

Shiv Chhatrapati Shikshan Sanstha's  
**Rajarshi Shahu Mahavidyalaya, Latur**  
Empowered Autonomous Institution



**Post Graduate Programme in Commerce & Management**

**M.Com.**

**Rajarshi Shahu Mahavidyalaya, Latur**

**Empowered Autonomous Institution**

Rajarshi Shahu Mahavidyalaya,  
Latur (Autonomous)

**w.e.f. June, 2026**

**(In Accordance with NEP-2020)**

## CERTIFICATE

I hereby certify that the documents attached are the Bonafide copies of the Curriculum of **M.Com. in BoS in Commerce & Management** to be effective from the **Academic Year 2026-27**.

Date: 11/04/2026

Place: Latur

1. **Dr. P. S. Trimukhe**  
Chairperson

2. **Dr. P. R. Rodiya**  
Co-Chairperson

3. **Dr. V. D. Dhumal**  
Co-Chairperson

शिव छत्रपती  
शिक्षण संस्था  
लातूर

॥ आर्योह तमसो ज्योतिः ॥

Rajarshi Shahu Mahavidyalaya,  
Latur (Autonomous)



Shiv Chhatrapati Shikshan Sanstha's  
**Rajarshi Shahu Mahavidyalaya, Latur**  
Empowered Autonomous Institution

**Members of Board of Studies in the Commerce & Management**

**Under the Faculty of Commerce**

Sr. No.	Name	Designation	In position
1	<b>Dr. Pushpalata Trimukhe</b> Head, Department of Commerce, Rajarshi Shahu Mahavidyalaya, Latur (Empowered Autonomous Institution)	Chairperson	HoD
2	<b>Dr. P. R. Rodiya</b> Asso. Prof, Department of Commerce, Rajarshi Shahu Mahavidyalaya, Latur	Co-Chairperson	Faculty Member
3	<b>Dr. V. D. Dhumal</b> Asst. Prof, Department of Commerce, Rajarshi Shahu Mahavidyalaya, Latur	Co-Chairperson	Faculty Member
4	<b>Dr. Samreen Bagwan</b> Asst. Prof, Department of Commerce, Rajarshi Shahu Mahavidyalaya, Latur	Member	Faculty Member
5	<b>Ms. Asiya Beg</b> Asst. Prof, Department of Commerce, Rajarshi Shahu Mahavidyalaya, Latur	Member	Faculty Member
6	<b>Dr. Srinivas S. Jagtap</b> Asst. Prof, Hirachand Nemchand College of Commerce, Solapur.	Member	Academic Council Nominee
7	<b>Dr. Renuka Gaikwad</b> HoD, CT Bora College, Shirur, Pune.	Member	Academic Council Nominee
8	<b>Dr. H.S. Patange</b> HoD, Yeshwant Mahavidyalaya, Nanded.	Member	V.C. Nominee
9	<b>CA Uday Kittekar</b> Kittekar & Kittekar Associates, Old Ausa Road, Latur	Member	Expert from Industry
10	<b>Dr. Pradeep Shelke</b> Asst. Prof, Department of Commerce, Shivaji Mahavidyalaya, Renapur, Dist. Latur	Member	Alumni
11	<b>Mr. Rahul Bulani</b> Founder, Catalyst Group, Latur	Member	Expert for Special Courses

## From the Desk of the Chairperson...

Department of Commerce has evolved as an axis of excellence. The Department of Commerce came into existence in 1971. In the year 2005, department has started the M.Com. program and this program touching heights since then. Department offers the best quality education and training to students for shaping their careers for a sustainable corporate world. The Department of Commerce aims to provide academically efficient and professionally relevant teaching in the areas of Banking, Finance and Management. The department also equips potential candidates to face the challenges in life and their career by providing many skills to enhance their expertise & skills in various aspects.

Today in an era of rapid transformation across business sectors. This has resulted in a change in skill sets expected from the new age of Commerce Post-graduates. An industry oriented teaching methodology is now a day's become the need of hour. Thus, the M. Com. in Commerce and Management is being introduced by the Department of Commerce under NEP 2020 is the right platform for the students having aim to achieve their targets in life. The Department of Commerce primarily aims at fostering creativity and innovation among the students and helps them build a global mindset under this program. For this purpose, we have target to organize guest lecturers from eminent people from the Banking, Fiancé, Trade, Commerce, industry, Marketing as well as Intellectual Property Rights to get exposure to the Commerce Post- Graduates.

This program contains the courses like Organizational Behavior, International Business Environment, Advanced Statistical Techniques, Human Resource Management, Intellectual Property Rights, Advanced Taxation, Accounts & Finance, E-Commerce, Advanced Cost A/C, Corporate Social Responsibility, Project Planning & Management. For the preparation of dissertation at the end of the program the Research Methodology Course has been included in the said program. After studying this curriculum, students become hardworking, practical-oriented and effective in any work environment. Department welcomes to the interested students for our M. Com. in Commerce and Management program and wish to them enriching entrepreneurial skills for future business development.

**1. Dr. P. S. Trimukhe**  
Chairperson

**2. Dr. P. R. Rodiya**  
Co-Chairperson

**3. Dr. V. D. Dhumal**  
Co-Chairperson



Shiv Chhatrapati Shikshan Sanstha's  
**Rajarshi Shahu Mahavidyalaya, Latur**  
Empowered Autonomous Institution  
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Empowered Autonomous Institution

Department of Commerce

M.Com. Skeleton in Accordance with NEP 2020

**Illustrative Credit Distribution Structure for Two Years M Com. Program in Commerce & Management**

Year Level	Sem	Major		RM	OJT/FP	RP	Cum. Cr	Marks	Degree
		Mandatory	Elective	RMC 4Cr	NA	NA	22Cr		
I 6.0	I	MMC I 4Cr	MEC-I(A) OR					Theory: 1Cr=25M	PG Diploma (After 03 Year B.Com. Degree)
		MMC II 4Cr	MEC-I(B) 4Cr						
		MMC III 4Cr							
		MMC IV 2Cr							
	II	MMC V 4Cr	MEC-II(A) OR	NA	OJT- I4Cr /FP-I 4Cr	NA	22Cr	OJT/FP: 1Cr=25M	
		MMC VI 4Cr	MEC-II(B) 4Cr						
		MMC VII 4Cr							
		MMC VIII 2Cr							
	<b>Total</b>	<b>MMC 24Cr</b>	<b>MEC 08Cr</b>	<b>RMC 04Cr</b>	<b>OJT/FP 04Cr</b>	<b>NA</b>	<b>44Cr</b>		
	II 6.5	III	MMC VII 4Cr	MEC-III(A) OR	NA	NA	RP-I 4Cr	20Cr	
MMC VIII 4Cr			MEC-III(B) 4Cr						
MMC IX 4Cr									
IV		MMC X 4Cr	MEC-IV(A) OR	NA	NA	RP-II 6Cr	22Cr		
		MMC XI 4Cr	MEC-IV(B) 4Cr						
		MMC XII 4Cr							
<b>Total</b>		<b>MMC 24 Cr</b>	<b>MEC 08 Cr</b>	<b>NA</b>	<b>NA</b>	<b>RP 10 Cr</b>	<b>42Cr</b>		
<b>Cum. Total of I &amp; II Year</b>	<b>MMC 52 Cr</b>	<b>MEC 16Cr</b>	<b>RMC 04Cr</b>	<b>OJT/FP 04Cr</b>	<b>RP 10Cr</b>	<b>44+42=86Cr</b>		<b>86 Credits</b>	

**Abbreviations:**

1. MEC : Major Elective Course
2. RMC : Research Methodology Course
3. OJT : On Job Training(Internship/Apprenticeship)
4. FP : Field Project
5. RP : Research Project
6. Cum. Cr : Cumulative Credit



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Empowered Autonomous Institution  
Department of Commerce  
PG I Semester I & II

Year & Level	Semester	Course Code	Course Title	Credits	No. of Hrs.	
I 4.5	I	601COM1101	Organizational Behavior	04	60	
		601COM1102	International Business Environment	04	60	
		601COM1103	Advanced Statistical Techniques	04	60	
		--	SET/NET Paper (Part I)	02	30	
		601COM1201	Banking & Finance-I	04	60	
		601COM1202	Marketing Management-I		60	
		601COM1301	Research Methodology Course	04	60	
	<b>Total Credits</b>				<b>22</b>	
	II	601COM2101	Human Resource Management	04	60	
		601COM2102	Intellectual Property Rights	04	60	
		601COM2103	Advanced Taxation	04	60	
		--	SET/NET Paper (Part I)	02	30	
		601COM2201	Banking & Finance-II	04	60	
		601COM2201	Marketing Management-II		60	
OJT I/FP 601COM2401		OJT I/ FP	04	60		
<b>Total Credits</b>				<b>22</b>		
<b>Total Credits (Semester I &amp; II)</b>				<b>44</b>		



Shiv Chhatrapati Shikshan Sanstha's  
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Empowered Autonomous Institution  
Faculty of Commerce

Programme Outcomes (POs) for M.Com. Programme	
PO 1	<b>Advanced Disciplinary Knowledge:</b> Students will acquire in-depth and advanced knowledge in commerce, accounting, finance, taxation, business analytics, and research
PO 2	<b>Analytical and Critical Thinking:</b> Students will develop higher-order thinking skills to analyze complex business problems, interpret financial data, and make strategic decisions.
PO 3	<b>Research and Innovation Skills:</b> Students will gain the ability to conduct research, formulate hypotheses, apply research methodologies, and contribute to knowledge creation in commerce and management.
PO 4	<b>Practical and Professional Competence:</b> Students will apply advanced theoretical concepts in real-world business situations, including financial analysis, auditing, taxation, and consultancy.
PO 5	<b>Leadership and Managerial Skills:</b> Students will develop leadership qualities, strategic thinking, and decision-making abilities required for managerial and administrative roles.
PO 6	<b>Digital and Technological Proficiency:</b> Students will acquire skills in modern tools such as data analytics software, financial modeling, ERP systems, and digital business platforms.
PO 7	<b>Ethical Values and Social Responsibility:</b> Students will demonstrate ethical behaviour, corporate governance awareness, and commitment to sustainable and socially responsible business practices.
PO 8	<b>Global Perspective:</b> Students will understand global business environments, international trade practices, and cross-cultural management.
PO 9	<b>Communication and Interpersonal Skills:</b> Students will enhance professional communication, presentation, negotiation, and interpersonal skills.
PO 10	<b>Lifelong Learning and Career Development:</b> Students will develop the ability for continuous learning, adaptability, and pursue higher research (Ph.D.) or professional careers.



