



*Affiliated to University of Mumbai*

Program: B. Com (Management Studies)  
Course: S.Y.B. Com (Management Studies)  
Syllabus for Semester: III

Syllabus for Undergraduate Programme as per  
National Education Policy (NEP-2020) with effect from the  
academic year 2025-2026

BOS Chairperson

### NEP Credit Structure for BMS

Level	Sem	Major		Minor	OE	VSC	SEC	AEC	IKS	VEC	OJT/FP /RP/CC /CEP	Cumulative Credits	
		Mandatory	Elective										
4.5	I	4 + 2	-	2	2 + 2	2	2	2	2	2	-	22	UG Certificate Cumulative Credit:44
	II	4 + 2	-	2	2 + 2	2	2	2	-	2	2 (CC)	22	
Exit Option: Award of UG Certificate in Major with 40 -44 Credits and an Additional 4 Credits Core NSQF Course / Internship OR Continue with Major and Minor													
5	III	4 + 4	-	2 + 2 (F) Or 2 + 2 (M)	2	2	-	2	-	-	2 (CC) + 2 (CEP)	22	UG Diploma Cumulative Credit:88
	IV	4 + 4	-	2 + 2 (F) Or 2 + 2 (M)	2	2	2	2	-	-	2 (FP)	22	
Exit Option: Award of UG Diploma in Major and Minor with 80-88 Credits and an Additional 4 Credits Core NSQF Course / Internship OR Continue with Major and Minor													
5.5	V	4 + 4 + 2 (IKS)	4 (F) Or 4 (M)	2 + 2 (F) Or 2 + 2 (M)	-	2	-	-	-	-	2 (FP)	22	UG Degree Cumulative Credit:132
	VI	4 + 4 + 2	4 (F) Or 4 (M)	2 + 2 (F) Or 2 + 2 (M)	-	-	-	-	-	-	4 (OJT)	22	
<b>Total</b>		<b>44 + 4</b>	<b>8</b>	<b>20</b>	<b>12</b>	<b>10</b>	<b>6</b>	<b>8</b>	<b>2</b>	<b>4</b>	<b>14</b>	<b>132</b>	

S.Y.B. Com (Management Studies)		
Courses	Semester – III	Credits
<b>Major</b>	Strategic Management	4
	Entrepreneurship Management	4
<b>Minor</b>	Cost Accounting-I/Consumer Behavior	2
	Equity & Debt Market/ Creative Advertising	2
<b>OE</b>	Basics of Business Contracts	2
<b>VSC</b>	Basics of Direct Taxation	2
<b>AEC</b>	Media Writing I	2
<b>VEC</b>	-----	
<b>IKS</b>	-----	
<b>SEC</b>	-----	
<b>CC</b>	CC & CEP	4
<b>Total Credits</b>		<b>22</b>

### Programme Specific Outcomes (PSOs) for B. Com (Management Studies)

Sr. No.	On completing the programme, the student will be able to:
PSO1	Demonstrate the ability to apply core <i>management principles</i> in areas such as marketing, finance, strategy, and operations to analyze business related problems.
PSO2	Exhibit proficient <i>communication and leadership skills</i> , enabling effective team building and decision-making in professional settings.
PSO3	Exhibit competency in <i>costing, financial management and accounting principles</i> thereby enabling <i>analytical thinking</i> to assess and interpret the financial statements by using fundamental and technical tools helping to gauge financial performance of an organization.
PSO4	Understand the <i>legal</i> frameworks, including business law, cyber law, and intellectual property rights, and incorporate <i>ethical</i> considerations as well as corporate governance in professional settings.
PSO5	Utilize <i>strategic management</i> and micro & macro- <i>economic principles</i> to assess market conditions and study organizational growth and sustainability.
PSO6	Apply <i>critical thinking</i> and <i>analytical skills</i> to identify organizational challenges, evaluate alternatives, and implement effective solutions in the field of investment & portfolio management, wealth management, capital markets, direct & indirect taxation, human resources management, logistics management and information technology.
PSO7	Demonstrate the ability to <i>adapt</i> to changing business environments, leveraging new technologies and market trends to maintain competitive advantage and foster an entrepreneurial mindset, with the capacity to innovate, recognize business opportunities, and drive growth in dynamic markets
PSO8	Understand the significance of the <i>ancient Indian culture</i> and the value system, and government initiatives for preservation of cultural heritage.

Course/ Paper Title	Strategic Management
Course offered as	Major
Course Code	RUMSMJ301
Semester	III
No. of Credits	04
No. of lecture Hours/week	04

Sr No.	Course Learning Objectives:
1.	To develop conceptual skills by introducing management policies and strategies used in an organization.
2.	To understand external and internal dynamics of business and strategic alternatives.
3.	To familiarize the students with structural and functional aspects of strategy implementation.
4.	To understand the complexities involved in strategy evaluation and contemporary issues in strategic management.

### Course Outcome

	On completing the course, the student will be able to:
CO1	Define key concepts and terminologies in strategic management.
CO2	Explain the significance of the strategic management process in organizational growth.
CO3	Apply the various strategic frameworks such as BCG Matrix, GE 9 Cell Matrix, 7S Framework, Porter's Five Force Analysis for an organization's product portfolio.
CO4	Evaluate the overall effectiveness of a strategy adopted by an organization

## Detailed Syllabus

Module	Title with content	No. of lectures
I	<p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>● Business Policy: Meaning, Nature, Importance</li> <li>● Strategy: Meaning, Definition, Competitive Advantage and its Strategic importance</li> <li>● Strategic Management: Meaning, Definition, Importance, Strategic Management Process &amp; Levels of Strategy</li> <li>● Strategic Business Units (SBUs): Concept and importance of Strategic Business Units (SBU's)</li> <li>● Strategic Intent: Mission, Vision, Goals, Objective, Plans</li> </ul>	(15)
II	<p><b>Strategy Formulation</b></p> <ul style="list-style-type: none"> <li>● Environment Analysis and Scanning (SWOT)</li> <li>● Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization)</li> <li>● Business Level Strategy (Cost Leadership, Differentiation, Focus)</li> <li>● Functional Level Strategy (R&amp;D, HR, Finance, Marketing, Production, Digital and Sustainability)</li> </ul>	(15)
III	<p><b>Strategic Implementation</b></p> <ul style="list-style-type: none"> <li>● Frameworks in Strategy Implementation: BCG Matrix, GE 9 Cell, Porter's 5 Forces, 7S Frame Work</li> <li>● Implementation: Meaning and Steps in strategy implementation, ESG Framework</li> <li>● Blue ocean and red ocean strategy: Meaning and importance</li> </ul>	(15)
IV	<p><b>Strategic Evaluation &amp; Control</b></p> <ul style="list-style-type: none"> <li>● Strategic Evaluation &amp; Control– Meaning, Steps of Evaluation &amp; Techniques of Control</li> <li>● Synergy: Concept, Synergy as a Component of Strategy &amp; its Relevance.</li> <li>● Change Management– Elementary Concept</li> <li>● Strategic Management in Global Environment and Role of AI</li> </ul>	(15)

(Two units for a two-credit course and four units for a four-credit course.

1 credit = 1 lecture hour/week

1 credit = 2 practical hours/week)

### References:

1. Business Policy and Strategic Management - Jauch Lawrence R & William Glueck Published by Tata McGraw Hill.
2. Strategic Management - Thomas L. Wheelers & J David Hunger Addison, Wesley publishers.

3. Strategic Management and Competitive Advantage – Concepts – Jay B. Barney, William S. Hesterly, Published by PHI Learning Private Limited, New Delhi.
4. Business Policy and Strategic Management - Dr. Azhar Kazmi, Published by Tata McGraw Hill Publications.

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Theory Examination Pattern for Major

<b>I</b>	<b>Continuous Internal Assessment</b>	
a	One class test (Short answers/Objectives/ Multiple Choice) - 5 marks concept testing (1 mark each) - Attempt any 3 out of 4 Questions (5 marks each)	20 Marks
b	Project Presentation & Group Discussion 10 marks for project presentation 10 marks group discussion	20 Marks
	Total	<b>40 marks</b>
<b>II</b>	<b>Semester End Examination</b>	<b>60 Marks</b>
	Duration	2 Hours

**External Question Paper Pattern – 60 Marks**

- Q. 1 Attempt any 2 out of 3 (15 Marks)
- Q. 2 Attempt any 2 out of 3 (15 Marks)
- Q. 3 Attempt any 2 out of 3 (15 Marks)
- Q. 4 Case study (15 Marks)

Course/ Paper Title	Entrepreneurship Management
Course offered as	Major
Course Code	RUMSMJ302
Semester	III
No. of Credits	4
No. of lecture Hours/week	4

Sr No.	Course Learning Objectives:
CLO1	To understand the concept and need of entrepreneurship development in Indian economy.
CLO2	To develop entrepreneurs to take responsibility in managing an enterprise specially SMEs.
CLO3	To inspire, motivate future entrepreneurs with stories & case studies of successful Entrepreneurs

#### Course Outcome

	On completing the course, the student will be able to:
CO1	Classify entrepreneurs according to motivation, type of technology used, growth and innovation.
CO2	Explain the problems faced by women entrepreneurs and development of women entrepreneurs with reference to self-help groups.
CO3	Develop basic understanding of launching a new business venture.
CO4	Design business plan
CO5	Design new trends in entrepreneurship

## Detailed Syllabus

Module	Title with content	No. of lectures
I	<p>Concept and Need of Entrepreneurship Development ,Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities ,Characteristics and qualities of entrepreneur <b>Case studies: Entrepreneurs from Small Towns in India</b></p> <p><b>Theories of Entrepreneurship:</b> Innovation Theory by Schumpeter &amp; Imitating Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein Theory of Profit by Knight <b>External Influences on Entrepreneurship Development:</b> Socio-Cultural, Political, Economic, Personal. Understanding Failure in entrepreneurship.</p>	15
II	<p>Types &amp; Classification of Entrepreneurs</p> <p>Intrapreneur –Concept and Development of Intrapreneurship</p> <p>Women &amp; social Entrepreneur – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group.</p> <p>Social entrepreneurship–concept, development of social entrepreneurship in India. Importance and Social responsibility of NGO’s.</p> <p>Entrepreneurial development Program (EDP) – concept, factor influencing EDP.</p> <p>Option available to Entrepreneur. (Ancillarisation, BPO, Franchise, M&amp;A)</p>	15
III	<p>Entrepreneur Project Development &amp; Business Plan</p> <p>Innovation, Invention, Creativity, Business Idea, Opportunities through change. Idea generation– Sources-Development of product /idea Environmental scanning and SWOT analysis</p> <p>Creating Entrepreneurial Venture-Entrepreneurship Development Cycle, Business Planning Process-The business plan as an Entrepreneurial tool, scope and value of Business plan. Business plan failures.</p>	15

	Elements of Business Plan, Objectives, Market and Feasibility Analysis, Marketing, Finance, Organization & Management, Ownership, Critical Risk Contingencies of the proposal, Scheduling and milestones.	
IV	<p>Venture Development</p> <p>Steps involved in starting of Venture -Institutional support to an entrepreneur. Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects</p> <p>Legal requirements for establishment of new unit (Incorporation and Registration, Capital Subscription)</p> <p>Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance.</p> <p>New trends in entrepreneurship</p> <p><b>Impact of COVID-19: Micro, Small and Medium Enterprises in India, Pandemic Shock of COVID-19 and Policy Response. Atma nirbhar Bharat Abhiyan, Post-Pandemic Business ideas &amp; sources of finance.</b></p>	15

(Two units for a two-credit course and four units for a four-credit course.

