTING
COURSE CODE	BAMMC EJCR 2B 606
PAPER	6 DSE 2B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJCR 2B 606	CRIME REPORTING

Course objectives

Indian Journalism has progressed significantly. Despite the fact that print media is still at the bleeding edge of remarkable work in Indian news coverage there are sure faces in the advanced media that motivate you to take up news-casting. Their trustworthiness, coarseness, and determination are characteristics that make them few of the best Indian writers over the most recent few decades. Composing or covering news isn't as simple an accomplishment as we might suspect it might be. There is a great deal of elements included while covering a news piece, either in print or advanced. In any case, there are sure identities in the Indian news coverage world that cross all deterrents and hindrances and think of an approach to convey the news to India and the remainder of the world with most extreme trustworthiness. Students will learn the art of covering news as well as have a thorough learning of criminal journalism in this subject,

UNIT	TOPIC	LECTURES
I	<p>➤ The ethics of crime and justice coverage:</p> <ul style="list-style-type: none"> Fairness and objectivity, sensationalism and integrity conflicts of interest Interesting versus important. Balancing justice: justice to victim and the accused No assumption of guilt or innocence. 	10
II	<p>➤ Law enforcement machinery:</p> <ul style="list-style-type: none"> Structure and hierarchy. Different entities: police, ATS, SBI, CID, SID, SRPF, Para-military forces, Rapid Action Force etc. <p>➤ Understanding the Police system :</p> <ul style="list-style-type: none"> Introduction to IPC Important sections of IPC. <p>Terminology and jargon, procedures of registering a crime. Prisons and jails.</p> <p>➤ Sensitive law and order situation:</p>	10



5. Case studies	<p>Ethical Issues in reporting/ Credibility of Reporters.</p> <p>Follow-up Story Yellow Journalism and its comparison with other forms. Rafale scam Agusta westland case PNB scam (Nirav modi) National Herald Panama case Bofors scam Watergate scam</p> <p>The Case studies are to be studied in the light of coverage done by reporters. The tools and techniques learnt in earlier sections from 1 to 11 should be applied in studying these.</p>	10
Internal Assignments		
Suggestions :	<p>There should be uniformity in the yardsticks for internal assessment of Reporting and emphasis should be on the field work/assignments rather than just objective questions. The coverage of the original news-stories, even in mock environment, be given priority. The knowledge of basic beats can be tested through the application.</p>	

REFERENCES:

1. Aggarwal. VirBala, Essentials of practical journalism. (2006) Concept publishing Company, New Delhi.
2. Brunus, Lynette Sheridan, Understanding Journalism, (2002) Vistaar Publications. New Delhi.
3. Lawrence, Alders Lorenz and JhonVivan, News Reporting and Writing (2006) Pearson Education, New Delhi.
4. Pant N.C. and Jitenderkumar, Dimensions of Modern Journalism. (1995) Kanishka Publishers, New Delhi.
5. Verma. M.K, News.

BOS SYLLABUS SUB-COMMITTEE MEMBERS

Prof. Gajendra Deoda (Convener)
Prof. Santosh Gore (Industry Expert)
Prof. Amruta Bane (Subject Expert)



5	Media Ethics and Social Responsibility	09
	1. Why Ethics	01
	2. Ethical responsibility of journalist	02
	3. Fake News	02
	3. Ethical responsibility of advertisers	02
	6. Stereotyping	02
		48

Total Lectures

Syllabus Sub-Committee

1. Prof. Renu Nauriyal (Convener)
2. Prof. Mithun M Pillai (Subject Expert)
3. Prof. Bhushan M Shinde (Subject Expert)

25 Marks

Internal exercise:

The objective of internal exercise is generate interest and awareness about new issues relating to media laws and media responsibility


Sr. no.	Project/Assignment	Reason/Justification
1. Field work	Group presentation based on field visit eg. visit to court	Exposure to the real world of law and challenges of team work
2. Group discussion	On current issues relating to media law	This would demand clarity of perception and expression
3. Test	Based on the syllabus	To test the knowledge about the topics covered.

References:

1. Basu, D.D. (2005). Press Laws, Prentice Hall.
2. Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication.
3. Thakurta, P.G. (2009). Media Ethics, Oxford University Press.
4. Duggal, P. (2002). Cyber law in India, Saakshar Law Publications
5. P. B. Sawant and P.K. Bandhopadhyaya- Advertising Laws and Ethics – Universal Law Publishing Co
6. Media Laws: By Dr S R Myneni, Asian Law



SEMESTER VI			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC EJC12B601		CONTEMPORARY ISSUES	
COURSE OUTCOME			
<ul style="list-style-type: none">To stress the importance of social economic political aspects of the society as a media professional.To understand the role of media as a strategy to create awareness on various issues and mobilise to bring social progress.			
MODULE	TOPICS	DETAILS	LECTURES
		SOCIAL MOVEMENTS	
I	SOCIAL MOVEMENTS AND PROGRESS FOR SOCIETY	<ul style="list-style-type: none">Define Social Movements, Elements, Types and Stages of Social Movements.Social Movements with reference to Tribal, Women, Farmers, Untouchability, Cultural, Environmental (with special reference to "Swatch Bharat Abhiyaan")Developmental issues- displacement and rehabilitation.	(12)
		GROWTH AND DEVELOPMENT	
II	ECONOMIC GROWTH AND DEVELOPMENT	<ul style="list-style-type: none">Economic issues in India.Industry and Economic Growth – Factors, challenges, industrial robots and employment,Agriculture and economic development- Factors, challenges and measures.New age skills – Make in India, trends and challenges.Entrepreneurship and its relevance.Tourism-trends and challengesRegional aspects- Role of MIDC in economic development of Maharashtra, Special Economic Zone, Food Security Act'2013	(14)
		POLITICS	
III	POLITICS AND SOCIETY	<ul style="list-style-type: none">Crime and PoliticsRole of whistle blowerCorruption- causes and remedial measuresRole of political parties and its impact on political system.Changing trends in politics- Functions, features, agendas, majority vs coalition government.Terrorism – causes, consequences, remedial measures.	(12)
		SOCIAL WELFARE SCHEMES	
IV	SOCIAL WELFARE SCHEMES BY THE GOVERNMENT OF INDIA	<ul style="list-style-type: none">With reference to women and child (any five)Commerce and Industry (start-up India hub, scheme for IPR-creative India and innovative India.	(10)





Sr. No.	Project Assignment	Reason/Justification
01	Animated Logos and Kinematic Typography	Creating Indents for Television, Movies or Online Videos. This project creates understanding of animation and how kinematics works with the elements. Allows deeper understanding of communication with simple objects. (Logos and Text)

302

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	CORPORATE COMMUNICATION and PUBLIC RELATIONS
Paper	02 (DSC-C1) CORE V
Course Code	BAMMC CCPR-302
Total Marks	100 (75 : 25)
Number of Lectures	48

Course Outcome:

1. To provide the students with basic understanding of the concepts of corporate communication and public relations.
2. To introduce the various elements of corporate communication and consider their roles in managing media organizations.
3. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.
4. To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.

COUESE CODE	COURSE NAME		
BAMMC CCPR-302	CORPORATE COMMUNICATION and PUBLIC RELATIONS		
Syllabus			
Module		Details	Lectures
1	Foundation of Corporate Communication		14
	1. Introduction to Corporate Communication	Meaning , Need and Scope of Corporate Communication towards Indian Media Scenario	02
	2. Keys concept in Corporate Communication	Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors influencing Corporate Image, Corporate Image creation sustainability and restoration (Online and traditional) Corporate Reputation and Management: Meaning, Advantages of Good Corporate Reputation.	06
	3. Ethics and Law in Corporate Communication	Importance of Ethics in Corporate Communication, Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Cyber-crime and RTI.	06



	3. Brand Positioning	Product class, Consumer segmentation, Perceptual mapping, Brand benefits and attributes, Cornerstones of positioning strategy Basis	02
2	BRANDING LEVERAGING ,STRATEGIES, EQUITY , MODELS		08
	1. Brand Leveraging	Line, Brand extension, Types of Brand Extensions, their advantages and disadvantages, Moving up/Down, Co- branding	
	2. Brand Strategies	Multi- branding, Mix branding, Hierarchy-Building Equity at Different Hierarchy Levels, Brand Product Matrix, Brand Architecture- Breadth of a Branding Strategy, Depth of a Branding Strategy.	
	3.Brand Equity and Models	Elements/ Sources. Measurement. (Brand awareness, Brand loyalty) Models: Yand R – Graveyard model Brand Asset Valuator, Brand Equity Ten, Inter brand Equity brand	
3	BRAND BUILDING THROUGH IMPERATIVE , GLOBAL AND CORPORATE IMAGE		10
	1. Brand Imperatives	Co-ordination across organization,, Co-ordination across geography, Re-branding, revitalizing, Rural Advertising and brands.	
	2.Global Brands	Emergence of global brands, Advantages and Disadvantages, Global leadership brands and position , Globalization	
	3.Corporate image Building through brands	Corporate Image in Contemporary Management, , Advertising and Corporate Image	
4	BRAND BUILDING THROUGH CSR ,BRANDS TO DIFFERENT SECTORS, BRAND LIFE CYCLE		10
	1.Brand Building though Corporate Social Responsibility	CSR as part of business environment management, How CSR activities can be used for Brand Building ,Social activities other than CSR to enhance the brand	
	2. Conception and Growth	Important factors in conception and various stages of growth and maturity of brands with various case studies	
	3.Branding in Different Sectors	Customer, Industrial, Retail and Service Brands	02
	TOTAL NUMBER OF LECTURES		48
INTERNALS (The objective of internal exercise is to help the learner acquire skills) 25 MARKS			



