

SHAHEED MAHENDRA KARMA VISHWAVIDYALAYA, BASTER,
JAGDALPUR (C.G.)

शहीद महेन्द्र कर्मा विश्वविद्यालय, बस्तर, जगदलपुर (छ.ग.)



TWO YEAR POSTGRADUATE PROGRAM

2024-26

CURRICULUM

M.COM.

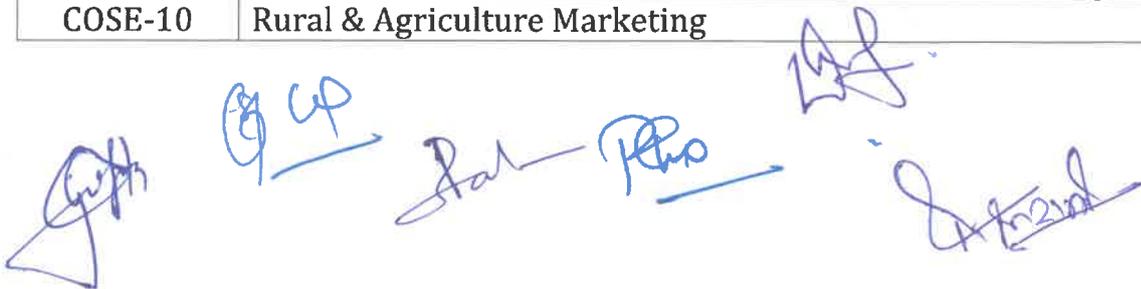
(SEMESTER PATTERN)

FACULTY OF COMMERCE

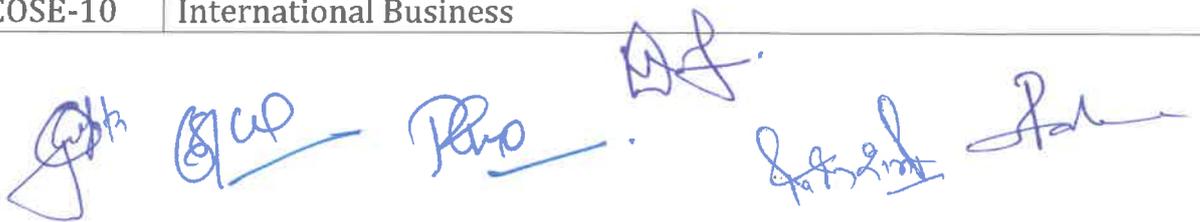
STRUCTUE OF TWO YEAR POSTGRADUATE PROGRAM-(NEP-2020)

PROGRAM : MASTER OF COMMERCE (2024-2026)
DISCIPLINE : FACULTY OF COMMERCE
SESSION : 2024-26

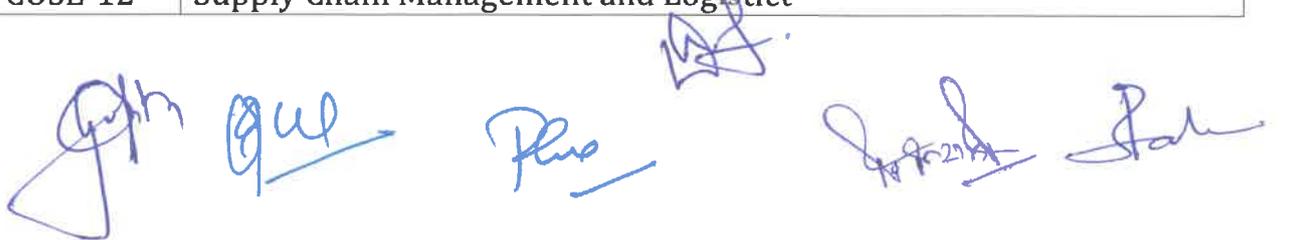
CODE	DISCIPLINE SPECIFIC CORE COURSE (COSC)
COSC-01	ADVANCED ACCOUNTING
	DISCIPLINE SPECIFIC ELECTIVE COURSE (COSE) FIRST SEMESTER
Gr.-I Management--(समूह-1-प्रबंध)	
COSE-01	Organisational Behaviour संगठनात्मक व्यवहार
COSE-02	Human Resource Development मानव संसाधन विकास
COSE-03	Retail Management खुदरा प्रबंध
COSE-04	Operational Management परिचालन प्रबंध
Gr.-II Finance--(समूह-2-वित्त)	
COSE-05	Financial Analysis वित्तीय विश्लेषण
COSE-06	Indian Financial System भारतीय वित्तीय पद्धति
COSE-07	Security Analysis & Portfolio Management प्रतिभूति विश्लेषण एवं पोर्टफोलियो प्रबंध
COSE-08	Cost & Management Audit लागत एवं प्रबंध अंकेक्षण
Gr.-III Marketing--(समूह-3-विपणन)	
COSE-09	Service Marketing सेवा विपणन
COSE-10	Rural & Agriculture Marketing



	ग्रामीण एवं कृषि विपणन
COSE-11	Consumer Behaviour उपभोक्ता व्यवहार
COSE-12	Digital Marketing डिजिटल विपणन
II -SEMESTER	
CODE	DISCIPLINE SPECIFIC CORE COURSE (COSC)
COSC-02	STATISTICAL ANALYSIS
	DISCIPLINE SPECIFIC ELECTIVE COURSE SECOND SEMESTER (COSE)
Gr.-I Management-(समूह-1-प्रबंध)	
COSE-01	Business Research Method व्यावसायिक शोध पद्धति
COSE-02	Management of Public Enterprises सार्वजनिक उपक्रमों का प्रबंध
COSE-03	Material Management सामग्री प्रबंध
COSE-04	Industrial Relation औद्योगिक संबंध
Gr.-II Finance-(समूह-2-वित्त)	
COSE-05	Investment Management विनियोग प्रबंध
COSE-06	Business Finance व्यावसायिक वित्त
COSE-07	Project Planning & Analysis परियोजना नियोजन एवं विश्लेषण
COSE-08	Corporate Legal Framework निगमीय विधि संरचना
Gr.-III Marketing-(समूह-3-विपणन)	
COSE-09	Marketing Research विपणन शोध
COSE-10	International Business



	अन्तर्राष्ट्रीय व्यवसाय
COSE-11	Product and Brand Management उत्पाद एवं ब्रांड प्रबंध
COSE-12	E-Commerce ई-वाणिज्य
III - SEMESTER	
CODE	DISCIPLINE SPECIFIC CORE COURSE (COSC)
COSC-03	BUSINESS ETHICS AND CORPORATE GOVERNANCE
	DISCIPLINE SPECIFIC ELECTIVE COURSE (COSE) THIRD SEMESTER
Gr.-I Management--(समूह-1-प्रबंध)	
COSE-01	Tourism Management
COSE-02	Employee Relationship Management
COSE-03	Entrepreneurship Management
COSE-04	Change Management
Gr.-II Finance--(समूह-2-वित्त)	
COSE-05	International Trade and Finance
COSE-06	International Finance
COSE-07	Merchant Banking Financial Services
COSE-08	Multinational Financial Management
Gr.-III Marketing--(समूह-3-विपणन)	
COSE-09	Export Management
COSE-10	Social Media Marketing
COSE-11	Industrial Marketing
COSE-12	Supply Chain Management and Logistict



IV -SEMESTER	
CODE	DISCIPLINE SPECIFIC CORE COURSE (COSC)
COSC-04	RESEARCH METHODOLOGY
	DISCIPLINE SPECIFIC ELECTIVE COURSE FOURTH SEMESTER (COSE)
Gr.-I Management- (समूह-1-प्रबंध)	
COSE-01	Total Quality Management
COSE-02	Strategic Human Resource Management
COSE-03	Performance and Compensation Management
COSE-04	Project Report in the field of Commerce and Management
Gr.-II Finance- (समूह-2-वित्त)	
COSE-05	International Financial Institution
COSE-06	Behavioral Finance
COSE-07	Financial Risk Management
COSE-08	Project Report in the field of Commerce and Management
Gr.-III Marketing- (समूह-3-विपणन)	
COSE-09	International Marketing Management
COSE-10	Customer Relationship Management
COSE-11	Brand Management
COSE-12	Project Report in the field of Commerce and Management









STRUCTURE OF TWO YEAR POSTGRADUATE PROGRAMMES

2024-26

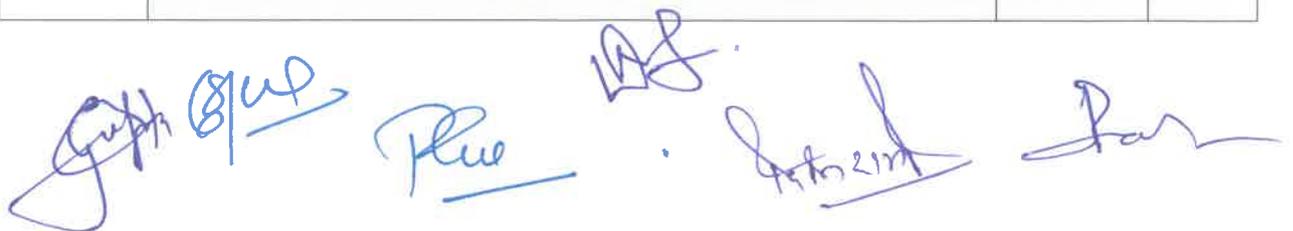
FACULTY OF COMMERCE

SEMESTER-I							
SEMESTER-I	COSC-01	Advanced Accounting	3	1	-	4	100
	Gr.-I Management						
	COSE-01	Organisational Behaviour	3	1	-	4	100
	COSE-02	Human Resource Development	3	1	-	4	100
	COSE-03	Retail Management	3	1	-	4	100
	COSE-04	Operational Management	3	1	-	4	100
	Gr.-II Finance						
	COSE-05	Financial Analysis	3	1	-	4	100
	COSE-06	Indian Financial System	3	1	-	4	100
	COSE-07	Security Analysis & Portfolio Management	3	1	-	4	100
	COSE-08	Cost & Management Audit	3	1	-	4	100
	Gr.-III Marketing						
	COSE-09	Service Marketing	3	1	-	4	100
	COSE-10	Rural & Agriculture Marketing	3	1	-	4	100
	COSE-11	Consumer Behaviour	3	1	-	4	100
	COSE-12	Digital Marketing	3	1	-	4	100
			(Choose 4- DSE (From any One Group 4x4=16 Credits)				
	TOTAL CREDIT & TOTAL MARKS						20
SEMESTER-II							
SEMESTER-II	COSC-02	Statistical Analysis	3	1	-	4	100
	Gr.-I Management						
	COSE-01	Business Research Method	3	1	-	4	100
	COSE-02	Management of Public Enterprises	3	1	-	4	100
	COSE-03	Material Management	3	1	-	4	100
	COSE-04	Industrial Relation	3	1	-	4	100
	Gr.-II Finance						
	COSE-05	Investment Management	3	1	-	4	100
	COSE-06	Business Finance	3	1	-	4	100
	COSE-07	Project Planning & Analysis	3	1	-	4	100
COSE-08	Corporate Legal Framework	3	1	-	4	100	



	Gr.-III Marketing								
	COSE-09	Marketing Research	3	1	-	4	100		
	COSE-10	International Business	3	1	-	4	100		
	COSE-11	Product and Brand Management	3	1	-	4	100		
	COSE-12	E-Commerce	3	1	-	4	100		
	(Choose 4- DSE (From any One Group 4x4=16 Credits)								
	TOTAL CREDIT & TOTAL MARKS						20	500	
	GRAND TOTAL CREDITS(I to II)						40	1000	

SEMESTER-III										
SEMESTER - III	COSC-01	BUSINESS ETHICS AND CORPORATE GOVERNANCE	3	1	-	4	100			
	Gr.-I Management									
	COSE-01	Tourism Management	3	1	-	4	100			
	COSE-02	Employee Relationship Management	3	1	-	4	100			
	COSE-03	Entrepreneurship Management	3	1	-	4	100			
	COSE-04	Change Management	3	1	-	4	100			
	Gr.-II Finance									
	COSE-05	International Trade and Finance	3	1	-	4	100			
	COSE-06	International Finance	3	1	-	4	100			
	COSE-07	Merchant Banking Financial Services	3	1	-	4	100			
	COSE-08	Multinational Financial Management	3	1	-	4	100			
	Gr.-III Marketing									
	COSE-09	Export Management	3	1	-	4	100			
	COSE-10	Social Media Marketing	3	1	-	4	100			
	COSE-11	Industrial Marketing	3	1	-	4	100			
	COSE-12	Supply Chain Management and Logistic	3	1	-	4	100			
		(Choose 4- DSE (From any One Group 4x4=16 Credits)								
		TOTAL CREDIT & TOTAL MARKS						20	500	



SEMESTER-IV

SEMESTER-IV	COSE-04	Research Methodology	3	1	-	4	100
	Gr.-I Management						
	COSE-01	Total Quality Management	3	1	-	4	100
	COSE-02	Strategic Human Resource Management	3	1	-	4	100
	COSE-03	Performance and Compensation Management	3	1	-	4	100
	COSE-04	Project Report in the field of Commerce and Management	3	1	-	4	100
	Gr.-II Finance						
	COSE-05	International Financial Institution	3	1	-	4	100
	COSE-06	Behavioral Finance	3	1	-	4	100
	COSE-07	Financial Risk Management	3	1	-	4	100
	COSE-08	Project Report in the field of Commerce and Management	3	1	-	4	100
	Gr.-III Marketing						
	COSE-09	International Marketing Management	3	1	-	4	100
	COSE-10	Customer Relationship Management	3	1	-	4	100
	COSE-11	Brand Management	3	1	-	4	100
	COSE-12	Project Report in the field of Commerce and Management	3	1	-	4	100
			(Choose 4- DSE (From any One Group 4x4=16 Credits)				
TOTAL CREDIT & TOTAL MARKS						20	500
GRAND TOTAL CREDITS(I to II)						40	1000



PROGRAM OUTCOMES(PO's)

PO-1: To provide a systematic and rigorous learning and exposure to management, marketing and Finance related disciplines.