1 credit = 1 lecture hour/week

1 credit = 2 practical hours/week)

References:

1. Butler David” Business Planning: A Guide to Business Start-Up” UK: Taylor and Francis Ltd, 2000.
2. Dr. Desai Vasant – “Dynamics of Entrepreneurial Development& Management”, Bombay, Himalaya Publishing House, 2019
3. Burns Paul- “Corporate Entrepreneurship and Innovation”, Bloomsbury Publishing, Feb 28 2020
4. Kuratko Donald- “ Entrepreneurship in the New Millennium”, Cengage learning India pvt ltd (1 January 2008)

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Theory Examination Pattern for

(Major)

<b>I</b>	<b>Continuous Internal Assessment</b>	
a	One class test (Short answers/Objectives/ Multiple Choice) - 5 marks concept testing - Attempt any 3 out of 4 Questions (5 marks each)	20 Marks
b	Project Presentation & Group Discussion 10 marks for project presentation 10 marks Group discussion	20 Marks
	Total	<b>40 marks</b>
<b>II</b>	<b>Semester End Examination</b>	<b>60 Marks</b>
	Duration	2 Hours

**External Question Paper Pattern – 60 Marks**

Q. 1 Attempt any 2 out of 3 (15 Marks)

Q. 2 Attempt any 2 out of 3 (15 Marks)

Q. 3 Attempt any 2 out of 3 (15 Marks)

Q. 4 Case study (15 Marks)

Course/ Paper Title	COST ACCOUNTING – I
Course offered as	MINOR
Course Code	RUMSMNF303
Semester	III
No. of Credits	02
No. of lecture Hours/week	02

Sr. No.	Course Learning Objectives
CLO-1	To provide a comprehensive understanding of the cost accounting principles and frameworks
CLO-2	To familiarize learners with the principles and procedures of cost accounting and apply them to different practical situations
CLO-3	To explore different ways to optimize the value of direct cost element of material, labour and overhead costs to a company

### Course Outcome

<b>On completing the course, the student will be able to:</b>	
<b>CO 1</b>	Demonstrate skills for optimization of material costs
<b>CO 2</b>	Explain the foundational aspects of cost accounting
<b>CO 3</b>	Demonstrate skills for the optimization of labour costs
<b>CO 4</b>	Demonstrate skills for optimization of overhead costs

Detailed Syllabus:

Module	Title with content	No. of lectures
<b>I</b>	<b>Introduction</b>	<b>15</b>
	Meaning, Nature and scope-Objective of Cost Accounting-Financial Accounting v/s Cost Accounting- Advantages and disadvantages of Cost Accounting Elements of Costs-Cost classification (concept only)- - Installation of Cost Accounting System Elements of material costing Stock valuation (FIFO & weighted average method), EOQ, EOQ with discounts, Calculation of Stock levels (Practical Problems)	
<b>II</b>	<b>Elements of Labour &amp; Overhead Costs</b>	<b>15</b>
	Labour Costing – Time & Piece rate method, Individual and Group Bonus and Incentive Plans (Practical Problems) Overhead Costing – Primary and Secondary Distribution, Repeated distribution, Simultaneous equation, Trial & Error method, Step down method (Practical problems)	

(Two units for a two credit course and four units for a four credit course.

1 credit = 1 lecture hour/week

1 credit = 2 practical hours/week)

References:

1. Cost Accounting-Principles and Practice; Arora M.N: Vikas, New Delhi.
2. Cost Accounting; Jain S.P. and Narang K.L: Kalyani New Delhi.
3. Principles of Management Accounting; Anthony Robert, Reece, et at: Richard D. Irwin Inc. Illinois.

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**Theory Examination Pattern for Minor Paper**

<b>I</b>	<b>Continuous Internal Assessment</b>	
A	One class test · 3 marks concept testing · Attempt any 1 out of 2 Questions (7 marks)	10 Marks
B	Assignment	10 Marks
	<b>Total</b>	20 marks
<b>II</b>	<b>Semester End Examination</b>	<b>30 Marks</b>
	Duration	1 Hour

**External Question Paper Pattern – 30 Marks**

Q. 1 Attempt any 2 out of 3 (15 Marks)

Q. 2 Attempt any 2 out of 3 (15 Marks)

Course/ Paper Title	Consumer Behaviour
Course offered as	Minor
Course Code	RUMSMNM303
Semester	III
No. of Credits	2
No. of lecture Hours/week	2

Sr No.	Course Learning Objectives:
CLO1	To understand concept of consumer behavior, role and importance of consumer behaviour to a marketer and how consumer behavior has changed due to digital revolution
CLO2	To understand Marketing applications of various factors influencing consumer decision-making.

### Course Outcome

	On completing the course, the student will be able to:
CO1	Explain consumer decision-making process and its application in marketing functions of firms.
CO2	Discuss individual determinants of consumer behaviour with reference to consumer needs and motivation, personality, self-concept, consumer perception learning and attitude
CO3	Discuss environmental determinants of consumer behaviour with reference to role of different members in family, social class, group dynamics, and cultural influence in buying behaviour.
CO4	Describe E- buying behaviour and influence on E- buying by consumers.

## Detailed Syllabus

Module	Title with content	No. of lectures
I	<p>Consumer Behaviour: Introduction, definition <b>and impact of digital revolution</b> and importance to marketing. Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, <b>Buying pattern in the new digital era.</b> Determinants for impulsive buying behavior.</p> <p>Models of consumer behavior and their marketing implications: Howard Seth Model of buying behaviour, The Nicosia Model, The Engel-Kollat Blackwell Model, Decision Making model</p>	15
II	<p><b>Factors affecting Consumer behavior:</b></p> <p>Consumer Motivation– Needs, Goals, Motive arousal, Maslow’s Hierarchy of Needs, Freud’s Theory of Motivation</p> <p>Consumer Personality – Self-concept theory, Psychoanalytic Theory, Neo-Freudian Theory, Trait Theory</p> <p>Social Class: concept of social class, homogeneity of needs in social class, social class stratification in India New SEC/ NCAER, classification of the society, Influence of social class on purchase behaviour.</p> <p>Group Behaviour: Reference Groups and its influence on consumption, Diffusion of innovation process, Consumer Adoption of new products, <b>Impact of social media on formulating opinions on products and brands.</b></p> <p>Family: Role of family in decision making and consumption process.</p> <p>Culture and Subcultures: Understanding the influence of culture, norms and their role, traditions and value system, Indian core values, cultural aspects of emerging Indian markets.</p> <p>E-buying behavior: Influences on E-buying and Recent trends (Food and grocery, Fashion, Travel and Tourism etc.) for different sectors.</p>	15

(Two units for a two-credit course and four units for a four-credit course.

1 credit = 1 lecture hour/week

1 credit = 2 practical hours/week)

References:

1. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
2. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
3. Consumer Behaviour, Schiffman & Kanuk and S Ramesh Kumar, 10th edition Prentice Hall India.
4. Consumer Behaviour, Loudon & Della Bitta, 14th edition Tata McGraw Hill
5. Consumer Behaviour Building Marketing Strategy, Hawkins David Mothersbaug & Amit Mookerjee, 11th edition, McGraw Hill International edition.
6. Consumer Behaviour Text & Cases, Satish Batra & S.H.H.Kazmi
7. Marketing Models, Gary L.Lilien, Kotler, Moorthy, Eastern Economy Edition

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Theory Examination Pattern for Minor Paper

<b>I</b>	<b>Continuous Internal Assessment</b>	
a	One class test - 3 marks concept testing - Attempt any 1 out of 2 Questions (7 marks)	10 Marks
b	Project Presentation	10 Marks
	Total	<b>20 marks</b>
<b>II</b>	<b>Semester End Examination</b>	<b>30 Marks</b>
	Duration	1 Hour

**External Question Paper Pattern – 30 Marks**

Q. 1 Attempt any 2 out of 3 (15 Marks)

Q. 2 Attempt any 2 out of 3 (15 Marks)

Course/ Paper Title	Equity & Debt Market
Course offered as	Minor
Course Code	RUMSMNF304
Semester	III
No. of Credits	2
No. of lecture Hours/week	2

Sr No.	Course Learning Objectives:
CLO1	To understand the fundamentals of equity market and its functions
CLO2	To analyze the role of primary & secondary market in growth of corporate sector
CLO3	To study the components of debt market

#### Course Outcome

	On completing the course, the student will be able to:
CO1	Understand the role of equity market in the development of an economy
CO2	Enumerate the components of equity market and the role they play
CO3	Analyze the role of debt market in the economy
CO4	List down the features and types of bonds

#### Detailed Syllabus

Module	Title with content	No. of lectures
I	Unit I : Introduction to Equity Market:  Meaning & definitions of equity share; Growth of Corporate sector & simultaneous growth of equity  Development of Equity culture in India & current position  Initial Public Offer – Meaning , Method  Stock Market – Meaning & Functions  Two major stock exchanges in India – BSE & NSE	15

II	<p>Introduction to Debt Market:</p> <p>Debt market – Evolution of Debt markets in India; Money market &amp; Debt markets in India; Regulatory framework in the Indian Debt market.</p> <p>Features &amp; Types of Bonds</p>	15
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(Two units for a two-credit course and four units for a four-credit course.

1 credit = 1 lecture hour/week

1 credit = 2 practical hours/week)

References:

1. Chandra, P. (2011). Corporate Valuation and Value Creation, (1st ed). TMH
2. Allen, Larry (1750-2000). The Global Financial System.
3. LM Bhole. Financial institutions & markets: Structure, growth & innovations. TMH (5th ed.)

