SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
Jivanlal College of Commerce & Economics (AUTONOMOUS)

Shri Vile Parle Kelavani Mandal's
IITHIBAI COLLEGE OF ARTS, CHAUHAN INSTITUTE OF SCIENCE & AMRUTBE
JIVANLAL COLLEGE OF COMMERCE AND ECONOMICS (AUTONOMOUS)
NAAC Reaccredited 'A' grade, CGPA: 3.57 (February 2016),
Granted under RUSA, FIST-DST & -Star College Scheme of DBT, Government of India,
Best College (2016-17), University of Mumbai

Affiliated to the
UNIVERSITY OF MUMBAI

Program: S.Y.B.A.

Course: Advertising and Sales Management - I

Semester III

Choice Based Credit System (CBCS) with effect from the Academic year

2022-23

(Dr. S. Patil) (Dr. Alpesh Mehta)   Aurora Vaz
HOD

BACHELOR OF ARTS

For the completion of the Bachelor of Arts program, students are required to complete six semesters spanning across three years for completion of the program. The program aims to provide the students with:

➢ a sound knowledge base in their chose area of study
➢ the ability to apply the knowledge they have acquired
➢ the ability to communicate effectively
➢ the ability to work both independently and collaboratively
➢ the skills to connect across geographical, disciplinary, social, and cultural boundaries
➢ an understanding of the value of ethical behavior
➢ the skills for independent and lifelong learning

The **Program Outcomes (POs)** i.e., the outcomes that learners of all undergraduate degree programs will be able to achieve at the time of graduation, include:

PO 1: Critical Thinking: Take informed actions after identifying the assumptions that define our thinking and actions, critically evaluate information, check the validity of assumptions and develop different perspectives to analyze situations, ideas and decisions (at intellectual, social, organizational and emotional levels)

PO 2: Speak, read, write and listen in person and through electronic media in more than one language; find meaning by connecting ideas encountered across people, books, media and technology; and develop program-specific technical language.

PO 3: Social Interaction: Understand people's frame of reference and viewpoints, mediate between disagreement and conflicts using information literacy; demonstrate effective people skills as well as team building and management skills.

PO 4: Effective Citizenship: Demonstrate empathetic social concern and equity-centered national development; demonstrate an ability to act within an informed awareness of issues and participate in civic life through community service.

PO 5: Ethical Practices: Recognize the different value systems including learner's specific surroundings, understand the moral dimensions of one's own decisions and accept responsibility for them.

PO 6: Environment and Sustainability: Understand the issues and concerns in an environmental context and contribute towards sustainable development of humankind.

PO 7: Self-directed and Life-long Learning: Acquire the ability to engage in independent and lifelong learning in the broadest context of psycho-socio-technological changes

PROGRAMME SPECIFIC OUTCOMES (PSO'S)

On completion of the B.A program, the learners should be enriched with knowledge and be able to:

PSO 1: The learners will be enriched with the knowledge of Advertising and its various technical concepts.

PSO 2: The learners will become familiar with the various functions of advertising.

PSO 3: The learners will also explore various techniques and methods for the preparing creative Ads.

Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to learn the needs of the market. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three-Year Integrated Program, Bachelor of Arts. The evaluation of students' progress will be based on internal assessment and semester end examination.

SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben Jivanlal College of Commerce & Economics (AUTONOMOUS)

Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to learn the needs of the market. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three-Year Integrated Program, Bachelor of Arts. The evaluation of students' progress will be based on internal assessment and semester end examination.

Evaluation Pattern

The performance of the learner will be evaluated in two components. The first component will be a Continuous Assessment with a weightage of 25% of total marks per course. The second component will be a Semester end Examination with a weightage of 75% of the total marks per course. The allocation of marks for the Continuous Assessment and Semester end Examinations is as shown below:

a) Details of Continuous Assessment (CA)
25% of the total marks per course:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Project/Presentation	15 marks
Component 2 (CA-2)	Class Test/Assignment	10 marks

b) Details of Semester End Examination
75% of the total marks per course. Duration of examination will be two and half hours.

Question Number	Description	Marks with Options	Total Marks
1	Answer the following (Module I) (Any 2 out of 3)	24	16
2	Answer the following (Module II) (Any 2 out of 3)	24	16
3	Answer the following (Module III) (Any 2 out of 3)	24	16
4	Answer the following (Module IV) (Any 2 out of 3)	24	16
5 A	Case Study (Module I to IV)	05	05
5 B	Write short answers. (Module I to IV) (Any 2 out of 3)	09	06
	Total Marks		75

Signature

Signature

Signature

HOD

Approved by Vice –Principal

Approved by Principal

SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben Jivanlal College of Commerce & Economics (AUTONOMOUS)

Program: B.A. (2022-23)				Semester: III	
Course: Advertising and Sales Management - I				Course Code:	

Teaching Scheme				Evaluation Scheme	
Lecture (per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
3	NIL	NIL	3	25	75

Learning Objectives:
1. To understand what advertising is, its role and participants in the process of advertising.
2. To gain insight into the types of media, new media options, media planning and media scheduling strategies in advertising.
3. To develop understanding on creative aspects of advertising as well as making of the ads.
4. To understand the concept of advertising agency, types of advertising agencies and services provided by them.
5. To know the career options and skill sets required to make a career in advertising field.

Course Outcomes:

After completion of the course, learners would be able to:

CO 1. Interpret correctly key concepts of advertising and identify the participants in the process of advertising.

CO 2. Gain knowledge about the ethical aspects of advertising and the impact of advertising on Indian culture.

CO 3. Develop creative skills required in the field of advertising.

Outline of Syllabus: (per session plan)

Module	Description	No. of Lectures
1	Overview of Advertising	9
2	Aspects of Advertising- I	9
3	Aspects of Advertising- II	9
4	Advertising Environment	9
5	Project work and Presentation	9
	Total	45
PRACTICALS		NIL

Unit	Topic	No. of Lectures/Credits
Module 1	**Overview of Advertising**	9
	1.1 Integrated Marketing Communication - Concept, Elements 1.2 Advertising - Concept, Role of Advertising, Participants in Advertising 1.3 Evolution of Advertising 1.4 Advertising Agency - Concept, Types, Services Offered by Advertising Agencies 1.5 Creative Pitch 1.6 Media Planning - Concept, Steps, Media Objectives 1.7 Factors influencing Media Selection, Media Scheduling Strategies 1.8 Types of Media - Print, Broadcast, Outdoor, Internet, Others Comparative Evaluation of Newspaper, Magazine, Radio, Television Media 1.9 Outdoor Media - Forms, Comparative Evaluation 1.10 Case Studies	
Module 2	**Aspects of Advertising- I**	9
	2.1 Advertising Budget - Meaning, Methods of Calculating Advertising Budget, Factors influencing Advertising Budget. 2.2 AIDA Model, DAGMAR, Online Advertising Models 2.3 Managing Brand Crisis 2.4 Advertising Campaign - Concept, Steps in Planning Advertising Campaign	

