

# TYBMS SEMESTER 6

## BMS COURSE STRUCTURE 2024-25

SNo.	Name of the subject	Credits
	Core Course (CC)	
1.	Retail Management	4
2.	Indian Management Thoughts & Practices	4
	Skill Enhancement Course (SEC)	
3.	Project Work-I (Research based & Internship based)	4
	Elective Course (EC)	
	Marketing elective	
4.	Brand Management	3
5.	Sales & CRM	3
6.	Rural Marketing	3
	Neuro Marketing*	3
	Finance elective	
7.	Risk Management	3
8.	International Finance	3
9.	Strategic Financial Management	3
	Financial Planning & Portfolio Management *	3
	Total Credits	21

## CORE COURSE (CC)

- Retail Management
  - Indian Management Thoughts & Practices
- Project Work-I (Research based & Internship based)

TYBMS SEM VI SYLLABUS

Program : Bachelor of Management Studies				Semester : VI			
Course : Retail Management				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							
<ol style="list-style-type: none"> <li>1. To familiarize the students with retail management concepts and operations</li> <li>2. To provide understanding of retail management and types of retailers</li> <li>3. To develop an understanding of retail management terminology including merchandize management, store management and retail strategy</li> <li>4. To acquaint the students with legal and ethical aspects of retail management</li> <li>5. To create awareness about emerging trends in retail management</li> </ol>							
Learning Outcomes							
<p>After completion of the course, learners would be able to:</p> <p><b>CO1:</b> Comprehend the pivotal role played by a retailer in a society</p> <p><b>CO2:</b> Gain an insight pertaining to important aspects, strategies, issues and careers in retailing.</p> <p><b>CO3:</b> Develop an understanding of retail management including Merchandize Management, Store Management and retail strategy.</p> <p><b>CO4:</b> Start and manage their own Retail Ventures.</p>							
Pedagogy							
<ul style="list-style-type: none"> <li>• Class lectures, group discussions, case studies, PPT presentations, videos, role play, etc.</li> </ul>							

Detailed Syllabus Plan				
Module	Module Content	Module wise Pedagogy Used	Duration of Module	Reference Book
1	<p>Retail Management- An overview:</p> <p><b>a) Retail Management:</b> Introduction and Meaning, Significance, Factors Influencing Retail Management, Scope of Retail Management, Functions of Retailers (Retail Mix)</p> <p><b>b) Retail Formats:</b> Types of retailers (Conceptual level) Concept of Organized Retailing: Factors Responsible for the Growth of Organized Retail in India, Multichannel Retailing: Meaning and Types, E-tailing: Meaning, Advantages and Limitations</p> <p><b>c) Emerging Trends in Retailing</b></p> <ul style="list-style-type: none"> <li>• Impact of Globalization on Retailing</li> <li>• I.T in Retail: Importance, Advantages and Limitations, Applications of I.T. in Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels</li> <li>• FDI in Retailing: Meaning, Need for FDI in Indian Retail Scenario</li> <li>• Green Retailing</li> <li>• Airport Retailing</li> <li>• Social Commerce</li> <li>• AI (Artificial Intelligence) &amp; AR (Augmented Reality) powered retailing</li> <li>• Same day (or same hour) delivery</li> </ul>	Class lectures, group discussions, case studies, PPT presentations, videos, role play, etc.	12	<ul style="list-style-type: none"> <li>• Michael Levy &amp; Barton A Weitz, “Retailing Management”, Tata Mc Graw Hill</li> <li>• Gibson G. Vedamani, “Retail Management- Functional Principles and Practices”, Jaico Publishing House, Mumbai.</li> </ul>

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	<ul style="list-style-type: none"> <li>• Smart speaker shopping and chatbots</li> <li>• Experiential retailing</li> <li>• E-wallets</li> </ul>			<ul style="list-style-type: none"> <li>• Jim, “Retail Strategies- understanding why we shop”, Jaico Publishing House, Mumbai.</li> </ul>
2	<p>Retail Consumer and Retail Strategy:</p> <p><b>a) Retail Consumer/Shopper:</b> Meaning of Retail Shopper, Factors Influencing Retail Shoppers, Changing Profile of Retail Shoppers, Market Research as a Tool for Understanding Retail Markets and Shoppers</p> <p><b>b) CRM in Retail:</b> Meaning, Objectives Customer Retention Approaches: Frequent Shopper Programme, Special Customer Services, Personalization, Community</p> <p><b>c) Retail Strategy:</b> Meaning, Steps in Developing Retail Strategy, Retail Value Chain</p> <p><b>d) Store Location Selection:</b> Meaning, Types of Retail Locations, Factors Influencing Store Location, Retail Location Theories- Gravity Theories (Reily’s law of Retail Gravitation, Huff’s gravity model) Central Place Theory and Saturation Theory</p> <p><b>e) HRM in Retail:</b> Meaning, Significance, Functions Organization Structure in Retail: Meaning, Factors Influencing Designing Organization Structure, Organization Structure for Small Stores/Single Stores/Independent Retailers and Retail Store Chain/Department Store</p>	Class lectures, group discussions, case studies, PPT presentations, videos, role play, etc.	11	<ul style="list-style-type: none"> <li>• Dunne Lusch, “Retail Management”, South Western Cengage Learning</li> </ul>
3	<p>Merchandise Management and Pricing:</p> <p><b>a) Merchandise Management</b> Concept, Types of Merchandise, Principles of Merchandising,</p>	Class lectures, group discussions,	11	<ul style="list-style-type: none"> <li>• K.S. Menon, “Store Management”,</li> </ul>

	<p>Merchandise Planning- Meaning and Process, Merchandise Category – Meaning, Importance, Components, Role of Category Captain, Merchandise Procurement/Sourcing-Meaning, Process, Sources for Merchandise</p> <p><b>b) Buying Function:</b> Meaning, Buying Cycle, Factors Affecting Buying Functions, Functions of Buying for Different Types of Organizations Young and Rubicam’s Brand Asset Valuator-Independent Store, Retail Chain, Non-store Retailer</p> <p><b>c) Concept of Lifestyle Merchandising</b></p> <p><b>d) Private Label</b> Meaning, Need and Importance, Private Labels in India</p> <p><b>e) Retail Pricing</b></p> <ul style="list-style-type: none"> <li>• Meaning, Considerations in Setting Retail Pricing</li> <li>• Pricing Strategies: High/ Low Pricing: Meaning, Benefits, Everyday Low Pricing: Meaning, Benefits, Market Skimming, Market Penetration, Leader Pricing, Odd Pricing, Single Pricing, Multiple Pricing, Anchor Pricing</li> <li>• Variable Pricing and Price Discrimination- Meaning Types: <ul style="list-style-type: none"> <li>▪ Individualized Variable Pricing/First Degree Price</li> <li>▪ Self-Selected Variable Pricing/ Second Degree Price Discrimination-Clearance and Promotional Markdowns, Coupons, Price Bundling, Multiple – Unit Pricing</li> </ul> </li> </ul>	<p>case studies, PPT presentations, videos, role play, etc.</p>	<p>Macmillan India Ltd.,</p> <ul style="list-style-type: none"> <li>• Keith Lincoln, Lars Thomessen &amp; Anthony Aconis, “Retailization - Brand Survival in the Age of Retailer Power”, Kogan Page Ltd.,</li> <li>• Swapna Pradhan, “Retailing Management–Text and Cases”, 4th Edn, Tata Mc Graw Hill.</li> <li>• Bajaj, Tulli &amp; Shrivastava, “Retail</li> </ul>
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TYBMS SEM VI SYLLABUS

	<ul style="list-style-type: none"> <li>▪ Variable Pricing by Market Segment/ Third Degree Price Discrimination</li> </ul>			Management”, Oxford University Press
4	<p>Managing and Sustaining Retail:</p> <p>a) Retail Store Operations:</p> <ul style="list-style-type: none"> <li>• Meaning, Responsibilities of Store Manager, The 5 S’s of Retail Operations (Systems, Standards, Stock, Space, Staff)</li> </ul> <p>b) Store Design and Layout:</p> <ul style="list-style-type: none"> <li>• Store Design- Meaning, Objectives, Principles, Elements of Exterior and Interior Store Design, Store Atmospherics and Aesthetics</li> <li>• Store Layout- Meaning, Types: Grid, Racetrack, Free Form</li> <li>• Signage and Graphics: Meaning, Significance, Concept of Digital Signage</li> <li>• Feature Areas: Meaning, Types: Windows, Entrances, Freestanding Displays, End Caps, Promotional Aisles, Walls, Dressing Rooms, Cash Wraps</li> </ul> <p>c) Visual Merchandising and Display:</p> <ul style="list-style-type: none"> <li>• Visual Merchandising- Meaning, Significance, Tools Used for Visual Merchandising</li> <li>• The Concept of Planogram</li> <li>• Display- Meaning, Methods of Display, Errors in Creating Display</li> </ul> <p>d) Mall Management</p> <ul style="list-style-type: none"> <li>• Meaning and Components: Positioning, Zoning, Promotion and Marketing,</li> </ul>	Class lectures, group discussions, case studies, PPT presentations, videos, role play, etc.	11	<ul style="list-style-type: none"> <li>• Kishore Biyani, “It Happens in India”, &amp; “The Wall Mart Story”</li> <li>• Store Manager, Organiser / Planner- DMS Retail</li> <li>• Dr. RamKishen Y. “International Retail Marketing Strategies”, Jaico Publishing House, Mumbai.</li> </ul>



