

**S.Y M.COM-II Sem-III (NEP-2023 Pattern)**  
**(CBCS–NEP23 Pattern)**

<b>Course Title</b>	<b>BUSINESS FINANCE</b>		
<b>Course Code: 23CMCO31MM</b>		<b>No. of Credits: 4</b>	
<b>Course Type: MM (Major Mandatory)</b>		<b>Total Teaching Hours: 60</b>	

**Objectives of the Course**

<b>Sr. No.</b>	<b>Objectives</b>
<b>1.</b>	To acquaint the students with corporate finance required for Indian Industries.
<b>2.</b>	To make the students aware about the latest developments in the Field of corporate finance.
<b>3.</b>	To enable the students about traditional theories of capitalization and Dividend distribution practices.
<b>4.</b>	To provide exposure of working capital management practice of Finance to students Skills to be developed.

**Course Specific Outcome**

<b>Sr. No.</b>	<b>Learning Outcome</b>
<b>1.</b>	The students will be able to understand the role and importance of Corporate finance, and learn the calculation value of money.
<b>2.</b>	The students will acquaint the financial planning, theories of Capitalization and estimation of finance need of firm.
<b>3.</b>	The students will be able to learn the sources of finance to be tapped For running business successfully.
<b>4.</b>	The students will be able to apply best practice in working capital management.

## Syllabus

Unit No	Title with Contents	No. of Lectures
<b>Unit I</b>	<b>BUSINESS FINANCE AND FINANCIAL SYSTEM</b>	<b>15</b>
	1. Meaning, objectives, scope, Functions, and importance of Business Finance.	7
	2. <b>Financial System:</b> <ul style="list-style-type: none"> <li>i. Functions of the Financial System.</li> <li>ii. Financial Assets.</li> <li>iii. Financial Markets.</li> <li>iv. Financial Market Returns.</li> <li>v. Financial Intermediaries.</li> </ul>	8
	3. <b>Time Value of Money:</b> Need, Importance, Future value, Present value through discounted cash flow technique.	
<b>Unit II</b>	<b>STRATEGIC FINANCIAL PLANNING</b>	<b>15</b>
	1. Meaning-objectives, assumptions.	4
	2. Steps in financial planning.	2
	3. Estimating financial requirements of firm, limitations of financial planning	2
	4. <b>Capitalization:</b> <ul style="list-style-type: none"> <li>i. Over Capitalization.</li> <li>ii. Under Capitalization.</li> <li>iii. Optimal Capitalization.</li> </ul>	2
	5. <b>Theories of capitalization.</b> <ul style="list-style-type: none"> <li>i. The cost theory of capitalization.</li> <li>ii. The Earning theory of capitalization.</li> </ul>	3
	6. Estimating financial needs and Sources of Finance.	2
<b>Unit III</b>	<b>CORPORATE SECURITIES AND SOURCES OF LONG TERM FINANCE</b>	<b>15</b>
	1. <b>Ownership securities:</b> <ul style="list-style-type: none"> <li>i. Equity shares: characteristics, advantage and disadvantages.</li> <li>ii. Preference shares: characteristics, advantage and disadvantages.</li> </ul>	7

	<p><b>2. Creditor's securities-</b> debentures&amp; bonds: characteristics, classification, procedure of issuing debentures and Bonds.</p> <p>i. Company Deposit.</p> <p>ii. Mutual Funds.</p> <p>iii. Retained Earnings.</p> <p>iv. Foreign Sources.</p> <p>v. Special financial institution.</p>	8
<b>Unit IV</b>	<b>SHORT TERM FINANCE AND WORKING CAPITAL MANAGEMENT</b>	<b>15</b>
	<p><b>1. Characteristics of short term finance</b> –short term needs,</p> <p>i. Sources of short term finance.</p> <p>ii. Trade Credit.</p> <p>iii. Commercial bank loans.</p> <p>iv. Commercial paper, a specific type of Promissory note.</p> <p>v. Secured loans.</p> <p><b>2.WorkingCapital</b></p> <p>i. Role of working Capital</p> <p>ii. Inventory Management, Receivable Management, Cash Management.</p> <p>iii. Financing of working capital–</p> <p>a) Trade creditors,</p> <p>b) Bank credit,</p> <p>c) Bank financing of account receivables, working capital - advantages and disadvantage.</p>	<p>2</p> <p>2</p> <p>2</p> <p>2</p> <p>3</p> <p>2</p> <p>2</p>

### References:

- Corporate Finance: Theory and Practice. Pierre Vernimmen, Pascal Quiry, Maurizio Dallochio, Yann Le Fur, Antonio Salvi. (2017). John Wiley & Sons.
- Financial Institutions and Markets: Structure, Growth &Innovations. LMBhole, Jitendra Mahakud. (2017). McGraw-Hill Education.
- Corporate Finance. Stephen Ross.(2009).McGraw-Hill/Irwin.
- Business Finance: Theory and Practice. Eddie McLaney. (2014).Pearson Education.
- Financial Management: Text, Problems and Cases, 8e. M. Y. Khan, P. K. Jain. (2018). McGraw-Hill Education.
- Principles of Corporate Finance. Richard A.Brealey, Stewart C.Myers, Franklin Allen.(2019.)
- Financial Management, Theory & Practice, Prasanna Chandra, Mc Graw Hill Edu, New Delhi.

**S.Y M.Com. Sem III (NEP – 2023 Pattern)**

<b>Course Title</b>	<b>INDUSTRIAL ECONOMICS</b>		
<b>Course Code: 23CMCO32MM</b>			<b>No. of Credits: 4</b>
<b>Course Type: MM (Major Mandatory)</b>			<b>Total Teaching Hours: 60</b>

<b>Course Objectives</b>	
1.	To provide the knowledge to the students about the basic issues of industrial economics.
2.	To make the students aware about the industrial profile of India and the industrial policy of government of India.
3.	To make the students understand concepts of industrial economics.
4.	To impart students' knowledge about sources of industrial finance and Indian industrial growth.

<b>Course Outcome</b>	
1.	To get the overview and to understand the concept of Industrial Economics.
2.	To know about the theories of Industrial location and industrial imbalance and to acquire the analytical skills in identifying the factors affecting industrial Location
3.	To understand the concept of Industrial Efficiency, productivity, size of the firm and Optimum size of the firm
4.	To impart knowledge about industrial finance and its sources and to help the students understand problems of small and micro industries in India

<b>Syllabus</b>		
<b>Unit I</b>	<b>Introduction and Concepts</b>	<b>15 Hours</b>
	<b>1. Industrial Economics-</b> i. Meaning and Definition. ii. Nature and Scope. iii. Need and Significance.	<b>3</b>
	<b>2. Industrial Combinations-</b>	<b>6</b>