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Theory Examination Pattern for Minor Paper

I	<b>Continuous Internal Assessment</b>	
a	<p>One class test</p> <ul style="list-style-type: none"> <li>- 3 marks concept testing</li> <li>- Attempt any 1 out of 2 Questions (7 marks)</li> </ul>	10 Marks
b	Project Presentation	10 Marks
	Total	<b>20 marks</b>
II	<b>Semester End Examination</b>	<b>30 Marks</b>
	Duration	1 Hour

### External Question Paper Pattern – 30 Marks

Q. 1 Attempt any 2 out of 3 (15 Marks)

Q. 2 Attempt any 2 out of 3 (15 Marks)

Course/ Paper Title	Creative Advertising
Course offered as	Minor
Course Code	RUMSMNM304
Semester	III
No. of Credits	02
No. of lecture Hours/week	02

Sr No.	Course Learning Objectives:
1	To understand the principles of creativity in advertising and its practical applications.
2	To enable students to think out of box, conceptualize, execute, and present advertising ideas with confidence.

### Course Outcome

	On completing the course, the student will be able to:
CO1	Explain the role of creativity in advertising and its applications across media platforms.
CO2	Identify creative thinking techniques to generate original advertising concepts
CO3	Analyze consumer insights and psychology while framing creative advertising strategies.
CO4	Evaluate the effectiveness and ethical considerations of advertising campaigns.

## Detailed Syllabus

Module	Title with content	No. of lectures
I	<p><b>Fundamentals of Creative Advertising</b></p> <ul style="list-style-type: none"> <li>● <b>Introduction to Advertising:</b> Definition, role, and importance of advertising in marketing. Evolution of advertising in India and globally</li> <li>● <b>Understanding Consumer Psychology:</b> Role of emotions in advertising. Consumer insights: The core of creative ideas</li> <li>● <b>Principles of Creativity in Advertising:</b> Concept of creativity: originality, relevance, and impact. Tools and techniques for idea generation</li> <li>● <b>Visual and Verbal Elements:</b> Principles of effective copywriting and slogans. Significance of visual storytelling. Fundamentals of visual aesthetics (color, typography, layout)</li> </ul>	(15)
II	<p><b>Developing a Creative Campaign</b></p> <ul style="list-style-type: none"> <li>● <b>Campaign Planning:</b> Process of crafting a creative brief.</li> <li>● <b>Idea Generation Techniques:</b> Brainstorming, mind mapping, and SCAMPER techniques</li> <li>● <b>Measuring Effectiveness:</b> Tools for analyzing campaign performance, Metrics: ROI, brand recall, engagement rate</li> <li>● <b>Ethics in creativity:</b> Navigating cultural sensitivities and societal responsibilities in ad creation.</li> <li>● <b>Case Studies:</b> Successful Indian advertising campaigns</li> </ul>	(15)

(Two units for a two-credit course and four units for a four-credit course.

1 credit = 1 lecture hour/week

1 credit = 2 practical hours/week)

### References:

1. Advertising Management by Rajeev Batra, John G. Myers & David A. Aaker – Pearson Education
2. Advertising & Sales Promotion by Arun Mittal – Wisdom Publications
3. Ogilvy on Advertising by David Ogilvy, Publisher: Prion Books
4. Creative Advertising: Ideas and Techniques from the World's Best Campaigns by Mario Pricken, Publisher: Thames & Hudson
5. The Advertising Concept Book by Pete Barry, Publisher: Thames & Hudson

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Theory Examination Pattern for Minor Paper

I	<b>Continuous Internal Assessment</b>	
a	One class test - 3 marks concept testing - Attempt any 1 out of 2 Questions (7 marks)	10 Marks
b	Project Presentation	10 Marks
	Total	<b>20 marks</b>
II	<b>Semester End Examination</b>	<b>30 Marks</b>
	Duration	1 Hour

### External Question Paper Pattern – 30 Marks

Q. 1 Attempt any 2 out of 3 (15 Marks)

Q. 2 Attempt any 2 out of 3 (15 Marks)

Course/ Paper Title	Basics of Business Contracts
Course offered as	Open Elective
Course Code	RUMSOE301
Semester	III
No. of Credits	02
No. of lecture Hours/week	02

Sr No.	Course Learning Objectives:
<b>CLO-1</b>	Gain a foundational understanding of the legal principles and frameworks governing business transactions, contracts, and operations.
<b>CLO-2</b>	Explore different forms of business entities such in corporate world and understand their respective legal implications and advantages
<b>CLO-3</b>	Interpret basic agreements using legal reasoning skills through the analysis of case studies, statutes, and legal precedents.
<b>CLO-4</b>	Improve communication skills in conveying legal concepts, principles, and arguments to diverse stakeholders.

### Course Outcomes

<b>On completing the course, the student will be able to:</b>	
<b>CO-1</b>	Explain the rules for drafting of a valid contract
<b>CO-2</b>	Discuss the rules of for termination of contract & the remedies thereunder
<b>CO-3</b>	Explain the legal terminologies, principles, maxims or doctrines
<b>CO-4</b>	Interpret the given scenarios by way of a case study in light of the correct rules of contract law

Detailed Syllabus:

Module	Title with content	No. of lectures
<b>I</b>	<b>CONTRACT ACT, 1872 – I</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Definitions under Contract Act – Proposal, Acceptance, Promise, Consideration, Free Consent</li> <li>• Essential elements of Contract; Agreement and Contract, Types of agreements</li> <li>• Case study</li> </ul>	
<b>II</b>	<b>CONTRACT ACT, 1872 – II</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Breach of contract.</li> <li>• Remedies for breach of Contract</li> <li>• Drafting of basic agreements</li> <li>• Case study</li> </ul>	

(Two units for a two credit course and four units for a four credit course.

1 credit = 1 lecture hour/week

1 credit = 2 practical hours/week)

References:

1. Elements of Merchantile law – N.D. Kapoor - Sultan Chand publications
2. Indian Contract Act – Dr. Avtar Singh -Eastern Book Company
3. Business Law – K.R Bulchandani – Himalaya Publishing House 2015 Ed.

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<b>I</b>	<b>Continuous Internal Assessment</b>	
<b>a</b>	<b>One class test- 25 marks (45 minutes duration)</b> - 5 marks concept testing - Attempt any 4 out of 5 questions (5 marks each)	<b>25 marks</b>
<b>b</b>	<b>Project presentation</b>	<b>10 marks</b>
<b>c</b>	<b>Group discussion</b>	<b>10 marks</b>
<b>d</b>	<b>Active participation</b>	<b>5 marks</b>
	<b>TOTAL</b>	<b>50 Marks</b>

Course/ Paper Title	Basics of Direct Taxation
Course offered as	Vocational Skills Course (VSC)
Course Code	RUMSVSC306
Semester	III
No. of Credits	2
No. of lecture Hours/week	2

Sr No.	Course Learning Objectives:
CLO1	Understand concepts and importance of direct tax
CLO 2	Understanding the status of persons and industries
CLO 3	Classification of allowances and calculation of income from salaries
CLO 4	Provision of Exemptions
CLO 5	Scope of income as per category of person

### Course Outcome

	On completing the course, the student will be able to:
CO1	Identify the differences between Direct and indirect taxes
CO2	Point out to the provision of residential status
CO3	Identify and classify scope of total Income
	Identify the provision of Income under the head salary and various applicable exemptions and deductions
CO4	Identify and Classify the various elements of Income from other sources.

### Detailed Syllabus:

Module	Title with content	No. of lectures
I	Definitions u/s – 2 : Section 2 –Assessee, Assessment Year, Assessment, Annual value, Business, Capital asset, Income, Person, Previous Year, Transfer Basis of Charge : Section 3 – 9 – Previous Year, Residential Status, Scope Of Total Income, Deemed Income Exclusions from Total Income: Section 10 – restricted to, Agricultural Income, Sums Received From HUF By Member, Share of Profit from Firm, Casual & Non – Recurring Receipts,	15

	Scholarships, Income of Minor Child, Allowance to Members of Parliament and Legislative Assembly.	
II	Salary Income: Section 15 – 17, Including Section 10 relating to House Rent Allowance, Travel Concession, Special Allowance, Gratuity, Pension – Commutation, Leave Encashment, Compensation, Voluntary Retirement, Payment from Provident Fund Income from Other Sources: Section 56 – 59	15

### References:

1. Direct Taxes Law & Practice with Special Reference to Tax Planning by Vinod K. Singhania & Kapil Singhania – 69th Edition 2023
2. DIRECT TAXES LAW & PRACTICE WITH SPECIAL REFERENCE TO TAX PLANNING. AUTHOR : VINOD K. SINGHANIA , KAPIL SINGHANIA. PUBLISHER : TAXMANN.
3. Direct Taxes Ready Reckoner (O10th Edition) With Tax Planning by MahendraGabhawala

### Royal College of Arts, Science and Commerce

(Autonomous)

I	Continuous Internal Assessment	
a	One class test- 25 marks (45 minutes duration) - 5 marks concept testing - Attempt any 2 out of 3 questions (10 marks each)	<b>25 marks</b>
b	Project Presentation	10 marks
c	Assignment	10 marks
d	Active participation	5 marks
	<b>TOTAL</b>	<b>50 Marks</b>

Course/ Paper Title	Community Engagement Programme
Course offered as	CEP
Course Code	RUMSCEP309
Semester	III
No. of Credits	02
Duration	60 hrs Orientation and Planning (15 Hours) Community Engagement Activities (30 Hours) Documentation and Report Preparation (15 Hours)

Sr No.	Course Learning Objectives:
1.	To help students develop clarity on various concepts related to community engagement.
2.	To help students understand the social responsibility that comes with community engagement.
3.	To help students learn different methods to promote inclusivity in community engagement
4.	To help students discuss the different ways of achieving successful community engagement

### Course Outcome

	On completing the course, the student will be able to:
CO1	Demonstrate clarity on various concepts related to community engagement.
CO2	Weigh the social responsibility that comes with community engagement.

CO3	Learn methods to promote inclusivity in community engagement
CO4	Discuss different ways to achieve successful community engagement

### Module 1: Orientation and Planning (15 Hours)

- Introduction to CEP and its relevance to NEP-2020.
- Identification of local community needs where marketing and finance is applicable.
- Planning outreach/awareness events.

### Module 2: Community Engagement Activities (30 Hours)

#### Detailed CEP Activity

Sr. No	Name of the Topic	Details
1	Use digital skills to implement socially impactful tech projects <b>Marketing Students</b>	Students will visit the local stores in nearby areas (Bprivali to Vicar) to provide a direct, measurable boost to local business, helping it thrive against larger competitors.  Will orient stores about Digital Marketing (Google Maps, Whatsapp, Social media usage) and Customer relationship Management
2	Engagement in sustainability education campaigns. <b>Marketing Students</b>	Students will create awareness about sustainable business practices among local stores.
3	Organise drives for facilitation and support for the opening of bank and/or demat accounts. <b>Finance Students</b>	Students will visit the nearby localities/ housing societies (Mira-Bhayender belt) to provide a direct support for facilitation (including documentation) and opening of bank/ demat accounts, for small shopkeepers and households.

