As Per NEP 2020

University of Mumbai

Title of the program

A- P.G. Diploma in Business Management
B- M.Com. (Business Management) (Two Year) $\Big\}$ **2023-24**

C- M.Com. (Business Management) (One Year) – 2027-28

Syllabus for
Semester – Sem-II

Ref: GR dated 16th May, 2023 for Credit Structure of PG

University of Mumbai

(As per NEP 2020)

Sr. No.	Heading		Particulars
1	Titleofprogram O: _____**A**	A	P.G. Diploma in BusinessManagement
	O:_____ **B**	B	M.Com. (Business Management) (Two Year)
	O:_____ **C**	C	M.Com. (Business Management) (One Year)
2	Eligibility O: _____**A**	A	Graduate in faculty from Commerce and Management (B.Com, B.Com(B & I), B.Com(A & F), B.Com (FM), BMS) from any University recognised by UGC
	O: _____**B**	B	Graduate in faculty from Commerce and Management (B.Com, B.Com(B & I), B.Com(A & F), B.Com (FM), BMS) from any University recognised by UGC
	O: _____**C**	C	Graduate with 4 year UG Degree (Honours/ Honours with Research) with specialization in concerned subject or equivalent academic level 6.0 **OR** Graduate with 4 year UG Degree Programme with maximum credits required for award of minor degree is allowed to take up the post graduate programme in minor subject provided the student has acquired the required number of credit as prescribed by the concerned Board of Studies
3	Duration of program R: _____	A	1 Year
		B	2 Years
		C	1 Year
4	R: _____IntakeCapacity	80	
5	R: _____Scheme of Examination	NEP 50% Internal 50% External, Semester End Examination Individual Passing in Internal and External Examination	

6	Standards of Passing R: _____	40%	
7	Credit Structure R: _____	Attached herewith	
8	Semesters	A	Sem.. I & II
		B	Sem.. I, II III & IV
		C	Sem.. I & II
9	Program Academic Level	A	6.0
		B	6.5
		C	6.5
10	Pattern	Semester	
11	Status	New	
12	To be implemented from Academic Year	A	
		B	2023-24
		C	2027-28

Prof (Dr) Sangeeta N Pawar
Professor and Head
Department of Commerce
University of Mumbai

Dr. KavitaLaghate,
Dean,
Commerce and Management
University of Mumbai

Preamble

1) Introduction

Management education is a essential tool for professional development. Management education gives opportunity to learners to understand business strategies, overcome challenges of work life, enhance cognitive skills, broadens knowledge by equipping intellectual tools. Business Prowess expands with learning management subjects. Today's dynamic world of knowledge is full of learning tools, software's and artificial intelligence that adds to the skills of learners. In the Unpredictable business landscape, resilience is a key attribute that can make or break a organisation and hence for learners who want to set up their own organisations, be entrepreneurs or go for start-ups can adapt and delve with new insights, navigate adversities, build mental and emotional fortitude and foster a culture of good workforce, good work environment.

2) Aims and Objectives

The Aim of Business Management subjects in the semester two is to make learning more interesting and scope based for learners to develop skills, knowledge enhancement, employment orientation and research based.
The objectives of Business Management mandatory and elective subjects is to foster critical thinking, analytical skilling, language and research proficiency and comprehensive abilities.

3) Learning Outcomes

Accumulation of Knowledge and intellectual growth results in overall development of persons intelligence and capacity to navigate the complexities of world effectively

4) Any other point (if any)
_____

5. Credit Structure of the program (Sem-I, II, III & IV) (Table as per Parishisht 1 with Sign of HOD and Dean)

R: _____

Post Graduate Programs in University   **Parishishta 1**

Year (2 Year PG)	Level	Sem (2 Year)	Major		RM	OJT /FP	RP	Cum. Cr.	Degree
			Mandatory*	Electives Any One					
I	6.0	Sem I	Strategic Management Credits 4 Human Resource Management Credits 4 Consumer Behaviour Credits 4 Business Ethics Credits 2	Credits 4 Organisational Behaviour OR Tourism Management OR E-Commerce Supply Chain Management Total Quality Management Personality Development and Soft Skills RM	4			22	I
		Sem II	Customer Relationship Management (CRM) Credits 4 Brand Management Credits 4 Professional Intelligence Credits 4 Hospitality Management Credits 2	Credits 4 Indian Constitution OR Information Transfer Skills in Research OR Safety & Health Management at Work Career Planning & Development Change Management Indian Business Houses Management Practices		4		22	
Cum. Cr. For PG Diploma			**28**	**8**	**4**	**4**	**-**	**44**	