	<ul style="list-style-type: none"> <li>i. Causes.</li> <li>ii. Mergers and amalgamations.</li> <li>iii. Industrial monopoly- control of monopolies.</li> </ul> <p>3. Sellers' Concentration, Economies of Scale,</p> <p><b>4. Product Pricing.</b></p> <ul style="list-style-type: none"> <li>i. Theories.</li> <li>ii. Evidence</li> </ul>	<p>3</p> <p>3</p>
<b>Unit II</b>	<b>Industrial Location</b>	<b>15 Hours</b>
	<p>1. <b>Industrial Location</b></p> <ul style="list-style-type: none"> <li>i. Meaning and Definition.</li> <li>ii. Industrial localization.</li> <li>iii. Planned location</li> </ul> <p>2. Factors Affecting Location of Industries</p> <p>3. <b>Theories of Industrial Location.</b></p> <ul style="list-style-type: none"> <li>i. Alfred Weber's theory.</li> <li>ii. Sargent Florence Theory.</li> <li>iii. August Losch Theory</li> </ul> <p>4. <b>Industrial Imbalance.</b></p> <ul style="list-style-type: none"> <li>i. Need for Balanced Regional Industrial Development.</li> <li>ii. Causes of Industrial Imbalance.</li> <li>iii. Measures of Industrial imbalance.</li> </ul> <p>5. Regional Industrial Imbalance in India – Extent and Government Policy Measures for Balanced Regional Industrial Development.</p>	<p>2</p> <p>2</p> <p>5</p> <p>3</p> <p>3</p>
<b>Unit III</b>	<b>Industrial Productivity, Efficiency and Size of Firm</b>	<b>15 Hours</b>
	<p>1. <b>Industrial Productivity and Efficiency.</b></p> <ul style="list-style-type: none"> <li>i. Meaning and Concept.</li> <li>ii. Norm.</li> <li>iii. Tools and measurement of Industrial Productivity and Efficiency.</li> </ul> <p>2. Factors Affecting Industrial Productivity and</p>	<p>3</p> <p>2</p>

	<p>Efficiency.</p> <p>3. Industrial Productivity in India.</p> <p>4. Causes of Low Industrial Productivity.</p> <p>5. Remedial measures by the government to improve industrial productivity.</p> <p>6. Size of Firm- Determinants of Size of Firm</p> <p>7. Optimum Size of Firm- Meaning and its Determinants</p>	<p>1</p> <p>1</p> <p>2</p> <p>3</p> <p>3</p>
<b>Unit IV</b>	<b>Industrial Finance and Indian Industrial Growth</b>	<b>15 Hours</b>
	<p><b>1. Industrial Finance.</b></p> <p>i. Meaning and Concept.</p> <p>ii. Scope of Industrial Finance</p> <p>iii. Importance of Industrial Finance.</p> <p>2. Sources of Industrial Finance-private, public and cooperative sector, shares, debentures, bonds, deposits, loans etc.</p> <p><b>3. Foreign Capital.</b></p> <p>i. Need.</p> <p>ii. Government's Policy.</p> <p>iii. Direct Investment.</p> <p>iv. Foreign Institutional Investment.</p> <p><b>4. Form of Foreign Capital:</b></p> <p>i. Euro issues.</p> <p>ii. Global Depositary Receipts (GDR).</p> <p>iii. American Depositary Receipt (ADR).</p> <p>iv. External commercial borrowings.</p> <p>5. Industrial policy: Trends in Industrial Growth since 1991.</p> <p>6. Performance and Problems of Micro, Small, Medium Enterprises</p>	<p>2</p> <p>2</p> <p>3</p> <p>2</p> <p>2</p> <p>4</p>

#### References:

- Ahluwalia, I. J., & Professor of Economics Isher Judge Ahluwalia. (1985). Industrial growth in India: Stagnation since the mid-sixties. Oxford University Press.
- Banerjee, S., Mukherjee, V., & Haldar, S. K. (2015). Understanding development: An Indian perspective on legal and economic policy. Springer.
- Barthwal, R. R. (2007). Industrial economics: An introductory text book. New Age International.
- C.B., G. (2016). Strategic management (Text and cases). S. Chand Publishing.
- Derek J Morris. (1979). Industrial economics: Theory and evidence. OxfordUniversity Press.
- Francis, C. (1989). Industrial economics: Indian perspective.

**S.Y.M.Com. Sem III (CBCS – Autonomy 2023 Pattern)**

<b>Course Title</b>	<b>MANAGEMENT INFORMATION SYSTEM</b>		
<b>Course Code: 23CMCO34MM</b>			<b>No. of Credits:2</b>
<b>Course Type: MM (Major Mandatory)</b>			<b>Total Teaching Hours:30</b>

<b>Course Objectives</b>	
1.	To understand and develop insight of the concept of Management Information System.
2.	To understand the determination and appropriateness of Management Information Systems for enhancing the organizations efficiency and effectiveness.
3.	To understand the Impact of Management Information systems in the global context.

<b>Course Outcome</b>	
1	Information System enables new approaches to improve efficiency and efficacy of Business Models.
2	The students will equip with understanding of role, advantages and components of Management Information System.
3	Helps in Analyzing how information systems and technologies impact a firm in terms of value creation and provide strategic advantage for a firm.

<b>Syllabus</b>		
<b>Unit I</b>	<b>INTRODUCTION OF MANAGEMENT INFORMATION SYSTEM.</b>	<b>10 Hours</b>



	<b>1. Management Information System:</b> i. Concept, Meaning and Importance. ii. Role of Information System in Business Organizations. iii. Process of MIS.  <b>2. Planning, Implementation and Controlling of Management Information system.</b>  <b>3. Types of Information System.</b>	5     3 2
<b>Unit II</b>	<b>INFORMATION TECHNOLOGY FOR DECISION MAKING.</b>	<b>10 Hours</b>
	i. IT for Decision Making, Recent Trends IT for Decision Making. ii. Methods in Decision Making. iii. Characteristics and Components of Decision Support System.	5 2 3
<b>Unit III</b>	<b>ENTERPRISE SYSTEMS</b>	<b>10 Hours</b>
	i. Business Process Integration. a. Types of Business Resource Integration. ii. Enterprise Resource Planning. a. Why ERP is Important for Business? iii. E-Commerce and its Models. iv. Customer Relationship Management and its Types. a. Cases on CRM.	2 2 2 2 2

<b>Suggested Readings</b>	
1	W.S. Jawadekar, Management Information System, Tata McGraw Hill Publications.
2	David Kroenke, Management Information System, Tata McGraw Hill Publications.
3	Management Information Systems for Enterprise Applications: Business Issues, Research and Solutions by Adamantios Koumpis.

**S.Y M.Com. Sem III (CBCS – Autonomy 2023 Pattern)**

<b>Course Title</b>	<b>INTERNATIONAL BUSINESS</b>	
<b>Course Code: 23CMCB33MM</b>	<b>No. of Credits: 4</b>	
<b>Course Type: MM (Major Mandatory)</b>	<b>Total Teaching Hours: 60</b>	

<b>Course Objectives</b>	
1.	To familiarize the students with the concepts of International business environment.
2.	To enable students build strong foundation in concepts of international trade and business.
3.	To introduce the International Business Environment Theories and Trade policies.
4.	To develop a Policy Framework for International trade.

<b>Course Outcome</b>	
1.	To gain understanding about International Business and its Impact on Indian Economy.
2.	To learn about the Factors affecting International Business.
3.	To learn about Global Interdependence and World Economy.
4.	To understand the policy framework of International Trade.

