

As Per NEP 2020

University of Mumbai



Syllabus for Minor Vertical 2

Faculty of Commerce and Management

Board of Studies in Banking and Insurance

Second Year Programme in Minor (Banking and Insurance)

Semester	III & IV	
Title of Paper	Sem.	Total Credits
E-Commerce I: Digital Banking and Insurance Services	III	4
Title of Paper		Credits
E-Commerce II: Marketing and CRM in Banking and Insurance	IV	4
From the Academic Year		2025-26

Sem. - III

Syllabus
B.Com. (Banking and Insurance)
(Sem.- III)

Title of Paper: E-Commerce I: Digital Banking and Insurance Services

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This course examines the integration of digital technologies in banking and insurance. It provides students with in-depth knowledge of how financial services are delivered online, the systems that support them, and the associated regulatory and cybersecurity requirements. It focuses on digital banking operations, e-insurance platforms, customer servicing, digital payment systems, fraud prevention, and risk management practices.
2	Vertical :	Minor
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: By the end of this course, students will be able to: 1. Understand digital ecosystems in banking and insurance. 2. Gain familiarity with the technology infrastructure supporting online financial services. 3. Evaluate different digital payment modes and related compliance norms. 4. Understand the customer journey, on boarding, and servicing in digital environments. 5. Identify risks in digital financial systems and approaches to mitigate them.	

8	Course Outcomes: Upon successful completion of the course, students will be able to: 1. Define and explain digital banking and insurance processes and platforms. 2. Differentiate between types of digital payments and assess their applications. 3. Analyze real-life scenarios in digital banking/insurance using regulatory guidelines. 4. Recognize and explain cybersecurity threats and compliance practices. 5. Apply knowledge through case-based projects or simulations related to digital BFSI services.
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9	Modules:-
	Module 1: Introduction to Digital Financial Services
	Unit 1: Evolution of E-Commerce in Financial Services • Discuss the historical context of banking and insurance services. • Introduce how internet and mobile technologies reshaped service delivery. • Compare traditional vs. digital service models. • Case examples: HDFC Net Banking, LIC's e-services, Paytm Insurance. Unit 2: Digital Banking Infrastructure • Explain the components of Core Banking Solutions (CBS). • Demonstrate how APIs enable third-party integration (FinTechs, BNPL services). • Walk through mobile banking interfaces and functionalities. • Explore cloud computing, blockchain basics, and data management in digital finance. Examples: YONO by SBI, ICICI iMobile, Razorpay's banking API use cases.
	Module 2: Digital Payment Systems
	Unit 1: Types of Digital Payments • Provide a breakdown of digital payment types: ◦ NEFT, RTGS, IMPS ◦ UPI and BHIM ◦ E-Wallets (Paytm, PhonePe, Google Pay) • POS transactions, QR codes, and contactless payments. • Assign activities like payment flow diagram and transaction tracking. Practical Element: Have students simulate sending money using UPI mock app screenshots. Unit 2: Regulatory Framework and Compliance • Discuss RBI's role and guidelines in digital payments. • Explain Know Your Customer (KYC) and e-KYC processes. • Highlight consumer protection rules, data protection laws, and IT Act provisions.

- Emphasize importance of GDPR, digital consent, and grievance redressal.

Case study: Failure of KYC compliance leading to penalties on digital wallets.

Module 3: Online Insurance Services

Unit 1: E-Insurance Platforms

- Structure of online insurance aggregators (Policybazaar, Coverfox).
- Types of policies available digitally: life, health, motor, term.
- Online premium calculation, comparison tools, and policy customization.
- Discuss IRDAI's guidelines for online insurance distribution.

Activity: Students explore a real insurance portal and present its features.

Unit 2: Customer Onboarding and Servicing

- Discuss online KYC, digital verification, and biometric integration.
- Role of AI in chatbots (e.g., LIC Mitra), service automation.
- Explain the digital claim process, submission of documents online, and turnaround time.
- Map full customer journey: on boarding → servicing → claims → renewal.

Module 4: Cybersecurity and Risk in Digital Finance

Unit 1: Cyber Threats and Fraud in BFSI

- Explain phishing, vishing, malware, ransomware, account takeovers.
- Present real cases of cyber fraud in Indian banks.
- Introduce fraud detection tools used by banks.
- Emphasize employee training and customer education.

Interactive Session: Identify phishing emails, create awareness posters.

Unit 2: Risk Management and Customer Protection

- Describe encryption, multi-factor authentication, firewalls.
- RBI's Cybersecurity Framework for Banks (2016), IT Risk Management Guidelines.
- IRDAI's cyber risk control expectations.
- Practical risk mitigation in digital platforms (insurance and banking apps).

Example: Discuss how an app like Kotak 811 ensures transaction safety.

10	Reference Books: 1. Scardovi, Claudio. Digital Banking and Fintech: Strategic Choices and Business Models 2. M.N. Mishra. Principles and Practice of Insurance 3. Kalakota, Ravi & Whinston, Andrew. Electronic Commerce: A Manager's Guide 4. Kochhar, Sameer. Speeding Financial Inclusion through Digital Banking 5. RBI & IRDAI Websites – Circulars, Reports, Cybersecurity Frameworks 6. Industry portals: npci.org.in (for UPI), policybazaar.com, paytm.com	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: Ref ANNEXTURE: A	Ref ANNEXTURE: B

As Per NEP 2020

University of Mumbai



Syllabus for Basket of AEC Vertical 5	
Faculty of- HUMANITIES	
Board of Studies in HINDI	
Second Year Programme	
Semester	III
Title of Paper	Credits
I) हिंदी भाषा : व्यावहारिक प्रयोग	2
From the Academic Year	2025-26

Title of Paper- हिंदी भाषा:व्यावहारिक प्रयोग

Sr. No.	Heading	Particulars
1	Description of the course:	भाषा का जीवन में सदैव महत्व रहा है। जीवन और भाषा का चोली-दामन का संबंध है। जब हमारी भाषा मधुर और सार्थक होती है तो श्रोता पर विशिष्ट प्रभाव पड़ता है। भाषा का यदि सही और सार्थक रूप से प्रयोग किया जाए तो मनुष्य जीवन में कहीं भी असफल नहीं हो सकता है। इसी भाषा के माध्यम से हम सभी को अपनी ओर आकर्षित भी करते हैं। वर्तमान युग में रोजगार में बहुत से क्षेत्र भाषा से जुड़े हुए हैं, जिसके माध्यम से विद्यार्थी इनका लाभ ग्रहण कर सकते हैं। भाषाई क्षमता हमारे विचारों की संवाहक होती है। आज डिजिटल युग में अभिव्यक्ति के कई माध्यमों का प्रसार हुआ है, इन माध्यमों में भाषा ही सशक्त तत्व है जो आपकी अभिव्यक्ति को पूरे जगत को अवगत कराती है। भाषा का महत्व हर समय, हर माध्यम में रहा है, परंतु भाषा का सार्थक रूप का प्रयोग आज बहुत आवश्यक है। आज हिंदी अंतरराष्ट्रीय स्तर पर प्रयोग में लाई जा रही है, तकनीक, सूचना प्रौद्योगिकी सोशल मीडिया, राजनीति की भाषा हिंदी बन चुकी है। जीवन में कई क्षेत्रों में व्यावहारिक स्तर पर हमें अपनी भाषा के लिखित स्वरूप के कार्यों को करना होता है और ऐसे में कार्य-दक्षता महत्व रखती है। हिंदी भाषा में व्यावहारिक प्रयोग को केंद्र में रखकर और इन्हीं पहलुओं को ध्यान में रखते हुए इस पाठ्यक्रम का गठन किया गया है। हम हिंदी भाषा को सही और शुद्ध रूप में प्रयोग कर अभिव्यक्ति को सफल बनाएं और बिना व्याकरण के यह संभव नहीं है। इस दृष्टि से पाठ्यक्रम सर्वाधिक लाभकारी सिद्ध होगा।
2	Vertical:	AEC
3	Type:	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory)
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives:	1. विद्यार्थियों को राजभाषा हिंदी का विधिवत ज्ञान प्रदान करना।

	2. विद्यार्थियों को राजभाषा हिंदी के व्याकरण से परिचय करवाना। 3. विद्यार्थियों को संज्ञा आदि का ज्ञान प्रदान करना। 4. विद्यार्थियों को कारकों, वाक्य रचना एवं भाषिक चिह्नों आदि का ज्ञान प्रदान करना।	
8	Course Outcomes: 1. विद्यार्थियों को राजभाषा हिंदी का ज्ञान प्राप्त होगा, एवं दक्षता प्राप्त होगी। 2. विद्यार्थियों को राजभाषा हिंदी के व्याकरणिक प्रयोग की जानकारी प्राप्त होगी। 3. विद्यार्थियों को हिंदी-संज्ञा आदि का ज्ञान प्राप्त होने के साथ भाषा के शुद्ध, व्यावहारिक रूप का ज्ञान होगा। 4. विद्यार्थियों को कारकों, वाक्य रचना एवं भाषिक चिह्नों आदि का ज्ञान प्राप्त होगा।	
9	Modules (Per credit one module can be created)	
	इकाई-1	व्याख्यान-15
	क्रेडिट-01	
	1. हिंदी भाषा : सामान्य परिचय	
	2. राजभाषा हिंदी : संवैधानिक महत्त्व	
	3. वर्णमाला : स्वर एवं व्यंजन	
	4. शब्द भेद : सामान्य परिचय (संज्ञा आदि)	
	इकाई-2	व्याख्यान-15
	क्रेडिट-01	
	1. वाक्य : सामान्य परिचय	
	2. वर्तनी : शुद्धता का प्रयोग एवं सावधानियाँ	
	3. कारक एवं विराम चिह्न	
	4. पत्र लेखन : (बधाई, निमंत्रण, सुझाव, शिकायत, आभार, आवेदन, RTI लेखन)	
10	संदर्भ ग्रंथ- 1. बाबूराम सक्सेना- सामान्य भाषा विज्ञान, हिंदी साहित्य सम्मेलन, प्रयाग 2. कामताप्रसाद गुरु- हिंदी व्याकरण, लोकभारती प्रकाशन, इलाहाबाद 3. आचार्य देवेन्द्र नाथ शर्मा- भाषा विज्ञान की भूमिका, राधाकृष्ण प्रकाशन, दिल्ली 4. भाषा विज्ञान एवं भाषाशास्त्र- कपिलदेव द्विवेदी, विश्वविद्यालय प्रकाशन, वाराणसी 5. भोलानाथ तिवारी- भाषा विज्ञान, किताब महल, इलाहाबाद	
11	Internal Continuous Assessment : 40%	External : Semester End Examination : 60%
12	Continuous Evaluation through: - रचनात्मक कार्य/प्रकल्प इत्यादि- 10 अंक - प्रस्तुति/परिसंवाद सहभागिता इत्यादि- 05 अंक - अकादमिक, व्यावसायिक एवं कौशल संवर्धन गतिविधियाँ- 05 अंक कुल 20 अंक	लिखित परीक्षा अंक : 30 समयावधि : 01 घंटा

13	Format of Question Paper: for the semester end examination अंक : 30 निर्देश- 1. दोनों इकाइयों से प्रश्न पूछे जाएं। 2. तीन प्रश्न पूछे जाएं, किन्हीं दो प्रश्नों के उत्तर अपेक्षित हैं।	लिखित परीक्षा समयावधि : 01 घंटा 15x2 = 30 अंक कुलयोग- 30 अंक
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Sd/- Sign of the BOS Chairman Prof. Dr. Santosh Motwani Board of Studies in Hindi	Sd/- Sign of the Offg. Associate Dean Dr. Suchitra Naik Faculty of Humanities	Sd/- Sign of the Offg. Associate Dean Prof. Manisha Karne Faculty of Humanities	Sd/- Sign of the Offg. Dean Prof. Anil Singh Faculty of Humanities
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AC – 20/05/2025
Item No. – 6.18 (N) (2a) Sem. III

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE	
Faculty of Science	
Board of Studies in Computer Science	
UG Second Year Programme	
Semester	III
Title of Paper	Credits 2
I) Cyber & Digital Safety	2
From the Academic Year	2025 – 2026

Name of the Course: Cyber & Digital Safety

Sr. No.	Heading	Particulars
1	Description the course:	Introduction: With the rapid rise in digital connectivity, individuals are increasingly vulnerable to online threats. This course introduces students to essential concepts of digital safety, privacy, and responsible online behavior. It provides practical knowledge to protect personal data, secure digital devices, and navigate the internet safely. Relevance: In today's digital age, everyone is a digital citizen. Whether you're a student, professional, or homemaker, digital safety is vital for safeguarding identity, finances, and mental well-being. This course addresses the urgent need to educate individuals in navigating online spaces securely. Usefulness: The course empowers learners with practical knowledge on how to stay safe online—be it managing privacy settings on social media, identifying phishing emails, or using strong passwords. These skills are useful in daily digital activities across personal, academic, and professional spaces. Application: Students can immediately apply the concepts learned—from using secure Wi-Fi and avoiding fake news to setting up two-factor authentication and protecting children's online experiences. It also helps in developing a safety-first approach to technology use. Interest: This course connects to the everyday digital life of learners—making it highly relatable. It explores topics like deepfakes, social media responsibility, digital detox, and cyberbullying, which resonate with students from all disciplines and age groups. Connection with Other Courses: While not technical, this course complements subjects in Media Studies, Psychology, Communication, Law, and even Business. It strengthens digital literacy, a valuable

		soft skill, and supports courses related to digital ethics, digital marketing, and online communication. Demand in the Industry: Digital awareness is considered a critical life skill by employers. Companies value employees who understand safe digital practices, especially in remote and hybrid work environments. With increasing data breaches and cybercrime, demand for digitally responsible professionals is rising. Job Prospects: Although not a technical specialization, this course adds weight to any resume by demonstrating digital literacy. It prepares students for roles in education, administration, customer service, journalism, HR, and more—where safe technology use is expected and respected.
2	Vertical:	Open Elective
3	Type:	Theory
4	Credits:	2 credits
5	Hours Allotted:	30 hours
6	Marks Allotted:	50 Marks
7	Course Objectives (CO): CO 1. To introduce the foundational concepts of cyber safety and digital privacy. CO 2. To create awareness of common online threats and best practices for digital hygiene. CO 3. To equip students with skills for safe usage of social media, devices, and the internet. CO 4. To develop a mindset for ethical digital behavior and responsible technology use. CO 5. To explore emerging cyber risks including AI, deepfakes, and the role of legislation.	
8	Course Outcomes (OC): After successful completion of this course, students would be able to - OC 1. Understand key concepts in cyber security and differentiate between threats and risks. OC 2. Apply safe browsing practices and protect their digital identity across platforms. OC 3. Identify and avoid common cyber scams, phishing attacks, and fake news. OC 4. Safeguard personal devices, use secure communication tools, and manage passwords.	

	OC 5. Understand the ethical concerns and emerging trends in AI-driven cyber threats.
9	Modules: Module 1: Fundamentals of Digital Safety & Online Behavior Introduction to Digital Safety and Cyber Security: What is Digital Safety?, Everyday importance of staying safe online, Cyber Security vs. Digital Safety, Ethical and responsible use of technology Common Online Threats and How to Avoid Them: Types of online threats: viruses, phishing, scams, Understanding social engineering and digital fraud, Case examples of real-world cyber attacks Safe Internet and Social Media Use: How to browse safely: HTTPS, safe websites, online shopping tips, Social media privacy settings, Digital identity and managing your online presence, Deepfakes and misinformation, Screen time, mental health, and digital well-being Online Safety for Children and Teenagers: Common risks for young users, Using parental controls and safe browsing tools, Identifying and addressing cyberbullying, Teaching children responsible internet use Module 2: Personal Device Security, Privacy & Emerging Trends Securing Devices and Networks: How to keep your phone and laptop safe, Safe use of public Wi-Fi and VPNs, Protecting smart devices (IoT) at home, Backing up your data securely Building Good Digital Habits (Cyber Hygiene): Creating strong passwords and using multi-factor authentication, Keeping software updated and avoiding unsafe downloads, Spotting fake news and online hoaxes Understanding Data Privacy: What is personal data and why it matters, Data protection laws in simple terms (like GDPR), Using privacy-friendly tools (browsers, search engines, messaging apps), What to do if a data breach happens Cyber Safety at Work and Emerging Technologies: Staying safe while working online or remotely, Secure email and workplace communication, How AI is used in cyber security – the good and the bad, Deepfakes, AI-based scams, and how to stay alert, Introduction to how blockchain can help in digital security
10	Text Books 1. Security in the Cyber Age: An Introduction to Policy and Technology, John E. Savage, Derek S. Reveron, Cambridge University Press, 2023 2. Cyber Security and Personal Data Awareness: Leverage Personal Data safety in Cyber Threat environment, Selvaraj G, Notion Pres, 2024 3. Cyber and Digital Safety: Fundamentals and Best Practices, Maurya R K, SYBGEN Learning, 2025
11	Reference Books 1. Cyber Safety for Everyone: A comprehensive guide to online safety,

	JaagoTeens, BPB Publications, 3rd Edition, 2024		
	2. The Basics of Cyber Safety: Computer and Mobile Device Safety, John Sammons (Author), Michael Cross MD, Syngress, 2016		
	3. Cybersecurity for Everyone, David B. Skillicorn, Routledge, CRC Press, 2022		
	4. Cybersecurity for Dummies, Joseph Steinberg, Wiley, 2020		
12	Internal Continuous Assessment: 40%	Semester End Examination: 60%	
13	Continuous Evaluation through:	Evaluation through:	
	Class Test on Module 1: 10 marks	A Semester End Theory Examination	
	Class Test on Module 2: 10 marks	of 1 hour duration for 30 marks as per	
	Average of 2 Class Tests: 10 marks	the paper pattern given below.	
	Assignment on Module 1: 5 marks	Total: 30 marks	
	Assignment on Module 2: 5 marks		
	Total of 2 Assignments: 10 marks		
	Total: 20 marks		
14	Format of Question Paper:		
	Total Marks: 30		
	Duration: 1 Hour		
	Question	Based On	Options
	Q. 1	Module 1	Any 2 out of 4
	Q. 2	Module 2	Any 2 out of 4
Q. 3	Module 1 & 2	Any 2 out of 4	
			Marks
			10
			10
			10

Name of the Course: Web Designing

Sr. No.	Heading	Particulars
1	Description the course:	Introduction: This course offers a comprehensive exploration of web development, covering essential technologies such as HTML, CSS, JavaScript, and PHP. Students will gain practical skills and knowledge necessary to create dynamic and visually appealing websites. Relevance: In today's digital age, web development skills are in high demand across various industries. Understanding HTML, CSS, JavaScript, and PHP is crucial for anyone interested in pursuing a career in web development or related fields. Usefulness: The skills acquired in this course are highly transferable and applicable in a wide range of professional settings. Whether students aim to become web developers, designers, or entrepreneurs, proficiency in web development technologies is invaluable. Application: Students will learn to apply their knowledge of HTML, CSS, JavaScript, and PHP to develop interactive websites and web applications. Through hands-on projects and exercises, they will gain practical experience in building real-world solutions. Interest: The course content is designed to engage students with a passion for technology and creativity. From creating visually appealing designs to implementing dynamic functionality, students will find ample opportunities to explore and express their interests. Connection with Other Courses: This course serves as a foundation for further studies in web development and related disciplines. It complements other technology courses by providing essential skills and knowledge that can be applied across various domains.

