TYBMS
SEMESTER 5

BMS COURSE STRUCTURE 2024-25

SNo.	Name of the subject	Credits
	Core Course (CC)	
1.	Business Ethics & Corporate Governance	4
2.	Logistics & Supply Chain Management	4
3.	Operations Research	4
	Elective Course (EC)	
	Marketing elective	
4.	E-Commerce & Digital Marketing	3
5.	Services Marketing	3
6.	Consumer Behaviour	3
	Finance elective	
7.	Corporate Finance	3
8.	Wealth Management	3
9.	Commodity & Derivatives Market	3
	Total credits	21

CORE SUBJECTS

- Business Ethics & Corporate Governance
- Logistics & Supply Chain Management
- Operations Research

Program: Bachelor of Management Studies				Semester V			
Course: Business Ethics and Corporate Governance				Code :			
Teaching Scheme				Evaluation Scheme			
Lecture	Practical	Tutorial	Credits	Theory		Practical	
				Internal	External	Internal	External
60	Nil	Nil	4	25 Marks	75 Marks	Nil	Nil

Internal Component		
Class Test Duration 20 Mins	Assignment/Presentations	Class Participation
10 Marks	15 Marks	Nil

Learning Objectives

- To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country
- To learn the applicability of ethics in functional areas like marketing, finance, and human resource management
- To understand the emerging need and growing importance of good governance and CSR by organizations
- To study the ethical business practices, CSR and Corporate Governance practiced by various organizations

Learning Outcomes

- The learner will be able to identify the difference between ethical and unethical practices business practices.
- The learner will be able to compare between CSR activities between companies.
- The learner will be able to apply good governance techniques at his/her workplace.
- The learner will be able to take decisions on Governance, Ethics and CSR.
- The learner will be able to realize the significance of ethical business and transform into a person of integrity.

Pedagogy

- PPTs, Case studies, Group discussions, Classroom Activity, Videos, Research papers, News articles etc.

Detailed Syllabus Plan

Module	Module Content	Module wise Pedagogy Used	Duration of Module	Reference Book
I	**Introduction to Ethics and Business Ethics** **Ethics:** • Concept of Ethics, Evolution of Ethics, Branches of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition • Business Ethics: Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics • Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences Myths about Business Ethics, Ethical Performance in Businesses in India	PPTs, Group discussions, Videos, Case studies, Activity	15	Laura P. Hartman, Joe DesJardins, Business Ethics, Mcgraw Hill, 2nd Edition C. Fernando, Business Ethics – An Indian Perspective, Pearson, 2010 Joseph DesJardins, An Introduction to Business Ethics, Tata McGraw Hill, 2nd Edition
II	**Ethics in Marketing, Finance and HRM** • Ethics in Marketing: Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements • Ethics In Finance: Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Ethics in Taxation, Corporate Crime - White Collar Crime and Organized Crime, Insider Trading, Major Corporate Scams in India, • Ethics in Human Resource Management: Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Workplace Discrimination - Types	PPTs, Group discussions, Videos, Case studies, Activity	15	Richard T DeGeorge, Business Ethics, Pearson, 7th Edition Dr.A.K. Gavai, Business Ethics, Himalaya Publishing House, 2008

	Importance of Employee Code of Conduct, Ethical Leadership			
III	**Corporate Governance** • Concept, History of Corporate Governance in India, Need for Corporate Governance, Corporate Governance Framework, Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Benefits of Good Governance, Issues in Corporate Governance • Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory • Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, • Role of SEBI in Ensuring Corporate Governance, Cadbury Committee Report, 1992 • Corruption, Causes & Effects, Types Balancing Act and Whistle Blowing Policy • Case Studies on Good and Bad Corporate Governance • Role of Securities exchange commission (SEC) • Sarbanes-Oxley Compliances (SOC)	PPTs, Group discussions, Videos, Case studies, Activity	15	S.K. Mandal, Ethics is Business and Corporate Governance, McGraw Hill, 2010 Laura Pincus Hartman, Perspectives in Business Ethics, McGraw Hill International Editions, 1998
IV	**Corporate Social Responsibility (CSR)** • Meaning of CSR, Evolution of CSR, Types of Social Responsibility, • Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract • Need for CSR • CSR Principles and Strategies • Issues in CSR • Social Acccounting • Ethical Issues in International Business Practices	PPTs, Group discussions, Videos, Case studies, Activity	15	S.K. Mandal, Ethics is Business and Corporate Governance, McGraw Hill, 2010 https://www.csr.gov.in/

	• Recent Guidelines in CSR • Society's Changing Expectations of Business with Respect to Globalization • Future of CSR • Concept of Corporate Citizenship, Corporate Sustainability • ESG Framework • CSR Initiatives - Case Studies			

Prepared by   Approved b

Signature   Signature
(Concerned Faculty/HOD)   (Principal)

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:

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

Continuous Assessment	Details	Marks
Component 1 (CA-1) – Theory subjects	Presentations/Project Work//Field visit &its presentations/Research Paper Report & Viva/building Models Etc.	**15 marks**
Component 1 (CA-1) - (Practical/Numerical Subjects)	Assignment/Presentations Etc.	**15 marks**
Component 2 (CA-2) -	Online Test/Quiz	**10 marks**

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

QUESTION PAPER FORMAT (For Theory Subjects)

All Questions are compulsory

Question Number	Description	Marks	Total Marks
Q1.	**Answer any 2 from the following** (Module I) a. b. c.	*2*8 marks each*	16
Q2.	**Answer any 2 from the following:** (Module II) a. b. c.	*2*8 marks each*	16
Q3.	**Answer any 2 from the following:** (Module III) a. b. c.	*2*8 marks each*	16
Q4.	**Answer any 2 from the following**: (Module IV) a. b. c.	*2*8 marks each*	16
Q5.	**Case Study/Application based Questions:** (Module I to IV)	*2*5.5 marks each Or 2*4 marks each and 1*3 marks Or 1*6 marks and 1*5 marks*	11
TOTAL MARKS			**75**

Programme : BMS				Semester: V			
Course : Logistics & Supply Chain Management				Code :			
Teaching Scheme				Evaluation Scheme			
Lecture	Practical	Tutorial	Credits	Theory		Practical	
				Internal	External	Internal	External
60	nil	nil	04	25 Marks	75 Marks	nil	nil

Internal Component (Theory Break up)		
Class Test Duration 20 Mins	Assignments	Class Participation
10 Marks	15 Marks	NIL

Learning Objectives
- To provide students with basic understanding of concepts of logistics, supply chain management, customer service & demand forecasting.   - To acquaint learners with the core logistical functions like, warehousing, transportation, inventory management & packaging etc.   - To provide insights on Logistics Costing, Performance Management and Logistical Network Analysis.   - To make learners examine the global trends in logistics and supply chain management.
Learning Outcomes
The students should be able to: - Analyze how logistical decisions (e.g., facilities, inventory, and transportation) impact the performance of the firm as well as the entire supply chain.   - Analyze the relevance of using multiple means of transportation, warehousing and packaging to enhance supply chain operations.   - Develop strategies that can be taken to manage inventories, including deciding the timing and quantity for replenishments without hurting the level of product availability. Learner will also be able to understand dynamics within the supply chain to optimize performance and profitability.   - Factor-in the recent trends in Logistics and Supply Chain Management while making their business decisions.
Pedagogy
Lectures, audio-video presentations, business games, research documentaries, literature review (research papers/ articles, news articles, blogs etc.), brain storming and other group assignments.