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Programme Specific Outcomes (PSOs) for M.Com. in Commerce and Management	
PSO No.	
PSO 1	<b>Advanced Domain Knowledge in Banking, Finance, and Marketing</b> Integrate and apply advanced concepts of banking operations, financial systems, investment management, and strategic marketing in complex business environments.
PSO 2	<b>Financial Analysis and Decision-Making</b> Analyze financial statements, evaluate investment avenues, assess risk, and formulate sound financial decisions for banking and corporate sectors.
PSO 3	<b>Marketing Strategy and Consumer Insights</b> Design and evaluate marketing strategies using consumer behavior analysis, market research, branding, and digital marketing tools.
PSO 4	<b>Research and Analytical Competence</b> Formulate research problems, apply appropriate methodologies, analyze data using statistical tools, and interpret findings for business decision-making.
PSO 5	<b>Risk Management and Regulatory Compliance</b> Evaluate financial risks, banking regulations, and compliance frameworks (RBI guidelines, Basel norms) to ensure stability and ethical practices.
PSO 6	<b>Digital Transformation in Banking and Marketing</b> Apply fintech innovations, digital banking systems, e-commerce, and data-driven marketing tools in modern business operations.
PSO 7	<b>Leadership, Ethics, and Professional Skills</b> Demonstrate leadership, teamwork, communication, and ethical decision-making in banking, financial services, and marketing organizations.
PSO 8	<b>Innovation, Entrepreneurship, and Lifelong Learning</b> Develop innovative solutions, entrepreneurial initiatives in financial and marketing domains, and engage in continuous learning for professional and research advancement.



# Semester - I

शिक्षण सस्था  
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Board of Commerce & Management  
PG I Semester I

Course Type : MMC I

Course Title : Organizational Behavior

Course Code : 601COM1101

Credits : 04

Max. Marks: 100

Lectures: 60 Hrs.

**Learning Objectives:**

- LO1. To understand the concept, evolution, and types of organizations.
- LO2. To apply personality, perception, and attribution theories
- LO3. To understand group behavior, types of groups, and stages of group development.
- LO4. To grasp leadership practices to enhance employee engagement and organizational effectiveness.

**Course Outcomes:**

After completion of the course, students will be able to-

- CO1. Define fundamental concepts of organizational behavior, types of organizations, and emerging trends including culture, ethics, and digital transformation.
- CO2. Analyze individual behavior in organizations, including personality, perception, motivation, attitudes, and stress management.
- CO3. Explain group behavior, team dynamics, and decision-making processes in organizations.
- CO4. Analyze leadership concepts, styles, and approaches to enhance employee engagement and organizational effectiveness.

Unit No.	Title of Unit & Contents	Hrs.
I	<b>Foundations of Organizational Behavior &amp; Modern Organizations</b>	<b>14</b>
	<ul style="list-style-type: none"><li>1. Organization: Concept, Evolution &amp; Types</li><li>2. Organizational Behavior: Meaning, Nature</li><li>3. Emerging Concepts: Emotional Intelligence, Learning Organizations, Workforce Diversity, Employee Engagement, Organizational Culture.</li><li>4. Cross Cultural Organizational Behaviour</li><li>5. Ethical Behavior &amp; Corporate Governance</li><li>6. Role of Digital Transformation in Organizational Change.</li><li>7. <b>Case Study:</b> Tata Consultancy Services, 2020–2023 followed hybrid work model</li></ul>	
	<b>Unit Outcomes:</b> <ul style="list-style-type: none"><li>UO1. Identify organizational behavior and emerging concepts like emotional intelligence and culture.</li><li>UO2. Recognise cross-cultural behavior, ethics, and the role of digital transformation in organizations.</li></ul>	
II	<b>Individual Behavior &amp; Psychological Foundations</b>	<b>16</b>

Unit No.	Title of Unit & Contents	Hrs.
	<ol style="list-style-type: none"> <li>1. Personality: Theories &amp; Determinants</li> <li>2. Perception &amp; Attribution Theory</li> <li>3. Attitudes &amp; Job Satisfaction</li> <li>4. Values &amp; Ethics in Individual Behavior</li> <li>5. Motivation Theories: Classical &amp; Modern theories</li> <li>6. Stress Management &amp; Well-being</li> <li>7. Case Study: Infosys, 2018–2022, introduced employee wellness and emotional intelligence programs to reduce stress and improve motivation.</li> </ol> <p><b>Unit Outcome:</b>            UO1. Explain attitudes, values, ethics, and motivation theories.            UO2. Apply stress management and well-being practices in organizational settings.</p>	
<b>III</b>	<b>Group Behavior, Team Dynamics &amp; Decision Making</b>	<b>16</b>
	<ol style="list-style-type: none"> <li>1. Group Behavior: Meaning &amp; Importance</li> <li>2. Types of Groups &amp; Teams</li> <li>3. Stages of Group Development</li> <li>4. Team Effectiveness &amp; Collaboration</li> <li>5. Conflict Management</li> <li>6. Group Decision Making Techniques</li> <li>7. <b>Case Study:</b> Wipro, 2019–2023, Wipro used cross-functional and virtual teams to manage global projects efficiently.</li> </ol> <p><b>Unit Outcomes:</b>            UO1. Summarize team effectiveness, collaboration, and conflict management.            UO2. Apply group decision-making techniques in organizational settings.</p>	
<b>IV</b>	<b>Leadership, Power &amp; Organizational Change</b>	<b>14</b>
	<ol style="list-style-type: none"> <li>1. Leadership: Concept &amp; Importance</li> <li>2. Leadership Styles: Traditional &amp; Modern</li> <li>3. Modern Leadership Approaches</li> <li>4. Theories of Leadership</li> <li>5. Employee Engagement &amp; Effectiveness</li> <li>6. Case Study: Zomato, 2018–2023, adopted transformational leadership and transparent communication during rapid growth.</li> </ol> <p><b>Unit Outcome:</b>            UO1. Know traditional and modern leadership styles and approaches.            UO2. Perform leadership practices to improve employee engagement and effectiveness</p>	

### Learning Resources:

1. Organizational Behavior- Jyotsana Singh, Centrum Press, New Delhi, 2011
2. The Textbook of Organizational Behavior- Dr. C.B. Gupta, S.Chand Publications, 2014
3. Human Relations and Organizational Behavior- Prof. Nirmala Singh, Deep and Deep Publications Pvt. Ltd. , New Delhi, 2011
4. Organizational Behavior- Afsaneh Nahavandi, Robert B. Denhardt, Janet V. Denhardt, Maria P. Aristigueta, SAGE Publications India Pvt. Ltd., New Delhi, 2015
5. Understanding Organizational Behavior- Udai Pareek and Sushama Khanna, Oxford University Press, 2017
6. Organizational Behavior- Mathias J. Sevens, Author's Republic, 2019
7. Essentials of Organizational Behavior- Stephen P. Robbins and Timothy A. Judge, Published by Pearson, 2019
8. The IUP Journal of Organizational Behavior- IUP Publications, since 1994
9. Journal of Organizational Behavior Management- Print ISSN: 0160-8061 Online ISSN: 1540-8604
10. Organizational Behavior and Human Decision Processes- Volume 6, Issue 6, ISSN 0749-5978  
<https://www.elsevier.com/journals/organizational-behavior-and-human-decision-processes/0749-5978/subscribe?subscriptiontype=personal>
11. <https://journals.sagepub.com/doi/epub/10.1177/0312896220934857>
12. <https://www.investopedia.com/terms/o/organizational-behavior.a>

### Internal Examination Pattern

CAT-I: Assignment

CAT-II: Online Quiz/ Open Book Test/ PPT Presentation

### Mapping of POs, PSOs and COs:

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	2	1	2	2	2	1	1
CO2	2	3	1	2	2	1	2	1	1	1
CO3	2	2	1	2	2	1	1	3	2	1
CO4	2	2	1	2	3	1	2	1	2	1

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	2	1	1	1	2	2	2	1
CO2	2	2	1	1	1	1	2	1
CO3	1	2	1	1	1	1	2	1
CO4	1	1	1	1	1	1	3	2

Scale: High=3, moderate=2 and low =2



Unit No.	Title of Unit & Contents	Hrs.
	<ol style="list-style-type: none"> <li>1. Concept and Types of Foreign Investment</li> <li>2. Advantages and Disadvantages of Foreign Direct Investment</li> <li>3. Determinants of FDI</li> <li>4. Foreign Direct Investment in India</li> <li>5. Recent Policy towards FDI</li> <li>6. Foreign Institutional Investors (FIIs)</li> <li>7. Difference between FDI and FIIs</li> <li>8. FDI outside India</li> </ol> <p><b>Unit Outcome:</b>            UO1. Explain the advantages and disadvantages on FDI            UO2. Differentiate the terms FDI and FIIs</p>	
<b>III</b>	<b>Multinational Corporations</b>	<b>16</b>
	<ol style="list-style-type: none"> <li>1. Concept and Definitions of Multinational Corporations</li> <li>2. Determinants of Multinational Corporations</li> <li>3. Foreign Market Entry Strategies</li> <li>4. Pricing and Regulations for Multinational Corporations</li> <li>5. Top 20 Multinational Corporations in India</li> <li>6. Indian Multinational Corporations – Growth and Challenges</li> <li>7. Case studies of entry strategies in India (Walmart, Hyundai, Mcdonald's, Apple, Uber, Amazon)</li> </ol> <p><b>Unit Outcomes:</b>            UO1. Recognize the concept and determinants of MNCs            UO2. Evaluate the functioning of top MNCs in India</p>	
<b>IV</b>	<b>International Economic Institutions &amp; Agreements</b>	<b>14</b>
	<ol style="list-style-type: none"> <li>1. World Trade Organization (WTO) – Objective, Functions, and Benefits</li> <li>2. United Nations Conference on Trade and Development (UNCTAD) – Objectives and Functions</li> <li>3. Regional Trading Blocks               <ol style="list-style-type: none"> <li>a. European Union (EU)</li> <li>b. United States–Mexico–Canada Agreement (USMCA)</li> <li>c. Association of South East Asian Nations (ASEAN)</li> <li>d. South Asian Association for Regional Cooperation (SAARC)</li> <li>e. Economic and Social Commission for Asia and Pacific (ESCAP)</li> <li>f. Brazil, Russia, India, China, South Africa (BRICS)</li> </ol> </li> <li>4. G20 (Group of Twenty)</li> </ol>	
	<p><b>Unit Outcomes:</b>            UO1. Understand functions and benefits of various International Economic Institutions &amp; Agreements            UO2. Evaluate the performance of various International Economic Institutions &amp; Agreements</p>	