		Demand in the Industry: The demand for skilled web developers continues to grow as businesses and organizations increasingly rely on their online presence. Graduates of this course will be well-equipped to meet this demand and contribute effectively in the industry. Job Prospects: Completion of this course opens up numerous job opportunities in web development, design, digital marketing, e-commerce, and more. With the skills acquired, students can pursue roles such as front-end developer, web designer, full-stack developer, or freelance web developer.
2	Vertical:	Open Elective
3	Type:	Practical
4	Credits:	2 credits (1 credit = 30 Hours of Practical work in a semester)
5	Hours Allotted:	60 hours
6	Marks Allotted:	50 Marks
7	Course Objectives (CO): CO 1. Familiarize students with core web development technologies such as HTML, CSS, JavaScript, and PHP. CO 2. Develop students' skills in creating structured and visually appealing web pages using HTML and CSS. CO 3. Enable students to add interactivity and dynamic behavior to web pages using JavaScript. CO 4. Introduce students to basic web design principles and best practices. CO 5. Provide practical experience through hands-on exercises and projects.	
8	Course Outcomes (OC): After successful completion of this course, students would be able to - OC 1. Demonstrate proficiency in HTML markup and CSS styling to create well-structured and visually appealing web pages. OC 2. Implement interactivity and dynamic behavior on web pages using JavaScript and PHP. OC 3. Apply basic web design principles to create user-friendly and aesthetically pleasing websites. OC 4. Analyze and solve problems related to web development, including troubleshooting code and debugging errors. OC 5. Develop basic web applications and prototypes using HTML, CSS, JavaScript, and PHP. OC 6. Collaborate effectively in a team environment on web development projects.	

9	Modules:
	Module 1: Basics of Web Development (HTML and CSS) (30 hours)
	Understanding the Internet and World Wide Web: Introduction to the Internet and its applications. Overview of email, Telnet, FTP, e-commerce, and e-business. Basics of Internet infrastructure: ISPs, DNS, URLs, and HTTP. HTML5 Fundamentals: Basic Elements of HTML: Introduction to HTML tags for creating the structure of web pages. Formatting Text: Applying basic text formatting using HTML tags. Organizing Content: Using lists and headings to organize content. Creating Links: Making hyperlinks to connect web pages. HTML Tables: Structuring data using HTML tables for better presentation and organization. Working with Multimedia and Forms: Adding Images: Inserting images onto web pages and understanding image formats. Colors and Styling: Applying colors and basic styles to web elements. Forms and User Input: Creating interactive forms for user input and data submission. Styling with CSS Introduction to CSS: Understanding the role of Cascading Style Sheets in styling web pages. Selectors and Properties: Using CSS selectors and properties to style HTML elements. Background and Fonts: Applying background styles and working with fonts. Positioning Elements: Understanding CSS properties for positioning elements on a web page.
	Module 2: JavaScript and Dynamic Web Content (30 hours)
	JavaScript: Integrating JavaScript: Using JavaScript code within HTML documents for interactivity. Programming Basics: Understanding JavaScript variables, operators, and control flow. Functions and Events: Defining functions and handling events for user interaction. Working with Forms: Validating form data and handling user input with JavaScript.

	Dynamic content with PHP Basics of Server-side Scripting: Understanding the role of PHP in server-side scripting. Variables and Data Types: Declaring variables, working with data types, and type coercion in PHP. Control Structures: Implementing conditional statements and loops in PHP scripts. Sessions and Cookies: Introduction to managing user sessions and using cookies for data storage. Working with Databases: Connecting to databases, executing SQL queries, and processing query results.	
10	Text Books 1. HTML 5 Black Book, Covers CSS 3, JavaScript, XML, XHTML, AJAX, PHP and jQuery, 2ed, Dreamtech Press, 2016 2. Web Programming and Interactive Technologies, scriptDemics, StarEdu Solutions India, 2018 3. PHP: A Beginners Guide, Vikram Vaswani, TMH	
11	Reference Books 1. HTML, XHTML, and CSS Bible Fifth Edition, Steven M. Schafer, WILEY, 2011 2. Learning PHP, MySQL, JavaScript, CSS & HTML5, Robin Nixon, O'Reilly, 2018 3. PHP, MySQL, JavaScript & HTML5 All-in-one for Dummies, Steve Suehring, Janet Valade Wiley, 2018	
12	Internal Continuous Assessment: 40%	Semester End Examination: 60%
13	Continuous Evaluation through: Class Test on Module 1: 10 marks Class Test on Module 2: 10 marks Average of 2 Class Tests: 10 marks Assignment on Module 1: 5 marks Assignment on Module 2: 5 marks Total of 2 Assignments: 10 marks Total: 20 marks	Evaluation through: A Semester End Theory Examination of 1 hour duration for 30 marks as per the paper pattern given below. Total: 30 marks

14	Format of Question Paper:		
	Total Marks: 30		Duration: 1 Hour
	Question	Based On	Options
	Q. 1	Module 1	<i>Any 2 out of 4</i>
	Q. 2	Module 2	<i>Any 2 out of 4</i>
	Q. 3	Module 1 & 2	<i>Any 2 out of 4</i>
			Marks
			10
			10
			10

Sd/-

Sign of the BOS Chairman
Dr. Jyotshna Dongardive
 Ad-hoc BOS (Computer
 Science)

Sd/-

Sign of the Offg.
Associate Dean
Dr. Madhav R. Rajwade
 Faculty of Science & Technology

Sd/-

Sign of Offg. Dean
Prof. Shivram S. Garje
 Faculty of Science &
 Technology

University of Mumbai

वेबसाईट - mu.ac.in

ईमेल - आयडी - dr.aams@fort.mu.ac.in
aams3@mu.ac.in



विद्याविषयक प्राधिकरणे
सभा आणि सेवा विभाग (ए.ए.एम.एस)
रूम नं. १२८ एम.जी.रोड, फोर्ट,
मुंबई - ४०० ०३२
टेलिफोन नं - ०२२ - ६८३२००३३

(नॅक पुनर्मूल्यांकनाद्वारे ३.६५ (सी.जी.पी.ए.) सह अ++ श्रेणी
विद्यापीठ अनुदान आयोगाद्वारे श्रेणी १ विद्यापीठ दर्जा)

क्र.वि.प्रा.स.से./आयसीडी/२०२५-२६/३७

दिनांक : २७ मे, २०२५

परिपत्रक:-

सर्व प्राचार्य/संचालक, संलग्नित महाविद्यालये/संस्था, विद्यापीठ शैक्षणिक विभागांचे संचालक/ विभाग प्रमुख यांना कळविण्यात येते की, राष्ट्रीय शैक्षणिक धोरण २०२० च्या अमलबजावणीच्या अनुषंगाने शैक्षणिक वर्ष २०२५-२६ पासून पदवी व पदव्युत्तर अभ्यासक्रम विद्यापरिषदेच्या दिनांक २८ मार्च २०२५ व २० मे, २०२५ च्या बैठकीमध्ये मंजूर झालेले सर्व अभ्यासक्रम मुंबई विद्यापीठाच्या www.mu.ac.in या संकेत स्थळावर NEP २०२० या टॅब वर उपलब्ध करण्यात आलेले आहेत.

मुंबई - ४०० ०३२
२७ मे, २०२५


(डॉ. प्रसाद कारंडे)
कुलसचिव

Copy forwarded for information and necessary action to :-	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), dr@eligi.mu.ac.in
2	The Deputy Registrar, Result unit, Vidyanagari drresults@exam.mu.ac.in
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), rapc@mu.ac.in
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in ar.tau@fort.mu.ac.in
11	The Deputy Registrar, College Teachers Approval Unit (CTA), concolsection@gmail.com
12	The Deputy Registrars, Finance & Accounts Section, fort draccounts@fort.mu.ac.in
13	The Deputy Registrar, Election Section, Fort drelection@election.mu.ac.in
14	The Assistant Registrar, Administrative Sub-Campus Thane, thanesubcampus@mu.ac.in
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, ar.seask@mu.ac.in
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentar@gmail.com
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, director@idol.mu.ac.in
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), dlleuniversityofmumbai@gmail.com

Copy for information :-	
1	P.A to Hon'ble Vice-Chancellor, vice-chancellor@mu.ac.in
2	P.A to Pro-Vice-Chancellor pvc@fort.mu.ac.in
3	P.A to Registrar, registrar@fort.mu.ac.in
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), camu@accounts.mu.ac.in

To,

1	The Chairman, Board of Deans pvc@fort.mu.ac.in
2	Faculty of Humanities, Offg. Dean 1. Prof.Anil Singh Dranilsingh129@gmail.com Offg. Associate Dean 2. Prof.Manisha Karne mkarne@economics.mu.ac.in 3. Dr.Suchitra Naik Naiksuchitra27@gmail.com
	Faculty of Commerce & Management, Offg. Dean, 1 Prin.Ravindra Bambardekar principal@model-college.edu.in Offg. Associate Dean 2. Dr.Kavita Laghate kavitalaghate@jbims.mu.ac.in 3. Dr.Ravikant Balkrishna Sangurde Ravikant.s.@somaiya.edu 4. Prin.Kishori Bhagat kishoribhagat@rediffmail.com

	Faculty of Science & Technology Offg. Dean 1. Prof. Shivram Garje ssgarje@chem.mu.ac.in Offg. Associate Dean 2. Dr. Madhav R. Rajwade Madhavr64@gmail.com 3. Prin. Deven Shah sir.deven@gmail.com
	Faculty of Inter-Disciplinary Studies, Offg. Dean 1. Dr. Anil K. Singh aksingh@trcl.org.in Offg. Associate Dean 2. Prin. Chadrashekhhar Ashok Chakradeo cachakradeo@gmail.com 3. Dr. Kunal Ingle drkunalingle@gmail.com
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
5	The Director, Board of Students Development, dsd@mu.ac.in DSW directr@dsd.mu.ac.in
6	The Director, Department of Information & Communication Technology, director.dict@mu.ac.in

As Per NEP 2020

University of Mumbai



Syllabus for Major Vertical – 1 & 4

Name of the Programme – B.Com. (Management Studies)		
Faulty of B.Com. (Management Studies)		
Board of Studies in B.Com. (Management Studies)		
U.G. Second Year Programme	Exit Degree	U.G. Diploma in B.Com. (Management Studies)
Semester		III & IV
From the Academic Year		2025-26

University of Mumbai



(As per NEP 2020)

Sr. No.	Heading	Particulars
1	Title of program O: _____	B.Com. (Management Studies)
2	Exit Degree	U.G. Diploma in B.Com. (Management Studies)
3	Scheme of Examination R: _____	NEP 40% Internal 60% External, Semester End Examination Individual Passing in Internal and External Examination
4	Standards of Passing R: _____	40%
5	Credit Structure R. CU-575C R. CU-575D	Attached herewith
6	Semesters	Sem. III & IV
7	Program Academic Level	5.00
8	Pattern	Semester
9	Status	New
10	To be implemented from Academic Year	2025-26

Sd/-

Sign of the BOS
Chairman
Dr. Kanchan Fulmali
Board of Studies in
BMS

Sd/-

Sign of the
Offg. Associate Dean
Prin. Kishori Bhagat
Faculty of Commerce
& Management

Sd/-

Sign of the
Offg. Associate Dean
Prof. Kavita Laghate
Faculty of
Commerce &
Management

Sd/-

Sign of the
Offg. Dean
Prin. Ravindra
Bambardekar
Faculty of
Commerce &
Management

Under Graduate Diploma in B.Com. (Management Studies)

Credit Structure (Sem. III & IV)

	R. CU-575C									
Level	Semester	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VE C, IK S	OJT, FP, CEP, CC,RP	Cum. Cr. / Sem.	Degree/ Cum. Cr.
		Mandatory	Electives							
5.0	III	8(2*4) Marketing Introduction to Marketing Management (4) Marketing Research (4) OR Finance Introduction to Financial services (4) Financial Management (4) OR HR Introduction to HRM (4) Training & Development (4)		4	2	VSC:2, Marketing Consumer behaviour (2) OR Finance Financial Statement Analysis (2) OR HR Recruitment and selection (2)	AEC: 2	FP: 2 CC:2 CC:2	22	UG Diploma 88
	R. CU-575D									
	IV	8 Marketing Retail Marketing (4) CRM (4) OR Finance Auditing (4) Financial Institutions and Market (4) OR HR Change & Conflict Management (4) Legal practices in HRM (4)		4	2	SEC:2 Marketing Ad Making (2) OR Finance Financial Inclusion Skills in Youth (2) OR HR Organisational Development	AEC: 2	CEP: 2 CC:2 CC:2	22	
	Cum Cr.	28		10	12	6+6	8+4+2	8+4	88	
Exit option; Award of UG Diploma in Major and Minor with 80-88 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor										

[Abbreviation - OE – Open Electives, VSC – Vocation Skill Course, SEC – Skill Enhancement Course, (VSEC), AEC – Ability Enhancement Course, VEC – Value Education Course, IKS – Indian Knowledge System, OJT – on Job Training, FP – Field Project, CEP – Continuing Education Program, CC – Co-Curricular, RP – Research Project]

Sem. - III

Vertical – 1
Major -1& 2
Marketing
Or
Finance
Or
HR

As Per NEP 2020

University of Mumbai



Syllabus for Basket of Major 1 (Marketing)	
Ad- hoc Board of Studies in B. Com. (Management Studies)	
UG Second Year Programme	
Semester	III
Title of Paper	Introduction to Marketing Management
Credits	4
From the Academic Year	2025-26

**Major 1 - Marketing
Syllabus
B.Com. Management Studies
(Sem.- III)**

Title of Paper: Introduction to Marketing Management

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This course provides a comprehensive overview of marketing management, emphasizing key concepts, strategies, and trends that shape the dynamic business environment. Students will explore the evolution of marketing, the impact of environmental forces on business practices, and the need for innovative strategies to engage customers. The course covers essential topics such as market segmentation, targeting, positioning, and consumer behavior. Additionally, it delves into pricing, promotion strategies, distribution networks, and emerging trends like AI and data analytics in marketing. Through case studies and practical applications, students will develop a deep understanding of the marketing mix, product life cycles, and the strategic tools necessary for effective marketing management in both urban and rural markets.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To understand the basics of marketing management and the impact of business environmental forces on marketing practices. 2. To examine the buying behavior of consumers & understand the marketing strategies. 3. To explore the marketing mix elements in generating marketing outcomes for a product or service. 4. To analyze the emerging trends in marketing management & evaluate the impact of technology on marketing decisions.	

8	Course Outcomes: 1. Learner can able to understand & recall the traditional & contemporary marketing concepts. 2. They will demonstrate & understand the factors affecting buying behavior of consumers. 3. They can assess & evaluate the marketing management strategies through real life case. 4. Students will analyze the emerging trends in marketing management & evaluate the impact of technology on marketing decisions
9	Modules: Module 1: Introduction to Market & Marketing Management 1. Market – Introduction – Concept – Evolution (Concepts of Marketing) – Meaning & Definition of Marketing Management – Features – Functions – Scope. 2. Impact of Business Environmental Forces on marketing managerial practices – Internal & External Environment- Case Studies – Need for Innovative Marketing Strategies for Customer Engagement – Innovative Strategies by Global Players – Success Stories 3. Marketing Mix (Product & Service) – Elements – Role of marketing mix elements in marketers’ decisions for a product/service – Evaluating the marketing mix program of successful – Withdrawn - Repositioned products/services. 4. Modern Concepts of Marketing – Forms – Emerging Trends - Community Engagement as a strategic tool to marketing management Module 2: Consumer Behavior & STP Model Strategies 1. Buying Idea – Buyer behavior - Concept – Factors determining buying behavior of consumers – Consumer Buying Decision Process. 2. STP (Segmentation, Targeting & Positioning) Model - Definition –Bases – Need - Merits & Demerits of Market Segmentation – Marketing mix segment of product/service through a case study approach. 3. Target Market – Concept – Target Market Strategies – Positioning – Concept –Qualities of a successful position-Product Position v/s Brand Position - Positioning Strategies – Case study 4. Product – Concept – Product Levels - Product Mix Decisions - Product Life Cycle – Stages - Development of a hypothetical product/service & its prospective implications - Case Study Module 3: Pricing & Promotion Strategies 1. Pricing Strategies – Price – Concept - Factors affecting changes in price – Methods -Price as an indicator of Quality – Case Studies.

	2. Promotion – Concept – Elements in the Communication process – Elements/Tools of promotion – Role of Integrated Marketing Communication – Recent Trends in Promotional Offerings- Integration of modern & recent tools of marketing. 3. Packaging of a Product – Role -Essentials – Sustainable Packaging -Emerging Trends in Packaging Standards- Types of packaging 4. Key Decision Areas in Rural Marketing – Role of Rural market - Marketing Mix for Rural Markets - Media Mix for Rural Markets
	Module 4: Distribution Network & Emerging Trends in Marketing Management
	1.Physical Distribution – Types of marketing channels - Traditional & Contemporary channels of marketing- factors affecting marketing channels 2.Marketing Control – Concept – Need – Control Process – Techniques - Supply Chain Management – Elements – Case Studies 3.New trend in Market Organization- Principles – Types- Marketing Audit -Importance to marketing organizations - Porters Generic Strategy, Blue Ocean Strategy 4.Emerging Trends in developing competitive marketing strategies — Role of AI & Data Analytics in marketing - Impact of technology & innovation in marketing management
10	Reference Books: 1) Pillai, R. S., & Bhagwati, M. (2016). Modern marketing: Principles & practices (2nd ed.). S. Chand Publishing. 2) Baines, P., Fill, C., & Page, K. (2013). Marketing (3rd ed.). Oxford University Press. 3) Ramaswamy, V. S., & Namakumari, S. (2013). Marketing management (5th ed.). Macmillan India Ltd. 4) Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson Education. 5) Perreault, W. D., & McCarthy, E. J. (2017). Basic marketing: A global managerial approach (19th ed.). McGraw-Hill Education. 6) Schiffman, L. G., & Kanuk, L. L. (2010). Consumer Behavior (10th ed.). Pearson Education. 7) Armstrong, G., & Kotler, P. (2017). Marketing: An introduction (13th ed.). Pearson Education. 8) Chernev, A. (2018). Strategic marketing management (9th ed.). Cerebellum Press. 9) Lehmann, D. R., & Winer, R. S. (2008). Analysis for marketing planning (7th ed.). McGraw-Hill Education. 10) Kotler, P., & Armstrong, G. (2018). Principles of marketing (17th ed.). Pearson Education

11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	

As Per NEP 2020

University of Mumbai



Syllabus for Basket of Major 2 (Marketing)	
Ad- hoc Board of Studies in B. Com. (Management Studies)	
UG Second Year Programme	
Semester	III
Title of Paper	Marketing Research
Credits	4
From the Academic Year	2025-26

**Major 2 - Marketing
Syllabus
B.Com. Management Studies
(Sem.- III)**

Title of Paper: Marketing Research

Sr. No.	Heading	Particulars
1	Description the course: Including but not limited to:	The study of Marketing Research provides learners with a comprehensive understanding of how research supports marketing decision-making. It begins by introducing the role and importance of marketing research focusing on its contribution to identifying and solving marketing problems. Learners learn the various types of research and explore the complete research process from defining the problem to reporting findings. It covers research design where learners will learn how to develop appropriate research plans, understand qualitative and quantitative methods and apply different sampling techniques. It also delves into data collection methods for data preparation. This comprehensive approach equips students with both the theoretical knowledge and practical skills needed to apply marketing research in real-world business contexts.
2	Vertical:	Major
3	Type:	Theory
4	Credit:	4 credits
5	Hours Allotted:	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To establish a comprehensive understanding of the conceptual foundations and strategic importance of marketing research 2. To analyze the practical application of marketing research methodologies across diverse marketing domains, including consumer behaviour, advertising effectiveness. 3. To develop proficiency in the application of measurement scales and sampling techniques within the context of marketing research design. 4. To critically evaluate data collection and analysis procedures, and to report writing for actionable business insights.	