Detailed Syllabus Plan				
Module	Module Content	Module wise Pedagogy Used	Duration of Module	Reference Book
I	**Overview of Logistics and Supply Chain Management** a) Introduction to Logistics Management: Meaning, Logistical Performance Cycle, Inbound Logistics, In-process Logistics, Outbound Logistics, Logistical Competency,	Lectures Case study Group Assignments	15 lectures	David Simchi Levi, Philip Kaminshy, Edith Simchi Levi, Designing &

	Integrated Logistics, Reverse Logistics and Green Logistics. Objectives of Logistics, Importance of Logistics, Scope of Logistics, Logistical Functions/Logistic Mix, Changing Logistics Environment b) Introduction to Supply Chain Management: Meaning, Objectives, Functions, Participants of Supply Chain, Role of Logistics in Supply Chain, Comparison between Logistics and Supply Chain Management, Channel Management and Channel Integration c) Customer Service: Key Element of Logistics: Meaning of Customer Service, Objectives, Elements, Levels of customer service, Rights of Customers. d) Demand Forecasting: Meaning, Objectives, Approaches to Forecasting, Forecasting Methods, Forecasting Techniques, (Numerical on Simple Moving Average, Weighted Moving Average) Recent case study on logistics supply chain management.			Managing the Supply Chain - Concepts, Strategies and Case Studies Logistics Donald Waters, An Introduction to Supply Chain Martin Christopher, Logistics & Supply Chain Management - Strategies for Reducing Cost & Improving Services Vinod Sople, Logistic Management -
II	**Transportation, Warehousing & Packaging** a) Transportation: Principles and Participants in Transportation, Transport Functionality, Factors Influencing Transportation Decisions, Modes of Transportation- Railways, Roadways, Airways, Waterways, Ropeways, Pipeline, Transportation Infrastructure, Intermodal Transportation, Transport logistics for D2C business. b) Warehousing: Introduction, Warehouse Functionalities including cross docking, Benefits of Warehousing, Warehouse Operating Principles, Types of Warehouses, Warehousing Layouts and Strategies, Factors affecting Warehousing. Fulfillment centers. c) Material handling technology d) Packaging: Introduction, Objectives of Packaging, Functions/Benefits of Packaging, Design Considerations in Packaging, Types of Packaging Material, Packaging Costs	Lectures Case study Group Assignments	15 lectures	The Supply Chain Imperative Donald J Bowersox & David J Closs, Logistic Management - The Integrated Supply Chain Process Alan Rushton, Phil Croucher, Peter Baker, The Handbook of Logistics and Distribution Management- Understanding

	e) Retailer- Supplier partnerships (RSP), Supplier evaluation and selection, Vendor Management. Recent case study on transportation function.			the Supply Chain Ronald H Ballou & Samir K Srivastava, Business Logistics/ Supply Chain Management- Pearson
III	**Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis** a) Inventory Management: Meaning, Objectives, Functions, Importance, Techniques of Inventory Management (Numerical - EOQ and Reorder levels) b) Logistics Costing: Meaning, Total Cost Approach, Activity Based Costing, Mission Based Costing c) Performance Measurement in Supply Chain: Meaning, Objectives of Performance Measurement, Types of Performance Measurement, Dimensions of Performance Measurement, Characteristics of Ideal Measurement System d) Logistical Network Analysis: Meaning, Objectives, Importance, Scope, RORO/LASH Case discussion: Mumbai-Alibaug RORO Service	Lectures Case study Group Assignments	15 lectures	Donald J Bowersox, David J Closs & M Bixby Cooper, Supply Chain Logistics Management-The McGraw Hill Companies
IV	Recent Trends in Logistics and Supply Chain Management a) Information Technology in Logistics: Introduction, Objectives, Role of Information Technology in Logistics and Supply Chain Management, Logistical Information System, Principles of Logistical Information System, Types of Logistical Information System, Logistical Information Functionality, Information Technology Infrastructure application in logistical operations -ERP, RFID, EDI, GPS etc. Introduction to supply chain automation and use of block chain technology. b) Modern Logistics Infrastructure: Golden Quadrilateral, Logistics Parks, Deep Water Ports, Dedicated Freight Corridor, Inland Container Depots/Container Freight Stations, Maritime Logistics, Double Stack Containers/Unit Trains c) Logistics Outsourcing: Meaning, Objectives, Benefits/Advantages of Outsourcing, Third Party Logistics	Lectures Case study Group Assignments Class	15 lectures	Supply Chain Management Text and Cases – Janat Shah, Pearson

	Provider, Fourth Party Logistics Provider, Drawbacks of Outsourcing, Selection of Logistics Service Provider, Outsourcing-Value Proposition d) Logistics in the Global Environment: Managing the Global Supply Chain, Impact of Globalization on Logistics and Supply Chain Management, Global Logistics Trends, Global Issues and Challenges in Logistics and Supply Chain Management Case study on recent trends.			

(Programme Chairperson & Vice Principal)   (Principal)

EVALUATION PATTERN

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

Continuous Assessment	Details	Marks
Component 1 (CA-1) – Theory subjects	Presentations/Project Work/Book Review/Field visit & its presentations/Research Paper Report & Viva/building Models Etc.	**15 marks**
Component 1 (CA-1) - (Practical/Numerical Subjects)	Assignment/Presentations Etc.	**15 marks**
Component 2 (CA-2) -	Online Test/Quiz	**10 marks**

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

QUESTION PAPER FORMAT (For Theory Subjects)

All Questions are compulsory

Question Number	Description	Marks	Total Marks
Q1.	**Answer any 2 from the following** (Module I) a. b. c.	*2*8 marks each*	16
Q2.	**Answer any 2 from the following:** (Module II) a. b. c.	*2*8 marks each*	16
Q3.	**Answer any 2 from the following:** (Module III) a. b. c.	*2*8 marks each*	16
Q4.	**Answer any 2 from the following**: (Module IV) a. b. c.	*2*8 marks each*	16
Q5.	**Case Study/Application based Questions:** (Module I to IV)	*2*5.5 marks each Or 2*4 marks each and 1*3 marks Or 1*6 marks and 1*5 marks*	11
TOTAL MARKS			**75**

Program : Bachelor of Management Studies				Semester :			
Course : Operations Research				Code : NMUBMS			
Teaching Scheme				Evaluation Scheme			
Lecture	Practical	Tutorial	Credits	Theory		Practical	
				Internal	External	Internal	External
60	Nil	Nil	04	25 Marks	75 Marks	Nil	Nil

Internal Component		
Class Test Duration (20 Mins)	Assignment	Class Participation
10 Marks	15 marks	Nil

Learning Objectives

1. To help students to understand operations research methodologies with various constraints in real life.
2. To help students to solve various problems practically involved in logistics and assignment of tasks to workforce.
3. To make students proficient in solving issues with various parameters forming networks in deterministic and probabilistic situations.
4. To enable students understand and apply the concepts of game theory and sequencing along with rational decision making in various business situations.