PO-2: To train the student to develop conceptual, applied and research skills as well as competencies required for effective problem solving and right decision making in routine and special activities relevant to financial management and Banking Transactions of a business.

PO-3: To acquaint a student with conventional as well as contemporary areas in the discipline of Commerce and management. To enable a student well versed in national as well as international trends.

PO-4: To facilitate the students for conducting business, accounting and auditing practices, role of regulatory bodies in corporate and financial sectors nature of various financial instruments.

PO-5: To provide in-depth understanding of all core areas specifically Advanced Accounting, Statistical Analysis, Management, Security Market & Portfolie management, Operations Management, HRD, Indian Financial System, Rural& Agriculture Marketing, Digital Marketing etc.

PROGRAM SPECIFIC OUTCOMES (PSO's):

PSO-1: To inculcate the knowledge of business and the techniques of managing the business with special focus on management, finance, marketing, and to develop an ability to apply knowledge acquired in problem solving.

PSO - 2: Ability to work in teams with enhanced interpersonal skills and communication.

PSO-3: To acquaint a student with conventional as well as contemporary areas in the discipline of Commerce and management which enable the students to work in different domains like Accounting, Taxation, HRM, Consumer behavior, Business research method, Project Planning & analysis, Marketing research, Product & Brand Management E-Commerce etc..

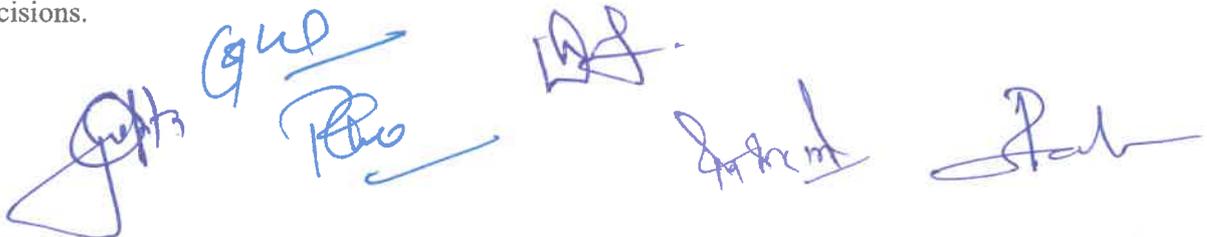
PSO - 4: Ability to start their own business.

PSO - 5: Ability to work in MNCs as well as Private and Public companies.

PSO-6: To develop team work, leadership and managerial and administrative skills. Students can go further for professional courses like CA/ CS/CMA/CFA.

PSO-7: To enhance the computer literacy and its applicability in business through latest version on digital marketing and e-commerce principles.

PSO-8: To create awareness in Application Oriented Research through research for business decisions.

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PSO-9: To develop the decision-making skill through Costing Methods and practical application of Accounting Principles.

PSO-10: To acquaint a student with conventional as well as contemporary areas in the discipline of Commerce and management.

PSO-11: To enable a student well versed in national as well as international trends.

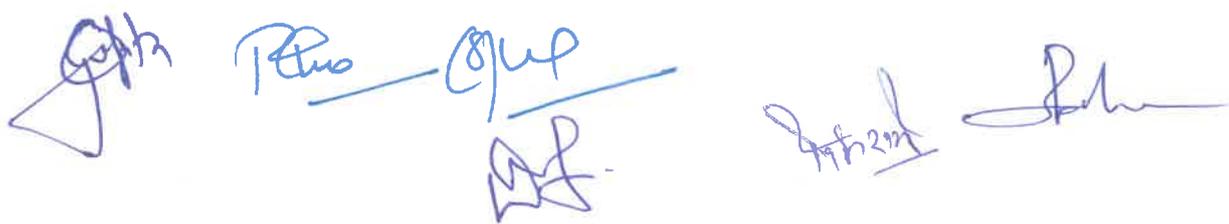
MASTER OF COMMERCE (M.COM.)

2 Year/4 Semester Postgraduate Degree Programme/Course (Semester Examination Pattern Under NEP-2020)

Under the Faculty of Commerce

For Affiliated College of Shaheed Mahendra Karma Vishwavidyalaya, Baster, Jagdalpur (C.G.)

M.com. I Semester					
Paper Code	Title of Papers (DSC & DSE)	Credits	Marks		
			External	Internal	Total
DSC-01 Compulsory	Advanced Accounting	4	70	30	100
Discipline Specific Elective Course (DSE)					
Gr.-I-Management					
COSE-01	Organisational Behaviour	4	70	30	100
COSE-02	Human Resource Development	4	70	30	100
COSE-03	Retail Management	4	70	30	100
COSE-04	Operational Management	4	70	30	100
Gr.-II-Finance					
COSE-05	Financial Analysis	4	70	30	100
COSE-06	Indian Financial System	4	70	30	100
COSE-07	Security Analysis & Portfolio Management	4	70	30	100
COSE-08	Cost & Management Audit	4	70	30	100
COSE-09	Financial Analysis				
Gr.-III-Marketing					
COSE-09	Service Marketing	4	70	30	100
COSE-10	Rural & Agriculture Marketing	4	70	30	100
COSE-11	Consumer Behaviour	4	70	30	100
COSE-12	Digital Marketing	4	70	30	100
(Choose 4- DSE Course (From any One Group					



4x4=16 Credits)					
उर्पयुक्त तीनों समूह में से कोई एक समूह के 4 प्रश्न पत्र चयन करना है, जो 4-4 क्रेडिट के होंगे कुल 16 क्रेडिट					
Grand Total		20	350	150	500
Assessment and Evaluation					
Suggested Continuous Evaluation Methods: Maximum Marks			100 Marks		
Continuous Internal Assessment (CIA) :			30 Marks		
End Semester Exam. (ESE) :			70 Marks		
Continuous Internal Assessment(CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)			
End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective10x1=10Marks;Q.2.Short Answer type-5x4=20 Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks				

II SEMESTER

Paper Code	Title of Papers (DSC & DSE)	Credits			Marks		
					External	Internal	Total
DSC-02 Compulsory	Statistical Analysis						
COSC-02	Statistical Analysis	3	1	4	70	30	100
Gr.-I Management							
COSE-01	Business Research Method	3	1	4	70	30	100
COSE-02	Management of Public Enterprises	3	1	4	70	30	100
COSE-03	Material Management	3	1	4	70	30	100
COSE-04	Industrial Relation	3	1	4	70	30	100
Gr.-II Finance							
COSE-05	Investment Management	3	1	4	70	30	100
COSE-06	Business Finance	3	1	4	70	30	100
COSE-07	Project Planning & Analysis	3	1	4	70	30	100
COSE-08	Corporate Legal Framework	3	1	4	70	30	100
Gr.-III Marketing							
COSE-09	Marketing Research	3	1	4	70	30	100
COSE-10	International Business	3	1	4	70	30	100
COSE-11	Product and Brand Management	3	1	4	70	30	100
COSE-12	E-Commerce	3	1	4	70	30	100
		(Choose 4- DSE (From any One Group 4x4=16 Credits)					
TOTAL CREDIT & TOTAL MARKS					20	500	
		(Choose 4- DSE Course (From any One Group 4x4=16 Credits)					







उर्पयुक्त तीनों समूह में से कोई एक समूह के 4 प्रश्न पत्र चयन करना है, जो 4-4 क्रेडिट के होंगे कुल 16 क्रेडिट			
Grand Total	20	350	150
Assessment and Evaluation			
Suggested Continuous Evaluation Methods: Maximum Marks		100 Marks	
Continuous Internal Assessment (CIA) :		30 Marks	
End Semester Exam. (ESE) :		70 Marks	
Continous Internal Assessment(CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)	
End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective10x1=10Marks;Q.2.Short Answer type-5x4=20 Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks		

III SEMESTER

Paper Code	Titile of Papers (DSC & DSE)	Credits			Marks		
					External	Internal	Total
DSC-03 Compulsory	BUSINESS ETHICS AND CORPORATE GOVERNANCE						
COSEC-03	BUSINESS ETHICS AND CORPORATE GOVERNANCE	3	1	4	70	30	100
Gr.-I Management							
COSE-01	Tourism Management	3	1	4	70	30	100
COSE-02	Employee Relationship Management	3	1	4	70	30	100
COSE-03	Entrepreneurship Management	3	1	4	70	30	100
COSE-04	Change Management	3	1	4	70	30	100
Gr.-II Finance							
COSE-05	International Trade and Finance	3	1	4	70	30	100
COSE-06	International Finance	3	1	4	70	30	100
COSE-07	Merchant Banking Financial Services	3	1	4	70	30	100
COSE-08	Multinational Financial Management	3	1	4	70	30	100
Gr.-III Marketing							
COSE-09	Export Management	3	1	4	70	30	100
COSE-10	Social Media Marketing	3	1	4	70	30	100
COSE-11	Industrial Marketing	3	1	4	70	30	100
COSE-12	Supply Chain Management and	3	1	4	70	30	100



	Logistic						
	(Choose 4- DSE (From any One Group 4x4=16 Credits)						
TOTAL CREDIT & TOTAL MARKS					20	500	
(Choose 4- DSE Course (From any One Group 4x4=16 Credits) उर्पयुक्त तीनों समूह में से कोई एक समूह के 4 प्रश्न पत्र चयन करना है, जो 4-4 क्रेडिट के होंगे कुल 16 क्रेडिट							
Grand Total					20	350	150
Assessment and Evaluation							
Suggested Continuous Evaluation Methods: Maximum Marks					100 Marks		
Continuous Internal Assessment (CIA) :					30 Marks		
End Semester Exam. (ESE) :					70 Marks		
Continuous Internal Assessment(CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)					
End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective10x1=10Marks;Q.2.Short Answer type-5x4=20 Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks						

IV SEMESTER

Paper Code	Title of Papers (DSC & DSE)	Credits			Marks		
					External	Internal	Total
DSC-04 Compulsory	Research Methodology						
COSC-03	Research Methodology	3	1	4	70	30	100
Gr.-I Management							
COSE-01	Total Quality Management	3	1	4	70	30	100
COSE-02	Strategic Human Resource Management	3	1	4	70	30	100
COSE-03	Performance and Compensation Management	3	1	4	70	30	100
COSE-04	Project Report in the field of Commerce and Management	3	1	4	70	30	100
Gr.-II Finance							
COSE-05	International Financial Institution	3	1	4	70	30	100
COSE-06	Behavioral Finance	3	1	4	70	30	100
COSE-07	Financial Risk Management	3	1	4	70	30	100
COSE-08	Project Report in the field of	3	1	4	70	30	100

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Commerce and Management							
Gr.-III Marketing							
COSE-09	International Marketing Management	3	1	4	70	30	100
COSE-10	Customer Relationship Management	3	1	4	70	30	100
COSE-11	Brand Management	3	1	4	70	30	100
COSE-12	Project Report in the field of Commerce and Management	3	1	4	70	30	100
(Choose 4- DSE (From any One Group 4x4=16 Credits)							
TOTAL CREDIT & TOTAL MARKS					20	500	
(Choose 4- DSE Course (From any One Group 4x4=16 Credits) उर्पयुक्त तीनों समूह में से कोई एक समूह के 4 प्रश्न पत्र चयन करना है, जो 4-4 क्रेडिट के होंगे जिसमें एक प्रश्न पत्र प्रोजेक्ट रिपोर्ट का होगा कुल 16 क्रेडिट							
Grand Total		20	350	150			
Assessment and Evaluation							
Suggested Continuous Evaluation Methods: Maximum Marks					100 Marks		
Continuous Internal Assessment (CIA) :					30 Marks		
End Semester Exam. (ESE) :					70 Marks		
Continuous Internal Assessment(CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)					
End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective10x1=10Marks;Q.2.Short Answer type-5x4=20 Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks						

TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- III	Session : 2025-26
1	Course Code	COSC-03	
2	Course Title	BUSINESS ETHICS AND CORPORATE GOVERNANCE	
3	Course Type	Discipline Specific Core Course (COSCC)	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	A student is expected to gain an insight about various aspects of ethical vision relating to business and have a basic understanding about the concepts and dimensions of corporate governance.	
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Introduction:Business Ethics: Concept, Characteristics and Importance of Business Ethics –Factors influencing Business ethics—Roots of Unethical Behavior--Sources of Business Ethics— Relevance of values in Management		15
II	Ethical Vision of Management: Lessons from Gita on Work, The Law of Karma-- Contribution of Swami Vivekananda and Mahatma Gandhi on ethics—Ethical issues in General Management. Teleological and Deontological theories of Business Ethics, Ethics in Marketing and Human Resource Management		15
III	Corporate Governance:Concept, objectives and constituents - Advantages and Dis-advantages of Corporate Governance – Agency Theory and Stakeholder Theory – Cadbury Report, OECD Principles Corporate Governance in India in the light of CompaniesAct,2013		15
IV	CSR and environmental concerns: CSR Policy—Factors influencing CSR Policy—Role of HR professionals in CSR—Global Recognitions of CSR- CSR Codes formulated by UN Global Compact- UNDP, Global Reporting Initiative- CSR and Sustainable Development- CSR through Tripple Bottom Line in Business. Corporate Social Responsibilities: Arguments for and against CSR, Various Dimensions of CSR		15
Key Words			
PART-C:Learning Resources			

Text Books, Reference Books and Others**Text Books Recommended:-**

- Murthy C.S.V, Business Ethics- Text and Cases, Himalaya Publishing House
- Murthy C.S.V, Business Ethics and Corporate Governance, Himalaya Publishing House
- Gaval, A.K: Business Ethics, Himalaya Publishing House

Note: Learners are advised to use latest edition of text books.