	2.5 Creativity in Advertising - Meaning, Need and Importance 2.6 Visualization - Meaning, Techniques 2.7 Buying Motives Used in Ads 2.8 Styles of Presenting Ads 2.9 Layout - Meaning, Principles 2.10 Case Studies	
Module 3	Aspects of Advertising- II	9
	3.1 Preparing Print Ads – Copy - Concept, Types, Essentials of a Good Copy 3.2 Headlines - Concept, Types Slogans/Taglines - Concept, Bases for Writing Slogans and Taglines Logo - Concept, Essentials of an Effective Logo 3.3 Sources of Endorsement in Advertising - Types and Roles 3.4 Illustration - Meaning, Types 3.5 Role of Jingles, Music and Sound Effects in Broadcast Ads 3.6 Story Board - Concept, Development of Story Board 3.7 Guidelines for Creative Broadcast Ads 3.8 Creative Brief - Concept and Steps in Preparing Creative Brief 3.9 Evaluation of Advertising Effectiveness - Pre-Testing and Post - Testing of Advertising Effectiveness - Meaning, Objectives, Methods 3.10 Case Studies	
Module 4	Advertising Environment	9
	4.1 Ethical Aspects in Advertising - Importance of Ethics in Advertising, Forms of Unethical Advertising, Impact of Advertising on Indian Culture.	

	4.2 Regulatory Aspects of Advertising: DAVP, ASCI Code. 4.3 Classification of Advertising - Area, Target Audience, Stages, Functions 4.4 Special Purpose Advertising - Rural, Financial, Social, Green, Advocacy, Political 4.5 Digital Advertising - Concepts, Forms, Factors Responsible for the growth of Digital Advertising in India, Advantages, Disadvantages. 4.6 Social Media Advertising - Concept, Prominent Social Media Platform for Advertising. 4.7 Career Options in Advertising, Skills Required for Advertising. 4.8 Artificial Intelligence and Machine Learning in Advertising 4.9 Deliberate on Future of Advertising Environment 4.10 Case Studies.	

Essential Reading:

1. Clow, Kenneth E/ Baack, Donald E, Integrated Advertising, Promotion and Marketing Communications, 6th Edition, India Pearson, 2014

2. Drewniany, Bonnie/ Jewler, A. Jerome, Creative Advertising, Cengage Learning, 2009, New Delhi.

Supplementary Reading:

1. Sissors, Jack Z./ Baron, Roger B, Advertising Media Planning, 7th Edition, McGraw Hill Edu, New Delhi.

2. Menon, Arpita, Media Planning and Buying: Principles and Practice in the Indian Context, McGraw Hill Edu, 2014, New Delhi

3. Kelley, Larry D./Jugenheiner, Donald W., Advertising Media Planning: A Brand Management Approach, PHI Learning, 2009, New Delhi.

4. https://epgp.inflibnet.ac.in/

SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
Jivanlal College of Commerce & Economics (AUTONOMOUS)

Shri Vile Parle Kelavani Mandal's
IITHIBAI COLLEGE OF ARTS, CHAUHAN INSTITUTE OF SCIENCE & AMRUTBE
JIVANLAL COLLEGE OF COMMERCE AND ECONOMICS (AUTONOMOUS)
NAAC Reaccredited 'A' grade, CGPA: 3.57 (February 2016),
Granted under RUSA, FIST-DST & -Star College Scheme of DBT, Government of India,
Best College (2016-17), University of Mumbai

Affiliated to the
UNIVERSITY OF MUMBAI

Program: S.Y.B.A.

Course: Advertising and Sales Management - II

Semester IV

Choice Based Credit System (CBCS) with effect from the Academic year

2022-23

(D, S. Patil) (Dr. Alpash Mehta)
HOD

SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben Jivanlal College of Commerce & Economics (AUTONOMOUS)

BACHELOR OF ARTS

For the completion of the Bachelor of Arts program, students are required to complete six semesters spanning across three years for completion of the program. The program aims to provide the students with:

➢ a sound knowledge base in their chose area of study
➢ the ability to apply the knowledge they have acquired
➢ the ability to communicate effectively
➢ the ability to work both independently and collaboratively
➢ the skills to connect across geographical, disciplinary, social, and cultural boundaries
➢ an understanding of the value of ethical behavior
➢ the skills for independent and lifelong learning

The **Program Outcomes (POs)** i.e., the outcomes that learners of all undergraduate degree programs will be able to achieve at the time of graduation, include:

PO 1: Critical Thinking: Take informed actions after identifying the assumptions that define our thinking and actions, critically evaluate information, check the validity of assumptions and develop different perspectives to analyze situations, ideas and decisions (at intellectual, social, organizational and emotional levels)

PO 2: Speak, read, write and listen in person and through electronic media in more than one language; find meaning by connecting ideas encountered across people, books, media and technology; and develop program-specific technical language.

PO 3: Social Interaction: Understand people's frame of reference and viewpoints, mediate between disagreement and conflicts using information literacy; demonstrate effective people skills as well as team building and management skills.

PO 4: Effective Citizenship: Demonstrate empathetic social concern and equity-centered national development; demonstrate an ability to act within an informed awareness of issues and participate in civic life through community service.

PO 5: Ethical Practices: Recognize the different value systems including learner's specific surroundings, understand the moral dimensions of one's own decisions and accept responsibility for them.

PO 6: Environment and Sustainability: Understand the issues and concerns in an environmental context and contribute towards sustainable development of humankind.

PO 7: Self-directed and Life-long Learning: Acquire the ability to engage in independent and lifelong learning in the broadest context of psycho-socio-technological changes

SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben Jivanlal College of Commerce & Economics (AUTONOMOUS)

PROGRAMME SPECIFIC OUTCOMES (PSO'S)

On completion of the B.A program, the learners should be enriched with knowledge and be able to:

PSO 1: The learners will be enriched with the knowledge of Sales Management and its various technical concepts.

PSO 2: The learners will become familiar with the various functions of sales management.

PSO 3: The learners will also explore various techniques in sales process.

Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to learn the needs of the market. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three-Year Integrated Program, Bachelor of Arts. The evaluation of students' progress will be based on internal assessment and semester end examination.

SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben Jivanlal College of Commerce & Economics (AUTONOMOUS)

Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to learn the needs of the market. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three-Year Integrated Program, Bachelor of Arts. The evaluation of students' progress will be based on internal assessment and semester end examination.

Evaluation Pattern

The performance of the learner will be evaluated in two components. The first component will be a Continuous Assessment with a weightage of 25% of total marks per course. The second component will be a Semester end Examination with a weightage of 75% of the total marks per course. The allocation of marks for the Continuous Assessment and Semester end Examinations is as shown below:

a) Details of Continuous Assessment (CA)
25% of the total marks per course:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Project/Presentation	15 marks
Component 2 (CA-2)	Class Test/Assignment	10 marks

b) Details of Semester End Examination
75% of the total marks per course. Duration of examination will be two and half hours.