Learning Outcomes

1. The learner acquires knowledge about operations research methodologies and techniques using linear programming and simplex methodologies.
2. Students will be able to apply the statistical techniques to solve various problems practically involved in logistics and assignment of tasks to workforce.
3. Learner will be able to assess various issues based on multiple parameters in projects in deterministic and probabilistic situations and evaluate the best possible strategy.
4. Learner will be able to apply the concepts of game theory and sequencing along with rational decision making in various business situations.

Pedagogy

- Class lectures, case studies, group discussions

Detailed Syllabus Plan				
Module	Module Content	Module wise Pedagogy Used	Duration of Module	Reference Book
I	Introduction to Operations Research and Linear Programming: a) Introduction To Operations Research Operations Research - Definition, Characteristics of OR, OR Techniques, Areas of Application, Limitations of OR. b) Linear Programming Problems: Introduction and Formulation • Introduction to Linear Programming • Applications of LP • Components of LP • Requirements for Formulation of LP Problem • Assumptions Underlying Linear Programming • Steps in Solving LP Problems • LPP Formulation (Decision Variables, Objective Function, Constraints, Non Negativity Constraints) c) Linear Programming Problems: Graphical Method • Maximization & Minimization Type Problems. (Max. Z & Min. Z) • Two Decision Variables and Maximum Three Constraints Problem • Constraints can be "less than or equal to", "greater than or equal to" or a combination of	Class lectures, case studies, group discussions	15	• *Taha H.A., Operations Research - An Introduction, 6th Edition , Hall of India* • *Kapoor V.K., Operations Research Techniques for Management, 7th Edition, Sultan Chand & Sons* • *Kantiswarup, Gupta P.K. & Manmohan, Operations Research 9th Edition, Sultan Chand & Sons* • *Sharma S.D.,Operations Research, 8th Edition, Kedarnath, Ramnath& Company* • *Bronson R, Operations Research, 2nd Edition, Shaum's Outline Series* • *Vora N.D, Quantitative Techniques in Management, 3rd Edition, Tata McGraw Hill co.* • *Shreenath L.S, Principles & Application 3rd*

	both the types i.e. mixed constraints. • Concepts: Feasible Region of Solution, Unbounded Solution, Redundant Constraint, Infeasible Solution, Alternative Optima. d) Linear Programming Problems: Simplex Method • Only Maximization Type Problems. (Only Max. Z). No Minimization problems. (No Min. Z) Numericals on Degeneracy in Maximization Simplex Problems. • Two or Three Decision Variables and Maximum Three Constraints Problem. (Up to Maximum Two Iterations) • All Constraints to be "less than or equal to" Constraints. ("Greater than or Equal to" Constraints not included.) • Concepts : Slack Variables, Surplus Variables, Artificial Variables, Duality, Product Mix and Profit, Feasible and Infeasible Solution, Unique or Alternate Optimal Solution, Degeneracy, Non Degenerate, Shadow Prices of Resources, Scarce and Abundant Resources, Utilized and Unutilized Capacity of Resources, Percentage Utilization of Resources, Decision for Introduction of a New Product. Note:			*Ed,.., PERT & CPM, Affiliated East-West Press Pvt. Ltd.* • *Wagener H.M.,Principles of Operations Research 2nd Edition, Prentice - Hall of India* • *Sasieni M, Yaspan A & John Wiley & Sons Friedman L, Operations Research - Methods & Problems 1st Edition* • *NatrajanBalasubr amani, Tamilarasi, Operations Research, Pearson Education* • *G. Hadley, Linear Programming, Narosa Book Distributors Private Ltd* • *L.C. Jhamb, Quantitative Techniques (For Managerial Decisions VOL I), Everest Publishing House, Pune.* • *Paul Loomba, Linear Programming, Tata McGraw Hill Publishing Co. Ltd.* • *Aditham B. Rao , Operations Research Edition 2008, Jaico Publishing House, Mumbai*

	1. Surplus Variable, Artificial Variable and Duality to be covered only at <u>Conceptual</u> level for Theory Questions only and not included in Numerical. Sensitivity Analysis including Profit Range and Capacity Range is not included.			
II	Assignment and Transportation Models: a) Assignment Problem – Hungarian Method • Maximization & Minimization Type Problems. • Balanced and Unbalanced Problems. • Prohibited Assignment Problems, Unique or Multiple Optimal Solutions. • Simple Formulation of Assignment Problems. • Maximum 5 x 5 Matrix. Up to Maximum Two Iterations after Row and Column Minimization. Note: 1. Travelling Salesman Assignment Problem is not included. b) Transportation Problems • Maximization & Minimization Type Problems. • Balanced and Unbalanced problems. • Prohibited Transportation Problems, Unique or Multiple Optimal Solutions. • Simple Formulation of Transportation Problems.	Class lectures, case studies, group discussions	15	

	• Initial Feasible Solution (IFS) by:
	  a. North West Corner Rule (NWCR)
	  b. Least Cost Method (LCM)
	  c. Vogel's Approximation Method (VAM)
	• Maximum 5 x 5 Transportation Matrix.
	• Finding Optimal Solution by Modified Distribution (MODI) Method. (u, v and Δ)
	• Maximum Two Iterations (i.e. Maximum Two Loops) after IFS.
	Note:
	1. Production Scheduling Problem is not included.
	2. Time Minimization Problem is not included.
	3. Degeneracy Concept to be covered only at Conceptual Level. Not to be included in Numerical.			

III	Network Analysis: a) Critical Path Method (CPM) • Concepts: Activity, Event, Network Diagram, Merge Event, Burst Event, Concurrent and Burst Activity, • Construction of a Network Diagram. Node Relationship and Precedence Relationship. • Principles of Constructing Network Diagram. • Use of Dummy Activity • Numerical Consisting of Maximum Ten (10) Activities.	Class lectures, case studies, group discussions	15	

- Critical Path, Sub-critical Path, Critical and Non-critical Activities, Project Completion Time.
- Forward Pass and Backward Pass Methods.
- Calculation of EST, EFT, LST, LFT, Head Event Slack, Tail Event Slack, Total Float, Free Float, Independent Float and Interfering Float

b) Project Crashing
  - Meaning of Project Crashing.
  - Concepts: Normal Time, Normal Cost, Crash Time, Crash Cost of Activities. Cost Slope of an Activity.
  - Costs involved in Project Crashing: Numericals with Direct, Indirect, Penalty, crash cost and Total Costs.
  - Time – Cost Trade off in Project Crashing.
  - Optimal (Minimum) Project Cost and Optimal Project Completion Time.
  - Process of Project Crashing.
  - Numerical Consisting of Maximum Ten (10) Activities.
  - Numerical based on Maximum Four (04) Iterations of Crashing

c) Program Evaluation and Review Technique (PERT)
  - Three Time Estimates of PERT: Optimistic Time (a), Most Likely Time (m) and Pessimistic Time (b).
  - Expected Time (te) of an Activity Using Three Time Estimates.