### Learning Resources:

1. Business Environment, C.B.Gupta, Sultan Chand & Sons, New Delhi. 2018
2. Francis Cherunilam - International Business Environment, Himalaya Publishing House, Mumbai. 2011
3. S.K.Misra&V.K.Puri - Economic Environment of Business, Himalaya Publishing House, Mumbai. 2014
4. K.Aswathappa&G.Sudarsana Reddy - Business Environment, Himalaya Publishing House, Mumbai. 2008
5. C.Jeevanandam Foreign Trade, Sultan Chand & Sons, New Delhi. 2013
6. International Journal of Business Environment, ISSN online 1740-0597, ISSN Print 1740-0589
7. International Journal of Business Environment, ISSN 0964-8410, Publisher Wiley
8. International Journal of Energy, Environment and Economics, ISSN 1054-853X
9. <https://www.investopedia.com/terms/f/fdi.asp>
10. <https://economictimes.indiatimes.com/definition/fdi>
11. <https://online.hbs.edu/blog/post/international-business-examples>
12. <https://corporatefinanceinstitute.com/resources/foreign-exchange/foreign-exchange/>
13. <https://www.duupdates.in/multinational-companies-india-mnc-india/amp/>
14. <https://www.investopedia.com/terms/b/brics.asp>

### Internal Examination Pattern

CAT-I: Assignment

CAT-II: Online Quiz/ Open Book Test/ PPT Presentation

### Mapping of POs, PSOs and COs:

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	2	1	1	1	3	1	1
CO2	3	2	1	2	1	1	0	2	0	1
CO3	3	3	2	3	2	1	1	3	1	1
CO4	3	2	2	2	1	1	1	3	1	1

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	2	1	1	1	1	1	1	1
CO2	3	2	1	0	1	1	1	1
CO3	3	3	2	2	2	1	1	1
CO4	3	2	1	2	1	1	1	1

Scale: High=3, moderate=2 and low =2



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Board of Commerce & Management  
PG I Semester I

**Course Type : MMC III**

**Course Title : Advanced Statistical Techniques**

**Course Code : 601COM1103**

**Credits : 04**

**Max. Marks: 100**

**Lectures: 60 Hrs.**

**Learning Objectives:**

- LO1. To develop the student's ability to deal with numerical and quantitative techniques.
- LO2. To enable the use of statistical techniques like skewness, correlation, regression.
- LO3. To have a proper understanding of Statistical applications in Business and Management.
- LO4. To learn parametric and non-parametric tests for hypothesis testing in research.

**Course Outcomes:**

After completion of the course, students will be able to-

- CO1. Understand the concepts of central tendencies, dispersion and skewness.
- CO2. Conduct statistical analysis of data using advanced statistical tools.
- CO3. Understand the testing of hypothesis and techniques used for hypothesis testing.
- CO4. Know the techniques of Association of attributes.

Unit No.	Title of Unit & Contents	Hrs.
I	<b>Measures of Skewness</b>	15
	<ol style="list-style-type: none"><li>1. Introduction to Measures of central tendency.</li><li>2. Introduction to Measures of Dispersion.</li><li>3. Introduction to Skewness - Symmetric and Skew Symmetric distribution, Definition, Tests of Skewness, Difference between Dispersion and Skewness.</li><li>4. Characteristics of Good Measure of Skewness.</li><li>5. Measures of Skewness – Karl Pearson's Coefficient of Skewness, Bowley's Coefficient of Skewness, Kelly's Coefficient of Skewness and Measure of Skewness based on the Moments.</li></ol>	
	<b>Unit Outcomes:</b> UO1. Understand the basic concepts of Measures of central tendency and Measures of Dispersion UO2. Differentiate between Dispersion and Skewness	
II	<b>Correlation and Regression Analysis</b>	16

Unit No.	Title of Unit & Contents	Hrs.
	<ol style="list-style-type: none"> <li>1. Concept of Correlation</li> <li>2. Coefficient of Correlation</li> <li>3. Partial Correlation – Partial Correlation Co-efficient - Zero order, First order and Second Order Co-efficient.</li> <li>4. Multiple Correlations – Co-efficient of Multiple Correlations</li> <li>5. Concept of Regression</li> <li>6. Types of Regression Line - Regression lines – X on Y and Y on X.</li> <li>7. Properties of Linear Regression –Direct Method, Deviations taken from Assumed Means.</li> </ol> <p><b>Unit Outcome:</b>            UO1. Know the various Types of Concept of Correlation            UO2. Identify Regression lines – X on Y and Y on X</p>	
<b>III</b>	<b>Testing of Hypothesis</b>	<b>14</b>
	<ol style="list-style-type: none"> <li>1. Introduction Degree of Freedom</li> <li>2. Correlation Tests - Chi-Squared Test.</li> <li>3. Parametric Hypothesis Tests - Student's t-test, Analysis of Variance Test (ANOVA).</li> <li>4. Non-parametric Hypothesis Tests - Mann-Whitney U Test, Kruskal-Wallis H Test.</li> </ol> <p><b>Unit Outcomes:</b>            UO1. Summarize the Correlation Tests - Chi-Squared Test            UO2. Implement Non-parametric Hypothesis Tests - Mann-Whitney U Test, Kruskal-Wallis H Test for Hypothesis testing</p>	
<b>IV</b>	<b>Associations of Attributes</b>	<b>15</b>
	<ol style="list-style-type: none"> <li>1. Meaning,</li> <li>2. Difference between Correlation and Association,</li> <li>3. Class Frequency - Order of Classes and class frequencies, Ultimate class frequencies,</li> <li>4. Yule's Co-efficient of Association</li> <li>5. Consistency of Data.</li> </ol> <p><b>Unit Outcomes:</b>            UO1. Differentiate Correlation and Association            UO2. Grasp the Yule's Co-efficient of Association</p>	

**Learning Resources:**

1. Statistical Analysis, S.P.Gupta, Sultan Chand & Sons, New Delhi.
2. S.C.Gupta, Fundamentals of Statistics, Himalaya Publishing House, Mumbai.
3. An Introduction to Statistical Methods, C.B.Gupta, Vikas Publication House, New Delhi.
4. Applied General Statistics, Croxson and Crutwell, Prentice hall of Indian Pvt. Ltd, New Delhi.
5. Comprehensive Statistical Methods, P.N.Arora, S. Chand and Company Pvt. Ltd, New Delhi.
6. Business Statistics, P R Winn, Newyork A Collier Macmillan Publishing, 2001.

7. Business Mathematics & Statistics, N G Khandgave, Prashant Prakashan, Udgir, 2009.
8. Business Mathematics and Statistics, P T Bhosle, ChinmayaPrakashan, Aurangabad, 2015.
9. Business Mathematics and Statistics, R.K. Ghosh, New Central Book Agency, Culcutta 2012.
10. <https://www.ascdegreecollege.ac.in/wp-content/uploads/2020/12/Business-Statistics-by-Gupta.pdf>
11. <https://www.dcehvpvm.org/E-Content/Stat/FUNDAMENTAL%20OF%20MATHEMATICAL%20STATISTICS-S%20C%20GUPTA%20&%20V%20K%20KAPOOR.pdf>
12. [https://icmai.in/upload/Students/Syllabus-2012/Study\\_Material\\_New/Foundation-Paper4-Revised.pdf](https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Foundation-Paper4-Revised.pdf)



॥ आरोग्यं तमसो ज्योतिः ॥

Rajarshi Shahu Mahavidyalaya,  
Latur (Autonomous)



Shiv Chhatrapati Shikshan Sanstha's  
**Rajarshi Shahu Mahavidyalaya, Latur**  
Empowered Autonomous Institution  
Board of Commerce & Management  
PG I Semester I

Course Type : MMC IV

Course Title : SET/NET Paper (Part I)

Course Code :

Credits : 02

Max. Marks: 50

Lectures: 30 Hrs.



॥ आर्योह तमसो ज्योतिः ॥

Rajarshi Shahu Mahavidyalaya,  
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Unit No.	Title of Unit & Contents	Hrs.
	<p>Bank-Nirav Modi Scam</p> <p><b>Unit Outcomes:</b></p> <p>UO1 Explain the concept, evolution, classification of banks, types of accounts, advances and customers within the financial system.</p> <p>UO2. Evaluate modern e-payment systems, RBI guidelines for UPI transactions and identify cybersecurity risks through analysis of real-life bank fraud cases.</p>	
<b>II</b>	<b>Reserve Bank of India RBI: Functions and Global Perspective</b>	<b>13</b>
	<ol style="list-style-type: none"> <li>1. Establishment and Administrative Structure of RBI</li> <li>2. Primary and Secondary Functions of RBI</li> <li>3. Introduction to International Central Banks- Central Bank of the United States, England and Japan- Establishment, Structure, Governance and Functions</li> <li>4. Monetary Policy of RBI</li> <li>5. Major Features of Banking Regulation Act, 1949</li> <li>6. Overview of Payment and Settlement Systems Act, 2007</li> </ol> <p><b>Unit Outcome:</b></p> <p>UO1. Describe the establishment and structure and explain the primary and secondary functions of the Reserve Bank of India</p> <p>UO2. Examine the key provisions of the Banking Regulation Act, 1949 and the Payment and Settlement Systems Act, 2007 and analyze monetary policy.</p>	
<b>III</b>	<b>Commercial Banks and Co-operative Banks</b>	<b>16</b>
	<ol style="list-style-type: none"> <li>1. Meaning and Importance of Commercial Banks</li> <li>2. Classification of Commercial Banks</li> <li>3. Functions of Commercial Banks</li> <li>4. Small Finance Banks and Payment Banks- concept, objectives and their role</li> <li>5. Concept of Co-operative banks and Role of Cooperative Banks</li> <li>6. Classification of Cooperative Banks –SCB, DCCBs and PACCs</li> <li>7. Urban Co-operative Banks-Objectives, Functions and Problems</li> <li>8. Banking Ombudsman / Grievance Redressal Mechanism</li> <li>9. <b>Case Study:</b> State Bank of India- Financial Inclusion Case, Airtel Payments Bank Case- Digital Banking Initiatives</li> </ol> <p><b>Unit Outcomes:</b></p> <p>UO1. Classify commercial and co-operative banks and explain their functions and importance.</p> <p>UO2. Analyze the role of small finance banks, payment banks, and grievance redressal mechanisms and interpret case studies of State Bank of India and Airtel Payments Bank.</p>	
<b>IV</b>	<b>Introduction to NBFCs</b>	<b>13</b>