		**Exit option: PG Diploma (44 Credits after Three Year UG Degree**							

II	6.5	Sem III	Entrepreneurial Management Credits 4 Marketing Strategies and Practices Credits 4 Stress Management & Consumer Psychology Credits 4 Social Media MarketingCredits 2	Credits 4 Business Environment OR Indian Aviation Industry OR Performance Appraisal Green Marketing Talent Management Marketing Research				4	22	PG Degree After 3-Yr. UG
		Sem IV	Corporate Restructuring Credits 4 Service Industry Credits 4 Advertising Credits 4	Credits 4 Social Security & Welfare of Employees OR Use of ICT in Business OR Women Leadership Indian Ethos in Business Workforce Diversity Media Planning				6	22	
Cum. Cr. For 1 Yr PG Degree			26	8				10	44	
Cum. Cr. For 2 Yr PG Degree			54	16	4	4		10	88	

Note:- *The number of courses can vary for totalling 14 Credits for Major Mandatory Courses in a semester as illustrated

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Commerce and Management
University of Mumbai

Semester-II

Mandatory 1

Programme Name: M.Com (Business Management)
Course Name: <u>Customer Relationship Management</u>

Total Credits :04	**Total Marks:100**
University Assessment: 50	**College Assessment: 50**
Prerequisite:	

_____

Learning Objectives

a) To enable the learners to understand Customer relationship management concept from marketing management perspective
b) The course would enable the students to understand the growing importance of CRM
c) To acquaint the learners with understanding CRM benefits from organisations and customers point of view

Course Outcomes

CO1. Understand the basic concepts and process of CRM
CO2. Analytical understand use and application of CRM strategies

Module 1

Unit 1 Customer Relationship Management

A. Concept and Process of Customer Relationship Management, Objectives of CRM, Customer Value Management, Customer satisfaction and Customer Retention
B. Measuring CRM, Customer Experience Management

Unit 2 Customer Service and Customer Relationship Marketing

A. Consumer Needs, Purchase Patterns, Concept of Consumer Behaviour, Importance of Consumer Behaviour
B. Nature of Customer Service, 4Cs in Customer Service Strategy, Relationship Marketing , Relationship Marketing Process, Strategies for building relationship

Module 2

Unit 3 Customer Loyalty and Customer Engagement

A. Customer Loyalty and Perceived Goal, Strategies for customer loyalty Development, Role of Social Media in changing customer loyalty, Public Relations Strategies
B. Meaning of Customer Engagement, Customer Engagement Marketing Model

Unit 4 E-CRM

A. Approaches to CRM with use of different software packages, operational CRM, Analytical CRM, Sales Intelligence CRM, Campaign CRM, Use of internet tools-blogging, twitter, emails, Myspace, facebook as interactive public relations tools
B. Data Security System and Privacy of customers collected information

Reference
1. Marketing Management by M Govindarajan, PHI Learning, 2009
2. Marketing Principles and Management by S A Sherlekar, Himalaya Publishing House, 2023
3. Market Based Management By Roger J Best, PHI Learning Pvt Ltd, New Delhi, 2009
4. Marketing Management by Rajan Saxena, Tata Mcgraw Hill Publishing Co Ltd, New Delhi, 2002
5. Handbook of research on Customer Engagement, Edited by Linda D Hollebeek, David S, Edward Elgar Publishing , UK, 2019
6. PR Management by Dr Sandeep Sharma, Random Publications, New Delhi, 2022
7. Consumer Behaviour and Brand Preference by Dr Vikram Shinde, Satyam Publishers, Jaipur, 1995

Mandatory 2

Programme Name: M.Com (Business Management)
Course Name: Brand Management

TotalCredits:04   TotalMarks:100
Universiyassessment:50   Collegeassessment:50
Prerequisite:

_____

Learning objectives

a) To Provide the learners to understand about Branding as today's need
b) To acquaintance about the brand management and its approaches
c) To acquaint with the new image of branding and should develop the brand image for the organisations.
d) To familiarize the learners with the challenges in development of branding for the company and learners should provide solutions through branding research.

Course Outcomes

CO1) Evaluate branding challenges and develop a strategic brand equity business plan
CO2) Scrutinise the strategic brand management for developing good branding for organisations
CO3) Develop the idea of branding research and Co-branding.