4	<p>Promoting financial literacy with a focus on fundamental financial concepts, awareness of cyber risks, identification of potential frauds, and strategies for safeguarding against them.</p> <p><b>Finance Students</b></p>	<p>Students will organize awareness drives in nearby housing societies/ educational institutes with a view to improving financial literacy, financial frauds and ways to mitigate them.</p>
5	<p>Organise risk management initiatives to raise awareness about the importance of insurance, strategic investments, and proactive planning for future emergencies or contingencies</p> <p><b>Finance Students</b></p>	<p>Students will visit nearby housing societies/ educational institutes/ local stores to generate awareness on the importance of various popular tools of investment and benefits of starting early.</p>

- Students must form a group of 10 and complete any one activity.
- Students must visit at least three different places to conduct the activity.

### **Module 3: Documentation and Report Preparation (15 Hours)**

#### **Report Format**

- The students are required to submit a report of the Community Engagement Projects at the end of the semester in the following suggested format.
- All projects should be typed on A4 sheets, Font Size 12, Times New Roman, one and a half spacing on executive bond paper.
- The project report shall have appropriate chapter scheme and be presented in a minimum of 20 pages (Approximately minimum of 4000 to 5000 words).

#### **Report should be arranged in the following order**

#### **Title Page**

- Title of the Report (Font size 14)
- Name of the Student
- Roll number/Seat number
- Program Title
- Name of the Mentor
- Month of Submission

**Certificate by the Institute**

**Certificate by Mentor**

**Student's Declaration**

**Acknowledgement**

**Abstract** A brief summary of the community interactions, key observations, and main conclusions (200-300 words)

**Table of contents**

- Include headings and subheadings with page numbers.

**List of Figures and Tables**

- List all figures and tables included in the report with corresponding page numbers.

## **Chapter 1: Introduction**

- Purpose of the visit: Outline the objectives and expected outcome of the community interactions.
- Background Information: Provide context about the community interactions and its significance.
- Scope of the Report: Define the boundaries of what the report will cover.

## **Chapter 2: Literature Review**

- Review relevant literature on the site(s) visited, focusing on previous studies, historical accounts, and critical analyses of the literary significance.

## **Chapter 3: Methodology**

- Describe the approach and tools used for data collection during the visit (e.g., observational methods, interviews, archival research).
- Discuss the rationale behind the chosen methods.

## **Chapter 4: Description of the community interactions, Observations and Analysis**

- Provide detailed descriptions of community interactions and engagements carried out.
- Include observations related to fieldwork: work's-relevance to topic selected.
- Use photographs, diagrams, and sketches, etc. to support the descriptions.
- Analyze the data collected in relation to the study objectives.

## **Chapter 5: Conclusion and Recommendations**

- Discuss how the findings from the visits contribute to the understanding of subject area.

- Summarize the key findings and their significance.
- Offer recommendations based on the research findings for further study or preservation efforts. References
- List all sources cited in the report in a consistent format.

### **Appendices**

- Include additional data, interview transcripts, notes, or documents that are relevant to the report but not integral to its main text.

### **Allocation of Hours:**

Independent reading & studying 10 Hours

Preparing Questionnaire 5 hours

Data Collection 20 hours

Data Analysis & Preparation of report 20 hours

Presentation/ Viva/Evaluation 5 hours

**Total 60 Hours**

### **Evaluation Scheme**

Evaluation during the CEP program involves two key components: External Evaluation (40%) and Internal Evaluation (60%).

i) **Internal Evaluation: (By Project Guide 20 Marks)**

<b>Criteria</b>	<b>Marks</b>
● Community interactions completion and interaction with supervisor	10 Marks
● Overall Report quality	10 marks
<b>Total</b>	<b>20</b>

ii) **External Evaluation: (30 Marks)**

<b>Criteria</b>	<b>Marks</b>
● Objectives, Literature Review, Methodology, Data Analysis, Conclusion and Recommendations	15 Marks

● Overall Project Report Structure and Style	5 Marks
● Presentation Skills & Communication	10 marks
<b>Total</b>	<b>30</b>

Note:

1. Students have to maintain a log book for number of hours contributed.
2. Students need to submit spiral binding of project report

Appendix I

### GUIDE INTERACTION DIARY FORM

I, the undersigned Ms./Mr. \_\_\_\_\_ Roll No. \_\_\_\_\_, currently enrolled in the \_\_\_\_\_ Year of \_\_\_\_\_ Full-time Program \_\_\_\_\_ at \_\_\_\_\_ institute/ college, am undertaking my Community Engagement Project work under the guidance of Dr./Ms./Mr. \_\_\_\_\_, and I hereby confirm that I have met my Internal guide on the following dates mentioned below for Project Guidance:-

Sr. No.	Date	Signature of the Internal Guide


Signature of the Candidate

Signature of Internal Guide

**IMPORTANT:**

- It is expected that students will be meeting their guide at least five times for the CEP work interaction.
- The candidate should retain the above stated ‘Project Guide Interaction Certificate Form’ and submit the same with required signatures of the guide while submitting the Project to the Institute.
- **THE PROJECT REPORT WILL NOT BE ACCEPTED WITHOUT THE DULY FILLED PROJECT GUIDE INTERACTION CERTIFICATE.**

Appendix II

Main Page

Format of Project Report

Title of the Project

Name of the Student

(Name of Academic Course and Academic Year Details)

Example: Masters in Management Studies

Under the Guidance of

Name of Guide

Name of the Department/College/Institute

Semester III

Academic Year – 2025-26

Appendix III

Name of the Department/College/Institute

Certificate

I hereby certify that Mr./Ms. \_\_\_\_\_, Student of  
\_\_\_\_\_ Institute/college studying in

\_\_\_\_\_ program has completed a C. E. project  
titled \_\_\_\_\_ in the area of  
\_\_\_\_\_ specialization for the academic year 2025-2026. To the  
best of my knowledge the work of the student is original and the information  
included in the project is correct.

Internal Guide

Head of the Department

Principal

Appendix III (A)

Name of the Institute

Certificate

I hereby certify that Mr./Ms. \_\_\_\_\_, Student of  
\_\_\_\_\_ Institute/college studying in

\_\_\_\_\_ program has completed a C. E. project  
titled \_\_\_\_\_ in the area of  
\_\_\_\_\_ specialization for the academic year 2025-2026. To the  
best of my knowledge the work of the student is original and the information  
included in the project is correct.

In- Charge

Annexure IV

Declaration

I, Mr./Ms. \_\_\_\_\_ Student of  
\_\_\_\_\_ Institute/college studying in  
\_\_\_\_\_ program, hereby declare that I have  
completed the Community Engagement Project titled  
\_\_\_\_\_ during the academic year 2025-2026.

The report is original and the information/data included in the report is true emerging from the primary and/ secondary data gathered and analyzed as part of this Community Engagement project.

Due credit is extended on the work of Literature/Secondary Survey by endorsing it in the Bibliography as per prescribed format.

Signature of the Student with date

Name of Student

Annexure V

Student Feedback on CEP

(To be filled by Students after CEP completion)

Student Name:

Seat No. /Roll No.:

Email:

Department:

Name of the Mentor:

Title/Heading of Community Engagement Projects:

Brief description of CEP carried out:

Dates of CEP:

1. My internship experience was related to my major area of study/ academic program

- 1. Strongly Agree
- 2. Agree
- 3. Disagree
- 4. Strongly Disagree

2. Indicate the degree to which you agree or disagree with the following statements.

This experience has:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Has increased my sensitivity towards societal problems)					

Given me the opportunity to explore a career field					
Allowed me to apply classroom theory to practice					
Helped me develop my decision-making and problem-solving skills					
Expanded my knowledge about the work world before permanent employment					
Helped me develop my written and oral communication skills					
Provided a chance to use leadership skills (influence others, develop ideas with others, stimulate decision-making and action)					
Expanded my sensitivity to the ethical implications of the work involved					
Made it possible for me to be more confident in new situations					
Given me a chance to improve my interpersonal skills					
Helped me learn to handle responsibility and use my time wisely					
Helped me discover new aspects of myself that I didn't know existed before					
Helped me develop new interests and abilities					

Helped me clarify my career goals					
Allowed me to acquire information and/ or use equipment not available at my Institute					
Allowed me to realize socio-economic issues in the society repeated					

3.The faculty mentor extended guidance and mentoring through-out the CEP process:

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree

4.Were you able to accomplish the initial goals, tasks and new skills that were set down in CEP plan?

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree

5. Considering your overall experience, how would you rate this CEP? (Circle one):

Poor/ Satisfactory/ Good/ Excellent

6. Give suggestions as to how your CEP experience could have been improved." (Please mark ✓ for areas that were satisfactory and X for areas that need improvement)

Aspect of CEP Experience

- Clear orientation and briefing at the start
- Relevance of project to academic learning
- Availability and support from internal guide
- Adequate field exposure and hands-on engagement
- Clarity in roles and responsibilities
- Time provided for the completion of project

Signature of Student

Name

Date:

### **Board of studies in B. Com (Management Studies)**

	Category	Name and Designation	Affiliation
1.	B.O.S. member appointed by the Vice Chancellor	Prof. (CA) Girish Mahaddalkar	Shailendra College
2.	Chairperson (Head of Department)	CA Kamal Rohra (Coordinator & Asst. Professor)	Royal College of Arts Science and
3.	Full time teachers of the Department	Ms. Aisha Khan (Asst. Professor) Ms. Pooja Fernandes (Asst. Professor)	

		Ms. Aasiya Wani (Asst. Professor)	Commerce (Autonomous)
		Ms. Deepika Sabni (Asst. Professor)	
		Ms. Amna Modak (Asst. Professor)	
4.	Two subject experts from outside the Parent University nominated by the Academic Council.	Mr. Swapnil Shenvi Asst. Professor	NMIMS's Kirti P. Mehta School of Law and M.L. Dahanukar College of Commerce
		Ms. Tanvi Khandhar Asst. Professor	H.R. College
5.	Principal Nominee	Dr. Mazhar Thakur	Maharashtra College
6.	One representative from industry/corporate sector/allied area relating to placement.	Mr. Qureshi Mohammad Amir Admin Executive	T & M Services Consulting Pvt. Ltd.
7.	One postgraduate meritorious alumnus nominated by the Principal. (Please give three to four names of your alumnus)	Ms. Sonia Bangera Nair Talent Acquisition Lead	Black & Veatch