	- Difference between CPM and PERT. - Numerical Consisting of Maximum Ten (10) Activities. - Construction of PERT Network using tevalues of all Activities. - Mean (Expected) Project Completion Time. - Standard Deviation and Variance of Activities. - Project Variance and Project Standard Deviation. 'Prob. Z' Formula. - Standard Normal Probability Table. Calculation of Probability from the Probability Table using 'Z' Value and Simple Questions related to PERT Technique. - Meaning, Objectives, Importance, Scope, RORO/LASH			
IV	Decision Theory, Job Sequencing and Theory of Games: a) Decision Theory 1) decision environments - Risk and uncertainty. Payoff table, Regret table 2) decision making under certainty • optimistic and pessimistic approach of decision making • minimax Regret Criterion • Laplace criterion • Hurwicz Criterion • Expected Monetary Value Criterion. • Expected Value of Perfect Information (E. V. P. I) • Expected Opportunity Loss (E.O.L)	Class lectures, case studies, group discussions	15	

	b)Job Sequencing Problem			
	- Processing Maximum 9 Jobs through Two Machines only. - Processing Maximum 6 Jobs through Three Machines only. - Calculations of Idle Time, Elapsed Time etc. c) Theory of Games - Introduction - Terminology of Game Theory: Players, Strategies, Play, Payoff, Payoff matrix, Maximin, Maximax, Saddle Point. - Types of Games. - Numericals based on: - Two Person Zero Sum Games including strictly determinable and Fair Game - Pure Strategy Games (Saddle Point available). Principles of Dominance method.			

EVALUATION PATTERN

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

Continuous Assessment	Details	Marks
Component 1 (CA-1) – Theory subjects	Presentations/Project Work/Book Review/Field visit & its presentations/Research Paper Report & Viva/building Models Etc.	**15 marks**
Component 1 (CA-1) - (Practical/Numerical Subjects)	Assignment/Presentations Etc.	**15 marks**
Component 2 (CA-2) -	Online Test/Quiz	**10 marks**

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

QUESTION PAPER FORMAT (For Numerical/Practical Subjects)

Question Number	Description	Marks	Total Marks
Q1.	Practical/Numerical (Compulsory Question)	15	**15**
Q2 to Q5	Practical / Numerical Questions (Attempt any 3 out of 4 Questions) ****(Each question carries 15 marks each – sub-questions can be:** *a. 1*15 marks or* *b. 2*7.5 marks or* *c. 3*5 marks or* *d. 1*10 marks and 1*5 marks or* *e. 1*8 marks and 1*7 marks)*	15*3	**45**
Q6.	Write notes on the following: **(**Any 3 out of 4): a. b. c. d.	5 5 5 5	**15**
	TOTAL MARKS		**75**

Elective Course (EC)

MARKETING ELECTIVE

- E-Commerce & Digital Marketing
- Services Marketing
- Consumer Behaviour

-Programme : BMS				Semester V			
Course : E-Commerce and Digital Marketing				Code :			
Teaching Scheme				Evaluation Scheme			
Lecture	Practical	Tutorial	Credits	Theory		Practical	
				Internal	External	Internal	External
45	Nil	Nil	03	25 Marks	75 Marks	Nil	Nil

Internal Component		
Class Test Duration 20 Mins	Assignments	Class Participation
10 Marks	15 Marks	Nil

Learning Objectives

- To understand increasing significance of E-Commerce and its applications in Business and Various Sectors
- To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organization
- To understand e-commerce payment methods, security, privacy, and legal considerations.
- To master the spectrum of digital marketing strategies, tools, and platforms, enhancing proficiency in online brand management and customer engagement.

Learning Outcomes

Learners will be able to:
- Apply the knowledge of E-commerce in handling various business activities across various sectors.
- Equip themselves with the latest trends and practices in E-Commerce and Digital Marketing in order to handle challenges and grab opportunities for an organization
- Develop a comprehensive knowledge of these aspects for informed decision-making and legal compliance.
- Demonstrate expertise in deploying various digital marketing strategies, including content creation, SEO, social media advertising, and online reputation management, to effectively engage target audiences.

Pedagogy

Lecture, Audio-video clips, E-campaign analysis, development of social media marketing messages etc.

Detailed Syllabus Plan

Module	Module Content	Module wise Pedagogy Used	Duration of Module	Reference Book
I	Introduction to E-commerce • Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages &Limitations of E-Commerce, Traditional Commerce &E-Commerce • Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Myths of E-Commerce • Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism, Government, Education • Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce • Use of Data Analytics, Artificial Intelligence and Machine Learning.	Lecture, Audio-video clips, E-campaign analysis, development of social media marketing messages etc.	10 lectures	• D Nidhi ,E-Commerce Concepts and Applications, ,Edn 2011, International Book house P.ltd • Bajaj Kamlesh K,E-Commerce-The cutting edge of Business
II	E-Business & Applications • E-Business: Meaning, Launching an E-Business, Different phases of Launching an E-Business • Bricks and Clicks business models in E-Business: Brick and Mortar, Pure Online, Bricks and Clicks, Advantages of Bricks &Clicks Business Model,Superiority of Bricks and Clicks E-Business • Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI. • Website as Digital Marketing Tool, Web Analytics • Promoting Web Traffic	Lecture, Audio-video clips, E-campaign analysis, development of social media marketing messages etc.	10 lectures	• Whiteley David, E-Commerce Technologies and Apllications-2013 • E-Business & E-Commerce Management 3rd Ed, Pearson Education

| III | Issues in E-Commerce, Payment and Introduction to Digital Marketing

• Issues Relating to Privacy and Security in E-Business
• E-Commerce Laws: Need for E-Commerce laws, E-Commerce laws in India, Legal Issues in E-commerce in India
• Electronic Payment Systems: Features, Different Payment Systems :Debit Card, Credit Card ,Smart Card, E-cash, E-Cheque, E-wallet, Electronic Fund Transfer.
• Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types,
• Advantages and Disadvantages of Payment Gateway.
• UPI Based Payment, Digital Rupee and other modern day payments
Digital Marketing
• Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing.
• | Lecture, Audio-video clips, E-campaign analysis, development of social media marketing messages etc. | 10 lectures | • Kalokota & Robinson,E-Business 2.0 Road map for Success, Pearson Education

• Elias M. Awad ,Electronic Commerce, 3rd Edition, Pearson Education |
| IV | Trends in Digital Marketing

Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing, Content Marketing & Content Influencer Marketing, Campaign Marketing, Email Marketing, Display | Lecture, Audio-video clips, E-campaign analysis, development of social media marketing messages etc. | 15 lectures | • Erfan Turban et.al ,Electronic Commerce - A Managerial Perspective, Pearson Education |

	Advertising, Blog Marketing, Viral Marketing, Podcasts & Vodcasts. • Social Media Advertising. •Online ReputationManagement, Social Listening tools and Social media analytics • Latest developments and Strategies in Digital Marketing.			• R. Kalokota, Andrew V. Winston, Electronic Commerce - A Manger's Guide, Pearson Education • Tripathi, E-Commerce, Jaico Publishing House, Mumbai, Edn. 2010.