Reference Books:

- Fernando, A.C: Corporate Governance: Principles, Policies and Practices, Pearson
- Crane, A and Matten, D: Business Ethics, Oxford University Press

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks

Continuous Internal Assessment (CIA) : 30 Marks

End Semester Exam. (ESE) : 70 Marks

Continuous Internal Assessment (CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
End Semester Exam. (ESE):	Two Section :- A & B Section A: Q.1. Objective $10 \times 1 = 10$ Marks; Q.2. Short Answer type $5 \times 4 = 20$ Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit $4 \times 10 = 40$ Marks	

Signature of Chairman & Members:

Sr.No.	Name of Convener/Members	Signature
1	Dr.R.K.Hirkane	
2	Shri Onkar Prasad Sahu	
3	Dr.Vivek Sharma	
4	Dr.Hemlata Sahu	
5	Smt.Deepika Dadsena	
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TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- III	Session : 2025-26
1	Course Code	COSE-01	
2	Course Title	Tourism Management	
3	Course Type	Discipline Specific Elective Course (COSE)Gr.-I Management.	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	1.To provide an analytical framework to understand the emerging world of Tourism Management. 2.To make the learners enable with current tourism Marketing and promotion 3.To develop the understanding about Travel agency and International Tourism 4.To enable to understand the future development of tourism and government policies of tourism	
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Introduction to Tourism Management a) Tourism Concept, Characteristics Importance and Types of Tourism, Tourism Industry Concept, Structure and Components, Career options in Tourism. b) Tourism Destination Concept, Elements, Tourism Destination Planning Process and Importance.		15
II	Tourism Products, Advertising and Promotion a) Tourism Product Concept, Characteristics, Types, Tourism Product Planning- Need Tourism Pricing Influencing factors, Tourism Pricing Policies, b) Tourism Promotion: Importance, Elements of Tourism Promotion, Role of Advertising, Promotional Plan Implementation Procedure, Incredible India Campaign.		15
III	Travel agency and International tourism a) Travel Agency and Tour operators Definition and Differentiation, Types, Importance and Functions of travel agency, Tourism business setting process, Types of tourism organization to be set up : Proprietorship, Partnership, Franchise, b) Approval from Ministry of Tourism and IATA, International Tourism Concept, Importance, Role of Institutions and organizations in promoting International Tourism WTTC , IATO, TAAI, ITDC.		15

IV	<p>Tourism Development</p> <p>a) Government incentives for Tourism Development and Promotion, Factors influencing growth of Tourism Industry in India, Major Tourism schemes of Government of India- Visa on Arrival (VoA), PRASAD Scheme, HRIDAY Scheme, Travel Circuits; Prime force in expansion of tourism, Approaches to Sustainable Tourism</p> <p>b) Tourism and Hotel Industry, Human Resource in Tourism Industry, Indian Culture, Fairs and Festivals in India and its impact on Tourism.</p>	15
Key Words		

PART-C: Learning Resources

Text Books, Reference Books and Others

Text Books Recommended:-

- Marketing Mgmt. for Travel & Tourism Nelson Thrones
- Introduction to Tourism & Hotel Industry, Zulfikar, SPD
- Roday, S., Biwal, A., & Joshi, V. (2012). Tourism Operations and Management, New Delhi: Oxford University Press.
- Chaudhary, M. (2012). Tourism marketing. New Delhi: Oxford University Press.
- Swain, S. K., & Mishra, J. M. (2012). Tourism Principles and practices. New Delhi: Oxford university press.
- Bhatia, A.K. (2011). The Business of Tourism: Concepts and Strategies. New Delhi: Sterling publishers private limited.
- Raheja, B.L. (2006). Tourism and Hospitality Services. New Delhi: Arise Publishers & Distributors
- Dhar, P.N. (2006). Development Tourism and Travel Industry: an Indian perspective. New Delhi: Kanishka Publishers.

Note: Learners are advised to use latest edition of text books.

Reference Books:

- Tourism and Sustainability by Martin Mowforth & Ian Munt
- Bhatia A.K.: International Tourism Management, New Delhi, Sterling Publishers.

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks

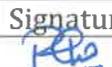
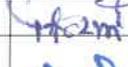
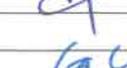
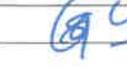
Continuous Internal Assessment (CIA) : 30 Marks

End Semester Exam. (ESE) : 70 Marks

Continuous Internal Assessment (CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
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End Semester Exam. (ESE):	Two Section :- A & B Section A: Q.1. Objective $10 \times 1 = 10$ Marks; Q.2. Short Answer type- $5 \times 4 = 20$ Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit- $4 \times 10 = 40$ Marks
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Signature of Chairman & Members:

Sr.No.	Name of Convener/Members	Signature
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4	Dr.Hemlata Sahu	
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7	Dr.Dhruv Kumar Pandey	
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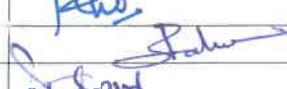
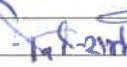
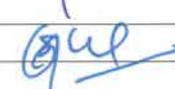
TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- III	Session : 2025-26
1	Course Code	COSE-02	
2	Course Title	Employee Relationship Management	
3	Course Type	Discipline Specific Elective Course (COSE)Gr.-I Management	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	1.Outline the history of employee relations aligned with advances in the industrial age. 2.Describe the framework for organizing, along with strategies and tactics used by employers and unions during organizing campaigns. 3.Describe the process of arbitrationan dproblems with this method to resolve disputes.	
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Industrial Relations-Concept, Theories and Evolution, System Approach to IR-Actors, Context, Web of Rules & Ideology,Trade Unionism, Impact of Trade Unions on Wages,TheTrade unionsAct,1926 (with Amendments), Factories Act, 1947 (with Amendments).		15
II	Anatomy of Industrial Disputes: Dispute Settlement Machinery: Conciliation- Concept, Types, Conciliation Procedure and Practices in India; Adjudication–Conceptand Types;Arbitration:Approaches and Types. Sexual Harassment. Industrial Disputes Act 1947, Provisions in Industrial Disputes-Lay Off, Termination Retrenchment, Closures, VRS, Anatomy of Industrial Disputes, Managing Foreign Nationals in Indian Organizations.		15
III	SocialSecurity:Concept,Social Assistance, Social Insurance. Payment of wages Act,1936, Payment of Bonus Act, 1965, Workman’s Compensation Act,1923, Payment of Gratuity Act 1982.		15
IV	Maternity Benefit Act,1961, ESI Act 1948, Provident Fund and Miscellaneous Provisions Act, 1951. I.L.O and social Security. The Concept of Labour Welfare: Definition, Scope and		15

	Objectives, Classification of Welfare Work, Agencies for Welfare Work; Agencies for Administering Labour Welfare Laws in India.	
Key Words		
PART-C: Learning Resources		
Text Books, Reference Books and Others		
Text Books Recommended:-		
<ul style="list-style-type: none"> • Mamoria C.B. and Mamoria .Satish' Dynamics of Industrial Relations' ,Himalaya Publishing House, New Delhi, 1998. • Dwivedi. R.S. 'Human Relations & Organisational Behaviour', Macmillan India Ltd., New Delhi, 1997. • Srivastava, 'Industrial Relations and Labour laws', Vikas, 4th edition, 2000. • C.S.Venkata Ratnam, 'Globalisation and Labour Management Relations', Response Books, 2001 		
Note: Learners are advised to use latest edition of text books.		
Reference Books:		
<ul style="list-style-type: none"> • Ratna Sen, 'Industrial Relations in India', Shifting Paradigms, Macmillan India Ltd., New Delhi, 2003. 		
PART-D: Assessment and Evaluation		
Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks		
Continuous Internal Assessment (CIA) :		30 Marks
End Semester Exam. (ESE) :		70 Marks
Continuous Internal Assessment(CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective $10 \times 1 = 10$ Marks; Q.2.Short Answer type- $5 \times 4 = 20$ Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit- $4 \times 10 = 40$ Marks	

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TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- III	Session : 2025-26
1	Course Code	COSE-03	
2	Course Title	Entrepreneurship Management	
3	Course Type	Discipline Specific Elective Course (COSE)Gr.-I Management	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)		
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Entrepreneurship –Definition, Role and expectations –Entrepreneurial styles and types–Characteristics of the Entrepreneur –Functions of an Entrepreneur –Promotion of Entrepreneurship –Role of Socio-Cultural, Economic and Political Environment –Growth of Entrepreneurship in Pre and Post independence era –Constraints for the Growth of Entrepreneurial Culture.		15
II	Entrepreneurial Motivation Theories - Entrepreneurial Competencies – Developing Competencies –Role of Entrepreneur. Development Programs – Assistance Programme for Small Scale Units – Institutional Framework – Role of SSI Sector in the Economy – SSI Units– Failure, Causes and Preventive Measures –Turnaround Strategies.		15
III	Identification of Business Opportunity –Preparation of Feasibility Report – Financial and Technical Evaluation –Project Formulation –Common Errors in Project Formulation –Specimen Project Report –Ownership Structures – Proprietorship, Partnership, Company, Co- operative, Franchise.		15
IV	Corporate Entrepreneurship (Intrapreneurship) –Concepts –Need –Strategies - Corporate Practices –Select Cases –Dynamics of Competition –Plans for Survival and Growth. Women Entrepreneurship –Need –Growth of women Entrepreneurship –Problems faced by Women Entrepreneurs – Development of women Entrepreneurship – Entrepreneurship in Informal Sector – Rural Entrepreneurship – Entrepreneurship in Sectors like Agriculture, Tourism, health care, Transport and allied services.		15
Key Words			
PART-C:Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended:-			
<ul style="list-style-type: none"> • Gifford Pinchot, INTRAPRENEURING,Harper &Row • RamK.Vepa,HOW TO SUCCEED IN SMALLSCALE INDUSTRY,Vikas 			

- RichardM.Hodgets,EFFECTIVE SMALL BUSINESS MANAGEMENT,AcademicPress

Note: Learners are advised to use latest edition of text books.

Reference Books:

- Clifford M.Baumbach & Joseph R.Mancuso,ENTREPRENEURSHIP AND VENTURE MANAGEMENT, Prentice Hall
- Dan Steinhoff & JohnF.Burgess,SMALL BUSINESS MANAGEMENT–FUNDATMENTALS, McGrawHill

PART-D:Assessment and Evaluation

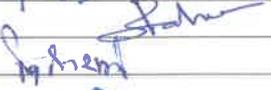
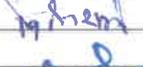
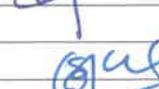
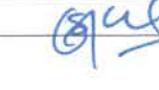
Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks

Continuous Internal Assessment (CIA) : 30 Marks

End Semester Exam. (ESE) : 70 Marks

Continuous Internal Assessment(CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective $10 \times 1 = 10$ Marks;Q.2.Short Answer type- $5 \times 4 = 20$ Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit- $4 \times 10 = 40$ Marks	

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TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- III	Session : 2025-26
1	Course Code	COSE-04	
2	Course Title	Change Management	
3	Course Type	Discipline Specific Elective Course (COSE)Gr.-I Management	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> • To understand the concept of change management and individual change • To familiarize with the importance of organizational images and mental models. • To Identify reasons for resistance to change • To acquire deep understanding of the Leaders and team change management 	
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	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		15
II	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		15
III	Organisational change and Resistance to Change (a) Meaning and process of organisational change, causes of organisational change, eightstep 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		15
IV	Strategic Implementation of Change (a) Strategies and skills for communicating change, Leader as change agent, An Integrated Approach to		15

	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 organizations	
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Key Words

PART-C: Learning Resources

Text Books, Reference Books and Others

Text Books Recommended:-

- Change Management and OD – Ratna Raina, Sage Publications, 1e, 2018.
- Peter G. Northouse, 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.