<b>Syllabus</b>		
<b>Unit I</b>	<b>INTERNATIONAL BUSINESS ENVIRONMENT- AN OVERVIEW</b>	<b>15 hours</b>



	<ul style="list-style-type: none"> <li>ii. Economic Environment.</li> <li>iii. Socio-Cultural Environment.</li> <li>iv. Political Environment.</li> <li>v. Legal Environment.</li> </ul> <ul style="list-style-type: none"> <li>2. Balance of Payment Structure- 1991 Balance of Payment Crisis and Solutions.</li> <li>3. Rupee Convertibility, Tariffs, Subsidies, Impact Quotas.</li> <li>4. Voluntary Export Restraint.</li> <li>5. Local Content Requirement.</li> <li>6. International Law and Business Firm.</li> <li>7. International Trade Relations.</li> </ul>	<p>2</p> <p>2</p> <p>1</p> <p>2</p> <p>2</p> <p>2</p>
<b>Unit III</b>	<b>Trade Blocks And Integration</b>	<b>13 Hours</b>
	<ul style="list-style-type: none"> <li>1. Economic Integration.</li> <li>2. <b>European Union.</b> <ul style="list-style-type: none"> <li>i. North American Free Trade Agreement (NAFTA) – USMCA (US, Mexico Canada).</li> <li>ii. The Association of Southeast Asian Nations (ASEAN).</li> <li>iii. European Free Trade Association (EFTA).</li> <li>iv. South Asian Association for Regional Cooperation (SAARC).</li> <li>v. Brazil Russia India China South Africa (BRICS)</li> </ul> </li> <li>3. Implications of Trade Blocks.</li> </ul>	<p>2</p> <p>9</p> <p>2</p>
<b>Unit IV</b>	<b>Policy Framework for International Trade</b>	<b>17 Hours</b>

1. Trade Policy Options for Developing Countries.	2
2. India's Foreign Trade.	2
3. Export Import Policies of India (EXIM).	3
4. Policy Initiatives and Incentives by the State Government.	3
<b>5. World Trade Organization (WTO)</b>	<b>3</b>
i. Structure.	
ii. Agreements.	
iii. Disputes settlement	
<b>6. Foreign direct investment (FDI).</b>	<b>4</b>
i. Types of FDI	
ii. Pattern of FDI.	
iii. FDI Trends in India.	

### Suggested Readings:

- Bartels, Frank L. and Pass, C. L. (2000) International business: a competitiveness approach. London: Prentice Hall.
- Bhattacharya, B, 1996, Going International: Response se Strategies of the Indian Sector, Wheeler Publishing.
- Vishal Kumar, 2015, International Business, 1st Edition, Kalyani Books.
- Rosy Joshi and Sangam Kapoor, 2015, Business Environment, 2 nd Edition.
- Bennet, Roger, 1999, International Business, Financial Times, Pitman Publishing, London.
- Segal-Horn, Susan (1994) The challenge of international business. London: Kogan Page.

- Werner (1993) International business strategy. Oxford: Butterworth Heinemann.
- Mason Carpenter, Sanjyot P. Dunung -, 2011, International Business: Opportunities and Challenges in a Flattening World

**Web Links:**

- <https://emeritus.org/in/learn/leadership-international-business-environment/>.
- <https://testbook.com/ugc-net-commerce/indias-foreign-trade-policy>

**M.Com-II Sem III (CBCS – Autonomy 2023 Pattern)**

<b>Course Title</b>	<b>RETAIL MANAGEMENT</b>		
<b>Course Code:</b> 23CMCB31ME			<b>No. of Credits:</b> 4
<b>Course Type:</b> (MAJOR ELECTIVE)			<b>Total Teaching Hours:</b> 60

<b>Course Objectives</b>	
<b>1.</b>	To equip students with the information and knowledge of Retail Management
<b>2.</b>	To impart adequate knowledge and acquaint the students with the different emerging Retail formats and trends in E-retailing.
<b>3.</b>	To provide an academic underpinning to the above through the application of retailing theory and research.

<b>Course Outcome</b>	
<b>1.</b>	Development of conceptual clarity and analytical skills pertaining to E-Retailing.
<b>2.</b>	Development of Application oriented skills in Store Management.
<b>3.</b>	Creation of awareness among the students about Retail formats and emerging trends in E-Retailing.

<b>Syllabus</b>		
<b>Unit I</b>	<b>Retail Environment : Theory &amp; Practices</b>	<b>15 hours</b>
	<b>1. Retail Management :</b> i. Concept & Process of Retail management ii. Types of Retail Stores iii. Theories of Retail Development iv. Business Models	3
	<b>2. Indian Retailing Scenario</b> i. Retail Scenario in India : Organised Vs Unorganised Retail Sector ii. FDI in Indian organised retail sector	5

	<ul style="list-style-type: none"> <li>iii. Ethical Issues in Retailing</li> <li>iv. Job Opportunities in Retail Industry</li> <li>v. Recent Trends in Retailing</li> </ul> <p><b>3. Retail Manager :Role of a Retail Manager</b></p> <ul style="list-style-type: none"> <li>i. Personality Traits of Retailers</li> <li>ii. Retail Entrepreneur</li> </ul> <p><b>4. Globalisation of Retailing: Global Vs Indian Retail Market</b></p>	<p>4</p> <p>3</p>
<b>Unit II</b>	<b>RETAIL MARKETING, ADVERTISING &amp; MALL MANAGEMENT</b>	<b>15hours</b>
	<p><b>1. Retail Marketing</b></p> <ul style="list-style-type: none"> <li>i. Meaning, Objectives</li> <li>ii. Marketing Mix</li> <li>iii. Direct Marketing</li> <li>iv. Retail Marketing Strategies</li> </ul> <p><b>2. Retail Advertising</b></p> <ul style="list-style-type: none"> <li>i. Use of Social Media Platforms in Advertising</li> <li>ii. Building retail store image&amp; Loyalty</li> <li>iii. Retail Promotion mix strategy</li> </ul> <p><b>3. Mall Management</b></p> <ul style="list-style-type: none"> <li>i. Types of shopping Malls in India</li> <li>ii. Mall Operation Challenges</li> <li>iii. Mall Marketing Strategies</li> <li>iv. Measuring Mall Performance&amp; Management</li> <li>v. Legal Compliances and issues</li> </ul>	<p>5</p> <p>5</p> <p>5</p>
<b>Unit III</b>	<b>RETAIL LOCATION &amp; STORE MANAGEMENT</b>	<b>15 hours</b>
	<p><b>1. Retail Location :</b></p> <ul style="list-style-type: none"> <li>i. Selection of a Retail Location</li> <li>ii. Types</li> </ul>	5





## References

- Bhatia. (n.d.). Fundamentals of digital marketing, 2e. Pearson Education India.
- Chaffey, D., Edmundson-Bird, D., & Hemphill, T. (2019). Digital business and e-Commerce management. Pearson UK.
- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation & practice. Pearson UK.
- Chaffey, D., & Ellis-Chadwick, F. (2022). Digital marketing. Pearson Higher Ed.
- Hanlon, A., & Tuten, T. L. (2022). The SAGE handbook of social media marketing. SAGE.
- Kingsnorth, S. (2016). Digital marketing strategy: An integrated approach to online marketing. Kogan Page Publishers.
- Tuten, T. L., & Solomon, M. R. (2015). Social media marketing. SAGE Publications.

