

Sr. No.	Modules / Units
1	Business and its Environment
	a) Business Objectives, Dynamics of Business and its Environment, Types of Business Environment b) Environmental Analysis: Importance, Factors, PESTEL Analysis, SWOT Analysis
2	Business and Society
	a) Business Ethics: Nature and Scope of Ethics, Ethical Dilemmas, Corporate Culture and Ethical Climate b) Development of Business Entrepreneurship: Entrepreneurship and Economic Development, Micro, Small and Medium Enterprises Development (MSMED) Act, 2006, Entrepreneurship as a Career Option c) Consumerism and Consumer Protection: Consumerism in India, Consumer Protection Act 1986
3	Contemporary Issues
	a) Corporate Social Responsibility and Corporate Governance: Social Responsibility of Business, Ecology and Business, Carbon Credit b) Social Audit: Evolution of Social Audit, Benefits of Social Audit, Social Audit v/s Commercial Audit
4	International Environment
	a) Strategies for going Global: MNCs and TNCs, WTO b) Foreign Trade in India- Balance of Trade, FDI Investment Flows and its Implication for Indian Industries

BAF ; Sem II ; Foundation Course-II ; FY BAF

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



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

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.
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	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

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>

Sr. No.	Modules / Units
1	Significant, Contemporary Rights of Citizens
	<p>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>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>C. Protection of Citizens'/Public Interest-Public Interest Litigation, need and procedure to file a PIL; some landmark cases. (3 Lectures)</p> <p>D. Citizens' Charters, Public Service Guarantee Acts. (3 Lectures)</p>
2	Approaches to understanding Ecology
	<p>A. Understanding approaches to ecology- Anthropocentrism, Biocentrism and Eco centrism, Ecofeminism and Deep Ecology. (3 Lectures)</p> <p>B. Environmental Principles-1: the sustainability principle; the polluter pays principle; the precautionary principle. (4 Lectures)</p> <p>C. Environmental Principles-2: the equity principle; human rights principles; the participation principle. (4 Lectures)</p>

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FY BCOM-I - Sem I - Environmental Studies

Sr. No.	Modules / Units
1	Environment and Ecosystem
	Environment: Meaning, definition, scope and its components; concept of an ecosystem : definition, Characteristics, components and types, functioning and structure; Food Chain and Food Web- Ecological Pyramids - Man and environment relationship; Importance and scope of Environmental Studies.
2	Natural Resources and Sustainable Development
	Meaning and definitions ; Classification and types of resources, factors influencing resource; Resource conservation- meaning and methods- I and non-conventional resources, problems associated with and management of water, forest and energy resources- resource utilization and sustainable development
3	Populations and Emerging Issues of Development
	Population explosion in the world and in India and arising concerns- Demographic Transition Theory - pattern of population growth in the world and in India and associated problems - Measures taken to control population growth in India; Human population and environment- Environment and Human Health – Human Development Index – The World Happiness Index
4	Urbanisation and Environment
	Concept of Urbanisation– Problems of migration and urban environment- changing land use, crowding and stress on urban resources, degradation of air and water, loss of soil cover impact on biodiversity, Urban heat islands – Emerging Smart Cities and safe cities in India - Sustainable Cities
5	Reading of Thematic Maps and Map Filling
	Reading of Thematic Maps(4 Lectures) Located bars, Circles, Pie charts, Isopleths, Choropleth and Flow map, Pictograms - Only reading and interpretation. Map Filling: (4 Lectures) Map filling of World (Environmentally significant features) using point, line and polygon segment. Concept and Calculation of Ecological Footprint



B. Sc. (Information Technology)		Semester – II	
Course Name: Green Computing		Course Code: USIT205	
Periods per week (1 Period is 50 minutes)		5	
Credits		2	
Evaluation System			Marks
	Theory Examination	Hours	75
	Internal	--	25