Note: Learners are advised to use latest edition of text books.

Reference Books:

- Donald L Anderson, Organizational Development, Sage Publications, 5e, 2021.
- 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

PART-D: Assessment and Evaluation

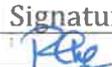
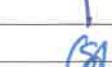
Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks

Continuous Internal Assessment (CIA) : 30 Marks

End Semester Exam. (ESE) : 70 Marks

Continuous Internal Assessment(CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective $10 \times 1 = 10$ Marks; Q.2.Short Answer type $5 \times 4 = 20$ Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit $4 \times 10 = 40$ Marks	

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TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- III	Session : 2025-26
1	Course Code	COSE-01	
2	Course Title	INTERNATIONAL TRADE AND FINANCE	
3	Course Type	Discipline Specific Elective Course (COSE)Gr.-II Finance	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)		
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	International Trade–Benefits–Basis of International Trade–Foreign Trade and Economic Growth–Balance of Trade–Balance of Payment–Current Trends in India –Barriers to International Trade–Indian EXIM Policy. Export and Import Finance: Special need for Finance in International Trade–IN CO Terms (FOB,CIF,etc.,)–Payment Terms–LettersofCredit–Pre Shipment and Post Shipment Finance–Fortfaiting–Deferred Payment Terms –EXIM Bank –ECGC and its schemes – Import Licensing –Financing methods for import of Capital goods.		15
II	Foreign Exchange Markets –Spot Prices and Forward Prices –Factors influencing Exchange rates –The effects of Exchange rates in ForeignTrade–Tools for hedging against Exchange rate variations–Forward, Futures and Currency options – FEMA –Determination of Foreign Exchange rate and Forecasting–Law ofone price –PPP theory–Interest Rate Parity–Exchange rate Forecasting.		15
III	Export Trade Documents: Financial Documents–Bill of Exchange–Type–Commercial Documents – Proforma, Commercial, Consular, Customs, Legalized Invoice, Certificate of Origin Certificate Value,Packing List, Weight Certificate, Certificate of Analysis and Quality,Certificate of Inspection, Health		15

	certificate. Transport Documents - Bill of Lading, Airway Bill, Postal Receipt, Multimodal Transport Document. Risk Covering Document: Insurance Policy, Insurance Cover Note. Official Document: Export Declaration Forms, GR Form, PP Form, COD Form, Softer Forms, Export Certification, GSPS –UPCDC Norms.	
IV	Export Promotion Schemes–Government Organizations Promoting Exports– Export Incentives: Duty Exemption–IT Concession–Marketing Assistance–EPCG, DEPB–Advance License–Other efforts I Export Promotion –EPZ– EQU – SEZ and Export House.	15

Key Words

PART-C: Learning Resources

Text Books, Reference Books and Others

Text Books Recommended:-

- Jeevan and am.C, INTERNATIONAL BUSINESS, M/s Sultan & Chand, Delhi, 2008
- Sumathi Varma, INTERNATIONAL BUSINESS, Ane, Delhi, 2010

Note: Learners are advised to use latest edition of text books.

Reference Books:

- Levi, Maurice D, International Finance, McGraw–Hill, International Edition, 2009
- O'Connor DJ, Bueso AT, International Dimensions of Financial Management; Macmillan, New Delhi.

PART-D: Assessment and Evaluation

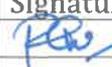
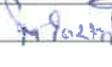
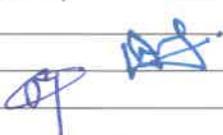
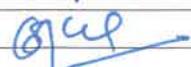
Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks

Continuous Internal Assessment (CIA) : 30 Marks

End Semester Exam. (ESE) : 70 Marks

Continuous Internal Assessment (CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
End Semester Exam. (ESE):	Two Section :- A & B Section A: Q.1. Objective 10x1=10 Marks ; Q.2. Short Answer type 5x4=20 Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit 4x10=40 Marks	

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8	Shri M.K. Nagarchi	

TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- III	Session : 2025-26
1	Course Code	COSE-02	
2	Course Title	International Finance	
3	Course Type	Discipline Specific Elective Course (COSE)Gr.-II Finance	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)		
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Foundations of International Finance Evolution of Bretton woods system. Fixed and Flexible Exchange, Rate arrangements. European Monetary System. International Economic Crises. Balance of Payments and its Components. BOP trends in major countries.		15
II	International Financial Markets and Instruments International Money Market: Euro Currency Market. Euro Credits. Euro Notes. Cryptocurrency. International Bond Market: Credit Rating and indices of International Bond Market., International Equity Markets: Market Structure. Trading in International Equities. Cross-listing of equities. Instruments: GDRs. ADRs. IDRs. Global Registered Shares.		15
III	Foreign Exchange Exposure and Management Functions, Structure, participants of Forex Market. Foreign Exchange Rates: Spot, Forward, Futures, Options and Swap. International Parity Relationship, Management of Foreign Exchange Exposure: Transaction, economic and Translation exposure		15
IV	Foreign Direct Investment & cross border acquisition Automatic Route, Government Route, Prohibited Sectors – Regulations on FDI & Cross Border Acquisition. International Taxation & Disputes resolution Basic Concepts. International Tax Treaties. BEPS Action Plans. International Disputes Resolution Mechanism.		15
Key Words			
PART-C:Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended:-			
<ul style="list-style-type: none"> • Apte, P.G: International Financial Management, Tata McGraw Hill, NewDelhi 2020, 8th 			

Edition Shapiro,

- Alan. C: Multinational Financial Management, Prentice-Hall, NewDelhi. 2009, 8th edition
- Buckley, Adrian: Multinational Finance, Prentice-Hall, New Delhi, 20205th Edition.

Note: Learners are advised to use latest edition of text books.

Reference Books:

- Cheol S. Eun, Bruce G. Resnick: International Finance Management, McGraw Hill, 2017 5th Edition.

<https://www.udemy.com/course/international-finance-i/>

PART-D:Assessment and Evaluation

Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks

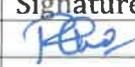
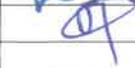
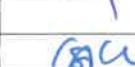
Continuous Internal Assessment (CIA) : 30 Marks

End Semester Exam. (ESE) : 70 Marks

Continuous Internal Assessment(CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
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End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective 10x1=10Marks ;Q.2.Short Answer type- 5x4=20 Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit- 4x10=40 Marks
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Signature of Chairman & Members:

Sr.No.	Name of Convener /Members	Signature
1	Dr.R.K.Hirkane	
2	Shri Onkar Prasad Sahu	
3	Dr.Vivek Sharma	
4	Dr.Hemlata Sahu	
5	Smt.Deepika Dadsena	
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TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- III	Session : 2025-26
1	Course Code	COSE-03	
2	Course Title	Merchant Banking Financial Services	
3	Course Type	Discipline Specific Elective Course (COSE)Gr.-II Finance	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)		
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Merchant Banking Meaning; Origin; Merchant Banks and Commercial Banks; Services of Merchant Banks; Regulations - SEBI, Companies Act-2013, Stock and commodity Exchanges; Merchant Banking in India – Registration, Licensing procedure and Challenges		15
II	Financial Services Fee based Services – Merchant Banking Services – Issue of Securities – IPO – FPO – (Application Supported by Blocked Amount) ASBA – Book Building – Buyback of Shares – Depositories – Debenture Trusteeship – Stock Broking Services - Portfolio Management – Fund Based Services – Lease Financing – Hire Purchase – Bill Discounting – Factoring – Forfeiting – Wealth Management		15
III	Underwriting Meaning and Nature of Underwriting; Forms of Underwriting; Need and Significance of Underwriting; Underwriting of Capital Issues in India; SEBI's Guidelines on Underwriting. Credit Rating Meaning and Functions of Credit Rating; Significance of Credit Rating; Credit Rating in India; Rating Process and Methodology; Credit Rating Agencies in India; Limitations of Rating; Future of Credit Rating in India		15
IV	Stock Broking & Depository services Introduction; Stock Brokers; Sub-Brokers; Foreign Brokers; Stock Market Trading. Depository services: Meaning and Objectives of Depository Services; Depository Process; Trading in a Depository System; Depository System in India; Depository Institution in India; SEBI Regulations		15
Key Words			
PART-C:Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended:-			
<ul style="list-style-type: none"> • L M Bhole & Jitendra Mahakud, Financial Institutions and Markets: Structure, Growth & Innovations, Mcgraw Hill Education (India) Private Limited , 2017. • Siddhartha Sankar Saha , Indian Financial System: Financial Markets, Institutions and 			

Services, McGraw Hill 2nd Edition, 2020.

- Bharati V. Pathak, The Indian Financial System: Markets, Institutions and Services Pearson Publication

Note: Learners are advised to use latest edition of text books.

Reference Books:

- Sunil Parameswaran, Fundamentals of Financial Instruments: An Introduction to Stocks, Bonds, Foreign Exchange and Derivatives, John Wiley & Sons Inc, 2022.
- Das, Subhash Chandra, The Financial System In India: Markets, Instruments, Institutions, Services and Regulations, PHI Learning Private Limited, 2015

PART-D:Assessment and Evaluation

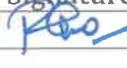
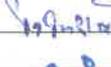
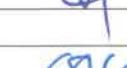
Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks

Continuous Internal Assessment (CIA) : 30 Marks

End Semester Exam. (ESE) : 70 Marks

Continuous Internal Assessment(CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective10x1=10Marks;Q.2.Short Answer type-5x4=20 Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

Signature of Chairman & Members:

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4	Dr.Hemlata Sahu	
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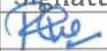
TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- III	Session : 2025-26
1	Course Code	COSE-04	
2	Course Title	Multinational Financial Management	
3	Course Type	Discipline Specific Elective Course (COSE)Gr.-II Finance	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> • Understand the conceptual framework of multinational financial markets and various financial instruments. • Know the role and functions of multinational financial institutions • Acquain the theories and practice of exchange rate determination and exchange rate management systems. • Develop the understanding in translation, transaction, and economic exposure and develop exchange risk management strategies. 	
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	International Financial Markets and Instruments: Features of international capital and money markets; Integration of markets; Role of financial intermediaries. International Capital		15
II	Money Market Instruments :GDRs, ADRs, IDRs, Euro bonds ,Euroloans, Repos, CPs, Floating rate instruments,Loans syndication and Euro deposits.Multilateral financial institutions:IMF,IBRD and European monetary system.		15
III	Foreign Exchange Markets: Exchange rate theories; Determining exchange rates; Fixed and flexible exchange rate system; Exchange rate quotes; Spot rates, forward exchange rates,forward exchange contracts; Foreign exchange and currency futures; Exchange rate management in India; Foreign Exchange Management Act.		15
IV	Foreign Exchange Risk: Transaction exposure, translation exposure and economic exposure; Management of exposures– internal techniques, netting, marketing, leading and lagging, pricing policy, asset and liability management and techniques.		15

Key Words	
PART-C: Learning Resources	
Text Books, Reference Books and Others	
Text Books Recommended:-	
<ul style="list-style-type: none"> • Apte, P.G: <i>International Financial Management</i>, Tata McGrawHill, New Delhi, • Buckley, Adrian: <i>Multinational Finance</i>, Prentice Hall, New Delhi. • Eitman, D.K. and A.I Stenehill: <i>Multinational Business Cash Finance</i>, Addison Wesley, New York. Henning, C.N., W Piggot and W .H Scott: <i>International Financial Management</i>, McGraw Hill, International Edition. 	
Note: Learners are advised to use latest edition of text books.	
Reference Books:	
<ul style="list-style-type: none"> • Levi, Maurice D: <i>International Finance</i>, McGraw-Hill, International Edition. • O'Connor DJ, Bueso AT: <i>International Dimensions of Financial Management</i>; Macmillan, New Delhi. Pilbeam Keith: <i>International Finance</i>; MacMillan Press, Hong Kong. New Delhi. • Zeneff, D. and J Zwick: <i>International Financial Management</i>, Prentice Hall, International Edition. 	
PART-D: Assessment and Evaluation	
Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks	
Continuous Internal Assessment (CIA) : 30 Marks	
End Semester Exam. (ESE) : 70 Marks	
Continuous Internal Assessment (CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30
	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective $10 \times 1 = 10$ Marks; Q.2.Short Answer type- $5 \times 4 = 20$ Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit- $4 \times 10 = 40$ Marks