FY BAF - Sem-I ; Business Environment - I

Sr. No.	Modules / Units
1	Business and its Environment
	<p>a) Business Objectives, Dynamics of Business and its Environment, Types of Business Environment</p> <p>b) Environmental Analysis: Importance, Factors, PESTEL Analysis, SWOT Analysis</p>
2	Business and Society
	<p>a) Business Ethics: Nature and Scope of Ethics, Ethical Dilemmas, Corporate Culture and Ethical Climate</p> <p>b) Development of Business Entrepreneurship: Entrepreneurship and Economic Development, Micro, Small and Medium Enterprises Development (MSMED) Act, 2006, Entrepreneurship as a Career Option</p> <p>c) Consumerism and Consumer Protection: Consumerism in India, Consumer Protection Act 1986</p>



BAF ; Sem II ; Foundation Course-II ; FYBAF

Sr. No	Modules /Units
1	Globalisation and Indian Society
	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.
2	Human Rights
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
3	Ecology
	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment
4	Understanding Stress and Conflict
	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict
5	Managing Stress and Conflict in Contemporary Society
	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society



Sr. No.	Modules / Units
1	Law of Contract 1872
	(a) Nature of Contract (b) Classification of Contracts (c) Offer and Acceptance (d) Capacity of Parties to Contract (e) Free Consents (f) Consideration (g) Legality of Object (h) Agreement Declared Void (i) Performance of Contract (j) Discharge of Contract (k) Remedies for Breach of Contract (l) Indemnity (m) Guarantee (n) Bailment and Pledge (o) Agency
2	Sale of Goods Act 1930
	(a) Formation of Contract of Sale (b) Goods and their Classifications (c) Price, Conditions and Warranties (d) Transfer of Properties in Goods (e) Performance of Contract of Sales (f) Unpaid Seller and his Rights (g) Sale by Auction (h) Hire Purchase Agreement
3	Negotiable Instrument Act 1881
	(a) Definition of Negotiable Instruments (b) Features of Negotiable Instruments (c) Promissory Note (d) Bill of Exchange and Cheque (e) Holder and Holder in due Course (f) Crossing of a Cheque (g) Types of Crossing (h) Dishonour and Discharge of Negotiable Instruments
4	Consumer Protection Act 1986
	(a) Salient Features (b) Definition of Consumers (c) Deficiency in Service (d) Defects in Goods



BMS; Sem II ; Foundation Course-II ; FY BMS

Sr. No	Modules /Units
1	Globalisation and Indian Society
	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.
2	Human Rights
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
3	Ecology
	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment
4	Understanding Stress and Conflict
	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict
5	Managing Stress and Conflict in Contemporary Society
	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society



BCom - Sem - III ; Commerce - III

(20)

Sr. No.	Modules
1	Introduction To Management (11)
	<ul style="list-style-type: none">• Management- Concept, Nature, Functions, Managerial Skills & Competencies• Evolution of Management Thoughts Classical Approach: Scientific Management – F.W.Taylor's Contribution Classical Organisation Theory: Henri Fayol's Principles Neo Classical: Human Relations Approach – Elton Mayo's Hawthorne experiments• Modern Management Approach-Peter Drucker's Dimensions of Management, Indian Management Thoughts: Origin & Significance of Indian Ethos to Management.



Sr. No.	Modules / Units
1	Theory of Communication
	<p>Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world impact of technological advancements on Communication Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)</p> <p>Methods and Modes of Communication:</p> <p>Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E-communication Video and Satellite Conferencing</p>
2	Obstacles to Communication in Business World
	<p>Problems in Communication / Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</p> <p>Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4</p> <p>Introduction to Business Ethics:</p> <p>Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility</p> <p>Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices:</p> <p>Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour</p>
3	Business Correspondence
	<p>Theory of Business Letter Writing:</p> <p>Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing.</p> <p>Personnel Correspondence:</p> <p>Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation</p> <p>[Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]</p>

Sr. No.	Modules / Units
1	<p>Human Rights Violations and Redressal</p> <p>A. Scheduled Castes- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>B. Scheduled tribes- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>C. Women- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>D. Children- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>E. People with Disabilities, Minorities, and the Elderly population- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (4 Lectures)</p>
2	<p>Dealing With Environmental Concerns</p> <p>A. Concept of Disaster and general effects of Disasters on human life- physical, psychological, economic and social effects. (3 Lectures)</p> <p>B. Some locally relevant case studies of environmental disasters. (2 Lectures)</p> <p>C. Dealing with Disasters - Factors to be considered in Prevention, Mitigation (Relief and Rehabilitation) and disaster Preparedness. (3 Lectures)</p> <p>D. Human Rights issues in addressing disasters- issues related to compensation, equitable and fair distribution of relief and humanitarian approach to resettlement and rehabilitation. (3 Lectures)</p>
3	<p>Science and Technology - I</p> <p>A. Development of Science- the ancient cultures, the Classical era, the Middle Ages, the Renaissance, the Age of Reason and Enlightenment. (3 Lectures)</p> <p>B. Nature of science- its principles and characteristics; Science as empirical, practical, theoretical, validated knowledge. (2 Lectures)</p> <p>C. Science and Superstition- the role of science in exploding myths, blind beliefs and prejudices; Science and scientific temper- scientific temper as a fundamental duty of the Indian citizen. (3 Lectures)</p> <p>D. Science in everyday life- technology, its meaning and role in development; Interrelation and distinction between science and technology. (3 Lectures)</p>
4	<p>Soft Skills for Effective Interpersonal Communication (4 Lectures)</p> <p>Part A</p> <p>I) Effective Listening - Importance and Features.</p> <p>II) Verbal and Non-Verbal Communication; Public-Speaking and Presentation Skills.</p> <p>III) Barriers to Effective Communication; Importance of Self-Awareness and Body Language.</p> <p>Part B (4 Lectures)</p> <p>I) Formal and Informal Communication - Purpose and Types.</p> <p>II) Writing Formal Applications, Statement of Purpose (SOP) and Resume.</p> <p>III) Preparing for Group Discussions, Interviews and Presentations. (3 Lectures)</p> <p>Part C</p> <p>I) Leadership Skills and Self-Improvement - Characteristics of Effective Leadership.</p> <p>II) Styles of Leadership and Team-Building.</p>

Sr. No.	Modules / Units
4	Introduction to Competitive Exams
	<p>Part A. Basic information on Competitive Examinations- the pattern, eligibility criteria and local centres:</p> <ol style="list-style-type: none"> Examinations conducted for entry into professional courses - Graduate Record Examinations (GRE), Graduate Management Admission Test (GMAT), Common Admission Test (CAT) and Scholastic Aptitude Test (SAT). Examinations conducted for entry into jobs by Union Public Service Commission, Staff Selection Commission (SSC), State Public Service Commissions, Banking and Insurance sectors, and the National and State Eligibility Tests (NET / SET) for entry into teaching profession. <p>Part B. Soft skills required for competitive examinations- (7 Lectures)</p> <ol style="list-style-type: none"> Information on areas tested: Quantitative Ability, Data Interpretation, Verbal Ability and Logical Reasoning, Creativity and Lateral Thinking Motivation: Concept, Theories and Types of Motivation Goal-Setting: Types of Goals, SMART Goals, Stephen Covey's concept of human endowment Time Management: Effective Strategies for Time Management Writing Skills: Paragraph Writing, Report Writing, Filing an application under the RTI Act, Consumer Grievance Letter.

Sr. No.	Modules / Units
1	Significant, Contemporary Rights of Citizens
	<p data-bbox="401 403 2622 642">A. Rights of Consumers-Violations of consumer rights and important provisions of the Consumer Protection Act, 2016; Other important laws to protect consumers; Consumer courts and consumer movements. (3 Lectures)</p> <p data-bbox="367 687 2622 926">B. Right to Information- Genesis and relation with transparency and accountability; important provisions of the Right to Information Act, 2005; some success stories. (3 Lectures)</p> <p data-bbox="332 971 2622 1163">C. Protection of Citizens'/Public Interest-Public Interest Litigation, need and procedure to file a PIL; some landmark cases. (3 Lectures)</p> <p data-bbox="313 1167 2622 1291">D. Citizens' Charters, Public Service Guarantee Acts. (3 Lectures)</p>

SYB COM - Commerce IV ; Sem IV

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Sr. No.	Modules
1	Production & Inventory Management <ul style="list-style-type: none"> • Production Management: Objectives, Scope Production Planning & Control : Steps, Importance • Production Systems: Concept, Types - Continuous and Intermittent. Productivity: Concept, Factors Influencing Productivity, Measures for improving Productivity. • Inventory Management- Objectives, Inventory Control- Techniques. Scientific Inventory Control System - Importance
2	Quality Management <ul style="list-style-type: none"> • Introduction to Quality: Dimensions of Quality, Cost of Quality: Types – Internal Failure Cost, External Failure Cost, Appraisal Cost, Prevention Cost, Quality Circle: Features. • Quality Management Tools: TQM – Importance, Six Sigma – Process, ISO 9000 – Certification Procedure, Kaizen – Process • Service Quality Management: Importance, SERVQUAL Model, Measures to improve service quality.
3	Indian Financial System <ul style="list-style-type: none"> • Indian Financial Market: Structure, Primary Market – IPO Procedure Dematerialisation: Process, Role of Depositories : NSDL and CDSL • SEBI: Functions of SEBI, Investors protection measures of SEBI. Stock Exchange – Functions, Speculators. • Credit Rating: Advantages, Credit Rating Agencies in India - CRISIL, CARE, and ICRA.
4	Recent Trends In Finance <ul style="list-style-type: none"> • Mutual Funds- Advantages and Limitations, Types, Factors responsible for growth of mutual funds – Systematic Investment Plan. • Commodity Market: Categories, Derivatives Market: Types, Participants, Types of Derivative Instruments. • Start-up Ventures –Concept, Sources of Funding, Micro Finance – Importance, Role of Self Help Groups.