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	<p>Facility Management, Finance Management</p> <p>e) Legal and Ethical Aspects of Retailing</p> <ul style="list-style-type: none"> <li>• Licenses/Permissions Required to Start Retail Store in India</li> <li>• Ethical Issues in Retailing</li> <li>• Career Options in Retailing</li> <li>• Rural Retailing in India</li> </ul>			
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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 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
<b>Component 1 (CA-1) – Theory subjects</b>	Presentations/Project Work/Book Review/Field visit & its presentations/Research Paper Report & Viva/building Models Etc.	<b>15 marks</b>
<b>Component 1 (CA-1) - (Practical/Numerical Subjects)</b>	Assignment/Presentations Etc.	<b>15 marks</b>
<b>Component 2 (CA-2) -</b>	Online Test/Quiz	<b>10 marks</b>

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

**TYBMS SEM VI SYLLABUS**

Course : Indian Management Thoughts And Practices				Code :			
Teaching Scheme				Evaluation Scheme			
Lecture	Practical	Tutorial	Credits	Theory		Practical	
				Internal	External	Internal	External
60	Nil	Nil	04	25 Marks	75 Marks		
<b>Internal Component (Theory Break up )</b>							
Class Test Duration			Assignments			Class Participation	
10 Marks			15 Marks			Nil	
<b>Learning Objectives</b>							
<ul style="list-style-type: none"> <li>• To encourage the student to look at Ancient Indian philosophy of life and Indian ethos to give an organization a holistic work culture and alternate Management principles.</li> <li>• To gain an intrinsic understanding of individual and individual personality aspects from an Indian perspective for better management of human resources</li> <li>• To gain an understanding of social and societal dynamics to become better contributing members in the society</li> <li>• To get deeper insights in Karma, Dharma, Spirituality to bring in Work- Life balance and to acknowledge Ethics followed by Corporate Houses has its foundation in the value system.</li> </ul>							
<b>Learning Outcomes</b>							
<ul style="list-style-type: none"> <li>• Learners will have a greater understanding of the Ancient Indian philosophies and their importance in life and management</li> <li>• Learners will develop practical human resource management approaches rooted in Indian philosophical insights that respect the holistic nature of individuals.</li> <li>• Learners will be able to propose actions that individuals and organizations can take to promote social responsibility and societal well-being</li> <li>• Learners will be better able to manage and balance work and life and be able to evaluate how the integration of karma, dharma, spirituality, and ethics can lead to improved well-being and productivity in both personal and professional spheres.</li> </ul>							
<b>Pedagogy</b>							
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	<p><b>Indian Ethos</b></p> <ul style="list-style-type: none"> <li>• Indian Ethos – A study of Multiplicity and variety – yet unique elements.</li> <li>• Focus on the Ultimate Principle or Intelligence to whom (or which) man seeks recourse</li> <li>• Concept of Atman and Brahman</li> <li>• Management Lessons from Ancient Indian Scriptures:                             <ul style="list-style-type: none"> <li>○ Vedas,</li> <li>○ Bible,</li> <li>○ Quran,</li> <li>○ Mahabharata,</li> <li>○ Arthashashtra,</li> <li>○ Bhagavat Gita</li> </ul> </li> <li>• Reasons for Diminishing Value systems in Organisations</li> <li>• What Organisations can imbibe from Indian Ethos to correct the value imbalance in Organisations</li> </ul>	<p>Lectures, Class Discussions, Debate, Case Studies, Video Presentations, News &amp; Articles reading</p>	15 Lectures	<ul style="list-style-type: none"> <li>• S. K. Chakraborty, —Management by Values, Oxford Press</li> <li>• A. Parthasarthy, —Vedanta Treatise, Vedanta Life Institute</li> <li>• P. K. Ghosh, (Edt) —Indian Ethos in Management IPR Cell, TePP. Outreach Centre</li> <li>• S. Balachandran and others, —Ethics, Indian Ethos and Management, Shroff Publishers and Distributors Pvt. Ltd.</li> <li>• G.R. Krishna, — Indian Ethos for Modern Management</li> <li>• Swami Someswarananda, —Business Management Redefined- The Gita way, Jaico publishing House.</li> <li>• Devdutt Pattanaik Books</li> <li>• Living Spirituality By Meetu Bisht · 2021</li> </ul>
II	<ul style="list-style-type: none"> <li>• Ashtanga Yoga - Personality development through Yoga</li> <li>• The three Paths/Marg – Bhakti, Karma and Jnana Marg</li> <li>• The Three Gunas – Sattva, Rajas, Tamas.</li> <li>• Individual – a being with infinite capabilities and potentials – is a result of your own actions</li> <li>• Pancha Koshas: the concept of man</li> <li>• Meditation – the technique for development of self</li> <li>• Leadership:                             <ul style="list-style-type: none"> <li>○ Karta</li> </ul> </li> </ul>	<p>Lectures, Class Discussions, Debate, Case Studies, Video Presentations, News &amp; Articles reading</p>	15 Lectures	

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	<ul style="list-style-type: none"> <li>○ Transformational Leadership,</li> <li>○ Transactional Leadership,</li> <li>○ Comparing Indian Leadership versus Western Leadership Theories</li> <li>● Qualities of leaders with special reference to Indian thoughts.</li> <li>● Business leadership and value attributes</li> <li>● Motivation – Indian approach vis-à-vis American and Japanese approaches to motivation</li> <li>● Stress – Types and Causes of Work Stress, Stress Management Techniques</li> </ul>			<ul style="list-style-type: none"> <li>● Religion and Spirituality Across Cultures, Editor: Chu Kim-Prieto, Springer Netherlands</li> </ul>
<p>III</p>	<p><b>Society and Social Groups</b></p> <ul style="list-style-type: none"> <li>● Society – combination of individuals of diversity – values that reflect on social practices and customs – impact on individual and collective behaviors – uses coercion to enforce compliance – societal values.</li> <li>● Significance of festivals – Management behind celebrating festivals.</li> <li>● Economics behind celebrating festivals</li> <li>● Indian concept of Learning – Gurukul system of learning</li> <li>● Comparing Indian education system and western education system.</li> <li>● Economics of giving – How societies benefit with the thought behind Economics of Giving</li> <li>● Gross National Happiness - Developing and implementing gross national happiness.</li> </ul>	<p>Lectures, Class Discussions , Debate, Case Studies, Video Presentations, News &amp; Articles reading</p>	<p>15 Lectures</p>	

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IV	<p><b>Spirituality</b></p> <ul style="list-style-type: none"> <li>• Spirituality vis-à-vis religion</li> <li>• Concept of Maya (Illusion) – Advaita Vedanta</li> <li>• Meaning, scope and implications at work</li> <li>• Concept of Dharma: Varna ashram dharma, Adharma, Svadharma</li> <li>• Concept of Karma – meaning and importance to managers,</li> <li>• Concept of Corporate Karma. Why organisations need to pay attention to Corporate Karma</li> <li>• Concept of Vasudhaiva Kutumbakam</li> <li>• Comparing Spirituality w.r.t Indian Philosophy, Chinese Philosophy and Japanese Philosophy</li> </ul>	Lectures, Class Discussions, Debate, Case Studies, Video Presentations, News & Articles reading	15 Lectures	
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**ASSESSMENT PLANNED:**

- Continuous Internal Assessment
- Mid semester concept testing on BlackBoard
- Project Work- Presentation

Prepared by

Approved by

Signature  
BMS Coordinator

Signature  
(Principal)

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

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

Program : Bachelor of Management Studies				Semester : VI		
Course : Project Work				Code : NMUBMS610		
Teaching Scheme				Evaluation Scheme		
Practical	Tutorial	Credits	Theory		Viva-Voce	
			Internal	External	Internal	External
Nil	Nil	04	NIL	NIL	25 Marks	75 Marks

**Evaluation pattern of the project work**

The Project Report shall be evaluated in two stages viz.

**Internal evaluation:** 25 marks

**External evaluation:** 75 marks (25marks Research Project + 25marks Analysis and Interpretation + 25marks Viva-Voce)

Note:

The guiding teacher along with the external evaluator appointed by the University/ College for the evaluation of project shall conduct the viva-voce examination as per the evaluation pattern

Introduction Inclusion of project work in the course curriculum of the Bachelor of Management Studies programme is one of the ambitious aspects in the programme structure. The main objective of inclusion of project work is to inculcate the element of research analyse and scientific temperament challenging the potential of learner as regards to his/ her eager to enquire and ability to interpret particular aspect of the study. It is expected that the guiding teacher should undertake the counselling sessions and make the awareness among the learners about the methodology of formulation, preparation and evaluation pattern of the project work.