# **Royal College of Arts Science and Commerce (Autonomous)**

*Affiliated to University of Mumbai*

Program: B. Com (Management Studies)

Course: S.Y.B. Com (Management Studies)

Syllabus for Semester: IV

Syllabus for Undergraduate Programme as per  
National Education Policy (NEP-2020) with effect from the  
academic year 2024-2025

### NEP Credit Structure for BMS

Level	Sem	Major		Minor	OE	VSC	SEC	AEC	IKS	VEC	OJT/FP /RP/CC /CEP	Cumulative Credits	
		Mandatory	Elective										
4.5	I	4 + 2	-	2	2 + 2	2	2	2	2	2	-	22	UG Certificate Cumulative Credit:44
	II	4 + 2	-	2	2 + 2	2	2	2	-	2	2 (CC)	22	
<b>Exit Option: Award of UG Certificate in Major with 40 -44 Credits and an Additional 4 Credits Core NSQF Course / Internship OR Continue with Major and Minor</b>													
5	III	4 + 4	-	2 + 2 (F) Or 2 + 2 (M)	2	2	-	2	-	-	2 (CC) + 2 (CEP)	22	UG Diploma Cumulative Credit:88
	IV	4 + 4	-	2 + 2 (F) Or 2 + 2 (M)	2	2	2	2	-	-	2 (FP)	22	
<b>Exit Option: Award of UG Diploma in Major and Minor with 80-88 Credits and an Additional 4 Credits Core NSQF Course / Internship OR Continue with Major and Minor</b>													
5.5	V	4 + 4 + 2 (IKS)	4 (F) Or 4 (M)	2 + 2 (F) Or 2 + 2 (M)	-	2	-	-	-	-	2 (FP)	22	UG Degree Cumulative Credit:132
	VI	4 + 4 + 2	4 (F) Or 4 (M)	2 + 2 (F) Or 2 + 2 (M)	-	-	-	-	-	-	4 (OJT)	22	
<b>Total</b>		<b>44 + 4</b>	<b>8</b>	<b>20</b>	<b>12</b>	<b>10</b>	<b>6</b>	<b>8</b>	<b>2</b>	<b>4</b>	<b>14</b>	<b>132</b>	

S.Y.B. Com (Management Studies)		
Course	Semester IV	Credits
<b>Major</b>	Production & Total Quality Management	4
	Business Research Methodology	4
<b>Minor</b>	Strategic Financial Management/ Tourism Marketing	2
	Cost Accounting-II / Integrated Marketing Communication	2
<b>OE</b>	Dynamics of Effective Leadership	2
<b>VSC</b>	Accounting for managerial decisions	2
<b>AEC</b>	Media Writing II	2
<b>VEC</b>	-----	
<b>IKS</b>	-----	
<b>SEC</b>	Information technology for managers	2
<b>FP</b>		2
		<b>22</b>

Course/ Paper Title	Production & Quality Management
Course offered as	Major
Course Code	RUMSMJ401
Semester	IV
No. of Credits	04
No. of lecture Hours/week	03

Sr. No.	Course Learning Objectives:
1	To explain the fundamentals of production management including inventory, material management, inventory etc.
2	To develop a basic understanding about the role of quality and productivity
3	To orient the students about various quality improvement strategies adopted globally

### Course Outcome

	On completing the course, the student will be able to:
CO1	Understand the basics of production management including its definition, importance and types of production systems
CO2	Understand the concept of materials management and different inventory control techniques used in the industry
CO3	Determine the use of product development methods and layout. And how they can be practically applied to meet the requirement of the business
CO4	Analyze the meaning, role and measures used for quality improvement & productivity in improving efficiency and overall profits of the organization

## Detailed Syllabus:

Module	Title with content	No. of lectures
I	<u>Unit I: Introduction to Production Management:</u> Production Management -Objectives, Components– Manufacturing systems: Intermittent and Continuous Production Systems. Product Development, Classification and Product Design. Plant location &Plant layout– Objectives, Principles of good product layout, types of layout.	(15)
II	<u>Unit II: Material Management</u> Materials Management: Concept, Objectives and importance of materials management Various types of Material Handling Systems. Inventory Management: Importance–Inventory Control Techniques ABC, VED, FSN, GOLF, XYZ, SOS, HML. EOQ: Assumptions limitations &advantages of Economic Order Quantity, Simple numerical on EOQ , Lead Time and Reorder Level	(15)
III	<u>Unit III: Basics Of Productivity &amp;TQM</u> Concepts of Productivity, modes of calculating productivity. Importance Of Quality Management, factors affecting quality; TQM– concept and importance, Cost of Quality, Kaizen , Product & Service Quality Dimensions, SERVQUAL Characteristics of Quality, Quality Assurance, Quality Circle : Objectives Of Quality Circles, Ishikawa Fish Bone, Applications in Organizations	
IV	<u>Unit IV: Quality Improvement Strategies &amp;Certifications</u> Lean Thinking, Sigma features, Enablers, Goals, DMAIC/DMADV,ISO 9000 (including the revised standards),ISO 1400 & QS9000.	

## References:

Production and Operations Management: R. Paneerselvam 2. Production (Operations) Management: L.C. Jhamb 3. K. Ashwathappa and K .ShridharBhatt ; Production and Operations management 4. Productivity Management: Concepts and Techniques, Sawhney S.C., Tata McGraw Hill

I	<b>Continuous Internal Assessment</b>	
A	One class test (Short answers/Objectives/ Multiple Choice) - 5 marks concept testing - Attempt any 3 out of 4 Questions (5 marks each)	20 Marks
B	Project Presentation 10 marks for project presentation 10 marks Group discussion	20 Marks
	Total	<b>40 marks</b>
II	<b>Semester End Examination</b>	<b>60 Marks</b>
	Duration	2 Hours

### **External Question Paper Pattern – 60 Marks**

- Q. 1 Attempt any 2 out of 3 (15 Marks)
- Q. 2 Attempt any 2 out of 3 (15 Marks)
- Q. 3 Attempt any 2 out of 3 (15 Marks)
- Q. 4 Case Study (Any 3 out of 5) (15 Marks)

Course/ Paper Title	Business Research Methodology
Course offered as	Major
Course Code	RUMSMJ402
Semester	IV
No. of Credits	04
No. of lecture Hours/week	04

Sr No.	Course Learning Objectives:
CLO1	To inculcate the analytical abilities and research skills among the students.
CLO2	To develop a foundational understanding of research concepts, types, and the significance of research in business decision making.
CLO3	To apply research methods to solve business problems and make informed decisions.

### Course Outcome

	On completing the course, the student will be able to:
CO1	Distinguish between pure/basic/fundamental or applied research.
CO2	Identify the research designs to be used: Exploratory, Descriptive or causal
CO3	Identify sample(s) and effectively use probability and non-probability sampling methods.
CO4	Effectively process the data by editing, codifying and tabulating the data and thereby analyzing and interpreting it.

## Detailed Syllabus

Module	Title with content	No. of lectures
I	<p><b>Introduction to Business Research Methods</b></p> <ul style="list-style-type: none"> <li>● <b>Research:</b> Meaning, objectives and characteristics of a good research</li> <li>● <b>Types of research:</b> Pure/Basic/Fundamental Research and Applied Research</li> <li>● <b>Concepts in Research:</b> Variables, Qualitative and Quantitative Research</li> <li>● Stages in Research Process.</li> <li>● <b>Hypothesis:</b> Meaning, Significance, Types and Sources</li> <li>● <b>Research Design:</b> Meaning, Definition, Steps in Research Design, Types – Descriptive, Exploratory and Causal.</li> <li>● <b>Sampling:</b> Meaning of sample and sampling, Errors in Sampling, Methods of sampling</li> </ul>	(15)
II	<p><b>Data collection and Processing</b></p> <ul style="list-style-type: none"> <li>● <b>Types of data and its sources:</b> Primary and Secondary data sources</li> <li>● <b>Methods of collection of primary data:</b> <ul style="list-style-type: none"> <li>✓ Observation method and its types,</li> <li>✓ Experimental method: Field and Laboratory</li> <li>✓ Interview method: Personal Interview, Focused Group Discussions and In – Depth Interviews</li> <li>✓ Survey Method.</li> </ul> </li> <li>● <b>Survey Instrument:</b> Questionnaire – Definition, types of questions and designing a questionnaire.</li> <li>● <b>Scaling Techniques:</b> Likert Scale, Semantic Differential Scale, Ordinal Scale and Interval Scale</li> </ul>	(15)
III	<p><b>Data analysis and Interpretation</b></p> <ul style="list-style-type: none"> <li>● Processing of data: Editing, Coding and Tabulation</li> <li>● Analysis of data: Meaning and Significance</li> <li>● Interpretation of data: Meaning and Importance</li> <li>● Conceptual understanding of Chi square test, Z and T-test</li> <li>● Introduction to Jamovi software and its usage in data interpretation</li> </ul>	(15)
IV	<p><b>Advanced techniques in Report Writing</b></p> <ul style="list-style-type: none"> <li>● Report writing: Meaning, importance, functions of reports, essential of a good report, content of report, steps in writing a report, types of reports</li> <li>● Footnotes and Bibliography</li> </ul>	

	<ul style="list-style-type: none"> <li>● Ethics and research</li> <li>● Objectivity, Confidentiality and anonymity in Research</li> <li>● Plagiarism concept</li> </ul>	
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(Two units for a two-credit course and four units for a four-credit course.

1 credit = 1 lecture hour/week

1 credit = 2 practical hours/week)

**References:**

1. Research Methodology – Methods & Techniques by C. R. Kothari – New Age International Publishers.
2. Business Research Methods by Pamela S. Schindler – McGraw Hill
3. Research Methodology: A Step-by-Step Guide for Beginners by Ranjit Kumar – Pearson Publishing

## Royal College of Arts, Science and Commerce

### (Autonomous)

#### Theory Examination Pattern for Major Paper

<b>I</b>	<b>Continuous Internal Assessment</b>	
A	One class test (Short answers/Objectives/ Multiple Choice) - 5 marks concept testing - Attempt any 3 out of 4 Questions (5 marks each)	20 Marks
B	Project Presentation 10 marks for project presentation 10 marks Group discussion	20 Marks
	Total	<b>40 marks</b>
<b>II</b>	<b>Semester End Examination</b>	<b>60 Marks</b>
	Duration	2 Hours

**External Question Paper Pattern – 60 Marks**

- |                             |            |
|-----------------------------|------------|
| Q. 1 Attempt any 2 out of 3 | (15 Marks) |
| Q. 2 Attempt any 2 out of 3 | (15 Marks) |
| Q. 3 Attempt any 2 out of 3 | (15 Marks) |
| Q. 4 Case Study             | (15 Marks) |

Course/ Paper Title	Integrated Marketing Communication
Course offered as	Minor
Course Code	RUMSMNM404
Semester	IV
No. of Credits	2
No. of lecture Hours/week	2

Sr No.	Course Learning Objectives:
CLO1	To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program
CLO2	To understand the various tools of IMC and the importance of co-ordinating them for an effective marketing communication program.