Unit No.	Title of Unit & Contents	Hrs.
	1. Introduction to NBFCs 2. Types of NBFCs 3. Regulatory Authorities of NBFCs 4. Role of NBFCs in the Banking Sector 5. Fintech Integration and Digital Services in NBFCs 6. Responsible Lending, Customer Protection and Ethical Practices in NBFCs 7. <b>Case Study:</b> Growth, Digital Lending Practices and Customer Experience Bajaj Finance	
	<b>Unit Outcomes:</b> UO1. Identify types of NBFCs and explain their role and regulatory framework in the financial system. UO2. Summarize digital lending practices, customer protection measures, and interpret the case of Bajaj Finance.	

### Learning Resources:

1. Banking and Finance Year Book, Indian Institute of Banking and Finance, 2023
2. Banking Theory, Law, and Practice, Sanjiva Prasad, Pearson, 2021.
3. Indian Banking System, Dr. V. C. Sinha, SBPD Publishing House, 2020.
4. Indian Banking System, Jyoeeta Deb, Evincepub Publishing, 2019
5. Indian Financial System, Bharati V. Pathak, Pearson Education, 2018
6. Indian Banking, S. Natrajan and Dr. R. Parmeswaran, S. Chand, 2013.
7. [https://r.search.yahoo.com/\\_ylt=AwrPrxBg4KNkevgGJ3O7HAX.;\\_ylu=Y29sbwNzZzMEcG9zAzEEdnRpZAMeC2VjA3Ny/RV=2/RE=1688490209/RO=10/RU=https%3a%2f%2fwww.clearias.com%2fndian-financial-system%2f/RK=2/RS=bR3cBXEFipvkeh6J4nNcGe3sy34-](https://r.search.yahoo.com/_ylt=AwrPrxBg4KNkevgGJ3O7HAX.;_ylu=Y29sbwNzZzMEcG9zAzEEdnRpZAMeC2VjA3Ny/RV=2/RE=1688490209/RO=10/RU=https%3a%2f%2fwww.clearias.com%2fndian-financial-system%2f/RK=2/RS=bR3cBXEFipvkeh6J4nNcGe3sy34-)
7. <https://byjus.com/commerce/functions-of-the-central-bank/>
8. <https://byjus.com/commerce/functions-of-commercial-banks/>
9. <https://www.bankersadda.com/nbfc-in-india-types-and-functions/>
10. Journal of Banking and Finance: <https://www.journals.elsevier.com/journal-of-banking-and-finance>
11. Journal of Financial Economics: <https://www.journals.elsevier.com/journal-of-financial-economics>
12. Review of Financial Studies: <https://academic.oup.com/rfs>
13. Journal of Finance: <https://onlinelibrary.wiley.com/journal/15406261>
14. Journal of Financial Intermediation: <https://www.journals.elsevier.com/journal-of-financial-intermediation>
15. Journal of Money, Credit and Banking: <https://onlinelibrary.wiley.com/journal/15384615>
16. Journal of Corporate Finance: <https://www.journals.elsevier.com/journal-of-corporate-finance>
17. Journal of Financial Stability:
18. <https://www.journals.elsevier.com/journal-of-financial-stability>

### Internal Examination Pattern

CAT-I: Assignment

CAT-II: Online Quiz/ Open Book Test/ PPT Presentation

### Mapping of POs, PSOs and COs:

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	1	3	1	3	2	1	1	2
CO2	3	3	1	3	1	2	2	1	1	1
CO3	3	3	1	3	1	2	2	3	1	1
CO4	3	3	1	3	1	3	3	1	1	3

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	1	1	1	2	3	2	2
CO2	3	2	1	1	3	1	2	1
CO3	3	2	1	1	2	2	2	1
CO4	3	3	1	1	3	3	3	2

Scale: High=3, moderate=2 and low =2



॥ आरोग्यं तमसो ज्योतिः ॥

Rajarshi Shahu Mahavidyalaya,  
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**Rajarshi Shahu Mahavidyalaya, Latur**

Empowered Autonomous Institution  
Board of Commerce & Management

PG I Semester I

Course Type : Major Elective Course-II

Course Title : Marketing Management I

Course Code : 601COM1202

Credits : 04

Max. Marks: 100

Lectures: 60 Hrs.

**Learning Objectives:**

- LO1. To understand concepts of marketing and marketing management.
- LO2. To familiarize with the concept of marketing mix
- LO3. To enable the students with market segmentation
- LO4. To aware about consumer behavior

**Course Outcomes:**

After completion of the course, students will be able to-

- CO 1. Acquire knowledge of marketing management.
- CO2. Recognizes seven elements of marketing mix.
- CO 3. Acknowledge concept of market segmentation and product positioning
- CO 4. Realize consumer behavior

Unit No.	Title of Unit & Contents	Hrs.
I	<b>Introduction to Marketing Management</b>	14
	<ol style="list-style-type: none"><li>1. Meaning, definition of marketing management &amp; its Nature.</li><li>2. Functions of marketing management</li><li>3. Significance of marketing management</li><li>4. Evolution of marketing concept and modern marketing concepts</li><li>5. Decision making role of marketing manager</li><li>6. Case study on: Marketing management practices in Hindustan Unilever Limited.</li></ol>	
	<b>Unit Outcomes:</b> UO 1. Evaluate concept of marketing management and its functions UO 2. Analyse role of marketing manager	
II	<b>Marketing Mix</b>	16
	<ol style="list-style-type: none"><li>1. Meaning &amp; definition of Marketing Mix.</li><li>2. Marketing Mix Decision in Competitive Environment: Seven P's of marketing mix</li><li>3. Factors determining the marketing mix.</li><li>4. Essentials of an effective marketing mix.</li><li>5. Importance of marketing mix.</li><li>6. Case study on: Application of marketing mix in Amul.</li></ol>	
	<b>Unit Outcomes:</b> UO 1. Classify seven P's of marketing mix. UO 2. Identify factors determining the marketing mix	

Unit No.	Title of Unit & Contents	Hrs.
<b>III</b>	<b>Market Segmentation and Product Positioning</b>	<b>15</b>
	1. Meaning and definition, concept of market segmentation. 2. Benefits of market segmentation. 3. Bases of market segmentation. 4. Target marketing 5. Product positioning 6. Case study on: Market segmentation and positioning strategies of Reliance Jio.	
	<b>Unit Outcomes:</b> UO 1. Acknowledge concept of market segmentation UO 2. Realize process of product positioning	
<b>IV</b>	<b>Consumer Behaviour</b>	<b>15</b>
	1. Meaning and Definition of Consumer Behaviour 2. Consumer buying behaviour and buying process 3. Determinant of consumer behaviour Individual and Organizational 4. Need of understanding consumer behaviour: Individual and Organizational 5. Influence of Social Media on Consumer Behaviour 6. Role of consumer behavior in Marketing Decisions 7. Case study on: Consumer buying behaviour in Patanjali Ayurved.	
	<b>Unit Outcomes:</b> UO 1. Interpret consumer behaviour UO2. Comprehend process of consumer buying behaviour	

#### Learning Resources:

1. Marketing Management, Dr.C.B.Gupta & Dr.N.Rajan Nair, Sultan Chand & Sons Publications, New Delhi.2017
2. Marketing Management, P. Kotler, Prentice Hall Inc., Upper Saddle River, N.J.2013
3. Marketing Management And The Indian Economy,S.Neelamegham, Vikas Publishing House Pvt. Ltd, E-28, Sector-8, Noida- 201301,2011
4. Marketing Management, Dr. R.L. Varshney & Prof. (Dr.) S.L.Gupta, Sultan Chand & Sons, New Delhi.1999
5. Journal of Marketing Management Volume 39, issue 5-6, 2023.
6. [https://www.researchgate.net/publication/225084026\\_Marketing\\_Management](https://www.researchgate.net/publication/225084026_Marketing_Management)
7. <https://old.mu.ac.in/wp-content/uploads/2020/09/Marketing-Management-Paper-III-Eng.pdf>
8. <http://anucde.info/materialpdf/DBFM21%20Fundamentals%20of%20Marketing.pdf>

### Internal Examination Pattern

CAT-I: Assignment

CAT-II: Online Quiz/ Open Book Test/ PPT Presentation

### Mapping of POs, PSOs and COs:

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	2	1	2	1	2	1	2
CO2	3	3	1	2	2	2	1	2	2	1
CO3	2	3	2	3	2	2	1	2	2	2
CO4	2	3	2	2	2	1	3	3	3	2

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	1	2	1	1	2	2	1
CO2	3	1	3	2	1	3	1	2
CO3	2	1	3	2	1	2	3	1
CO4	2	1	3	2	1	1	2	2

Scale: High=3, moderate=2 and low =2

शिव छत्रपती  
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लातूर

॥ आर्योह तमसो ज्योतिः ॥

Rajarshi Shahu Mahavidyalaya,  
Latur (Autonomous)



Shiv Chhatrapati Shikshan Sanstha's  
**Rajarshi Shahu Mahavidyalaya, Latur**

Empowered Autonomous Institution  
Board of Commerce & Management  
PG I Semester I

Course Type : RMC

Course Title : Research Methodology

Course Code : 601COM1301

Credits : 04

Max. Marks: 100

Lectures: 60 Hrs.