Module 1

Unit 1: Introduction to Branding

A. Meaning of Brand & Branding, Branding challenges & opportunities, Benefits of Branding, Brand Equity, Customer Based Brand Equity Model (CBBE),
B. Building Strong Brand Process, Brand Elements, Branding and marketing mix, Importance of Brand Positioning,

Unit 2: Brand Management

A. Strategic Brand Management Concept and Process, Brand Management and Brand leadership idea, Brand Associations, Brand Performance, Brand Design and Structure
B. Role of Celebrities in Branding, Brand Recognition, Brand Asset Management, Techniques for effective Brand Management, Brand Loyalty,

Module 2

Unit 3 Branding Research

A. Meaning and Importance of Brand research, Brand Measurement, Brand Audit,Importance of Brand Image, Brand Extension, Brand Personality
B. Cons of Brand Fatigue, Co-Branding, Costing of Brand Positioning, Brand Awareness

Unit 4 New Trends in Branding

    A. Graphic design in Branding, Brand Hierarchy, Features of Monochromatic branding, Importance of Mascot, Branding Architecture

    B. Role of Brand Management in Digital Marketing, Purpose driven Branding, Customer and employee Centric Brand Management, Storytelling branding

References

- *Keller Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity*
- *Keller Kevin Lane, Strategic Brand Management-2008*
- *Elliot, Richard, Strategic Brand Management-2008*
- *Kapferer, Jean-Noel, Strategic Brand Management-2000*
- *Kishen, Ram, Strategic Brand Management- 2013*
- *Keller Kevin Lane, Strategic Brand Management 4e-2015*
- *Dan Padgett and Douglas Allen, Communicating Experiences: A Narrative Approach to Creating Service Brand Image, 1997*
- *Mike Reid, Sandra Luxton and Felix Mavondo, The Relationship between Integrated Marketing Communication, Market Orientation, and Brand Orientation, 2005*
- *David K. Tse and Wei-na Lee, Removing negative country images: Effect of Decomposition, Branding and Product experience, 1993*
- *Steve Muylle, NirajDawar, Deva Rangarajan, B2B Brand architecture, 2012*
- *Rajagopal, Romulo Sanchez, Conceptual analysis of brand architecture and relationships within product categories*
- Pat Morin, Principles of Graphic Design,
- Kommission Aus und Walterbildung, Deutsche Gesellshaft fur Photographie, Graphic Designs Basics, Principles of Graphic Design, 2000

Mandatory 3

Programme Name: M.Com (Business Management)
Course Name: Professional Intelligence

TotalCredits:04   TotalMarks:100
University assessment:50   College assessment:50
Prerequisite:

_____

Course Outcomes

   CO1) To Provide the learners to comprehend new terms of Professional Intelligence anditsImportance
   CO2) To give them knowledge about the effect on recruitment and organisational culture
   CO3) To develop learning and analytical skills of the learners to enable them to solve cases andthey should preparethe solution for the challenges
   CO4) To acquaint the learners with recent developments and trends in the business corporate world related to Professional Intelligence

Module 1

Unit 1 Basics of Professional Intelligence

A. Definition of Intelligence, Meaning of Human Intelligence, Gardener's Theory of multiple intelligence, Types of intelligence, Concept and features of PI, Importance to firm and individual,
B. Process of developing PI, Factors affecting PI, Qualities required for PI, Challenges of PI

Unit 2 Principles and Impact of PI

A. 21 Principles of PI, Impact of PI on: Recruitment, Organisational culture, Employees
B. Reasons for PI, Risk in PI

Module 2

Unit 3 Emotional Intelligence and Spiritual Intelligence

A. Meaning of Emotional intelligence, Dimension of Emotional Intelligence- Self-awareness, self-motivation, empathy, Social Skills, Mayer &Saloveys(1997) Cognitive model of EI, Golemans (1995) model of EI
B. Spiritual intelligence, Methods to learn & develop spiritual Intelligence- Meditation, Detached Observation, Reflection, Connecting, Practice

Unit 4 Professional Stress & PI in AI world

A. Stress- Definition, Physical and Mental Health, Meaning of Professional Stress, Job design, work systems, World Health Organizations study on Job Stress, sources of job stress – Survival Stress, Internal Stress , Environmental Stress, Fatigue.