**S.Y.M.Com. Sem III (CBCS – Autonomy 2023 Pattern)**

<b>Course Title</b>	<b>ENTREPRENEURSHIP DEVELOPMENT</b>		
<b>Course Code: 23CMCB32ME</b>		<b>No. of Credits:4</b>	
<b>Course Type: ME (Major Elective)</b>		<b>Total Teaching Hours:60</b>	

<b>Course Objectives</b>	
1.	To understand and develop insight of the concept and process of Entrepreneurship.
2.	To provide in-depth knowledge about the process and skills of creation and management of Entrepreneurial Ventures.
3.	To understand the scope of Entrepreneurship and the key areas of development.

<b>Course Outcome</b>	
1	Students will be enabled to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide vision for establishing their own businesses.
2	Student will understand key aspects of success and failure of businesses through the course.
3	To understand the role and contribution of Entrepreneurs in the growth and development of the nation.
4	To acquire Entrepreneurial spirit and resourcefulness.

<b>Syllabus</b>		
<b>Unit I</b>	<b>INTRODUCTION OF ENTREPRENEURSHIP DEVELOPMENT.</b>	<b>15 Hours</b>

	<b>1. Entrepreneurship Development:</b> i. Concept, Meaning, Definition and Importance. ii. Types and Entrepreneurship. iii. Qualities of successful Entrepreneur. iv. Entrepreneurship Development Program, Role of EDP. <b>2. Theories of Entrepreneurship.</b> i. David McClelland Need for Achievement theory. ii. Innovation Entrepreneurship Theory. iii. Economic Entrepreneurship Theory. iv. Sociological Entrepreneurship Theory. v. Psychological Entrepreneurship Theory.	2 2 1 1 8
<b>Unit II</b>	<b>ENTREPRENEURIAL BEHAVIOUR:CASE STUDY</b>	<b>15 Hours</b>
	1. <b>Entrepreneurial Behaviour:</b> Meaning, Introduction, Definition of Entrepreneurial Behaviour. 2. <b>CASE STUDY:</b> i. Airbnb. ii. Tesla. iii. Nandan Nilekani (Infosys) iv. Radhakishan Damani (DMart) v. Bhavish Aggarwal (Ola Cabs) vi. Gautam Adani (Adani Groups)	5 10
<b>Unit III</b>	<b>ENTREPRENEURSHIP DEVELOPMENT SKILLS</b>	<b>15 Hours</b>
	1. <b>Meaning, Introduction and Definition.</b> 2. <b>Types of Entrepreneurship Skills</b> i. Business management skills, ii. Teamwork and leadership skills, iii. Communication and listening, iv. Customer service skills, v. Financial skills & Technical Skills, vi. Analytical and problem-solving skills,	5 5

	vii. Critical thinking skills, viii. Strategic thinking and planning skills, ix. Time management and organizational skills, x. Branding, marketing and networking skills.  <b>3. Entrepreneurial Imagination And Creativity.</b> <b>4. How to Improve Entrepreneurial Skills.</b>	3 2
<b>Unit IV</b>	<b>ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT.</b>	<b>15 Hours</b>
	1. Entrepreneurial Environment. 2. Achievement of EDP's in India. 3. Factors influencing Entrepreneurship: i. Psychological, Social, ii. Economical and iii. Environmental factors. 4. Role of Entrepreneur in growth and development of the small business. 5. Relevance of Entrepreneurship to socio economic gain. 6. Generating National Health.	1 3 3 3 3 2

<b>Suggested Readings</b>	
1	W.S. Jawadekar, Management Information System, Tata Mc Graw Hill Publications.
2	David Kroenke, Management Information System, Tata Mc Graw Hill Publications.
3	Entrepreneurship Development by Gupta.C.B New Delhi, Somaiya Publications, 1995.
4	Poornima M. Charantimath Entrepreneurship Development and Small Business Enterprises 2018
5	Robert Hisrich and Michael Peters, Entrepreneurship, Tata Mc Graw– Hill 2002
6	Entrepreneurial Development by Colombo Plan, New Delhi, Tata McGraw Hill, 1998.

### **S.Y M.Com Sem III (CBCS–Autonomy 2023 Pattern)**

<b>Course Title</b>	<b>RESEARCH PROJECT-COMMUNITY ENGAGEMENT (BUS. ADMN)</b>		
<b>Course Code : 23CMCB3RP</b>		<b>No. of Credits: 4</b>	
<b>Course Type: Research Project</b>		<b>Total Teaching Hours: 120</b>	

#### **Objectives:**

1. To introduce and explore the concept and new possibilities in the different areas of community engagements for Research purpose.
2. To Impart practical application related to community engagements to the students for driving social transformation.
3. To help the students in development of research proposal skills and application oriented skills to address or resolve a specific research question or problem in the community.

#### **Outcomes:**

1. Conduct research that can be implemented in partnership with the studies communities.
2. Recognize the community as a unity of identity with shared experiences related to Race, Socio economic status, occupation, business, start-ups etc.
3. Focus on Various issues relevant to the community, including those influenced by various determinants grooming in the environment.

#### **Guidelines for Research Project on Community Engagement:**

1. Objectives and a draft of the community research should be drawn by the student.
2. A particular activity performed by individual student or a group of students.
3. A separate log book should be maintained by the students to update regular activities undertaken.
4. Log book should be signed and verified regularly by the in-charge faculty.
5. Students can work in association with any organization, Government, Non-Government organization, NGO, firm, service rendering institute or any club working in the area for the betterment of the community.

#### **How to write a Research Report?**

During a research project, students will present their own ideas and research on a subject alongside analyzing existing knowledge enduring in the community.

1. Developing A Research Question or Statement in the Community.
2. Finding and Evaluating Sources.
3. Conducting Research.
4. Hypothesis.

5. Literature Review.
6. Methodology (Qualitative Research)
7. Findings and Result.
8. Discussions.
9. Conclusion.
10. References.

### **Steps to be followed for undertaking Research Project on Community Engagement:**

The Community Engagement research process involves communities in the following key steps:

1. Community Entry.
2. Problem Identification.
3. Study Design.
4. Participants Recruitment and Retention.
5. Data Collection.
6. Data Analysis.
7. Report.

### **EVALUATION AND ASSESSMENT:**

Internal Evaluation: (4 Credit) =100 marks

1. Project Report. (Spiral Binding Copy) = 50 marks.
2. Viva Voce. = 50 marks.

### **SUGGESTIVE LIST UNDER COMMUNITY RESEARCH PROJECTS:**

1. Impact of changing Business scenario on Community.
2. Food collection and distribution to needy by the NGO.
3. Teaching and Tutoring ideas for underprivileged Community.
4. Ideas for Health and Wellbeing in Slum Areas in terms of imparting education.
5. Ideas for Community Safety and hygienic conditions.
6. Ideas for Improvement on ongoing services by any organization.
7. Fight Climate Change and Disaster Management.
8. Ideas for helping people with Special Needs / Disabilities for establishing business.
9. Ideas for helping Senior citizens.
10. Study on Working Women's or Women Entrepreneur.
11. Prevention of Child Labour in a particular sector.
12. Study/Survey on Workers Compensation.
13. Study on Worklife Balance.
14. Participation under the CSR Activities undertaken by organization.
15. Study on Human Resource Practices adopted by organization.