**Learning Objectives:**

- LO1. To familiarize students with the concept, types and process of Research
- LO2. To acquaint the students with role of AI and technology in research
- LO3. To provide students' knowledge about Formulation of Research Problem & Hypothesis
- LO4. To enable students to apply the knowledge of research in collecting and processing data
- LO5. To develop the skill of writing ethical research report

**Course Outcomes:**

After completion of the course, students will be able to-

- CO1. Identify the classification of research and Explain social science research
- CO2. Describe the formulation process & criteria of research problem and importance and types of hypothesis
- CO3. Interpret the concept of data in terms of types, sources, sampling and processing.
- CO4. Use the gained knowledge for writing ethical research report.

Unit No.	Title of Unit & Contents	Hrs.
<b>I</b>	<b>Introduction to Research</b>	<b>14</b>
	<ol style="list-style-type: none"><li>1. Meaning and Features of Research</li><li>2. Objectives and Classification of Research</li><li>3. Social Science Research- Meaning, Characteristics and Problems</li><li>4. Research Process</li><li>5. Role of Computer Technology in Research</li><li>6. Role of AI Tools in Research</li></ol>	
	<b>Unit Outcomes:</b> UO 1. Identify the types of research UO 2. Explain the Social Science Research	
<b>II</b>	<b>Formulation of Research Problem &amp; Hypothesis</b>	<b>13</b>
	<ol style="list-style-type: none"><li>1. Meaning and Sources of Research Problem</li><li>2. Criteria in the selection of Research Problem</li><li>3. Hypothesis: Meaning and importance of hypothesis</li><li>4. Types of Research Hypothesis</li><li>5. Formulation of Research Hypothesis</li><li>6. Type I and Type I Error, Level of Significance and Critical Region</li></ol>	

Unit No.	Title of Unit & Contents	Hrs.
	<b>Unit Outcomes:</b> UO1 Memorize the criteria in selection of research problem UO2 Describe the importance of hypothesis in research	
<b>III</b>	<b>Data: Types, Collection, Sampling and Processing</b>	<b>16</b>
	1. Concept of data and Types of data: Qualitative and Quantitative 2. Sources of Data: Primary and Secondary, Methods of Primary and Secondary Data Collection 3. Digital Sources of Data Collection 4. Principles of Sampling and Objectives of Sampling 5. Designing of Sample Size 6. Probability & Non-Probability Sampling 7. Processing of Data: Editing, Coding, Classification and Tabulation of data	
	<b>Unit Outcomes:</b> UO1 List the types and sources of data UO2 Classify the types of sampling and processing of data	
<b>IV</b>	<b>Ethics in Research and Report Writing</b>	<b>17</b>
	1. Introduction and Importance of Ethics in Research 2. Components of Research Ethics and Ethical Issues in Research 3. Research Report: Definition, Types and Components 4. Essential Elements of Good Research Paper 5. Citation and Reference Sources: APA and MLA	
	<b>Unit Outcomes:</b> UO1 Define the importance and components of research ethics UO2 Interpret the types and components of research report	

### Learning Resources

1. Research Methodology, Dr. Vijaya Upagade and Dr. Arvind Shende, S. Chand and Co., Delhi, 2012
2. Research Methodology and Statistical Techniques, Santosh Gupta, Deep and Deep Publication, Delhi, 2010
3. Research Methodology: Methods & Techniques, C.B.Kothari, , New Age International publication, New Delhi, 2008
4. Research Methodology, Dr. R.M. Bhigania, Sharda Prakashan, Pune, 2000.
5. Research Methodology, Jai Narayan Sharma, Regal Publications, New Delhi, 2010
6. Business Research Methods, Donald Cooper & Pamela Schindler, TMGH, 9th editions, New Delhi, 2010
7. Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press, 2000
8. Fundamentals of modern statistical methods by Rand R. Wilcoxon, Cambridge University Press, 2005.
9. Design of Experience: Statistical Principles of Research Design and Analysis, Robert O. Kuehl Brooks/Cole, 2009
10. International Journal of Social Research Methodology, 2023

11. chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/https://archive.mu.ac.in/myweb\_test/TYBA%20study%20material/T.Y.B.A.%20Economics%20Paper%20-%20VII%20-%20Research%20Mathodology%20(Eng).pdf
12. chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/https://srtmun.ac.in/wp-content/uploads/2025/03/SSVECR401ResearchMethodologyuploadedon07092023.pdf
13. chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/https://baou.edu.in/assets/pdf/RESEARCH%20METHODOLOGY.pdf chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/https://baou.edu.in/assets/pdf/RESEARCH%20METHODOLOGY.pdf
14. <https://ccsuniversity.ac.in/bridge-library/pdf/Research-Methodology-CR-Kothari.pdf>
15. <https://gargicollge.in/wp-content/uploads/2020/03/Research-Methodology-SEC-Economics-BA-P-Sem-4.pdf>

### Internal Examination Pattern

**CAT-I:** Assignment

**CAT-II:** Online Quiz/ Open Book Test/ PPT Presentation

### Mapping of POs, PSOs and COs:

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	2	1	1	2	1	1	2
CO2	2	3	3	2	1	2	1	1	2	3
CO3	3	3	3	1	2	2	2	1	3	2
CO4	2	3	3	2	1	2	3	2	2	3

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	2	2	3	2	1	2	3
CO2	2	3	3	3	3	2	2	3
CO3	3	2	3	3	2	1	1	2
CO4	2	3	1	3	2	3	1	3

Scale: High=3, moderate=2 and low =2



शिव छत्रपती

# Semester - II

Rajarshi Shahu Mahavidyalaya,  
Latur (Autonomous)



Shiv Chhatrapati Shikshan Sanstha's  
**Rajarshi Shahu Mahavidyalaya, Latur**

Empowered Autonomous Institution  
Board of Commerce & Management  
PG I Semester II

Course Type : MMC-VI

Course Title : Human Resource Management

Course Code : 601COM2101

Credits : 04

Max. Marks: 100

Lectures: 60 Hrs.

**Learning Objectives:**

- LO1. To acquaint students with Human Resource Management.
- LO2. To make students aware about recruitment and selection concepts, sources, and techniques.
- LO3. To familiarize the students with concepts and methods of performance appraisal and job evaluation.
- LO4. To make students Understand the concept and importance of employee empowerment.

**Course Outcomes:**

After completion of the course, students will be able to-

- CO1. Explain core concepts of HRM, including objectives, challenges, job design, job satisfaction, and emerging trends.
- CO2. Implement modern recruitment, selection, training, and development practices using digital tools and techniques.
- CO3. Apply performance appraisal, job evaluation, and employee engagement strategies to improve organizational effectiveness.
- CO4. Perform employee empowerment, participation, and grievance handling practices to enhance workplace effectiveness

Unit No.	Title of Unit & Contents	Hrs.
I	<b>Foundations of HRM</b>	14
	<ol style="list-style-type: none"><li>1. Human Resource Management: Meaning, Nature &amp; Objectives</li><li>2. Challenges of HRM in India : Diversity, Retention, Gig Workforce</li><li>3. Qualities &amp; Competencies of Modern HR Manager</li><li>4. Job Design: Concept &amp; Techniques, Job Enlargement, Job Enrichment, Job Rotation</li><li>5. Job Satisfaction: Meaning, Determinants &amp; Impact on Productivity</li><li>6. Emerging Trends in HRM: HR Analytics, AI, Remote Work, Gig Economy</li><li>7. Case Study: Reliance Industries, 2020–2023, redesigned job roles and adopted flexible work systems to improve job satisfaction.</li></ol>	
	<b>Unit Outcomes:</b> UO 1. Apply job design techniques and analyze job satisfaction and emerging HR trends. UO 2. Grasp the basic concepts and objectives of Human Resource Management.	
II	<b>Talent Acquisition, Selection &amp; Development</b>	15

Unit No.	Title of Unit & Contents	Hrs.
	<ol style="list-style-type: none"> <li>1. Recruitment: Meaning, Sources &amp; Techniques</li> <li>2. Digital Recruitment &amp; E-Recruitment: AI tools, ATS, social media hiring</li> <li>3. Selection: Meaning, Process &amp; Modern Selection Techniques</li> <li>4. Training: Meaning, Types &amp; Methods</li> <li>5. Management Development Techniques : Coaching and Mentoring</li> <li>6. Learning &amp; Development in Digital Era : E-learning, LMS, Skill Development.</li> <li>7. Case Study: HCL Technologies, 2019–2023, used AI-based recruitment and continuous training platforms to enhance workforce capabilities.</li> </ol> <p><b>Unit Outcomes:</b>            UO 1. Use digital recruitment tools and modern selection methods.            UO 2. Explain training, development, and e-learning practices in the digital era.</p>	
<b>III</b>	<b>Performance Management and Job Evaluation</b>	<b>15</b>
	<ol style="list-style-type: none"> <li>1. Performance Appraisal: Concept &amp; Process</li> <li>2. Modern Methods: 360° Feedback, KPI, OKR</li> <li>3. Problems &amp; Biases in Performance Appraisal</li> <li>4. Job Evaluation: Concept, Methods &amp; Importance</li> <li>5. Employee Separation: Meaning &amp; Types</li> <li>6. Employee Engagement, Well-being &amp; Job Satisfaction Improvement Strategies</li> <li>7. Case Study: Infosys, 2020–2023, introduced employee engagement and performance-based appraisal systems to reduce attrition.</li> </ol> <p><b>Unit Outcomes:</b>            UO1. Summarise modern appraisal techniques and common biases.            UO2. Implement employee engagement and separation strategies to improve job satisfaction.</p>	
<b>IV</b>	<b>Employee Empowerment &amp; Industrial Relations</b>	<b>16</b>
	<ol style="list-style-type: none"> <li>1. Employee Empowerment: Meaning &amp; Concept</li> <li>2. Elements, Process &amp; Importance of Empowerment</li> <li>3. Barriers to Employee Empowerment</li> <li>4. Workers Participation in Management: Concept &amp; Objectives</li> <li>5. Employee Grievance Handling Mechanism</li> <li>6. Case Study: Tata Steel, 2018–2023, Promoted job enrichment and worker participation practices to empower employees.</li> </ol> <p><b>Unit Outcomes:</b>            UO1. Explain elements, barriers, and participation practices in management.            UO2. Perform grievance handling and empowerment strategies in the workplace.</p>	