Prepared by
Signature
(Concerned Faculty/ HOD)

Approved by
Signature
(Principal)

EVALUATION PATTERN

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

Continuous Assessment	Details	Marks
Component 1 (CA-1) – Theory subjects	Presentations/Project Work/Book Review/Field visit & its presentations/Research Paper Report & Viva/building Models Etc.	15 marks
Component 1 (CA-1) - (Practical/Numerical Subjects)	Assignment/Presentations Etc.	15 marks
Component 2 (CA-2) -	Online Test/Quiz	10 marks

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

QUESTION PAPER FORMAT (For Theory Subjects)
All Questions are compulsory

Question Number	Description	Marks	Total Marks
Q1.	**Answer any 2 from the following** (Module I) a. b. c.	*2*8 marks each*	16
Q2.	**Answer any 2 from the following:** (Module II) a. b. c.	*2*8 marks each*	16
Q3.	**Answer any 2 from the following:** (Module III) a. b. c.	*2*8 marks each*	16
Q4.	**Answer any 2 from the following**: (Module IV) a. b. c.	*2*8 marks each*	16
Q5.	**Case Study/Application based Questions:** (Module I to IV)	*2*5.5 marks each Or 2*4 marks each and 1*3 marks Or 1*6 marks and 1*5 marks*	11
TOTAL MARKS			75

Programme: BMS				Semester V			
Course : Services Marketing				Code : NMUBMS			
Teaching Scheme				Evaluation Scheme			
Lecture	Practical	Tutorial	Credits	Theory		Practical	
				Internal	External	Internal	External
45	Nil	Nil	03	25 Marks	75 Marks	Nil	Nil

Internal Component		
Class Test Duration 20 Mins	Assignments	Class Participation
10 Marks	15 Marks	Nil

Learning Objectives

- To understand distinctive features of services and key elements in services marketing
- To identify the marketing mix of services and apply it appropriately to improve service quality
- To examine service gaps, service complaints and moment of truth and offer solutions
- To provide insight into ways to improve service quality and productivity
- To understand marketing of different services in Indian context
- To evaluate the essentials of a good service

Learning Outcomes

At the completion of the course the learner should be able to:
- Distinguish between the service marketing and product marketing.
- Develop strategies to improve the quality of service offered to clients. (Indian service industry)
- Contribute to service industry in various forms. (Designing marketing campaigns for companies offering services, establish a service firm etc.)
- Make decision for service complaints and recovery.

Pedagogy

Lecture, case study, service campaign analysis, research papers, audio-visuals, group discussions, class activity, etc.

Detailed Syllabus Plan				
Module	Module Content	Module wise Pedagogy Used	Duration of Module	Reference Book
I	**Introduction of Services Marketing** • Services Marketing Concept, Distinctive Characteristics of Services, Services Marketing Triangle, Purchase Process for Services, Marketing Challenges of Services, Service Innovation and designs • Role of Services in Modern Economy, Services Marketing Environment • Goods vs Services Marketing, Goods Services Continuum • Consumer Behaviour, Positioning a Service in the Market Place • Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty • Type of Contact: High Contact Services and Low Contact Services • Sensitivity to Customers' Reluctance to Change • Customer defined Service standards- Meaning & Types	Lecture, case study, service campaign analysis, research papers, audio-visuals, group discussions, class activity, etc.	12 lectures	• Valarie A. Zeuhaml &Mary Jo Bitner, Service Marketing, Tata McgrawHill, 6th Edition • Christoper Lovelock, JochenWirtz, Jayanta Chatterjee, Service Marketing People, Technology, Strategy – A South Asian Perspective , Pearson Education, 7th Edition
II	**Key Elements of Services Marketing Mix** • The Services Marketing Mix • The Service Product, Pricing Mix, Promotion & Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service Mapping- Flowcharting	Lecture, case study, service campaign analysis, research papers, audio-visuals, group discussions, class	11 lectures	• Ramneek Kapoor, Justin Paul &Biplab Halder, Services Marketing-Concepts And Practices, McgrawHill, 2011

		activity, etc.		• Harsh V.Verma, Services Marketing Text &Cases, Pearson Education, 2nd Edition
III	**Managing Quality Aspects of Services Marketing** • Improving Service Quality and Productivity • Service Quality – GAP Model, Benchmarking, Measuring Service Quality -Zone of Tolerance and Improving Service Quality • Closing the Service Gaps-Offering solutions • The SERVQUAL Model • Defining Productivity – Improving Productivity • Demand and Capacity Alignment	Lecture, case study, service campaign analysis, research papers, audio-visuals, group discussions, class activity, etc.	11 lectures	• K. Ram Mohan Rao, Services Marketing, Pearson Education, 2nd Edition, 2011 • C. Bhattacharjee, Service Sector Management, Jaico Publishing House, Mumbai, 2008
IV	**Marketing of Services** • International and Global Strategies in Services Marketing: Services in the Global Economy-Moving from Domestic to Transnational Marketing • Local vs Global Services • Recent Trends in Marketing of Services in: Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry • Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector.	Lecture, case study, service campaign analysis, research papers, audio-visuals, group discussions, class activity, etc.	11 lectures	• Govind Apte, Services Marketing, Oxford Press, 2004

Prepared by   Approved by

Signature   Signature
(Concerned Faculty/ HOD)   (Principal)

EVALUATION PATTERN

The performance of the learner will be evaluated in two components. The first component willbe 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:

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

Continuous Assessment	Details	Marks
Component 1 (CA-1) – Theory subjects	Presentations/Project Work/Book Review/Field visit & its presentations/Research Paper Report & Viva/building Models Etc.	**15 marks**
Component 1 (CA-1) - (Practical/Numerical Subjects)	Assignment/Presentations Etc.	**15 marks**
Component 2 (CA-2) -	Online Test/Quiz	**10 marks**

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

QUESTION PAPER FORMAT (For Theory Subjects)

All Questions are compulsory

Question Number	Description	Marks	Total Marks
Q1.	**Answer any 2 from the following** (Module I) a. b. c.	*2*8 marks each*	16
Q2.	**Answer any 2 from the following:** (Module II) a. b. c.	*2*8 marks each*	16
Q3.	**Answer any 2 from the following:** (Module III) a. b. c.	*2*8 marks each*	16
Q4.	**Answer any 2 from the following**: (Module IV) a. b. c.	*2*8 marks each*	16
Q5.	**Case Study/Application based Questions:** (Module I to IV)	*2*5.5 marks each Or 2*4 marks each and 1*3 marks Or 1*6 marks and 1*5 marks*	11
TOTAL MARKS			**75**

Programme : BMS				Semester			
Course : Consumer Behaviour				Code :			
Teaching Scheme				Evaluation Scheme			
Lecture	Practical	Tutorial	Credits	Theory		Practical	
				Internal	External	Internal	External
45	Nil	Nil	03	25 Marks	75 Marks		

Internal Component (Theory Break up)		
Class Test Duration	Assignments	Class Participation
10 Marks	15 Marks	Nil

Learning Objectives
- To understand & analyse the types of consumers (Institutional/ individual buyer), types of Consumer buying Behaviour and factors determining their buying behaviour.   - To acquaint learners with the concept of needs, perception, personality, attitude, self-concepts and its application in understanding and influencing consumer buying behaviour.   - To highlight the role of family, social class, groups & culture in influencing buyer behaviour.   - To introduce the various Consumer Decision making models and examine the New Trends.
Learning Outcomes
- Learners will be able to understand the factors determining consumer buying behaviour and also examine the importance of studying consumer behaviour (Institutional & individual) from marketer's perspective.   - Learners will develop the skill of understanding and analysing consumer information (needs, perception, personality, attitude, self-concept) and using it to create consumer centric marketing strategies.   - Knowledge about the role of family, social class, groups & culture in influencing buyer behaviour will facilitate learners / practitioners to make decisions on information to be shared, use of appeal, selection of endorser and other factors while designing marketing mix.   - Learners will be able to apply the insights of Consumer Decision making models and New Trends in developing their pre-purchase, purchase & post purchase customer centric strategies.
Pedagogy
Case analysis, skits, advertisement development, role playing, Lectures, literature review (Research papers/ articles, news articles, blogs etc.), brain storming, group assignments etc.