There are two modes of preparation of project work

1. Project work based on research methodology in the study area
2. Project work based on internship in the study area

**Guidelines for preparation of Project Work**

1. General guidelines for preparation of project work based on Research Methodology
  - The project topic may be undertaken in any area of Elective Courses.
  - Each of the learner has to undertake a Project individually under the supervision of a teacher-guide.



- The learner shall decide the topic and title which should be specific, clear and with definite scope in consultation with the teacher-guide concerned.
- University/college shall allot a guiding teacher for guidance to the students based on her / his specialization.
- The project report shall be prepared as per the broad guidelines given below:
  - ✓ Font type: Times New Roman
  - ✓ Font size: 12-For content, 14-for Title
  - ✓ Line Space : 1.5-for content and 1-for in table work
  - ✓ Paper Size: A4
  - ✓ Margin : in Left-1.5, Up-Down-Right-1
  - ✓ The Project Report shall be bounded.
  - ✓ The project report should be 80 to 100 pages

**Structure to be followed to maintain the uniformity in formulation and presentation of Project Work (Model Structure of the Project Work)**

- Chapter No. 1: Introduction In this chapter Selection and relevance of the problem, historical background of the problem, brief profile of the study area, definition/s of related aspects, characteristics, different concepts pertaining to the problem etc., can be incorporated by the learner.
- Chapter No. 2: Literature Review This chapter will provide information about studies done on the respective issue. This would specify how the study undertaken is relevant and contribute for value addition in information/ knowledge/ application of study area which ultimately helps the learner to undertake further study on same issue.
- Chapter No. 3: Research Methodology This chapter will include Objectives, Hypothesis, Scope of the study, limitations of the study, significance of the study, Selection of the problem, Sample size, Data collection, Tabulation of data, Techniques and tools to be used, etc., can be incorporated by the learner.
- Chapter No. 4: Data Analysis, Interpretation and Presentation This chapter is the core part of the study. The analysis pertaining to collected data will be done by the learner. The application of selected tools or techniques will be used to arrive at findings. In this, table of information's, presentation of graphs etc. can be provided with interpretation by the learner.
- Chapter No. 5: Conclusions and Suggestions in this chapter of project work, findings of work will be covered and suggestion will be enlisted to validate the objectives and hypotheses.

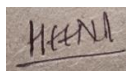
Note: If required more chapters of data analysis can be added. Bibliography

- Appendix

**Passing Standard**

Minimum of Grade E in the project component

- In case of failing in the project work, the same project can be revised for ATKT examination.
- Absence of student for viva voce: If any student fails to appear for the viva voce on the date and time fixed by the department such student shall appear for the viva voce on the date and time fixed by the Department, such student shall appear for the viva voce only along with students of the next batch.



Signature  
(Programme Chairperson)

Signature  
(Principal)

<b>Program: Bachelor of Management Studies</b>				<b>Semester: V</b>	
<b>Course: Project Work</b>				<b>Course Code:</b> UCMABMSP51	
<b>Teaching Scheme</b>			<b>Evaluation Scheme</b>		
<b>Lecture (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Assessment and Evaluation (CAE) (Marks – 25 in internal viva voce)</b>	<b>Term End Examinations (TEE) (Marks- 75 in external viva voce)</b>
-	-	-	04	25	75
<b>Information about the project report</b>					
<b>Sr. No</b>	<b>Description</b>				
1	Project based on 6 weeks/45 Days of Internship with an Organisation /NGO / Charitable Organisation				
2	Report submission of minimum 45-50 pages.				
3	Experience certificate to be attached in the report				
4	<p><b>Topics to be covered in the report –</b></p> <p><b>1) Organisation:</b></p> <ul style="list-style-type: none"> <li>• Why was the Organisation selected?</li> <li>• Description of Work Culture</li> <li>• What type of Organisation?</li> <li>• Organisation Structure</li> <li>• Types of products &amp; Services offered by Organisation</li> </ul> <p><b>2) Learning Objectives</b></p> <p><b>3) Work done by the student:</b></p> <ul style="list-style-type: none"> <li>• Department</li> <li>• Product handled, timing</li> </ul> <p><b>4) Application of theoretical concepts during the internship tenure:</b></p> <p><b>1. Indicative theoretical concepts:</b> (Management, Marketing, HRM, Ethics, Governance, Analytics Etc.)</p> <p><b>5) Departments visited &amp; his/her observation about those departments.</b></p>				

6) **Learner's experience** and whether he feels those objectives have been achieved.

7) **Skills Developed** by the learner during the internship

8) **Contributions and achievements** during the internship to be highlighted (if any)

• **The project report shall be prepared as per the broad guidelines given below:**

- **Font type:** Times New Roman
- **Font size:** 12-For content, 14-for Subheading, 16 – for Chapter / Title
- **Line Space:** 1.5-for content and 1-for in table work
- **Paper Size:** A4
- **Margin:** in Left-1.5, Up-Down-Right-1
- The Project Report shall be black bounded.
- **NO Plagiarism**

• **Any other information:**

**Details of Assessment (CA):**

- **75 marks external examiner-** 50 marks for report + 25 marks for viva/presentation
- **25 marks internal examiner-**20 marks for report + 05 marks for Viva/presentation

(A student who has not completed the mandatory days of internship as per instructions may not be allowed to sit for Internal and External viva)

- **Special Instruction:** Any student doing a Project report on Startup Companies should take prior permission from the Department Head / Programme Co-ordinator.

- The Organisation where student seeks internship should have all the necessary certification as stated under (whichever is applicable):
  - The Company being interned in by student should be a legal entity/
  - Should possess a valid Company Registration Certificate / Certificate of Incorporation or COI /Letter of Incorporation / or should have valid documents to showcase the completion of all formalities of Registration as a Company to be furnished on demand by college authorities /
  - DPIIT Recognition

Elective Course (EC)

**MARKETING ELECTIVE**

- Brand Management
  - Sales & CRM
  - Rural Marketing
  - Neuro Marketing

Program: Bachelor of Management Studies				Semester: VI			
Course: Brand Management				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			Assignment			Class Participation	
10 Marks			15 Marks			Nil	
Learning Objectives							
<ul style="list-style-type: none"> <li>To introduce the learner to Brand Management, Brand Equity &amp; Brand Positioning</li> <li>To acquaint the learner with brand elements &amp; strategies to build brand equity</li> <li>To equip the learner with Brand measurement sources &amp; methods</li> <li>To teach the learner ways to grow &amp; sustain brand equity</li> </ul>							
Learning Outcomes							
<ul style="list-style-type: none"> <li>The learner comprehends the meaning &amp; relevance of Branding in today's world of competition, studies models of Brand equity &amp; discusses the positioning of brands.</li> <li>The learner studies the types of brand elements &amp; evolves with ways to use them to strategize for building equity.</li> <li>The learner studies research techniques &amp; methods to measure brand valuation</li> <li>The learner is equipped with the know-how of Brand Architecture, Brand Hierarchy, Brand Extensions &amp; other ways to grow brands.</li> </ul>							
Pedagogy							
<ul style="list-style-type: none"> <li>Lecture, Power Point Presentations, Class Discussions, Debate, Case Studies, Video Presentations, Role Play, News Reading, Articles discussion, Brain storming</li> <li>Assignments in class to develop a product/service brand and an IMC plan for the same</li> </ul>							

Detailed Syllabus Plan				
Module	Module Content	Module wise Pedagogy Used	Duration of Module	Reference Book
I	<p><b>A. Introduction to Brand Management:</b> Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities</p> <p><b>B. Process:</b> Steps of Brand Building including Brand Building Blocks, Strategic Brand Management Process</p> <p><b>C. CBBE - Customer Based Brand Equity model, Sources of Brand Equity</b></p> <p><b>D. Brand Positioning:</b> Meaning, Importance, Basis, Positioning errors</p> <p><b>E. Creating a brand:</b> Designing a brand identity-Kapferer's Identity Prism</p>	Lecture, Power Point Presentations, Class Discussions, Debate, Case Studies, Video Presentations, Role Play, News Reading, Articles discussion	10 lectures	Brand Management: Text & Cases, Harish Verma Strategic Brand Management: Keller/Parmeshwaran/Jacob Brand Management Principles & Practice: Kirti Dutta
II	<p><b>Planning and Implementing Brand Marketing Programs</b></p> <p><b>A. Brand Elements:</b> Meaning, Criteria for choosing Brand Elements, Types of Brand Elements, Perceptual mapping •</p> <p><b>B. Personalizing Marketing:</b> Experiential Marketing, One to One Marketing, Mass Customization, Permission Marketing</p> <p><b>C. Marketing Mix to create Brand Equity:</b> Product Strategy, Pricing Strategy, Channel Strategy, Promotion (IMC) Strategy</p> <p><b>D. Leveraging Secondary Brand Associations to Build Brand Equity:</b> Companies, Countries, Channel of Distribution, Co-</p>	Lecture, Power Point Presentations, Class Discussions, Debate, Case Studies, Video Presentations, Role Play, News Reading, Articles discussion	10 lectures	Building Strong Brands: David Aaker Brand Leadership: David Aaker Brand Management Principles & Practice: Kirti Dutta