#### Course Outcome

	On completing the course, the student will be able to:
CO1	Explain how integrated marketing communications help to build brand identity and brand relationship, and create brand equity through brand synergy.
CO2	Design marketing communications mix to achieve the communications and behavioural objectives of the IMC campaign plan.
CO3	Develop an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign.
CO4	Critically evaluate the communications effects and results of an IMC campaign to determine its success.

## Detailed Syllabus

Module	Title with content	No. of lectures
I	<p>Introduction to Integrated Marketing Communication • Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC. DAGMAR, Problems in setting objectives, setting objectives for the IMC Program.</p> <p>Elements of IMC – I</p> <p>Advertising – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising.</p> <p>Sales promotion – Scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages and Disadvantages, Types of Sales Promotion, objectives of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign.</p>	15
II	<p>Elements of IMC – II</p> <p>Direct Marketing - Role of direct marketing in IMC, Objectives of Direct Marketing, Components for Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing.</p> <p>Public Relations and Publicity – Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR, Managing PR – Planning, implementation, evaluation and Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship</p> <p>Personal Selling – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal selling</p> <p>Ethics and Marketing communication – stereotyping, targeting vulnerable customers, offensive brand messages – legal issues – Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices</p>	15

	Current Trends in IMC – Internet & IMC, Advertising on internet, PR through Internet Banner, Sales promotion on Internet, direct marketing on internet. Integration of AI and IMC.	
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(Two units for a two-credit course and four units for a four-credit course.

1 credit = 1 lecture hour/week

1 credit = 2 practical hours/week)

### Reference Books:

1. Belch, Michael, Belch, George. “Advertising and Promotion: An integrated marketing communications perspective.” 9th ed. Tata McGraw Hill, 2011.
2. Clow, Kenneth E; Baack, Donald E. “Integrated Advertising Promotion and Marketing Communication.” Canada: Pearson Education, 2012.
3. Duncan, Tom. “Principles of Advertising and IMC.” 2nd ed. New York: Tata McGraw Hill Pub,2006.

## Royal College of Arts, Science and Commerce

### (Autonomous)

Theory Examination Pattern for Minor Paper

I	<b>Continuous Internal Assessment</b>	
a	One class test - 3 marks concept testing - Attempt any 1 out of 2 Questions (7 marks)	10 Marks
b	Project Presentation	10 Marks
	Total	<b>20 marks</b>
II	<b>Semester End Examination</b>	<b>30 Marks</b>
	Duration	1 Hour

### External Question Paper Pattern – 30 Marks

Q. 1 Attempt any 2 out of 3 (15 Marks)

Q. 2 Attempt any 2 out of 3 (15 Marks)

Course/ Paper Title	Strategic Financial Management
Course offered as	Minor
Course Code	RUMSMNF403
Semester	IV
No. of Credits	02
No. of lecture Hours/week	02
<b>Sr No.</b>	<b>Course Learning Objectives:</b>
CLO1	To equip students with the knowledge and skills to align a company's financial strategies with its overall business objectives.
CLO2	Enabling them to make informed financial decisions that maximize shareholder value and achieve long-term growth by considering factors like dynamics, risk assessment, and investment opportunities.

	Course Outcome
CO1	understand the strategic perspective of financial management,
CO2	analyze capital structure decisions
CO3	make informed financing decisions, distinguish between strategic and tactical financial management
CO4	use financial strategies to create a competitive advantage for their organization

## Detailed Syllabus:

<b>Module</b>	<b>Title with content</b>	<b>No. of lectures</b>
I	<b>Dividend Decision</b> Dividend Decision : Meaning and Forms of Dividend, Dividend – Modigliani and Miller’s Approach, Walter Model, Gordon Model, Factors Determining Dividend Policy, Types of Dividend Policy (b) XBRL : Introduction, Advantages and Disadvantages, Features and Users	(15)
II	<b>Capital Budgeting and Capital Rationing</b> Capital Budgeting : Risk and Uncertainty in Capital Budgeting, Risk Adjusted Cut-off Rate, Certainty Equivalent Method, Sensitivity Technique, Probability Technique, Standard Deviation Method, Co-efficient of Variation Method, Decision Tree Analysis, Construction of Decision Tree (b) Capital Rationing : Meaning, Advantages, Disadvantages, Practical Problems	(15)

## Reference:

SFM -1. For concept A N Shridhar. For Practical problems - J B Gupta

Accounts - Vijay Kumar

AS- D S Rawat

2. SFM - JB Gupta DVD Lactures plus book

AMA- Padhuka, Study Mat. & PM

The Basics of Public Budgeting & Financial Management Charles E Menifield

Financial Management: Theory and Practice Dr Eugene F Brigham & C Micheal Ehrhardt

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<b>I</b>	<b>Continuous Internal Assessment</b>	
a	One class test - 3 concept testing (1 marks each) - Attempt any 2 out of 3 Questions (3.5 marks each)	10 Marks
b	Project Presentation	10 Marks
	Total	<b>20 marks</b>
<b>II</b>	<b>Semester End Examination</b>	<b>30 Marks</b>
	Duration	1 Hour

Question Paper Pattern- 30 marks

**External Question Paper Pattern – 30 Marks**

Q. 1 Attempt any 2 out of 3 (15 Marks)

Q. 2 Attempt any 2 out of 3 (15 Marks)

Course/ Paper Title	Tourism Marketing
Course offered as	Minor
Course Code	RUMSMNM403
Semester	IV
No. of Credits	02
No. of lecture Hours/week	02

Sr. No.	Course Learning Objectives:
1	To understand basic concepts of tourism and strategies of Tourism Marketing.
2	To comprehend the role of intermediaries in tourism sector
2	To explain the key elements that drive the growth of tourism industry
3	To understand the role of tourism in poverty alleviation

### Course Outcome

	On completing the course, the student will be able to:
CO1	Understand the concepts and terminologies used in tourism industry
CO2	Differentiate the role played by various tourism intermediaries
CO3	Analyze the role played by 4 A's in creating and marketing a tourism product
CO4	Recognize and understand the key role played by tourism sector in poverty alleviation and economic development of an economy

## Detailed Syllabus:

<b>Module</b>	<b>Title with content</b>	<b>No. of lectures</b>
I	<p>Unit I – Introduction to Tourism</p> <p>Meaning of Tourism &amp; Tourist, Features of Tourism, Purpose of Tourism, Adverse Effects of Tourism, Factors Influencing growth of Tourism, Types of Tourism: Health, adventure, rural, cultural, religious, eco-Tourism, wedding Tourism, cruise Tourism.</p> <p>Tourism Marketing Meaning, Objectives of Tourism Marketing, Importance of Tourism Marketing, Problems of Tourism Marketing.</p> <p>Tour Operator , Travel Agent ,Itinerary – Meaning &amp; Types</p>	(15)
II	<p>Unit II:</p> <p>4A's of Tourism –Accommodation, Accessibility, Attractions &amp; Amenities (Meaning , Types and Modes of each)</p> <p>Marketing mix of Tourism ( Product, Price, Place, Promotion, Process, People &amp; Physical evidence)</p> <p>Indian Tourism Industry &amp; its role in poverty alleviation</p>	(15)

## References:

1. S.M.Jha, Tourism Marketing, Himalaya Publishing House, Second Edition, 2011
2. Prasanna Kumar, Marketing of Hospitality and Tourism Services, Tata McGraw Hill, 2010
3. Kshitiz Sharma, Introduction to Tourism Management, McGraw Hill Education (India) Pvt. Ltd, 2014
- 4.

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I	<b>Continuous Internal Assessment</b>	
a	One class test - 3 marks concept testing - Attempt any 1 out of 2 Questions (7 marks)	10 Marks
b	Project Presentation	10 Marks
	Total	<b>20 marks</b>
II	<b>Semester End Examination</b>	<b>30 Marks</b>
	Duration	1 Hour

**External Question Paper Pattern – 30 Marks**

Q. 1 Attempt any 2 out of 3 (15 Marks)

Q. 2 Attempt any 2 out of 3 (15 Marks)

Course/ Paper Title	COST ACCOUNTING – II
Course offered as	MINOR
Course Code	RUMSMNF404
Semester	04
No. of Credits	02
No. of lecture Hours/week	02

Sr. No.	Course Learning Objectives:
CLO-1	To provide a comprehensive understanding of the computation of the total cost for a company
CLO-2	To familiarize learners with the principles and procedures of preparation cost sheet both on actual and on estimated basis.
CLO-3	To explore the reasons of differences between financial and cost statements and to reconcile the differences therein.
CLO-4	To familiarize learners with the trending terms in cost accounting.

### Course Outcome

<b>On completing the course, the student will be able to:</b>	
<b>CO 1</b>	Demonstrate skills for the calculation of total costs
<b>CO 2</b>	Explain the important concepts of cost accounting
<b>CO 3</b>	Demonstrate skills for the reconciliation of cost and financial statements.
<b>CO 4</b>	Prepare an estimated cost sheet and carry cost sheet related computations

Detailed Syllabus:

Module	Title with content	No. of lectures
<b>I</b>	<b>Cost Sheet</b>	<b>15</b>
	Meaning, Nature and importance of cost sheet Preparation of cost sheet for calculation of total cost (Practical Problems) Calculation of profit/loss and backward working (Practical Problems) Preparation of estimated cost sheet	
<b>II</b>	<b>Reconciliation Statement &amp; Recent Trends</b>	<b>15</b>
	Meaning, Nature of reconciliation statement Reasons for differences between financial profit and costing profit Preparation of statement of reconciliation (Practical Problems) Concepts of Uniform Costing and Interfirm Comparison, Emerging Concepts – Target Costing, Benchmarking, JIT, The Balanced Scorecard, <b>Lifecycle costing</b>	

(Two units for a two credit course and four units for a four credit course.