**S.YM.Com.Sem IV (CBCS–Autonomy 2023Pattern)**

Course Title	BUSINESS ANALYTICS		
Course Code:23CMCO41MM			No. of Credits:4
Course Type: Major Mandatory (MM)			Total Teaching Hours:60

<b>Course Objectives</b>	
<b>1.</b>	To develop an understanding of conceptual clarity and business analytics skills in Practice.
<b>2.</b>	To enable students to understand the nuances of data analysis and undertake various analysis.
<b>3.</b>	To enhance the capabilities of the students to conduct various analysis and viewing of data through various tools and techniques.
<b>4.</b>	To enable the students to gain an understanding on how to predict outcomes from the available data.

<b>Course Outcome</b>	
<b>1.</b>	Creation of basic understanding and knowledge of Business Analytics and interpretation of Data.
<b>2.</b>	Development and Application of analytical skills for improved decision making.
<b>3.</b>	Development of conceptual clarity and analytical skills in Data collection, Data Processing and Data interpretation needed for analysis.



<b>Syllabus</b>		
<b>UnitI</b>	<b>INTRODUCTION TO BUSINESS ANALYTICS</b>	<b>15 Hours</b>
	<b>1. Introduction of Business Analytics:</b>  i. Meaning. ii. Introduction. iii. Definition of Business Analytics. iv. Scope and Benefits.  <b>2. Components of Business Analytics:</b> i. Data Collection. ii. Data Cleaning and Preparation. iii. Data Analysis. iv. Data Visualization. v. Business Intelligence Reporting. vi. Monitoring and Refinement.  <b>3. Business Analytics-Types/ Methods and Models.</b> i. Descriptive Analytics. ii. Diagnostic Analytics. iii. Predictive Analytics. iv. Prescriptive Analytics.	1 1 1 3  3  6
<b>UnitII</b>	<b>TECHNOLOGIES TRANSFORMING THE FUTURE OF DATA ANALYTICS:</b>	<b>15 Hours</b>
	<b>1. Technologies for Future Data Analysis:</b> i. Hyper-Personalization. ii. Artificial Intelligence and Machine Learning. iii. Augmented Analytics. iv. Predictive Analytics. v. Cloud services. vi. Edge Computing. vii. Behavioural Analytics. viii. Internet of Things (IoT). ix. Graph Analytics. x. Blockchain Technology.	8

	<b>2. Big Data Analysis:</b> i. Introduction and meaning. ii. Challenges and Benefits. iii. Difference between Data Analytics and Big Data Analytics.	6
<b>Unit III</b>	<b>PROBABILITY AND PROBABILITY DISTRIBUTION</b>	<b>15 Hours</b>
	1. Introduction to Probability. 2. Concept and Definition of Probability. 3. Advantages of Probability. <b>4. Types of Probability:</b> i. Classical Probability. ii. Empirical Probability. iii. Subjective Probability. iv. Axiomatic Probability. <b>5. Basic Probability Rules:</b> i. Addition Rule. ii. Multiplication Rule. iii. Complement Rule.  <b>6. Probability and Probability Distribution.</b> <b>7. Normal Distribution and its Applications.</b>	1 1 2 4  2  3 2
<b>Unit IV</b>	<b>BUSINESS ANALYTICS APPLICATIONS</b>	<b>15 Hours</b>
	<b>1.</b> Application of Analytics in Finance. <b>2.</b> Application of Analytics in Marketing. <b>3.</b> Application of Analytics in Human Resource Management. <b>4.</b> Application of Analytics in Supply Chain. <b>5.</b> Healthcare Analytics. <b>6.</b> Retail. <b>7.</b> E-Commerce.	2 2 2 2 2 2 1

<b>Suggested Readings</b>	
<b>1.</b>	Business Analytics for Managers: taking business intelligence beyond reporting -By Gert H.N.
<b>2.</b>	Rao, P.H (2014) Business Analytics: An application Focus, Prentice Hall India.
<b>3.</b>	Sharma, J.K. khatua, P.K. (2012) Business Statistics Pearson.
<b>4.</b>	James, E.R (2017), Business Analytics. UK: Pearson.

**M.Com-II Sem IV (NEP–2023Pattern)**

<b>Course Title</b>	<b>CAPITAL MARKET AND FINANCIAL SERVICES</b>	
<b>Course Code: 23CMCO42MM</b>	<b>No. of Credits: 4</b>	
<b>Course Type: MM (Major Mandatory)</b>	<b>Total Teaching Hours: 60</b>	

**Objectives of the Course**

<b>Sr. No.</b>	<b>Objectives</b>
1.	To acquaint the students with working of capital market.
2.	To make the students aware about the latest developments in the Field of capital market in India.
3.	To enable the students to understand various transactions in stock Exchanges and agencies involved in it.
4.	To give exposure of financial services offered by various agencies and financial adviser to students.

**Course Specific Outcome**

<b>Sr. No.</b>	<b>Learning Outcome</b>
1.	The Students will be able to learn the importance and working of Capital market.
2.	The students will understand the working of BSE and NSE, and OTCEI in detail.
3.	The students will be able to know the role of inter-mediators, Mutual funds. Portfolio management.
4	The students will be able to know the role of SEBI in regulating Stock exchanges and investors' education, financial advisors.

<b>Unit No</b>	<b>Title with Contents</b>	<b>No. of Lectures</b>
<b>Unit I</b>	<b>CAPITAL MARKET</b>	<b>17</b>

	1. Meaning, Functions, Structure, Characteristics of Capital Market	4
	2. <b>Participants of Capital Market</b>	5
	i. Investor's Stock brokers.	
	ii. Listed Companies.	
	iii. Clearing House.	3
	iv. Clearing House.	
	v. Settlement Banks.	
	vi. Transfer Agents.	
	3. <b>Capital market instruments</b>	5
	i. Equity share.	
	ii. Preferences shares.	
	iii. Debenture.	
	iv. Bonds.	
	4. Innovative debt instruments: Junk bonds, Naked bonds, Deep discount bonds, Forward contracts, Futures contract-Options contract.	
	5. Trends in capital market in India Industry: Introduction Meaning and Classification.	
	i. Demat A/c: Concept, features, Benefits& process	
<b>Unit II</b>	<b>STOCK MARKET</b>	<b>15</b>

	<p><b>Stock exchange:</b></p> <p>i. Introduction</p> <p>ii. Bombay stock exchange-role and functions</p> <p>iii. National Stock Exchange-role and functions</p> <p>i. Over the Counter Exchange of India (OTCEI): Progress and Functions.</p> <p>ii. <b>Primary market–</b></p> <p>i. Functions</p> <p>ii. Features of primary market–</p> <p>iii. <b>Issue Mechanism Procedure of IPO:</b></p> <p>i. Functions, Price Band, Participants, Prospectus.</p> <p>iv. <b>Listing of Securities:</b></p> <p>i. procedure</p> <p>ii. annual return filing to stock exchange by share listed companies</p> <p>v. <b>Secondary market:</b> Meaning, Objectives, functions of secondary markets.</p> <p>i. Stock Broking,</p> <p>ii. e-broking,</p> <p>iii. Depository System-</p> <p>iv. Functions and Benefits.</p> <p>v. Stock Market Trading.</p> <p>vi. Index.</p> <p>vii. SENSEX.</p> <p>viii. NIFTY.</p> <p>ix. Intraday Trading.</p> <p>x. Delivery Trading.</p> <p>xi. Derivatives Trading.</p>	<p>3</p> <p>3</p> <p>3</p> <p>2</p> <p>4</p>
<b>Unit III</b>	<b>FINANCIAL SERVICES</b>	<b>15</b>
	<p>1. Merchant banking and underwriting, collecting bankers: Meaning, functions and services rendered.</p> <p>2. Mutual funds: Meaning, functions-Types-Open and closed ended funds- income funds balanced fund, growth fund- index fund, Portfolio management: meaning and services</p>	<p>4</p> <p>5</p>