Degrees of Stress - Acute Stress, Emotional distress, Chronic stress, Coping mechanism of Stress

B. Accountability Ladder in Professional Intelligence, Distinction between Professional intelligence and artificial intelligence

References
1. Danah zohar (1997) Rewiring the corporate Brain
2. Moral Minds: How Nature Designed our Universal sense of Right and Wrong by Harvard psychologist Marc Hauser (2006)
3. Cartwright S. Cooper- Managing workplace stress, sage publication 1997 Page 185
4. Emotional Intelligence- why it matters more than IQ by Daniel Goleman (Pg 305 to 310)
5. Brackett M.A Mayer, J.D & Warner R. M(2004) Emotional Indigence& relation to everyday behavior Personality & Individual Difference, 36 page, 387-1402
6. Paula Jago (2013) Professional Intelligence: The 21 Principles of How to Succeed at Work: CreateSpace Independent Pub

Programme Name: M.Com (Business Management)
CourseName: <u>Hospitality Management Course</u>

TotalCredits:02	TotalMarks:50
Universityassessment:25	Collegeassessment:25
Prerequisite:	

Course Outcome:

CO 1– Improve soft skills to enhance communication skills.

CO 2 – Understand the importance of application of Principles of Management

CO 3 – Understand the Importance of Hospitality in the Hotel industry

CO4 – Understand the importance of Hospitality in Tourism Industry

MODULE 1:

Unit 1- Soft Skills Development

A. Basic English - Meeting and greeting phrases in Hospitality industry - Personality development (Patience, Respect, Tolerance, Leadership skills, Technical skills) - Importance of body language, Personal, Social etiquettes, life skills, disaster management skills

B. Principles of Management (Planning, Organising, Staffing, Leading and Controlling with reference to Hospitality Industry) - Levels of Management in the Hospitality Industry

MODULE 2:

Unit 2-Hospitality in Hotel Industry & Tourism Industry

A. Introduction to Hospitality Management, Hotel – Definition, classification and star categorization of hotel, Meal Plan, Types of Room, Front office desk management –Food serving etiquettes – Accommodation Policy– Career Opportunities in Hotel Industry

B. Definitions and Historical Development of Tourism, Types and Forms of Tourism, Planning and Execution of Tour Plans – Coordination during Tour Management – Networking for tour management - Career Opportunities in Tourism Industry

Reference Books:

1. Be Our Guest: Perfecting the Art of Customer Service - *Disney Institute*

2. Setting the Table: The Transforming Power of Hospitality in Business - *Danny Meyer*

3. 12 Golden Keys to Hospitality Excellence - *Frank H. Benzakour*

4. Tourism Planning and Development - J.K. Sharma

5. Studies in Tourism - Sagar Singh

6. Tourism: Principles and Practices - Cooper C., Fletcher J., Gilbert D and Wanhil. S

7. Tourism: Principles and Practices - McIntosh, R.W.

Constitution of India

Total Credits: 4   **Total Marks: 100**
University Assessment: 50 marks
University Department/ College Assessment: 50 marks

Learning Objectives
1. To understand the Constitution of India and obtain knowledge of fundamental rights and duties of citizens
2. To gain knowledge and importance of Preamble

Course Outcomes
CO1. Students will know about their nation, the importance of Preamble, rights and develop respect and love for their country and every person
CO2. To act as good responsible citizen, value the preamble and practice each word of preamble in their day to day activities and act with sense of love, respect, brotherhood, compassion, dignity, peace etc

MODULE 1

Unit I: Constitution of India

   A. Constitution of India, Salient features of the Indian constitution, Preamble, Social- Legal concepts under preamble
   B. Role and Contribution of Dr. Babasaheb Ambedkar as a Father of Indian Constitution,

Unit 2: Fundamental Rights

   A. Article 14-18 Right to Equality , Article 21 and 21A- Right to life and Personal Liberty, Article 23 and 24 – Right against Exploitation,
   B. Article 25-28 – Right to religion, . Article 29- 30 – Rights of Minorities with reference to human rights, Article 32- Right to constitutional remedies and public Interest Litigation

MODULES 2:

Unit 3: Human Rights and Constitutional Rights
   A. Human Rights -Concept and Definition, Characteristics and features of Human Rights, Classification of Human rights, Human Rights Violations
   B. Right to Information, Right to Environment

Unit 4: Fundamental Duties, Centre- State relations

   A. Article 51A of Indian Constitution of Fundamental Duties

   B. Centre- State relations, Independence of Judiciary, Cooperative societies (Part- IX-

References:

1. The Constitution of India (upto and including the 93rd Amendment) (As modified upto 20th January 2011) Publisher - Dr Ambedkar Sahitya Prachar Mandal, Samata Sainik Dal, Nagpur

2. The Constitution of India, Dr Babsaheb Ambedkar (Upto and including the100th Amendment) (As modified upto 1st January 2016)Publisher - Bahujan Sahitya Prashar Kendre, Nagpur 3