1 credit = 1 lecture hour/week

1 credit = 2 practical hours/week)

References:

1. Cost Accounting-Principles and Practice; Arora M.N: Vikas, New Delhi.
2. Cost Accounting; Jain S.P. and Narang K.L: Kalyani New Delhi.
3. Principles of Management Accounting; Anthony Robert, Reece, et at: Richard D. Irwin Inc. Illinois.
4. Cost Accounting - A Managerial Emphasis; Prentice-Hall of India, Horngren, Charles, Foster and Datar: New Delhi

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**Theory Examination Pattern for Minor Paper**

<b>I</b>	<b>Continuous Internal Assessment</b>	
a	One class test · 3 marks concept testing · Attempt any 1 out of 2 Questions (7 marks)	10 Marks
b	Assignment	10 Marks
	<b>Total</b>	20 marks
<b>II</b>	<b>Semester End Examination</b>	
	Duration	1 Hour

**External Question Paper Pattern – 30 Marks**

Q. 1 Attempt any 2 out of 3 (15 Marks)

Q. 2 Attempt any 2 out of 3 (15 Marks)

Course/ Paper Title	Dynamics of Effective Leadership
Course offered as	Open Elective
Course Code	RUMSOE401
Semester	IV
No. of Credits	02
No. of lecture Hours/week	02

Sr No.	Course Learning Objectives:
CLO- 1	To explore the principles, practices, and dynamics of effective leadership.
CLO-2	To learn Through theoretical frameworks, case studies, discussions, and practical exercises, students will develop an understanding of key leadership concepts and enhance their leadership skills.

### Course Outcome

<b>On completing the course, the student will be able to:</b>	
CO1	Explain the foundational theories and models of leadership
CO2	Analyze the dynamics of effective leadership in various contexts
CO3	Explore the role of emotional intelligence and self-awareness in effective leadership
CO4	Identify leadership principles/ styles and apply them to case studies

## Detailed Syllabus:

Module	Title with content	No. of lectures
I	<b>Introduction to Leadership</b> <ul style="list-style-type: none"><li>- Meaning, Definition, Historical perspectives on leadership</li><li>- Introduction to Indian Leaders</li><li>- Types of Leadership styles</li><li>- Qualities of an organizational Leader</li><li>- Various theories of Leadership</li><li>- Ethical leadership</li><li>- Case study based on 'Chanakya Niti'</li></ul>	(15)
II	<b>Leadership Development</b> <ul style="list-style-type: none"><li>- Decision Making and Problem Solving - Decision-making processes, Problem-solving techniques, Risk management and decision analysis</li><li>- Emotional Intelligence and Self-awareness- Understanding emotional intelligence (EI), Assessing and developing EI</li><li>- Leading Change- Change management principles, Implementing successful change initiatives</li><li>- Case Studies and Applications- Analysing real-world leadership challenges, Applying leadership principles to case studies, Reflection and synthesis of course concepts</li></ul>	(15)

(Two units for a two credit course and four units for a four credit course.)

1 credit = 1 lecture hour/week

1 credit = 2 practical hours/week)

## References:

1. Nehemiah and the dynamics of effective leadership Rev. ed.by Cyril J. Barber
2. "Leadership: Theory and Practice" by Peter G. Northouse
3. "Good to Great: Why Some Companies Make the Leap and Others Don't" by Jim Collins: Analyses what sets great companies and their leaders apart from the rest, based on extensive research.

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<b>I</b>	<b>Continuous Internal Assessment</b>	
<b>a</b>	<b>One class test- 25 marks (45 minutes duration)</b> - 5 marks concept testing - Attempt any 4 out of 5 questions (5 marks each)	<b>25 marks</b>
<b>b</b>	<b>Project presentation</b>	<b>10 marks</b>
<b>c</b>	<b>Group discussion</b>	<b>10 marks</b>
<b>d</b>	<b>Active participation</b>	<b>5 marks</b>
	<b>TOTAL</b>	<b>50 Marks</b>

Course/ Paper Title	ACCOUNTING FOR MANAGERIAL DECISIONS:
Course offered as	RUMSVSC405
Course Code	Vocational Skill Course
Semester	IV
No. of Credits	02
No. of lecture Hours/week	02

Sr No.	Course Learning Objectives:
CLO1	To develop a framework to analyze financial statement using the vertical format of the balance sheet, profit and loss account and financial ratios for effective managerial decision making.
CLO2	To demonstrate the ability to prepare and interpret cash flow statement as AS-3 (Indirect method) to assess business liquidity and financial performance.

### Course Outcome

	On completing the course, the student will be able to:
CO1	Analyze financial statements in vertical format to interpret the financial position and performance of a business.
CO2	Apply various balance sheet, profit & loss, and combined ratios to assess profitability, liquidity and solvency for decision making.
CO3	Prepare cash flow statements using the indirect method as per AS-3 (revised).
CO4	Evaluate the cash flow statement to understand a company's operational efficiency, investment activities and financing decisions.

## Detailed Syllabus:

Module	Title with content	No. of lectures
I	<p>Vertical Form of Balance Sheet and Profit &amp; Loss A/c-</p> <p>Ratio analysis and Interpretation</p> <p>Ratio analysis and Interpretation(based on vertical form of financial statements)including conventional and functional classification</p> <p>Balance sheet ratios: Current ratio, Liquid Ratio, Stock Working capital ratio, Proprietary ratio, Debt Equity Ratio, Capital Gearing Ratio.</p> <p>Revenue statement ratios: Gross profit ratio, Expenses ratio, Operating ratio, Net profit ratio, Net Operating Profit Ratio, Stock turnover Ratio, Debtors Turnover, Creditors Turnover Ratio</p> <p>Combined ratios: Return on capital Employed (including Long term borrowings), Return on Proprietors fund (Shareholder fund and Preference Capital), Return on Equity Capital, Dividend Payout Ratio, Debt Service Ratio,</p> <p>Different modes of expressing ratios: - Rate, Ratio, Percentage, Number.</p> <p>Limitations of the use of Ratios.</p>	(15)
II	<p>Cash flow statement</p> <p>Meaning, aspect of cash flow, activities in cash flow, Utility of cash flow statement.</p> <p>Preparation of cash flow statement (AccountingStandard-3(revised))</p>	(15)

**References:**

1. Srivastava R M, Essentials of Business Finance, Himalaya Publications
2. Anthony R N and Reece JS. Accounting Principles, Hoomwood Illinos, Richard D. Irvin
3. Bhattacharya SK and Dearden J. - Accounting for Management. Text and Cases, New Delhi.
4. Hingorani NL and ramanthan AR - Management Accounting, New Delhi
5. Ravi M. Kishore, Advanced management Accounting, Taxmann, NewDelhi
6. Maheshwari SN - Management and Cost Accounting, Sultan Chand, New Delhi
7. Gupta, SP - Management Accounting, Sahitya Bhawan, Agra.

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<b>I</b>	<b>Continuous Internal Assessment</b>	
a	One class test- 25 marks (45 minutes duration) - 5 marks concept testing - Attempt any 4 out of 5 questions (5 marks each)	<b>25 marks</b>
b	Project presentation	10 marks
c	group discussion	10 marks
d	Active participation	<b>5 marks</b>
	<b>TOTAL</b>	<b>50 Marks</b>

Course/ Paper Title	Information Technology for Managers
Course offered as	Skill Enhancement Course
Course Code	RUMSSEC408
Semester	04
No. of Credits	02
No. of lecture Hours/week	02

Sr No.	Course Learning Objectives:
CLO 1	Develop students' digital literacy skills by providing them with a foundational understanding of basic tools of Microsoft word, excel and powerpoint
CLO 2	Provide hands-on training to students in using functions of Excel in advanced scenarios
CLO 3	Raise awareness about computer security risks and best practices for protecting personal and sensitive information, including password management, antivirus software, firewalls, and safe browsing habits
CLO 4	Educate students and familiarize them about the basic concepts of the Internet and introduce them to the recent development trends in the field of information technology.

### Course Outcome

<b>On completing the course, the student will be able to:</b>	
<b>CO-1</b>	Demonstrate skills in working of Microsoft Office 2017
<b>CO-2</b>	Explain the role of Information Technology in Management
<b>CO-3</b>	Identify and recall their basic understanding of concepts of Email, Internet and websites, domains and security therein
<b>CO-4</b>	Explain the recent developmental trends of IT highlighting its importance from a business perspective

Detailed Syllabus:

Module	Title with content	No. of lectures
<b>I</b>	<b>INTRODUCTION TO COMPUTERS &amp; RECENT TRENDS</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>· History of Computers, Parts of Computers – hardware, software, operating systems, open source software, networking</li> <li>· Web – Terminologies, Searching, Download, Search engines, SEO, Email</li> <li>· Recent Trends in the field of IT – digital economy, IOT, Cloud computing, E-commerce, GPS, Immersive technology, Cryptocurrency, Cryptography, Electronic data interchange</li> </ul>	
<b>II</b>	<b>OFFICE PRODUCTIVITY TOOLS</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>· Word - Creating, Editing, Formatting and Printing of Documents, Using Tools, Mail merge and Print Review and Set-up</li> <li>· Excel - Creating Worksheet, Creating Various Formulae, Creating Charts, Rename and Copy of Worksheets, Using Tools, Printing Review and Set-up</li> <li>· Power Point: Create Project Report, Create Slides, Animation, Page Designing, Insert Image, View Page, Print Review and Set-up.</li> <li>· Calculation of depreciation, interest, salary etc.</li> </ul> <p><b>Introduction to new tools for creating presentations</b></p>	

(Two units for a two credit course and four units for a four credit course.

1 credit = 1 lecture hour/week

1 credit = 2 practical hours/week)

References:

1. Information Technology for Management, 6TH ED (With CD ) By Efraim Turban,
2. Electronic Commerce - Technologies & Applications. Bharat, Bhaskar
3. Computer Viruses and Related Threats: A Management Guide

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**Theory Exam Paper Pattern for**

**SEC paper**

<b>I Continuous Internal Assessment</b>	
One internal class test – 25 Marks	(45 Minutes)
- 5 Concept Testing Questions (1 mark each)	05 mks
- Attempt any 4 out of 5 Questions	20 mks
<b>TOTAL</b>	<b>25 mks</b>
<b>b Project Presentation</b>	<b>10 Marks</b>
<b>c Assignment and hands on test</b>	<b>10 Marks</b>
<b>d Class Participation</b>	<b>05 Marks</b>
<b>TOTAL</b>	<b>50 marks</b>

<b>Course/ Paper Title</b>	<b>Field Project</b>
<b>Course offered as</b>	<b>FP</b>
<b>Course Code</b>	<b>RUMSFP409</b>
<b>Semester</b>	<b>IV</b>
<b>No. of Credits</b>	<b>2</b>
<b>Duration</b>	<b>40 hrs (Field Work+ Survey) + 20hrs (Planning, Discussion + Report Writing) : Total - 60 hrs</b>

<b>Sr. No.</b>	<b>Course Learning Objectives</b>
<b>1</b>	Provide students with exposure to socio economic conditions and align their experiences with contemporary problems
<b>2</b>	Integrating theoretical and practical modes blended learning under the guidance of their faculty
<b>3</b>	Facilitate problem-solving, decision-making, teamwork, and collaboration
<b>4</b>	Foster ability to work in team, develop social awareness and nurture human values among students
<b>5</b>	Encourage collaboration between Higher Education Institutes (HEIs), social organization, Government and non-government institutes for better implementation of Field project.