Unit	Details	Lectures
I	Overview and Issues: Problems: Toxins, Power Consumption, Equipment Disposal, Company's Carbon Footprint: Measuring, Details, reasons to bother, Plan for the Future, Cost Savings: Hardware, Power. Initiatives and Standards: Global Initiatives: United Nations, Basel Action Network, Basel Convention, North America: The United States, Canada, Australia, Europe, WEEE Directive, RoHS, National Adoption, Asia: Japan, China, Korea.	12
II	Minimizing Power Usage: Power Problems, Monitoring Power Usage, Servers, Low-Cost Options, Reducing Power Use, Data De-Duplication, Virtualization, Management, Bigger Drives, Involving the Utility Company, Low-Power Computers, PCs, Linux, Components, Servers, Computer Settings, Storage, Monitors, Power Supplies, Wireless Devices, Software. Cooling: Cooling Costs, Power Cost, Causes of Cost, Calculating Cooling Needs, Reducing Cooling Costs, Economizers, On-Demand Cooling, HP's Solution, Optimizing Airflow, Hot Aisle/Cold Aisle, Raised Floors, Cable Management, Vapour Seal, Prevent Recirculation of Equipment Exhaust, Supply Air Directly to Heat Sources, Fans, Humidity, Adding Cooling, Fluid Considerations, System Design, Datacentre Design, Centralized Control, Design for Your Needs, Put Everything Together.	12
III	Changing the Way of Work: Old Behaviours, starting at the Top, Process Reengineering with Green in Mind, Analysing the Global Impact of Local Actions, Steps: Water, Recycling, Energy, Pollutants, Teleworkers and Outsourcing, Telecommuting, Outsourcing, how to Outsource. Going Paperless: Paper Problems, The Environment, Costs: Paper and Office, Practicality, Storage, Destruction, Going Paperless, Organizational Realities, Changing Over, Paperless Billing, Handheld Computers vs. the Clipboard, Unified Communications, Intranets, What to Include, Building an Intranet, Microsoft Office SharePoint Server 2007, Electronic Data Interchange (EDI), Nuts and Bolts, Value Added Networks, Advantages, Obstacles.	12



IV	Recycling: Problems, China, Africa, Materials, Means of Disposal, Recycling, Refurbishing, Make the Decision, Life Cycle, from beginning to end, Life, Cost, Green Design, Recycling Companies, Finding the Best One, Checklist, Certifications, Hard Drive Recycling, Consequences, cleaning a Hard Drive, Pros and cons of each method, CDs and DVDs, good and bad about CD and DVDs disposal, Change the mind-set, David vs. America Online Hardware Considerations: Certification Programs, EPEAT, RoHS, Energy Star, Computers, Monitors, Printers, Scanners, All-in-Ones, Thin Clients, Servers, Blade Servers, Consolidation, Products, Hardware Considerations, Planned Obsolescence, Packaging, Toxins, Other Factors, Remote Desktop, Using Remote Desktop, Establishing a Connection, In Practice	12
V	Greening Your Information Systems: Initial Improvement Calculations, Selecting Metrics, Tracking Progress, Change Business Processes, Customer Interaction, Paper Reduction, Green Supply Chain, Improve Technology Infrastructure, Reduce PCs and Servers, Shared Services, Hardware Costs, Cooling. Staying Green: Organizational Check-ups, Chief Green Officer, Evolution, Sell the CEO, SMART Goals, Equipment Check-ups, Gather Data, Tracking the data, Baseline Data, Benchmarking, Analyse Data, Conduct Audits, Certifications, Benefits, Realities, Helpful Organizations.	12

Books and References:					
Sr. No.	Title	Author/s	Publisher	Edition	Year
1.	Green IT	Toby Velte, Anthony Velte, Robert Elsenpeter	McGraw Hill		2008
2.	Green Data Center: Steps for the Journey	Alvin Galea, Michael Schaefer, Mike Ebbers	Shroff Publishers and Distributors		2011
3.	Green Computing and Green IT Best Practice	Jason Harris	Emereo		
4.	Green Computing Tools and Techniques for Saving Energy, Money and Resources	Bud E. Smith	CRC Press		2014