	<p>3. <b>Credit Rating:</b> meaning and need, various credit rating agencies in India.</p> <p>i. Foreign Institutional Investment (FII).</p> <p>ii. Foreign Direct Investment (FDI).</p> <p>iii. Hedge funds.</p> <p>iv. Off Shore funds.</p>	6
<b>Unit IV</b>	<b>SECURITIES AND EXCHANGE BOARD OF INDIA(SEBI)</b>	<b>13</b>
	<p>1. Background,</p> <p>2. Introduction,</p> <p>3. Establishment,</p> <p>4. Functions,</p> <p>5. Powers,</p> <p>6. Achievements and Regulatory aspects,</p> <p>7. Recent changes &amp; emerging trends.</p> <p>8. Investors education and redressal mechanism by SEBI.</p> <p>9. SEBI approved financial adviser: Role and Functions.</p>	<p>7</p> <p>3</p> <p>3</p>

### References:

- Indian Financial System. Bharati V. Pathak. (2014). Pearson Education India.
- Capital Markets, Fifth Edition: Institutions, Instruments and Risk Management. Frank J. Fabozzi. (2015). MIT Press.
- Financial Markets and Institutions. Anthony Saunders, Marcia Millon Cornett. (2021).
- Investment Management. Yogesh Maheshwari. (2008). PHI Learning
- Pvt. the Indian Economy. S. K. Ray. (2007). PHI Learning Pvt.

**M.Com-II- Sem IV (NEP–2023Pattern)**

<b>Course Title</b>	<b>RECENT ADVANCES IN BUSINESS ADMINISTRATION</b>		
<b>Course Code: 23CMCB43MM</b>		<b>No. of Credits: 4</b>	
<b>Course Type: MM (Major Mandatory)</b>		<b>Total Teaching Hours: 60</b>	

**Objectives of the Course**

<b>Sr.No.</b>	<b>Objectives</b>
<b>1.</b>	To familiarize the students with the recent advancements in business administration.
<b>2.</b>	To develop an understanding about the different concepts in business and the measures to overcome challenges.
<b>3.</b>	To enhance the knowledge of students about Innovation and role of Government in promoting start-ups.

**Course Specific Learning Outcomes**

<b>Sr.No.</b>	<b>Learning Outcomes</b>
<b>1.</b>	Development of conceptual clarity and analytical skills of students pertaining to concepts like change management, innovation management and cross-cultural management.
<b>2.</b>	Creation of awareness among the students about recent happenings And challenges in the varied fields of Business.
<b>3.</b>	Development of Innovative abilities and Application oriented skills In solving real business problems.

**Syllabus**

<b>UnitNo</b>	<b>Title with Contents</b>	<b>No. of Lectures</b>
<b>Unit I</b>	<b>Contemporary Issues in Business Administration</b>	<b>15 Hours</b>
	<b>1. Change Management</b> i. Concept ii. Significance iii. Process of Managing Change	4
	<b>2. Principles of Change Management</b>	2
	<b>3. Emerging issues in Change Management</b>	2



	<b>4. Futuristic and strategic approach towards changing business environment.</b> <b>5. Engineers of change</b> <b>6. Green Business Practices–Concept &amp; Challenges</b>	3 1 3
<b>Unit II</b>	<b>Customer Centric Approach</b>	<b>15 Hours</b>
	<b>1. Customer Centric Approach</b> i. Meaning & Definition ii. Strategies iii. Internal and External Customers iv. Full 360 view of the customer <b>2. The challenges of becoming a customer centric company</b> <b>3. Best practices to becoming a customer-centric company</b> <b>4. Ways to measure the success of a customer-centric company</b>	5    3 3 4
<b>Unit III</b>	<b>Cross-Cultural Management System &amp; Talent Management</b>	<b>15 Hours</b>
	<b>1. Cross Cultural Management System</b> i. Concept ii. Significance iii. Issues in cross cultural management <b>2. Acquisition &amp; mergers-</b> i. Role & importance ii. Types of Mergers & Acquisition Current Trends in acquisitions & mergers in national & International scenario- Case study	5    5



- Ravi,R.,&Sun,B.(2016).Customer-centricmarketing:Apragmaticframework. MIT Press.
- Sloma,R.S.(2000).Theturnaroundmanager'shandbook.BeardBooks.
- Thomas,D.C.(2008).Cross-culturalmanagement:Essentialconcepts.SAGE.
- Thomas,D.C.,& Inkson, K.(2021).Cross-cultural management: An introduction. SAGE Publications.
- Velo,V.(2011).Cross-culturalmanagement.BusinessExpertPress.
- Webb,H.,Wu,W.,&Al Numairy, H.(2020).Innovation management and growth in emerging economies. IGI Global.

### **WebReferences**

- <https://www.meity.gov.in/content/innovation-promotion>
- <https://www.startupindia.gov.in/content/sih/en/government-schemes/aspire-scheme-promotion-innovation-entrepreneurship-and-agro-industry.html>
- <https://startuptalky.com/list-of-government-initiatives-for-startup>.

**M.Com-II Sem IV (CBCS – NEP 2023 Pattern)**

<b>Course Title</b>	<b>DIGITAL MARKETING</b>		
<b>Course Code: 23CMCB41ME</b>		<b>No. of Credits: 4</b>	
<b>Course Type: (Major Elective)</b>		<b>Total Teaching Hours: 60</b>	

<b>Course Objectives</b>	
<b>1.</b>	To familiarize the students with the different aspects of digital marketing, digital payment systems prevalent in India.
<b>2.</b>	To develop the application skills in creation of different social media platforms for marketing.
<b>3.</b>	To acquaint the students with the different skills required for digital marketing

<b>Course Outcome</b>	
<b>1.</b>	Development of conceptual clarity and analytical skills pertaining to digital marketing.
<b>2.</b>	Development of Application oriented skills for development of Social media platforms.
<b>3.</b>	Creation of awareness among the students about emerging digital marketing trends in India.