	<p>branding, Ingredient branding, Characters, Events</p> <p><b>E. Consumer Attitude &amp; Perception towards brands:</b> The Indian Consumer</p>			
III	<p><b>Measuring and Interpreting Brand Performance</b></p> <p><b>A. The Brand Value Chain</b></p> <p><b>B. Measuring Sources of Brand Equity:</b></p> <ul style="list-style-type: none"> <li>• <b>Qualitative Research Techniques:</b> Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association</li> <li>• <b>Quantitative Research Techniques:</b> Brand Awareness: Recognition, Recall, Brand Image, Brand Responses</li> </ul> <p><b>C. Young and Rubicam’s Brand Asset Valuator</b></p> <p><b>D. Measuring Outcomes of Brand Equity</b></p> <ul style="list-style-type: none"> <li>• <b>Comparative Methods:</b> Brand based Comparative Approaches, Marketing Based Comparative Approaches, Conjoint Analysis</li> <li>• <b>Holistic Methods:</b> Residual Approaches, Valuation Approaches: Historical, Perspectives and Interbrand’s Brand Valuation Methodology</li> </ul>	<p>Lecture, Power Point Presentations, Class Discussions, Debate, Case Studies, Video Presentations, Role Play, News Reading, Articles discussion</p>	<p>10 lectures</p>	<p>Strategic Brand Management: Keller/Parmeshwaran/Jacob</p> <p>Strategic Brand Management: Building, Measuring &amp; Managing: Kevin Keller</p>
IV	<p><b>A. Designing &amp; Implementing Branding Strategies:</b></p> <ul style="list-style-type: none"> <li>• <b>Brand Architecture:</b> Meaning of Brand</li> </ul>	<p>Lecture, Power Point Presentations, Class Discussions,</p>	<p>15 lectures</p>	<p>Brand Management: Text &amp; Cases, Harish Verma</p> <p>Strategic Brand Management: Building,</p>



	<p>Architecture, The Brand-Product Matrix, Breadth of a Branding Strategy, Depth of a Branding Strategy</p> <ul style="list-style-type: none"> <li>• <b>Brand Hierarchy:</b> Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels</li> <li>• <b>Cause Marketing to Build Brand Equity:</b> Meaning of Cause Marketing, Advantages, Green Marketing</li> </ul> <p><b>B. Brand Extensions:</b> Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity</p> <p><b>C. Managing Brands over Time:</b> Reinforcing Brands, Revitalising Brands</p> <p><b>D. Building Global Customer Based Brand Equity</b></p>	<p>Debate, Case Studies, Video Presentations, Role Play, News Reading, Articles discussion</p>		<p>Measuring &amp; Managing: Kevin Keller Brand Management Principles &amp; Practice: Kirti Dutta</p>
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**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
<b>Component 1 (CA-1) – Theory subjects</b>	Presentations/Project Work/Book Review/Field visit & its presentations/Research Paper Report & Viva/building Models Etc.	<b>15 marks</b>
<b>Component 1 (CA-1) - (Practical/Numerical Subjects)</b>	Assignment/Presentations Etc.	<b>15 marks</b>
<b>Component 2 (CA-2) -</b>	Online Test/Quiz	<b>10 marks</b>

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

Program : BMS				Semester V			
Course : Sales & Customer Relationship Management				Code : NMUBMS514			
Teaching Scheme				Evaluation Scheme			
Lecture	Practical	Tutorial	Credits	Theory		Practical	
				Internal	External	Internal	External
45	Nil	Nil	03		75 Marks	Nil	Nil
Internal Component							
Class Test Duration 20 Mins			Assignments			Class Participation	
10 Marks			15 Marks			Nil	
Learning Objectives							
<p>Sales:</p> <ul style="list-style-type: none"> <li>To gain proficiency in sales management principles, organizational structures, market analysis, and quota-setting strategies for effective sales operations.</li> <li>To attain expertise in the selling process, including techniques, skills, strategies, and the distinction between consumer and organizational selling.</li> </ul> <p>Customer Relationship Management:</p> <ul style="list-style-type: none"> <li>To comprehend CRM fundamentals, benefits, components, customer life cycles, and strategies for acquisition, retention, and loyalty.</li> <li>To comprehend the critical role of data management, data analysis techniques, and service quality in CRM and recognize the future trends and challenges in the field.</li> </ul>							

## Learning Outcomes

## Sales:

- Develop the ability to analyze markets, forecast sales, establish relevant quotas, and optimize sales organizations, contributing to improved sales department performance and business growth.
- Acquire proficiency in communication, negotiation, and problem-solving skills for successful sales, while comprehending diverse selling strategies and effectively managing salesforce evaluation and control.

## Customer Relationship Management:

- Attain proficiency in designing CRM strategies, implementing CRM projects, and evaluating CRM performance by effectively utilizing key performance indicators, leading to enhanced customer satisfaction and organizational profitability.
- Effectively employ data mining, data analysis, and service automation techniques, while utilizing software applications for improved customer service, and to stay updated with evolving e-CRM concepts and technologies.

## Pedagogy

Lectures, Class Discussions, Debate, Case Studies, Video Presentations, Role Play, Simulation, Brainstorming, Panel discussions, Class Activities, Questionnaire based activities, Lecture, Website analysis, blog analysis

**Detailed Syllabus Plan**

Module	Module Content	Module wise Pedagogy Used	Duration of Module	Reference Book
I	<p><b>Sales Management:</b> Introduction, Meaning, Role of Sales Department, Evolution of Sales Management, Interface of Sales with Other Management Functions, Qualities of a Sales Manager</p> <p><b>Structure of Sales Organization –</b> Functional, Product Based, Market Based, Territory Based, Combination or Hybrid Structure</p> <p><b>Market Analysis &amp; Selling:</b> Market Analysis and Sales Forecasting, Methods of Sales Forecasting Types of Sales Quotas – Value Quota, Volume Quota, Activity Quota, Combination Quota Factors Determining Fixation of Sales Quota Assigning Territories to Salespeople</p>	Lectures, Class Discussions, Debate, Case Studies, Video Presentations, Role Play, Simulation, Brainstorming, Class Activities	12 lectures	<ul style="list-style-type: none"> <li>· A. Nag, Sales And Distribution Management, Mcgraw Hill, 2013 Edition (2017)</li> <li>· Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Sales Management, Pearson Education, 5th Edition</li> <li>· Krishna K. Havaladar, Vasant M. Cavale, Sales And Distribution Management – Text &amp; Cases, Mcgraw Hill Education, 2nd Edition, 2011</li> <li>· Dr. Matin Khan, Sakes And Distribution Management, Excel Books, 1st Edition</li> <li>Kotler &amp; Armstrong, Principles Of Marketing – South Asian Perspective, Pearson Education, 13th Edition</li> </ul>