Question Number	Description	Marks with Options	Total Marks
1	Answer the following (Module I) (Any 2 out of 3)	24	16
2	Answer the following (Module II) (Any 2 out of 3)	24	16
3	Answer the following (Module III) (Any 2 out of 3)	24	16
4	Answer the following (Module IV) (Any 2 out of 3)	24	16
5 A	Case Study (Module I to IV)	05	05
5 B	Write short answers. (Module I to IV) (Any 2 out of 3)	09	06
	Total Marks		75

Signature

Signature

Signature

HOD

Approved by Vice –Principal

Approved by Principal

Program: B.A. (2022-23)				Semester: IV	
Course: Advertising and Sales Management - II				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
3	NIL	NIL	3	25	75

Learning Objectives:
1. To develop sales management skills amongst the learners.
2. To provide practical insights into personal selling process.
3. To get insight into several sales' promotion tools and techniques
4. To understand the trends in sales management.

Course Outcomes:

ter completion of the course, learners would be able to:

CO 1. Develop skills required for effective selling.

CO 2. Apply principles of management to the sales function of organizations

CO 3. Demonstrate a clear understanding of major concepts in sales management and putting it to practical use.

Outline of Syllabus: (per session plan)

Module	Description	No. of Lectures
1	Introduction to Sales Management	9
2	Sales Forecasting, Sales Territories and Quotas	9
3	Sales Promotion	9
4	Management of Sales-force	9
5	Project work and Presentation	9
	Total	45
PRACTICALS		NIL

Unit	Topic	No. of Lectures/Credits
Module 1	**Introduction to Sales Management**	9
	1.1 Introduction To Sales Management - Meaning, Features	
	1.2 Functions of Sales Management	
	1.3 Significance of Sales Management	
	1.4 Traits of Effective Sales Personnel	
	1.5 Sales Organization - Concept, Types	
	1.6 Personal Selling- Meaning, Advantages, Limitations. Essentials for Effective Personal Selling	
	1.7 Personal Selling Process	
	1.8 Prospecting -Meaning, Objectives, Sources	
	1.9 Sales Pitch - Concept	
	1.10 Case Studies	
Module 2	**Sales Forecasting and Sales Territories**	9
	2.1 Sales Planning, Sales Objectives	
	2.2 Sales Strategies - Concept	
	2.3 Sales Forecasting - Concept, Factors influencing Sales Forecasting	
	2.4 Need and Importance of Sales Forecasting	
	2.5 Techniques of Sales Forecasting- Quantitative Techniques, Qualitative Techniques	
	2.6 Management of Sales Territories and Quotas	
	2.7 Sales Territory - Meaning, Reasons for Setting Up Sales Territories, Designing Sales Territories	
	2.8 Sales Budget - Meaning, Objectives, Factors Influencing Sales Budgets, Methods of Determining Sales Budgets	

	2.9 Credit Sales - Factors to be Considered While Granting Credit, Reasons for Granting Credit, Credit Recovery 2.10 Case Studies	
Module 3	**Sales Promotion**	9
	3.1 Sales Promotion - Concept, Benefits, Drawbacks 3.2 Consumer Oriented Sales Promotion Techniques - Meaning, Types 3.3 Trade Oriented Sales Promotion Techniques - Meaning, Types 3.4 Sales Force Oriented Sales Promotion Techniques - Meaning, Types 3.5 Organized Vs Unorganized Retail Selling 3.6 Buying Motives Used by Salesperson - Types 3.7 Ethical Issues in Sales Management 3.8 Artificial Intelligence Used in Sales 3.9 Sales Quota - Meaning, Achieving Sales Quota Through Promotional Tools, Methods of Setting Sales Quotas 3.10 Case Studies	
Module 4	**Management of Sales Force**	9
	4.1 Recruitment and Selection of Sales Personnel - Sources and Procedure 4.2 Sales Training - Meaning, Benefits, Techniques, Essentials of an Effective Sales Training Program, Procedure 4.3 Compensating the Sales Force - Meaning, Types of Compensation Plan, Factors Influencing Compensation Plan 4.4 Motivating the Sales Force - Meaning, Factors affecting Motivation	

	4.5 Performance Appraisal - Meaning, Procedure, Techniques 4.6 Sales as a Career 4.7 Career Development in Sales 4.8 Managing Gender Gap in Sales Leadership 4.9 Emerging Trends in Sales Force Management 4.10 Case Studies	

Essential Reading:

1. Nag A., Sales and Distribution Management, McGraw Hill Education, New Delhi
2. Havaldar Krishna K / Cavale Vasant M, Sales and Distribution Management Text and Cases, 2nd ed., McGraw Hill Education, New Delhi

Supplementary Reading:

1. Thomas DeCarleo , Sales Management, Wiley India, 10th Edition.
2. Aftab Alam , Sales and Distribution Management, , Wisdom Publication, 2006 Edition.
3. Patrick Forsyth, Sales and Management Training, A. Maya Gover Publication, Edition 2001.
4. https://epgp.inflibnet.ac.in/

Shri Vile Parle Kelavani Mandal's

IITHIBAI COLLEGE OF ARTS, CHAUHAN INSTITUTE OF SCIENCE & AMRUTBE JIVANLAL COLLEGE OF COMMERCE AND ECONOMICS (AUTONOMOUS)

NAAC Reaccredited 'A' grade, CGPA: 3.57 (February 2016),
Granted under RUSA, FIST-DST & -Star College Scheme of DBT, Government of India,
Best College (2016-17), University of Mumbai

Affiliated to the
UNIVERSITY OF MUMBAI

Program: S.Y.B.A.

Course: Practice of Management

Semester: III

Choice Based Credit System (CBCS) with effect from the Academic year

2022-2023

(Dr. S. Patil) (Dr. Alpesh Mehta)
HOD

Aurora Vaz

SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben Jivanlal College of Commerce & Economics (AUTONOMOUS)

BACHELOR OF ARTS

For the completion of the Bachelor of Arts program, students are required to complete six semesters spanning across three years for completion of the program. The program aims to provide the students with:

➢ a sound knowledge base in their chose area of study
➢ the ability to apply the knowledge they have acquired
➢ the ability to communicate effectively
➢ the ability to work both independently and collaboratively
➢ the skills to connect across geographical, disciplinary, social, and cultural boundaries
➢ an understanding of the value of ethical behavior
➢ the skills for independent and lifelong learning

The **Program Outcomes (POs)** i.e., the outcomes that learners of all undergraduate degree programs will be able to achieve at the time of graduation, include:

PO 1: Critical Thinking: Take informed actions after identifying the assumptions that define our thinking and actions, critically evaluate information, check the validity of assumptions and develop different perspectives to analyze situations, ideas and decisions (at intellectual, social, organizational and emotional levels)

PO 2: Speak, read, write and listen in person and through electronic media in more than one language; find meaning by connecting ideas encountered across people, books, media and technology; and develop program-specific technical language.

PO 3: Social Interaction: Understand people's frame of reference and viewpoints, mediate between disagreement and conflicts using information literacy; demonstrate effective people skills as well as team building and management skills.

PO 4: Effective Citizenship: Demonstrate empathetic social concern and equity-centered national development; demonstrate an ability to act within an informed awareness of issues and participate in civic life through community service.

PO 5: Ethical Practices: Recognize the different value systems including learner's specific surroundings, understand the moral dimensions of one's own decisions and accept responsibility for them.

PO 6: Environment and Sustainability: Understand the issues and concerns in an environmental context and contribute towards sustainable development of humankind.