3. Dr. Suresh Mane, Indian constitutional law- Dynamics and Challenge, Aarti and Co., Mumbai, revised second edition, 2012

4. A Comparative Study of Human Rights in World Constitutions By Prof (Dr) U S Bagde, Aarati Book Co, Mumbai, 2007

5. Dr. Anand Kasle, Thoughts of Dr. Babasaheb Ambedkar and Constitution of India, Aarti and Co., Mumbai,2013

6 .Granville Austin, The Indian constitutional cornerstone of a nation, oxford university press, New Delhi, second edition, 2000

7. H.M. Seervai, constitutional law of India, vol.2, Universal law publishing co., New Delhi, fourth edition, 1991

8. M.P. Jain, Indian constitutional law, Wadhawa, Nagpur, Fifth edition,2009

Elective 2
Programme Name: M.Com (Business Management)
CourseName: Information Transfer Skills in Research

Total Credits :04
University assessment: 50
Prerequisite: Knowledge of Management studies

Total Marks:100
College assessments: 50

Learning Objectives

1. Learner will be able to equip learning skills, crucial skills required use information transfer skills in research

2. Enabling Learners to become more accountable towards doing quality research through meticulous search and use of research information tools

Course Outcomes

CO1.Holistic Approach to learning ensures that students will be ready to establish good research environment

CO2. Emergence of digital technologies can facilitate convenient access to information sources and resources

CO3. Promising research work through vigilant, accurate and authentic information transfer can support students to bring out high quality research inputs

Module 1

Unit 1 Learning Skills and Information Resource for Research

   A. Language Skills - Reading, Types of Reading , Communication, Writing- Types of writing, factors affecting writing, Critical thinking, Problem-solving abilities

   B. Library, Information Services, Books, e-books, Documents Resources on internet database, electronic journals, technical reports, full text documents, bulletins, thesis, dissertation, scientific publication catalogue, reference sources, patents standards, educational materials

Unit 2 Gathering and Organising Research Information

   A. Preliminary Search of research Sources- Library, Formal and Established sources of information- Encyclopedia, Reference books , Bibliography, Appendix, Emerging sources, International sources, Monographs

   B. Process of Preparing Research Paper , Requisites for writing research paper

Module 2

Unit 3 – Formal Logic, Deduction and Induction in Research

   A. Logic- the study of reasoning, Fundamentals of formal logic- Tools, Techniques and devices used in human thinking

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B. Scientific Knowledge- Observation and inferences, Observation- Evidence based and Empirical Data, Inferences- Deductive and Inductive knowledge

Unit 4- Data Storage & Data Management

A. CDs & DVDs, Pen drive, Data warehousing & Data marts, Document Management System
B. Use of Artificial Intelligence tools in Research, Perils of AI intervention in research, Copy Right Law in Research publications

References :
1) Methods of Teaching English by G Ranabhadra Charyulu Edited by K. Venugopal Rao, Neelkamal Publication, New Delhi, Hyderabad 2010
2) Research Methodology – Logic, Methods and Cases by Dr Sameer Phanse, Oxford University Press, New Delhi, 2016

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Programme Name: M.Com (Business Management)
CourseName: <u>Safety and Health Management</u>

Total Credits :04   **Total Marks:100**
University assessment: 50   **College assessment:50**
Prerequisite: Knowledge of Management studies

Programme Outcome

The programme aims to cater learners to acquire and demonstrate competency in Environment Health & Safety, making them Knowledgeable and competent tomake a prospective career in Industry

Course Outcomes:

CO1.To develop an expert manpower to handle the complex industrial environment.
CO2.To understand occupational health, industrial hygiene, accidental prevention techniques.
CO3.To make the student aware about safety auditing and management systems, pollution prevention techniques etc.
CO4.To train the students about role of leadership and team building in safety management.

Module I

Unit - I Legislative measures in industrial safety:

A. Factories Act, 1948, Workman's Compensation Act 1943, Employees State Insurance Act, 1948, Child Labour and Women Employee Act. Functions of safety management.
B. ILO Convention and Recommendations in the furtherance of safety, health and welfare, Environment Protection Act.

Unit – II Occupational Safety, Health and Environment Management:

A. Bureau of Indian standards on safety and health 14489 - 1998 and 15001 – 2000 OSHA, Process Safety Management (PSM) as per OSHA,
B. PSM principles, OHSAS – 18001, EPA Standards, Performance measurements to determine effectiveness of PSM

Module II

Unit – III Safety Management:

A. Organising for safety, Health and Enviornment.Organisation : Structure, Function and responsibilities Safety Committee : Structure and function. Relevance of WTO regarding safety, Health and environment.