8	Course Outcomes: Students will be able to understand 1. Define and critically analyze the marketing research process, including its ethical implications. 2. Evaluate and compare different consumer research, advertising research, and motivational research methodologies. 3. Demonstrate proficiency in selecting and applying appropriate scales of measurement and sampling techniques, including determining optimal sample sizes. 4. Synthesize and interpret data collected through various marketing research methods, utilize appropriate data analysis tools.
9	Modules: - Module 1: Basics of Marketing Research 1. Marketing Research- Meaning & Definition, features, need and functions of marketing research 2. Process of Marketing Research, Significance of Marketing Research in Marketing decision making, Limitations of marketing research 3. Ethical Issues in Marketing Research, Career options in Marketing Research, Types of marketing research 4. Essentials of a good Marketing Research – Qualities of marketing research professional, International Marketing Research. Module 2: Application of Marketing Research 1. Consumer Research - Meaning & Scope, Need, Functions. Product Research - Meaning & Scope, Importance. 2. Advertising Research – importance and scope - Media Research - Functions of Media Research. Motivational Research – Meaning, Uses, Limitations & Techniques 3. Marketing Research Proposal – Meaning and Elements - Design & Implementation of Marketing Research Proposal 4. Marketing Research Design – Meaning - Importance, Types of Research Design, Criteria of a good Research Design. Module 3: Scales of Measurement & Sampling in Marketing Research: 1. Scales of Measurement – Meaning of Measurement in Marketing Research, criteria of sound Measurement of Marketing Research. Attitude measurement 2. Sampling, Measurement, Scaling Process in Marketing Research– Sampling Design and Procedure 3. Sampling Methods — Probabilistic sampling Techniques - Non-probabilistic sampling Techniques - Sample Size determination - Sampling Errors.

	4. Sources of variation in Measurement - Validity & Reliability of Measurement. Meaning and types of hypothesis	
	Module 4: Data Collection, Data Analysis & Report writing:	
	1. Data Collection- Online data collection - Collection of Secondary Data – Collection of Primary Data Methods - Field Operations - Errors and Difficulties in Data Processing. 2. Coding and Editing, integrating technology in data collection, importance of online surveys, hand held devices, text messages, social networking methods 3. Data Analysis & Report writing- -Hypothesis Testing, Meaning of Marketing Research Report, 4. Marketing Research Report-Concept, types, contents, essentials, use of visual aids in research report, Proforma / Format of a Market Research Report.	
10	Reference Books: 1. Essentials of Marketing Research By S.A.Chunawala – Himalaya Publishing House. 2. Marketing Research By B.S.Goel - Pragati Prakashan, Meerut (UP) 3. Marketing Management by Kotler, Keller, Koshy, Jha, (13th Edition Pearson.) 4. Naresh K Malhotra, Satyabhushan Dash, (2009). Marketing Research- An Applied Orientation, 5/e, Pearson Education, New Delhi. 5. Donald S. Tull, Del I. Hawkins, (2009). Marketing research –Measurement & Method, PHI Private Limited, NewDelhi. 6. Donald R. Cooper, Pamela S Schindler, (2007). Marketing Research-Concepts and Cases. Tata McGraw-Hill Publishing Company Limited, NewDelhi. 7. Hair, Bush, Ortinau, (2006). Marketing Research, 3/e, Tata McGraw-Hill Publishing Company Limited, NewDelhi. 8. Nigel Bradley, (2007). Marketing research –Tools and Techniques. Oxford University Press, New Delhi	
11	Internal Continuous Assessment: 40%	External, Semester End Examination Individual Passing in Internal and External Examination : 60%
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	

As Per NEP 2020

University of Mumbai



**Syllabus for
Basket of Major 1 (Finance)**

Ad- hoc Board of Studies in B. Com. (Management Studies)

UG Second Year Programme

Semester	III
Title of Paper	Introduction to Financial Services
Credits	4
From the Academic Year	2025-26

Major 1 - Finance
Syllabus
B.Com. (Management Studies)
(Sem.- III)

Title of Paper - Introduction to Financial Services

Sr. No.	Heading	Particulars
1	Description the course: Including but not limited to:	This course explores the dynamic world of financial services, encompassing banking, investment, and insurance. Students will analyze market structures, regulatory frameworks, and the diverse products offered. Core concepts include risk management, financial intermediation, and the impact of technology on the industry. Participants will develop a foundational understanding of financial markets and their role in the global economy. This knowledge equips them for careers in finance or informed decision-making in personal finance.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: 1. To provide an overview of financial services and their significance in the economy. 2. To familiarize students with different types of financial institutions and intermediaries. 3. To develop an understanding of key financial products and services. 4. To analyze the regulatory environment governing financial services.	
8	Course Outcomes: 1. Students will be able to explain the structure and functioning of financial services and their role in economic development. 2. Students will gain knowledge about different financial institutions, their functions, and regulatory authorities governing financial markets. 3. Students will develop the ability to analyze various financial products such as banking services, insurance, mutual funds, and investment instruments. 4. Students will understand the regulatory framework for financial services and apply risk management principles to safeguard financial transactions and consumer interests.	

9	Modules:
	Module 1: Foundations of Financial Services
	1. Introduction to Financial Services: Definition, Scope, and Importance, Evolution of the Financial System. 2. Functions of the Financial System: Mobilization of Savings, Allocation of Funds, Risk Management, Payment Mechanism, Information Provision. 3. Key Participants in the Financial System: Savers, Borrowers, Intermediaries. 4. Types of Financial Intermediaries: Depository Institutions (Banks, Credit Unions), Contractual Savings Institutions
	Module 2 - Financial Markets
	1. Introduction to Financial Markets: Definition, Types, and Functions. 2. Money Market: Instruments (Treasury Bills, Commercial Paper, Certificates of Deposit, Call Money), Participants, and Role. 3. Capital Market: Primary Market (New Issues Market, IPOs, FPOs), Secondary Market and Debt Market: Types of Bonds (Government Bonds, Corporate Bonds), Features, and Significance. 4. Equity Market: Types of Shares (Equity, Preference), Features, and Significance.
	Module 3: Banking and Non-Banking Financial Institutions
	1. Commercial Banking: Functions (Accepting Deposits, Lending, Payment Services), Types of Banks (Public Sector, Private Sector, Foreign Banks). 2. Development Banks: Objectives and Role in Economic Development. Cooperative Banks: Structure and Functions, NPA 3. Small Finance Banks and Payment Banks: Objectives and Features, 4. Non-Banking Financial Companies (NBFCs): Definition, Types, Functions, and Significance.
	Module 4 - Regulatory Framework and Emerging Trends in Financial Services
	1. Need for Regulation of Financial Services, Key Regulatory Bodies in India: Reserve Bank of India (RBI), Securities and Exchange Board of India (SEBI), Insurance Regulatory and Development Authority of India (IRDAI), Pension Fund Regulatory and Development Authority (PFRDA). 2. Overview of Key Regulations related to Banking, Capital Markets, and Insurance. 3. Emerging Trends in Financial Services: Financial Technology (FinTech), Digital Banking, Mobile Payments, Peer-to-Peer Lending, Crowdfunding. 4. Financial Inclusion: Concept and Initiatives in India.

10	Reference Books: 1. Khan, M. Y. (Latest Edition). <i>Indian Financial System</i>. Tata McGraw-Hill. 2. Bhole, L. M., & Mahajan, J. (Latest Edition). <i>Financial Institutions and Markets</i>. Tata McGraw-Hill. 3. Pathak, B. (Latest Edition). <i>Indian Financial System</i>. Pearson Education. 4. Relevant articles and reports from financial newspapers and websites. 5. Machiraju, H. R. – <i>Indian Financial System</i>	
11	Internal Continuous Assessment: 40%	External, Semester End Examination Individual Passing in Internal and External Examination : 60%
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 3)	

As Per NEP 2020

University of Mumbai



**Syllabus for
Basket of Major 2 (Finance)**

Ad- hoc Board of Studies in B. Com. (Management Studies)

UG Second Year Programme

Semester	III
Title of Paper	Financial Management
Credits	4
From the Academic Year	2025-26

Major 2 (Finance)
Syllabus
B.Com. (Management Studies)
(Sem.- III)

Title of Paper - Financial Management

Sr. No.	Heading	Particulars
1	Description the course: Including but not limited to:	This course provides a foundational understanding of core financial management principles. Students will learn to analyze financial decisions related to investment, financing, and dividends. Emphasis is placed on the time value of money, capital budgeting, and working capital management. The syllabus covers techniques for evaluating investment projects and managing financial risk. Students will explore the impact of capital structure and dividend policies on firm value. This course aims to equip students with practical skills for effective financial decision-making in business.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To introduce students to the fundamental principles of financial decision-making, including the analysis of financial statements. 2. To equip students with the ability to evaluate investment projects using various capital budgeting techniques, considering risk and uncertainty, to make sound financial decisions. 3. To enable students to understand and critically evaluate the theories and practices related to corporate financing decisions, including the optimal mix of debt and equity. 4. To provide students with the knowledge and skills necessary to effectively manage a firm's short-term assets and liabilities, optimizing liquidity and profitability.	
8	Course Outcomes: 1. Learners will be able to understand the fundamental principles of financial management and grasp the relationship between risk and return. 2. Learners will evaluate investment proposals using capital budgeting techniques with investment decisions and calculate the cost of capital. 3. They can Understand the different sources of finance available to businesses. And analyse the impact of capital structure on firm value. 4. Learners will be able to Manage working capital effectively to optimize liquidity and profitability and cash management strategies.	

9	Modules: -
	Module 1: Introduction to Financial Management
	1. Definition, Nature and scope of financial management, Goals of financial management profit maximization vs. wealth maximization, 2. Financial decisions: investment, financing, and dividend decisions. 3. Time value of money: present value, future value, annuities, perpetuities, 4. Risk and return concepts.
	Module 2 : Capital Budgeting
	1. Definition and importance of Capital Budgeting, Capital budgeting process, Types of capital investment decision, 2. Time Value of Money: Understanding present value and future value concepts, Discounting and compounding. 3. Techniques of capital budgeting: Payback period, Accounting rate of return (ARR), Net present value (NPV), Internal rate of return (IRR). 4. Profitability Index, Risk analysis in capital budgeting, Cost of Capital.
	Module 3: Financing Decisions and Capital Structure
	1. Sources of finance: equity, debt, and hybrid instrument, Cost of capital and its components. 2. Introduction to financial markets and instruments, The role of financial managers in financing decisions. 3. Capital structure theories, Calculating the cost of debt, equity, and preferred stock, Weighted average cost of capital (WACC), Factors affecting the cost of capital 4. Leverage analysis: operating, financial, and combined leverage, EBIT-EPS analysis
	Module 4: Working Capital Management
	1. Definition and importance of working capital, Components of working capital, working capital cycle 2. Cash Management: Cash flow forecasting, Cash budgeting, Techniques for optimizing cash balances, Short-term investment strategies. 3. Inventory Management: Types of inventories, Inventory control techniques - EOQ, ABC analysis, Inventory valuation methods. 4. Receivables management: Credit policy, Collection procedures, Dividend policies and factors affecting dividend decisions, Working Capital Policies and Strategies.

10	Reference Books: • Ross, S. A., Westerfield, R. W., & Jaffe, J. (2019). <i>Corporate finance (12th ed.)</i>. McGraw-Hill Education. • Pandey., I.M. (2021). Financial Management • Eugene F. Brigham and Joel F. Houston. (2020). Fundamentals of Financial Management. • Khan, M. Y. (2018). Financial management: Text. McGraw Hill Education (India) Private Limited.	
11	Internal Continuous Assessment: 40%	External, Semester End Examination Individual Passing in Internal and External Examination : 60%
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 3)	

As Per NEP 2020

Credits

University of Mumbai



**Syllabus for
Basket of Major 1 (HR)**

Ad- hoc Board of Studies in B. Com. (Management Studies)

UG Second Year Programme

Semester

III

Title of Paper

**Introduction to Human
Resource Management**

Credits

4

From the Academic Year

2025-26

Major – 1 (HR)
Syllabus
B.Com. Management Studies (Sem.- III)
Title of Paper: Introduction to Human Resource Management

Sr. No.	Heading	Particulars
1	Description the Course: Including but not limited to:	Human Resource Management (HRM) encompasses the strategic and coherent approach to the management of an organization's most valued assets - the people working there who individually and collectively contribute to the achievement of its objectives. It involves a range of activities, including talent acquisition, employee development, performance management, compensation and benefits, and fostering positive employee relations. Effective HRM aims to maximize employee performance, well-being, and engagement, ultimately contributing to organizational success and sustainability. It adapts to evolving workforce dynamics and legal landscapes, ensuring fair and equitable treatment of all employees. Through a combination of theoretical foundations and case studies, students will be equipped to apply HRM principles to improve organizational performance and employee well-being.
2	Vertical:	Major
3	Type:	Theory
4	Credit:	4 credits
5	Hours Allotted:	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: The students should be able to 1. Understand the significance of human resource in the organization and various factors influencing HRM and different approaches of HRM. 2. Apply HR planning and job analysis techniques in organizational settings. 3. Learn about the concept of Human Relations and employee morale for effective HRM. 4. Evaluate HRM strategies for managing challenges like employee diversity and turnover, and create effective solutions	

8	Course Outcomes: The students will be able to; 1. Acquire a perspective on the emergence and evolution of human resource management function over a period of time and explore the role of HR in any organization. 2. Analyze the effects of leadership styles and employee morale on organizational performance. 3. Understand the issues and challenges of human resource management i.e. employee turnover, employee morale, work life balance. 4. Assess HRM strategies and develop solutions for managing challenges such as employee diversity and turnover.
9.	Module 1: Introduction to Human Resource Management (HRM)
	1. Human Resource Management- Definition-Scope of HRM- Objectives of HRM- Functions of HRM 2. Evolution of HRM- Structure of Human Resource- Strategies of HRM- Context of HRM practices: Environmental influences 3. Human Resource Manager-Role of Human Resource Manager- Qualities of a good Human Resource Manager- Challenges faced by Human Resource Manager 4. Influence of Rational and Social approaches on functions & policies of HRM - Types of Approaches of HRM
	Module 2: Human Resource Planning
	1. Human Resource Planning (HRP)- Meaning of HRP- Definition of HRP- Factors influencing HRP- Steps involved in in process of HRP 2. Job Analysis- Meaning- Process of Job analysis- Components of Job Analysis- Tools and Techniques in Job Analysis 3. Job Design- Meaning- Tools and Techniques of Job Design- Psychological and Behavioral Issues in HRP--- Job Description- Job specification 4. Human Resource Information System: Meaning- Significance of HR Information System- Components of HR Information System - Case Study
	Module 3: Human Relations
	1. Human Relations-Concept -Meaning- Significance of Human Relations- Leadership: Concept and Essentials of a good Leadership - Transactional and Transformational Leadership 2. Employee Morale- Concept-Meaning- Factors Influencing Employee Morale- Measurement of Employee Morale 3. Employee Welfare Measures and Health and Safety Measures-Statutory Provisions for Safety of Workers (Indian and Global Scenario)

	4. Stress Management-Reasons/ of for Stress-Strategies for coping with Stress- Employee Welfare	
	Module 4: Recent Trends in HRM	
	1. Quality of Work Life (QWL): Concept- Significance of QWL to employees, organization, and society 2. Challenges, supportive measures (including time management grid & Flexi work hours for employees). Internal mobility (transfer, promotion). Separation. 3. Perspectives in HRM; Redundant manpower- HR Audit, Emerging job opportunities, Talent Management, Employee Burnout 4. Challenges in HRM: Employee Diversity - Labour Turnover -Absenteeism - Sexual Harassment at Workplace - Millennial Competency Mapping - International HR Practices	
10	Reference Books: - Aswathappa, K. & Dash, S. (2021). Human Resource Management-Text and cases (9th Ed.), Tata McGraw-Hill. - Chhabra, T. N. & Chhabra, M. (2020). Human Resource Management. New Delhi: Sun India Publications. - Decenzo, D. A., & Robbins, S. P. (2009). Fundamental of Human Resource Management, New Jersey: Wiley. - Dessler G. & Varrkey B. (2020). Human Resource Management, Sixteenth Edition, Pearson Paperback. - French, W. L. (2006). Human Resource Management. Boston: Houghton Mifflin. - Gupta, C. B. (2018). Human Resource Management. New Delhi: Sultan Chand & Sons. - Pattanayak, B. (2019). Human Resource Management (6th ed.). PHI learning - Prasad, L. M. (2018). Human Resource Management. New Delhi: Sultan Chand & Sons - Rao, V. S. P. (2020). Human Resource Management (2nd Ed.). New Delhi: Taxmann Pvt. Ltd. - Sengupta, A. (2018). Human Resource Management, Sage Textbook.	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	

As Per NEP 2020

University of Mumbai



**Syllabus for
Basket of Major 2 (HR)**

Ad- hoc Board of Studies in B. Com. (Management Studies)

UG Second Year Programme

Semester	III
Title of Paper	Training and Development
Credits	4
From the Academic Year	2025-26

Major 2 (HR)
Syllabus

B.Com. Management Studies (Sem.- III)

Title of Paper : Training and Development

Sr. No.	Heading	Particulars
1	Description the course: Including but not limited to:	Training and Development equips individuals and organizations with the essential skills and knowledge for growth and success. This field encompasses systematic processes to enhance employee capabilities, improve performance, and foster continuous learning. It involves identifying training needs, designing effective programs, and delivering engaging learning experiences. Development focuses on long-term growth, preparing individuals for future roles and organizational challenges. Key areas include skill enhancement, leadership development, and adapting to evolving industry demands. Ultimately, effective Training and Development initiatives contribute to increased productivity, employee satisfaction, and a competitive advantage for the organization.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted:	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To comprehend the principles and processes of training and development 2. To develop practical skills in designing and delivering training interventions. 3. To understand the strategic role of training and development in organizational success. 4. To evaluate the effectiveness and return on investment of training programs.	
8	Course Outcomes: 1. The learner will understand the importance and process of conducting a training needs analysis within organizations. 2. The learner will gain an understanding of the steps involved in designing a training program and evaluating its effectiveness. 3. The learner will demonstrate how to assess and identify training needs using person, task, and organizational analyses. 4. The learner will comprehend the tools and techniques used in management development to enhance organizational growth.	