PO 7: Self-directed and Life-long Learning: Acquire the ability to engage in independent and lifelong learning in the broadest context of psycho-socio-technological changes

PROGRAMME SPECIFIC OUTCOMES (PSO'S)

On completion of the B.A., the learners should be enriched with knowledge and be able to:

PSO 1: The learners will be enriched with the knowledge of management and various management thoughts.
PSO 2: The learners will become familiar with the various functions of management.
PSO 3: The learners will also explore various techniques and methods for the effective implementation of various functions of management.

Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to learn the needs of the market. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three-Year Integrated Programme, Bachelor of Arts. The evaluation of students' progress will be based on internal assessment and semester end examination.

SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben Jivanlal College of Commerce & Economics (AUTONOMOUS)

Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to learn the needs of the market. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three-Year Integrated Programme, Bachelor of Arts. The evaluation of students' progress will be based on internal assessment and semester end examination.

Evaluation Pattern

The performance of the learner will be evaluated in two components. The first component will be a Continuous Assessment with a weightage of 25% of total marks per course. The second component will be a Semester end Examination with a weightage of 75% of the total marks per course. The allocation of marks for the Continuous Assessment and Semester end Examinations is as shown below:

a) **Details of Continuous Assessment (CA)**
   25% of the total marks per course:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Project/Presentation	15 marks
Component 2 (CA-2)	Class Test/Assignment	10 marks

b) **Details of Semester End Examination**
   75% of the total marks per course. Duration of examination will be two and half hours.

Question Number	Description	Marks with Options	Total Marks
1	Answer the following (Module I) (Any 2 out of 3)	24	16
2	Answer the following (Module II) (Any 2 out of 3)	24	16
3	Answer the following (Module III) (Any 2 out of 3)	24	16
4	Answer the following (Module IV) (Any 2 out of 3)	24	16
5 A	Case Study (Module I to IV)	05	05
5 B	Write short answers. (Module I to IV) (Any 2 out of 3)	09	06
	Total Marks		75

Signature

Signature

Signature

HOD

Approved by Vice –Principal

Approved by Principal

Program: B. A. (2022-23)				Semester: III	
Course: Practice of Management				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
03	NIL	NIL	03	25	75

Learning Objectives:

1. To familiarize learners with principles and functions of management.

2. To instill in learners planning skills and decision-making capacities.

To equip learners with skill to evaluate various management practices.

Course Outcomes:

After completion of the course, learners would be able to:

CO 1: Demonstrate managerial skills in managing organizations.

CO 2: Summarize planning and decision-making process.

CO 3: Implement various management thoughts in day-to-day practice.

Outline of Syllabus: (per session plan)

Module	Description	No of Hours
1	Introduction to Management	09
2	Planning and Decision Making	09
3	Organizing	09
4	Controlling	09
5	Project work and Presentation	09
	Total	45
PRACTICALS		NIL

Unit	Topic	No. of Hours/Credits
Module 1	**Introduction to Management**	09
	1.1 Management - Concept, Principles of Management by Henry Fayol, Functions of Management	
	1.2 Difference between Management and Administration	
	1.3 Management Skills and Competencies	
	1.4 Scope of Management	
	1.5 Evolution of Management thoughts - Classical Approach (Scientific Management theory by F.W.Taylor, Administrative theory by Fayol, Bureaucratic approach/Theory by Weber), Neo-Classical Approach (Hawthorne experiment) and Modern Theory of Management (Systems and Contingency approach)	
	1.6 Management Information System - Concept and Elements	
	1.7 Trends in Management	
	1.8 Challenges of Management in the Global Scenario	
	1.9 Ethics in Management - Need and Significance	
	1.10 Case Studies	
Module 2	**Planning and Decision Making**	09
	2.1 Organizational Goal Setting - Meaning, Techniques	
	2.2 Planning - Concept, Process, Objectives, Components	
	2.3 Factors Influencing Effective Planning, Barriers to Effective Planning	
	2.4 Plan Failure - Reasons, Consequences, Remedies	
	2.5 Management By Objectives - Concept, Process	
	2.6 Decision Making - Concept, Art and Science of Decision Making/Essentials of Effective Decision	

	Making 2.7 Techniques of Decision Making 2.8 Co-Ordination - Meaning, Importance 2.9 Integration of Functional Departments 2.10 Case Studies	
Module 3	**Organizing**	**09**
	3.1 Organizing - Concept, Process 3.2 Formal and Informal Organization 3.3 Organization Structures - Line, Line & Staff, Matrix, Flat V/s Tall Organization Structure 3.4 Span Of Management - Concept, Factors influencing Span of Management 3.5 Delegation of Authority - Concept, Process, Principles, Barriers 3.6 Departmentation - Meaning, Bases 3.7 Virtual Organizations - Concept, Advantages, Challenges 3.8 Team Management - Concept, Importance, Strategies of Effective Team Management 3.9 Startups - Concept, Organization Structure in Startups. 3.10 Case Studies	
Module 4	**Controlling**	**09**
	4.1 Controlling - Concept, Process of Controlling, Importance 4.2 Interrelationship between Planning and Controlling 4.3 Techniques of Managerial Controlling 4.4 CPM and PERT - Concept and Differences 4.5 Essentials of an Effective Control System	

	4.6 Budgeting as a Tool of Controlling	
	4.7 Management By Exception - Concept, Advantages, Limitations	
	4.8 Results Based Management - Concept	
	4.9 Management Audit- Concept, Objectives	
	4.10 Case Studies	

To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

Essential Reading:
1. Practice of Management, Drucker Peter F, Harper Collins, 2016
2. Luthans, F., Introduction to Management, McGraw Hill.

Supplementary Reading:

1. What Management Is - Magretta, Joan, Profile Books, London, 2012 Edition
2. Business Planning, Butter David, Butterworth Heinemann, 2003.
3. Koontz, H. and Weihrich, H., Essentials of Management, Pearson Education.
4. Robbins, S. and Coulter, M., Management, Pearson Education.
5. Robbins, S.P. Decenzo, D.A., Bhattacharya, S. and Agrawal, M.M., Fundamentals of Management: Essentials, Concepts and Applications, Pearson Education.
6. Singh, B.P. and Singh, A.K., Essentials of Management, Excel Books.
7. Chhabra, T.N., Essentials of Management, Sun India.
8. Griffin, R.W., Management Principles and Application, Cengage Learning
9. https://epgp.inflibnet.ac.in/

Shri Vile Parle Kelavani Mandal's

IITHIBAI COLLEGE OF ARTS, CHAUHAN INSTITUTE OF SCIENCE & AMRUTBE
JIVANLAL COLLEGE OF COMMERCE AND ECONOMICS (AUTONOMOUS)

NAAC Reaccredited 'A' grade, CGPA: 3.57 (February 2016),
Granted under RUSA, FIST-DST & -Star College Scheme of DBT, Government of India,
Best College (2016-17), University of Mumbai

Affiliated to the
UNIVERSITY OF MUMBAI

Program: S.Y.B.A.