B. Employee participation in safety - Role of Trade union in safety, health and environment.Safety promotion and safety awards, safety, competitions, audio visual publication.

Unit IV Directing safety:

A. Definition, process, principles and techniques. Leadership - role, function and attribution of a leader. Essential rules in communication with employees with conducting training, team building and group dynamics.
B. Financial cost to individual worker and family, organization and society. Procedures for compilation, utility and limitations of cost data, budgeting for safety.

References

1. The Factories Act with amendments 1987, Govt. of India Publications DGFASLI, Mumbai

2. Grimaldi and Simonds , Safety Management, AITBS Publishers , New Delhi(2001)

3. Industrial Safety –National Safety Council of India ISHET.

4. Dr. K. U. Mistry - Fundamentals of Industrial Safety & Health, SiddharthPrakashan, Ahmadabad.

5. Industrial Safety Management – LM Deshmukh

6. ILO Convention – 155 & Recommendation – 164

7. Indian Factories Act 1948

8. Management of International Health & Safety – Roger Passey

Elective -4
Programme Name: M.Com (Business Management)
<u>Career Planning and Development</u>

Learning Objectives

1. Career focus is personal job search process for every individual aspiring for dream job

2. Job search strategies are essential course outcome for selection career

Course Outcomes

CO1. Learner will be able to carefully plan career by knowing ones strengths and weaknesses

CO2. Learner will be able to gain knowledge and enhance skills related to career planning

CO3. Learner will have freedom to explore different disciplines of education apart from domain knowledge area

Module 1

Unit I Career Planning

A. Career Planning, Steps Involved in looking for a job- Career Search, Self-Assessment. Tools

   I)   Self-Awareness- learning skills, listening skills, honestly, strengths & weakness, risk taking ability

   II)   Ability Assessment- Communicative Skills, Technical Skills, Competitive Skills, Social Creative & Managerial Skills.

   III) Personality- Personal Characteristics/ Traits

   IV)   Work Value

B. Curriculum- Vitae , Essentials of Good CV, The Resume – Types of Resumes, Resume guidelines, use of computer in generating resume, use of Chat GPT & AI (Artificial Influence) in developing Resume. Resume checklist Content- Career objective, education, Personal Interest, Skills & Knowledge.

Unit 2 Career Search and Interview

A. Career Guidance Sources- Newspaper, Magazine, Internet, Career Information Literacy

B. Interview – Meaning, Types of Interview-Business Interview, General Interview, Mock Interview, On Job Interview, Appraisal Interview, How to prepare for interviews?

Module 2

Unit 3 Requisites for Attending Interviews

A. i. Before attending Interview - Revision, Confidence, Sleep & Rest, Dress,
ii. In Waiting Room starting of Interview - Interaction with other aspirants, Proper sitting space, Relax, cordial Behavior,.
iii In Interview Room
1) Etiquettes & Manners
2) Body Language
3) Eye Contact
4) Speech & voice
5) Expressions & Posture
6) Civil Courtesy

B. Knowledge of the place of Interview & Impediments if any, Rational approach & Not emotional, Avoid sweeping statements, exaggeration, tall claims, false impression, false reasons, Ignorance, Impulsive nature, Don't dominate, Honesty, Unprejudiced, Speaking Manner, Attitude, Be good Listener, Talk but don't be talkative approach.

Unit 4 Career Development

A. Work Life Balance, Talent mindset, Employee Value Proposition , Wealth and Rewards

B. Johari Window, Perceptiveness- Improving listening skills, understanding gestures of others, analysing what people want to say, Significance of Soft Skills in career development

References :
3) Career focus – A personal job search guide Prentice Hall keys to success program by Helen MartucciZamarre, 1996
4) Interview – A meeting of two minds by A.K Gandhi Dynamic Publication (India) Ltd, meerut
5) A Manual of Career guidance Intstitute of vocational guidance & selection Mumbai 2003
6) Harvard Business Review on work and Life Balance
7) The war for Talent by Ed Michaels, Helen Handfield –Jones and Beth Axelrod, Harvar Business School Press, 2001
8) Case Studies in Human Resource Management Editors Sanjeev Bansal, Jaya Yadav, Hargovind Kakkar, I K International Pvt Lid, New Delhi, 2015