SYBCom - Sem IV - FC - Contemporary Issues - ³⁶~~IV~~

- 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)
- 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)
- C. **Protection of Citizens'/Public Interest**-Public Interest Litigation, need and procedure to file a PIL; some landmark cases. (3 Lectures)
- D. **Citizens' Charters, Public Service Guarantee Acts.** (3 Lectures)

2

Approaches to understanding Ecology

- A. Understanding approaches to ecology- Anthropocentrism, Biocentrism and Eco centrism, Ecofeminism and Deep Ecology. (3 Lectures)
- B. Environmental Principles-1: the sustainability principle; the polluter pays principle; the precautionary principle. (4 Lectures)
- C. Environmental Principles-2: the equity principle; human rights principles; the participation principle. (4 Lectures)



	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMFC-202	FOUNDATION COURSE

	Course Outcome: 1. To introduce students to the overview of the Indian Society.		
	1. To help them understand the constitution of India. 2. To acquaint them with the socio-political problems of India.		
	Note : Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The BMM BoS is unanimously decided to follow the same syllabus to BA in Multimedia and Mass Communication (BAMMC) Semester -II as it is.		
Module	Topics	Details	Lectures
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.	07
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.	10
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.	10
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.	10
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.	08
6	Contemporary Societal Challenges	a. Increasing urbanization, problems of housing, health and sanitation; b. Changing lifestyles and impact on culture in a globalised world. c. Farmers' suicides and agrarian distress.	15



***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

4	New Areas of Auditing
	Introduction to Cost Audit, Human Resource Audit, Management Audit, Operational Audit, Forecast Audit, Social Audit, Tax Audit, Forensic Audit and Environmental (Green) Audit. Audit in an EDP Environment, Introduction, General Approach to EDP Based Audit and Special Techniques for Auditing in an EDP Environment.



***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

1	Introduction to Macroeconomic Data and Theory
	<ul style="list-style-type: none">• Macroeconomics: Meaning, Scope and Importance.• Circular flow of aggregate income and expenditure: closed and open economy models• The Measurement of national product: Meaning and Importance - conventional and Green GNP and NNP concepts - Relationship between National Income and Economic Welfare.• Short run economic fluctuations : Features and Phases of Trade Cycles• The Keynesian Principle of Effective Demand: Aggregate Demand and Aggregate Supply - Consumption Function - Investment function - effects of Investment Multiplier on Changes in Income and Output



***Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester II***

with Effect from the Academic Year 2016-2017

Skill Enhancement Courses (SEC)