Course: Marketing Management

Semester: III

Choice Based Credit System (CBCS) with effect from the Academic year

2022-2023

(Dr. S. Patil) (Dr. Alpesh Mehta)

HOD

BACHELOR OF ARTS

For the completion of the Bachelor of Arts program, students are required to complete six semesters spanning across three years for completion of the program. The program aims to provide the students with:

➢ a sound knowledge base in their chose area of study
➢ the ability to apply the knowledge they have acquired
➢ the ability to communicate effectively
➢ the ability to work both independently and collaboratively
➢ the skills to connect across geographical, disciplinary, social, and cultural boundaries
➢ an understanding of the value of ethical behavior
➢ the skills for independent and lifelong learning

The **Program Outcomes (POs)** i.e., the outcomes that learners of all undergraduate degree programs will be able to achieve at the time of graduation, include:

PO 1: Critical Thinking: Take informed actions after identifying the assumptions that define our thinking and actions, critically evaluate information, check the validity of assumptions and develop different perspectives to analyze situations, ideas and decisions (at intellectual, social, organizational and emotional levels)

PO 2: Speak, read, write and listen in person and through electronic media in more than one language; find meaning by connecting ideas encountered across people, books, media and technology; and develop program-specific technical language.

PO 3: Social Interaction: Understand people's frame of reference and viewpoints, mediate between disagreement and conflicts using information literacy; demonstrate effective people skills as well as team building and management skills.

PO 4: Effective Citizenship: Demonstrate empathetic social concern and equity-centered national development; demonstrate an ability to act within an informed awareness of issues and participate in civic life through community service.

PO 5: Ethical Practices: Recognize the different value systems including learner's specific surroundings, understand the moral dimensions of one's own decisions and accept responsibility for them.

PO 6: Environment and Sustainability: Understand the issues and concerns in an environmental context and contribute towards sustainable development of humankind.

PO 7: Self-directed and Life-long Learning: Acquire the ability to engage in independent and lifelong learning in the broadest context of psycho-socio-technological changes

PROGRAMME SPECIFIC OUTCOMES (PSO'S)

On completion of the B.A program, the learners should be enriched with knowledge and be able to:

PSO 1: The learners will be enriched with the knowledge of Marketing Management and its various technical concepts.

PSO 2: The learners will become familiar with the various functions of marketing management.

PSO 3: The learners will also explore methods in marketing process.

Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to learn the needs of the market. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three-Year Integrated Program, Bachelor of Arts. The evaluation of students' progress will be based on internal assessment and semester end examination.

SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben Jivanlal College of Commerce & Economics (AUTONOMOUS)

Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to learn the needs of the market. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three-Year Integrated Programme, Bachelor of Arts. The evaluation of students' progress will be based on internal assessment and semester end examination.

Evaluation Pattern

The performance of the learner will be evaluated in two components. The first component will be a Continuous Assessment with a weightage of 25% of total marks per course. The second component will be a Semester end Examination with a weightage of 75% of the total marks per course. The allocation of marks for the Continuous Assessment and Semester end Examinations is as shown below:

a) **Details of Continuous Assessment (CA)**
   25% of the total marks per course:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Project/Presentation	15 marks
Component 2 (CA-2)	Class Test/Assignment	10 marks

b) **Details of Semester End Examination**
   75% of the total marks per course. Duration of examination will be two and half hours.

Question Number	Description	Marks with Options	Total Marks
1	Answer the following (Module I) (Any 2 out of 3)	24	16
2	Answer the following (Module II) (Any 2 out of 3)	24	16
3	Answer the following (Module III) (Any 2 out of 3)	24	16
4	Answer the following (Module IV) (Any 2 out of 3)	24	16
5 A	Case Study (Module I to IV)	05	05
5 B	Write short answers. (Module I to IV) (Any 2 out of 3)	09	06
	Total Marks		75

Signature

Signature

Signature

HOD

Approved by Vice –Principal

Approved by Principal

SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben Jivanlal College of Commerce & Economics (AUTONOMOUS)

Program: B. A. (2022-23)	Semester: III
Course: Marketing Management	Course Code:

Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
03	NIL	NIL	03	25	75

Learning Objectives:
1. To develop understanding of the fundamental concepts of marketing management.
2. To get insight into marketing mix elements.
3. To understand Segmenting, Targeting and Positioning Strategies.
4. To create awareness regarding recent trends in the competitive marketing environment.

Course Outcomes:
After completion of the course, students will be able to:
CO 1. Gain an understanding of broad marketing functions
CO 2. Understand key marketing concepts and principles in the areas of marketing
CO 3. Develop insight into the four basic variables of marketing mix
CO 4. Know consumer behaviour and their buying decision making process
CO 5. Apply the knowledge to hone marketing skills to meet the demands of industry

Outline of Syllabus: (per session plan)

Module	Description	No of Hours
1	Introduction to Marketing	09
2	Elements of Marketing Mix-I	09
3	Elements of Marketing Mix- II	09
4	Marketing Dimensions	09
5	Project work and Presentation	09
	Total	45
PRACTICALS		NIL

Unit	Topic	No. of Hours/Credits
Module 1	**Introduction to Marketing**	09
	1.1 Marketing - Concept, Importance, Functions, Evolution of Marketing Concept, Marketing V/S Selling	
	1.2 Strategic Marketing - Meaning, Traditional Marketing V/s Strategic Marketing	
	1.3 Marketing Research - Concept, Process	
	1.4 Marketing Information System - Concept, Components, Role of Big Data in Marketing	
	1.5 Consumer Behavior - Concept, Factors Influencing Consumer Behavior, Consumer Buying Decision Process.	
	1.6 Market Segmentation - Concept, Bases, Advantages, Requisites of Effective Market Segmentation	
	1.7 Market Targeting - Concept, Patterns of Target Market Selection	
	1.8 Marketing Challenges in the 21st Century	
	1.9 CRM - Concept, Techniques	
	1.10 Case Studies	
Module 2	**Elements of Marketing Mix- I**	09
	2.1 Marketing Mix - Concept, Elements, Role of Marketing Mix	
	2.2 Types of Products (Including Services), Product Decision Areas	
	2.3 Product Mix - Concept, Reasons for Product Mix	
	2.4 Positioning - Concept, Strategies	
	2.5 New Product Development - Meaning, Stages, New Product Failure -Reasons	
	2.6 Product Life Cycle - Concept, Strategies During Different	

	Stages Of PLC 2.7 Branding - Concept, Components, Importance, Types of Brands, Brand Name Approaches 2.8 Brand Extension - Meaning, Reasons 2.9 Packaging - Meaning, Essentials of a Good Package, Trends in Packaging 2.10 Case Studies	
Module 3	**Elements of Marketing Mix- II**	09
	3.1 Pricing - Concept, Objectives of Pricing, Factors Influencing Pricing 3.2 Pricing Methods and Pricing Strategies 3.3 Promotion - Concept, Objectives 3.4 Elements of Promotion Mix 3.5 Integrated Marketing Communication - Concept, Importance 3.6 Sales Promotion Tools - Meaning, Types 3.7 Physical Distribution - Concept, Channels of Distribution 3.8 Factors Influencing Selection of Channels of Distribution 3.9 Recent Trends in Distribution 3.10 Case Studies	
Module 4	**Marketing Dimensions**	09
	4.1 Rural Marketing - Concept, Prospects, Challenges, Strategies for Effective Rural Marketing 4.2 Relationship Marketing - Meaning, Importance 4.3 E-Marketing - Meaning, Types, Advantages 4.4 Social Media Marketing - Concept, Platforms for Social Media Marketing 4.5 Viral Marketing - Concept, Advantages 4.6 M-Commerce - Meaning, Advantages, Limitations	

	4.7 Green Marketing - Concept, Importance, Challenges	
	4.8 Network Marketing - Concept, Advantages	
	4.9 Marketing Ethics - Concept, Importance, Unethical	
	Practices in Marketing	
	4.10 Case Studies	

To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

Essential Reading:
1. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar J, Marketing Management: A South Asian Perspective, Pearson Education
2. Chhabra, T.N., Principles of Marketing, Sun India Publication.