Programme Name: M.Com (Business Management)
CourseName: <u>Change Management</u>

TotalCredits:04   TotalMarks:100
Universityassessment:50   Collegeassessment:50
Prerequisite:

_____

Course outcomes
CO1) To understand the concept of change management and individual change
CO2) To familiarize with the importance of organizational images and mental models.
CO3) To Identify reasons for resistance to change
CO4) To acquire deep understanding of the Leaders and team change management

Module 1
Unit 1 Basics of Change management and individuals
A. Concept and Importance of changes, Forces and Causes of change, Types of changes, Change management models
B. Approaches to Change management: Behavioural, Cognitive and Psychodynamic approach to Change, Distinction between first order and second order change

Unit 2 Leader and Team change management
A. Identify leadership issues in Change, role of a leader in Change Management,Goleman leadership skills and practices, Qualities and Competencies of a Change Leader
B. Concept, Importance and limitations of team change, Enhancement of team effectiveness, Individuals affect team dynamics, Tuckman's model of team change and the development changes of teams

Module 2
Unit 3Organisational change and Resistance to Change
A. Meaning and process of organisational change, causes of organisational change, eight-step model for transforming organization, Impact of change on organisation,
B. Sources of Individual and Organisational resistance, Manifestation of resistance, Minimizing resistance to change, OD and Team Intervention to overcome change, Managing role stress

Unit 4 Strategic Implementation of Change
A. Strategies and skills for communicating change, Leader as change agent, An Integrated Approach to Organizational Change, Change Strategies,
B. Positive Response of Employees to Change, Management of Resistance to Change, Case studies on smart research and action research related to change management of organisations

References

- *Donald L Anderson, Organizational Development, Sage Publications, 5e, 2021.*
- *Change Management and OD – RatnaRaina, Sage Publications, 1e,2018.*
- *Peter G. Northhouse, Leadership Theory and Practice, Sage Publications,1e, 2016.*
- *Ranjana Mittal, Leadership Personal Effectiveness and Team building, Vikas Publications, 2015.*
- *John P. Kotter, Leading Change, HBR Press, 2012.*
- *Barbara Senior, Jocelyne Fleming, Organizational Change, 3e, Pearson publications, 2010.*
- *D.A. Nadler and M.L. Tushman, 1989. "Organizational Frame Bending: Principles for Managing Reorientation," Academy of Management Executive, 3:194-204.*
- *M. Wheatley, 1994. "Searching for a Simpler Way to Lead Organization" (Introduction), pp.1-13; and "The New Scientific Management" (Chapter 8), pp.139-147; in Leadership and the New Science. Berrett-Koehler Publishers, Inc*

Elective 6

Programme Name: M.Com(Business Management)
CourseName: <u>INDIAN BUSINESS HOUSES</u>

TotalCredits:04   **TotalMarks:100**
Universityassessment:50   **Collegeassessment:50**
Prerequisite:

_____

Programme Outcome

1. To introduce learners with getting knowledge of Indian Business Houses
2. To make learners aware of various aspects of entrepreneurship with special reference to Indian Business Houses.
3. To make learners aware of Indian Business Houses in various sectors of economy i.e. primary, secondary and tertiary.

Course Outcome

CO1) To give knowledge about the strategies followed by Indian Business Houses.

CO2) To give knowledge about the causes of success/ failures of Indian Business Houses.

CO3) To make learners aware about the opportunities and challenges for Indian Business

Houses in the current scenario.

CO4) To encourage learners to become an entrepreneur with the help of syllabus.

Module 1

Unit 1- Introduction to Indian Business Houses and

A. History of IBH, Nature and Characteristics, Challenges and Opportunities faced by IBH
B. Micro and Macro Factors Responsible for the growth of IBH, Survival Strategies of IBH.

Unit 2. IBH in Agriculture Sector

A. Role of IBHs in agriculture sector, issues and future prospects of IBH , IBH IN AGRO-industries, Food Processing Industries, Spinning Mills, Textile Industries, Small Medium Enterprises, Khadi Village Industries

B. Case studies- E.g. Sugar industry, Nana Shankar Shet, Mahatma Jyotiba Phule (with respect to agriculture and allied sector), Baba Amte etc.(Teachers can add more case studies related to agriculture and allied sector)

Module 2 :

Unit 3: IBH in Secondary Sector and Service sector

A. Role of IBHs in Secondary sector, Issues and Prospect of IBHs in Secondary MSME- Concept, Importance, Factor responsible for growth in MSME in India, Challenges, Role of IBHs in Service Sector, Challenges and opportunities of IBH in Service Sector