### Learning Resources:

1. Human Resource Management, C. B. Gupta Sultan Chand & Sons, New Delhi.2017
2. Essentials of Human Resource Management, Dr. Anjali Ghanekar, Everest Publishing House.2010
3. Human Resource Management, L. M. Prasad Sultan Chand & Sons, New Delhi.2014
4. Personnel Management and Industrial Relations, P.C. Tripathi Sultan Chand & Sons, New Delhi.2013
5. Personnel Management, C. B. Memoria and S.V. Gankar Himalaya Publishing House, New Delhi.2011
6. <https://blog.darwinbox.com/characteristics-of-hrm>
7. <https://www.vskills.in/certification/tutorial/significance-of-job-analysis/>
8. <https://www.jobsoid.com/recruitment-process/>
9. <https://www.iedunote.com/methods-of-training>
10. <https://www.sciencedirect.com/topics/social-sciences/need-development>
11. <https://www.inderscience.com/jhome.php?jcode=ijhrdm>
12. [https://ijrar.org/?gclid=Cj0KCQjw2qKmBhCfARIsAFy8buJsVcTjuHYp5UitGo0VDAktOcRaC6tWglF8sbLCDOxq-9h8nINnGQkaAllnEALw\\_wcB](https://ijrar.org/?gclid=Cj0KCQjw2qKmBhCfARIsAFy8buJsVcTjuHYp5UitGo0VDAktOcRaC6tWglF8sbLCDOxq-9h8nINnGQkaAllnEALw_wcB)

### Internal Examination Pattern

**CAT-I:** Assignment

**CAT-II:** Online Quiz/ Open Book Test/ PPT Presentation

### Mapping of POs, PSOs and COs:

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	2	1	2	2	1	1	1
CO2	2	3	1	3	2	3	1	1	2	1
CO3	2	2	1	3	2	1	2	1	2	1
CO4	2	2	1	2	3	1	3	1	2	1

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	2	1	1	1	2	2	2	1
CO2	2	2	1	1	1	3	2	1
CO3	1	2	1	1	1	1	3	1
CO4	1	1	1	1	1	1	3	2

Scale: High=3, moderate=2 and low =2



Shiv Chhatrapati Shikshan Sanstha's  
**Rajarshi Shahu Mahavidyalaya, Latur**

Empowered Autonomous Institution  
Board of Commerce & Management  
PG I Semester II

Course Type : MMC-VII

Course Title : Intellectual Property Rights

Course Code : 601COM2102

Credits : 04

Max. Marks: 100

Lectures: 60 Hrs.

**Learning Objectives:**

- LO1. To familiarize students with the concept of IPR
- LO2. To make students aware about TRIPS agreement
- LO3. To Acquaint students with provisions of copy rights
- LO4. To provide students' knowledge about procedure of registering patent
- LO5. To enable students to use the remedies against infringement of trademark

**Course Outcomes:**

After completion of the course, students will be able to-

- CO1. Identify the various provision of Trips Agreement related to IPR.
- CO2. Describe the remedies for Infringement of Copy Rights
- CO3. Use the gained knowledge for registration of Patent
- CO4. Interpret the functions of Trademark

Unit No.	Title of Unit & Contents	Hrs.
<b>I</b>	<b>Introduction to Intellectual Property Rights</b>	<b>14</b>
	<ol style="list-style-type: none"><li>1. Introduction and Need for IPR</li><li>2. Kinds of IPR</li><li>3. IPR in India- Origin and Development</li><li>4. World Intellectual Property Organization</li><li>5. An Overview of TRIPS Agreement</li><li>6. Environmental Protection and Intellectual Property</li><li>7. Challenges of Intellectual Property Rights</li></ol>	
	<b>Unit Outcomes:</b> UO1. Identify legal provisions regarding intellectual property rights UO2. Explain Various provisions of TRIPS Agreement	
<b>II</b>	<b>Copy Right Act, 1957</b>	<b>15</b>
	<ol style="list-style-type: none"><li>1. Meaning and Nature of Copy Right, Characteristics of Copy Right</li><li>2. Subject Matter of Copy Right</li><li>3. Term of Copy Right, Author and Ownership of Copy Right</li><li>4. Assignment and License of Copy Right, Registration of Copy Right.</li><li>5. Infringement of Copy Right, Remedies against Infringement.</li><li>6. Protection of technology-based works (such as computer programs and electronic databases), Secondary rights, Broadcasting rights</li><li>7. Case Studies: Tips Industries Vs. Wynn Music (2020-2024), A. R. Rahman 'Veera Raja Veera' Case (2023/2024)</li></ol>	

Unit No.	Title of Unit & Contents	Hrs.
	<b>Unit Outcome:</b> UO1. Describe the concept of Copy Right UO2. Implement the remedies against infringement of copyrights	
<b>III</b>	<b>Patent Act, 1970</b>	<b>15</b>
	1. Basic Concepts of Patent: Meaning, Advantage, 2. Types and Life of Patent 3. Procedure of Registering Patent 4. Rights & Duties of Patentee, Patent Agent 5. Protectable Subject Matter of Patent: Infringement 6. Doctrine of Equivalents of Patent 7. Case Studies: Dura-Line India Pvt. Ltd. Vs. Jain Irrigation Systems Ltd. (2025), Communication componenets Anetenna Inc. Vs. Mobi Antenna Technologies (2024)	
	<b>Unit Outcomes:</b> UO1. Identify type of Patent UO2. Apply procedure for registering Patent	
<b>IV</b>	<b>Trademark Act, 1999</b>	<b>16</b>
	1. Meaning & Definition of Trade Mark 2. Functions of trademark 3. Registration of trademark: Basic Principles 4. Infringement of trademark 5. Remedies against infringement 6. The Madrid Agreement Concerning the International Registration of Marks 7. Case Studies: Bata India Limited Vs. Chawla Boot House (2024), Zara Fashion Vs. Zara Food	
	<b>Unit Outcome:</b> UO1. Grasp concept of Trademark UO2. Describe Function of trademark	

#### Learning Resources:

1. Law Relating to Intellectual Property Rights – V.K. Ahuja, Lexix Nexis publishers, 2017
2. Law of Intellectual Property- S. R. Myneni, Asia Law House, Andhra Pradesh, 2021
3. Intellectual Property Rights- Dr. S.V. Damodar, Dr. Madabhushi Sridhar, Acharya N.K., Asia Law House, Andhra Pradesh, 2021
4. Intellectual Property Rights : An Introduction- Saurabh Bindal, Eastern Book Company, Nagpur, 2023
5. Intellectual Property Law, Avtar Singh, Eastern Book Company, Nagpur, 2022
6. chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://ilslaw.edu/wp-content/uploads/2024/04/B.A.LL\_.B\_.B.B.A.LL\_.B\_.LL.B\_.Syllabus\_as\_Amended\_in\_July\_2019\_16.072019\_compressed.pdf
7. [https://en.wikipedia.org/wiki/List\\_of\\_intellectual\\_property\\_law\\_journals](https://en.wikipedia.org/wiki/List_of_intellectual_property_law_journals)
8. <https://www.nipo.gov.lk/web/index.php?lang=en>

9. <https://www.wipo.int/portal/en/index.html>
10. <https://www.legalserviceindia.com/legal/article-10384-law-of-patent-securing-intellectual-property-in-india.html>
11. <https://www.advocatekhoj.com/library/lawareas/trade/functions.php?Title=Trademark&STitle=Functions%20of%20a%20Trademark>
12. [https://www.wto.org/english/tratop\\_e/trips\\_e/intel2\\_e.htm#:~:text=The%20TRIPS%20Agreement%20requires%20Member,novelty%2C%20inventiveness%20and%20industrial%20applicability.](https://www.wto.org/english/tratop_e/trips_e/intel2_e.htm#:~:text=The%20TRIPS%20Agreement%20requires%20Member,novelty%2C%20inventiveness%20and%20industrial%20applicability.)

### Internal Examination Pattern

**CAT-I:** Assignment

**CAT-II:** Online Quiz/ Open Book Test/ PPT Presentation

**Mapping of POs, PSOs and COs:**

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	2	1	3	3	2	1	3
CO2	2	3	3	3	1	3	3	2	1	2
CO3	3	2	3	3	1	3	3	2	2	2
CO4	2	2	3	3	2	3	3	2	2	3

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	2	2	3	3	1	2	3
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CO3	3	3	3	3	3	2	2	2
CO4	3	1	2	3	3	2	2	3

**Scale: High=3, moderate=2 and low =2**

॥ आरोग्यं तमसो ज्योतिः ॥

Rajarshi Shahu Mahavidyalaya,  
Latur (Autonomous)



Shiv Chhatrapati Shikshan Sanstha's  
**Rajarshi Shahu Mahavidyalaya, Latur**

Empowered Autonomous Institution  
Board of Commerce & Management  
PG I Semester II

Course Type : MMC VII

Course Title : Advanced Taxation

Course Code : 601COM2103

Credits : 04

Max. Marks: 100

Lectures: 60 Hrs.

**Learning Objectives:**

- LO1. To make aware about provisions of direct tax with regard to IT Act, 1961 and IT Rules, 1962.
- LO2. To make aware about agriculture income, residential status.
- LO3. To understand the provisions and procedure to compute total income.
- LO4. To understand the provision and procedure for set-off & carry forward of losses.

**Course Outcomes:**

After completion of the course, students will be able to-

- CO1. Identify the technical terms related to direct taxation.
- CO2. Differentiate between direct and indirect tax
- CO3. Determine the residential status and compute the taxable income of Company, Firm, AOP/BOI assessee with different residential status.
- CO4. Knows the various deductions under Chapter VI-A of the Income tax act, 1961.