<p>II</p>	<p><b>Selling Process:</b>                  Process of Selling, Methods of Closing a Sale, Reasons for Unsuccessful Closing                  Selling Skills – Communication Skill, Listening Skill, Trust Building Skill, Negotiation, Skill, Problem Solving                    Skill, Conflict Management Skill                  Selling Strategies – Softsell Vs. Hardsell Strategy, Client Centered Strategy, Product-Price Strategy, Win-Win Strategy, Negotiation Strategy                    Difference Between Consumer Selling and Organizational Selling                    Performance Evaluation, Evaluation &amp; Control of Sales                  Performance: Methods of Supervision and Control of Sales Force, Sales Performance Evaluation Criteria- KeyResult Areas (KRAs)</p>	<p>Studies, Video Presentations, Role Play, Simulation, Brainstorming, Panel discussions, Class Activities</p>	<p>11 lectures</p>	<ul style="list-style-type: none"> <li>· A. Nag, Sales And Distribution Management, Mcgraw Hill,2013 Edition (2017)</li> <li>· Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Sales Management, Pearson Education, 5thEdition</li> <li>· Krishna K. Havaldar, Vasant M. Cavale, Sales And Distribution Management – Text &amp; Cases, Mcgraw Hill Education, 2nd Edition, 2011</li> <li>· Dr.Matin Khan, Sakes And Distribution Management, Excel Books, 1st Edition</li> <li>Kotler &amp; Armstrong, Principles Of Marketing – South Asian Perspective, Pearson Education, 13thEdition</li> </ul>
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III	<p>What is CRM, Objectives, Benefits of CRM to Customers and Organisations, Components of CRM: Information, Process, Technology and People, Barriersto CRM</p> <p>Relationship Management, Customer Life Cycle Marketing, Strategies for Customer Acquisition, Customer Retention and Loyalty</p> <p>From Value for Customers to Valuefrom Customers: The Satisfaction- Loyalty-Profit Chain. Extending the Concept of Customer Value –Customer Lifetime Value, CustomerReferral Value, Customer InfluencerValue</p> <p>CRM Implementation- CRM Vision, CRM Strategy &amp; Project Management &amp; Performance Evaluation -CRM Customer Cycle Measures/Key Performance Indicators</p>	Case analysis, Lecture, Website analysis, blog analysis, etc.	Total lectures- 11	<p>Baran Roger J. &amp; Robert J. Galka (2014), Customer Relationship Management: The Foundation of Contemporary Marketing Strategy, Routledge Taylor &amp; Francis Group</p> <p>Ed Peelen, Customer Relationship Management, Pearson Education</p> <p>Anderrson Kristin and Carol Kerr (2002), Customer Relationship Management, Tata McGraw-Hill</p>
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<p>IV</p>	<p>CRM And Data Management Data Mining &amp; techniques, Types of Data Analysis: Online Analytical Processing (OLAP), Clickstream Analysis, Personalisation and Collaborative Filtering, Data Reporting, Significance of Data Quality</p> <p>CRM and Customer Service – Service Quality &amp; CRM, Service Automation &amp; its benefits, and Software Applications for Service- Customer Self Service, Email Response Management, Inbound, Outbound Communication Management</p> <p>Future of CRM- e-CRM: Concept, Social Networking and CRM, Mobile-CRM, CRM Trends, Challenges and Opportunities</p>	<p>Case analysis, Lecture, Website analysis, blog analysis, etc.</p>	<p>Total lectures- 11</p>	<p>Customer Relationship Management Concept, Strategy, and Tools V. Kumar Werner Reinartz</p> <p>CUSTOMER RELATIONSHIP MANAGEMENT Concepts and technologies Francis Buttle And Stan Maklan</p> <p>Judith W. Kincaid (2006), Customer Relationship Management Getting it Right, Pearson Education.</p> <p>Jill Dyche' (2007), The CTM Handbook: A Business Guide to Customer Relationship Management, Pearson Education.</p>
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**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
<b>Component 1 (CA-1) – Theory subjects</b>	Presentations/Project Work/Book Review/Field visit & its presentations/Research Paper Report & Viva/building Models Etc.	<b>15 marks</b>
<b>Component 1 (CA-1) - (Practical/Numerical Subjects)</b>	Assignment/Presentations Etc.	<b>15 marks</b>
<b>Component 2 (CA-2) -</b>	Online Test/Quiz	<b>10 marks</b>

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

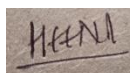
TYBMS SEM VI SYLLABUS

Programme : Bachelor of Management Studies				Semester : VI			
Course : Rural Marketing				Code : NMSIT			
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 (Theory Break up )							
Class Test Duration 20 Mins			Assignments			Class Participation	
10 Marks			15 Marks			NIL	
Learning Objectives							
<ul style="list-style-type: none"> <li>• To introduce the learner to the profile of the rural consumer, rural market &amp; their problems &amp; typicality.</li> <li>• To enable the learner to differentiate the rural and urban markets and the consumer behavior therein.</li> <li>• To equip the learner with knowledge of rural marketing mix and STP for the same.</li> <li>• To equip the learner with knowledge of distribution &amp; communication models used in rural areas.</li> <li>• To expose the learner to a global perspective of rural markets.</li> </ul>							
Learning Outcomes							
<ul style="list-style-type: none"> <li>• The learner is acquainted with the rural markets and studies its characteristics &amp; constraints.</li> <li>• The learner is exposed to the environment &amp; consumer behavior of rural markets and he differentiates the same with its urban counterparts.</li> <li>• The learner discusses &amp; formulates the 4Ps for rural markets &amp; finds varied approaches to segment, target &amp; position products here.</li> <li>• The learner studies the distribution models &amp; communication strategies.</li> <li>• The learner studies the opportunities &amp; challenges of the rural markets of other developing countries.</li> </ul>							
Pedagogy							
Lectures, Class Discussions, Debate, Case Studies, Video Presentations, Role Play, News & Articles reading							

Detailed Syllabus Plan				
Module	Module Content	Module wise Pedagogy Used	Duration of Module	Reference Book
I	<p>INTRODUCTION:</p> <ul style="list-style-type: none"> <li>• Introduction to Rural Market, Definition &amp; Scope of Rural Marketing. Categories of Rural marketing</li> <li>• Reasons for the growth of rural markets</li> <li>• Rural Market in India- Size &amp; Scope, Rural development as a core area, Efforts put for Rural development by government (A brief Overview)</li> <li>• Bottom of the Pyramid concept.</li> <li>• The great Indian Pyramid</li> <li>• Emerging Profile of Rural Markets in India,</li> <li>• Problems of rural market.</li> <li>• Constraints in Rural Marketing &amp; 4A Challenges and Strategies to overcome constraints</li> </ul>	Lectures, Class Discussions, Debate, Case Studies, Video Presentations, Role Play, News & Articles reading		<p>Rural Marketing: Text &amp; Cases by Krishnamacharyulu</p> <p>Rural Marketing by Badi RV</p>
II	<p>RURAL MARKETS:</p> <ul style="list-style-type: none"> <li>• <b>Rural Consumer Vs Urban Consumers</b>– a comparison.</li> <li>• <b>Reasons for a marketer to choose a rural or urban market</b></li> <li>• Characteristics of Rural Consumers.</li> <li>• Value Orientations based consumer Market Structure</li> <li>• <b>Rural Market Environment:</b> <ol style="list-style-type: none"> <li>a) Demographics– Population, Occupation Pattern, Literacy Level;</li> <li>b) Economic Factors-Income Generation, Expenditure Pattern, Rural Demand and Consumption Pattern, Rural Market Index; Land Use Pattern,</li> <li>c) Rural Infrastructure -Rural Housing, Electrification, Roads</li> </ol> </li> <li>• <b>Rural Consumer Behaviour:</b> meaning, Factors affecting Rural Consumer Behavior-Social factors, Cultural factors,</li> </ul>	Lectures, Class Discussions, Debate, Case Studies, Video Presentations, Role Play, News & Articles reading		<p>Rural Marketing: Challenges &amp; Opportunities by Dinesh Kumar, Punam Gupta</p> <p>KPMG Report on Rural Development</p> <p>Income Tax data for income</p>

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	Technological factors, Lifestyle, Personality.			distributi on
III	<p>RURAL MARKETING MIX:</p> <ul style="list-style-type: none"> <li>• Relevance of Marketing mix for Rural market/Consumers.</li> <li>• Product Strategies, Rural Product Categories-FMCGs, Consumer Durables, Agriculture Goods &amp; Services; Importance of Branding, Packaging and Labelling.</li> <li>• Nature of Competition in Rural Markets, the problem of Fake Brands</li> <li>• Pricing Strategies &amp; objectives</li> </ul> <p>Promotional Strategies. Segmentation, Targeting &amp; Positioning for rural market.</p>	Lectures, Class Discussions, Debate, Case Studies, Video Presentations, Role Play, News & Articles reading		Think Global, Go Rural: K.V.Kannan
IV	<p>RURAL MARKETING STRATEGIES:</p> <ul style="list-style-type: none"> <li>• Challenges in Distribution</li> <li>• Behaviour of the Rural distribution channel</li> <li>• <b>Distribution Strategies for Rural consumers.</b></li> </ul> <p>Channels of Distribution- HAATS, Mandis, Public Distribution System, Co-operative society, Distribution Models of FMCG, Companies HUL, ITC etc. Distribution networks, Ideal distribution model for rural markets (Case study based)</p> <ul style="list-style-type: none"> <li>• Innovative Distribution strategies &amp; E-Commerce distribution</li> <li>• <b>Communication Strategy.</b></li> </ul> <p>Challenges in Rural Communication, Developing Effective Communication, Determining Communication Objectives, Designing the Message, Selecting the Communication Channels. Creating Advertisements for Rural Audiences.</p> <p>Rural Media- Mass media, Non-Conventional Media, Personalized media;</p> <ul style="list-style-type: none"> <li>• Rural Marketing with a Global Perspective</li> </ul>	Lectures, Class Discussions, Debate, Case Studies, Video Presentations, Role Play, News & Articles reading		RISE of Rural Consumers in Developing Countries : Vijay Mahajan



Signature of Subject Teacher/HOD

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

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

Programme: BMS				Semester V			
Course : Neuromarketing				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
<b>Internal Component</b>							
Class Test Duration 20 Mins			Assignments			Class Participation	
10 Marks			15 Marks			Nil	
<b>Learning Objectives</b>							
<ul style="list-style-type: none"> <li>Define the fundamental concepts of neuromarketing, including its purpose and relevance in contemporary marketing.</li> <li>Explain the underlying principles of neuroscience and psychology as they relate to consumer behavior and decision-making.</li> <li>Utilize various neuromarketing tools and techniques to analyze and interpret consumer responses.</li> <li>Analyse real-life cases of utilizing insights from neuroscience to develop innovative marketing strategies and campaigns</li> <li>Assess the ethical considerations, limitations, and potential biases associated with neuromarketing research and practices.</li> </ul>							
<b>Learning Outcomes</b>							
<b>At the completion of the course the learner should be able to:</b>							
<ul style="list-style-type: none"> <li>Define and articulate the core concepts and significance of neuromarketing within the broader marketing landscape.</li> <li>Understand the principles of neuroscience and psychology that influence consumer behavior and the decision-making process.</li> <li>Understand the standard tools used in neuromarketing</li> <li>Create marketing strategies informed by neuromarketing insights, contributing to more effective and ethical marketing practices in the future.</li> <li>Look at the subject from an ethical standpoint considering the power of the tools involved.</li> </ul>							
<b>Pedagogy</b>							
Lecture, case study, service campaign analysis, research papers, audio-visuals, group discussions, class activity, etc.							