B. Start Up in India- Make in India, Skill India Programme, Major issues in Indian Start Up Business, Reasons for Success and Failure of Indian Start Up
Case studies and Success Stories -Savitribai Phule- The first Successful Woman Educational Leader of India, , Kesari Tours, Eateries- Zomato , Swiggy, Ola Cabs, WHP Jewellers, Girnar Chai, MDH Masale, Kubal Masale, Sri Mahila Griha Udyog Lijjat Papad, Mumbai Dabba wala, AMUL, NIRMA, GHADI Detergent Powder, Grameen Bank, Handloom, Fisheries (Teachers can add more case studies related to Secondary and Service sector)

Unit 4: Women Entrepreneurship- Self Employment & Microcredit

A. Women Entrepreneurship – Definition and importance, SEWA- Self Employed Womens Association, Growth of SEWA, Activities of SEWA, Microcredit ,Role of Microfinance in women's empowerment

B. Success stories of Indian Business women's , challenges and problems faced by Indian Business women as educationist, as professionals running firms, Advertising and Film production, industrial enterprise owner

REFERENCES

1. Women in Educational Leadership by Prof N Pradhan, Published by Shanti Prakashan, Ahmedabad, 2018
2. Women Empowerment - Issues and Experience edited by V V Ramani, ICFAI University Press, Hyderabad, 2005

Paper Pattern   (Total 50 Marks)

Internal   =   25   Marks
External   =   25   Marks

Internal Paper Pattern   (25 Marks)

Q1. Project Presentation/ Case Study writing	**05 Marks**
Q2. Quiz/ Group discussion	**05 Marks**
Q3. Paper Presentation/ Seminar presentation	**05 Marks**
Q4. Class Test	**10 Marks**
Total	**25 Marks**

External Paper Pattern   (25 Marks)

Q1. Case Study Analysis	**05 Marks**
Q2. Answer the following (Any One) (from Any Module –Any unit)	**10 marks**

    A
   Or
   B

Q3. Answer the following (Any One) (from Any Module –Any unit)   **10 Marks**

    A
   Or
   B

               Total 25 Marks

Paper Pattern   (Total 100 Marks)

Internal   =   50   Marks

External   =   50   Marks

Internal Paper Pattern   (50 Marks)

Q1. Project Presentation/ Case Study writing	**10 Marks**
Q2. Quiz/ Group discussion / Role Playing	**10 Marks**
Q3. Paper Presentation/ Seminar presentation	**10 Marks**
Q4. Class Test	**20 Marks**
Total	**50 Marks**

External Paper Pattern   (50 Marks)

Q1. Case Study Analysis   **10 Marks**

Q2. Answer the following (Any One) (from Any Module –Any unit)   10 marks
   A
   Or
   B

Q3. Answer the following (Any One) (from Any Module –Any unit)   10 marks
   A
   Or
   B

Q4. Answer the following (Any One) (from Any Module –Any unit)   10 marks

   A
   Or
   B

Q5. Answer the following (Any One) (from Any Module –Any unit)   10 marks
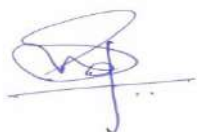
   A
   Or
   B

Total 50 Marks

Grades and Grade Points:

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

Prof (Dr) Sangeeta N Pawar
Professor and Head
Department of Commerce
University of Mumbai

Dr. KavitaLaghate,
Dean,
Commerce and Management
University of Mumbai

Appendix- B

Justification for M.Com (Business Management)

1.	**Necessity for starting the course:**	**NEP 2020**
2.	**Whether the UGC has recommended the course:**	**Yes**
3.	**Whether all the courses have commenced from the academic year 2023-24**	**Yes**
4.	**The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?:**	**Aided Courses, Yes**
5.	**To give details regarding the duration of the Course and is it possible to compress the course?:**	**Two Years Course, Each course has Separate Specialization the course cannot be Compressed**
6.	**The intake capacity of each course and no. of admissions given in the current academic year:**	**Business Management 80**
7.	**Opportunities of Employability / Employment available after undertaking these courses:**	**Jobs in teaching field, Research associates, Computer Analyst, Accountants, Banking jobs. Marketing Representatives, HR Staff, Web Designer, Animator, Advertising Personnel, Export, Business Consultancy, Start UPS**

Prof (Dr) Sangeeta N Pawar
Professor and Head
Department of Commerce
University of Mumbai

Dr. KavitaLaghate,
Dean,
Commerce and Management
University of Mumbai