Supplementary Reading:
1. Lamb, Charles W.; Hair, Joseph F., and Carl McDaniel, Principles of Marketing, South Western Publishing, Ohio
2. McCarthy, E. Jerome., and William D. Perreault, Basic Marketing, Richard D. Irw
3. Majaro, Simon, The Essence of Marketing, Prentice Hall, New Delhi.
4. Zikmund, William G. and Michael D'Amico, Marketing: Creating and Keeping Customers in an E-Commerce World, Thomson Learning.
5. Etzel, Michael J., Walker, Bruce J., Staton, William J., and Ajay Pandit, Marketing Concepts and Cases, Tata McGraw Hill (Special Indian Edition).
6. McCarthy, E. Jerome; Cannon, Joseph P., and William D. Perrault, Jr., Basic Marketing: A Managerial Approach, McGraw Hills.
7. https://epgp.inflibnet.ac.in/

Shri Vile Parle Kelavani Mandal's

IITHIBAI COLLEGE OF ARTS, CHAUHAN INSTITUTE OF SCIENCE & AMRUTBE
JIVANLAL COLLEGE OF COMMERCE AND ECONOMICS (AUTONOMOUS)
NAAC Reaccredited 'A' grade, CGPA: 3.57 (February 2016),
Granted under RUSA, FIST-DST & -Star College Scheme of DBT, Government of India,
Best College (2016-17), University of Mumbai

Affiliated to the
UNIVERSITY OF MUMBAI

Program: S.Y.B.A.

Course: Entrepreneurship

Semester: IV

Choice Based Credit System (CBCS) with effect from the Academic year

2022-2023

(Dr. S. patil) (Dr. Alpash mehta)
HOD

SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben Jivanlal College of Commerce & Economics (AUTONOMOUS)

BACHELOR OF ARTS

For the completion of the Bachelor of Arts program, students are required to complete six semesters spanning across three years for completion of the program. The program aims to provide the students with:

➢ a sound knowledge base in their chose area of study
➢ the ability to apply the knowledge they have acquired
➢ the ability to communicate effectively
➢ the ability to work both independently and collaboratively
➢ the skills to connect across geographical, disciplinary, social, and cultural boundaries
➢ an understanding of the value of ethical behavior
➢ the skills for independent and lifelong learning

The **Program Outcomes (POs)** i.e., the outcomes that learners of all undergraduate degree programs will be able to achieve at the time of graduation, include:

PO 1: Critical Thinking: Take informed actions after identifying the assumptions that define our thinking and actions, critically evaluate information, check the validity of assumptions and develop different perspectives to analyze situations, ideas and decisions (at intellectual, social, organizational and emotional levels)

PO 2: Speak, read, write and listen in person and through electronic media in more than one language; find meaning by connecting ideas encountered across people, books, media and technology; and develop program-specific technical language.

PO 3: Social Interaction: Understand people's frame of reference and viewpoints, mediate between disagreement and conflicts using information literacy; demonstrate effective people skills as well as team building and management skills.

PO 4: Effective Citizenship: Demonstrate empathetic social concern and equity-centered national development; demonstrate an ability to act within an informed awareness of issues and participate in civic life through community service.

PO 5: Ethical Practices: Recognize the different value systems including learner's specific surroundings, understand the moral dimensions of one's own decisions and accept responsibility for them.

PO 6: Environment and Sustainability: Understand the issues and concerns in an environmental context and contribute towards sustainable development of humankind.

PO 7: Self-directed and Life-long Learning: Acquire the ability to engage in independent and lifelong learning in the broadest context of psycho-socio-technological changes

PROGRAMME SPECIFIC OUTCOMES (PSO'S)

On completion of the B.A program, the learners should be enriched with knowledge and be able to:

PSO 1: The learners will be enriched with the knowledge of Entrepreneurship Management and its concepts.

PSO 2: The learners will become familiar with the various functions of an entrepreneur.

PSO 3: The learners will also explore various components of entrepreneurship process.

Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to learn the needs of the market. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three-Year Integrated Programme, Bachelor of Arts. The evaluation of students' progress will be based on internal assessment and semester end examination.

SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben Jivanlal College of Commerce & Economics (AUTONOMOUS)

Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to learn the needs of the market. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three-Year Integrated Programme, Bachelor of Arts. The evaluation of students' progress will be based on internal assessment and semester end examination.

Evaluation Pattern

The performance of the learner will be evaluated in two components. The first component will be a Continuous Assessment with a weightage of 25% of total marks per course. The second component will be a Semester end Examination with a weightage of 75% of the total marks per course. The allocation of marks for the Continuous Assessment and Semester end Examinations is as shown below:

a) **Details of Continuous Assessment (CA)**
   25% of the total marks per course:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Project/Presentation	15 marks
Component 2 (CA-2)	Class Test/Assignment	10 marks

b) **Details of Semester End Examination**
   75% of the total marks per course. Duration of examination will be two and half hours.
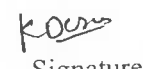
Question Number	Description	Marks with Options	Total Marks
1	Answer the following (Module I) (Any 2 out of 3)	24	16
2	Answer the following (Module II) (Any 2 out of 3)	24	16
3	Answer the following (Module III) (Any 2 out of 3)	24	16
4	Answer the following (Module IV) (Any 2 out of 3)	24	16
5 A	Case Study (Module I to IV)	05	05
5 B	Write short answers. (Module I to IV) (Any 2 out of 3)	09	06
	Total Marks		75

Signature

Signature

Signature

HOD

Approved by Vice –Principal

Approved by Principal

SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben Jivanlal College of Commerce & Economics (AUTONOMOUS)

(Y AA IV Em)

Program: B. A. (2022-23)				Semester: IV	
Course: Entrepreneurship				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
03	NIL	NIL	03	25	75

Learning Objectives:
1. To develop entrepreneurship skills among the learners.
2. To stimulate learners towards setting up of business.
3. To cover financial and marketing aspects related to entrepreneurship.

Course Outcomes:
After completion of the course, learners would be able to:
CO 1. Exhibit entrepreneurial mindset among learners.
CO 2. Explore various possibilities of setting up business venture.
CO 3. Enhance entrepreneurial qualities among learners.