Detailed Syllabus Plan				
Module	Module Content	Module wise Pedagogy Used	Duration of Module	Reference Book
I	**Introduction To Consumer Behaviour:** • Meaning of Consumer Behaviour, Features and Importance • Types of Consumer (Institutional & Retail) • Consumer Involvement • Diversity of consumers and their behaviour- Types of Consumer buying Behaviour • Consumer profiling. Psychoanalytical targeting employed by social media sites. • Application of Consumer Behaviour knowledge in Marketing • Consumer Decision Making Process • Determinants of Buyer Behaviour, • Factors affecting each stage, and Need recognition.	Lectures, Class Discussions, Debate, Case Studies, Video Presentations, News & Articles reading	11 Lectures	• S H H Kazmi & Jamal Akhtar (2013). Consumer Behaviour • Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A. (2007). Consumer Behaviour – Building Marketing Strategy. (9th ed.). Tata McGraw Hill.
II	**Individual- Determinants of Consumer Behaviour** • Consumer Needs & Motivation (Theories - Maslow, Mc Cleland). • Personality – Concept, Nature of personality, Freudian, non - Freudian	Lectures, Class Discussions, Debate, Case Studies, Video Presentations, News & Articles reading	12 Lectures	• Kotler, P. & Keller, K. L. (2012).

	and Trait theories, Personality Traits and its Marketing significance, Product personality and brand personification. • Self Concept • Consumer Perception • Learning – Theories • Attitude - Concept of attitude & consumer attitude, Formation & Change.			Marketing Management (Global Edition) (14th ed.). Pearson • Schiffman, L.G., Kanuk, L.L., & Kumar, S.R. (2011). Consumer Behaviour. (10th ed.). Pearson. • Solomon, M.R. (2009). Consumer Behaviour –

| III | Environmental Determinants of Consumer Behaviour
• Family Influences on Buyer Behaviour,
• Roles of different members, needs perceived and evaluation rules.
• Factors affecting the need of the family, family life cycle stage and size.
• Social Class and Influences
• Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behaviour - Reference Groups, Types of influence: Informational, Normative & comparative influence
• Opinion Leaders and Social Influences In-group versus out-group influences, role of opinion leaders in diffusion of innovation and in purchase process.
• Cultural Influences on Consumer Behaviour | Lectures, Class Discussions, Debate, Case Studies, Video Presentations, News & Articles reading | 12 Lectures | Buying, Having, and Being. (8th ed.) New Delhi: Pearson .

• Blackwell, R.D., Miniard, P.W., & Engel, J. F. (2009). Consumer Behaviour. New Delhi: Cengage Learning. |

	Understanding cultural and sub-cultural influences on individual, norms and their role, customs, traditions and value system.			
IV	Consumer Decision making models and New Trends • Consumer decision making model. • Consumer behavior & AI • Diffusion of innovations Process of Diffusion and Adoption, Innovator profiles • E-Buying behaviour, The E-buyer vis-a vis the Brick and Mortar buyer, Influences on E-buying	Lectures, Class Discussions, Debate, Case Studies, Video Presentations, News & Articles reading	10 Lectures	• Nair, Suja R- Consumer Behaviour in Indian Perspective • Loudan, David L and Bitta, A.J. Della Consumer Behaviour • Suggested Article- What AI-Driven Decision Making Looks Like by Eric Colson https://hbr.org/2019/07/what-ai-driven-decision-making-looks-like

Prepared by   Approved by

Signature   Signature
BMS Coordinator   (Principal)

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EVALUATION PATTERN

The performance of the learner will be evaluated in two components. The first component willbe 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:

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

Continuous Assessment	Details	Marks
Component 1 (CA-1) – Theory subjects	Presentations/Project Work/Book Review/Field visit &its presentations/Research Paper Report & Viva/building Models Etc.	**15 marks**
Component 1 (CA-1) - (Practical/Numerical Subjects)	Assignment/Presentations Etc.	**15 marks**
Component 2 (CA-2) -	Online Test/Quiz	**10 marks**

ii) Details of Semester End Examination: 75% of the total marks per course.
Duration of examination will be two and half hours
QUESTION PAPER FORMAT (For Theory Subjects)
All Questions are compulsory

Question Number	Description	Marks	Total Marks
Q1.	**Answer any 2 from the following** (Module I) a. b. c.	*2*8 marks each*	16
Q2.	**Answer any 2 from the following:** (Module II) a. b. c.	*2*8 marks each*	16
Q3.	**Answer any 2 from the following:** (Module III) a. b. c.	*2*8 marks each*	16
Q4.	**Answer any 2 from the following**: (Module IV) a. b. c.	*2*8 marks each*	16
Q5.	**Case Study/Application based Questions:** (Module I to IV)	*2*5.5 marks each* *Or* *2*4 marks each and 1*3 marks* *Or* *1*6 marks and 1*5 marks*	11
TOTAL MARKS			**75**

Elective Course (EC)

FINANCE ELECTIVE

- Corporate Finance
- Wealth Management
- Commodity & Derivatives Market

Program: Bachelor of Management Studies				Semester:			
Course: Corporate Finance				Code: NMUBMS			
Teaching Scheme				Evaluation Scheme			
Lecture	Practical	Tutorial	Credits	Theory		Practical	
				Internal	External	Internal	External
45	Nil	Nil	03	25 Marks	75 Marks	Nil	Nil
Internal Component							
Class Test Duration (20 Mins)		Assignment			Class Participation		
10 Marks		15 marks			Nil		

Learning Objectives

1. To develop a conceptual frame work of finance function and to acquaint the participants with the tools, techniques and process of financial management in the realm of financial decision making
2. To understand the core concepts of corporate finance and its importance in managing a business in terms of cost of acquisition of funds and leverages.
3. To provide the understanding of nature, importance, structure of corporate finance related areas and to impart knowledge regarding source of finance for a business along with time value techniques related to evaluation of projects.
4. To understand the emerging trends in finance along with working capital management for companies.

Learning Outcomes

1. The learner gains knowledge and is able to develop a conceptual frame work of financial functions along with developing strategies for profit and wealth maximization for various stakeholders.
2. The learner is able to assess cost of acquisition of funds by various methods and assess the operating & financial leverages for financial decision making.
3. Students understand the nature, importance, structure of corporate finance related areas and is able to evaluate the sources of finance for a business along with time value techniques related to evaluation of projects.
4. The learner assesses various new financial trends and is able to affectively evaluate working capital of companies.