<b>Syllabus</b>		
<b>Unit I</b>	<b>E-business Technology, Digital Marketing &amp; Digital Payments</b>	<b>15 hours</b>
	<b>1. E-Business:</b> i. Concept ii. Types of E-Markets iii. Business Models: B2B, B2C, C2C, C2B iv. Web Presence- domain registration, website development and hosting v. Digital signatures	5
	<b>2. Digital Marketing:</b> i. Meaning & Process	5

	<ul style="list-style-type: none"> <li>ii. Digital Marketing Vs Traditional Marketing, Benefits &amp; challenges</li> <li>iii. Inbound and Outbound marketing</li> <li>iv. Role of digital marketing in expansion of web presence and sales</li> <li>v. Competitive analysis</li> </ul> <p><b>3. Digital Payments&amp; Security</b></p> <ul style="list-style-type: none"> <li>i. Smart Cards, Payment Gateways, Digital Currencies.</li> <li>ii. Security: Ethical, Legal, Privacy &amp; Technological Issues</li> </ul>	5
<b>Unit II</b>	<b>Tools of Digital Marketing- SEM, SMO, E-mail marketing, Mobile marketing &amp; Affiliate marketing</b>	<b>16 hours</b>
	<p><b>1. Tools for effective Digital Marketing</b></p> <ul style="list-style-type: none"> <li>i. Brand awareness</li> <li>ii. Different types of websites based on functionality &amp; purpose.</li> </ul> <p><b>2. SEM&amp; SMO</b></p> <ul style="list-style-type: none"> <li>i. Search Engine Marketing (SEM): Need &amp; Types, Search Engine Research page (SERP), Terminologies associated with SEM</li> <li>ii. Search Engine Optimisation (SEO): Benefits and Challenges, Google Ads, Google Analytics, Word Stream advisor</li> <li>iii. SEM Vs SMO Marketing</li> </ul> <p><b>3. E-mail Marketing, Mobile Marketing and Affiliate Marketing</b></p> <ul style="list-style-type: none"> <li>i. E-mail Marketing – meaning, types and benefits,</li> </ul>	<p>4</p> <p>6</p> <p>6</p>

	<p>planning e-mail campaigns, Email templates &amp; design</p> <p>ii. Mobile Marketing- Features, Types, Social Marketing on Mobile, QR codes, Mobile Analytics.</p> <p>iii. Affiliate Marketing- Concept, Need and benefits</p>	
<b>Unit III</b>	<b>Social Media Marketing</b>	<b>17 hours</b>
	<p><b>1. Introduction: Social Media Marketing</b></p> <p>i. Definition &amp; Meaning</p> <p>ii. Role, Need &amp; Importance</p> <p>iii. Use of Social Media Platforms: Facebook, LinkedIn, X (twitter), YouTube, Instagram</p> <p>iv. Social Media Marketing Strategies</p>	5
	<p><b>2. Content Designing for Social Media Platforms</b></p> <p>i. Basics of content creation</p> <p>ii. Identification of target audience &amp; social media platform</p> <p>iii. Defining content mix using sales posts: interactive &amp; informative posts</p> <p>iv. Tools used for creating content: Canva, GIFs, Instagram stories, YouTube video thumbnails, Pinterest</p> <p>v. Case study</p>	7
	<p><b>3. Metrics of Social Media Marketing</b></p> <p>i. Parameters to measure impact- volume, reach &amp; engagement.</p> <p>ii. Influence, referrals and conversions</p> <p>iii. Response rate and time</p> <p>iv. Case Study</p>	5

<b>Unit IV</b>	<b>Current &amp; Future Trends in Digital Marketing</b>	<b>12 hours</b>
	<b>1. Current Trends in Digital Marketing</b> <ul style="list-style-type: none"> <li>i. Augmented Reality</li> <li>ii. Concept of (IoT) Internet of Things and its application in Marketing</li> <li>iii. Video Marketing: Use of animation in Videos</li> <li>iv. Role of WordPress in Digital Marketing</li> <li>v. App Store Optimization</li> </ul>	6
	<b>2. Digital Business Applications</b> <ul style="list-style-type: none"> <li>i. Skills in Digital Marketing</li> <li>ii. Career Opportunities in Digital Marketing</li> <li>iii. Ethical Issues &amp; Legal Compliances in Digital Marketing</li> </ul>	6

### **Suggested Reading**

- Bhatia. (n.d.). Fundamentals of digital marketing, 2e. Pearson Education India.
- Chaffey, D., Edmundson-Bird, D., & Hemphill, T. (2019). Digital business and e-Commerce management. Pearson UK.
- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation & practice. Pearson UK.
- Chaffey, D., & Ellis-Chadwick, F. (2022). Digital marketing. Pearson Higher Ed.
- Hanlon, A., & Tuten, T. L. (2022). The SAGE handbook of social media marketing. SAGE.
- Kingsnorth, S. (2016). Digital marketing strategy: An integrated approach to online marketing. Kogan Page Publishers.
- Tuten, T. L., & Solomon, M. R. (2015). Social media marketing. SAGE Publications.

**S.Y M.Com.Sem IV (NEP–2023 Pattern)**

<b>Course Title</b>	<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>		
<b>Course Code: 23CMCB42ME</b>		<b>No. of Credits: 4</b>	
<b>Course Type: ME(Major Elective)</b>		<b>Total Teaching Hours: 60</b>	

<b>Course Objectives</b>	
1.	To provide the knowledge to the students about concept of Customer Relationship Management.
2.	To enable the students to understand the nature, process and new trends and techniques of customer relationship management.
3.	To give exposure of Status of Customer Relationship Management in Service Industry in India.
4.	To make the students aware about the concept and Application of e-CRM.

<b>Course Outcome</b>	
1.	The Students will be able to learn the meaning, introduction of customer relationship process.
2.	The students will be able to know the role of e-CRM its benefits.
3.	The course helps the students to focuses on helping in recognizing the key elements need to be addressed and reflects the need to create an integrated cross-functional focus - one that emphasizes retaining as well as winning customers

<b>Syllabus</b>		
<b>Unit I</b>	<b>INTRODUCTION OF CUSTOMER RELATIONSHIP MANAGEMENT</b>	<b>15Hours</b>



	<b>1. Customer Relationship Management (CRM)-</b> 2. Meaning, Concept, Definition. 3. Objectives and Need. 4. Importance. <b>5. Stages of CRM Cycle:</b> i. Reaching a potential customer. ii. Customer acquisition. iii. Conversion. iv. Customer retention. v. Customer loyalty. <b>6. Key Elements of Good CRM.</b> i. Put customer needs first. ii. Clarify the customer's goals and roadblocks. iii. Prioritize quality over quantity. iv. Engage customers with genuine interest and enthusiasm. v. Create accessible, Omni channel support options. vi. Troubleshoot collaboratively. vii. Ask for feedback and learn from customers.  7. Significance of CRM. 8. Features of Good CRM.	2 2 2  2  3      2 2
<b>Unit II</b>	<b>THE CUSTOMER RELATIONSHIP MANAGEMENT PROCESS</b>	<b>15 Hours</b>
	1. Introduction, Meaning and CRM Process. <b>2. Steps in CRM process:</b> i. Generate Brand Awareness. ii. Acquire Leads. iii. Convert Leads into Customers. iv. Provide Superior Customer services. v. Drive Upsells. 3. An Insight into CRM and e- CRTA/ Online CRM. 4. CRM Automation. <b>5. The CRM Cycle-</b>	3  4      2