Outline of Syllabus: (per session plan)

Module	Description	No of Hours
1	Basics of Entrepreneurship	09
2	Setting up and Entrepreneurial Venture	09
3	Financial Aspects of Entrepreneurial Venture	09
4	Marketing Aspects of Entrepreneurial Ventures	09
5	Project work and Presentation	09
	Total	45
PRACTICALS		NIL

SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
Jivanlal College of Commerce & Economics (AUTONOMOUS)

Unit	Topic	No. of Hours/Credits
Module 1	**Basics of Entrepreneurship**	09
	1.1. Concept of Entrepreneurship, Importance of Entrepreneurship 1.2. Concept of Entrepreneur, Traits of Effective Entrepreneur, Functions of Entrepreneur, Types of Entrepreneurs 1.3. Self-Employment: Importance of Self Employment, Advantages of Self Employment compared to Wage Employment 1.4. Concept of Intrapreneur, Distinguish between Entrepreneur and Intrapreneur 1.5. Theories of Entrepreneurship - Innovation Theories by Joseph Schumpeter, Theory of High Achievement by David McClelland, Theory of Social Change by Everett Hagen. 1.6. Women Entrepreneurship: Factors influencing Women Entrepreneur, Challenges for Women Entrepreneurs, Growth and development of Women Entrepreneurs in India. 1.7. Family Business: Importance of Family Business, Pitfalls of the Family Business, Role of Family Businesses in Development of Entrepreneurs 1.8. First Generation Entrepreneurs: Ashish Hemrajani, Ritesh Agarwal, Byju Raveendran, Deepender Goyal, Bhavish Aggarwal, Elon Musk, Jack Ma 1.9. Problems and Challenges of Entrepreneurs 1.10. Case Studies on Successful Entrepreneurs: Azim Premji, Bill Gates, Carlos Slim, Dhirubhai Ambani, JRD Tata	

Module 2	Setting up an Entrepreneurial Venture	09
	2.1 Business Idea - Techniques of Generating Ideas	
	2.2 The Entrepreneurial Decision - Making Process, Creative and Design Thinking	
	2.3 Testing and Experimenting	
	2.4 Meaning and Concept of E-Cells, Advantages in Joining E-Cell, Significance of E-Cell, Various activities conducted by E-Cell	
	2.5 Entrepreneurship Development Support in India	
	2.6 Project Selection: Steps, Project Report, Feasibility Study	
	2.7 Business Plan: Meaning, Significance of Business Plan, Components of Business Plan	
	2.8 Business Life Cycle	
	2.9 Product Life Cycle	
	2.10 Case Studies	
Module 3	Financial Aspects of Entrepreneurial Venture	09
	3.1 Fixed Capital & Working Capital - Factors and Sources	
	3.2 Central Level and State Level Institutions - SIDBI - NABARD - IDBI - SIDCO - Indian Institute of Entrepreneurship - DIC	
	3.3 Various Deposit Schemes and Other Services of Banks, Procedure to obtain bank loans	
	3.4 Pitching Idea to Investors	
	3.5 Venture Capital: Venture Capital Process - Locating Venture Capitalists - Approaching Venture Capitalists.	
	3.6 New Trends in Entrepreneurship Funding - Crowd Funding, Angel Investor, Peer-To-Peer Lending	
	3.7 MSME Policies.	
	3.8 Make-In India, Start-Up India, Stand-Up India.	

	3.9 Financial Incentives from Government 3.10 Case Studies	
Module 4	**Marketing Aspects of Entrepreneurial Ventures**	**09**
	4.1 Marketing Mix for Entrepreneurial Venture, Effective Ways Of Marketing for Start-Ups – Digital and Viral Marketing 4.2 Pricing Decisions 4.3 Recent Trends in Distribution, Horizontal Marketing System, Third Party Delivery Channel, Multichannel Marketing, Multi-Level Marketing, Vertical Marketing System 4.4 Promotional Tools 4.5 Strategies for Advertising - Influencer Strategy, Participatory Strategy, Show-N-Tell Strategy, Product Display & Demonstration Strategy 4.6 Innovative Techniques in Marketing of Start-Ups 4.7 Positioning of New Products 4.8 AI and Machine Learning for New Businesses 4.9 CRM - Techniques of Unicorn Businesses 4.10 Case Studies	

To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

Essential Reading:
1. Hisrich, Robert D., Entrepreneurship, 8th ed., McGraw Hill India, New Delhi
2. Angadi, V.B, Cheema H., Entrepreneurship, Growth and Economic Integration-a Linkage, Himalaya Publication House, Mumbai.

Supplementary Reading:
1. Coulter Mary, Entrepreneurship in Action, 2nd ed., PHI Learning, New Delhi.
2. Hisrich R. D., Effective Entrepreneurship Management,2017, Springer
3. Richter. N, Entrepreneurial Innovation and Leadership, Springer.
4. Davidsson P., researching Entrepreneurship, 2016, Springer.
5. https://epgp.inflibnet.ac.in/

Shri Vile Parle Kelavani Mandal's

IITHIBAI COLLEGE OF ARTS, CHAUHAN INSTITUTE OF SCIENCE & AMRUTBE

JIVANLAL COLLEGE OF COMMERCE AND ECONOMICS (AUTONOMOUS)

NAAC Reaccredited 'A' grade, CGPA: 3.57 (February 2016),

Granted under RUSA, FIST-DST & -Star College Scheme of DBT, Government of India,

Best College (2016-17), University of Mumbai

Affiliated to the
UNIVERSITY OF MUMBAI

Program: S.Y.B.A.

Course: Human Resource Management

Semester: IV

Choice Based Credit System (CBCS) with effect from the Academic year

2022-2023

(Dr. S. patil) (Dr. Alpesh Mehta)

HOD

SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben Jivanlal College of Commerce & Economics (AUTONOMOUS)

BACHELOR OF ARTS

For the completion of the Bachelor of Arts program, students are required to complete six semesters spanning across three years for completion of the program. The program aims to provide the students with:

➤ a sound knowledge base in their chose area of study
➤ the ability to apply the knowledge they have acquired
➤ the ability to communicate effectively
➤ the ability to work both independently and collaboratively
➤ the skills to connect across geographical, disciplinary, social, and cultural boundaries
➤ an understanding of the value of ethical behavior
➤ the skills for independent and lifelong learning

The **Program Outcomes (POs)** i.e., the outcomes that learners of all undergraduate degree programs will be able to achieve at the time of graduation, include:

PO 1: Critical Thinking: Take informed actions after identifying the assumptions that define our thinking and actions, critically evaluate information, check the validity of assumptions and develop different perspectives to analyze situations, ideas and decisions (at intellectual, social, organizational and emotional levels)

PO 2: Speak, read, write and listen in person and through electronic media in more than one language; find meaning by connecting ideas encountered across people, books, media and technology; and develop program-specific technical language.

PO 3: Social Interaction: Understand people's frame of reference and viewpoints, mediate between disagreement and conflicts using information literacy; demonstrate effective people skills as well as team building and management skills.

PO 4: Effective Citizenship: Demonstrate empathetic social concern and equity-centered national development; demonstrate an ability to act within an informed awareness of issues and participate in civic life through community service.

PO 5: Ethical Practices: Recognize the different value systems including learner's specific surroundings, understand the moral dimensions of one's own decisions and accept responsibility for them.

PO 6: Environment and Sustainability: Understand the issues and concerns in an environmental context and contribute towards sustainable development of humankind.