Pedagogy

- Class lectures and discussions, Case studies, Research papers, Excel exercises and Newspaper article discussions

Detailed Syllabus Plan				
Module	**Proposed Module Content**	**Pedagogy Used**	**No. of Lectures**	**Reference Books**
1	Introduction to Corporate Finance: i. Meaning, Principles of Corporate Finance, Significance of Corporate Finance, ii. Stakeholders and impact on corporate objectives iii. Profit & Wealth Maximization iv. Financial Decision making , Functions of Financial manager , Significance of Financial management, Sources of Finance in brief	Class lectures, case studiesand Research papers	6	1. CFA Level 1- Corporate Finance 2. M.Y. Khan and P.K. Jain - Financial Management - Tata - McGraw Hill Education India Pvt.Ltd., Noida, Uttar Pradesh. 3. Principles of Corporate Finance- Brealey, Myers , Allen, Mohanty, Tata - McGraw Hill Education India Pvt.Ltd, Noida, Uttar Pradesh.
2	Capital structure and leverages i. Cost of Capital – Cost of Debt,Cost of Preference Shares, Cost ofEquity Shares, Cost of Retained Earnings and Calculation of Weighted Cost of Capital. ii. Capitalisation- Over, Balancedand Under Capitalisation , CapitalStructure- Theories, EBIT – EPS analysis for capital structure decision. iii. Concept of Leverage - Operating Leverage, FinancialLeverage and Combined Leverage.	Class lectures, case studies, Research papers, Excel exercises .	13	4. CFA- Level 1- Corporate Finance 5. Principles of Corporate Finance- Brealey, Myers, Allen, Mohanty, Tata - McGraw Hill Education India Pvt.Ltd, Noida, Uttar Pradesh. 6.Damodaran, A. (2008). Damodaran on Valuation, Security Analysis for Investment and Corporate Finance, (2nd ed.). Wiley India Pvt. Ltd

| 3. | Capital Budgeting

i. Introduction to Time Value of Money – compounding and discounting

ii. Introduction to basics of Capital Budgeting techniques (time value of money based methods) – Traditional and Modern methods: Accounting Rate of Return, Payback period, Payback profitability, NPV and IRR (Net Present Value and Internal Rate of Return) | Class lectures, case studies, Research Papers, Excel exercises. | 13 | 7. CFA-Level 1 Corporate Finance

8. M.Y. Khanand P.K. Jain - Financial Management - Tata - McGraw Hill Publishing Co. Ltd., Noida, UttarPradesh

9. Inter CA book onFinancial Management andEconomics for Finance |
| 4 | Working capital, dividend policy and emerging trends in finance.

i. Introduction to Working Capital Management, Factors and Methods of assessing working capital

ii. Emerging trends in finance: Sustainable finance, Green finance, Socially Responsible Investing, ESG and Impact Investing. | Class lectures, Case studies, Research Papers and Excel exercises, Newspaper article discussion | 13 | 10. CFA-Level 1 Corporate Finance

11.Prasanna Chandra -Financial Management - Tata - McGraw HillEducation India Pvt. Ltd, Noida, UttarPradesh.

12.Principles of Corporate Finance- Brealey, Myers, Allen, Mohanty, Tata - McGraw Hill Education India Pvt. Ltd, Noida, Uttar Pradesh. |

EVALUATION PATTERN

The performance of the learner will be evaluated in two components. The first component willbe 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:

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

Continuous Assessment	Details	Marks
Component 1 (CA-1) – Theory subjects	Presentations/Project Work/Book Review/Field visit & its presentations/Research Paper Report & Viva/building Models Etc.	15 marks
Component 1 (CA-1) - (Practical/Numerical Subjects)	Assignment/Presentations Etc.	15 marks
Component 2 (CA-2) -	Online Test/Quiz	10 marks

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

QUESTION PAPER FORMAT (For Numerical/Practical Subjects)

Question Number	Description	Marks	Total Marks
Q1.	Practical/Numerical (Compulsory Question)	15	15
Q2 to Q5	Practical / Numerical Questions (Attempt any 3 out of 4 Questions) ****(Each question carries 15 marks each – sub-questions can be:** *a. 1*15 marks or* *b. 2*7.5 marks or* *c. 3*5 marks or* *d. 1*10 marks and 1*5 marks or* *e. 1*8 marks and 1*7 marks)*	15*3	45
Q6.	Write notes on the following: (Any 3 out of 4): a. b. c. d.	5 5 5 5	15
	TOTAL MARKS		75

Program : BMS				Semester			
Course : Wealth Management				Code : NMUBMS			
Teaching Scheme				Evaluation Scheme			
Lecture	Practical	Tutorial	Credits	Theory		Practical	
				Internal	External	Internal	External
45	Nil	Nil	03	25 Marks	75 Marks	Nil	Nil
Internal Component							
Class Test Duration 20 Mins		Assignments			Class Participation		
10 Marks		15 Marks			Nil		

Learning Objectives

1. To understand various aspects related to wealth management.
2. To study the relevance and importance of Insurance in wealth management.
3. To acquaint the learners with issues related to taxation in wealth management.
4. To understand various components of retirement planning.

Learning Outcomes

At the completion of course the learner should be able to:

1. Learners will be able to specify and assess various components of wealth management.
2. Learners will understand the importance of insurance in wealth management and compare products offered by various insurance companies.
3. Learners will be able to examine and tackle the issues related to taxation in wealth management and develop strategies for the same.
4. Learners will be able to successfully create retirement plans for oneself & others (family members & clients).

Pedagogy

Practical problem solving and lectures

Detailed Syllabus Plan				
Module	Module Content	Module wise Pedagogy Used	Duration of Module	Reference Book
I	Introduction a) Introduction To Wealth Management: Meaning of WM, Scope of WM, Components of WM, Process of WM, WM Needs & Expectation of Clients, Code of Ethics for Wealth Manager b) Behavioral Finance – Overview, Components – Self Deception, Heuristic simplification, social influence and emotion (brief overview), Loss Aversion, Herd V/S self c) Wealth Management Industry – Overview, challenges, concept of Family offices	Practical problem solving and lectures	12 Lectures	• Harold Evensky, Wealth Management, McGraw Hill Publication • NCFM, CFP, IIBF, etc, Wealth Management modules
II	Insurance Planning and Investment Planning a) Insurance Planning: Meaning, Basic Principles of Insurance, Functions and Characteristics of Insurance, Rights and Responsibilities of Insurer and Insured, Types of life Insurance Policies, Types of General Insurance Policies, Health Insurance – Mediclaim – Calculation of Human Life Value - Belth Method/CPT b) Investment Planning: Types of Investment Risk, Risk Profiling of Investors & Asset Allocation (Life Cycle Model), Asset Allocation	Practical problem solving and lectures	11 Lectures	• Harold Evensky, The new wealth Management, CFA Institute Investment Series Publication

	Strategies(Strategic, Tactical, Life-Cycle based), Goal-based Financial Planning, Active & Passive Investment Strategies			
III	Financial Mathematics/ Tax and Estate Planning a) Financial Mathematics: Calculation of Returns (CAGR ,Post-tax Returns etc.), Total Assets, Net Worth Calculations b) Tax and Estate Planning: Tax Planning Concepts, Assessment Year, Financial Year, Income Tax Slabs, TDS, Advance Tax, LTCG, STCG, Carry Forward & Set-off, Estate Planning Concepts –Types of Will – Requirements of a Valid Will– Trust – Deductions - Exemptions	Practical problem solving and lectures	11 Lectures	
IV	Retirement Planning/ Income Streams & Tax Savings Schemes & Loan Mathematics a) Retirement Planning: Understanding of different Salary Components, Introduction to Retirement Planning, Purpose & Need, Life Cycle Planning, Financial Objectives in Retirement Planning, Wealth Creation (Factors and Principles), Retirement (Evaluation & Planning), Pre & Post-Retirement Strategies - Tax Treatment b) Income Streams & Tax Savings Schemes: Pension Schemes, Annuities- Types of Annuities, Various Income Tax Savings Schemes c) Loan Mathematics – loan amortisation and its types, amortisation V/S depreciation	Practical problem solving and lectures	11 Lectures	• Harold Evensky, Wealth Management, McGraw Hill Publication • NCFM, CFP, IIBF, etc, Wealth Management modules • Harold Evensky, The new wealth Management, CFA Institute Investment Series Publication