#### **Course Outcome:**

	<b>On completing the course, the student will be able to:</b>
<b>CO1</b>	Apply concepts learned in classrooms to real-world socioeconomic conditions enhancing their understanding and skills
<b>CO2</b>	Show insights into the challenges, opportunities and culture of socioeconomic diversity, preparing them for future role as responsible citizens.
<b>CO3</b>	Display problem-solving abilities in making informed decisions in complex scenarios through practical situations.
<b>CO4</b>	Work in teams and collaborate to achieve common goals in the work field environments through collaborative efforts
<b>CO5</b>	Show integrity in their dealings with their work and the people that they interact with by upholding professional; principles and ethical standards

#### **Key Points:**

**Students to be oriented:** This session will serve to familiarize students with the purpose, process, and code of conduct associated with the program

To ensure effective mentoring and support, an equal number of students will be allocated to each faculty member of the department.

Throughout the FP period, students will maintain activity reports as per the provided format and get it validated by the supervisor.

Upon completion of the FP program, students must submit a completion certificate duly signed by the faculty supervisor.

Each student is required to complete minimum of 2-3 field visits.

The FP program is to be completed during Semester II. According to the guidelines outlined in the National Education Policy (NEP), undergraduate students are expected to fulfill this requirement either within the second semester of their UG program or during the semester break following the second semester.

**(Students have to submit a detailed report for FP – Format provided)**

### **Detailed FP Activity**

- Students will select relevant areas/ places for carrying out the field visit and inform the department in advance of the same.
- Students must form a group of two or three and complete any one activity.
- Students must visit at least 2-3 different places to conduct the activity.

### **Documentation and Report Preparation (15 Hours)**

Report Format

#### 1. Project (Dissertation) Report:

Students are required to submit a report of the field project at the end of the semester in following suggested format.

All projects should be typed on **A4 sheets, Font Size 12, Times New Roman, one and a half spacing on executive bond paper.** The project report shall have appropriate chapter scheme and be presented in minimum of 20 pages.

Report should be arranged in the following manner.

Title Page

- Title of the Report (Font size 14)
- Name of the Student
- Roll number/Seat number
- Program Title
- Name of the Mentor
- Month of Submission

Certificate by the Institute Certificate by Mentor Student's Declaration Acknowledgement  
Abstract

A brief summary of the field visit, key observations, and main conclusions (200-300 words)

## Table of contents

- Include headings and subheadings with page numbers.

## List of Figures and Tables

- List all figures and tables included in the report with corresponding page numbers.

## Chapter1: Introduction

- Purpose of the visit: Outline the objectives and expected outcome of the field visit.
- Background Information: Provide context about the site(s) visited, including historical and cultural significance.
- Scope of the Report: Define the boundaries of what the report will cover.

## Chapter2: Literature Review

- Review relevant literature on the site(s) visited, focusing on previous studies, historical accounts, and critical analyses of the literary significance.

## Chapter 3: Methodology

- Describe the approach and tools used for data collection during the visit (e.g., observational methods, interviews, archival research).
- Discuss the rationale behind the chosen methods.

## Chapter 4: Field Work Descriptions, Observations and Analysis

- Provide detailed descriptions of each site visited/ Field work carried out.
- Include observations related to fieldwork: work's-relevance to topic selected.
- Use photographs, diagrams, and sketches, etc. to support the descriptions.
- Analyze the data collected in relation to the study objectives.

## Chapter 5: Conclusion and Recommendations

- Discuss how the findings from the visit contribute to the understanding of subject area.
- Summarize the key findings and their significance.
- Offer recommendations based on the research findings for further study or preservation efforts.

## References

- List all sources cited in the report in a consistent format.

## Appendices

- Include additional data, interview transcripts, notes, or documents that are relevant to the report but not integral to its main text.

## Evaluation Scheme

Evaluation during the FP program involves two key components: External Evaluation (40%) and Internal Evaluation (60%).

### i) **Internal Evaluation: (By Project Guide 20 Marks)**

<b>Criteria</b>	<b>Marks</b>
Field visit completion, Attendance and interaction	10
Overall Report quality	10
<b>Total</b>	<b>20</b>

### ii) **External Evaluation: (30 Marks)**

<b>Criteria</b>	<b>Marks</b>
Objectives, Literature review, Methodology, Data analysis, Conclusion and Recommendations	15
Overall Project Report Structure and Style	05
Presentation Skills & Communication	10
<b>Total</b>	<b>30</b>

Appendix I

**GUIDE INTERACTION DIARY FORM**

I, the undersigned Ms /Mr. \_\_\_\_\_ Roll No. \_\_\_\_\_ studying in the \_\_\_\_\_ Year of \_\_\_\_\_ Full-time Course is doing my project work under the guidance of Dr./Ms./Mr. \_\_\_\_\_, wish to state that I have met my Internal guide on the following dates mentioned below for Project Guidance:-

Sr.No.	Date	Signature of the Internal Guide

\_\_\_\_\_

Signature of the Candidate

\_\_\_\_\_

Signature of Internal Guide

**IMPORTANT:** It is expected that student will be meeting their guide at least five times for the project work interaction. The candidate should retain the above stated 'Project Guide Interaction Certificate Form' and submit the same with required signatures of the guide while submitting the Project to the Institute.

**THE PROJECT REPORT WILL NOT BE ACCEPTED WITHOUT THE DULY FILLED PROJECT GUIDE INTERACTION CERTIFICATE.**

## Appendix II

### Main Page Format of Project Report

Title of the Project

Name of the Student

(Name of Academic Course and Academic Year Details)

Under the Guidance of Name of Guide

Name of the Department/College/Institute Academic Year – 2025-26

### Appendix III

Name of the Department/College/Institute

Certificate

I hereby certify that Mr./Ms. \_\_\_\_\_, Student of  
Institute \_\_\_\_\_ studying in \_\_\_\_\_  
, \_\_\_\_\_ has completed a \_\_\_\_\_ project titled  
\_\_\_\_\_ in the area of  
specialization for the academic year 2025-26. To the best of my knowledge the work of the  
student is original and the information included in the project is correct.

Internal Guide

Head of the Department

Principal

Annexure IV Declaration

I, Mr./Ms. \_\_\_\_\_ Student of  
Institute \_\_\_\_\_ studying \_\_\_\_\_ in \_\_\_\_\_  
, hereby declare that I have completed the field project entitled \_\_\_\_\_ during \_\_\_\_\_ the  
academic year 2025-26.

The report work is original and the information/data included in the report is true emerging from the primary and/ secondary data gathered and analyzed as part of this project.

Due credit is extended on the work of Literature/Secondary Survey by endorsing it in the Bibliography as per prescribed format.

Signature of the Student with Date

Name of Student

**Annexure V Student Feedback on  
FP**

**(To be filled by Students after FP completion)**

Student Name:

Seat No. /Roll

no.:

Email:

Department:

Name of the  
Mentor:

Title/Heading of Field Project:

Brief description of FP carried out:

Dates of FP:

Was your internship experience related to your major area of study?

- Yes, to a large degree
- Yes, to a slight degree
- No, not related at all

Indicate the degree to which you agree or disagree with the following statements.

<b>This experience has:</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>No opinion</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
Given me the opportunity to explore a career field					
Allowed me to apply classroom theory to practice					
Helped me develop my decision-making and problem-solving skills					
Expanded my knowledge about the work world before permanent employment					
Helped me develop my written and oral communication skills					
Provided a chance to use leadership skills (influence others, develop ideas with others, stimulate decision-making and action)					
Expanded my sensitivity to the ethical implications of the work involved					
Made it possible for me to be more confident in new situations					

Given me a chance to improve my interpersonal skills					
Helped me learn to handle responsibility and use my time wisely					
Helped me discover new aspects of myself that I didn't know existed before					
Helped me develop new interests and abilities					
Helped me clarify my career goals					
Allowed me to acquire information and/or use equipment not available at my Institute					
Allowed me to realize socio-economic issues in the society					

- In the Institute FP program, faculty members are expected to be mentors for students. Do you feel that your faculty mentor served such a function? Why or why not?
- How well were you able to accomplish the initial goals, tasks and new skills that were set down in your learning contract? In what ways were you able to take a new direction or expand beyond your contract? Why were some goals not accomplished adequately?
- In what areas did you most develop and improve?
- What has been the most significant accomplishment or satisfying moment of your FP?
- What did you dislike about the FP?
- Considering your overall experience, how would you rate this FP? (Circle one). – Satisfactory/ Good/ Excellent
- Give suggestions as to how your FP experience could have been improved. (Could you have

handled added responsibility? Would you have liked more discussions with your professor concerning your FP? Was closer supervision needed? Was more of an orientation required?)

Signature of Student

Name

Date:

## Board of studies in B. Com (Management Studies)

	Category	Name and Designation	Affiliation
1.	B.O.S. member appointed by the Vice Chancellor	Prof. (CA) Girish Mahaddalkar	Shailendra College
2.	Chairperson (Head of Department)	CA Kamal Rohra (Coordinator & Asst. Professor)	Royal College of Arts Science and Commerce (Autonomous)
3.	Full time teachers of the Department	Ms. Aisha Khan (Asst. Professor)	
		Ms. Pooja Fernandes (Asst. Professor)	
		Ms. Aasiya Wani (Asst. Professor)	
		Ms. Deepika Sabni (Asst. Professor)	
		Ms. Anna Modak (Asst. Professor)	
4.	Two subject experts from outside the Parent University nominated by the Academic Council.	Mr. Swapnil Shenvi  Asst. Professor	NMIMS's Kirti P. Mehta School of Law and M.L. Dahanukar College of Commerce
		Ms. Tanvi Khandhar  Asst. Professor	H.R. College
5.	Principal Nominee	Dr. Mazhar Thakur	Maharashtra College
6.	One representative from industry/corporate sector/allied area relating to placement.	Mr. Qureshi Mohammad Amir  Admin Executive	T & M Services Consulting Pvt. Ltd.
7.	One postgraduate meritorious alumnus nominated by the Principal. (Please give three to four names of your alumnus)	Ms. Sonia Bangera Nair  Talent Acquisition Lead	Black & Veatch