Unit No.	Title of Unit & Contents	Hrs.
<b>I</b>	<b>Introduction to Taxation</b>	<b>16</b>
	<ol style="list-style-type: none"><li>1. Introduction to Tax, Types of taxes – Direct Tax, Indirect Tax.</li><li>2. Finance Bill and Finance Act</li><li>3. Definitions under IT Act – Gross Total Income, Total Income, Person, Assessee, Assessment Year, Previous Year, Financial Year, Rounding of Income, Rounding of Tax.</li><li>4. Residential Status of all assessee.</li><li>5. Agricultural Income, Calculation of agricultural income.</li><li>6. Deduction in respect of Life Insurance Premium, etc. (Sec. 80C)</li><li>7. Deduction u/s 80D, 80DD, 80DDB, 80G</li></ol>	
	<b>Unit Outcomes:</b> UO1. Recognize the basic concepts of Income tax. UO2. Grasp the various deductions under IT Act 1961	
<b>II</b>	<b>Assessment of Firm</b>	<b>14</b>
	<ol style="list-style-type: none"><li>1. Introduction to Partnership in India</li><li>2. Computation of Gross Total Income of Partnership Firm.</li><li>3. Calculation of Interest and Remuneration payable to partners</li><li>4. Assessment of partners.</li><li>5. Due date for filling of return of Firm and Partners.</li></ol>	

Unit No.	Title of Unit & Contents	Hrs.
	<b>Unit Outcomes:</b> UO1. Calculate total income of firm UO2. Comprehend due date for filling of return of Firm	
<b>III</b>	<b>Assessment of AOP / BOI</b>	<b>15</b>
	1. Meaning of AOP/BOI 2. Computation of share on Member of AOP/BOI 3. Charge of Tax (Sec. 167B) 4. Set off and carry forward of losses. 5. Minimum Marginal Rate [Sec. 2(29C)] 6. Numeric Problems	
	<b>Unit Outcomes:</b> UO1. Calculate total income of AOP/BOI UO2. Identify the concept of minimum marginal rate	
<b>IV</b>	<b>Assessment of Companies</b>	<b>15</b>
	1. Meaning of Joint Stock Company 2. Computation of Total Income 3. Deductions from GTI 4. Set off and carry forward of losses. 5. Minimum Alternate Tax 6. Numeric Problems.	
	<b>Unit Outcomes:</b> UO1. Assess the total income of companies UO2. Explain the concept of minimum alternate tax.	

### Learning Resources:

- Income tax law and accounts, Dr.H.C.Mahrotra and Dr. S.P.Goyal, Sahity Bhavan Publication, Agra,2023.
- Direct Taxes: Laws and Practice, Singhanian V.K., Taxman's Publication, New Delhi,2023.
- For regular Amendments students may refer monthly published book on taxation, i.e. VyapariMitra,2023.
- Handbook on Income Tax, CA Raj K. Agrawal, Bharat law house pvt.Ltd.,Feb 2023.
- Guide to Income Tax Planning" by Dr. Vinod K. Singhanian and Dr. Monica Singhanian, Taxmann Publications, Publication, 2023.
- Problems and solutions in Income Tax Dr.H.C.Mahrotra and Dr. S.P.Goyal, Sahity Bhavan Publication, Agra,2023.
- Direct taxes law and practice, Dr. Vinod K. Singhanian and Dr.Kapil Singhanian, Taxman's Publication, New Delhi, for Assessment Year 2023-24.
- <https://taxguru.in/income-tax/introduction-basic-concepts-income-tax.html>.
- <https://www.legalserviceindia.com/legal/article-10380-tax-assessment-of-partnership-firms.html>.
- <https://www.studocu.com/in/document/university-of-calicut/income-tax-in-india-an-introduction/assessment-of-aop-or-boi/21896370>.
- <https://incometaxmanagement.com/Pages/Tax-Ready-Reckoner/Assessment/Company/Assessments-of-Company-Under-ITax-Contents.html>.
- <https://incometaxmanagement.com/Pages/Tax-Ready-Reckoner/Assessment/Company/Assessments-of-Company-Under-ITax-Contents.html>.



Shiv Chhatrapati Shikshan Sanstha's  
**Rajarshi Shahu Mahavidyalaya, Latur**

Empowered Autonomous Institution  
Board of Commerce & Management  
PG I Semester II

Course Type: MMC VIII

Course Title: SET/NET Paper (Part II)

Course Code:

Credits: 02

Max. Marks: 50

Lectures: 30 Hrs.



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Rajarshi Shahu Mahavidyalaya,  
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Shiv Chhatrapati Shikshan Sanstha's  
**Rajarshi Shahu Mahavidyalaya, Latur**

Empowered Autonomous Institution  
Board of Commerce & Management

PG I Semester II

Course Type : Major Elective Course- II (A)

Course Title : Banking and Finance-II

Course Code : 601COM2201

Credits : 04

Max. Marks: 100

Lectures: 60 Hrs.

**Learning Objectives:**

- LO1. To Understand the meaning, objectives, and features of financial institutions.
- LO2. To Aware the establishment, organization, and management of NABARD.
- LO3. To Know the role and significance of IFCI in the Indian economy.
- LO4. To Understand the introduction, objectives, management, and functions of the International Monetary Fund (IMF) and its Special Drawing Rights (SDR).

**Course Outcomes:**

After completion of the course, students will be able to-

- CO1. Identify different types of financial institutions.
- CO2. Compare and contrast the functions of Regional Rural Banks (RRBs) with commercial banks.
- CO3. Assess the introduction, objectives, and role of development banks in the Indian economy.
- CO4. Analyze the role and significance of various international financial institutions.

Unit No.	Title of Unit & Contents	Hrs.
<b>I</b>	<b>Introduction to Financial Institution</b>	<b>16</b>
	<ul style="list-style-type: none"><li>1. Meaning and Objectives of Financial Institutions</li><li>2. Features of Financial Institutions.</li><li>3. Role of Financial Institution in Indian Economy</li><li>4. Structure of Financial Institutions.</li><li>5. Regulatory Bodies of Financial Institutions – RBI, SEBI, NABARD, EXIM</li><li>6. Role of AI in Financial institutions</li></ul>	
	<p><b>Unit Outcomes:</b></p> <ul style="list-style-type: none"><li>UO1. Recognize the key features and characteristics of financial institutions.</li><li>UO2. Evaluate the significance of an effective organizational structure for the functioning of financial institutions.</li></ul>	
<b>II</b>	<b>Agricultural &amp; Rural Financial Institutions.</b>	<b>15</b>
	<ul style="list-style-type: none"><li>1. Meaning, organization &amp; Management of RRBs</li><li>2. Objectives &amp; Functions of RRBs,</li><li>3. Differences between RRBs &amp; Commercial banks</li><li>4. NABARD - Establishment, Organization &amp; Management,</li><li>5. NABARD - Objectives, Functions</li><li>6. Role of Commercial Banks &amp; Primary Agricultural Cooperative Societies in Agricultural Sector</li></ul>	

Unit No.	Title of Unit & Contents	Hrs.
	7. Recent Trends in Agricultural Finance- Green Finance <b>Unit Outcomes:</b> UO1. Analyze the role of management in the efficient functioning of RRBs. UO2. Differences between RRBs & Commercial banks.	
<b>III</b>	<b>Introduction to Development Banks</b>	<b>14</b>
	1. Introduction, Objectives & Features of Development Bank 2. IFCI – Introduction, Objectives & Role in Indian Economy 3. IDBI - Introduction, Objectives & Role in Indian Economy 4. EXIM Bank - Introduction, Objectives & Role in Indian Economy 5. ECGC – Role & Risk Cover in Import & Export 6. NHB - Introduction, Objectives & Role in Indian Economy. 7. Case Study- India’s 1990s Banking NPA Crises <b>Unit Outcomes:</b> UO1. Analyze the functions and role of development banks in financing infrastructure projects, industrial development, and entrepreneurship. UO2. Evaluate the impact of IFCI's initiatives on industrial development and economic growth.	
<b>IV</b>	<b>International Financial Institutions</b>	<b>15</b>
	1. Meaning and types of International Financial Institutions 2. International Bank for Reconstruction & Development (IBRD)– Introduction, Objectives, Management and Functions. 3. International Monetary Fund (IMF) – Britten Wood Institution – Introduction, Objectives, Management and Functions, SDR (Special Drawing Rights) 4. International Finance Corporation (IFC) – Introduction, Objectives and Functions 5. Asian Development Bank (ADB) – Introduction, Organization and Operation of ADB 6. Brazil, Russia, India, China, and South Africa (BRICS) – New Development Bank and Contingent Reserve Arrangement. <b>Unit Outcomes:</b> UO1. Describe the organizational structure and management of IBRD. UO2. Summarise the concept and role of Special Drawing Rights (SDRs) as a supplementary international reserve asset.	

### Learning Resources:

1. Banking Theory Law and Practices, K.P.M. Sundaram & P. N. Varshney, Sultan Chand & Sons, New Delhi, 2019.
2. Indian Financial System, H.R. Machiraju, Vikas Publishing House, 2019.
3. Modern Banking in India, O.P. Agrawal, Himalaya Publishing House, 2022.
4. Study Material on Banking and finance – YCMOU, Nashik

5. Indian Banking System, Dr. V. C. Sinha, SBPD Publishing House, 2020.
6. Indian Banking System, Jyoeeta Deb, Evincepub Publishing, 2019.
7. Banking Theory, Law, and Practice, Sanjiva Prasad, Pearson, 2021.
8. International Financial Institutions and Their Challenges: A Global Guide for Future Methods, Murat Ustaoglu, Routledge, 2018.
9. Basel III and Beyond: A Guide to Capital and Liquidity Rules, Hal S. Scott, Wiley, 2011.
10. <https://www.toppr.com/guides/commercial-knowledge/organizations-facilitating-business/industrial-finance-corporation-of-india-ifci/>
11. <https://www.bajajfinservmarkets.in/loans/business-loan/nabard-scheme.html>
12. <https://www.adb.org/who-we-are/about#:~:text=Who%20We%20Are,members%E2%80%949449%20from%20the%20region>
13. [https://link.springer.com/chapter/10.1007/3-540-26993-2\\_1](https://link.springer.com/chapter/10.1007/3-540-26993-2_1)
14. International Finance: A Practical Perspective, Adrian Buckley, Pearson, 2017.
15. International Financial Management, Cheol Eun and Bruce Resnick, McGraw Hill Education, 2018.
16. Journal of Banking and Finance: <https://www.journals.elsevier.com/journal-of-banking-and-finance>
17. Journal of Money, Credit and Banking: <https://onlinelibrary.wiley.com/journal/15384615>
18. Journal of Corporate Finance: <https://www.journals.elsevier.com/journal-of-corporate-finance>
19. Journal of Financial Stability: <https://www.journals.elsevier.com/journal-of-financial-stability>
20. Journal of Financial Markets: <https://www.journals.elsevier.com/journal-of-financial-markets>

### Internal Examination Pattern

**CAT-I:** Assignment

**CAT-II:** Online Quiz/ Open Book Test/ PPT Presentation

### Mapping of POs, PSOs and COs:

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1	2	1	1	1	1	1	1	1
CO2	2	1	1	2	1	2	1	1	1	1
CO3	3	2	1	1	1	2	1	3	1	2
CO4	3	2	1	1	2	3	1	3	2	2

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	1	0	1	1	3	1	2
CO2	3	1	1	1	2	3	1	1
CO3	3	1	1	1	3	3	1	1
CO4	3	1	1	0	3	3	1	1

**Scale: High=3, moderate=2 and low =2**



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Empowered Autonomous Institution  
Board of Commerce & Management

PG I Semester II

Course Type : Major Elective Course II

Course Title : Marketing Management II

Course Code : 601COM2202

Credits : 04

Max. Marks: 100

Lectures: 60 Hrs.