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TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- III	Session : 2025-26
1	Course Code	COSE-01	
2	Course Title	Export Marketing	
3	Course Type	Discipline Specific Elective Course (COSE)Gr.-III Marketing	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> • Envisage export marketing challenges and opportunities and developing an export marketing strategy. • Understand foreign consumer behavior and prepare export market plan. • Understand the product and pricing decisions for export marketing and describe methods of export pricing. • Explore the foreign markets and locate foreign customers. • Describe export documentation, cargo insurance and manage export operations 	
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Basics of Export Marketing: Nature and role of export marketing; India's Export marketing challenges and opportunities; Domestic vs. export marketing, exporting through internet, prospects and challenges by Indian exporters; Determination of export performance, export marketing and export performance, development of export marketing strategy.		15
II	Developing Export Market Plan: Nature and role of export marketing plan, analysis of export marketing competition, export marketing research and understanding of foreign customer buying behavior, preparing products for export and service exports, export promotion and advertising; Overseas market research- Factors influencing selection of foreign market; Product planning, development; distribution channels; Warehouse; Promotion of product.		15
III	Product and Pricing Decision in Export Marketing: Product-related decisions: Panning, branding, packaging, labeling and marking; Price-related decisions- Factors determining export price; Strategies of pricing; Methods of export pricing.Exploring Export Markets and Locating Customers: Making contacts and business travel abroad, obtaining export licenses and collecting export documents, export packaging and marking, shipping abroad and receiving payments; Barter trading- Counter purchase, switch trading, clearing agreement and buyback barter, export regulations and tax		15

	incentives.	
IV	Managing Export Operations: International shipping, export packing and marking, export documents, export and import restrictions, cargo insurance, customs brokers and freight forwarders. Export Marketing Facilitation: Banks as your facilitator freight forwarders as your facilitator, distributors as your facilitator, governments as your facilitator budgeting for exporting; Budgets for export activities, standard costs and export control, foreign exposures.	15

Key Words

PART-C: Learning Resources

Text Books, Reference Books and Others

Text Books Recommended:-

- Albaum, G. & Duerr, Edwin (2011). International Marketing and Export Management. Pearson Education. India.
- Jain, S.C. (2008). International Marketing Management, CBS Publishers & Distributors Pvt. Ltd.
- Ministry of Commerce, Export Import Policy, Government of India, New Delhi.
- Ministry of Commerce, Handbook of Procedures, Vols. I and II, Government of India, New Delhi.

Note: Learners are advised to use latest edition of text books.

Reference Books:

- Zou, S., Kim D. & Cavusgil, T. (2009). Export Marketing Strategy: Tactics and Skills that work. Business expert Press.

PART-D: Assessment and Evaluation

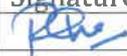
Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks

Continuous Internal Assessment (CIA) : 30 Marks

End Semester Exam. (ESE) : 70 Marks

Continuous Internal Assessment(CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective $10 \times 1 = 10$ Marks; Q.2.Short Answer type- $5 \times 4 = 20$ Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit- $4 \times 10 = 40$ Marks	

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TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- III	Session : 2025-26
1	Course Code	COSE-02	
2	Course Title	Social Media Marketing	
3	Course Type	Discipline Specific Elective Course (COSE)Gr.-III Marketing	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> •Need and Importance of social media marketing • Knowledge about Social Networking Sites • Knowledge about Content designing about social media platforms • Knowledge about Matrices of Social media marketing 	
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Introduction: Social Media Marketing Definition, Meaning , Role, Need and Importance of Social Media Marketing Use of different Social media platforms- Use of Face book , LinkedIn , Twitter , YouTube , Instagram and other Social Networking sites as Social media marketing Platforms, Identifying Target Audience Social media channels , Social Media Marketing Strategies.		15
II	Social Media Marketing Campaigns, Advertising and marketing Concepts and Elements of social media marketing campaigns, Campaign execution, Campaign analytics Twitter, LinkedIn, YouTube, Instagram,Pinterest advertising and marketing: Introduction and overview of platforms, Characteristics, how to use these platforms, target audience, profile / account building, how to pin. Crafting summary for marketing, creating and uploading videos, use of hashtags, Case studies.		15
III	Content designing for social media platforms Terminologies-basics of content creation, process, Identification of target audience and social media platform, defining content mix using sales posts, interactive posts and informative posts, Impact of colors, images on the customer, tools used for content creation like canva, GIFs, Instagram stories, pin templates, tall pins, image cut outs, YouTube video Thumbnail		15
IV	Metrics of social media marketing What is to be measured- Parameters to measure impact- volume, reach and Engagement (engagement rates, engagement metrics). Influence, share of voice (volume and sentiment), referrals and conversions, response rate and time. Case studies.		15
Key Words			

PART-C: Learning Resources**Text Books, Reference Books and Others****Text Books Recommended:-**

1. Internet age - Marketing with social media, Dr Apoorva Palkar, Amit Jadhav, Himalaya publication
2. Social Media Marketing – Tracy Tuten, Sage Publications
3. Social Media Marketing 1st Edition, Michael R. Solomon, Tracy Tuten - Pearson Education. 60
4. Social Media Marketing - A Strategic Approach 1st Edition, Nicholas Bormann, Donald Barker, Krista a. Neher, Melissa Barker - Cengage.
5. Social Media Marketing All-in-One for Dummies, Zimmerman Jan - John Wiley and Sons Inc.
6. Advance Social Media Marketing--Tom Funk.
7. Social media marketing for dummies-- Shiv Singh
8. Social Media & Mobile Marketing: (Includes Online Worksheets), Puneet Singh Bhatia – Wiley.
9. Social Media Marketing, Kristina Lane - Lap Lambert Publishing.

Note: Learners are advised to use latest edition of text books.

Reference Books:

1. Marketing and Social Media – A guide for libraries, museums and archives – Christie Koontz and Lorrie Mon, Rowman and Littlefield.

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks

Continuous Internal Assessment (CIA) : 30 Marks

End Semester Exam. (ESE) : 70 Marks

Continuous Internal Assessment(CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective $10 \times 1 = 10$ Marks; Q.2.Short Answer type $5 \times 4 = 20$ Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit $4 \times 10 = 40$ Marks	

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TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- III	Session : 2025-26
1	Course Code	COSE-03	
2	Course Title	Industrial Marketing	
3	Course Type	Discipline Specific Elective Course (COSE)Gr.-III Marketing	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> To help the learner distinguish between consumer marketing and industrial marketing To understand the nuances of industrial marketing, and To learn to formulate industrial marketing strategies and also design industrial marketing mix elements 	
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Introduction to Industrial Markets - Industrial Marketing System, Concepts and Characteristics - Types of Industrial Markets - Industrial Buyer Behaviour. Strategic Industrial Marketing (S.T.P.) - Marketing Information Systems and Marketing Research – B2B Commerce.		15
II	Classification of Industrial Products and Services - New Product Development and Introduction - Industrial Product Management - Pricing Decisions in Industrial Markets.		15
III	Formulating Channel Strategies and Physical Distribution decisions – Channel Management -Promotional Strategies for Industrial Goods/ Services.		15
IV	Developing Marketing Strategies and Programs for Industrial Goods / Services. – Formulating channel strategy – Pricing strategyPromotional strategy – Sales force automation.		15
Key Words			
PART-C:Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended:-			
<ul style="list-style-type: none"> Hawaladar, K. Krishna, INDUSTRIAL MARKETING, TATA McGraw-Hill Publishing Company Limited, New Delhi. 2008 Milind T. Phadtare, INDUSTRIAL MARKETING, Prentice Hall of India Pvt. Ltd, New delhi,2008 			
Note: Learners are advised to use latest edition of text books.			
Reference Books:			

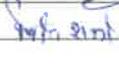
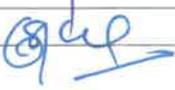
- Michael D Haultt and Thomas W Speh, INDUSTRIAL MARKETING MANAGEMENT, The Dyden Press.
- Peter M. Chisnall, STRATEGIC INDUSTRIAL MARKETING; Prentice-Hall International
- Robert R. Reeder, Briety & Betty H. reeder, INDUSTRIAL MARKETING, Prentice Hall of India Pvt. Ltd, New delhi,2008

PART-D:Assessment and Evaluation

Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks
Continuous Internal Assessment (CIA) : 30 Marks
End Semester Exam. (ESE) : 70 Marks

Continuous Internal Assessment(CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective 10x1=10Marks ;Q.2.Short Answer type- 5x4=20 Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit- 4x10=40 Marks	

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TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- III	Session : 2025-26
1	Course Code	COSE-04	
2	Course Title	Supply Chain Management	
3	Course Type	Discipline Specific Elective Course (COSE)Gr.-III Marketing	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	1.Describing fundamental supply chain management and logistics concepts at macro and micro levels. 2.Understanding the role of Relationship Marketing in SCM 3.Understand the foundational role of logistics as it relates to procurement, transportation, and warehousing and inventory. 4.DevelopanunderstandingofPerformanceMeasur ement,SupplyChainMetrics(KPIs),Balanced Score Card Approach and Benchmarking.	
6	Credit Value	4	Credit= 15 Hours-learning & Observation
		Credits	
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Introduction to Supply Chain Management(SCM) a) Concept, Features, Importance, Process and Barriers of Supply Chain Management, Principles,Supply ChainStrategies- Organizations, Coordination, Innovation and Forecasting. b) Concept and Types of Supply chain intermediaries, Channels of Distribution for Industrial Goods and Consumer Goods, Channel of Distribution at Services Level, Factors for selection of suitable channels.		15
II	Perspective Supply Chain Management (SCM) a) Global and Indian perspectives- Measuring and analysing the value and efficiency of global Supply Chain Networks, Global market forces, Types of global supply chain, b) Customer Perspectives: Economic effects of supply chains, Customer values, Role of customers and Ways of improving customer services in SCM.		15
III	Logistics Management a) Concept and Process of Logistics Management, Three C's, Reverse Logistics, Importance of Inventory Control, Bull-whip effect,		15

	Transport Functions, Forms of Transport Infrastructure, Warehouse Functions b) Importance of Consumer and Industrial Goods Packaging, Factors influencing Materials Planning, Preservation, Safety and Measures of Materials Handling	
IV	Design of SC Mand Use of Internet (a) Source of Procurement of SCM, Production or Assembly Steps, Sales return of defective or excess goods, E-market places, E-procurement, E-logistics, E-fulfilment, (b) Enterprise Resource Planning (ERP), Performance Modelling of supply chains using Markov chains, importance of Inventory Control, Pareto's Law	15

Key Words

PART-C: Learning Resources

Text Books, Reference Books and Others

Text Books Recommended:-

- N. Viswanadham. Analysis of Manufacturing Enterprises. Kluwer Academic Publishers, 2000.
- Sridhar Tayur, Ram Ganeshan, Michael Magazine (editors). Quantitative Models for Supply Chain Management. Kluwer Academic Publishers, 1999.
- R.B. Handfield and E.L. Nochols, Jr. Introduction to Supply Chain Management. Prentice Hall, 1999.
- N. Viswanadham and Y. Narahari. Performance Modeling of Automated manufacturing Systems. Prentice Hall of India, 1998.
- Sunil Chopra and Peter Meindel. Supply Chain Management: Strategy, Planning, and Operation, Prentice Hall of India, 2002.

Note: Learners are advised to use latest edition of text books.

Reference Books:

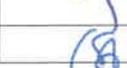
- David Simchi Levi, Philip kaminsky, and Edith Simchi Levi. Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies. Irwin McGrawHill, 2000.
- Jeremy F. Shapiro. Modeling the Supply Chain. Duxbury ThomsonLearning, 2001
- W.J. Hopp and M.L. Spearman. Factory Physics: Foundations of Manufacturing Management. Irwin, McGraw-Hill, 1996.