9.	Module 1: Introduction to Training
	1. Overview of Training – Concept, Scope, Importance, Objectives, Features, Prerequisites to Corporate Training. 2. Process of Training–Steps in Training, identification of Job Competencies, criteria for identifying Training Needs (Person Analysis, Task Analysis, Organisation Analysis), 3. Major Types of training Methods: – On the Job & Off the Job Methods, Apprenticeship vs Internship in the education sector. 4. Levels of Training - Individual, operational and organizational levels – horizontal, vertical, top, bottom & official training.
	Module 2: Introduction to Development
	1. Overview of development– concept, scope, importance & need and features, Human Performance Improvement 2. Counselling techniques with reference to development employees, society and organization. 3. Career Development – Career Development Cycle, Model for planned Self-Development, Succession Planning 4. Role of Training and development manager, Administrators, consultants, designers and instructors – Determining training needs – Strategic Training & Development
	Module 3: Assessment of Training and MDP
	1. Assessment of Training Needs: Methods & Process of Needs Assessment, Criteria & Designing & Implementation of an effective Training Program, Evaluation of training programs 2. Management Development- Concept, Meaning, Benefits and challenges of MDP, Need of MDP. 3. Process of Management Development- Evaluation of Management Development 4. Methods- Programs and Methods of MDP, Principles of Management Development Programme
	Module 4: New Trends in Training and Development
	1. Performance Measurement- Meaning- Appraisal- Pitfalls- Ethics of Appraisal 2. Talent Management- Meaning, Measuring Talent Management-Integration and Future of Talent Management- Talent Management: Global Scenario 3. Knowledge Management- Meaning, Definition, Evolution of Knowledge Management- Life Cycle of Knowledge Management 4. Artificial intelligence: Role of AI in Training and Development and Effect of Artificial intelligence on Training and development

10	Reference Books: 1. Aswathappa, K. & Dash, S. (2021). Human Resource Management-Text and cases Tata McGraw-Hill. 2. Decenzo, D. A., & Robbins, S. P. (2009). Fundamental of Human Resource Management, New Jersey: Wiley. 3. Dessler G. & Varrkey B. (2020). Human Resource Management, Sixteenth Edition, Pearson Paperback. 4. French, W. L. (2006). Human Resource Management. Boston: Houghton Mifflin. 5. Gupta, C. B. (2018). Human Resource Management. New Delhi: Sultan Chand & Sons. 6. Pattanayak, B. (2019). Human Resource Management (6th ed.). PHI learning 7. Prasad, L. M. (2018). Human Resource Management. New Delhi: Sultan Chand & Sons 8. Rao, V. S. P. (2020). Human Resource Management (2nd Ed.). New Delhi: Taxmann Pvt. Ltd. 9. Sengupta, A. (2018). Human Resource Management, Sage Textbook.	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 3)	

Paper Pattern 4 Credits (Total 100 Marks)

Internal = 40 Marks
External = 60 Marks

Internal Paper Pattern (40 Marks)

1. Case Study writing **OR** Assignment
2. Quiz **OR** Group discussion **OR** Role Playing
3. Project Presentation **OR** Research Paper



any two (10 Marks each)

20 Marks

4. Class Test - (Mandatory) with Objective questions 20 Marks

Total

40 Marks

External Paper Pattern (60 Marks)

External Paper Pattern (60 Marks)

Write any **FOUR** questions from the following

Q1. Answer the following 15 marks

A

B

Q2. Answer the following 15 Marks

A

B

Q3. Answer the following 15 Marks

A

B

Q4. Answer the following 15 marks

A

B

Q5. Answer the following 15 Marks

A

B

Q6. Answer the following 15 Marks

A

B

Vertical - 4
VSC
Marketing
Or
Finance
Or
HR

As Per NEP 2020

University of Mumbai



Syllabus for Basket of VSC (Marketing)	
Ad- hoc Board of Studies in B. Com. (Management Studies)	
UG Second Year Programme	
Semester	III
Title of Paper	Consumer Behaviour
Credits	2
From the Academic Year	2025-26

**VSC- Marketing
Syllabus
B. Com. (Management Studies)
(Sem.- III)**

Title of Paper: Consumer Behaviour

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to :	Consumer Behavior is the study of how individuals, groups, and organizations make decisions to allocate resources (time, money, and effort) to consumption-related activities. This course examines the factors that influence consumer behavior, such as psychological, social, cultural and personal influences and how businesses can use this knowledge to develop effective marketing strategies. Understanding consumer behavior is essential for marketers as it provides insights into consumer needs, preferences and motivations, which are critical for developing products, services and campaigns that resonate with the target audience.
2	Vertical :	VSC
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: 1. To understand the concept of consumer behavior and its role in marketing decision-making. 2. To examine the role of social and cultural influences on buying behaviour 3. To understand buying habits and Online buying behaviour of consumer for marketing decisions	
8	Course Outcomes: 1. Students will identify and analyze marketing communication and psychological, social and cultural factors that influence consumer decisions. 2. Students will able to understand effect of online purchasing and consumer segmentation strategies	
9	Modules:	

Module 1: Introduction to Consumer Behaviour

1. Consumer Behaviour- Features, scope, Importance, Types of Consumer, Diversity of consumers and their behaviour- Types of Consumer Behaviour.
2. Consumer involvement - Decision-making processes - Purchase Behaviour and Marketing implications - Consumer Behaviour Models.
3. Environmental influences on Consumer Behaviour - Cultural influences - Hofstede's Cultural Dimensions and Marketing Implications - Social class - Reference groups
4. Consumer perceptions – Learning and attitudes - Motivation and personality – Psychographics - Values and Lifestyles.

Module 2: Consumer buying habits and Online buying behaviour

1. Consumer buying habits and perceptions of emerging non-store choices – Research and applications of consumer responses - Issues of privacy and ethics.
2. Marketing communication - Store choice and shopping behaviour - In-Store stimuli, Consumerism - Consumer rights and Marketers' responsibilities.
3. Effects of online purchasing on consumer behaviour - Psychology of online purchasing: motivations, perceptions, and attitudes.
4. Consumer Segmentation Strategies, Targeting & Positioning in International Markets, Global vs. Local Brands, Emerging Global Consumer Trends

10**Reference Books:**

1. Vriens, D., & Achterberg, J. (2019). *Organizational Development*. Routledge
2. Aubrey, B. (2015). *The Measure of Man: Leading Human Development*. McGraw-Hill Education.
3. Cummings, T. G., & Worley, C. G. (2014). *Organization Development and Change* (10th ed.). Cengage Learning.
4. Schein, E. H. (2010). *Organizational Culture and Leadership* (4th ed.). Jossey-Bass.
5. Wendell L French, Cecil h Bell. Jr., Veena Vohra, 2006 *Organizational Development – Prentice Hall of India Ltd., New Delhi*
6. Bradford, D. L., & Burke, W. W. (2005). *Reinventing Organization Development: New Approaches to Change in Organizations*. Pfeiffer.
7. Weisbord, M. R. (2004). *Productive workplaces: Dignity, meaning, and community in the 21st century*. Jossey-Bass.
8. French, W.L., Bell, C.H. and Vohra V, *Organization Development: Behavioral Science Interventions for Organization Improvement*, Revised 6th Ed., Pearson.
9. Hackman, J.R. and Suttle, J.L., *Improving Life at Work: Behavioural science approach to organisational change*, Goodyear, California.
10. Harvey, D.F. and Brown, D.R., *An experimental approach to Organization*

Development, 7th Ed. Prentice-Hall, Englewood Cliffs, N.J

11

Internal Continuous Assessment: 40%

**External, Semester End Examination
60% Individual Passing in Internal and
External Examination**

12

Continuous Evaluation through:

Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.
(at least 3)

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University of Mumbai



**Syllabus for
Basket of VSC (Finance)**

Ad- hoc Board of Studies in B. Com. (Management Studies)

UG Second Year Programme

Semester	III
Title of Paper	Financial Statement Analysis
Credits	4
From the Academic Year	2025-26

VSC- (Finance) Syllabus

B.Com. Management Studies (Sem.- III)

Title of Paper - Financial Statement Analysis

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Financial Statement Analysis involves the systematic review of a company's financial reports. This process dissects the income statement, balance sheet, and cash flow statement. Analysts use this to evaluate a company's profitability, liquidity, and solvency. Key financial ratios and trends are identified to assess financial health. This analysis aids in making informed investment and credit decisions. Ultimately, it provides a comprehensive understanding of a company's financial performance.
2	Vertical :	VSC
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: 1. To understand about the concept and objectives of Financial Statements. 2. To examine the conventional and vertical formats of presentation of financial statements. 3. To interpret the financial statements with the use of tools of financial statement analysis. 4. To use financial statement analysis for decision-making and forecast future financial performance	
8	Course Outcomes: Student will be able to 1. Understand the meaning, nature, objectives of preparation of Financial Statements 2. Understand the components and users of Financial Statements 3. Learn the conventional and vertical formats of preparation of financial statement 4. Use tools of financial statements analysis and interpret the same.	
9.	Module 1: Introduction to Financial Statement Analysis	
	1. Financial Statements Analysis: Meaning, Objectives, Components, Features, Nature, Limitations, Users of Financial Statements 2. Overview of key financial statements: balance sheet, income statement, cash flow statement, and statement of retained earnings.	

	3. Types, Conventional or 'T' form, Vertical format of Financial Statements 4. Review of Accounting principles, Accrual accounting vs. cash accounting, Key accounting concepts	
	Module 2: Tools of Financial Statement Analysis and Interpretation	
	1. Analysis of the Income Statement, Analysis of the Statement of Cash Flows, Free cash flow analysis, Financial Ratio Analysis 2. Trend Analysis and Comparative Analysis, Forecasting and Valuation, Financial forecasting techniques. 3. Analysis of specific industries, Analysis of multinational corporations, Detecting financial fraud. 4. Tools of Analysis and Interpretation of Financial Statements- Trend Analysis, Comparative Statement, Common Size Statement (Introduction and Short Practical Question)	
10	Reference Books: • Cost and Management Accounting - Colinn Dury 7th Edition • Cost and Management Accounting- Dbarshi Bhattacharyya pearson Publications 2013 edition • Management Accounting - M. Y. Khan • Management Accounting - I. M. Pandey	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	

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**Syllabus for
Basket of VSC (HR)**

Ad- hoc Board of Studies in B. Com. (Management Studies)	
UG Second Year Programme	
Semester	III
Title of Paper	Recruitment & Selection
Credits	2
From the Academic Year	2025-26

VSC- (HR)
Syllabus
B.Com. Management Studies
(Sem.- III)

Title of Paper: Recruitment & Selection

Sr. No.	Heading	Particulars
1	Description the course: Including but not limited to:	This course explores the comprehensive process of recruitment and selection, providing students with a deep understanding of the strategies, methodologies, and ethical considerations in human resource management. It covers the entire recruitment process, including planning, sourcing, and evaluation techniques, as well as modern trends such as SMAC (Social, Mobile, Analytics, and Cloud) in recruitment. The course further examines the selection process, focusing on effective techniques, selection tests, and interviews, along with the emerging trends and ethical standards in hiring. Through case studies and real-world applications, students will gain the necessary skills to design, evaluate, and improve recruitment and selection strategies to attract and retain the best talent.
2	Vertical:	VSC
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: 1. To define and explain the key concepts, processes, and methods involved in recruitment and selection. 2. To apply recruitment strategies and selection techniques to real-world scenarios and analyze their effectiveness. 3. To evaluate and design innovative recruitment and selection processes, incorporating emerging trends and ethical considerations.	

8	Course Outcomes: 1. Students will recall and define key concepts and processes in recruitment and selection. 2. Learners will use recruitment strategies and selection techniques in practical scenarios to assess their effectiveness. 3. Students will critically assess and improve recruitment and selection processes, integrating emerging trends and ethical practices.
9	Modules:
	Module 1: Overview of Recruitment: An Evaluation Technique
	1. Recruitment – Meaning- Definition – Recruitment Policy & Planning – Need & Essentials -Factors governing Recruitment Policy – Steps in the Recruitment Process 2. Sources of Recruitment - Recruits Perspective – Methods of Contacting Sources – Objective Factor Theory – Subjective Factor Theory – Critical Contact Theory. 3. Evaluation & Control of Recruitment Process – Philosophies of Recruiting – Approaches – Realistic Job Previews – Job Compatibility Questionnaire- Alternatives to Recruitment. 4. Recent Trends in Recruitment Practices – SMAC (Social, Mobile, Analytics and Cloud) as an Approach to Acquisition Function - Ethical Issues in recruitment process
	Module 2: Selection
	1. Selection – Concept – Meaning – Talent Acquisition Process – Selection as a source of Competitive Advantage – Effective Techniques of Selection 2. Evaluation – Barriers to effective selection – Guidelines for evaluating an Application Form- Evaluation of Selection Process 3. Interview - Role of an interviewer & interviewee– Steps in Interview Process - Demerits /Weaknesses of Interview Method- Difference between Recruitment & Selection. 4. Emerging Trends & Ethics in Selection Process – Gamification as an emerging technique in hiring – Ethical considerations/prerequisites in the selection process.
10	Reference Books: 1. Dessler, G. (2020). <i>Human resource management</i> (15th ed.). Pearson Education. 2. Gatewood, R. D., Feild, H. S., & Barrick, M. (2015). <i>Human resource selection</i> (8th ed.). Cengage Learning. 3. Heneman, H. G., & Judge, T. A. (2019). <i>Staffing organizations</i> (9th ed.). McGraw-Hill Education. 4. Phillips, J. M., & Gully, S. M. (2015). <i>Strategic staffing</i> (2nd ed.). Pearson Education.

	5. Mathis, R. L., & Jackson, J. H. (2019). Human resource management (15th ed.). Cengage Learning. 6. Prasad, L. M. (2018). Human resource management (7th ed.). Sultan Chand & Sons. 7. Durai, P. (2021). Human resource management. Pearson India Education Services Pvt. Ltd. 8. Aswathappa, K., & Dash, S. (2022). Human resource management: Text & cases. McGraw-Hill Education.	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	

Paper Pattern 2 Credits (Total 50 Marks)

Internal	=	20 Marks
External	=	30 Marks

Internal Paper Pattern (20 Marks)

1. Project Presentation OR Case Study writing	05 Marks
2. Quiz OR Group discussion	05 Marks
3. Class Test (Mandatory) with objectives	10 Marks
Total	20Marks

External Paper Pattern (30 Marks)

Write any **TWO** questions from the following

Q1. Answer the following	15 marks
A	
B	
Q2. Answer the following	15 Marks
A	
B	
Q3. Answer the following	15 Marks
A	
B	

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE Vertical 3

Faculty of Science and Technology

Board of Studies in Information Technology

Second Year Programme

Semester

IV

Title of Paper

Credits

Digital Marketing

2

From the Academic Year

2025-26

Title of Paper Digital Marketing

Sr.No.	Heading	Particulars
1	Description the course : Including but Not limited to:	A Digital Marketing course focuses on equipping students with the knowledge and skills required to promote products, services, or brands using various digital channels. It covers the fundamentals of online marketing, including search engine optimization (SEO), social media marketing, email marketing, content marketing, and paid advertising. This course is ideal for individuals looking to build careers in marketing, grow their business online, or enhance their digital presence.
2	Vertical :	Open Elective
3	Type :	Theory
4	Credits :	2 credits (1 credit = 15 Hours for Theory in a semester, Total 30 hours)
5	Hours Allotted :	30
6	Marks Allotted:	50
7	Course Objectives(CO): CO 1: Recognize how digital marketing elements such as SEO, e-mail marketing, social media, and mobile marketing contribute to a business's success. CO 2: Gain a thorough understanding of SEO, its importance in improving search rankings, and how it drives online visibility. CO 3: Master E-mail Marketing and Digital Display Advertising. CO 4: Gain Expertise in Social Media Marketing CO 5: Understand the role of mobile marketing, including the differences between mobile apps and widgets, and its application in both B2B and B2C settings CO 6: Evaluate Marketing Success and Optimize Campaigns.	
8	Course Outcomes (CO): CO 1. Identify and describe the key elements of digital marketing, including SEO, e-mail marketing, social media marketing, and mobile marketing. CO 2. Implement SEO best practices for on-page and off-page optimization, including creating backlinks, using internal/external links, and optimizing content. CO 3. Create and deliver structured, effective e-mail marketing campaigns that engage recipients and drive conversions. CO 4. Develop strategies to create engaging content and utilize user-generated content to improve social media marketing effectiveness.	
9	Modules: Module 1:	15 Hrs

	Introduction to Digital Marketing - Basic concepts, benefits and opportunities of digital marketing and its usage in business to business (B2B), business to consumer (B2C), not for profit (NFP) marketing					
	Search Engine Optimization: (SEO), E-mail Marketing and Digital Display Advertising					
	Module 2:-					15 Hrs
	Social Media Marketing : The key impact of social media on search engine optimization based on key metrics like CPC, PPC, CPM, CTR, and CPA , different aspects of social marketing and its behavior.					
	Mobile Marketing and Web Analytics: Presentation of mobile apps, Overview related to B2B and B2C mobile marketing					
10	Books and References:					
	Sr. No.	Title	Author/s	Publisher	Edition	Year
	1	Digital Marketing Trends and Prospects	Dr. Shakti Kundu	BPB	FIRST EDITION	2021
	2	Marketing 4.0	Philip Kotler, Hermawan Kartajaya, Iwan Setiawan	ePUB	—	—
12	Internal Continuous Assessment:40%			Semester End Examination: 60%		
13	Continuous Evaluation through: Mini Project - 15 Marks Quizzes/ Presentations/ Assignments: 5 marks Total: 20 marks			Format of Question Paper: External Examination (30 Marks)– 1 hr duration		

14	Format of Question Paper: (Semester End Examination: 30 Marks. Duration:1 hour) Q1: Attempt any two (out of four) from Module 1 (15 marks) Q2: Attempt any two (out of four) from Module 2 (15 marks) Or Q1: Attempt any three (out of five) from Module 1 (15 marks) Q2: Attempt any three (out of five) from Module 2 (15 marks)
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Sd/-
Sign of the BOS
Chairman
Dr. Srivaramangai R
BOS in Information
Technology