**Learning Objectives:**

- LO 1. To enable with concepts of marketing environment.
- LO 2. To acquaint the students with marketing strategies in product life cycle.
- LO 3. To know about product decision and price decision.
- LO 4. To familiarize with distribution channel.

**Course Outcomes:**

After completion of the course, students will be able to-

- CO 1. Acquire knowledge of marketing environment.
- CO2. Recognizes marketing strategies in product life cycle.
- CO 3. Knows concept of product decision and price decision.
- CO 4. Acknowledge concept of distribution channel.

Unit No.	Title of Unit & Contents	Hrs.
I	<b>Marketing Environment</b>	14
	<ol style="list-style-type: none"><li>1. Marketing Environment: meaning and definition</li><li>2. Characteristics of Marketing Environment</li><li>3. Types of Marketing Environment: Internal and External Factors</li><li>4. Micro Environment: meaning and its components</li><li>5. Macro Environment: meaning and its components</li><li>6. Digital Marketing Environment &amp; Technology Factors</li><li>7. Case study on: Marketing environment analysis of Tata Motors.</li></ol>	
	<b>Unit Outcomes:</b> UO 1. Grasp concept of marketing environment UO 2. Differentiate micro environment and macro environment	
II	<b>Marketing Strategies in Product Life Cycle</b>	14
	<ol style="list-style-type: none"><li>1. Introduction and Evolution of Product Life Cycle Theory</li><li>2. Product Life Cycle of Services and Digital Products</li><li>3. Marketing Strategies for introduction stage</li><li>4.. Marketing Strategies for growth stage</li><li>5. Marketing Strategies for maturity stage</li><li>6. Marketing Strategies for Saturation Stage</li><li>7. Marketing Strategies for decline stage</li><li>8. Case study on: Product life cycle strategies of Maggi.</li></ol>	
	<b>Unit Outcomes:</b> UO 1. Recognize product life cycle UO 2. Plots marketing Strategies for growth stage	

Unit No.	Title of Unit & Contents	Hrs.
<b>III</b>	<b>Product Decisions and Price Decisions</b>	<b>13</b>
	<ol style="list-style-type: none"> <li>1. Concept of a Product, Product mix decisions</li> <li>2. Brand Decision: New Product Development, Sources of New Product idea and Brand Equity and Brand Positioning</li> <li>3. Price Decisions: Pricing objectives - Limitations, Pricing policies and con- straints - Different pricing method.</li> <li>4. New product pricing, Product Mix pricing strategies and Price adjustment strategy.</li> <li>5. Case study on: Product and pricing decisions of Apple.</li> </ol>	
	<p><b>Unit Outcomes:</b>            UO 1. Comprehend the concept of product decisions and price decisions            UO 2. Identify different pricing methods used in marketing</p>	
<b>IV</b>	<b>Distribution Decision and Promotion Decision</b>	<b>12</b>
	<ol style="list-style-type: none"> <li>1. Meaning and definition distribution decision</li> <li>2. Types of channel flows: E-commerce and Omni channel Distribution</li> <li>3. Functions of distribution channel.</li> <li>4. Retailing: Types of retail formats</li> <li>5. Determinants of promotion mix.</li> <li>6. Factors influencing promotion mix</li> <li>7. Digital Promotion Tools &amp; Social Media Advertising</li> <li>8. Case study on: Distribution and promotion strategies of Flipkart.</li> </ol>	
	<p><b>Unit Outcomes:</b>            UO 1. Recognise the elements under distribution channel            UO 2. Explain the concept of promotion mix</p>	

**Learning Resources:**

1. Marketing Management, Dr. C.B.Gupta & Dr.N.Rajan Nair, Sultan Chand & Sons Publications, New Delhi.2017
2. Marketing Management, P. Kotler, Prentice Hall Inc., Upper Saddle River, N.J.2013
3. Marketing Management and The Indian Economy, S. Neelamegham, Vikas Publishing House Pvt. Ltd, E-28, Sector-8, Noida- 201301, 2011.
4. Marketing Management, Dr. R.L. Varshney & Prof. (Dr.) S.L.Gupta, Sultan Chand & Sons, New Delhi.1999
5. Journal of Marketing Management Volume 39, issue 5-6, 2023.
6. Journal of Marketing by American Marketing Association.
7. [https://www.researchgate.net/publication/225084026\\_Marketing\\_Management](https://www.researchgate.net/publication/225084026_Marketing_Management)
8. <https://old.mu.ac.in/wp-content/uploads/2020/09/Marketing-Management-Paper-III-Eng.pdf>
9. <http://anucde.info/materialpdf/DBFM21%20Fundamentals%20of%20Marketing.pdf>

### Internal Examination Pattern

CAT-I: Assignment

CAT-II: Online Quiz/ Open Book Test/ PPT Presentation

### Mapping of POs, PSOs and COs:

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CO3	3	3	1	3	2	2	1	1	2	1
CO4	2	2	1	3	2	1	1	2	2	1

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
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Scale: High=3, moderate=2 and low =2



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Rajarshi Shahu Mahavidyalaya,  
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**Rajarshi Shahu Mahavidyalaya, Latur**  
Empowered Autonomous Institution  
PG First Year

Sr. No.	Course Title	Credits	Hours T/P
1	MOOCs	Min. of 02 credits	Min. of 30 Hrs.
2	Certificate Courses	Min. of 02 credits	Min. of 30 Hrs.
3	IIT Spoken English Courses	Min. of 02 credits	Min. of 30 Hrs.

**Guidelines:**

**Extra -academic activities**

- All extra credits claimed under this heading will require sufficient academic input/ contribution from the students concerned.
- Maximum 04 extra credits in each academic year will be allotted.
- These extra academic activity credits will not be considered for calculation of SGPA/CGPA but will be indicated on the grade card.

**Additional Credits for Online Courses:**

1. Courses only from SWAYAM and NPTEL platform are eligible for claiming credits.
2. Students should get the consent from the concerned subject Teacher/Mentor/Vice Principal and Principal prior to starting of the course.
3. Students who complete such online courses for additional credits will be examined/verified by the concerned mentor/internal faculty member before awarding credits.
4. Credit allotted to the course by SWAYAM and NPTEL platform will be considered as it is.

**Additional Credits for Other Academic Activities:**

1. One credit for presentation and publication of paper in International/National/State level seminars/workshops.
2. One credit for measurable research work undertaken and field trips amounting to 30 hours of recorded work.
3. One credit for creating models in sponsored exhibitions/other exhibits, which are approved by the concerned department.
4. One credit for any voluntary social service/Nation building exercise which is in collaboration with the outreach center, equivalent to 30 hours
5. All these credits must be approved by the College Committee.

### **Additional Credits for Certificate Courses:**

- Students can get additional credits (number of credits will depend on the course duration) from certificate courses offered by the college.
- The student must successfully complete the course. These credits must be approved by the Course Coordinators.
- Students who undertake summer projects/ internships/ training in institutions of repute through a national selection process, will get 2 credits for each such activity. This must be done under the supervision of the concerned faculty/mentor.

### **Note:**

- The respective documents should be submitted within 10 days after completion of Semester End Examination.
- No credits can be granted for organizing or for serving as office bearers/ volunteers for Inter-Class / Associations / Sports / Social Service activities.
- The office bearers and volunteers may be given a letter of appreciation by the respective staff coordinators. Besides, no credits can be claimed for any services/activities conducted or attended within the college.
- All claims for the credits by the students should be made and approved by the mentor in the same academic year of completing the activity.
- Any grievances of denial/rejection of credits should be addressed to Additional Credits Coordinator in the same academic year.
- Students having a shortage of additional credits at the end of the third year can meet the Additional Credits Coordinator, who will provide the right advice on the activities that can help them earn credits required for graduation.

शिव उग्रशी  
शिक्षण संस्था  
लातूर

॥ आरोह तमसो ज्योतिः ॥

Rajarshi Shahu Mahavidyalaya,  
Latur (Autonomous)



**Shiv Chhatrapati Shikshan Sanstha's**  
**Rajarshi Shahu Mahavidyalaya, Latur**  
**Empowered Autonomous Institution**  
**Examination Framework**

**Theory:**

40% Continuous Assessment Tests (CATs) and 60% Semester End Examination (SEE)

**Practical:**

50% Continuous Assessment Tests (CATs) and 50% Semester End Examination (SEE)

Course	Marks	CAT & Mid Term Theory				CAT Practical		Best Scored CAT & Mid Term	SEE	Total
		Att.	CAT I	Mid Term	CAT II	Att.	CAT			
1	2	3				4		5	6	5 + 6
Major	100	10	10	20	10	-	-	40	60	100
Elective	100	10	10	20	10	-	-	40	60	100
Lab Course/AIPC/OJT/FP	50	-	-	-	-	05	20	-	25	50
CC	50	05	05	10	05	-	-	20	30	50

**Note:**

1. All Internal Exams are compulsory
2. Out of 02 CATs best score will be considered
3. Mid Term Exam will be conducted by the Exam Section
4. Mid Term Exam is of Objective nature (MCQ)
5. Semester End Exam is of descriptive in nature (Long & Short Answer)
6. CAT Practical (20 Marks): Lab Journal (Record Book) 10 Marks, Overall Performance 10 Marks