<b>Detailed Syllabus Plan</b>				
Module	Module Content	Module wise Pedagogy Used	Duration of Module	Reference Book

TYBMS SEM VI SYLLABUS

I	<p><b>Introduction to Neuromarketing</b></p> <ul style="list-style-type: none"> <li>• What is Neuromarketing?</li> <li>• Historical Evolution of Neuromarketing</li> <li>• The Role of Neuromarketing in Contemporary Marketing</li> <li>• Neuromarketing vs. Traditional Marketing Approaches</li> </ul>	Lecture, case study, audio-visuals, group discussions, class activity, etc.	12 lectures	<ul style="list-style-type: none"> <li>• Sahay, A. <i>Brands and the Brain: How to Use Neuroscience to Create Impactful Brands</i>. IIMA - Indian Institute of Management Ahmedabad.</li> <li>• Renvoisé, P., &amp; Morin, C. (2021). <i>Neuromarketing: Understanding the Buy Buttons in Your Customer's Brain</i>. Wiley.</li> <li>• Cerf, M. (2020). <i>Consumer Neuroscience</i>. Palgrave Macmillan.</li> <li>• Pradeep, A. K. (2010). <i>The Buying Brain: Secrets for Selling to the Subconscious Mind</i>. Wiley.</li> <li>• Dooley, R. (2011). <i>Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing</i>. Wiley.</li> <li>• Genco, S., Pohlmann, A., &amp; Steidl, P. (2013). <i>Neuromarketing for Dummies</i>. For Dummies.</li> </ul>
II	<p><b>The Neuroscience Behind Consumer Behavior</b></p> <ul style="list-style-type: none"> <li>• Understanding the Human Brain: Anatomy and Functions</li> <li>• The Brain's Influence on Consumer Decision-Making</li> <li>• Emotions and Memory: The Neurobiology of Consumer Choices</li> <li>• Neuromarketing and the Science of Persuasion</li> </ul>	Lecture, case study, audio-visuals, group discussions, class activity, etc.	11 lectures	
III	<p><b>Neuromarketing Tools &amp; Technique</b></p> <ul style="list-style-type: none"> <li>• EEG (Electroencephalography) in Neuromarketing</li> <li>• Eye Tracking: Insights into Visual Attention and Engagement</li> <li>• fMRI (Functional Magnetic Resonance Imaging) and Its Applications in Consumer Research</li> <li>• Surveys and Biometric Measurements: Collecting Data for Neuromarketing Studies</li> </ul>	Lecture, case study, audio-visuals, group discussions, class activity, etc.	11 lectures	
IV	<p><b>Ethical Considerations and Future Trends</b></p> <ul style="list-style-type: none"> <li>• Ethics in Neuromarketing: Key Principles, regulatory frameworks and Debates</li> <li>• Case Studies of Ethical and Unethical Neuromarketing Practices</li> <li>• Limitations, and potential biases in Neuromarketing</li> <li>• Regulatory Frameworks and Guidelines in Neuromarketing</li> <li>• Emerging Trends and the Future of Neuromarketing Research</li> </ul>	Lecture, case study, audio-visuals, group discussions, class activity, etc.	11 lectures	

Prepared by  
Signature  
(Concerned Faculty/ HOD)

Approved by  
Signature  
(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
<b>Component 1 (CA-1) – Theory subjects</b>	Presentations/Project Work/Book Review/Field visit & its presentations/Research Paper Report & Viva/building Models Etc.	<b>15 marks</b>
<b>Component 1 (CA-1) - (Practical/Numerical Subjects)</b>	Assignment/Presentations Etc.	<b>15 marks</b>
<b>Component 2 (CA-2) -</b>	Online Test/Quiz	<b>10 marks</b>

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



Elective Course (EC)

## **FINANCE ELECTIVE**

- Risk Management
- International Finance
- Strategic Financial Management
- Financial Planning & Portfolio Management

**TYBMS SEM VI SYLLABUS**

Program: Bachelor of Management Studies				Semester:			
Course: Risk 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
<b>Internal Component</b>							
Class Test Duration (20 Mins)			Assignment			Class Participation	
10 Marks			15 marks			Nil	
<b>Learning Objectives</b>							
<ol style="list-style-type: none"> <li>1. The objective of this course is to familiarize the student with the fundamental aspects of risk management and control</li> <li>2. To give a comprehensive overview of risk governance and assurance with special reference to insurance sector</li> <li>3. To introduce the basic concepts, functions, process, techniques of risk management</li> </ol>							
<b>Learning Outcomes</b>							
After completion of the course, learners would be able to: CO1: Comprehend and recall core concepts of risk management and control. CO2: Describe the nature of risk governance and assurance. CO3: Apply the concepts learned related to functions, process and techniques of risk management in practical situations							
<b>Pedagogy</b>							
<ul style="list-style-type: none"> <li>• Lectures, PPT, Case Analysis, Group discussions, etc</li> </ul>							

Detailed Syllabus Plan				
Module	Module Content	Module wise Pedagogy Used	Duration of Module	Reference Book
I	<u><b>Introduction, Risk Measurement and Control:</b></u> Concept of risk, risk attitude, risk appetite and risk tolerance Definition, Distinguish between Risk and uncertainty,	Lectures, Case Analysis, Group discussions, etc	09	

	<p>Risk Process, Risk Organization,</p> <p><b>Classification of Risk:</b> Nature and Categorization</p> <p><b>Types of Risks:</b> Financial, Liquidity, Interest, Market, Credit, Currency, Legal, Operational, Legal, Foreign exchange, Cyber risk, Technology risk, etc</p> <p><b>Risk Management V/s Risk Measurement:</b> Managing Risk, Diversification, Investment Strategies and</p> <p><b>Quantitative and Qualitative of Risk and various methodologies:</b> Risk assessment, measurement, quantification and impact assessment</p> <p><b>Risk Measures:</b> Alpha, Beta, R squared, Standard Deviation, Risk Exposure Analysis, Risk Immunization, Risk and Summary Measures – Simulation Method, Duration Analysis, Linear and VaR</p>			<ul style="list-style-type: none"> <li>• Thomas S. Coleman, Quantitative Risk Management: A Practical Guide to Financial Risk</li>   <li>• Steve Peterson, Investment Theory and Risk Management</li>   <li>• Risk Management, M/s Macmillan India Limited</li>   <li>• ICAI Material</li>   <li>• Theory &amp; Practice of Treasury Risk Management: M/s Taxman Publications Ltd.</li> </ul>
II	<p><b><u>Risk Management</u></b> Objectives of risk management, importance, risk management techniques, Framework, approaches, role of risk manager and risk committee</p>	Lectures, Case Analysis, Group discussions, etc	12	

	<p>Principles for effective implementations of Risk management by OECD</p> <p>Corporate Risk Management</p> <p><b><u>Risk Model:</u></b>          Introducton, importance and limitations of:          VaR          Stress testing          Scenario Analysis</p>			<ul style="list-style-type: none"> <li>• Sim Segal, Corporate Value of ERM</li> <li>• Dr. G Kotreshwar, Risk Management : Insurance and Derivatives, Himalaya Publishing House</li> </ul>
III	<p><b><u>Risk Governance and Assurance:</u></b></p> <p><b>a) Risk Governance:</b>          Framework, Importance and Scope of Risk Governance, Risk and Three Lines of Defense,          Risk Management and Corporate Governance Provisions of the SEBI (Listing obligations and disclosure requirements) Regulations,2015          Disclosures: Global scenario</p> <p><b>IT Risk Management:</b>          Disaster recovery plan</p> <p><b>b) Risk Assurance:</b>          Purpose and Sources of Risk Assurance, Nature, Reports and Challenges</p> <p><b>c) Identify and assess impact upon stakeholders involved in business risk</b></p>	Lectures, Case Analysis, Group discussions, etc	12	
IV	<p><b><u>Risk Identification, Avoidance, ERM, Business Analytics and Artificial intelligence:</u></b></p>	Lectures, Case Analysis, Group	12	