Sr. No.	Modules / Units
1	Human Resource Management
	<ul style="list-style-type: none"> Human Resource Management – Concept, Functions, Importance, Traditional v/s Strategic Human Resource Management Human Resource Planning- Concept Steps in Human Resource Planning Job Analysis-Concept, Components, Job design- Concept, Techniques Recruitment- Concept, Sources of Recruitment Selection - Concept , process , Techniques of E,selection,
2	Human Resource Development
	<ul style="list-style-type: none"> Human Resource Development- Concept, functions Training- Concept, Process of identifying training and development needs, Methods of Training & Development (Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In, basket, management games) Evaluating training effectiveness- Concept, Methods Performance Appraisal- Concept, Benefits, Limitations, Methods Potential Appraisal-Concept, Importance Career Planning- Concept, Importance Succession Planning- Concept, Need Mentoring- Concept, Importance Counseling- Concept, Techniques.
3	Human Relations
	<ul style="list-style-type: none"> Human Relations- Concept, Significance Leadership –Concept, Transactional & Transformational Leadership Motivation- Concept, Theories of Motivation,(Maslow's Need Hierarchy Theory, Vroom's Expectancy Theory, McGregor's Theory X and Theory Y, Pink's Theory of Motivation) Employees Morale- Concept, Factors affecting Morale, Measurement of Employees Morale Emotional Quotient and Spiritual Quotient- Concept, Factors affecting EQ & SQ Employee Grievance- Causes, Procedure for Grievance redressal Employee welfare measures and Healthy & Safety Measures.
4	Trends In Human Resource Management
	<ul style="list-style-type: none"> HR in changing environment: Competencies- concept, classification Learning organizations- Concept, Creating an innovative organization, Innovation culture- Concept, Need, Managerial role. Trends in Human Resource Management,: Employee Engagement- Concept, Types Human resource Information System (HRIS) – Concept, Importance, Changing patterns of employment. Challenges in Human Resource Management: Employee Empowerment, Workforce Diversity. Attrition, Downsizing, Employee Absenteeism, Work life Balance, Sexual Harassment at work place, Domestic and International HR Practices, Millennial (Gen Y)Competency Mapping

Sr. No.	Modules
1	Indian Companies Act – 2013 Par T-I
	<ul style="list-style-type: none"> • Company –Concept, Features, Role of Promoters (S. 2(69) S. 92), Duties and liabilities of the Promoter Effects of Pre-Incorporation contracts, Consequences of non-registration, and Lifting of Corporate Veil. • Classification of Companies Distinction between Private Company and Public Company, Advantages and disadvantages of Private company and Public Company. –Common Procedure for Incorporation of Company, • Memorandum of Association (MOA) & Article of Association(AOA) – Concept , Clauses of MOA, AOA- Contents, Doctrine of constructive notice, Doctrine of Ultra Vires, Doctrine of Indoor Management. • Prospectus – Concept, Kinds, Contents, Private Placement
2	Indian Companies Act – 2013, Par T-II
	<ul style="list-style-type: none"> • Member of a Company –Concept, Who can become a member, Modes of acquiring membership, Cessation of membership, Right & Liabilities of Members. • Director – Qualifications& Disqualification, Classification, Director Identification Number (DIN), Legal Position of Directors. • Meetings – Types, Legal Provisions of Statutory Meeting, Annual General Meeting, Extra-Ordinary Meeting, Board Meeting.
3	Indian Partnership Act – 1932
	<ul style="list-style-type: none"> • Partnership – Concept, Essentials, True Test of Partnership, Partnership Deed, Types of Partnership, Rights and Duties of Partners, Distinguish between Partnership & Hindu Undivided Family (HUF). • Dissolution – Concept, Modes of Dissolution, Consequences of Dissolution. • Limited Liability Partnership (LLP) 2008 – Concept, Characteristics, Advantages & Disadvantages, Procedure for Incorporation. • Extent of LLP.- Conversion of LLP, Mutual rights & duties of partners, Winding up of LLP, Distinction between LLP and Partnership.
4	Consumer Protection Act, 1986 & Competition Act 2002
	<ul style="list-style-type: none"> • Consumer Protection Act – Concept , Objects, Reasons for enacting the Consumer Protection Act, Definition of Consumer, Consumer Dispute, Complaint, Complainant, Defect, Deficiency, Consumer Dispute, Unfair Trade Practices, Goods and Services. • Consumer Protection Councils & Redressal Agencies – District, State & National. • Competition Act 2002 – Concept, Salient Features, Objectives & Advantages. • Abuse of Dominant Position, Competition Commission of India, Anti-Competition Agreements,

Sr. No.	Modules
1	Indian Contract Act – 1872 Part –I
	<ul style="list-style-type: none"> Contract – Definition of Contract and Agreement, Essentials of Valid Contract, Classification of Contracts. Offer and Acceptance – Rules of valid offer and acceptance, Counter offer, standing or open offer, distinguish between offer and invitation to offer. Concept of Communication and Revocation of offer and acceptance (sec. 3,5) Capacity to Contract (S. 10-12) – Minor, Unsound Mind, Disqualified Persons. Consideration (S. 2 & 25) – Concept and Importance of consideration, Legal rules of Consideration, Exceptions to the Rule, 'No Consideration No Contract'(Ss. 25) Unlawful Consideration (S 23)
2	Indian Contract Act – 1872 Part –II
	<ul style="list-style-type: none"> Consent (Ss.13, 14-18, 39,53, 55, 66)-Agreements in which consent is not free - Coercion, Undue Influence, Misrepresentation Fraud, Mistake. Void Agreements (S. 24-30) – Concept, Void Agreements under Indian Contract Act. Contingent Contract (S. 31), Quasi Contract (S.68-72), Concept of E-Contract& Legal Issues in formation and discharge of E- Contract. Concept of Performance of Contract (S 37) Modes of Discharge of Contract, Remedies on breach of Contract.(73-75)
3	Special Contracts
	<ul style="list-style-type: none"> Law of Indemnity & Guarantee (Ss. 124-125, Ss. 126-129, 132-147) – Concept, Essentials elements of Indemnity and Guarantee, Contract of Indemnity vs. Guarantee, Modes of Discharge of Surety. Law of Bailment (S. 148, 152-154, 162, 172, 178, 178A, 179) – Concept, Essentials of Bailment, Kinds of Bailment, Rights and Duties of Bailor and Bailee Law of Pledge – Concept, Essentials of valid Pledge, Lien - concept, Difference between Pledge and Lien, Rights of Pawnor & Pawnee.(Ss.173, 174, 177) Law of Agency (Ss. 182-185, 201-209) – Concept, Modes of creation of Agency, Modes of termination of Agency, Rights& Duties of Principal and Agent.