	<ul style="list-style-type: none"> <li>• Richer data analytics and reports</li> <li>• Time-Saving</li> <li>• Reduced Risk of Human Error.</li> <li>• Improved Client Engagement.</li> <li>• Increased Revenue Opportunities</li> </ul>	
<b>UnitIV</b>	<b>ELECTRONIC CRM (e-CRM)</b>	<b>15 Hours</b>
	<b>1. Introduction, Meaning and Definition.</b> <b>2. Benefits of e-CRM.</b> <ol style="list-style-type: none"> <li>Improved customer relations, service and support.</li> <li>Matching the customers' behavior with suitable offers.</li> <li>Increased customer satisfaction and loyalty.</li> <li>Greater efficiency and cost reduction.</li> <li>Increased business revenue.</li> </ol> <b>3. Application of e- CRM:</b> <ol style="list-style-type: none"> <li>Tracking Customers.</li> <li>Collecting Data for Marketing.</li> <li>Improving Interactions and Communications.</li> <li>Streamlining Internal Sales Processes.</li> <li>Planning Your Operations.</li> </ol> <b>4. Essential Features of e-CRM:</b> <ol style="list-style-type: none"> <li>Contact Management.</li> <li>Automate Marketing Campaigns.</li> <li>Sales Tracking.</li> <li>Case Management.</li> <li>Analytics and Reporting.</li> <li>Effective Integration.</li> <li>Quality of data and effective management.</li> <li>Integration.</li> </ol> <b>5. Benefits of e-CRM:</b> <ol style="list-style-type: none"> <li>Maintain Holistic Customer Records</li> <li>Seamless Back-End Integration</li> </ol>	2 2    3  3  3

	iii. Enhanced Service Management iv. Advanced Reports and Analytics v. Customer Loyalty and Retention  <b>6. Difference between CRM and e-CRM</b>	2
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### Suggested Readings:

- DR.K.VANITHA, DR K. VANITHA.(June 1, 2012), "Customer Relationship Management on Customer Satisfaction." *International Journal of Scientific Research* 3, no. 4.
- Francis Buttle, Stan Maklan,2015, Customer Relationship Management: Concepts and Technologies, 3rd edition, Routledge Publishers,
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- .H.Peeru Mohamed , A Sagadevan, Custmer Relationship Management, A Step by Step Approach, Vikas Publishing House
- Jagdish N Sheth, Parvatiyar Atul, G Shainesh, Customer Relationship Management: Emerging Concepts, Tools and Applications, 1st Edition, Tata McGraw Hill, June 2008.

### M.Com-II Sem IV (CBCS – NEP 2023 Pattern)

<b>Course Title</b>	<b>RESEARCH PROJECT WORK (BUSINESS ADMINISTRATION)</b>		
<b>Course Code: 23CMCB41RP</b>		<b>No. of Credits: 6</b>	
<b>Course Type: (Major Mandatory)</b>		<b>Total Teaching Hours: 180</b>	

#### Objectives of the Course

<b>Sr. No.</b>	<b>Objectives</b>
<b>1.</b>	To develop research attitude of the students.
<b>2.</b>	To impart practical application of theory in business.
<b>3.</b>	To inculcate the ability of research work among the students.

#### Course Specific Learning Outcomes

<b>Sr. No.</b>	<b>Learning Outcomes</b>
<b>1.</b>	Development of practical knowledge and analytical skills of students.
<b>2.</b>	Development of report writing skills.
<b>3.</b>	Development of Application oriented skills by undertaking real life projects in business.

#### Structure of Project Work

##### Introduction

As partial fulfilment of M.Com. Degree Programme, Project Work is compulsory for all the students of M.Com. -II. (Sem-IV). **The total marks for Project work which is an internal subject will carry 150 Marks. 100 marks for project report and 50 marks for viva.** The students have to undergo a training of 180 hours in an organisation of repute accessible to students and are expected to prepare the project report based on the field work and survey by studying the current trends and concepts under the guidance of their guide/teacher. Alternatively, the students can choose a topic of interest which is relevant to the subject and carry out research work on its regulatory mechanism and functioning.

The prime objective is to assess the student's ability to apply theoretical knowledge to practical business situations.

In the light of exposure to different functional areas of Business Administration at M.Com Part-I and II curriculum, the students have to collect the data relevant to their topic or problem, analyse the same methodologically, derive observations and present practical suggestions. The students have to submit one hard copy and one soft copy of the project report 15 days prior to the completion of Semester IV after which Project Viva Voca shall be Conducted towards the end of Semester - IV.

In order to complete the research project following Report contents and Chapterisation scheme is suggested which can be adopted with or without modification.

**Report Contents:**

- A. Cover page
- B. Company Certificate
- C. College certification page
- D. Declaration
- E. Acknowledgement
- F. Plagiarism Report
- G. Executive Summary

**Tentative Chapter Scheme:**

Chapter 1. Introduction and Objective of the Study

Chapter 2. Company Profile

Chapter 3. Review of literature

Chapter 4. Research Methodology

Chapter 5. Data analysis Interpretations

Chapter 6. Observations and Findings

Chapter 7. Conclusions and suggestions

- Appendix
- Bibliography
- Specimen of Questionnaire

## **Suggested Topics for Research Project**

1. An empirical study on 360 degree performance appraisal in a private sector organization.
2. A study of salary administration and welfare schemes adopted by any corporate/private & government sector companies.
3. A study of stress management techniques related to work of the employees from IT Sector
4. A study on cross cultural management issues in a multinational company.
5. A study of ERP System of a private/public sector organization.
6. A comparative study of the impact of team work in different departments of an organization.
7. A study on overcoming of negative emotions and boosting motivation of managers in private/public sector organization.
8. A study on emotional intelligence amongst female employees at workplace in private/public sector organisation.
9. A study of work-life balance of employees in an organization.
10. A study of work culture and work ethics in an organization.
11. A study of impact of Training of employees in a bank/private/public sector organization.
12. A study of impact and role of Job Rotation on the performance of the employees. ( A case study)
13. A study on the pros and cons of VRS to employer and employees in an organization- (A case study)
14. A study of the separation schemes and problems involved with the resignation of an employee to both employer and employee.
15. A study on the prospects of manpower planning in any organization.
16. A study of the awareness and utility of HRD and HRM practices in an organization.
17. A study on the problems related to job transfers of employees especially with reference to female employees.
18. An overview of ethics in performance appraisal in an organization.
19. A study of the HR environment of two companies.
20. A Study of Competency mapping and models adopted in a firm.
21. A study of the HR challenges in Indian context.
22. A comparative study of the employee retention strategies of two companies.
23. A study of the impact of change management of an organization.
24. A study of the techniques of turnaround management in an organization.

25. A study of the role and impact of information technology in indigenous and multinational companies.
26. A study of the financial position of a Company
27. A study of the capital structure and cost of capital of a company
28. A study of the working capital management
29. A study of the customer retention techniques adopted by Banks/Insurance/Travel and tourism/Telecom Companies.
30. Analytical study of the CSR practices adopted by companies.
31. A study of recruitment and selection process adopted by any corporate firm.
32. A study on organization behaviour & its impact on female employees functioning.
33. A study of corporate governance practices adopted by any firm.
34. Analytical study of business ethics practices adopted by companies.
35. A study of office structure and productivity.
36. A Study of import and export organizational culture.
37. Impact of customer satisfaction strategies on customer retention in Bank  
/Insurance/Travelling /Telecom companies.
38. A study of Green practices and sustainability of a firm/organization.
39. Impact of customer satisfaction strategies on customer retention.
40. Assessment of training and development strategies adopted by any private/public limited firm
41. A study of logistics management in any retail and manufacturing sector.
42. A study of Production and Marketing strategies of small /medium / big companies.
43. A case study of any service providing Industries (Structure, Services, Productivity, Problems, Employability)
44. A study of Impact of quality control on organizational performance.
45. Appraisal of inventory control in manufacturing company. (Case study of any company)
46. A study of Make in India initiatives and role of government in promoting innovation.
47. A study of the effect of material management techniques on production process.



48. A study of innovative strategies and practices adopted by a firm.
49. A study of workforce diversity in an organisation.
50. A study of HR practices and new trends adopted after Covid-19.