Sd/-
Sign of the
Offg. Associate Dean
Dr. Madhav R. Rajwade
Faculty of Science &
Technology

Sd/-
Sign of the Offg. Dean
Prof. Shivram S. Garje
Faculty of Science &
Technology

AC – 20/05/2025
Item No. – 5.45 (N) Sem-IV 5(b)

As Per NEP 2020

University of Mumbai



Syllabus for Basket of AEC	
Board of Studies in English	
UG First Year B.M.S. Programme	
Semester	IV
Title of Paper	Credits
I) Business Communication Skills II	02
From the Academic Year	2024-2025

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to:	Business Communication Skills II Business communication is an integral part of the commercial and corporate world. The growth of commercial organizations is directly linked to the effectiveness of their methods of communication with all their stakeholders. The success of an organization is also closely linked to its image building. As a discipline, business communication has changed diametrically and exponentially because of the rapid changes in information technology. In this scenario, it is imperative that all corporate professionals should have command over the various dimensions of business communication including the intentional and unintentional, the verbal and non-verbal, the in-person and the digital. The systematic study of business communication prepares the learners to become capable entrepreneurs, professionals, team-members and managers in today's competitive, networked and digitized business world.
2	Vertical :	Ability Enhancement Course
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks

7	Course Objectives: 1. To enable learners engage effectively with group communication. 2. To improve learners' skills in selection processes like interviews and group discussions. 3. To increase learners' understanding of the purpose and functions of meetings. 4. To equip learners with writing skills for trade-related communication.
8	Course Outcomes: At the end of the course, learners will be able to: 1. Understand and engage with group communication processes. 2. Perform more effectively during interviews and group discussions. 3. Participate more efficiently in meetings. 4. Write more impactful trade-related communication.
9	Modules:- Per credit One module can be created
	Module 1: Group Communication (15 Lectures)
	1. Interviews - Definition, format and process of interviews - Selection interviews, assessment interviews, grievance interviews, exit interviews - Preparation and role of interviewers - Preparation and role of interviewees - Online interviews 2. Group Discussion - Meaning and types - Skills that are assessed during Group Discussion - Process of Group Discussion - Do's and don'ts of Group Discussion 3. Meetings - Meaning and definition - Types of meeting: formal and informal with examples - Conducting a meeting - Role of chairperson - Role of participants - Online meetings: Skype, Zooms, Google Meet, MS Teams

	Module 2: Written Communication in Business (15 Lectures)
	1. Notice, agenda, minutes and resolution for meetings 2. Letter of inquiry 3. Complaint and claim letter – adjustment letter 4. Sales letters and pamphlets 5. Consumer Grievance letter
10	Text Books: N.A.
11	Reference Books: 1. Ashley, A. <i>A Handbook of Commercial Correspondence</i>. New Delhi: Oxford University Press, 1992. 2. Aswalthapa, K. <i>Organisational Behaviour</i>. Mumbai: Himalaya Publications, 1991. 3. Bahl, J. C. and Nagamia S. M. <i>Modern Business Correspondence and Minute Writing</i>. New Delhi: N. M. Tripathi Pvt. Ltd, 1974. 4. Balan, K.R. and Rayudu, C. S. <i>Effective Communication</i>. New Delhi: Beacon Books, 1996. 5. Bangh, L.Sue, Fryar, Maridell and Thomas David A. <i>How to Write First Class Business Correspondence</i>. N.T.C. Publishing Group USA, 1998. 6. Barkar, Alan. <i>Making Meetings Work</i>. New Delhi: Sterling Publications Pvt. Ltd., 1993. 8. Benjamin, James <i>Business and Professional Communication: Concepts and Practices</i>. New York: Harper Collins College Publishers, 1993. 9. Bhargava and Bhargava. <i>Company Notices, Meetings and Regulations</i>. New Delhi: Taxman, 1971. 10. Britt, Deborah. <i>Improving Business Communication Skills</i>. Kendall Hunt Publishing Co, 1992. 11. Bovee Courtland, L. and Thrill, John V. <i>Business Communication Today</i>, McGraw Hill. New York: Taxman Publication, 1989. 12. Burton, G. and Thakur. <i>Management Today- Principles and Practices</i>. New Delhi: Tata McGraw Hill, 1995. 13. Drucher, P.F. <i>Technology, Management and Society</i>. London: Pan Books, 1970. 14. Emans, Ben. <i>Interviewing: Theory, techniques, and training</i>. Taylor & Francis, 2019. 15. Eyre, E.C. <i>Effective Communication Made Simple</i>. Kolkata: Rupa and Co., 1985. 16. Fisher, Dalmar. <i>Communication in Organisation</i>. Mumbai: Jaico Publishing House, 1999. 17. Frailley, L.E. <i>Handbook of Business Letters</i>, Revised Edn. New Jersey: Prentice Hall Inc., 1982. 18. French, Astrid. <i>Interpersonal Skills</i>. New Delhi: Sterling Publishers, 1993. - Ganguly, Anand. <i>Group Discussion</i>. Pustak Mahal, 2012. 19. Gartside, L.E. <i>Modern Business Correspondence</i>. Plymouth: McDonald and Evans Ltd., 1980. 20. Ghanekar, A. <i>Communication Skills for Effective Management</i>. Pune: Everest Publishing House, 1996. 21. Labade, Sachin, Katre Deepa et al. <i>Communication Skills in English</i>. Orient Blackswan, Pvt Ltd, 2021. 22. Reed, Karim and Joseph A. Allen. <i>Suddenly Virtual: Making Remote Meetings Work</i>.

	Wiley, 2021.													
12	Internal Continuous Assessment: 40%	External, Semester End Examination Individual Passing in Internal and External Examination : 60%												
13	Continuous Evaluation through: - Performance in oral activities (during lectures): 10 marks The class may be divided into batches to conduct the oral activities by creating formal schedule for the same before the semester End Examination. - Written assignments or projects: 10 marks Learners will have to write and submit written assignments in a timely manner. Suggested Activities: - Mock interviews and group discussions - Making short presentations on given topics - Official notice / agenda / minutes / resolution writing exercises - Role play in group communication situations, like meetings													
14	Format of Question Paper: for the final examination <table> <tr> <td>External / Semester End Examination</td><td>Marks: 30</td><td>Time: 1 Hours</td></tr> <tr> <td>Q.1. Essay Type Questions (Any One out of two on Unit I)</td><td></td><td>Marks 10</td></tr> <tr> <td>Q.2. Essay Type Questions (Any One out of two on Unit II)</td><td></td><td>Marks 10</td></tr> <tr> <td>Q.3. Short Notes/Problem (Any Three out of five on all Units)</td><td></td><td>Marks 10</td></tr> </table>		External / Semester End Examination	Marks: 30	Time: 1 Hours	Q.1. Essay Type Questions (Any One out of two on Unit I)		Marks 10	Q.2. Essay Type Questions (Any One out of two on Unit II)		Marks 10	Q.3. Short Notes/Problem (Any Three out of five on all Units)		Marks 10
External / Semester End Examination	Marks: 30	Time: 1 Hours												
Q.1. Essay Type Questions (Any One out of two on Unit I)		Marks 10												
Q.2. Essay Type Questions (Any One out of two on Unit II)		Marks 10												
Q.3. Short Notes/Problem (Any Three out of five on all Units)		Marks 10												

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Faculty of
Humanities

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Prof. Dr. Anil Singh
Faculty of
Humanities

Syllabus
B.Com. (Banking and Insurance)
(Sem.- IV)

Title of Paper: E-Commerce II: Marketing and CRM in Banking and Insurance

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This course focuses on the role of e-commerce in transforming marketing strategies and customer relationship management (CRM) in banking and insurance sectors. Students will explore how digital tools are used to attract, engage, and retain customers. The course also covers personalized financial marketing, CRM platforms, customer journey analytics, and data-driven decision-making tailored to financial services.
2	Vertical :	Minor
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: By the end of this course, students will be able to: 1. Understand the application of digital marketing strategies in banking and insurance. 2. Analyze how e-commerce platforms influence customer outreach and engagement. 3. Evaluate the use of CRM systems in managing customer relationships and service quality. 4. Apply knowledge of analytics and automation tools to marketing and CRM decisions. 5. Understand compliance, privacy, and ethical considerations in customer data management.	

8	Course Outcomes: Upon successful completion of the course, students will be able to: 1. Develop marketing strategies suited for digital financial services. 2. Identify key digital channels used in banking and insurance marketing. 3. Analyze CRM workflows and apply them to customer lifecycle management. 4. Use customer data insights for improving financial service delivery. 5. Evaluate legal and ethical aspects of digital marketing and CRM.
---	--

9	Modules:-
	Module 1: Digital Marketing in Financial Services
	Unit 1: Fundamentals of E-Marketing in BFSI • Definition and scope of digital marketing in banking and insurance • Traditional vs. digital marketing models • Changing customer behavior in digital environments • Key performance indicators (KPIs) in digital campaigns Activities: • Comparative analysis of email and SMS marketing campaigns • Study digital outreach strategies by banks (e.g., HDFC, SBI, ICICI) Unit 2: Digital Marketing Tools and Platforms • Search Engine Optimization (SEO), Google Ads for banking keywords • Content marketing for insurance (infographics, blogs, FAQs) • Email marketing, WhatsApp campaigns • Social media marketing strategies (LinkedIn for insurance, Instagram for youth banking)
	Module 2: Customer Journey and Digital Engagement
	Unit 1: Customer Lifecycle in BFSI • Stages: Awareness → Consideration → Purchase → Retention → Advocacy • Mapping customer touchpoints in digital banking and insurance • Tools for onboarding (chatbots, video KYC, lead magnets) • Importance of seamless omnichannel experience

Exercise:

- Students create a sample digital journey map for a savings account or term insurance buyer

Unit 2: Personalization and Customer Experience (CX)

- Basics of personalization: dynamic content, offers, reminders
- Real-time engagement using AI/ML (e.g., chat-based support, upselling)
- Use of personalization in loan products, insurance renewals
- Experience design: app UI/UX in banks and insurance apps

- Compare customer engagement of ICICI vs. Paytm Insurance

Module 3: CRM in Banking and Insurance

Unit 1: CRM Concepts and Architecture

- What is CRM? Types: Operational, Analytical, Collaborative
- CRM objectives in BFSI: retention, cross-sell, complaints management
- Core CRM components: lead management, service automation, dashboards
- CRM software examples: Salesforce, Zoho CRM, Freshsales

Unit 2: CRM Strategy and Implementation

- Steps in CRM implementation in banks and insurers
- Data capture, segmentation, lead scoring
- CRM for renewal reminders, claims follow-up, and NPA prevention
- CRM case studies from Indian BFSI sector

Module 4: Data Analytics, Privacy, and Compliance

Unit 1: Customer Data and Marketing Analytics

- What is customer data? First-party vs third-party
- Campaign tracking and performance reports
- Basics of customer segmentation and targeting
- Predictive analytics for credit scores and policy risk

Unit 2: Legal and Ethical Use of Customer Data

- RBI and IRDAI guidelines on customer communication
- IT Act 2000, Data Protection Bill (India), GDPR overview
- Customer consent, opt-in/opt-out policies
- Ethical considerations in retargeting and personalization

- Data breach example from banking or insurance

10	Reference Books: 1. Dr. Rakesh Mohan Joshi – International Marketing (covers financial and e-marketing principles relevant to BFSI) 2. Seema Gupta – Digital Marketing (McGraw Hill Education, India) 3. Dr. S. Shajahan – Relationship Marketing (focused on CRM concepts, Indian banking relevance) 4. Dr. R. Srinivasan – Services Marketing: The Indian Context (includes banking and insurance case studies) 5. Dr. K. Karunakaran – Marketing Management (Indian approach to segmentation, CRM, and digital channels) 6. RBI Publications – Reports on Trends and Progress of Banking in India 7. IRDAI Annual Reports and Consumer Affairs Guidelines 8. TRAI Reports – Regulations on SMS/Telemarketing in Financial Services 9. Ministry of Electronics and IT (MeitY) – India’s Personal Data Protection Bill (latest draft)	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: Ref ANNEXTURE: A	Ref ANNEXTURE: B

QUESTION PAPER PATTERN (External and Internal)

The Internal continuous Assessment should be conducted after completing 20% of Syllabus of the course. All Assessment activities to be recorded and spread across semester

ANNEXTURE: A

Individual faculty member shall have the flexibility to design the continuous assessment for each course/s in a manner so as to evaluate students' capabilities across knowledge, skills and attitudes. Internal Assessment may be undertaken through any or combination of the methods stated below after obtaining due permission of Principal and remain same across that particular course and semester. Introduction of multiple activates among groups of students in same class may be encouraged for better exposure:

- **Class Test (Mandatory) with Objective questions** Class Test during the lectures (physical/online mode)
MCQs/Match the pairs/Answer in one sentence etc.

Any two of following for each course & may be similar or different for different group of students in a class

- Essays / Tutorials
- Home assignments
- Library notes based on published research papers
- Report writings
- Practical Projects/ Practical activities /Group projects
- Reflective Practical assignments / Industry work / Field work
- Drawing Portfolios
- Oral examination
- Student's Seminar / Workshop / Exhibition
- Reviews / PPT presentation
- Problem solving Exercises
- Laboratory/Library Work
- Book reviews
- Case Study analysis
- Podcast/Blog writing /Video making e.g., Tips to become successful investor/satisfied customer, company profile, successful entrepreneur etc.

ANNEXTURE: B**Question Paper Pattern****Credit: 02 (Total 50 Marks)****External = 30 Marks****Duration: 1 Hr.**

Student has to attempt any two questions out of three.

Q.1	Answer the following(Theory/Practical Questions) A,B	15 Marks
Q.2	Answer the following(Theory/Practical Questions) A,B	15 Marks
Q.3	Answer the following(Theory/Practical Questions) A,B	15 Marks

Credit: 04 (Total 100 Marks)**External =60 Marks****Duration: 2 Hrs.**

Student has to attempt any four questions out of six.

Q.1	Answer the following(Theory/Practical Questions) A,B	15 Marks
Q.2	Answer the following(Theory/Practical Questions) A,B	15 Marks
Q.3	Answer the following(Theory/Practical Questions) A,B	15 Marks
Q.4	Answer the following(Theory/Practical Questions) A,B	15 Marks
Q.5	Answer the following(Theory/Practical Questions) A,B	15 Marks
Q.6	Answer the following(Theory/Practical Questions) A,B	15 Marks

Note

1. The Semester End Assessment should be conducted after completing 100% of syllabus of the course/s
2. The question papers shall be framed so as to ensure that no part of the syllabus is left out of study by a student.
3. The question paper shall be balanced in respect of various topics outlined in the syllabus.
4. Equal Weightage is to be given to all the modules
5. All questions shall carry equal marks with internal choice within the question
6. 15 marks question must be subdivided into 8 marks + 7 marks, 10 marks + 5 marks and 5 marks + 5 marks + 5 marks. Internal options may be given wherever necessary.
7. Use of simple calculator is allowed in the examination.
8. Wherever possible more importance is to be given to the practical problems/case study.

Guidelines for Case Study Analysis

1. Use the representation of real situations; avoid presenting situations that do not exist/ are not plausible in real life
2. Make sure that the description of the case is as clear and specific as possible
3. Make sure there is sufficient information on the content and the context of the case ask students interpretative and application questions
4. Questions need to be devised to assess the interpretation and application of knowledge, comprehension skills, and critical thinking skills
5. Devise clear and unambiguous questions to limit student confusion and time spent interpreting the question like suggest suitable title, offers a summary, explaining the scenario in detail, Problem/ issue presented in the scenario, suggest Solution/chosen course of action etc.
6. Maximum words for case study (Approx. 500-700 words) and followed by number of questions will depend on marks (3/4 marks each).

Passing Standard

Credit: 02 (Total 50 Marks)

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e., 08 out of 20) in the Internal Assessment and 40% marks in Semester End Examination (i.e., 12 Out of 30) separately, to pass the course and minimum of Grade E to pass a particular semester A learner will be said to have passed the course if the learner passes separately the Internal Assessment as well as Semester End Examination.

Credit: 04 (Total 100 Marks)

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e., 16 out of 40) in the Internal Assessment and 40% marks in Semester End Examination (i.e., 24 Out of 60) separately, to pass the course and minimum of Grade E to pass a particular semester A learner will be said to have passed the course if the learner passes separately the Internal Assessment as well as Semester End Examination.

Letter Grades and Grade Points:

Semester GPA/ Programme CGPA Semester/ Programme	% of Marks	Alpha-Sign/ Letter Grade Result	Grading Point
9.00 - 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 - < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 - < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 - < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 - < 60.0	B (Above Average)	6
5.00 - < 5.50	50.0 - < 55.0	C (Average)	5
4.00 - < 5.00	40.0 - < 50.0	P (Pass)	4
Below 4.00	Below 40.0	F (Fail)	0
Ab (Absent)	-	Ab (Absent)	0

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Prin. Kishori Bhagat
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& Management

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Prof. Kavita Laghate
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Management

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University of Mumbai

Guidelines for Community Engagement Projects (CEP) for Undergraduate Students As per NEP 2020

With effect from Academic Year 2025-2026

Index

1. Introduction
2. Objectives
3. Outcomes
4. Indicative list of areas for CEP
5. Roles and responsibilities
6. The process of Implementation
7. Credits and Duration
8. Community Engagement Project Report
9. Evaluation Pattern
10. Appendix I: Guide interaction diary Form
11. Appendix II: Main Page Format of Project Report
12. Appendix III: College/Institute/ Department Certificate format
13. Appendix IV: Proforma for student's Declaration
14. Appendix V: Students Feedback on Community Engagement Project
15. CEP Guidelines Draft Committee

1. Introduction:

The curriculum component of ‘community engagement projects’ is specifically incorporated as an integral part of NEP 2020 curriculum to acquaint the students about the socio-economic issues and challenges of the local and extended community so that the theoretical learnings can be supported by actual life experiences. India is a diverse country with heterogeneous communities and in this context the objective of the course is to encourage students to create and implement solutions to the real-life community level issues.

This course intends to assist the students to connect and interact with heterogeneous communities for identifying issues they face and try to provide probable solutions to community level problems. This approach is important in order to broaden opportunities of social responsibility, environmental sustainability, nation building and peace.

Community Engagement Projects work will provide students an opportunity to visit and observe situations in rural and urban contexts. The students are expected to observe and study actual field situations in socio economic contexts while doing their community engagement project. The course will create opportunities for students to understand the interconnection between theoretical knowledge and practical applications. Community Engagement Projects is expected to enhance their sensitivity to socio economic issues and improve their ability of problem solving as well as designing innovative solutions to the existing and emerging problems. Community Engagement Projects’ component will also broaden the possibilities of deeper learning and enhancing research acumen of students. Community Engagement projects will not only make students aware about various societal issues but will also sensitize them towards various problems and challenges in the society and how these can be dealt with.