Sr. No.	Modules / Units
1	Business
	<p>Introduction: Concept, Functions, Scope and Significance of business. Traditional and Modern Concept of business.</p> <p>Objectives of Business: Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives.</p> <p>New Trends in Business: Impact of Liberalization, Privatization and Globalization, Strategy alternatives in the changing scenario, Restructuring and turnaround strategies</p>
2	Business Environment
	<p>Introduction: Concept and Importance of business environment, Inter-relationship between Business and Environment</p> <p>Constituents of Business Environment: Internal and External Environment, Educational Environment and its impact, International Environment – Current Trends in the World, International Trading Environment – WTO and Trading Blocs and their impact on Indian Business.</p>
3	Project Planning
	<p>Introduction: Business Planning Process; Concept and importance of Project Planning; Project Report; feasibility Study types and its importance</p> <p>Business Unit Promotion: Concept and Stages of Business Unit Promotion, Location – Factors determining location, and Role of Government in Promotion.</p> <p>Statutory Requirements in Promoting Business Unit: Licensing and Registration procedure, Filing returns and other documents, Other important legal provisions</p>
4	Entrepreneurship
	<p>Introduction: Concept and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur</p> <p>The Entrepreneurs: Types of Entrepreneurs, Competencies of an Entrepreneur, Entrepreneurship Training and Development centers in India. Incentives to Entrepreneurs in India.</p> <p>Women Entrepreneurs: Problems and Promotion.</p>



B. Sc (Information Technology)		Semester – I	
Course Name: Communication Skills		Course Code: USIT105	
Periods per week (1 Period is 50 minutes)		5	
Credits		2	
		Hours	Marks
Evaluation System	Theory Examination	2½	75
	Internal	--	25

Unit	Details	Lectures
I	The Seven Cs of Effective Communication: Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, Correctness Understanding Business Communication: Nature and Scope of Communication, Non-verbal Communication, Cross-cultural communication, Technology-enabled Business Communication	12
II	Writing Business Messages and Documents: Business writing, Business Correspondence, Instructions Business Reports and Proposals, Career building and Resume writing. Developing Oral Communication Skills for Business: Effective Listening, Business Presentations and Public Speaking, Conversations, Interviews	12
III	Developing Oral Communication Skills for Business: Meetings and Conferences, Group Discussions and Team Presentations, Team Briefing, Understanding Specific Communication Needs: Communication across Functional Areas	12
IV	Understanding Specific Communication Needs: Corporate Communication, Persuasive Strategies in Business Communication, Ethics in Business Communication, Business Communication Aids	12
V	Presentation Process: Planning the presentations, executing the presentations, Impressing the audience by performing, Planning stage: Brainstorming, mind maps / concept maps, executing stage: chunking theory, creating outlines, Use of templates. Adding graphics to your presentation: Visual communication, Impress stage: use of font, colour, layout, Importance of practice and performance.	12

Books and References:

Sr. No.	Title	Author/s	Publisher	Edition	Year
1.	Business Communication	Edited by Meenakshi Raman and Prakash Singh	Oxford University Press	Second	
2.	Professional Communication	Aruna Koneru	Tata McGraw Hill		



B. Sc. (Information Technology)		Semester – VI	
Course Name: Business Intelligence		Course Code: USIT603	
Periods per week (1 Period is 50 minutes)		5	
Credits		2	
Evaluation System		Hours	Marks
	Theory Examination	2½	75
	Internal	--	25

Unit	Details	Lectures
I	Business intelligence: Effective and timely decisions, Data, information and knowledge, The role of mathematical models, Business intelligence architectures, Ethics and business intelligence Decision support systems: Definition of system, Representation of the decision-making process, Evolution of information systems, Definition of decision support system, Development of a decision support system	12
II	Mathematical models for decision making: Structure of mathematical models, Development of a model, Classes of models Data mining: Definition of data mining, Representation of input data , Data mining process, Analysis methodologies Data preparation: Data validation, Data transformation, Data reduction	12
III	Classification: Classification problems, Evaluation of classification models, Bayesian methods, Logistic regression, Neural networks, Support vector machines Clustering: Clustering methods, Partition methods, Hierarchical methods, Evaluation of clustering models	12
IV	Business intelligence applications: Marketing models: Relational marketing, Sales force management, Logistic and production models: Supply chain optimization, Optimization models for logistics planning, Revenue management systems.	12

TyBSCIT - Sem V - Internet of Things. 34

	Types of Memory, Making the Most of Your RAM, Performance and Battery Life, Libraries, Debugging. Business Models: A Short History of Business Models, Space and Time, From Craft to Mass Production, The Long Tail of the Internet, Learning from History, The Business Model Canvas, Who Is the Business Model For? Models, Make Thing, Sell Thing, Subscriptions, Customisation, be a Key Resource, Provide Infrastructure: Sensor Networks, take a Percentage, Funding an Internet of Things Startup, Hobby Projects and Open Source, Venture Capital, Government Funding, Crowdfunding, Lean Startups.	
V	Moving to Manufacture: What Are You Producing? Designing Kits, Designing Printed circuit boards, Software Choices, The Design Process, Manufacturing Printed Circuit Boards, Etching Boards, Milling Boards. Assembly, Testing, Mass-Producing the Case and Other Fixtures, Certification, Costs, Scaling Up Software, Deployment, Correctness and Maintainability, Security, Performance, User Community. Ethics: Characterizing the Internet of Things, Privacy, Control, Disrupting Control, Crowdsourcing, Environment, Physical Thing, Electronics, Internet Service, Solutions, The Internet of Things as Part of the Solution, Cautious Optimism, The Open Internet of Things Definition.	12

Books and References:					
Sr. No.	Title	Author/s	Publisher	Edition	Year
1.	Designing the Internet of Things	Adrian McEwen, Hakim Cassimally	WILEY	First	2014
2.	Internet of Things – Architecture and Design	Raj Kamal	McGraw Hill	First	2017
3.	Getting Started with the Internet of Things	Cuno Pfister	O'Reilly	Sixth	2018
4.	Getting Started with Raspberry Pi	Matt Richardson and Shawn Wallace	SPD	Third	2016



Sr. No.	Modules / Units	Page No.
4	Introduction to Competitive Exams Part A. Basic information on Competitive Examinations- the pattern, eligibility criteria and local centres: <ol style="list-style-type: none"> Examinations conducted for entry into professional courses - Graduate Record Examinations (GRE), Graduate Management Admission Test (GMAT), Common Admission Test (CAT) and Scholastic Aptitude Test (SAT). Examinations conducted for entry into jobs by Union Public Service Commission, Staff Selection Commission (SSC), State Public Service Commissions, Banking and Insurance sectors, and the National and State Eligibility Tests (NET / SET) for entry into teaching profession. Part B. Soft skills required for competitive examinations- (7 Lectures) <ol style="list-style-type: none"> Information on areas tested: Quantitative Ability, Data Interpretation, Verbal Ability and Logical Reasoning, Creativity and Lateral Thinking Motivation: Concept, Theories and Types of Motivation Goal-Setting: Types of Goals, SMART Goals, Stephen Covey's concept of human endowment Time Management: Effective Strategies for Time Management Writing Skills: Paragraph Writing, Report Writing, Filing an application under the RTI Act, Consumer Grievance Letter. 	1236 SYBCom-Sem IV FC-Contemporary Issues-IV




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Semester I	
Course code	Course Name
BAMMEC-101	Effective communication -I
BAMMFC-102	Foundation course -I
BAMMVC-103	Visual communication
BAMMFC-104	Fundamentals of mass communication
BAMMCA-105	Current Affairs
BAMMHM-106	History of Media

PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	I
COURSE:	EFFECTIVE COMMUNICATION-I
COURSE CODE	BAMMEC-1-101
PAPER	1 (LANGUAGE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER I

COURSE CODE		COURSE NAME & DETAILED SYLLABUS	
BAMMEC-1-101		EFFECTIVE COMMUNICATION –I	
COURSE OUTCOME :			
1. To make the students aware of functional and operational use of language in media.			
2. To equip or enhance students with structural and analytical reading, writing and thinking skills.			
3. To introduce key concepts of communications.			
MODULE	TOPICS	DETAILS	LECTURES
1		Introduction to Communication	
	1.The concept of communication	Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication.	
	2.Types of Communication	Types of Communication; Verbal Communication-Importance of verbal communication- Advantages of verbal communication- Advantages of written	





		communication; Significance of Non-verbal Communication.	
	3.Oral communication and media	Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion	
	4.Listening Skills	Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process; Measures to Improve Listening; Listening as an Important Skill in Work Place.	
2	Reading -English, Hindi OR Marathi		
	1.Types of Reading	Types of reading -skimming and scanning Reading -examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi OR Marathi. Recognizing aspects of language particularly in media. Importance of spelling	
	2.Various aspects of Language	Recognizing various aspects of language particularly related to media , Vocabulary 100 media words	
	3.Grammar & Usage	Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms , Phrases, proper usage of homophones, homonyms etc. (<i>Kindly provide practice session- Test , Quiz etc</i>)	
3	Thinking and Presentation		
	1.Thinking	Types of thinking (rational ,logical, critical , lateral etc) Errors in thinking ,Partialism, Time scale ,Egocentricity Prejudices ,Adversary Thinking	
	2 .Presentation	Presentation, its importance , Steps in Making a Presentation; Delivering a Presentation	
4	Translation		
	1.Introduction To Translation	Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation. Interpretation: Meaning, Difference between interpretation and translation	
	2.Interpretation	Interpretation: Meaning, Difference between interpretation and translation	
	3Role of a	Translator and his role in media, Qualities ,	



1. MASS COMMUNICATION IN INDIA PAPERBACK – BY KEVAL J. KUMAR
2. JOURNALISM IN INDIA: HISTORY, GROWTH, DEVELOPMENT BY K. C. SHARMA
3. MEDIA'S SHIFTING TERRAIN: FIVE YEARS THAT TRANSFORMED THE WAY INDIA COMMUNICATES BY PAMELA PHILIPSE
4. INDIAN NEWS MEDIA: FROM OBSERVER TO PARTICIPANT BY USHA M. RODRIGUES & MAYA RANGANATHAN
5. DOCUMENTARY FILMS AND INDIAN AWAKEN BY JAGMOHAN, PUBLICATIONS DIVISIONS MINISTRY OF BROADCASTING AND INFORMATION, GOVERNMENT OF INDIA
6. HISTORY OF INDIAN CINEMA PAPERBACK – 1 JAN 2012 BY RENU SARAN
7. HISTORY OF BROADCASTING IN INDIA BY DR. P. THANGAMANI
8. INDIA ON TELEVISION BY NALIN MEHTA (HARPER COLLINS PUBLISHERS)
9. PRESS IN INDIA: NEW HISTORY HARDCOVER – 1 AUG 1995 BY G.S.C. RAGUAVAN
10. COMMUNICATION IN HISTORY: STONE AGE SYMBOLS TO SOCIAL MEDIA BY DAVID CROWLEY (AUTHOR), PETER URQUHART (AUTHOR), PAUL HEYER (AUTHOR)