	<p><b>a) Risk Identification:</b> PESTLE and SWOT</p> <p><b>b) Risk Avoidance:</b> Hedging Instruments and Mechanism: Forwards, Futures, Options, Swaps and Arbitrage Techniques, Risk Return Trade off, Markowitz Risk Return Model, Arbitrage Theory, System Audit Significance in Risk Mitigation</p> <p><b>c)Enterprise Risk Management:</b> Definition, Scope, Techniques, Risk Management V/s Enterprise Risk Management, Integrated Enterprise Risk Management, ERM Framework, ERM Process, ERM Matrix Stakeholder's value creation by ERM</p> <p><b><u>d) Business Analytics and Artificial Intelligence</u></b> Basic of Machine learning, Analytics- risk management applications, Artificial Intelligence, Distributed ledger technology.</p>	<p>discussions, etc</p>		
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**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
<b>Component 1 (CA-1) – Theory subjects</b>	Presentations/Project Work/Book Review/Field visit & its presentations/Research Paper Report & Viva/building Models Etc.	<b>15 marks</b>
<b>Component 1 (CA-1) - (Practical/Numerical Subjects)</b>	Assignment/Presentations Etc.	<b>15 marks</b>
<b>Component 2 (CA-2) -</b>	Online Test/Quiz	<b>10 marks</b>

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

Program : Bachelor of Management Studies				Semester : VI			
Course : International Finance				Code : NMUBMS601			
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							
<ol style="list-style-type: none"> <li>1. The objective of this course is to familiarize the student with the fundamental aspects of various issues associated with International Finance</li> <li>2. The course aims to give a comprehensive overview of International Finance as a separate area in International Business</li> <li>3. To introduce the concepts of International Monetary system and foreign exchange market and its working.</li> <li>4. To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalised Market</li> </ol>							
Learning Outcomes							
<ol style="list-style-type: none"> <li>1. The learner acquires basic knowledge about the functioning of international finance in global market</li> <li>2. The learner understands the inter-relation between International trade and international finance</li> <li>3. The learner acquires knowledge of international monetary system and foreign exchange market</li> <li>4. The learner develops an understanding of multinational finance and related concepts</li> </ol>							
Pedagogy							
<ul style="list-style-type: none"> <li>• Class lectures, group discussions, case studies, PPT presentations, videos, etc.</li> </ul>							

Detailed Syllabus Plan				
Module	Module Content	Module wise Pedagogy Used	Duration of Module	Reference Book
1	<p><b>Fundamentals of International Finance:</b></p> <p><b>a) Introduction to International Finance:</b></p> <ul style="list-style-type: none"> <li>• Meaning/ Importance of International Finance, Scope of International Finance, Globalization of the World Economy, Goals of International Finance, The Emerging Challenges in International Finance</li> </ul> <p><b>b) Balance of Payment:</b></p> <ul style="list-style-type: none"> <li>• Introduction to Balance of Payment, Accounting Principles in Balance of Payment, Components of Balance of Payments, Balance of Payment Identity Indian Heritage in Business, Management, Production and Consumption.</li> </ul> <p><b>c) International Monetary Systems:</b></p> <ul style="list-style-type: none"> <li>• Evolution of International Monetary System , Gold Standard System , Bretton Woods System, Flexible Exchange Rate Regimes, Current Exchange Rate, European Monetary System, Fixed vs. Floating Exchange Rate System, Triffin's Paradox</li> </ul>	Class lectures, group discussions, case studies, PPT presentations, videos, etc.	10	<ul style="list-style-type: none"> <li>• P G Apte, International Financial Management, 5th Edition, The McGraw Hill</li> </ul>



	<p><b>d) Exchange Rate Determination and Forecasting:</b></p> <ul style="list-style-type: none"> <li>• Measuring Exchange rate movements and volatility</li> <li>• Factors influencing exchange rates</li> <li>• Interest rate parity, Purchasing Power Parity &amp; Fishers Parity, Forecasting Exchange Rates (Efficient Market Approach, Fundamental Approach, Technical Approach, Performance of the Forecasters), Global Financial Markets &amp; Interest Rates (Domestic &amp; Offshore Markets, Money Market Instruments)</li> <li>• introduction to Exchange Rates:</li> </ul>			<ul style="list-style-type: none"> <li>• Cheol . S. Eun &amp; Bruce G. Resnick, International Finance Management</li> <li>• Maurice D. Levi, International Finance – Special Indian Edition</li> </ul>
2	<p>Foreign Exchange Markets, Exchange Rate Determination &amp; Currency Derivatives:</p> <p>a) Foreign Exchange Markets: Introduction to Foreign Exchange Markets, Structure of Foreign Exchange Markets, Types of Transactions &amp; Settlement Date, Exchange Rate Quotations &amp; Arbitrage, Forward Quotations (Annualized Forward Margin)</p> <p>b) Foreign Market, Spot Foreign Exchange Market</p> <p>c) Exchange Rate Quotations</p> <ul style="list-style-type: none"> <li>▪ Direct &amp; Indirect Rates</li> <li>▪ Cross Currency Rates</li> <li>▪ Bid, Ask, Spread &amp; Spread %</li> </ul>	Class lectures, group discussions, case studies, PPT presentations, videos, etc.	11	

	d) Factors Affecting Exchange Rates Introduction to Currency Options (Option on Spot, Futures & Futures Style Options), Futures Contracts, Markets & the Trading Process, Hedging & Speculation with Interest Rate Futures, Currency Options in India			
3	World Financial Markets & Institutions & Risks: Euro Currency Bond Markets: Introduction to Euro Currency Market, Origin of Euro Currency Market, Euro Bond Market (Deposit, Loan, Notes Market), Types of Euro Bonds, Innovation in the Euro Bond Markets, Competitive Advantages of Euro Banks, Control & Regulation of Euro Bond Market <b>b) International Equity Markets &amp; Investments:</b> Introduction to International Equity Market, International Equity Market Benchmarks, Risk & Return from Foreign Equity Investments, Equity Financing in the International Markets, Depository Receipts – ADR, GDR, IDR <b>c) International Foreign Exchange Markets:</b> Meaning of International Foreign Exchange Market, FERA v/s FEMA, Scope & Significance of Foreign Exchange Markets, Role of Forex Manager, FDI v/s FPI, Role of FEDAI in Foreign Exchange Market	Class lectures, group discussions, case studies, PPT presentations, videos, etc.	13	<ul style="list-style-type: none"> <li>Prakash G. Apte, International Finance – A Business Perspective</li> </ul>
4	International Banking, Foreign Exchange Risk, Appraisal & Tax Management:	Class lectures, group discussions, case studies,	11	

	<p>a) Offshore banking and offshore currency trading, Factors contributing to the growth of international banking and eurocurrency trading, shadow banks, problems in regulating international banking, recent financial crisis</p> <p>b) Foreign Exchange Risk Management: Introduction to Foreign Exchange Risk Management, Types of Risk, Trade &amp; Exchange Risk, Portfolio Management in Foreign Assets, Arbitrage &amp; Speculation</p>	<p>PPT presentations, videos, etc.</p>		<ul style="list-style-type: none"> <li>• V. A. Aadhani, International Finance</li> </ul>
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Signature  
(Programme Chairperson)

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

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

TYBMS SEM VI SYLLABUS

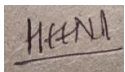
Program : Bachelor of Management Studies				Semester : VI			
Course : Strategic Financial Management				Code : NMUBMS613			
Teaching Scheme				Evaluation Scheme			
Lecture	Practical	Tutorial	Credits	Theory		Practical	
				Internal	External	Internal	External
45	Nil	Nil	03	25 Marks	75 Marks	Nil	Nil
Internal Component							
Class Test Duration (20 Mins)			Assignment			Class Participation	
10 Marks			15 marks			Nil	
Learning Objectives							
<ol style="list-style-type: none"> <li>1. The objective of this course is to familiarize the student with an insight into advanced techniques of financial management required for managerial decision making situations in organizational structure.</li> <li>2. To acquaint students with concepts of financial management from Strategic perspective</li> <li>3. To understand various financial problems of business enterprises</li> <li>4. To develop and understanding of multinational finance related concepts.</li> </ol>							
Learning Outcomes							
<ol style="list-style-type: none"> <li>1. The learner acquires understanding of principle techniques in capital budgeting and risk analysis.</li> <li>2. The learner understands various nuances of assessing the firm value and makes strategic decisions</li> <li>3. The learner acquires knowledge of special finance decision making situations and evaluate consequences of strategic decisions.</li> <li>4. The learner develops an understanding of multinational finance and related concepts</li> </ol>							
Pedagogy							
<ul style="list-style-type: none"> <li>• Class lectures, group discussions, case studies, PPT presentations, videos, etc.</li> </ul>							