2. Objectives

Community Engagement projects in general sets out to achieve objectives such as:

1. Align classroom learnings with awareness about societal issues.
2. Provide students an exposure to societal issues and align their experiences with contemporary problems/ concerns
3. Integrating theoretical and practical aspects to create blended learning experience under the guidance of their faculty.
4. Enhance research skills including knowledge discovery, analytical tools, methodologies,

and ethical conduct.

5. Facilitate problem-solving, decision-making, teamwork, and collaboration.
6. Foster ability to work in teams, develop social awareness and nurturing of human values in students.
7. Create collaboration between Higher Education Institutes (HEIs), social organization, Government and non-government institutes for impactful Community Engagement Projects.

3. Outcomes:

After the completion of the CEP course, the student will be able to:

1. Tackle/ Understand the societal issues more efficiently and effectively.
2. Apply concepts learned in classrooms to real-world socio-economic conditions enhancing their understanding and skills.
3. Show insights into the challenges, opportunities and culture of socioeconomic diversity, preparing them for future roles as responsible citizens.
4. Demonstrate evidence of research aptitude and skills of critical thinking, analytical skills, and ethical research conduct in field work.
5. Display problem-solving abilities in making informed decisions in complex scenarios through practical situations.
6. Work in teams and collaborate to achieve common goals in the work field environments through collaborative efforts.
7. Show integrity in their dealings with their work and the people that they interact with by upholding professional; principles and ethical standards.

4. Indicative list of areas for CEP:

The areas of field work can be decided by the head of the institution in consultation with CEP committee, CEP Coordinators and the faculty in respective subjects.

Indicative (yet non-restrictive) areas for engagement can be:

1. Community projects on Mangrove conservation, tree plantation, and eco-awareness campaigns.
2. Engagement in guided biodiversity trails and sustainability education campaigns.
3. Assistance in slum-based education and nutrition programs for children.
4. Improve public spaces and civic hygiene through youth-led volunteering
5. Use digital skills to implement socially impactful tech projects

5. Role and responsibilities

Head of the Department/Director/Principal:

1. Allotment of guides for the students for Community Engagement Projects should be done by Head of the Department/Director/Principal of the institute/college, as the case may apply.
2. While allocating the students under more than one guide- the principle of fairness in distribution should be followed.
3. In case, the number of in- house guides are not adequate then students can be allotted to competent external experts.
4. To provide resources and assistance to ensure effective carrying out of CEP.

CEP Committee:

1. To oversee the quality and effectiveness of the implementation of the CEP course.
2. To ensure that the CEP course program aligns with departmental and program academic objectives.
3. To establish continuous evaluation mechanisms for evaluating the course and to make required process improvements from time to time.

CEP Coordinator:

1. To play crucial role in coordinating and implementing the CEP course within college/ department / institute.
2. To act as a liaison entity between the department, students, faculty mentors and CEP supervisors (Host institute/ organization)

Student Coordinators:

To help the CEP coordinators/ Faculty Mentors in pre-, during and post-CEP activities.

Faculty Mentor:

1. To assist in identifying CEP opportunities and approve CEP plans.
2. To continuously monitor student progress and extend guidance.
3. To receive and provide regular feedback on student's progress in CEP
4. To evaluate CEP documents including CEP reports, presentations, or other expected academic deliverables.

6. Process of CEP implementation:

Flow chart

1. Formation of CEP Committee
2. Appointment of CEP Coordinators and Faculty Mentor
3. Community Engagement Projects orientation by the CEP committee and CEP Coordinator/s
4. Allotment of students under Faculty mentors.
5. Execution of CEP
6. Evaluation
7. Feedback

Mechanism for the implementation of CEP:

1. To facilitate effective implementation of the CEP program, Colleges/Departments/Institutes are encouraged to establish a CEP committee responsible for overseeing its smooth functioning. It will consist of the following: Head of the department, CEP Coordinator, Faculty Mentors and one/two student coordinators.
2. One teaching faculty member and one/two students from each undergraduate department will be nominated to serve as coordinators for the CEP program. These coordinators will play a crucial role in coordinating and implementing the program within their respective departments.
3. The CEP Committee and CEP coordinator will take the lead in preparing an action plan for the implementation of the CEP program.
4. To streamline the administrative process, the CEP Committee / CEP Coordinator will provide necessary formats to students for documentation related to the program.
5. Each Department/Centre should establish collaborations with relevant NGOs, community organizations, research institutes, etc., for CEP. These collaborations will serve as crucial avenues for facilitating CEP opportunities for students.
6. Effective communication is key to the success of the CEP program. Regular communication with heads and coordinators of the department/centre/Institute and maintaining proper records is essential. The faculty mentor and individual student will be responsible for maintaining relevant documents related to the program.
7. Before the commencement of the CEP program, an orientation session will be conducted by

the members of CEP committee / CEP coordinator/s. This session will serve to familiarize students with the purpose, process, and code of conduct associated with the program.

8. To ensure effective mentoring and support, an equal number of students will be allocated to each faculty member of the department. These faculty members will act as CEP mentors and will be responsible for monitoring and evaluating the progress of the allotted students.
9. Throughout the CEP period, students will maintain activity reports as per the provided format and get it validated by the supervisor.
10. Upon completion of the CEP program, students must submit a completion certificate duly signed by the faculty supervisor.

7.Credits and duration:

1. CEP will carry weightage of two credits.
2. Each student will be expected to carry out a minimum of 2-3 extensive community interactions.
3. The CEP program should be completed in appropriate Semester as per the program structure. If required CEP can also be carried out during the semester break.

8.Community Engagement Project Report:

The students are required to submit a report of the Community Engagement Projects at the end of the semester in the following suggested format.

All projects should be typed on **A4 sheets, Font Size 12, Times New Roman, one and a half spacing on executive bond paper**. The project report shall have appropriate chapter scheme and be presented in a minimum of 20 pages (Approximately minimum of 4000 to 5000 words).

Report should be arranged in the following order

Title Page

- Title of the Report (Font size 14)
- Name of the Student
- Roll number/Seat number
- Program Title
- Name of the Mentor
- Month of Submission

Certificate by the Institute**Certificate by Mentor****Student's Declaration****Acknowledgement****Abstract**

A brief summary of the community interactions, key observations, and main conclusions (200-300 words)

Table of contents

- Include headings and subheadings with page numbers.

List of Figures and Tables

- List all figures and tables included in the report with corresponding page numbers.

Chapter 1: Introduction

- Purpose of the visit: Outline the objectives and expected outcome of the community interactions.
- Background Information: Provide context about the community interactions and its significance.
- Scope of the Report: Define the boundaries of what the report will cover.

Chapter 2: Literature Review

- Review relevant literature on the site(s) visited, focusing on previous studies, historical accounts, and critical analyses of the literary significance.

Chapter 3: Methodology

- Describe the approach and tools used for data collection during the visit (e.g., observational methods, interviews, archival research).
- Discuss the rationale behind the chosen methods.

Chapter 4: Description of the community interactions, Observations and Analysis

- Provide detailed descriptions of community interactions and engagements carried out.
- Include observations related to fieldwork: work's-relevance to topic selected.

- Use photographs, diagrams, and sketches, etc. to support the descriptions.
- Analyze the data collected in relation to the study objectives.

Chapter 5: Conclusion and Recommendations

- Discuss how the findings from the visits contribute to the understanding of subject area.
- Summarize the key findings and their significance.
- Offer recommendations based on the research findings for further study or preservation efforts.

References

- List all sources cited in the report in a consistent format.

Appendices

- Include additional data, interview transcripts, notes, or documents that are relevant to the report but not integral to its main text.

9. Evaluation Pattern

Evaluation during the CEP program involves two key components: External Evaluation (40%) and Internal Evaluation (60%).

(i) Internal Evaluation by Guide (Marks 20)

Criteria	Marks
Attendance, Community interactions completion and interaction with supervisor	10
Overall Report quality	10
Total	20

(ii) External Evaluation (Marks 30)

Criteria	Marks
Objectives, Literature Review, Methodology, Data Analysis, Conclusion and Recommendations	15
Overall Project Report Structure and Style	5
Presentation Skills & Communication	10
Total	30

Appendix I
GUIDE INTERACTION DIARY FORM

I, the undersigned Ms. /Mr. _____ Roll
No. _____, currently enrolled in the _____ Year of
_____ Full-time Program _____ at _____ institute/
college, am undertaking my Community Engagement Project work under the guidance of
Dr./Ms./Mr. _____, and I hereby confirm that I have
met my Internal guide on the following dates mentioned below for Project Guidance:-

Sr. No.	Date	Signature of the Internal Guide

Signature of the Candidate

Signature of Internal Guide

IMPORTANT: It is expected that students will be meeting their guide at least five times for the CEP work interaction. The candidate should retain the above stated 'Project Guide Interaction Certificate Form' and submit the same with required signatures of the guide while submitting the Project to the Institute.

THE PROJECT REPORT WILL NOT BE ACCEPTED WITHOUT THE DULY FILLED PROJECT GUIDE INTERACTION CERTIFICATE.

Appendix II

Main Page Format of Project Report

Title of the Project

Name of the Student

(Name of Academic Course and Academic Year Details)

Example: Masters in Management Studies

Under the Guidance of

Name of Guide

Name of the Department/College/Institute

Academic Year – 2025-26

Appendix III

Name of the Department/College/Institute

Certificate

I hereby certify that Mr./Ms. _____, Student of
_____Institute/college studying in
_____ program has completed a C. E. project
titled _____ in the area of
_____specialization for the academic year 2025-2026. To
the best of my knowledge the work of the student is original and the information included in
the project is correct.

Internal Guide

Head of the Department

Principal

Annexure IV

Declaration

I, Mr./Ms. _____ Student of
_____Institute/college studying in
_____program, hereby declare that I have completed
the Community Engagement Project titled _____
during the academic year 2025-2026.

The report is original and the information/data included in the report is true emerging from the primary and/ secondary data gathered and analyzed as part of this Community Engagement project.

Due credit is extended on the work of Literature/Secondary Survey by endorsing it in the Bibliography as per prescribed format.

Signature of the Student with date

Name of Student

Annexure V
Student Feedback on CEP
(To be filled by Students after CEP completion)

Student Name:

Seat No. /Roll No.:

Email:

Department:

Name of the Mentor:

Title/Heading of Community Engagement Projects:

Brief description of CEP carried out:

Dates of CEP:

My internship experience was related to my major area of study/ academic program

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree

Indicate the degree to which you agree or disagree with the following statements.

This experience has:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Has increased my sensitivity towards societal problems					
Given me the opportunity to explore a career field delete					
Allowed me to apply classroom theory to practice					
Helped me develop my decision-making and problem-solving skills					
Expanded my knowledge about the work world before permanent employment delete					
Helped me develop my written and oral					

communication skills					
Provided a chance to use leadership skills (influence others, develop ideas with others, stimulate decision-making and action)					
Expanded my sensitivity to the ethical implications of the work involved					
Made it possible for me to be more confident in new situations					
Given me a chance to improve my interpersonal skills					
Helped me learn to handle responsibility and use my time wisely					
Helped me discover new aspects of myself that I didn't know existed before					
Helped me develop new interests and abilities					
Helped me clarify my career goals					
Allowed me to acquire information and/ or use equipment not available at my Institute					
Allowed me to realize socio-economic issues in the society repeated					

- The faculty mentor extended guidance and mentoring through-out the CEP process:

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree

- Were you able to accomplish the initial goals, tasks and new skills that were set down in CEP plan?

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree

- Considering your overall experience, how would you rate this CEP? (Circle one):

Poor/ Satisfactory/ Good/ Excellent

- Give suggestions as to how your CEP experience could have been improved."

(Please mark ✓ for areas that were satisfactory and ✗ for areas that need improvement)

Aspect of CEP Experience

- Clear orientation and briefing at the start
- Relevance of project to academic learning
- Availability and support from internal guide
- Adequate field exposure and hands-on engagement
- Clarity in roles and responsibilities
- Time provided for the completion of project

Signature of Student

Name

Date:

Under the Guidance of

Hon'ble Vice Chancellor
Prof. Dr. Ravindra Kulkarni

Hon'ble Pro-Vice Chancellor
(Prin.) Dr. Ajay Bhamare

CEP Guidelines Draft Committee

Prof. Shivram S. Garje Off. Dean (Science and Technology)	Convener
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Prof. Smita Shukla Director, Alkesh Dinesh Mody Institute of Finance and Management Studies	Member
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Prof. Manisha A. Karne Off. Associate Dean (Humanities) and Director, Mumbai School of Economics and Public Policy	Member
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Prof. Priya Vaidya Head, Department of Philosophy	Member
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Dr. Suchitra Naik Off. Associate Dean (Humanities) and Principal, K.G. Joshi College of Arts & N.G. Bedekar College of Commerce	Member
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Prof. Vishwanath Patil I/c Director, National Centre for Nanoscience and Nanotechnology	Member
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Sem IV

Vertical – 1
Major 1 & 2
Marketing
Or
Finance
Or
HR

As Per NEP 2020

University of Mumbai



Syllabus for Basket of Major -1 (Marketing)	
Ad- hoc Board of Studies in B. Com. (Management Studies)	
UG Second Year Programme	
Semester	IV
Title of Paper	Retail Marketing
Credits	4
From the Academic Year	2025-26

Major -1 (Marketing)
Syllabus
B.Com. Management Studies
(Sem.- IV)

Title of Paper: Retail Marketing.

Sr. No.	Heading	Particulars
1	Description the course: Including but not limited to:	Retail marketing focuses on strategies to attract and retain customers within physical or digital store environments. It encompasses visual merchandising, promotional campaigns, and customer service to drive sales. This field analyses consumer behaviour to optimize product placement and pricing. Effective retail marketing builds brand loyalty and enhances the overall shopping experience. It's crucial for businesses seeking to maximize profitability and market share in competitive retail landscapes.
2	Vertical : 1	Major
3	Type :	Theory
4	Credit:	4
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To analyze the fundamental principles of retail marketing and consumer behaviour, with a specific focus on the integration of CRM 2. To evaluate key retail operational strategies, including location analysis, and store layout design. 3. To critically examine the application of the 4Ps of Rural Marketing within the context of rural retailing, and retail brands. 4. To assess diverse e-retailing business models and analyze the impact of visual merchandising within.	
8	Course Outcomes: Students will - 1. Students will be able to demonstrate a comprehensive understanding of core retail marketing concepts and analyze the behaviour of retail consumers. 2. Students will be able to critically evaluate and formulate strategic decisions regarding retail location selection and merchandise management. 3. Students will be able to apply the 4Ps of marketing to develop effective rural retailing strategies and construct robust retail brand. 4. Students will be able to analyze and compare various e-retailing business models and assess the strategic role of visual merchandising.	
9	Modules: -	

	Module 1: Introduction to Retail marketing
	1. Retail Marketing – Meaning, Definitions – Characteristics and Functions – Social and Economical, Importance of retailing. Types of retail stores, Challenges and opportunities. 2. FDI in Retail Marketing - Meaning, Need for FDI in Indian Retail scenario, Concept of Green Retailing, Concept of Airport retailing, Impact of Globalization on Retail marketing 3. Retail Consumer: Meaning, Retail consumer behaviour, Factors influencing the Retail consumer, Retail Customer Buying Behaviour, Customer decision making process 4. CRM in Retail Marketing – Meaning, Objectives, Customer retention approaches, Special Customer services, Personalization, Community
	Module 2: Decision on Retail Location, Layout and Merchandising
	1. Retail location strategy – Importance of location decision – Types of location decision and its determining factors – Retail location theories – Location assessment procedures 2. Store design and layout - Comprehensive store planning - Exterior design and layout - Interior store design and layout - Interior design elements. 3. Merchandising and Assortment Planning, - Concept, types Evolution, factors Influencing, principles of merchandising 4. Merchandise category - Meaning, importance, Components, Role of Category captain, Merchandise Procurement – Meaning, Process, Sources of Merchandise.
	Module 3: Rural Retailing and Retail Branding
	1. Rural Retailing: Meaning Characteristics, Importance, Scope , Trends , Challenges, Difference between rural and urban retailing. 2. 4 P's of Rural Retailing: Product strategy of rural retail, Price Strategy of Rural Retail, Place Strategy of Rural Retail, Promotion Strategy of Rural Retail. 3. Retail Branding - Concept of Retail Branding and its importance, Scope of retail Branding, Challenges and Opportunities of Retail Branding. 4. Brand Equity – Strategic Brand Management, Retail Branding: Process. Retail Brand v/s Corporate Brand.
	Module 4: E-Retailing and Visual Merchandising
	1. Foundation of E-Retailing: Meaning, features, need of e-retailing, Traditional Marketing to e- Marketing, Challenges of e- Retailing. 2. E Retailing Business Models, E- Retailing Marketing Mix: Supply Chain Management System in e-retailing, Promotional Strategies of e- retail Business. 3. Concept of Online Pricing; Factors affecting; Different Methods/Strategies of Online Pricing; Price Discrimination in e- retailing; Dynamic Pricing for e- retailing; 4. Visual Merchandising – Meaning, Significance, Tools used for visual merchandising, concept of Planogram, Meaning & Methods of display, errors in creating display.