SEMESTER II

Semester II	
Course code	Course Name
BAMMEC-201	Effective communication –II
BAMMFC-202	Foundation course –II
BAMMCW-203	Content Writing
BAMMID-204	Introduction to Advertising
BAMMIJ-205	Introduction to Journalism
BAMMMGC-206	Media, Gender & Culture

PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	II
COURSE:	EFFECTIVE COMMUNICATION SKILLS -II
COURSE CODE	BAMMEC 201
PAPER	1
TOTAL MARKS	100 (75 : 25)



NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMEC-201	Effective Communication Skills-II

Learning Outcome:			Total Lectures : 48 hrs.
1. To make the students aware of use of language in media and organization. 2. To equip or enhance students with structural and analytical reading, writing and thinking skills. 3. To introduce key concepts of communications.			
Module	Topics	Details	
1	Writing		
	1. Report writing	Report Writing (English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report)	
	2. Organizational writing	Organizational writing : (English, Hindi or Marathi) Internal communication , E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Stake holder communication Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose- Format- Important points to remember while writing a notice, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act, Press Release, Letter to the Editor.	
	4. Writing for Publicity materials	Writing for Publicity materials (English, Hindi or Marathi) Headline, sub- headline, Body copy, Slogan, Jingle, Radio spot	
2	Editing		
	Editing	Editing: (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words,	
		Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing.	
3	Paraphrasing and Summarizing		



	1. Paraphrasing	Meaning, how to use paraphrase in communication, Paraphrase in plagiarism, Translation	
	2. Summarization	Summarizing content, the points and sub-points and the logical connection between the points	
4	Interpretation of technical data		
	Interpret technical data	Read graphs, maps, charts, Write content based on the data provided	
Total Lectures			48

Internal evaluation methodology

25 Marks

Sr no	Project/Assignment
1	Clipping files on various current topics.
2	Publish letters to editors in news media.
3	Reporting of college events.

Bibliography:

- Business Communication - Rhoda A. Doctor and Aspi H. Doctor
- Communication Skills in English – Aspi Doctor
- Teaching Thinking - Edward De Bono De Bono's
- Thinking Course – Edward De Bono Serious Creativity –
- Edward De Bono The Mind Map Book – Buzan Tony
- Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson
- A Textbook of Translation - by Peter Newmark, Newmark



***Revised Syllabus of Courses of B.Com. (Banking & Insurance)
Programme at Semester IV
with Effect from the Academic Year 2017-2018***

1. Elective Courses (EC)

Entrepreneurship Management

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Evolving Concepts in Entrepreneurship

- A) Social Entrepreneurship: Meaning, Social responsibility of an entrepreneur
- B) Barriers to entrepreneurship: Environmental, economic, non-economic, personal and entrepreneurial barriers.
- C) Intrapreneurship: Meaning, Characteristics, Intrapreneurs Activities, types of Corporate Entrepreneurs, Corporate V/s Intrapreneurial culture, Climate, Fostering Intrapreneurial culture, Promoting intrapreneurship- Pinchot's Spontaneous teams and Formal Venture teams, establishing intrapreneurial ventures.
- D) Ethics and Entrepreneurship: Defining Ethics, Approaches to Managerial ethics, ethics and business decisions, Ethical practices and code of conduct, Ethical considerations in corporate entrepreneurship.
- E) Institutional Support to Entrepreneurs: Importance, Incentives and facilities, Entrepreneurship Development Institute of India (EDI), NSIC, Small Industries Development Organization (SIDO), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Others, Key features of National Policy on Skill Development and Entrepreneurship 2015.



***Revised Syllabus of Courses of B.Com. (Banking and Insurance)
Programme at Semester V
with effect from the Academic Year 2018-2019***

1. Elective Courses (EC)

**1. Financial Reporting and Analysis
(Corporate Banking & Insurance)**

Sr. No.	Modules / Units
4	Cash Flow Analysis & Ethical Behaviour and Implications for Accountants Cash Flow Analysis as per AS 3 (Indirect Method Only) Ethical Behaviour and Implications for Accountants Introduction, Meaning of Ethical Behaviour Financial Reports – Link between Law, Corporate Governance, Corporate Social Responsibility and Ethics. Importance and Relevance of Ethical Behavior in Accounting Profession. Implications of Ethical Values for the Principles Versus Rule Based Approaches to Accounting Standards The Principal Based Approach and Ethics The Accounting Standard Setting Process and Ethics The IFAC Code of Ethics for Professional Accountants Contents of Research Report in Ethical Practices Implications of Unethical Behavior on Financial Reports Company Codes of Ethics The increasing role of Whistle – Blowing Need to learn ethics.



***Revised Syllabus of Courses of B.Com. (Banking and Insurance)
Programme at Semester VI
with effect from the Academic Year 2018-2019***

1. Elective Courses (EC)

2. Auditing - II

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Professional Ethics and Misconduct

Introduction, Meaning of Professional Ethics Meaning of Professional Misconduct, Schedules to the Chartered Accountants Act, 1949 Relating to Professional Misconduct, Enquiry into Charges of Misconduct of Chartered Accountants.



***Revised Syllabus of Courses of B.Com. (Banking & Insurance)
Programme at Semester I
with Effect from the Academic Year 2016-2017***

Ability Enhancement Courses (AEC)

4. Business Communication - I

2	Obstacles to Communication in Business World
	Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4 Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour



Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester IV
With Effect from the Academic Year 2017-2018

3. Core Courses (CC)

5. Business Economics- II

3	Constituents of Fiscal Policy <ul style="list-style-type: none">• Role of a Government to provide Public goods- Principles of Sound and Functional Finance• Fiscal Policy: Meaning, Objectives - Contra cyclical Fiscal Policy and Discretionary Fiscal Policy• Instruments of Fiscal policy : Canons of taxation - Factors influencing incidence of taxation - Effects of taxation Significance of Public Expenditure - Social security contributions- Low Income Support and Social Insurance Programmes - Public Debt - Types, Public Debt and Fiscal Solvency, Burden of debt finance• Union budget -Structure- Deficit concepts-Fiscal Responsibility and Budget Management Act.
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***Revised Syllabus of Courses of B.Com. (Banking & Insurance)
Programme at Semester IV
with Effect from the Academic Year 2017-2018***

3. Core Courses (CC)

Business Economics II

Macroeconomics

3	Constituents of Fiscal Policy
	<ul style="list-style-type: none">• Role of a Government to provide Public goods-Principles of Sound and Functional Finance• Fiscal Policy: Meaning, Objectives - Contra cyclical Fiscal Policy and Discretionary Fiscal Policy• Instruments of Fiscal policy : Canons of taxation - Factors influencing incidence of taxation - Effects of taxationSignificance of Public Expenditure - Social security contributions- Low Income Support and Social Insurance Programmes - Public Debt - Types, Public Debt and Fiscal Solvency, Burden of debt finance• Union budget -Structure- Deficit concepts-Fiscal Responsibility and Budget Management Act.



Electives 1

Programme Name: M.Com (Advanced Accountancy)

CourseName: Mutual Fund Management and Wealth Management

TotalCredits:04

TotalMarks:100

Universityassessment:50 Collegeassessment:50

MODULE I: (2CREDITS)

Unit1: Introduction to Mutual Fund

- A) History & Origin, Definition, Meaning, Characteristics, Advantages, Disadvantages, Limitations of Mutual Funds, Ethics in Mutual Fund. Entities involved – Sponsor, Trust, Trustee, Asset Management Company, Registrar and Transfer Agent (RTA) and Fund Houses in India.**
- B) Legal Framework - Role of regulatory agencies for Mutual funds –SEBI, RBI, AMFI, Ministry of Finance, SRO, Company Law Board, Department of Company's affairs, Registrar of Companies, MF guidelines on advertisement , Accounting , Taxation and Valuation norms, Guidelines to purchase Mutual Funds, Investor protection and MF regulations, Grievance mechanism in MF in India.**



MODULE II: (2 CREDITS)

Unit 3: STANDARDS PROVIDING GUIDANCE ON FINANCIAL STATEMENT ITEMS

- A) Ind AS-2: Inventories (Including simple problems) – Ind AS-11: Construction contracts (Including simple problems) - Ind AS-12: Income taxes – Ind AS-16: Property, Plant and Equipment
- B) Ind AS-17: Leases (Including simple problems) - Ind AS-115 Revenue from contracts with customers. – Ind AS-20: Accounting for Government Grants and Disclosure of Government Assistance – Ind AS-23: Borrowing Costs – Ind AS-38: Intangible Assets.