5. Foundation Course – II

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



B. Sc. (Information Technology)		Semester – II	
Course Name: Green Computing		Course Code: USIT205	
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	Overview and Issues: Problems: Toxins, Power Consumption, Equipment Disposal, Company's Carbon Footprint: Measuring, Details, reasons to bother, Plan for the Future, Cost Savings: Hardware, Power. Initiatives and Standards: Global Initiatives: United Nations, Basel Action Network, Basel Convention, North America: The United States, Canada, Australia, Europe, WEEE Directive, RoHS, National Adoption, Asia: Japan, China, Korea.	12
II	Minimizing Power Usage: Power Problems, Monitoring Power Usage, Servers, Low-Cost Options, Reducing Power Use, Data De-Duplication, Virtualization, Management, Bigger Drives, Involving the Utility Company, Low-Power Computers, PCs, Linux, Components, Servers, Computer Settings, Storage, Monitors, Power Supplies, Wireless Devices, Software. Cooling: Cooling Costs, Power Cost, Causes of Cost, Calculating Cooling Needs, Reducing Cooling Costs, Economizers, On-Demand Cooling, HP's Solution, Optimizing Airflow, Hot Aisle/Cold Aisle, Raised Floors, Cable Management, Vapour Seal, Prevent Recirculation of Equipment Exhaust, Supply Air Directly to Heat Sources, Fans, Humidity, Adding Cooling, Fluid Considerations, System Design, Datacentre Design, Centralized Control, Design for Your Needs, Put Everything Together.	12
III	Changing the Way of Work: Old Behaviours, starting at the Top, Process Reengineering with Green in Mind, Analysing the Global Impact of Local Actions, Steps: Water, Recycling, Energy, Pollutants, Teleworkers and Outsourcing, Telecommuting, Outsourcing, how to Outsource. Going Paperless: Paper Problems, The Environment, Costs: Paper and Office, Practicality, Storage, Destruction, Going Paperless, Organizational Realities, Changing Over, Paperless Billing, Handheld Computers vs. the Clipboard, Unified Communications, Intranets, What to Include, Building an Intranet, Microsoft Office SharePoint Server 2007, Electronic Data Interchange (EDI), Nuts and Bolts, Value Added Networks, Advantages, Obstacles.	12
IV	Recycling: Problems, China, Africa, Materials, Means of Disposal, Recycling, Refurbishing, Make the Decision, Life Cycle, from beginning to end, Life, Cost, Green Design, Recycling Companies, Finding the Best One, Checklist, Certifications, Hard Drive Recycling, Consequences, cleaning a Hard Drive, Pros and cons of each method, CDs and DVDs, good and bad about CD and DVDs disposal, Change the mind-set, David vs. America Online Hardware Considerations: Certification Programs, EPEAT, RoHS, Energy Star, Computers, Monitors, Printers, Scanners, All-in-Ones, Thin Clients, Servers, Blade Servers, Consolidation, Products, Hardware Considerations, Planned Obsolescence, Packaging, Toxins, Other Factors, Remote Desktop, Using Remote Desktop, Establishing a Connection, In Practice	12
V	Greening Your Information Systems: Initial Improvement Calculations, Selecting Metrics, Tracking Progress, Change Business Processes, Customer Interaction, Paper Reduction, Green Supply Chain, Improve Technology Infrastructure, Reduce PCs and Servers, Shared Services, Hardware Costs, Cooling. Staying Green: Organizational Check-ups, Chief Green Officer, Evolution, Sell the CEO, SMART Goals, Equipment Check-ups, Gather Data, Tracking the data, Baseline Data, Benchmarking, Analyse Data, Conduct Audits, Certifications, Benefits, Realities, Helpful Organizations.	12



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 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



***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, 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 B: Business Studies (Management)

4. Marketing Strategies and practices

SN	Modules/ Units
1	Introduction to Marketing Strategies
	<ul style="list-style-type: none">• Introduction: Marketing Strategies – Concept, Evolution, Role/ Importance, Types, Formulation of Marketing Strategies- Steps• Marketing Opportunities and Plan: Analysing Marketing Opportunities, Future of Marketing, Effective Marketing Plan.• New Marketing Strategies: Holistic, New Brand, Service, Green and Guerrilla Marketing Strategies



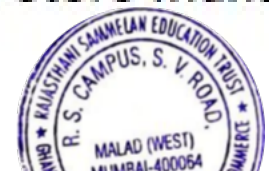
***Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)***

Group B: Business Studies (Management)

3. Retail Management

4 Use of Technology and Career options

- **Technologies:** Use of Technologies in retailing - Electronic Data Interchange (EDI), Radio Frequency Identification (RFI), Data Base Management system
- **E-Retailing:** Formats, Challenges, **Green Retailing** - Concept and Importance
- **Retail as a Career:** Various Career Options, Responsibilities of Store Manager, Functions of Merchandising Manager



***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.



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

Skill Enhancement Courses (SEC)

5. Foundation Course – II

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