10	Reference Books: 1. Swapna pradhan- Retailing Management- Tata McGraw Hill, New York. 2. Chetan Bajaj, Rahnishtuli And Nidhiv. Srivastava, Retail Management, Oxford University Press, New Delhi. 3. Mrs. Suja R Nair - Retailing Management - Himalaya Publication House, Mumbai. 4. S. L. Gupta, Retail Management, Wisdom Publications, Delhi. 5. Levy, Michel; and Weitz, Barton A. Retailing Management. New Delhi, Tata McGraw-Hill Publishing Company Limited, 2002. 6. Hasty and James Reardon, RETAIL MANAGEMENT. McGraw Hill Publication, International Edition. 7. Pradeep Kashyap, Rural Marketing, Pearson Education, New Delhi, Latest Edition. 8. Krit Dang Longani & Madhuri Shete, Retail Marketing, Nirali Prakashan Publishers, Pune 9. Naresh Kumar Yadav, Awadesh Kumar Singh, Rural Retailing In India, Serial Publications, New Delhi 10. T Srinavasa Rao, Retail Marketing, Global Vision Publishing House, New Delhi 11. Jesko Perrey and Dennis Spillecke, Retail Marketing and Branding, Latest Edition	
11	Internal Continuous Assessment: 40%	External, Semester End Examination Individual Passing in Internal and External Examination : 60%
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	

As Per NEP 2020

University of Mumbai



Syllabus for Basket of Major -2 (Marketing)	
Ad- hoc Board of Studies in B. Com. (Management Studies)	
UG Second Year Programme	
Semester	IV
Title of Paper	Customer Relationship Management
Credits	4
From the Academic Year	2025-26

Major 2 (Marketing)
Syllabus
B.Com. Management Studies
(Sem.- IV)

Title of Paper: Customer Relationship Management

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Customer Relationship Management (CRM) involves the strategies, tools, and techniques that businesses use to track and assess customer interactions and data throughout the entire customer journey. The main objective of CRM is to enhance customer service, boost retention, and increase satisfaction, all of which contribute to business growth. CRM allows companies to gain insights into customer preferences and needs, fostering personalized communication and better customer experiences. By implementing CRM software and systems, businesses can optimize their operations, strengthen relationships, and make informed decisions. In today's competitive landscape, leveraging effective CRM practices is crucial for retaining loyal customers and staying ahead of competitors.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: The students should be able to 1. To understand the concepts and role of CRM in increasing sales of the business organization. 2. To understand the role and changing face of CRM 3. To enable learners to learn the CRM marketing initiatives, customer service and designing CRM strategy for the benefit of business organisation	

8	Course Outcomes: The students will be able to; 1. Learners will be able to analyze the CRM link with the other aspects of marketing 2. Learners will be able to understand the concept of CRM strategy and its implementation 3. Learners will be able to understand different CRM models in service industry 4. Learners will be able to analyze emerging trends and different issues in CRM
9.	Module 1: Introduction to Customer Relationship Management (CRM) 5. Customer Relationship Management (CRM)--- Meaning and Definition--- Evolution of Customer Relationships --- Significance of CRM to Customers and Organisations 6. The value pyramid--- Components of CRM--- Information--- Process of CRM--- CRM Technology and People, Barriers to CRM. 7. Customer Value--- Customer Expectation---Customer Satisfaction--- Customer Acquisition--- Customer Retention--- Customer Loyalty--- Customer Lifetime Value 8. Customer Experience Management--- Customer Profitability--- Customer Satisfaction Measurements---Web based Customer Support.
	Module 2: CRM Strategy: Planning, Implementation and Evaluation 5. Objectives of CRM Strategy--- The CRM Strategy Cycle: Acquisition, Retention and Win Back--- Complexities of CRM Strategy 6. CRM Planning: Sales and CRM: Sales Force Automation, Sales Process Management, Sales Territory Management, Contact and Lead Management, Knowledge Management. 7. CRM Implementation: Steps--- Business Planning, Architecture and Design, Technology Selection, Development, Delivery and Measurement 8. CRM Evaluation: Basic Measures: Service Quality, Customer Satisfaction and Loyalty, Company 3E Measures: Efficiency, Effectiveness and Employee Change.
	Module 3: CRM and Data Management 1. CRM and Customer Service--- Call Center and Customer Care: Call Routing, Contact Center Sales Support--- Web Based Self Service. 2. Customer Satisfaction Measurement--- Call-Scripting--- Cyber Agents and Workforce Management 3. Analytical CRM --- Managing and sharing customer data --- Types of Data: --- Customer information databases --- Ethics and legalities of data use. 4. Data Warehousing and Data Mining concepts --- Data analysis--- Types of Data Analysis: Personalization and Collaborative Filtering--- Data reporting
	Module 4: Recent Trends in CRM 5. Recent trends in CRM---e-CRM: Concept ---Features of e-CRM--- Benefits of e-CRM - -- Social Networking and CRM --- Mobile CRM--- CRM v/s Digital Marketing

	6. Measuring CRM performance--- CRM Metrics--- CRM Challenges and Opportunities-- Ethical Issues in CRM 7. Software App for Customer Service--- Customer Self Service--- Email Response Management--- Outbound Communication Management--- 8. CRM in service industry in India (with case studies): Relevance of CRM for Hospital Services--- CRM in Banking and in Insurance Sector	
10	Reference Books: 1. Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh, “Customer Relationship Management”, Emerging Concepts, Tools and Application”, 2010, TMH. 2. Dilip Soman & Sara N-Marandi,” Managing Customer Value” 1st edition, 2014, Cambridge. 3. Ken Burnett, the Handbook of Key “Customer Relationship Management”, 2010, PearsonEducation. 4. Mukesh Chaturvedi, Abinav Chaturvedi, “Customer Relationship Management- An Indian Perspective”, 2010 Excel Books, 2nd edition 5. Alok Kumar Rai, “Customer Relationship Management: Concepts and Cases”, 2008, PHI.	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 3)	

As Per NEP 2020

University of Mumbai



**Syllabus for
Basket of Major 1 (Finance)**

Ad- hoc Board of Studies in B. Com. (Management Studies)

UG Second Year Programme

Semester

IV

Title of Paper

Auditing

Credits

4

From the Academic Year

2025-26

Major 1 (Finance)
Syllabus
B.Com. (Management Studies)
(Sem.- IV)

Title of Paper - Auditing

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This comprehensive auditing curriculum begins with an Introduction to Auditing, establishing the fundamental principles, ethical standards, and legal frameworks that govern the profession. Building upon this foundation, students delve into the practical aspects of Audit Planning, Procedures, and Documentation, learning to develop effective audit strategies, assess risks, and create thorough audit records. The curriculum further explores essential Auditing Techniques and Internal Audit Introduction, equipping students with the skills to evaluate internal controls, identify risks, and understand the crucial role of internal auditors within organizations. Finally, the course culminates in a focused study of Auditing Techniques: Vouching & Verification, where students master the detailed procedures necessary to ensure the accuracy and validity of financial transactions and asset valuations. This integrated approach provides students with a thorough understanding of auditing, from foundational concepts to practical application, preparing them for a successful career in the field.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To provide students with a foundational understanding of the principles, concepts, and processes involved in auditing, including the auditor's role. 2. To provide students with a comprehensive understanding of the principles and practices involved in planning, executing, and documenting effective audits. 3. To provide students with a foundational understanding of internal auditing principles, techniques, and their role in organizational governance and risk management. 4. To equip students with the knowledge and practical skills necessary to perform effective vouching and verification procedures.	

8	Course Outcomes: 1. Describe the purpose and scope of an audit, explain the fundamental principles of auditing, and identify the key stages of the audit process, including risk assessment and evidence gathering. 2. Develop and document a comprehensive audit plan that incorporates risk assessment, materiality considerations, and appropriate audit procedures, adhering to professional auditing standards. 3. Apply fundamental auditing techniques to assess internal controls, identify potential risks, and evaluate the effectiveness of organizational processes. 4. Apply appropriate vouching and verification techniques to examine financial documents and assets, and evaluate their authenticity, accuracy, and proper valuation.
9	Modules:- Module 1: Introduction to Auditing 1. Definition and Objectives of Auditing, need and limitations of Audit, Difference between Accounting and Auditing, Investigation and Auditing. 2. Errors & Frauds – Definitions, Reasons and Circumstances, Types of Error and frauds, Risk of fraud and Error in Audit, Auditors Duties and Responsibilities in case of fraud. 3. Principles of Audit, Materiality, True and Fair view 4. Types of Audits – Meaning, Advantages, Disadvantages of Balance sheet Audit, Interim Audit, Continuous Audit, Concurrent Audit and Annual Audit, Statutory Audit Module 2: Audit Planning, Procedures and Documentation 1. Audit Planning – Meaning, Objectives, Factors to be considered, Sources of obtaining information, Discussion with Client, Overall Audit Approach 2. Audit Program – Meaning, Factors, Advantages and Disadvantages, Overcoming Disadvantages, Methods of Work, 3. Audit Working Papers – Meaning, importance, Factors determining Form and Contents, Main Functions / Importance, Features, 4. Temporary Audit File, Ownership, Custody, Access of Other Parties to Audit Working Papers, Auditors Lien on Working Papers, Auditors Lien on Client's Books. Module 3: Auditing Techniques and Internal Audit Introduction 1. Test Check – Test Checking Vs Routing Checking, test Check meaning, features, factors to be considered, when Test Checks can be used, precautions. 2. Audit Sampling – Audit Sampling, meaning, purpose, factors in determining sample size – Sampling Risk, Tolerable Error and expected error, methods of selecting Sample 3. Internal Control – Meaning and purpose, review of internal control, advantages, auditor's duties, Inherent Limitations of Internal control, internal control samples 4. Internal Audit: Meaning, basic principles of establishing Internal audit, objectives, evaluation of internal Audit by statutory auditor, Internal Audit Vs External Audit,

Module 4: Auditing Techniques: Vouching & Verification		
	1. Audit of Income: Cash Sales, Sales on Approval, Consignment Sales, Sales Returns Recovery of Bad Debts written off, Rental Receipts 2. Audit of Expenditure: Purchases, Purchase Returns, Salaries and Wages, Rent, Insurance Premium, Telephone expense Postage and Courier, Petty Cash Expenses 3. Audit of Assets Book Debts / Debtors, Stocks – Auditors General Duties; Patterns, Dies and Loose Tools, Spare Parts, Empties and Containers Quoted Investments and Unquoted Investment Trade Marks / Copyrights Patents Know-How 4. Audit of Liabilities: Outstanding Expenses, Bills Payable Secured Loans Unsecured Loans, Contingent Liabilities	
10	Reference Books: 1. K. H. Spencer Pickett. (2010). The Internal Auditing Handbook. Wiley publisher 2. Richard E. Cascarino. (2007). Auditor's Guide to Information System Auditing. Wiley publisher 3. George Puttick., Sandy Van., Suresh Kana. (2007). The principles and Practice of Auditing. Juta publisher. 4. David Coderre. (2008). Internal Audit: Efficiency through automation. Wiley publisher 5. Dr. Preeti Mittal and others. (2021). Auditing and Corporate Governance. Sultan Chand & Sons 6. B. N. Tandon. (2006). A handbook of practical auditing. S. Chand limited	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 3)	

As Per NEP 2020

University of Mumbai



**Syllabus for
Basket of Major 2 (Finance)**

Ad- hoc Board of Studies in B. Com. (Management Studies)

UG Second Year Programme

Semester	IV
Title of Paper	Financial Institutions and Market
Credits	4
From the Academic Year	2025-26

Major 2 (Finance)
Syllabus
B.Com. Management Studies (Sem.- IV)
Title of Paper: Financial Institutions and Market

Sr. No.	Heading	Particulars
1	Description the course: Including but not limited to:	This course examines the role of financial institutions, like banks and investment firms, in facilitating capital flow. It explores the structure and function of various financial markets, including money, capital, and derivatives markets. Students will analyze how these institutions and markets interact to allocate resources and manage risk. It includes the impact of regulation, technological advancements, and globalization on the financial system. Understanding these dynamics is crucial for comprehending economic stability and growth. It provides a foundation for anyone wanting to work within, or understand, the financial sector.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 Credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To Understand the structure and role of financial institutions and markets. 2. To Analyze the functions of central banks, commercial banks, and non-banking financial institutions. 3. To Evaluate various financial instruments and their impact on investment and economic growth. 4. To Understand the regulatory framework governing financial markets and contemporary issues and trends in global financial markets.	
8	Course Outcomes: Learners will able to: 1. Identify and classify different types of financial institutions and markets. 2. Analyze the determinants of interest rates and pricing in various financial markets. 3. Evaluate the impact of regulatory policies and global trends on financial institutions and	

	Markets. 4. Learners can able to understand new trends like blockchain, cryptocurrencies and globalization in financial markets.
9	Modules: -
	Module 1: Introduction to Financial Institutions
	1. Functions of the financial system, Flow of funds, Types of financial assets, Role of financial intermediaries. 2. Financial Institutions: Commercial banks: functions, operations, and regulations, 3. Investment banks: underwriting, mergers and acquisitions, and trading, Insurance companies: types of insurance, 4. Risk management, Mutual funds and pension funds: investment strategies, Other financial institutions: credit unions, finance companies, etc.
	Module 2: Financial Markets & Financial Regulation
	1. Capital Market: Primary Market (IPO, FPO, Underwriting), Secondary Market (Stock Exchanges, Trading Mechanisms) 2. Money markets: short-term debt instruments, Capital markets: long-term debt and equity instruments, 3. Bond markets: government and corporate bonds, Stock markets: equity trading and market efficiency. 4. Derivatives markets: futures, options, and swaps, foreign exchange markets: currency exchange and risk management.
	Module 3: Financial Regulation and the interaction of Financial Institutions and Markets
	1. Financial Market Instruments: Treasury bills, commercial paper, and certificates of deposit, Stocks, bonds, Futures, options, and derivatives. 2. Financial Regulation: Role of central banks, Regulatory agencies SEC, RBI), Impact of regulation on financial institutions and markets, Basel accords. 3. The interaction of Financial Institutions and Markets: Role of financial institutions in the various financial markets, effect that financial institutions have on market stability, 4. Effect of financial markets on financial institutions, case studies related to financial institutions and Markets
	Module 4: Emerging Trends and Globalization in Financial Institutions and Markets
	1. Financial Innovation and Technology: Digital banking and FinTech developments, Blockchain and cryptocurrencies 2. AI and automation in financial markets, Global capital flows and foreign investment, Exchange rate mechanisms and international monetary policies

	3. Impact of globalization on national financial systems, Contemporary Issues and Case Studies, Analysis of Financial Market Crises and Their Impact 4. Ethical considerations in financial institutions, Real-world applications through case studies.	
10	Reference Books: 1. N. K. Gupta. (2011). Financial Markets, Institutions and Services. Ane Books Pvt. Ltd. 2. Anthony., Marcia. (2012). Financial Markets and Institutions. McGraw-Hill Publication 3. Frederic S. Mishkin and Stanley G. Eakins. (2006). Financial Markets and Institutions 4. Frederic S. Mishkin. (2003). The Economics of Money, Banking, and Financial Markets. Addison Wesley. 5. Robert E. Wright Modern Financial Markets: Efficiency, Institutions, and Instruments	
11	Internal Continuous Assessment: 40%	External, Semester End Examination Individual Passing in Internal and External Examination: 60%
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 3)	

As Per NEP 2020

University of Mumbai



**Syllabus for
Basket of Major 1 (HR)**

Ad- hoc Board of Studies in B. Com. (Management Studies)

UG Second Year Programme

Semester	IV
Title of Paper	Change & Conflict Management
Credits	4
From the Academic Year	2025-26

Major 1 (HR)
Syllabus
B.Com. Management Studies
(Sem.- IV)

Title of Paper: Change & Conflict Management

Sr. No.	Heading	Particulars
1	Description the course: Including but not limited to:	This course aims to provide students with a deep understanding of managing change and conflict in organizational settings, specifically within Human Resources (HR). It will explore strategies, tools, and frameworks HR professionals use to handle organizational change and workplace conflicts effectively. The course will help learners to learn how to create a conducive work environment, lead organizational transformations and manage conflicts at various levels in an organization.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To familiarize learners with key concepts, theories, and practices related to conflict and change management. 2. To equip learners with effective conflict management skills and techniques applicable in workplace and community settings. 3. To enhance learners' understanding of various approaches and methodologies in conflict and change management. 4. To develop practical skills and strategies for effectively managing conflict and organizational change.	
8	Course Outcomes: 1. To gain a comprehensive understanding of the concepts of change and conflict. 2. To evaluate the role of human resources in effectively managing change and conflict. 3. To examine organizational culture and identify factors contributing to resistance to change. 4. To formulate HR policies for managing change and conflict and develop and execute strategic plans for change and conflict management.	

Module 1: Basics of Change Management

1. **Change management:** Definition, Meaning, features & importance of Change. Types of Change, Process of change. Challenges of and strategies to overcome of Change management.
2. **Theories and Models of Change Management:** Lewin's Change Model, Kotter's 8-Step Change Model., McKinsey 7-S Framework, ADKAR Model, Tuckman's Model of Team Change
3. **Leadership & Change management:** Concept of Leadership in change management, Role of a Leader in Change Management, Identify Leadership Issues in Change, Essential Qualities of a Change Leader.
4. **Team Change:** Concept of Team Change, Importance and Limitations of Team Change, Enhancement of Team Effectiveness while managing changes,

Module 2: Organisational Change and Resistance to Change

1. **Organisational Change:** Meaning and Process of Organisational Change, Causes for Organisational Change, Eight-step Model for Transforming an Organization,
2. **Resistance to Change:** Meaning, Definition, Sources of Individual and Organisational Resistance. Causes, Managing stress due to change in Role,
3. **Communication in Change management:** Importance of Communication in Change, Developing a Communication Plan for Change,
4. **Strategic Organisational Change:** Strategies to Drive Successful Organizational Change, Organisational culture and dealing with change, Issues in culture change.

Module 3: Basics of Conflict Management

1. **Conflict Management:** Definition, Types of conflict, Sources, Causes for workplace Conflicts, Organizational and individuals' perspectives of conflict.
2. **Strategies of dealing with conflicts:** Conflict Management, Conflict Resolution and Conflict transformation, Five conflict handling styles, Win – win approach.
3. **Conflict Prevention and Early Intervention:** Early Warning Signs of Conflict, Proactive Conflict Management Strategies, Conflict Prevention in Teams and Organizations,
4. **Ethical Considerations in Conflict Management:** Ethics and Morality in Conflict Resolution, Power Imbalances in Conflict Situations, Confidentiality and Trust in Conflict Resolution.