Unit 4: STANDARDS RELATING TO BUSINESS ACQUISITIONS AND CONSOLIDATIONS

- A) Ind AS-28: Investments in Associate and Joint Ventures - Ind AS-103: Business Combinations – Ind AS-110: Consolidated Financial Statements
- B) Ind AS-111: Joint Arrangements – Ind AS-112: Disclosure of interest in other entities



Programme Name: M.Com (Advance Accountancy)

CourseName: Research Methodology In Commerce and Management

TotalCredits:04

TotalMarks:100

Universityassessment:50

Collegeassessment:50

Unit 4 Research Reporting and Modern Practices in Research

- a) Research Report Writing: Importance, Essentials, Structure/ layout, Types, References and Citation Methods: APA (American Psychological Association), CMS (Chicago Manual Style) MLA (Modern Language Association) , Bibliometrics
- b) Footnotes and Bibliography, Modern Practices: Ethical Norms in Research, Plagiarism, Role of Computers in Research



Mandatory 1

Programme Name: M.Com (Business Management)

Course Name: Strategic Management

Module 2

Unit 3 Business, Corporate and Global Strategies

- a) **Concept, Need and Forms of Corporate Restructuring, Concept, Internal and External factors and Causes of Corporate Renewal Strategies**

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- b) **Concept, Types, Importance, and Problems of Indian Strategic Alliances and International Businesses, Importance, Problems and Governing Strategies of PPP Model.**

Unit 4 Emerging Strategic Trends

- a) **Reasons for growing BPO and KPO businesses in India, Reengineering Business Processes, contribution of IT sector in Indian Business, Concept, Problems and Consequences of Disasters, Strategies for Managing and Preventing disasters and Cope up Strategies**
- b) **Process of business startups and its Challenges, Growth Prospects and government initiatives in Make in India Model with reference to National manufacturing, Contribution of Make in India Policy**



Mandatory 4

Programme Name: M.Com (Business Management)

Course Name: Business Ethics

Module 1

Unit 1 Introduction of Business Ethics

- a) Ethics- Meaning, Business Ethics Concept, Types of Ethics, Ethics and Values, Indian Ethos and Work Ethos, Moral Standards, Guidelines for developing code of ethics, Personal Ethics- Value of Self, Promote Happiness, Emotions and Honesty, Keys to Personal Ethics , Ethics of Virtue and Ethics of Principle
- b) Various approaches to Business Ethics - Theories of Ethics- Friedman's Economic theory, Kant's Deontological theory, Mill & Bentham's Utilitarianism theory.

Module 2

Unit 2 Ethics of Environment, Employees Rights and Duties & Corporate Social Responsibility:

- a) Environment Issues – Global Warming, Climate Change, Ethics in Human Resource Management , Employees Rights- Right to work, Equality of Opportunity, Concept of fair wages, Duties of employees, Human Rights , Sexual Harassment
- b) Corporate social responsibility and Corporate governance – Concept and Importance, Corporate philanthropy, Drivers of CSR, Indian Corporates and CSR Case Studies, Role of NGOs in CSR, CSR and Sustainable Development



Elective 1

Programme Name: M. Com (Business Management)

Course Name: Organisational Behaviour

MODULE I: _____ (2 CREDITS)

Unit1: Introduction and Evolution Organisational Behaviour, Individual and Group Processes

- a) Definition of Organisational Behaviour, Historical Development of OB, Human Relations Management, Discipline of OB, Evolution Stages of OB, Models of OB
- b) Definition and Need of Motivation, Motivational Content theories- Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, Alderfer's ERG Theory, McClelland's Need Based Model, Process Theories- Equity Theory, Vrooms Expectancy Theory, Contemporary Theory- Cognitive Evaluation theory, Leadership – Meaning and Types, Transactional vs Transformational Leadership, Hersey and Blanchard's situational leadership.

Unit2: Foundation of Individual Behaviour

- a) Factors affecting individual behavior& Personality - Personal, Psychological, Environmental and Organisational factors, Nature and Determinants of personality, Personality Traits – Locus of Control, Type A and Type B Personality, Machiavellianism, Self Monitoring
- b) Perception & Attitude Factors Influencing Perception, Managing perception Process, Perception and OB, Attitude – Nature, components, work related attitudes, Barriers to attitudinal Change, Measures to attitudinal change.

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MODULE II: _____ (2 CREDITS)

Unit3: Organisation Communication, Group dynamics & Behaviour Outcomes

- a) Transactional Analysis, Lateral Thinking, Delphi Technique, Power of Grapevine, Group Dynamics and types of groups, Determinants of Group Behaviour
- b) Power, Politics & Conflict - Sources of Power, Types of Organisational politics, Conflict – Levels of Conflict, Strategies for resolving Conflict, Guidelines for effective negotiation.

Unit4: Emerging Challenges

- a) Stress Management & Organizational Culture – Meaning of Stress, Work stress Model, Sources of Stress, Psychological Disorders, Stress Management and coping strategies and Impact of stress on and Performance, Organizational culture – Cultural Dimensions, Types Values and vision creating and sustaining culture
- b) Workforce Diversity – Concept, Managing Diversity effectively, Ethical Behaviour in workplace, Managing Ethics at work place.



Elective 2

Programme Name: M.Com (Business Management)

Course Name: Tourism Management

Module 1

Unit 1 Introduction to Tourism Management

- a) Tourism Concept, Characteristics Importance and Types of Tourism, Tourism Industry Concept, Structure and Components, Career options in Tourism.
- b) Tourism Destination Concept, Elements, Tourism Destination Planning Process and Importance.

Unit 2 Tourism Products, Advertising and Promotion

- a) Tourism Product Concept, Characteristics, Types, Tourism Product Planning- Need Tourism Pricing Influencing factors, Tourism Pricing Policies,
- b) Tourism Promotion: Importance, Elements of Tourism Promotion, Role of Advertising, Promotional Plan Implementation Procedure, Incredible India Campaign.

Module 2

Unit 3 Travel agency and International tourism

- a) Travel Agency and Tour operators Definition and Differentiation, Types, Importance and Functions of travel agency, Tourism business setting process, Types of tourism organization to be set up : Proprietorship, Partnership, Franchise,
- b) 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 4 Tourism Development

- a) Government incentives for Tourism Development and Promotion, 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; Prime force in expansion of tourism, Approaches to Sustainable Tourism



Elective 3

Programme Name: M.Com(Management)

Course Name: E-Commerce

Module 2

Unit 3E-Marketing and Electronic Payment System

- a) Scope and Techniques of E-Marketing, Web advertisements, Role of social media, The pros and cons of online shopping, Justify an Internet business.
- b) Characteristics of E-payment system, SET Protocol for credit card payment, Types of payment systems, Operational, credit and legal risks of E-payment system, Set standards / principles for E-payment

Unit 4 Legal and Regulatory Environment and Security issues of E-commerce

- a) Introduction to Cyber Laws-World Scenario, Cyber-crime& Laws in India and their limitations, Hacking, Web Vandals, E-mail Abuse, Software Piracy and Patents.
- b) Importance of Electronic Records as Evidence, Types and sources of threats, Protecting electronic commerce assets and intellectual property, Client server network security, Electronic signature and Encryption.



Elective 5
Programme Name: M. Com (Business Management)
Course Name: Total Quality Management

Module II - Applications of TQM (2 credits)

Unit 3 – Tools and Techniques

- a) Total Quality Management Tools- Concepts, benefits and Elements of Benchmarking, Features, Advantages and steps of Quality Circles, Taguchi Quality Loss Function
- b) Concept, features, goals and Methodology (DMAIC) of Six Sigma, FMEA – Failure Mode and Effect Analysis – Concept and Categories, Kaizen –Concept and Principles, 5S Kaizen

Unit 4- Emerging issues in TQM

- a) Concept , Benefits and process of implementation of ISO- 9000, Concepts and Benefits of ISO- 14000, TPM (Total Productive Maintenance)- Concept and Pillars

- b) QFD(Quality Function Deployment)- Concept and Phases, SERVQUAL – Concept and Dimensions, Emerging challenges in Quality Management



Elective - 6

Programme Name: M.Com. (Business Management)

Course Name: Personality Development and Soft Skills

UNIT-1 Personality Development

- a) Personality- Definition, Personality traits, Determinants of Personality, Classic and modern Theories of Personality- Gordon Allports Trait Theory, Myers-Briggs Type Indicator
- b) Personality Development- Introduction and importance , Health- Physical, Mental and Social health, Stress Management and Stress coping ability, Values and culture, Self Confidence and interpersonal relations, leadership skills, Problem solving, conflict resolution and decision making, achievement motivation, goal setting and risk taking

UNIT-2 Personality and Emotions

- a) Personal Attributes, Attitude & Behaviour , Emotional Intelligence, Five factor EI- Social Awareness, Self Regulation, Motivation, Empathy and Social Skills, Personal Hygiene and dressing sense, Postures and gestures, Body Language, Good manners and Character building
- b) Emotional Intelligence, Intellectual Quotient and Job Performance , Perception- Meaning , Factors influencing Perception , When perception fails, Learning- Meaning, Theories of Learning – Social learning theory, Reinforcement theory, , Types of reinforcement, Cognitive learning, insight learning, Imitation learning

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MODULE 2:

2 credits

UNIT-3 Soft Skills

- a) Definition of Soft skills, Soft Skills VS Hard Skills, Soft Skills and Multiple Intelligence, Howard Gardners Theory of Individuals and Distinct Kinds of Intelligence, Soft Skills – Listening Skills, Assertiveness Skills, Communication Skills, Dimensions of Soft Skills- Attitude, Communication and Etiquettes,
- b) Language Skills- Listening, Types of Listening, Fluency and Accuracy in speaking, Conversation skills- Oral communication, Barriers to effective communication, Reading skills- Types of reading, Strategies to develop reading, Writing- Types of writing, Qualities of good writing , Vocabulary building, Voice modulation and impactful speaking

UNIT-4 Etiquettes and Job success

- a. Creative thinking, Values- nature and classification of values-moral, aesthetic, social and spiritual , role of teacher in moral education of students, Presentation skills , Role of Social media, AI and Chat GPT in soft skills development, Research and soft skills development
- b. Business Etiquette and social etiquettes, Netiquette- respectful communication on internet, Resume Writing, how to write Application letter, How to face interviews, rules to follow in Group Discussion and Debates , Job/Career success



Programme Name: M. Com (Business Management)
Course Name: Research Methodology In Commerce and Management

Unit 3 Data Processing and Statistical Analysis

- a) Data Processing: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation, Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis.