Detailed Syllabus Plan				
Module	Module Content	Module wise Pedagogy Used	Duration of Module	Reference Book
1	<p>Dividend Decision and theories and Bonus shares</p> <p><b>e) Dividend Decision:</b></p> <ul style="list-style-type: none"> <li>• Meaning and forms of Dividend, Dividend Modiglianin and Miller's Approach, Factors determining Dividend Policy, Types of Dividend Policy</li> </ul> <p><b>f) CIBIL theory, Clientele theory, Shareholder consideration theory</b></p> <p><b>g) Bonus shares, Buy back of shares- Impact of shareholding, EPS and MPS</b></p>	Class lectures, group discussions, case studies, PPT presentations, videos, etc.	9	<ul style="list-style-type: none"> <li>• Khan, M.Y. and Jain P.K., Financial Management, Tata McGraw-Hill, Latest Editio</li> <li>• Damodaran, A, Applied Corporate Finance, Wiley, latest Edition</li> </ul>
2	<p>Capital Budgeting and Capital Rationing:</p> <p>e) Capital Budgeting: Risk analysis in Capital Budgeting, Types of Risk and Project appraisal, Sensitivity analysis, Scenerio analysis, Decision Tree analysis</p> <p>f) Capital Rationing Meaning, Advantages, Disadvantages and Practical Problems</p>	Class lectures, group discussions, case studies, PPT presentations, videos, etc.	12	
3	<p>Corporate Valuation and Corporate Restructuring:</p> <p><b>d) Corporate Valuation:</b> Approaches of Valuation- Asset basedm Earning based, Cash flow</p>	Class lectures, group discussions, case studies,	14	

**TYBMS SEM VI SYLLABUS**

	<p>based, Measuring Cost of equity-CAPM , Arbitrage Pricing theory, EVA, MVA, SVA</p> <p>e) Corporate Restructuring: Meaning, Forms of Merger, Valuation of firm-Pre and Post merger, calculation of synergy, Effect on EPS and MPS, Ownership Restructuring, Gain to target company and Acquire company, Comparable transaction methods</p>	<p>PPT presentations, videos, etc.</p>		<ul style="list-style-type: none"> <li>• Weston, J.F., Chung, K.S. and Hoag, S.E., Mergers, Restructuring and Corporate Control, Prentice-Hall, Latest Edition</li> </ul>
4	<p>Securitization and SPAC</p> <p>c) Securitization: Concept and definition, Benefits, Participants, mechanism, Securitization instruments, Pricing of instruments</p> <p>d) SPAC: Introduction to SPAC, SPAC vs IPO, Working and flow of SPAC</p>	<p>Class lectures, group discussions, case studies, PPT presentations, videos, etc.</p>	10	<ul style="list-style-type: none"> <li>• Prakash G. Apte, International Finance – A Business Perspective</li> </ul>

Signature



(Programme Chairperson)

Signature

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

**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
<b>Q1.</b>	Practical/Numerical (Compulsory Question)	15	<b>15</b>
<b>Q2 to Q5</b>	Practical / Numerical Questions (Attempt any 3 out of 4 Questions)  <i>** (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)</i>	15*3	<b>45</b>
<b>Q6.</b>	Write notes on the following: (Any 3 out of 4): a. b. c. d.	5 5 5 5	<b>15</b>
	<b>TOTAL MARKS</b>		<b>75</b>



**TYBMS SEM VI SYLLABUS**

Program : Bachelor of Management Studies				Semester: VI	
Course: Financial Planning and Portfolio Management				Course Code:	
Teaching Scheme			Evaluation Scheme		
<b>Lecture (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Assessment (CA)(Marks)</b>	<b>Semester End Examinations (SEE) (Marks- in Question Paper)</b>
3			3		
<b>Learning Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To enable learners to develop skills in budgeting, cash flow management, and setting financial goals.</li> <li>2. To provide an understanding of risk management, and claim settlement procedures in India.</li> <li>3. To introduce learners to Insurance, insurance products and Estate Planning.</li> <li>4. To evaluate investment opportunities and make informed investment decisions and to design and manage diversified investment portfolios.</li> </ol>					
<b>Course Outcomes:</b>					
<ol style="list-style-type: none"> <li>1. Learners will be able to create a comprehensive financial plan that includes budgeting, cash flow management, and well-defined financial goals, demonstrating the synthesis of knowledge and application of financial concepts.</li> <li>2. Learners will demonstrate the ability to evaluate various investment opportunities, make informed investment decisions, and design diversified portfolios, showcasing advanced skills in analysis and synthesis for financial decision-making.</li> <li>3. Learners will apply risk management principles to identify, assess, and manage risks in the context of the Indian insurance industry, emphasizing advanced application of knowledge and comprehension.</li> <li>4. Learners will integrate insurance products and estate planning strategies to create comprehensive financial plans, showcasing a high level of synthesis and application of financial and estate planning concepts.</li> </ol>					
<b>Outline of Syllabus:</b>					
<b>Module</b>	<b>Description</b>				<b>No of Lectures</b>
1	Introduction to Financial Planning				12
2	Investment Analysis and Risk Management				12
3	Insurance and Estate Planning				12
4	Portfolio Management and Asset Allocation				09
	Total				45

**TYBMS SEM VI SYLLABUS**

<b>Unit</b>	<b>Topic</b>	<b>No. of Lectures</b>
<b>Module 1</b>	<p><b>Introduction to Financial Planning</b></p> <ul style="list-style-type: none"> <li>• Overview of Financial Planning</li> <li>• Importance of Financial Planning in India, Debt Trap – Importance of saving</li> <li>• Financial Planning Process</li> <li>• Setting Financial Goals</li> <li>• Budgeting and Cash Flow Management(Only theory)</li> <li>• Introduction to Investments in India</li> <li>• Investment Products: Stocks, Bonds, Mutual Funds – SIP, SWP &amp; STP, Real Estate, etc.</li> </ul>	12
<b>Module 2</b>	<p><b>Investment Analysis and Risk Management</b></p> <ul style="list-style-type: none"> <li>• Risk and Return Analysis</li> <li>• <b>Statistical tools to measure risks:</b> Beta, Standard Deviation, Variance and Range.</li> <li>• <b>Problem solving on basic concepts:</b> Expected return, Mean, Standard Deviation, Variance, Beta, Total return, Holding period return and Annualized return.</li> <li>• Investment Strategies: Diversification, Asset Allocation</li> <li>• Investment Evaluation and Selection, Performance Metrics and Investment Decisions</li> <li>• Tax Planning related to Investment</li> </ul>	12
<b>Module 3</b>	<p><b>Portfolio Management and Asset Allocation</b></p> <ul style="list-style-type: none"> <li>• Portfolio Management Strategies</li> <li>• Asset Allocation and Modern Portfolio Theory</li> <li>• Efficient Market Hypothesis</li> <li>• <b>Fundamental Analysis</b> Economic Analysis Industry Analysis Company Analysis</li> <li>• <b>CAPM Model (Sums)</b> Capital Market Line Security Market Line Expected return, required return, overvalued and undervalued assets</li> </ul>	12

<b>Module 4</b>	<p>Measurement of risk adjusted returns and Estate planning</p> <ul style="list-style-type: none"> <li>• <b>Measuring of Performance (Returns)</b></li> </ul> <p>Basic Problems and Interpretation</p> <p>Sharpe’s Ratio</p> <p>Treynor’s Ratio</p> <p>Jensen’s Differential Returns</p> <ul style="list-style-type: none"> <li>• <b>Estate Planning</b></li> </ul> <p>Estate Planning Process in India</p> <p>Estate Planning Tools: Wills, Trusts, Power of Attorney</p> <p>Retirement Planning</p>	09
	<p><b>Essential Reading:</b></p> <ol style="list-style-type: none"> <li>1. Security analysis and portfolio management, Third edition, by Kevin, S. 2022, PHI Learning Pvt. Ltd.</li> <li>2. Portfolio Management for Financial Advisors by Prince Sarpong, 2020</li> <li>3. Investment Analysis &amp; Portfolio Management by Dr. R.P. Rustagi, 2021, Sultan Chand &amp; Sons</li> <li>4. Financial Planning &amp; Analysis and Performance Management by Jack Alexander, 2018, John Wiley &amp; Sons, Incorporated</li> </ol> <p><b>Supplementary Reading:</b></p> <ol style="list-style-type: none"> <li>1. Taxmann’s Financial Management by Ravi M. Kishore. 8<sup>th</sup> Edition Ju 2022</li> <li>2. Tulsian’s Financial Management</li> <li>3. Benson Mohanan, S, Publisher – New Century Publication</li> <li>4. Security Analysis and Portfolio Management, Bhome, Jha International Book House Publication.</li> <li>5. Risk And Estate Planning Specialist by Dr. Aditya Arvind Sontakke</li> </ol>	

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

**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
<b>Q1.</b>	<b>Answer any 2 from the following (Module I)</b> a. b. c.	<i>2*8 marks each</i>	16
<b>Q2.</b>	<b>Answer any 2 from the following: (Module II)</b> a. b. c.	<i>2*8 marks each</i>	16
<b>Q3.</b>	<b>Answer any 2 from the following: (Module III)</b> a. b.	<i>2*8 marks each</i>	16

**TYBMS SEM VI SYLLABUS**

	c.		
<b>Q4.</b>	<b>Answer any 2 from the following:</b> (Module IV) a. b. c.	<i>2*8 marks each</i>	16
<b>Q5.</b>	<b>Case Study/Application based Questions:</b> (Module I to IV)	<i>2*5.5 marks each</i> <i>Or</i> <i>2*4 marks each</i> <i>and 1*3 marks</i> <i>Or</i> <i>1*6 marks and</i> <i>1*5 marks</i>	11
<b>TOTAL MARKS</b>			<b>75</b>