Module 4: Methods of conflict Resolution:

	1. Conflict Resolution Techniques: Problem-Solving Approach to Conflict, The Role of Third-Party Mediators, Integrative vs. Distributive Bargaining. 2. Negotiation: Meaning Importance, Process, factors influencing negotiation, Types of negotiation, Outcome of negotiation, 3. Third party negotiation: Meaning, Role of mediator, Role of Arbitrator, role of Conciliator, Role of Consultant 4. Managers in Conflict Management: Role of manger in conflicts, Skill of managers, strategies develop by manager in conflict Management.	
10	Reference Books: 1. Cummings/ Worley, Theory of Organisation Development and Change, Cengage Learning, Indian Edition 2016 2. Adrian Thornhill, Managing Change, Pearson Publications, 2016 3. Lewicki, R. J., Saunders, D. M., & Barry, B. (2015). <i>Negotiation</i> (7th ed.). McGraw-Hill. 4. Deutsch, M. (2014). <i>The Resolution of Conflict: Constructive and Destructive Processes</i>. Yale University Press. 5. Fisher, R., Ury, W., & Patton, B. (2011). <i>Getting to Yes: Negotiating Agreement Without Giving In</i>. Penguin Books. 6. Pruitt, D. G., & Carnevale, P. J. (1993). <i>Negotiation in Social Conflict</i>. McGraw-Hill. 7. S.K. Bhatia, Management of Change and Organisational Development: Innovative Strategies and Approaches, Deep & Deep Publications, 2015 8. Kavitha Singh, Organisational Change and Development, Excel Books, 2015	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	

As Per NEP 2020

University of Mumbai



**Syllabus for
Basket of Major 2 (HR)**

Ad- hoc Board of Studies in B. Com. (Management Studies)

UG Second Year Programme

Semester

IV

Title of Paper

Legal Practices in HRM

Credits

4

From the Academic Year

2025-26

Major 2 (HR)
Syllabus
B.Com. (Management Studies)
(Sem.- IV)

Title of Paper : Legal Practices in HRM

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Legal Practices in HRM equips students with a comprehensive understanding of the Indian legal framework governing employment. This course delves into fundamental labour laws, covering contract formation, wages, benefits, and working conditions. Students will learn about industrial relations, dispute resolution mechanisms, and the legalities of disciplinary actions. A key focus will be on ensuring compliance with regulations like POSH, data privacy, and equal opportunity. The syllabus also addresses emerging legal challenges in the gig economy and the importance of HR audits. Upon completion, students will be adept at navigating the legal landscape of human resource management, minimizing risks and fostering legally sound workplace practices.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To explain the Foundations of Labour Law and the Employment Relationship 2. To understand various acts of India and legal compliances 3. To equipped with Industrial Relations and Dispute Resolution 4. To enable the students about Emerging Legal Issues in HRM and Compliance	
8	Course Outcomes: 1. Students will be able to articulate the sources of labour law in India, differentiate between various types of employment relationships 2. Students will be able to identify and describe the key provisions and compliance requirements of major Indian labour legislations 3. Students will be able to analyze the legal framework governing industrial relations in India 4. Students will be able to analyze and discuss contemporary legal issues impacting HRM in India	

9	Modules: - Per credit One module can be created
	Module 1: Foundations of Labour Law and the Employment Relationship
	1. Introduction to the Indian Legal System Relevant to HRM: Sources of Labour Law in India, Hierarchy of Labour Laws, Industrial relations history (IR), Basic Grievance process 2. The Contract of Employment: Formation of the Employment Contract, Types of Employment Contracts, Enforceability and Breach of Employment Contracts. 3. Workers Participation in Management: Features and examples, , Importance of legal compliance in HRM, Conducting internal and external labour law audits, Penalties for non-compliance. 4. Structure of Court: Structure of labour courts and appropriate authorities in India
	Module 2: Legal Compliances
	1. The Minimum Wages Act, 1948: Concept of minimum wage, fair wage, and living wage, Fixation, revision and deductions of minimum wages, Record-keeping and compliance requirements. 2. The Payment of Wages Act, 1936: Rules for payment of wages, Permissible and impermissible deductions from wages, Authorities under the Act and dispute resolution. 3. The Factories Act, 1948 for Working Conditions: Working hours and working conditions, Provisions related to hazardous processes and safety measures, Employment of women and young persons. 4. Employee Benefits and Social Security Legislations: The Employees' Provident Funds and Miscellaneous Provisions Act, 1952, The Payment of Gratuity Act, 1972 , Maternity Benefit Act, 1961
	Module 3: Industrial Relations and Dispute Resolution
	1. The Industrial Disputes Act, 1947: Trade Unions: Registration, rights, and responsibilities under the, Trade Unions Act, 1926: Grievance Redressal Mechanisms under the ID Act. 2. Prevention and Settlement of Industrial Disputes: Processes and legal implications, Powers and functions of the appropriate government in industrial disputes. 3. Disciplinary Actions and Domestic Enquiry: Legal requirements for conducting a domestic enquiry, Misconduct and disciplinary procedures. 4. Standing Orders: Applicability and content of Standing Orders under the Industrial Employment (Standing Orders) Act, 1946, Certification and modification of Standing Orders.
	Module 4: Emerging Legal Issues in HRM and Compliance

	1. Prevention of Sexual Harassment at Workplace (POSH) Act, 2013: Definitions of sexual harassment, Employer's obligations and responsibilities, Complaint mechanisms and redressal process. 2. Equal Opportunity and Anti-Discrimination Laws: Constitutional guarantees of equality, Legal provisions related to discrimination based on gender, religion, caste, etc, Rights of Persons with Disabilities Act, 2016 3. Data Privacy and Protection in HR: Overview of relevant data protection laws in India, Legal requirements for collecting, processing, and storing employee data, 4. Contract Labour (Regulation and Abolition) Act, 1970: Applicability and registration requirements, Rights of contract labourers, Legal challenges in classifying gig workers and platform workers	
10	Reference Books: 1. Constitution of India 2. Labour and Industrial Laws" by S.N. Mishra 3. Handbook on Labour Laws" by B.D. Singh 4. Labour Laws in India" by P.L. Malik 5. Industrial and Labour Laws" by V.K. Kharbanda 6. Human Resource Management" by Aswathappa K 7. Human Resource Management: Text and Cases" by V.S.P. Rao: 8. Commentary on the Factories Act, 1948 9. Commentary on the Industrial Disputes Act, 1947 10. Commentary on the Minimum Wages Act, 1948 11. Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 - Law & Practice" by various publishers 12. Aswathappa, K. & Dash, S. (2021). Human Resource Management-Text and cases (9th Ed.), Tata McGraw-Hill. 13. Chhabra, T. N. & Chhabra, M. (2020). Human Resource Management. New Delhi: Sun India Publications.	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 3)	

Paper Pattern 4 Credits (Total 100 Marks)

Internal = 40 Marks
External = 60 Marks

Internal Paper Pattern (40 Marks)

1. Case Study writing OR Assignment	}	any two (10 Marks each)	20 Marks
2. Quiz OR Group discussion OR Role Playing			
3. Project Presentation OR Research Paper			
4. Class Test - (Mandatory) with Objective questions			20 Marks
Total			40 Marks

External Paper Pattern (60 Marks)

External Paper Pattern (60 Marks)

Write any **FOUR** questions from the following

Q1. Answer the following	15 marks
A	
B	
Q2. Answer the following	15 Marks
A	
B	
Q3. Answer the following	15 Marks
A	
B	
Q4. Answer the following	15 marks
A	
B	
Q5. Answer the following	15 Marks
A	
B	
Q6. Answer the following	15 Marks
A	
B	

**Vertical – 4
SEC
Marketing
Or
Finance
Or
HR**

As Per NEP 2020

University of Mumbai



Syllabus for Basket of SEC (Marketing)

Ad- hoc Board of Studies in B. Com. (Management Studies)

UG Second Year Programme

Semester	IV
Title of Paper	Ad Making
Credits	2
From the Academic Year	2025-26

SEC (Marketing)
Syllabus
B.Com. Management Studies
(Sem.- IV)

Title of Paper: AD Making

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to :	Advertising as a subject explores persuasive communication, encompassing media ethics, agency operations, and evolving trends. It delves into crafting impactful messages across diverse platforms, while upholding responsible practices. Students analyze agency structures, creative processes, and client management. The curriculum also examines the ethical dilemmas inherent in advertising, including truthfulness and target audience considerations. Finally, it addresses the dynamic landscape of digital advertising, data-driven strategies, and emerging technologies shaping the industry.
2	Vertical:	Mandatory
3	Type:	Theory
4	Credit:	2credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: 1. To understand the fundamental concepts, features & the evolution of advertising. 2. To explore the advertising agencies and creative pitch process 3. To examine the role of AI in modern advertising campaigns 4. To find out the economic and social aspects of advertising	
8	Course Outcomes: 1. Students will be able to analyse the historical development evaluate different types of advertising. 2. Students will be able to discuss the impacts of personalized social media advertising. 3. Students will be able to describe the roles and functions of regulatory bodies like DAVP and ASCI and DD 4. Students will be able to differentiate between and apply the AIDA and DAGMAR and analyze the role of advertising in brand building, particularly concerning Gen Z.	

9	Modules: - Module 1: Introduction to Advertising and ad agency 1. Advertising: Concept, Features, Evolution of Advertising, Benefits of advertising to consumers and business 2. Classification of advertising: Geographic, Media, Target audience, Functions and Purpose, Personalized social media ads 3. Ad Agencies: Types of advertising agencies , Agency selection criteria, Creative Pitch process, AI driven campaigns through ad agency 4. career in advertising: Freelancing Career Options, Skills required for a career in advertising. Module 2: Regulatory bodies and New Trends in Advertising 1. Economic and Social Aspects: Effect of advertising on consumer Product Price, Ethical and social issues in advertising 2. Regulatory bodies: Directorate of Advertising and Visual Publicity (DAVP), Role of ASCI (Advertising Standard Council of India), ABC & DD 3. New Trends: Difference between AIDA and DAGMAR Model, Brand building through advertising and Gen Z, and managing Brand Crises, 4. Purposive ads: Features of Rural, political, Advocacy and Green Advertising, leveraging platforms for advertising, Top ten Ad Agencies of the world and India,
10	Reference Books: References 1. David Ogilvy. (2023) Ogilvy on Advertising: paperback publication 2. O'Guinn, Thomas C., Allen, Chris T., and Semenik, Richard J. (2015). Advertising: The Social, Cultural, and Political Dimensions. Routledge. 3. Wells, William, Burnett, John, and Moriarty, Sandra. (2016). Advertising Principles and Practice. Pearson. 4. Belch, George E., and Belch, Michael A. (2018). Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill Education. 5. Smith, J. A., & Jones, B. C. (2023). The impact of social media advertising on consumer behavior. Journal of Advertising Research, 45(2), 123-145. 6. Lee, S. (2018). Digital advertising and its impact on consumer engagement. In J. Kim & D. Lee (Eds.), Advances in digital marketing (pp. 120-145). Routledge. 7. Keller, K. L., & Lehmann, D. R. (2006). Brands and branding: Research findings and future priorities. Marketing Science, 25(6), 740-759. 8. World Advertising Research Center. WARC. Retrieved from https://www.warc.com/ 9. American Marketing Association. (2023). About the AMA. https://www.ama.org/

	10. Kazmi, S. H. H., & Batra, S. K. (2016). Advertising and sales promotion. Tata McGraw-Hill Education. 11. Sen, S., & Bhattacharya, S. (2018). The impact of celebrity endorsements on consumer purchase intention in India. Vikalpa, 43(3), 39-52. 12. Sharma, A. (2023, April 5). The rise of influencer marketing in India. The Economic Times. 13. Journal Articles: 1. Journal of Advertising Research 2. Journal of Advertising 3. Journal of Marketing Research 14. Journal of Consumer Research	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 3)	

As Per NEP 2020

University of Mumbai



Syllabus for Basket of SEC (Finance))

Ad- hoc Board of Studies in B. Com. (Management Studies)

UG Second Year Programme

Semester	IV
Title of Paper	Financial Inclusion Skills in Youth
Credits	2
From the Academic Year	2025-26

SEC (Finance)
Syllabus
B.Com. Management Studies (Sem.- IV)
Title of Paper: Financial Inclusion Skills in Youth

Sr. No.	Heading	Particulars
1	Description the course: Including but not limited to:	This course is designed to equip young individuals with essential financial literacy and inclusion skills, enabling them to make informed financial decisions and contribute to economic development. The course begins with an introduction to financial literacy, covering its meaning, importance, and impact on individuals, communities, and the financial system. It highlights the consequences of financial illiteracy and emphasizes the role of financial education in fostering financial inclusion. Key topics include saving, budgeting, and goal setting, helping students manage their income and expenses effectively. It also focuses on financial inclusion. Additionally, the course examines various financial inclusion schemes introduced by the Government of India and the Reserve Bank of India (RBI). This course provides a blend of theoretical knowledge and practical skills, ensuring that learners are well-prepared to navigate financial systems, access credit, and plan for financial security.
2	Vertical :	SEC
3	Type :	Theory
4	Credit:	2
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: 1. To provide foundational knowledge on financial literacy and its role in economic inclusion, enabling youth to manage personal finances effectively. 2. To familiarize students with financial inclusion policies, priority sector financing, microfinance, and government schemes that support financial accessibility.	
8	Course Outcomes: 1. Learners will develop the ability to budget, save, and set financial goals, fostering responsible financial behavior. 2. Learners will gain an understanding of financial inclusion mechanisms, including microfinance and government initiatives, allowing them to make informed financial decisions.	
9	Modules:	
	Module 1: Introduction to Financial Literacy and Financial Inclusion	

	1. Financial Literacy – Meaning, Need, Benefits of Financial Literacy – Individuals, Community and Financial System, Consequences of Financial Illiteracy, Role of Financial Literacy in promoting financial inclusion. 2. Saving – Meaning and importance of saving, Types of income, Types of expenses, Management of spending and financial discipline, 3. Setting SMART financial goals, Income tracking and expense categorization, creating and managing a personal budget, importance key financial services: banking, savings, credit, insurance 4. Financial inclusion: Definition, Barriers to financial inclusion for youth, Extent of financial exclusion, challenges of financial inclusion, national strategy for financial inclusion.	
	Module 2: Priority Sector Financing and Government Initiatives	
	1. National & international perspectives - Microfinance: concept, formal, semi-formal & informal MFIs - microfinance delivery methodologies - recent developments of microfinance in India. 2. Financial Inclusion Schemes in India: - Pradhan Mantri Jan Dhan Yojana (PMJDY) - Pradhan Mantri Mudra Yojana (PMMY) - Pradhan Mantri Suraksha Bima Yojana - Jeevan Suraksha Bandhan Yojana. 3. Financial inclusion programmes organised by RBI, Modern financial inclusion instruments, Rural Credit: concept, need, characteristics and sources of rural credit - NABARD - 4. Components of priority sector - RBI guidelines, government initiatives: Poverty alleviation programmes/employment programmes/production-oriented programmes - educational loans.	
10	References: 1. Chakrabarty K.C (2011), “Financial Inclusion and Banks: Issues and Perspectives”, RBI Bulletin, November. 2. Das, Manda & Rath (2008), “Micro Finance & Rural Development in India,” (Ed) New Century Publication, N Delhi. 3. Dev S.M., (2006), "Financial Inclusion: Issues and Challenges", Economic and Political Weekly, October 14: pp. 4310-13. 4. Microfinance - Perspectives and Operations, Bhaskaran, R., Macmillan Education. 5. Mohan R., (2006), "Economic Growth, Financial Deepening and Financial Inclusion" Reserve Bank of India Bulletin, November, pp. 1305-19. 6. Rangarajan C (2008), “Report of the Committee on Financial Inclusion”.	
11	Internal Continuous Assessment: 40%	External, Semester End Examination Individual Passing in Internal and External Examination : 60%
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 3)	

As Per NEP 2020

University of Mumbai



**Syllabus for
Basket of SEC (HR)**

Ad- hoc Board of Studies in B. Com. (Management Studies)

UG Second Year Programme

Semester	IV
Title of Paper	Organisational Development
Credits	2
From the Academic Year	2025-26

SEC (HR)
Syllabus
B. Com. (Management Studies)
(Sem.- IV)

Title of Paper: Organisational Development

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Organizational Development (OD) is a strategic field that helps organizations manage change, enhance effectiveness, and align strategies with business objectives. In today's rapidly evolving business landscape, OD plays a vital role in corporate restructuring, leadership development, change management, and employee engagement. With growing industry demand for agility and innovation, OD professionals are highly sought after in consulting, HR, and corporate strategy roles. This field also complements disciplines like HR management and business strategy, offering career opportunities as OD consultants, HR specialists, and change management professionals.
2	Vertical :	SEC
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: 1. To describe principles and theories that form the foundation of organizational development. 2. To lead and manage organizational change processes, ensuring the alignment of strategy, structure and culture. 3. To apply the OD techniques to improve organizational effectiveness and employee engagement and design customized OD interventions. 4. To evaluate the results of OD initiatives and recommend adjustments to ensure continuous improvement and create and implement strategies	

8	Course Outcomes: 1. Sensitizing the learners about how organizations can be made more effective and dynamic through improving its human resource. 2. Developing basic behavioral science skills of the students as future practitioners of OD. 3. Learner will be Understand and apply basic concepts and processes that form the core of organization development.
9	Modules:-
	Module 1: Introduction to Organizational Development & Organisational Diagnosis
	1. Organisational Development: Meaning, Features, Evolution, Components, Objectives, Principles, Process, OD-HRD Interface. 2. Participation of Top Management in OD-OD Assumptions, Values of OD, System Theories of OD 3. Organisational Diagnosis: Meaning, Need, Phases, Levels of Organisational Diagnosis, Techniques of Organisational Diagnosis, Tools used in Organisational Diagnosis. 4. Power and Control Issues in Organisations -Power, The Concept of Organisational Politics, The Political Subsystem, Implication of Power and Politics for the Practice of OD, Ethics in OD
	Module 2: OD Interventions & Team Building
	1. OD Interventions: Meaning, Features, Factors Affecting Success of Interventions, Steps in OD Interventions. Types of Interventions 2. Techniques of OD Intervention: Traditional and Modern, Evaluation of OD Interventions: Process, Types, Methods. 3. Team Building, Concept, Team Interventions, concept - Broad Team Building Interventions - Varieties of Team Building Interventions in a Formal Group, A Gestalt Approach to Team Building, Personal Interventions Interpersonal and Group Process 4. Strategic Management Activities, Grid Organisation Development - Process of Grid Organisation Development, Evaluation of Grid Organisation Development, Trans-organizational Development.
10	Reference Books: 1. Vriens, D., & Achterberg, J. (2019). <i>Organizational Development</i>. Routledge 2. Aubrey, B. (2015). <i>The Measure of Man: Leading Human Development</i>. McGraw-Hill Education. 3. Cummings, T. G., & Worley, C. G. (2014). <i>Organization Development and Change</i> (10th ed.). Cengage Learning. 4. Schein, E. H. (2010). <i>Organizational Culture and Leadership</i> (4th ed.). Jossey-Bass.

5. Wendell L French, Cecil h Bell. Jr., Veena Vohra, 2006 Organizational Development – Prentice Hall of India Ltd., New Delhi
6. Bradford, D. L., & Burke, W. W. (2005). *Reinventing Organization Development: New Approaches to Change in Organizations*. Pfeiffer.
7. Weisbord, M. R. (2004). *Productive workplaces: Dignity, meaning, and community in the 21st century*. Jossey-Bass.
8. French, W.L., Bell, C.H. and Vohra V, Organization Development: Behavioral Science Interventions for Organization Improvement, Revised 6th Ed., Pearson.
9. Hackman, J.R. and Suttle, J.L., Improving Life at Work: Behavioural science approach to organizational change, Goodyear, California.
10. Harvey, D.F. and Brown, D.R., An experimental approach to Organization Development, 7th Ed. Prentice-Hall, Englewood Cliffs, N.J

11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 3)	

Paper Pattern 2 Credits (Total 50 Marks)

Internal = 20 Marks

External = 30 Marks

Internal Paper Pattern (20 Marks)

1. Project Presentation OR Case Study writing	05 Marks
2. Quiz OR Group discussion	05 Marks
3. Class Test (Mandatory) with objectives	10 Marks
Total	20 Marks

External Paper Pattern (30 Marks)

Write any **TWO** questions from the following

Q1. Answer the following	15 marks
A	
B	
Q2. Answer the following	15 Marks
A	
B	
Q3. Answer the following	15 Marks
A	
B	

Sd/-

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Dr. Kanchan Fulmali
Board of Studies in
BMS

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Offg. Associate Dean
Prin. Kishori Bhagat
Faculty of Commerce
& Management

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