PO 7: Self-directed and Life-long Learning: Acquire the ability to engage in independent and lifelong learning in the broadest context of psycho-socio-technological changes

SYBA IV
-i Rrv

PROGRAMME SPECIFIC OUTCOMES (PSO'S)

On completion of the B.A., the learners should be enriched with knowledge and be able to:

PSO 1: The learners will be enriched with the knowledge of human resource management.
PSO 2: The learners will also explore various techniques and methods for the effective development of human resources.

Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to learn the needs of the market. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three-Year Integrated Programme, Bachelor of Arts. The evaluation of students' progress will be based on internal assessment and semester end examination.

SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben Jivanlal College of Commerce & Economics (AUTONOMOUS)

Preamble

Under Autonomy, the college aims to develop curriculum that enables the learners to learn the needs of the market. The Commerce curriculum aims at overall enhancement of learning experience of the learners pursuing the Three-Year Integrated Programme, Bachelor of Arts. The evaluation of students' progress will be based on internal assessment and semester end examination.

Evaluation Pattern

The performance of the learner will be evaluated in two components. The first component will be a Continuous Assessment with a weightage of 25% of total marks per course. The second component will be a Semester end Examination with a weightage of 75% of the total marks per course. The allocation of marks for the Continuous Assessment and Semester end Examinations is as shown below:

a) **Details of Continuous Assessment (CA)**
   25% of the total marks per course:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Project/Presentation	15 marks
Component 2 (CA-2)	Class Test/Assignment	10 marks

b) **Details of Semester End Examination**
   75% of the total marks per course. Duration of examination will be two and half hours.
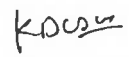
Question Number	Description	Marks with Options	Total Marks
1	Answer the following (Module I) (Any 2 out of 3)	24	16
2	Answer the following (Module II) (Any 2 out of 3)	24	16
3	Answer the following (Module III) (Any 2 out of 3)	24	16
4	Answer the following (Module IV) (Any 2 out of 3)	24	16
5 A	Case Study (Module I to IV)	05	05
5 B	Write short answers. (Module I to IV) (Any 2 out of 3)	09	06
	Total Marks		75

Signature

Signature

Signature

HOD

Approved by Vice –Principal

Approved by Principal

Program: B. A. (2022-23)					Semester: IV	
Course: Human Resource Management					Course Code:	
Teaching Scheme					**Evaluation Scheme**	
Lecture (Hours per week)	**Practical** (Hours per week)	**Tutori al** (Hours per week)	**Credit**		**Continuous Assessment (CA) (Marks - 25)**	**Semester End Examinations (SEE) (Marks- 75** in Question Paper)
03	NIL	NIL	03		25	75

Learning Objectives:

1. To introduce learners with the basic concepts, functions and processes of human resource management.
2. To familiarize learners with the different aspects of managing people in the organizations from the stage of acquisition to development and retention.

Course Outcomes:
The completion of this course shall enable the student to:

CO 1. To understand the basic concepts of human resource management and its application in the individual, group as well as organizational levels.
CO 2. To get an insight on recent trends in human resource management.
CO 3. To apply relevant skills necessary for managing human resource.

Outline of Syllabus: (per session plan)

Module	Description	No of Hours
1	Introduction to Human Resource Management	09
2	Human Resource Development	09
3	Human Relations	09
4	Trends in Human Resource Management	09
5	Project work and Presentation	09
	Total	45
PRACTICALS		NIL

Unit	Topic	No. of Hours/Credits
Module 1	**Introduction to Human Resource Management**	09
	1.1 Human Resource Management: Concept, Significance, Functions.	
	1.2 Strategic Human Resource Management (SHRM): Concept, Distinguish Between Traditional V/s Strategic Human Resource Management.	
	1.3 Human Resource Planning: Meaning, Steps of HRP.	
	1.4 Job Analysis: Meaning, Components.	
	1.5 Job Design: Meaning, Techniques.	
	1.6 Recruitment: Meaning, Sources of Recruitment.	
	1.7 Employment Tests: Meaning, Types.	
	1.8 Interviews: Meaning, Types.	
	1.9 E-Recruitment: Concept, Techniques, Advantages and Challenges.	
	1.10 Case Studies.	
Module 2	**Human Resource Development**	09
	2.1 Human Resource Development: Meaning, Features.	
	2.2 Training and Development: Concept, Techniques, Essential of Sound Training Programme.	
	2.3 Organizational Development: Concept, Objectives, Techniques.	
	2.4 Organizational Change: Resistance to Change, Causes and Measures to Overcome Resistance to Change.	
	2.5 Performance Appraisal: Concept, Techniques, Limitations.	
	2.6 Promotion: Concept, Bases of Promotion, Factors Influencing Promotion.	
	2.7 Transfers: Meaning, Types of Transfers, Reasons for Transfers, Concept of Separation, Bases of Separation.	

	2.8 Succession Planning: Concept, Process, Need.	
	2.9 Career Development: Concept, Methods.	
	2.10 Case Studies.	
Module 3	**Human Relations**	09
	3.1 Human Relations: Concept, Importance, Significance.	
	3.2 Leadership: Concept, Traits of Effective Leaders, Leadership Styles.	
	3.3 Crisis and Leadership: Role of Leader in Mitigating Crisis.	
	3.4 Motivation: Concept, Factors influencing Motivation.	
	3.5 Employee Morale: Concept, Measures to Improve Morale.	
	3.6 Organization Culture- Concept, Role of HR in Building Organization Culture	
	3.7 Emotional and Spiritual Quotient: Concept, Factors influencing EQ and SQ.	
	3.8 Employee Grievance: Causes, Effective ways of handling Employee Grievances, Need to Handle Employee Grievance, Essentials of Good Grievance Procedure.	
	3.9 Employee Retention: Concept, Techniques.	
	3.10 Case Studies.	
Module 4	**Trends in Human Resource Management**	09
	4.1 International HRM: Meaning, Role of HR Managers	
	4.2 Outsourcing of HR Functions: Meaning, Benefits, Limitations.	
	4.3 New Competencies for HR Professionals.	
	4.4 Changing Pattern of Employment.	
	4.5 Corporate Social Responsibility- Concept, Role of HR in CSR.	

	4.6 Challenges in HRM in the current scenario 4.7 Competency Mapping – Meaning, Techniques 4.8 Work Life Balance- Meaning, Need, Measures to improve Work Life Balance 4.9 Talent Management- Meaning, Benefits, Initiatives 4.10 Case Studies	

To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

Essential Reading:
1. Aswathappa, K., Human Resource Management, Tata McGraw-Hill, New Delhi.
2. Dessler, G. and Varkkey, B., Human Resource Management, Pearson Education, Delhi.

Supplementary Reading:
1. Mondy, A. W. and Noe, R. M., Human Resource Management, Pearson Education.
2. Decenzo, D.A. and Robbins, S. P., Fundamentals of Human Resource Management, Wiley, India.
3. Chhabra, T.N., Human Resource Management, Dhanpat Rai & Co., Delhi.
4. French, W. L., Human Resource Management, Haughten Miffin, Boston.
5. Gupta, C.B., Human Resource Management, Sultan Chand & Sons, Delhi.
6. Rao, V. S. P., Human Resource Management: Text and Cases, Excel Books.
7. https://epgp.inflibnet.ac.in/