EVALUATION PATTERN
The performance of the learner will be evaluated in two components. The first component willbe 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:

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

Continuous Assessment	Details	Marks
Component 1 (CA-1) – Theory subjects	Presentations/Project Work/Book Review/Field visit & its presentations/Research Paper Report & Viva/building Models Etc.	**15 marks**
Component 1 (CA-1) - (Practical/Numerical Subjects)	Assignment/Presentations Etc.	**15 marks**
Component 2 (CA-2) -	Online Test/Quiz	**10 marks**

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

QUESTION PAPER FORMAT (For Theory Subjects)

All Questions are compulsory

Question Number	Description	Marks	Total Marks
Q1.	**Answer any 2 from the following** (Module I) a. b. c.	*2*8 marks each*	16
Q2.	**Answer any 2 from the following:** (Module II) a. b. c.	*2*8 marks each*	16
Q3.	**Answer any 2 from the following:** (Module III) a. b. c.	*2*8 marks each*	16
Q4.	**Answer any 2 from the following**: (Module IV) a. b. c.	*2*8 marks each*	16
Q5.	**Case Study/Application based Questions:** (Module I to IV)	*2*5.5 marks each Or 2*4 marks each and 1*3 marks Or 1*6 marks and 1*5 marks*	11
TOTAL MARKS			**75**

Programme : BMS				Semester VI			
Course : Commodity & Derivatives Market				Code :			
Teaching Scheme				Evaluation Scheme			
Lecture	Practical	Tutorial	Credits	Theory		Practical	
				Internal	External	Internal	External
45	Nil	Nil	03	25 Marks	75 Marks	Nil	Nil
Internal Component							
Class Test Duration 20 Mins		Assignments			Class Participation		
10 Marks		15 Marks			Nil		
Learning Objectives							
- To understand the concepts related to Commodities and Derivatives market - To study the various aspects related to futures and Hedging - To study the various aspects related to Options and options pricing models - To acquaint learners with the trading, clearing and settlement mechanism in derivates market.							
Learning outcomes:							
- Learners will be able to understand the concepts related to Commodities and Derivatives market - Learners will gain in-depth knowledge on the various aspects related to futures and hedging - Learners will gain in-depth knowledge on the various aspects related to options and various options pricing models - Learners will be acquainted with the trading, clearing and settlement mechanisms of derivate market.							
Pedagogy							
Lectures, practical problem solving, case analysis etc.							

Detailed Syllabus Plan				
Module	Module Content	Module wise Pedagogy Used	Duration of Module	Reference Book
I	Introduction to Commodities Market and Derivatives Market a. Introduction to Commodities Market : Meaning, History & Origin, Types of Commodities Traded, Structure of Commodities Market in India, Participants in Commodities Market,	Lectures, practical problem solving, case analysis etc.	12 lectures	- John C. Hull & Basu -Futures, options & other derivatives - Robert McDonald,

	Trading in Commodities in India(Cash & Derivative Segment), Commodity Exchanges in India & Abroad, Reasons for Investing in Commodities b. Introduction to Derivatives Market: Meaning, History & Origin, Elements of a Derivative Contract, Factors Driving Growth of Derivatives Market, Types of Derivatives, Types of Underlying Assets, Participants in Derivatives Market, Advantages & Disadvantages of Trading in Derivatives Market, Current Volumes of Derivative Trade in India, Difference between Forwards & Futures.			Derivatives market, Pearson education • John Hull, Fundamentals of futures & options
II	Futures and Hedging a. Futures: • Futures Contract Specification, Terminologies, Concept of Convergence, Relationship between Futures Price & Expected Spot Price, Basis & Basis Risk, Pricing of Futures Contract, Cost of Carry Model b. Hedging: Speculation & Arbitrage using Futures, Long Hedge – Short Hedge, Cash & Carry Arbitrage, Reverse Cash & Carry Arbitrage, Payoff Charts & Diagrams for Futures Contract, Perfect & Imperfect Hedge	Lectures, practical problem solving, case analysis etc.	11 lectures	• Ankit Gala & Jitendra Gala, Guide to Indian Commodity market, Buzzingstock publishing house
III	Options and Option Pricing Models a. Options: • Options Contract Specifications, Terminologies, Call Option, Put Option, Difference between Futures & Options, Trading of Options,	Lectures, practical problem solving, case analysis etc.	11 lectures	• K.Sasidharan & Alex K. Mathews, Option trading – bull market strategies, McGraw Hill publication

	Valuation of Options Contract, Factors affecting Option Premium, Payoff Charts & Diagrams for Options Contract, Basic Understanding of Option Strategies b. Options Pricing Models: Binomial Option Pricing Model, Black - Scholes Option Pricing Model			
IV	Trading, Clearing & Settlement In Derivatives Market and Types of Risk a. Trading, Clearing & Settlement In Derivatives Market: • Meaning and Concept, SEBI Guidelines, Trading Mechanism – Types of Orders, Clearing Mechanism – NSCCL – its Objectives & Functions, Settlement Mechanism – Types of Settlement b. Types of Risk: Value at Risk, Methods of calculating VaR, Risk Management Measures , Types of Margins, SPAN Margin	Lectures, practical problem solving, case analysis etc.	11 lectures	• Niti Chatnani, Commodity markets, McGraw Hill Publication • S.Kevin, Commodities & financial derivatives, PHI learning Pvt ltd Suni K Parmeswaran, Futures & options, McGraw Hill

Prepared by Approved by

Signature   Signature
BMS Coordinator   (Principal)

EVALUATION PATTERN

The performance of the learner will be evaluated in two components. The first component willbe 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:

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

Continuous Assessment	Details	Marks
Component 1 (CA-1) – Theory subjects	Presentations/Project Work/Book Review/Field visit & its presentations/Research Paper Report & Viva/building Models Etc.	**15 marks**
Component 1 (CA-1) - (Practical/Numerical Subjects)	Assignment/Presentations Etc.	**15 marks**
Component 2 (CA-2) -	Online Test/Quiz	**10 marks**

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

QUESTION PAPER FORMAT (For Theory Subjects)

All Questions are compulsory

Question Number	Description	Marks	Total Marks
Q1.	**Answer any 2 from the following** (Module I) a. b. c.	*2*8 marks each*	16
Q2.	**Answer any 2 from the following:** (Module II) a. b. c.	*2*8 marks each*	16
Q3.	**Answer any 2 from the following:** (Module III) a. b. c.	*2*8 marks each*	16
Q4.	**Answer any 2 from the following**: (Module IV) a. b. c.	*2*8 marks each*	16
Q5.	**Case Study/Application based Questions:** (Module I to IV)	*2*5.5 marks each* *Or* *2*4 marks each and 1*3 marks* *Or* *1*6 marks and 1*5 marks*	11
TOTAL MARKS			**75**