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- b) Testing of Hypotheses – Parametric Test-t test, f test, z test, Non-Parametric Test -Chi square test, ANOVA, Factor Analysis, Multiple Regression Analysis, Interpretation of data: significance and Precautions in data interpretation

Unit 4 Research Reporting and Modern Practices in Research

- a) Research Report Writing: Importance, Essentials, Structure/ layout, Types, References and Citation Methods: APA (American Psychological Association), CMS (Chicago Manual Style) MLA (Modern Language Association) , Bibliometrics
- b) Footnotes and Bibliography, Modern Practices: Ethical Norms in Research, Plagiarism, Role of Computers in Research



***Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)***

4	Accounting & Statutory Requirements of Co-operative Societies
	<ul style="list-style-type: none">• Accounting Provisions of Maharashtra State Co-operative Societies Act and Rules• Forms and Requirements of Final Accounts



***Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)***

***Group A: Advanced Accounting, Corporate Accounting and
Financial Management***

4. Advanced Auditing

SN	Modules/ Units
1	Company Audit
	<ul style="list-style-type: none"> • Introduction to Audit - Audit of Ledgers, General Considerations, Scrutiny of Ledgers of Assets, Personal and Revenue Accounts • Company Audit - Audit of Shares, Qualifications and Disqualifications of Auditors, Appointment of auditors, Removal of auditors, Powers and duties of auditors, Branch audit, Joint audit, Special audit, Reporting requirements under the Companies Act, 2013. • Concepts of true and fair and materiality and audit risk in the context of audit of companies. • Audit reports; qualifications, notes on accounts, distinction between notes and qualifications, detailed observations by the statutory auditor to the management vis-a-vis obligations of reporting to the members
2	Special Audits
	<ul style="list-style-type: none"> • Special points in audit of different types of undertakings, i.e., Educational institutions, Hotels, Clubs and Hospitals.
3	Audit under other Laws
	<ul style="list-style-type: none"> • Cost audit, Environmental Audit, Energy Audit., Audit under different statutes, viz; income tax, other direct tax laws and indirect taxes



**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)**

**Group A: Advanced Accounting, Corporate Accounting and
Financial Management**

5. Financial Services

SN	Modules/ Units
1	Introduction to Financial Services and Merchant Banking
	<p>A) Introduction to Financial Services - Overview of Financial Services in India, Growth, Structure and Types of financial services.</p> <p>B) Merchant Banking - Merchant Banking – Meaning, nature and functions; merchant banking in India, role in issue management; classification and regulation of merchant bankers by SEBI</p>
2	Venture Capital and Securitization
	<p>A) Venture Capital- Meaning and Definition of Venture Capital, Characteristics of Venture Capital, Forms/Types of Venture Capital Assistances, Venture Capital Process, Modes of Venture Capital Assistance</p> <p>B) Securitization - Introduction, Definition, Concept, Need, Players Involved in Securitization, Securitization Structure, Instruments of Securitization, Differentiate between Pass Through Certificate and Pay Through Securities, Process of Securitization</p>
3	Hire Purchase Finance and Housing Finance
	<p>A) Hire Purchase Finance - Meaning, concepts of hire purchase finance, installment credit and consumer credit; sources of finance in India</p> <p>B) Housing Finance – Introduction, Need, nature of housing finance, fixed and floating rate home loans; sources of housing finance in India, growth of housing finance in India; Role of National Housing Bank; concept of mortgage and reverse mortgage; housing loans and mortgage loans, types of mortgage loans</p>
4	Stock Broking and Depository Services
	<p>A) Stock Broking – Meaning, types of stockbrokers, sub-brokers; stock broking in , E-broking – meaning, Indian experience</p> <p>B) Depository Services – Meaning, role of depositories and their services, Advantages of depository system; Functioning of depository system; Depositories in India – NSDL & CSDL; Depository participants (DPs) and their role Custodial services - meaning; obligations and responsibilities of custodians; code of conduct</p>

**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)**

Group B: Business Studies (Management)

1. Human Resource Management

SN	Modules/ Units
1	Human Resource Management
	<ul style="list-style-type: none"> Human Resource Management (HRM). – Concept, Traditional HRM v/s Strategic HRM, Objectives of HRM, Organisation Structure of HRM Department - Changing Role of H.R. Manager. Human Resource Planning- Concept, Factors affecting HRP, Information Management in HRP – HRIS (Human Resource Information System), Job Analysis, Psychological and Behavioural Issues in HRP. Recruitment and Selection of managerial personnel - Factors affecting recruitment process, Role of Recruitment agencies, Online process of selection.
2	Human Resource Development
	<ul style="list-style-type: none"> Training and Development - Designing of the 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- Self-Development Mechanism and Knowledge enrichment, Managing Promotion and Transfers, Managing dismissal, Succession Planning- Problems and Issues, Culture as a factor in Succession Planning..
3	Latest Development in H.R.M. And Labour Legislation
	<ul style="list-style-type: none"> 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.
4	Emerging Issues In H.R.M
	<ul style="list-style-type: none"> 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 (Gen Y) Talent Management – Concept , Importance, Process, Talent Management and VUCA Environment (Volatility, Uncertainty, Complexity, Ambiguity), HR Practices at Global level



**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)**

Group B: Business Studies (Management)

2. Rural Marketing

1	Introduction to Rural Marketing <ul style="list-style-type: none"> 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, Short Weight and Measures, Unfair Warranties and Guarantees, Unreasonable Pricing, Challenges and Future of Rural Marketing
2	Consumer Behaviour and Rural Marketing <ul style="list-style-type: none"> Consumer Behaviour: Characteristics of Buying Behaviour- Awareness, Understanding, Consumer Purchase Decision, Importance of Rural Marketing Communication, Salesmen Influence. 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 Banks in Rural Marketing: Role of Agricultural Cooperative Banks, Commercial Banking for Rural Marketing
3	Agricultural Marketing <ul style="list-style-type: none"> Agricultural Marketing- Importance, Prospects and Issues, Role of Cooperatives and Self Help Groups (SHG) in Rural Marketing Commodity Boards: Role and Contribution of Commodity Boards in generating revenue to government and employment in rural India. 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)
4	Recent Trends in Rural Marketing <ul style="list-style-type: none"> 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-Chau, Project Shakti, Web-casting-online training and guidance to farmers. Online Marketers: Role of Online Marketers, Growth and Challenges



**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)**

Group B: Business Studies (Management)

5. Organizational Behaviour

2	Foundation of Individual Behaviour
	<ul style="list-style-type: none"> • Factors affecting Individual behaviour- Personal, Psychological, Organisation System, Environmental. • Personality & Perception – Nature of personality, Determinants of personality, Personality Traits., Factors Influencing Perception, Managing perception Process, Perception and OB • Attitude – Nature , components , work related attitudes , Barriers to attitudinal Change, Measures to attitudinal change.
3	Group Dynamics and Behaviour
	<ul style="list-style-type: none"> • Group – Types of groups, Stages of Group Development, Group Decision making – Advantages and Problems. • Work place behaviour – Determinants of Group Behaviour, Power and Politics –Sources of Power, Types of Organisational politics. • Conflict – Levels of Conflict, Strategies for resolving Conflict, Guidelines for effective negotiation.
4	Emerging Challenges
	<ul style="list-style-type: none"> • Stress Management – Sources, Effects, Strategies, Stress and Performance. • Organisation culture – Cultural Dimensions, Creating Organisational Culture, Maintaining Organisational Culture. • Workforce Diversity – Concept, Managing Diversity effectively, Ethical Behaviour in workplace, Managing Ethics at work place.



***Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)***

Group B: Business Studies (Management)

5. Organizational Behaviour

SN	Modules/ Units
1	Overview of Commercial Banking in India A) Overview of Commercial Banking in India - Role and Functions of Commercial Banks, Introduction to Bank Management, Management of Banks in Rural Areas. B) Customer Relationship Management in Banks - Meaning and Objectives of CRM in banks, Strategies for Expanding Customer Base, Banking Ombudsman Scheme, Customer Retention , Handling Customer Grievances C) Services to Different Categories of Customers - Retail, Corporate, International and Rural.
2	Credit Management in Banks A) Credit Management in Banks – Principles of Sound Bank Lending, Loan Policy, Compliance with RBI guidelines, Credit Appraisal and Credit Decision Making, Monitoring and Review of Loan Portfolio, Management of Non-Performing Assets (NPAs), Classification of NPAs, Debt Restructuring- SARFAESI Act, 2002. B) Bank's Investment Policy – SLR Requirements & Non-SLR Investments, Nature and Significance of Investment Management in Commercial Banks, Fundamental Principles of Security Investment, Management of Security Investment, Reviewing Investment Portfolio and Organization of Investment Function in Bank
3	Human Resource Management in Banks A) Human Resource Management in Banks – Importance of HRM in Banks, Policies relating to Human Resource Development in India, Selection, Training, Pay Structure in Public Sector Banks and Private Sector Banks , Workers Participation in Management, Motivations and Morals, Performance Evaluation, Promotion, Transfer Policy and VRS schemes in Public Sector Banks
4	Evolving Trends in Modern Banking A) Evolving Trends in Modern Banking – Internet Banking, Mobile Banking, EFT services, Outsourcing of Non-core Services, Mergers and Acquisitions in Banking Sector. B) Financial Inclusion – Need and Importance of Financial Inclusion, Micro Credit SHGs, RBI Guidelines for Micro Credit, Portfolio Securitization, SHG-2, NRLM and SRLM, Priority Sector and its Classification.



***Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)***

Group B: Business Studies (Management)

5. Organizational Behaviour

3	Overview of Money Market
	<p>A) Money market- Meaning, Features, Structure of money market, Regulatory framework,- RBI/FIMMDA/FEDAI, Disadvantages of Money market, Characteristics and Features of developed money market, Recent development in money markets-DFHI, STCI</p> <p>B) Money Market Instruments-T Bills, Money at short and call notice, Commercial bills, Promissory notes, Certificate of deposits Commercial-papers, Banker's Acceptance CBLO, IBPC, MMMF and LAF</p>



***Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)***

Group B: Business Studies (Management)

2. Advertising and sales Management

2	Creativity, Social and Regulatory Framework of Advertising
	<ul style="list-style-type: none">▪ Creativity & Research: Developing advertising copy - print, broadcast and digital media, Pre-test and post-test methods.▪ Society: Socio-economic contribution and criticisms of advertising, professional courses and careers in the field of advertising▪ Regulatory framework of advertising: Legal Framework of Advertising, Role of Information and Broadcasting Ministry (IBM), Self-Regulatory Bodies – Advertising Standards Council of India (ASCI) and Indian Broadcasting Foundation (IBF)



***Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)***

Group B: Business Studies (Management)

3. Retail Management

SN	Modules/ Units
1	Introduction to Retail Management
	<ul style="list-style-type: none">• Retailing: Concept, Scope and Importance of Retailing and Retail Management, Retail Formats, Theories of Retail change, Retail Environment- Economic, Legal, Technological & Competitive• Retail sector in India: Size, and Drives of Retail changes, FDI in Retailing in Indian Context• Recent Trends in Retailing: Modern Retail Formats, Mall System, Challenges Faced by the Retail Sector, Ethics in Retailing.



***Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)***

Group B: Business Studies (Management)

4. Tourism Management

3	Tourism Practices
	<ul style="list-style-type: none">• Travel Intermediaries: Travel Agency and Tour operators – Definition and Differentiation, Types, Importance and Functions.• Setting up of Travel Agency and Tour Operations and their Approval: 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.
4	Tourism Development
	<ul style="list-style-type: none">• 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.



Course Code :PAFTNMP 310

VISUAL COMMUNICATION

Unit- VI: SEMIOTICS

Visual Semiotics Theory

An Intended-Perceived Study Using Visual Semiotics

The Image and the Archive: A Semiotic Approach

Unit- VII: RECEPTION THEORY

Reception Theory

A Textual Analysis of Political Television Ads

Phenomenology and Historical Research

Unit- VIII: NARRATIVE

Narrative Theory

Using Narrative Theory to Understand the Power of News Photographs.

Unit- IX: MEDIA AESTHETICS

Aesthetics Theory

A Content Analysis of Political Speeches on Television

Examining Documentary Photography Using the Creative Method

Unit- X: ETHICS

Visual Ethics Theory

A Survey of Reactions to Photographic Manipulation

Studying Visual Ethics by Applying a Typology of Visual Behavior

Unit- XI: VISUAL LITERACY

Visual Literacy Theory

Media Literacy, Aesthetics, and Culture

Unit- XII: CULTURAL STUDIES

Cultural Studies Theory

A Burkean Analysis of a Television Promotional Advertisement

A Cultural Analysis of the Unisys "Monitor Head" Television Commercial

A Historical Approach to Understanding Documentary Photographs: Dialogue, Interpretation, and Method



Course Code :PAFTNMP 313

LAWS RELATED TO FILM, TV AND INTERNET

The course shall comprise of the following units :

Freedom of the Press

Constitutional foundation of freedom of the press in India

Need for limitations on freedom of the press

The press as business, The press as property

The press and the legislature

Rights, duties and liabilities of proprietor, printer, publisher, editor, author, journalist, contributor and vendor

The Press Council Act, 1978

The Cinematography Act, 1952

The PrasarBharati (Broadcasting Corporation of India) Act, 1990

The Information Technology (Amendment) Act, 2008

The Cable Television Networks Rules, 1994 and Cable Television Networks (Regulation) Act, 1995

Right to Information Act, 2005

Indian Penal Code and the press (Defamation).



Course Code :PAFTNMP 414

PERSPECTIVE IN MEDIA BUSINESS

Unit- I: Indian Media Industry Overview: State of the Media: FICCI/ETI report overview, The changing Dynamics, Media Costs and Budgets, International Media Exposure in India.

Unit- II: Challenges Facing Television and Radio: The all new web media, Television Distribution : Issues and Challenges, Content Repackaging, Piracy IssuesIn real and web/virtual domains, Challenges associated with IPTV & DTH.

Unit- III: Animation, Gaming and VFX industries growth and opportunities: Animation Industry Growth and Challenges , VFX for Cinema : Impact of Hollywood , Gaming Industry Challenges and Conflicts ; Multiplication of Gaming platforms, Evolution of Gaming technology from 8 bit to console gaming, Gaming as additional revenue stream for monetizing a franchise., Case Studies of Films

Unit- IV: International Issues Facing the Media Industry : Case Studies: **Piracy Issues and Introduction to IPR**, Adapting international content to Indian television : KBC/Big Boss-Case Study, Pricing Challenges, Unconventional Media Opportunities in India, Definitions and terms in unconventional media, Pod Casting, I media and digital media.

Unit- V :Evolving Technology: Changes in technology (and reverse): digital revolution Content dictating Form, Technologies related to film Distribution & Exhibition-an overview, Editing and its importance to business of cinema. Understanding formats: 35mm / 16mm / HD / Super 16-, Stock & Processing, Colouring & Technology an overview, Post Production Techniques & Systems, VFX and Sound an overview, technological requirements, Cost management as per the scale of the film.



Unit- VI: Television Entertainment: Emergence new genres of programs viz. lifestyle, reality shows, game shows, etc., Success of niche channels with specialized content like shopping, travel & leisure ,nature, quick news, etc, Adoption of international formats of reality shows, rerunakes of films and old mythological serials, Concept of TRP, reach, and viewership.

MARKETING AND PUBLICITY DESIGN

Objectives:

- To introduce the concept to film marketing and publicity design.
- To educate about the importance of marketing in today's world.
- To help understand the various tools needed for marketing and publicity design.
- To learn about the marketing plan and market research.
- To help get insight into consumer consumption behavior.

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Unit-II: Introduction to Marketing: Importance of marketing, definition of marketing, scope of marketing, functions of marketing, marketing and its relation to the business functions, difference between sales and marketing. Key marketing terms, and concepts-need, want, demand, exchange, marketing myopia and marketing orientations, distinction between selling and marketing. Marketing Mix, 4Ps, 7Ps, 4Cs.

Unit –II: Marketing Environment: Company's Micro and Macro Environment and the changes happening, Challenges due to environment changes. Analyzing the environment- Porter's 5 forces, PESTLE, etc. Dealing with competition. Identification and analysis of competitors. Responding to the Marketing environment, Marketing Research, Definition, Marketing Research Process, Marketing Intelligence System, Components of Intelligence System, Data Mining and Warehousing.

Unit –III: Consumer Behavior: Introduction and importance, model of consumer behavior, characteristics affecting consumer behavior. Buyer decision behavior-consumer. Psychology. Buyer decision process. Adoption process, Domestic buyer behavior, industrial buyer behavior.



Revised Syllabus of Courses of B.Com. (Financial Markets)
Programme at Semester I
with Effect from the Academic Year 2016-2017

Skill Enhancement Courses (SEC)

5. Foundation Course - I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
Total		45

Sr. No.	Modules / Units
1	Overview of Indian Society Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference
2	Concept of Disparity- 1 Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities
3	Concept of Disparity-2 Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences
4	The Indian Constitution Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution
5	Significant Aspects of Political Processes The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics