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks
Continuous Internal Assessment (CIA) : 30 Marks
End Semester Exam. (ESE) : 70 Marks

Continuous Internal Assessment(CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective $10 \times 1 = 10$ Marks; Q.2.Short Answer type $5 \times 4 = 20$ Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit $4 \times 10 = 40$ Marks	

Signature of Chairman & Members:

Sr.No.	Name of Convener/Members	Signature
1	Dr.R.K.Hirkane	
2	Shri Onkar Prasad Sahu	
3	Dr.Vivek Sharma	
4	Dr.Hemlata Sahu	
5	Smt.Deepika Dadsena	
6	Dr.O.P.Gupta	
7	Dr.Dhruv Kumar Pandey	
8	Shri M.K. Nagarchi	

TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- IV	Session : 2025-26
1	Course Code	COSC-04	
2	Course Title	Research Methodology In Commerce and Management	
3	Course Type	Discipline Specific Course (COSC)	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> • Define the key terms used in research methodology. • Understand the various types of research design, strengths and weaknesses of different research methodologies and ethical issues in research. • Apply appropriate statistical tools and techniques to specific research problem. • Analyze the research findings to draw appropriate conclusions. • Evaluate the validity and reliability of research findings. • Develop research proposals addressing the research gaps. 	
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Introduction to Research:Meaning of Research, Need and Scope of Research in Social Sciences, Humanities, Commerce and Management, Types of research-Basic, Applied, Descriptive, Analytical, Casual and Empirical Research. Planning of Research,Selection of Research Problem, Research Design,Significance of Review of Literature, Formulation, Importance and Types of Hypothesis, Significance and Methods of Sampling, Factors determining sample size		15
II	Research Process:Stages in Research process, Primary data: Observation, Experimentation, Interview, Schedules, Survey, Limitations of Primary data,Secondary data: Sources and Limitations, Meta-Analysis. Factors affecting the choice of method of data collection, Questionnaire: Types,Steps in Questionnaire Designing, Essentials of a good questionnaire		15
III	Data Process in and Statistical Analysis: Data Processing: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation, Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis. Testing of Hypotheses – Parametric Test-t test, f test, z test, Non-Parametric Test -Chi square test, ANOVA, Factor Analysis, Multiple Regression Analysis, Interpretation of data: significance and Precautions in data interpretation		15
IV	Research Reporting and Modern Practices in Research:Research Report		15

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

PART-C: Learning Resources

Text Books, Reference Books and Others

Text Books Recommended:-

- Research Methodology – Text and Cases with SPSS Applications, by Dr S.L. Gupta and Hitesh Gupta, International Book House Pvt Ltd
- Business Research Methodology by TNSrivastava and Shailaja Rego, Tata Mcgraw Hill Education Private Limited, New Delhi
- Methodology of Research in Social Sciences, by O.R. Krishnaswami, Himalaya Publishing House
- Research Methodology by Dr Vijay Upagude and Dr Arvind Shende
- Business Statistics by Dr S.K Khandelwal, International Book House Pvt Ltd
- Quantitative Techniques by Dr S.K Khandelwal, International Book House Pvt Ltd
- SPSS 17.0 for Researchers by Dr S.L Gupta and Hitesh Gupta, 2nd edition, Dr S.K Khandelwal, International Book House Pvt Ltd
- Foundations of Social Research and Econometrics Techniques by S.C. Srivastava, Himalaya publishing House

Note: Learners are advised to use latest edition of text books.

Reference Books:

- Statistical Analysis with Business and Economics Applications, Hold Rinehart & Wrintston, 2nd Edition, New York
- Business Research Methods, Clover, Vernon Tand Balsey, Howard L, Colombus O. Grid, Inc
- Business Research Methods, Emary C. Willima, Richard D. Irwin In. Homewood
- Research Methods in Economics and Business by R. Gerber and P. J. Verdoom, The Macmillan Company, New York
- Research and Methodology in Accounting and Financial Management, J.K. Courtis
- Statistics for Management and Economics, by Menden Hall and Veracity, Reinmuth J.E
- Panneerselvam, R., Research Methodology, Prentice Hall of India, New Delhi, 2004.
- Kothari CR, Research Methodology- Methods and Techniques, New Wiley Ltd., 2009

PART-D: Assessment and Evaluation

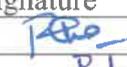
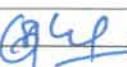
Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks

Continuous Internal Assessment (CIA) : 30 Marks

End Semester Exam. (ESE) : 70 Marks

Continuous Internal Assessment (CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
End Semester Exam. (ESE):	Two Section :- A & B Section A: Q.1. Objective 10x1=10 Marks; Q.2. Short Answer type-5x4=20 Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

Signature of Chairman & Members:

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TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- III	Session : 2025-26
1	Course Code	COSE-01	
2	Course Title	Total Quality Management	
3	Course Type	Discipline Specific Elective Course (COSE)Gr.-I Management	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> • To get familiarized with the basic concept and framework of Total Quality management • To Understand the contribution of Quality Gurus in TQM Journey • To grasp the nature and importance of various components that constitute TQM • To describe and discuss the role of techniques used in TQM 	
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Introduction:Definition, Conceptand Features of TQM, Evolution of TQM, Components of TQM, Benefits and Barriersof TQM, Quality Planning, Dimensions of Quality,Cost of Quality,Cost off ailure,Waste control.TQM - Japanese Total Quality Control (JTQC), Total Quality Management (TQM), Business Process Reengineering (BPR), Lean Thinking and Six Sigma		15
II	Principlesand Philosophies:Eight Principles of TQM,Four Models of TQM, Design control, Tolerance and Variability, PDCA cycle,TQM Concept, Principles and PracticesFrom Quality Gurus to identify the concept of TQM-Deming (1986), Juran (Juran and Gryna, 1993), Crosby (1979), Feigenbaum (1991), and Ishikawa (1985)- Juran’s quality trilogy, Crosby’s 10 points and Deming’s 14 Points customer requirements, quality improvement and Zero defects		15
III	Tools andTechniques Total Quality Management Tools- Concepts, benefits and Elements of Benchmarking, Features, Advantages and steps of QualityCircles,TaguchiQualityLossFunction Concept, features, goals and Methodology (DMAIC) of Sig Sigma, FMEA– Failure Mode and Effect Analysis – Concept and Categories, Kaizen –Concept and Principles, 5S Kaizen		15
IV	Emergingissuesin TQM: Concept, Benefits and process of implementation of ISO- 9000, Concepts and Benefits of ISO-14000,TPM (Total Productive Maintenance)- Concept and Pillars QFD (Quality Function Deployment)- Concept and Phases, SERVQUAL – Concept and Dimensions, Emerging challenges in Quality Management		15

Key Words	
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PART-C: Learning Resources

Text Books, Reference Books and Others

Text Books Recommended:-

- Total Quality Management by N.V.R.Naidu, G.Rajendra New Age international, First Edition, Jan 2006 Total Quality Management by R.S Naagarazan ,New Age international, 3e, 2015 10
- Quality Control & Application by B.L.Hanson & P.M.Ghare, Prentice Hall of India, 2004.
- Total Quality Management by V.S.Bagad Technical Publications, First Edition, Jan 2008
- Total Quality Management by S.Rajaram Dreamtech Press, First Edition, Jan 2008
- Dale H.Basterfield et al, Total Quality Management, Pearson 2013

Note: Learners are advised to use latest edition of text books.

Reference Books:

- N.Logothetis, Managing for Total Quality, Prentice Hall of India
- R.Mohanty, TQM in the Service Sector, Jaico Publishing House
- Ross Joel & Susan Perry, Total Quality Management, Text, Cases & Readings, 3rd Ed.

PART-D: Assessment and Evaluation

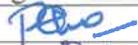
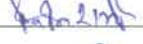
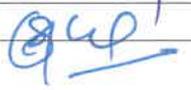
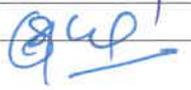
Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks

Continuous Internal Assessment (CIA) : 30 Marks

End Semester Exam. (ESE) : 70 Marks

Continuous Internal Assessment (CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective 10x1=10 Marks; Q.2.Short Answer type-5x4=20 Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

Signature of Chairman & Members:

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TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- IV	Session : 2025-26
1	Course Code	COSE-02	
2	Course Title	STRATEGIC HUMAN RESOURCE MANAGEMENT	
3	Course Type	Discipline Specific Elective Course (COSE)Gr.-I Management	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> To develop a perspective of Strategic Human Resource Management and be able to distinguish the strategic approach to human resources from the traditional functional approach. To align the HR strategy with overall corporate strategy and to apply functional strategies of HR. To develop a theoretical base through existing research in the domain of SHRM and its practice. To link HR with firm performance and evaluate HR effort. To provide an overview of contemporary issues related to SHRM and its unfolding areas in future. Contents: 	
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Introduction: Evolution of Strategic Human Resource Management (SHRM); HR, SHRM & Corporate Strategy; Challenges in SHRM; Resource based view of a firm; Investment perspective of SHRM; HR architecture; HR competencies.		15
II	HR Strategies: Importance of HR in strategy formulation, Strategic approach to HR functions (planning, acquisition, training, development, reward and compensation); Managing workforce diversity.		15
III	SHRM in Practice: Identifying strategic positions; Managing employee relations - Unions and strategic collective bargaining; Strategic change, Restructuring and SHRM; Employee engagement and well-being; Matching culture with strategy; Behavioural issues in strategy implementation.		15
IV	SHRM and Business Performance: SHRM for competitive advantage; High performance work systems and SHRM, HRM and firm performance, Evaluating SHRM effectiveness, HRM and customer outcomes, HR metrics; HC bridge Framework model. Trends and Issues in SHRM: HR implications of mergers and acquisitions; Outsourcing and its HR implications; Human resource strategy in international context; HRM in developing countries; Technology and HRM, Corporate Ethics, Values and SHRM; Future of SHRM.		15
Key Words			
PART-C:Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended:-			

- Becker, B. & Gerhart, B. (1996). The impact of human resource management on organizational performance: Progress and prospects. *Academy of Management Journal*, 39, 779-812.
- Becker, B. E. & Huselid, M. A. (2006). Strategic human resources management: Where do we go from here? *Journal of Management*, 32(6): 898-925.
- Bhattacharya, M., Gibson, D. E. & Doty, D. H. (2005). The effects of flexibility in employee skills, employee behaviors, and human resource practices on firm performance. *Journal of Management*, 31, 622-640.

Note: Learners are advised to use latest edition of text books.

Reference Books:

- Delaney, J. T. & Huselid, M. A. (1996). The impact of human resource management practices on perceptions of organizational performance. *Academy of Management Journal*, 39, 949-970.
- Gerard, H. Seijts and Gary, P. Latham (2005). Learning versus Performance Goals: When Should Each Be Used? *Academy of Management Executive*, 19(1) (Feb), 124-131
- Huselid, M. A. (1995). The impact of human resource management practices on turnover, productivity, and corporate financial performance. *Academy of Management Journal*, 38, 635-673.
- Mark, A. Huselid & Brian, E. Becker (2011). Bridging Micro and Macro Domains: Workforce Differentiation and Strategic Human Resource Management. *Journal of Management*. 37(2), March. 421- 428
- Pfeffer, J. (1998). *The human equation: Building profits by putting people first*. Harvard Business School Press
- Robin, Kramar (2014). Beyond strategic human resource management: is sustainable human resource management the next approach? *International Journal of Human Resource Management*, 25:8, 1069- 1089.
- Thomas, C. Powell, Dan, Lovullo and Craig, R. Fox (2011). Behavioral Strategy - Psychological Foundations of Strategic Management. *Strategic Management Journal*, 32(13), 1369-1386

PART-D: Assessment and Evaluation

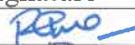
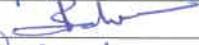
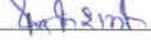
Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks

Continuous Internal Assessment (CIA) : 30 Marks

End Semester Exam. (ESE) : 70 Marks

Continuous Internal Assessment(CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective 10x1=10Marks; Q.2.Short Answer type-5x4=20 Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

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TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- IV	Session : 2025-26
1	Course Code	COSE-03	
2	Course Title	PERFORMANCE AND COMPENSATION MANAGEMENT	
3	Course Type	Discipline Specific Elective Course (COSE)Gr.-I Management	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> Understand the dynamics of performance appraisal and performance management to develop criteria and standards for performance assessment. Analyze how effective appraisal systems can be linked to managerial objectives and compensation. Comprehend the components of executive compensation and understand how jobs are priced to establish compensation levels. Understand incentive systems and non-economic rewards. Understand International aspects of Performance Appraisal and Compensation. 	
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Introduction to Performance Management System: Meaning, Uses and Purpose of Performance Management, Performance Management and its challenges in current scenario, Performance management as a System and Process; Establishing Performance Criterion of developing an Effective Appraisal System.		15
II	Performance Appraisal -Managing performance of all the levels of Management, 360-Degree Performance Appraisal, Performance Feedback & Counselling Methods, Performance Analysis for Individual and Organizational Development; Competency mapping & its linkage with Career Development and Succession Planning.		15
III	Compensation, Types of Compensation, Conceptual Framework of Compensation Management, Job Evaluation: Methods of Job Evaluation; Theories of Wages, Criteria of Wage Fixation, Institutional and Cultural Factors on Compensation Practices.		15
IV	Unit 4. Compensation System Design Issues: Compensations Philosophies, Compensation Approaches, Job Evaluation Systems, Wage and Salary Surveys, The Wage Curve, Pay Grades and Rate Ranges; Preparing Salary Matrix, Fixing Pay, Significant Compensation Issues; Variable Pay; Strategic Reasons for Incentive Plans, Individual Incentive Plans, Group Incentive Plans, Employee Stock Option Plans (ESOPs).Employee Benefits: Nature and Types of Benefits, Employee Benefits Programs, Security Benefits, Retirement Security Benefits, Health Care Benefits, Time-Off Benefits, Benefits Administrations, Employee Benefits required by law,		15

	Discretionary Major Employee Benefits; Executive Compensation – Elements of Executive Compensation and its Management.	
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Key Words

PART-C: Learning Resources

Text Books, Reference Books and Others

Text Books Recommended:-

- T V Rao: Performance Management: Towards organizational Excellence (SAGE Publishing)
- Michael, Armstrong Performance Management. Kogan Page.
- Shrinivas R Kandula, Performance Management: Strategies, Intervention & Drivers. Pearson
- Chadha, P. Performance Management: It's About Performing Not Just Appraising. McMillan India Ltd.
- B D Singh, Compensation and Reward Management, Excel Book
- Robert Bacal, Performance Management, McGraw-Hill Education.
- Compensation Management and Labour Legislation - M Sharma- Himalaya Publishing – 1st edition.

Note: Learners are advised to use latest edition of text books.

Reference Books:

- Compensation Management - Dr Kanchan Bhatia- Himalaya publishing – 1st edition.
- Managing Human Resource - Bohlander Snell - South-Western Cengage Learning – 15th edition. • Principles and Practices of Organizational Performance Excellence- Cartin ThomasJ, 1st Edition, 2004.
- The Practice of Management- Drucker P.F, 2009, Harper, New York.

PART-D: Assessment and Evaluation

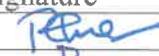
Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks

Continuous Internal Assessment (CIA) : 30 Marks

End Semester Exam. (ESE) : 70 Marks

Continuous Internal Assessment(CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective $10 \times 1 = 10$ Marks; Q.2.Short Answer type $5 \times 4 = 20$ Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit $4 \times 10 = 40$ Marks	

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8	Shri M.K. Nagarchi	

(RESEARCH PROJECT-IV –In the Field of Commerce & Management)

Objective: The objective of the course is to conduct research work over a particular issue related to business and society.

Outcome:

- To acquire knowledge and skill for conducting research work with specific objectives and arrive at some findings following a specific research methodology.
- Every student shall be assigned a Supervisor from the Department and the Students shall work under the guidance and supervision of their concerned Supervisor on a particular topic.

The main part of Dissertation report may be organized as follows:

Chapter 1: Introduction

Chapter 2: Review of Literature

Chapter 3: Research Methodology

Chapter 4: Data Analysis

Chapter 5: Conclusion

Note: # Total Marks 100

Out of total marks

70% of the marks will be for research report and remaining

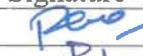
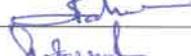
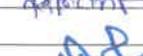
30% will be for Viva-Voce examination.

The evaluation committee shall be comprised of Head of the Department/ Representative of the Head of the Department, concerned Supervisor and **one External Expert from other University**

#Viva-voce examination will be conducted in the Department and one faculty member from other University/NIT will be invited as external expert. The average of the marks awarded by the concerned supervisor, Head of the Department/ Representative of the Head of the Department, & external expert will be the final marks of a candidate in Viva-Voce.

#Students shall ensure to keep the similarity index within 10% before submitting the Dissertation report through their respective supervisor to the Department. For Dissertation report evaluation, the average of the marks awarded by the concerned Supervisor and External Expert will be the final marks of a candidate in research report.

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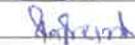
TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- IV	Session : 2025-26
1	Course Code	COSE-01	
2	Course Title	INTERNATIONAL FINANCE & INSTITUTIONS	
3	Course Type	Discipline Specific Elective Course (COSE)Gr.-II Finance	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> Define international finance and related concepts. Illustrate various forms of foreign investment. Identify the factors affecting international liquidity. Analyse the role of Multilateral Financial Institutions. Evaluate different types of exchange rates. Develop strategies to manage exchange risk. 	
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	International Finance: Scope of international finance, Distinguishing features of International finance, Cross- border investment decisions- risks, Different forms of international investments, FDI-meaning merits and demerits, Types of FDI- Greenfield investment, Brownfield investment, Mergers and acquisitions, Strategic alliance Role of FDI in an economy. Provisions regarding FDI in Indian Companies, trends of FDI into India, Factors attracting FDIs in India, Factors that discourage FDIs in India Foreign investments by Indian companies, Foreign portfolio investment(FPI)-meaning, determinants of FPI, FPI in India		15
II	International Monetary System: Need evolution-The gold standard, Decline of the gold standard, The Bretton wood system, Post- Bretton Woods System, The IMF classification of exchange rate regimes, the European monetary system. International liquidity and International reserves-- Meaning, Constituents, Significance		15
III	Foreign Exchange Market: Meaning , characteristics and functions of the foreign exchange market, the foreign exchange rates, Types of exchange rate systems- fixed and floating, soft peg, crawling peg, free float, managed float, factors affecting foreign exchange rates, Gustav's Theory, speculation, 25 - 39 - arbitrage, forward market, Indian Foreign Exchange market- Exchange dealers, RBI and Exchange market, Exchange rate system in India, Exchange risk- meaning and types of exposure, tools and techniques of foreign exchange risk management		15
IV	Multilateral Financial Institutions: The World Bank, IDA, IFC, IMF, ADB, BRICS Banks- Objectives and role, India and Multilateral Financial Institutions.		15

Key Words		
PART-C: Learning Resources		
Text Books, Reference Books and Others		
Text Books Recommended:-		
<ul style="list-style-type: none"> • Siddaiah, Thummuluri ; International Financial Management, Pearson India, New Delhi • Srinivasan S P and Janakiram B; International Financial Management; Biztantra Publishing House, New Delhi. NOTE: Latest edition of the readings may be used. 		
Note: Learners are advised to use latest edition of text books.		
<ul style="list-style-type: none"> • Apte P.G ; International Financial Management, Tata Mcgrew. New Delhi. 		
PART-D: Assessment and Evaluation		
Suggested Continuous Evaluation Methods: Maximum Marks		100 Marks
Continuous Internal Assessment (CIA) :		30 Marks
End Semester Exam. (ESE) :		70 Marks
Continuous Internal Assessment(CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective 10x1=10Marks; Q.2.Short Answer type-5x4=20 Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

Signature of Chairman & Members:

Sr.No.	Name of Convener/Members	Signature
1	Dr.R.K.Hirkane	
2	Shri Onkar Prasad Sahu	
3	Dr.Vivek Sharma	
4	Dr.Hemlata Sahu	
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TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- IV	Session : 2025-26
1	Course Code	COSE-02	
2	Course Title	Behavioral Finance	
3	Course Type	Discipline Specific Elective Course (COSE)Gr.-II Finance	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> • Explain the key concepts, theories, and principles of behavioral finance. • An application in understanding investor behavior and financial market dynamics. Recognize the historical development of behavioral finance as a field of study. • Analyze the psychology of financial markets: Describe the concept of psychology in financial markets and understand how psychological factors, such as emotions, biases, and sentiment, influence investor behavior and market outcomes. • Analyze the building blocks of behavioral finance: Understand the role of cognitive psychology in behavioral finance and its influence on investor behavior. • Evaluate the limits to arbitrage, including the demand by arbitrageurs, risk considerations, transaction costs, and noise-trader risk. 	
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Introduction Behavioural Finance: Nature, Scope, Objectives and Significance & ApplicationHistory of Behavioural Finance, Psychology: Concept, Nature, Importance, The psychology of financial markets, The psychology of investor behaviour, Behavioural Finance Market Strategies, Prospect Theory, Loss aversion theory under Prospect Theory & mental accounting— investors Disposition effect .		15
II	Building block of Behavioural Finance Cognitive Psychology and limits to arbitrage - Demand by arbitrageurs: Definition of arbitrageur; Long-short trades; Risk vs. Horizon; Transaction costs and short-selling costs; Fundamental risk; Noise-trader risk; Professional arbitrage; Destabilizing informed trading (positive feedback, predation) - Expected utility as a basis for decision-making - The evolution of theories based on expected utility concept		15
III	Rationality from an economics and evolutionary prospective Elsberrg's paradoxes, Rationality from an economics and evolutionary prospectiveDifferent ways to define rationality: dependence on time horizon, individual or group rationality - Herbert Simon and bounded rationality - Demand by average investors: Definition of average investor; Belief biases; Limited attention and categorization; Nontraditional preferences – prospect theory and loss aversion; Bubbles and systematic investor sentiment		15

IV	External factors and investor behaviour External factors and investor behaviour: Fear & Greed in Financial Market, emotions and financial markets: geomagnetic storm, Statistical methodology for capturing the effects of external influence on to stock market returns.	15
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Key Words

PART-C: Learning Resources

Text Books, Reference Books and Others

Text Books Recommended:-

- The Little Book of Behavioral Investing (Montier)
- The Psychology of Persuasion (Collins Business Essentials)
- Behavioural Finance: Understanding the social, cognitive and economic debates, Edwin Burten and Sunit N Shah, Wiley, 2013
- Behavioural Finance, Chandra. Prasanna. Mcgraw Hill

Note: Learners are advised to use latest edition of text books.

R Finding Financial Wisdom in Unconventional Places (Columbia Business School Publishing)

- Bisen, pandey- Learning Behavioural Finance (Excel Books)
- A History of Financial Speculation: Edward Chancellor
- Forbes- Behavioural Finance (Wiley India)

Reference Books:

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks

Continuous Internal Assessment (CIA) :

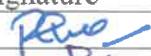
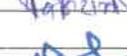
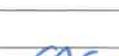
30 Marks

End Semester Exam. (ESE) :

70 Marks

Continuous Internal Assessment(CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective 10x1=10Marks; Q.2.Short Answer type-5x4=20 Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

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Sr.No.	Name of Convener/Members	Signature
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TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- IV	Session : 2025-26
1	Course Code	COSE-03	
2	Course Title	Financial Risk Management	
3	Course Type	Discipline Specific Elective Course (COSE)Gr.-II Finance	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> To familiarize students with the Concepts and Approaches of Managing Corporate Finance. To make students understand the various risks in Business and their Impact on Business Operations. To learn about various issues with effect businesses. To understand how to assess risk and Central Risks. To knowledge about Derivations and Options. 	
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Introduction to Risk Management Conceptual framework of Risk, Meaning and Objectives, Identifying and Evaluating Potential Losses, Risk versus Uncertainty, Classification of Risk – Financial and Non- financial Risks & Static and Dynamic Risk, Scope of risk management, Process, Identification and Risk Control. Risk Assessment Analysis, Evaluation, Risk Control and Treatment, Risk Reduction, Transfer and Sharing of Risk, Elimination and Retention of Risk.		15
II	Commercial Risk Management Applications Different Policies and Contracts, Business Liability and Risk Management Insurance, Personal Risk Management,		15
III	Derivatives Introduction to Derivate Market, , Exchange Trade vs. OTC Derivatives, Derivatives Market In India, Options, Development Of Options Markets , Call Options , Put Options , Organized Options Trading , Listing Requirement , Contract Size , Exercise Prices, Forward Contracts, Futures Contracts , Structure of Forward & Futures Markets Development of Futures, Markets , Organized Futures Trading , Futures Exchanges Futures Traders and Global Derivatives Markets		15
IV	Banking Risks Credit, Liquidity, Market, Operational, Interest Rate, Solvency. ALM by Banks: Classification of Assets, GAP Analysis Asset Reconstruction Company, Capital adequacy norms, RBI guidelines on risk management, credit risk models, credit risk transfer- securitization, loan sales, covered bonds and credit derivatives and operational risks in banks		15
Key Words			
PART-C: Learning Resources			

Text Books, Reference Books and Others**Text Books Recommended:-**

1. Robert E. Hoyt, Risk management and Insurance, Thomson Asia Pvt. Ltd. Singapore 2002.
2. Insurance Act, latest
3. Arthur C Williams, Risk Management and Books Insurance, 8th Ed. McGraw Hill, 1998 Recommended
4. **Note: Learners are advised to use latest edition of text books.**

Reference Books:

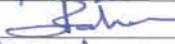
- Don M. Chance, An Introduction to Derivatives & Risk Management, 5th edition, Harcourt Pu
- John C. Hull, Options, Futures & Other Derivatives, 3rd edition, Prentice Hall of India, New Delhi 6. Derivatives Core Module Work Book, NCFM, Study Material, NSE, Mumbai blishers, USA

PART-D:Assessment and Evaluation**Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks****Continuous Internal Assessment (CIA) : 30 Marks****End Semester Exam. (ESE) : 70 Marks**

Continuous Internal Assessment(CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
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End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective10x1=10Marks;Q.2.Short Answer type-5x4=20 Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks
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(RESEARCH PROJECT-IV –In the Field of Commerce & Management)

Objective: The objective of the course is to conduct research work over a particular issue related to business and society.

Outcome:

- To acquire knowledge and skill for conducting research work with specific objectives and arrive at some findings following a specific research methodology.
- Every student shall be assigned a Supervisor from the Department and the Students shall work under the guidance and supervision of their concerned Supervisor on a particular topic.

The main part of Dissertation report may be organized as follows:

Chapter 1: Introduction

Chapter 2: Review of Literature

Chapter 3: Research Methodology

Chapter 4: Data Analysis

Chapter 5: Conclusion

Note: # Total Marks 100

Out of total marks

70% of the marks will be for research report and remaining

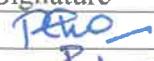
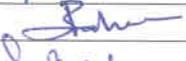
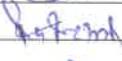
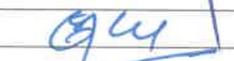
30% will be for Viva-Voce examination.

The evaluation committee shall be comprised of Head of the Department/ Representative of the Head of the Department, concerned Supervisor and **one External Expert from other University**

#Viva-voce examination will be conducted in the Department and one faculty member from other University/NIT will be invited as external expert. The average of the marks awarded by the concerned supervisor, Head of the Department/ Representative of the Head of the Department, & external expert will be the final marks of a candidate in Viva-Voce.

#Students shall ensure to keep the similarity index within 10% before submitting the Dissertation report through their respective supervisor to the Department. For Dissertation report evaluation, the average of the marks awarded by the concerned Supervisor and External Expert will be the final marks of a candidate in research report.

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TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- IV	Session : 2025-26
1	Course Code	COSE-01	
2	Course Title	International Marketing Management	
3	Course Type	Discipline Specific Elective Course (COSE)Gr.-III Marketing	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> Describe concept and nature of international marketing, international marketing environment and its components, understand the process of international market segmentation, selection and positioning, and critically assess the suitability of different modes of entry into international markets. Understand decisions related to international product planning and pricing. Explain methods for promoting a product in foreign markets and understand issues involved with designing of international promotion strategy. Describe decisions related to international channel and physical distribution strategies. Identify and describe emerging trends and issues in international marketing. Contents: 	
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Introduction: Importance and scope of international marketing; International market- orientation and involvement; International marketing management process - An overview, international marketing information system. International Marketing Environment: Typology of international marketing environment; Influence of foreign market's physical, economic, socio-cultural, political and legal environments on international marketing decisions; Global trading environment and developments. International Market Segmentation, Targeting and Positioning; Screening and selection of foreign markets; International market entry strategies – Exporting, licensing, contract manufacturing, joint venture, operating through wholly-owned subsidiaries abroad.		15
II	International Product Planning and Pricing Decisions: Major product decisions product quality, design, labeling, packaging, branding and product support services; Issue of product standardization vs. adaptation; International trade product life cycle; New product development. Pricing Decisions for International Markets: Factors influencing international price determination; International pricing process, policies and strategies; Delivery terms and currency for export price quotations; Standardised vs. differentiated pricing strategies; Transfer pricing.		15
III	International promotion strategies: Communications across countries - Complexities and issues; Country-of-origin effects and strategies for dealing with adverse country-of-origin effects; International promotion mix: Concept, tools and their key features; Developing international promotion		15

	campaign; Standardization vs. adaptation issue; Planning for direct mail, sales literature, trade fairs and international advertising; International sales force management: Process and major issues	
IV	International Distribution Decisions: Distribution channel strategy; Different types of international distribution channels, their roles and functions; Selection and management of overseas middlemen; International distribution logistics - inventory management, transportation, warehousing, and insurance.	15

Key Words

PART-C: Learning Resources

Text Books, Reference Books and Others

Text Books Recommended:-

- Joshi, Rakesh M. (2014). International Marketing. Oxford University Press. –
- Keegan, Warran J. & Green, Mark C. (2015). Global Marketing. Pearson. –
- Onkvist, Sak & Shaw, John J. (2009). International Marketing; Analysis and Strategy. Psychology Press.-
- Terpstra, Vern Foley, James & Sarathy, Ravi (2012). International Marketing. Naper Press.-

Note: Learners are advised to use latest edition of text books.

Reference Books:

- Cateora, Phillip R., Grahm, John L. & Gilly, Mary (2016). International Marketing. Tata McGraw Hill.
- Czinkota, Michael R. & Ronkainen, Ilka A. (2013). International Marketing. Cengage Learning. –

PART-D: Assessment and Evaluation

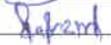
Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks

Continuous Internal Assessment (CIA) : 30 Marks

End Semester Exam. (ESE) : 70 Marks

Continuous Internal Assessment(CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective 10x1=10Marks; Q.2.Short Answer type-5x4=20 Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

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TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- IV	Session : 2025-26
1	Course Code	COSE-02	
2	Course Title	CUSTOMER RELATIONSHIP MANAGEMENT	
3	Course Type	Discipline Specific Elective Course (COSE)Gr.-III Marketing	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> To provide understanding of comprehensive marketing strategy. To improve marketing productivity which can be achieved by increasing marketing efficiency and enhancing marketing effectiveness through CRM. A process of acquiring, retaining and partnering with selective customers To create superior mutual value for the organization. 	
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Introduction to Customer Relationship Management: Concept, Evolution of Customer Relationship, Customers as strangers, acquaintances, friends and partners, Objectives and Benefits of CRM to Customers and Organisations, Customer Profitability Segments, Components of CRM: Information, Process, Technology and People, Barriers to CRM.		15
II	Relationship Marketing and CRM: Relationship Development Strategies - Organizational Pervasive Approach, Managing Customer Emotions, Brand Building through Relationship Marketing, Service Level Agreements; Relationship Challenges; CRM Marketing Initiatives, Customer Service and Data Management.		15
III	CRM Marketing drives: Cross-Selling and Up-Selling, Customer Retention, Behaviour Prediction, Customer Profitability and Value Modelling, Channel Optimization, Personalization and Event-Based Marketing; E-CRM: Concept, Different Levels of E- CRM, Privacy in E-CRM.		15
IV	CRM and Customer Service: Call Centre and Customer Care - Call Routing, Contact Centre Sales-Support, Web Based Self Service; Customer Satisfaction Measurement; Call-Scripting, Cyber Agents and Workforce Management. CRM and Data Management: Types of Data - Reference Data, Transactional Data, Warehouse Data and Business View Data; Identifying Data Quality Issues, , Using Tools to Manage Data, Types of Data Analysis: Online Analytical Processing (OLAP), Clickstream Analysis, Personalisation and Collaborative Filtering, Data Reporting, ; Ethical Issues in CRM.		15
Key Words			
PART-C: Learning Resources			

Text Books, Reference Books and Others**Text Books Recommended:-**

- Baran Roger J. & Robert J. Galka (2014), Customer Relationship Management: The Foundation of Contemporary Marketing Strategy, Routledge Taylor & Francis Group.
- Anderson Kristin and Carol Kerr (2002), Customer Relationship Management, Tata McGraw- Hill.
- Ed Peelen, Customer Relationship Management, Pearson Education
- Bhasin Jaspreet Kaur (2012), Customer Relationship Management, Dreamtech Press.

Note: Learners are advised to use latest edition of text books.

Reference Books:

- Judith W. Kincaid (2006), Customer Relationship Management Getting it Right, Pearson Education.
- Jill Dyche' (2007), The CTM Handbook: A Business Guide to Customer Relationship Management, Pearson Education.
 - Valarie A Zeithmal, Mary Jo Bitner, Dwayne D Gremler and Ajay Pandit (2010), Services Marketing Integrating Customer Focus Across the Firm, Tata McGraw Hill.
- Urvashi Makkar and Harinder Kumar Makkar (2013), CRM Customer Relationship Management, McGraw Hill Education.

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks

Continuous Internal Assessment (CIA) : 30 Marks

End Semester Exam. (ESE) : 70 Marks

Continuous Internal Assessment(CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective $10 \times 1 = 10$ Marks; Q.2.Short Answer type- $5 \times 4 = 20$ Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit- $4 \times 10 = 40$ Marks	

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TWO YEAR POST-GRADUATE PROGRAM-2024-26

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Post Graduate in Commerce (Diploma/Degree)		PG.Semester- IV	Session : 2025-26
1	Course Code	COSE-03	
2	Course Title	BRAND MANAGEMENT	
3	Course Type	Discipline Specific Elective Course (COSE)Gr.-III Marketing	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)		
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks 100	Max. Marks : 100	Minimum Passing Marks : 40
PART - B : Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)=60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Introduction to Brand Management: Brands: Key Definition, Concept and meaning, challenges and opportunities. Need for Branding, Relationship of Brands with Customers; Building Successful Brands. Brand Names and Brand Extensions; Co-Branding and Corporate Branding; Brand Associations and Brand Image. Models: David Aaker's Model, Kapferer's Model		15
II	Brand Positioning: Brand Positioning: Identifying and implementing brand positioning, Points of Parity, Points of Difference, Defining and establishing brand values. Brand Positioning vs. Product Positioning Brand Re-positioning Brand Audits.		15
III	Planning and implementing Brand Marketing Programs: CBBE Pyramid, Five Tenets of Brand Building Dimensions of Brand Equity: Brand Loyalty, Brand Awareness, Brand Association, Perceived Quality. Designing Marketing Programs to build Brand Equity; Measuring sources of brand equity and consumer mindset		15
IV	Brand Strategy: Designing and Implementing Brand Strategies: Brand Architecture, Brand Stature/ Brand Strength, Brand Sponsorship, Brand Development Managing Brand Portfolios, Brand Hierarchy Decisions; Brand Extensions; Managing Brands Over Time: Life Stages of a Brand.		15
Key Words			
PART-C:Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended:-			
<ul style="list-style-type: none"> • Strategic Brand Management – Kevin Keller (K.K.), Pearson Education • Advanced brand management - Paul Temporal, John Wiley & Sons (Asia) • Brand Building Advertising, Concepts and Cases (Casebook II) – M.G. Parameshwaran, Kinjal Medh, Tata McGraw Hill Education Pvt. Ltd • Brand Positioning - Subroto Sen Gupta, Publisher: Tata Mc Graw-Hill • Managing Indian Brands by S R Kumar, Publisher: Wharton School Publishing 			
Note: Learners are advised to use latest edition of text books.			
Reference Books:			
<ul style="list-style-type: none"> • Strategic Brand Management, Creating & Sustaining Brand Equity Long term – Jean Noel Kapferer, Kogan Page • Building Strong Brands – David A. Aaker, Free Press Additional Readings 			

- Branding Concepts and Process - Pati D, Publisher: Macmillan
- Creating Powerful Brands by Mc Donald Malcolm and De Chernatony L, Publisher: Amazon.Co.UK

PART-D:Assessment and Evaluation

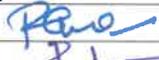
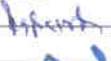
Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks

Continuous Internal Assessment (CIA) : 30 Marks

End Semester Exam. (ESE) : 70 Marks

Continuous Internal Assessment(CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 (Assignment/Seminar)- 10 Total Marks - 30	Better Marks out of the Two Test/Quiz + obtained marks in Assignment (shall be considered against 30 Marks)
End Semester Exam.(ESE):	Two Section :- A & B Section A: Q.1.Objective10x1=10Marks;Q.2.Short Answer type-5x4=20 Marks Section B : Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

Signature of Chairman & Members:

Sr.No.	Name of Convener/Members	Signature
1	Dr.R.K.Hirkane	
2	Shri Onkar Prasad Sahu	
3	Dr.Vivek Sharma	
4	Dr.Hemlata Sahu	
5	Smt.Deepika Dadsena	
6	Dr.O.P.Gupta	
7	Dr.Dhruv Kumar Pandey	
8	Shri M.K. Nagarchi	

(RESEARCH PROJECT-IV –In the Field of Commerce & Management)

Objective: The objective of the course is to conduct research work over a particular issue related to business and society.

Outcome:

- To acquire knowledge and skill for conducting research work with specific objectives and arrive at some findings following a specific research methodology.
- Every student shall be assigned a Supervisor from the Department and the Students shall work under the guidance and supervision of their concerned Supervisor on a particular topic.

The main part of Dissertation report may be organized as follows:

Chapter 1: Introduction

Chapter 2: Review of Literature

Chapter 3: Research Methodology

Chapter 4: Data Analysis

Chapter 5: Conclusion

Note: # Total Marks 100

Out of total marks

70% of the marks will be for research report and remaining

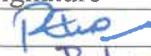
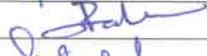
30% will be for Viva-Voce examination.

The evaluation committee shall be comprised of Head of the Department/ Representative of the Head of the Department, concerned Supervisor and **one External Expert from other University**

#Viva-voce examination will be conducted in the Department and one faculty member from other University/NIT will be invited as external expert. The average of the marks awarded by the concerned supervisor, Head of the Department/ Representative of the Head of the Department, & external expert will be the final marks of a candidate in Viva-Voce.

#Students shall ensure to keep the similarity index within 10% before submitting the Dissertation report through their respective supervisor to the Department. For Dissertation report evaluation, the average of the marks awarded by the concerned Supervisor and External Expert will be the final marks of a candidate in research report.

Signature of Chairman & Members:

Sr.No.	Name of Convener/Members	Signature
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3	Dr.Vivek Sharma	
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