

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY
Chhatrapati Sambhajnagar.



CIRCULAR /SU/CM/NEP PG-II Year/29/2024

It is hereby inform to all concerned that, on the recommendation of the Dean, Faculty of Commerce & Management; **the Academic Council at its meeting held on 08.04.2024 has accepted the “following Revised Curriculum at PG Level as per National Education Policy-2020” for concernerd University Department** under the Faculty of Commerce & Management.

Sr.No.	Courses	Semester
1	M.Com.	IIIrd & IVth
2	M.B.A. I.B.	IIIrd & IVth

This is retrospective effect from the Academic Year 2024-25 and Onwards as per appended herewith.


All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,
Aurangabad-431 004.

REF.NO. SU/COM/2024-25/ 4567-76

Date:- 29-07-2024.

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Deputy Registrar,
Academic Section
Syllabus unit.

Copy forwarded with compliments to :-

- 1] **The Head, Department of Commerce, Dr. Babasaheb Ambedkar Marathwada University.**
- 2] **The Director, University Network & Information Centre, UNIC, with a request to upload this Circular on University Website.**

Copy to :-

- 1] The Director, Board of Examination & Evaluation,
- 2] **The Section Officer, [B.Com. Unit] Examination Branch,**
- 3] The Section officer, [Eligibility Unit],
- 4] **The Programmer [Computer Unit-1] Examinations,**
- 5] **The Programmer [Computer Unit-2] Examinations,**
- 6] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambekar Marathwada University.
- 7] The Public Relation Officer,
- 8] The Record Keeper.

**DR. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY,
AURANGABAD.**



Curriculum of
CREDIT DISTRIBUTION SYLLABUS FOR
TWO YEAR/ONE YEAR PG AS PER NEP
M.COM. AND PH.D. PROGRAM
III & IV SEMESTER
APPLICABLE FOR DEPARTMENT
under NEP 2020

[Effective from the Academic Year 2024-25 & onwards]

**Dr. Babasaheb Ambedkar Marathwada University
Chhatrapati Sambhajinagar- 431001**



Faculty of Commerce and Management

Department of Commerce

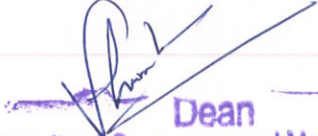
Master of Commerce (M.Com)

Revised as per NEP - 2020

Course Structure

(Revised)

Effectuated from 2023-2024 & onwards


Dean
Faculty of Commerce and Management
Dr. Babasaheb Ambedkar Marathwada
University

Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.



Illustrative Credit Distribution Structure for Two Year /One Year PG as per NEP 2020

M.Com. Programme

University Department of Commerce

M.Com: Second year

Level : 7.0

Semester: III Structure			
	Paper Code	Paper Name	No. of Credits
Major	Com/D/MAN/517	Business Environment	4
	Com/D/MAN/518	Human Resource Planning & Development	4
	Com/D/MAN/519	International Marketing	4
	Com/D/Act/520	1. Preparation of Import or Export Procedure in any Organization 2. Marketing Strategies for Agricultural & Allied Industries 3. Preparation of Product Launching in International Market 4. Prepare a Model Performance Evaluation Method of Any Company / Organisation / Any Institution / College /University etc. 5. Any Other Activity in Consultation with Guiding Teacher	2
	Activity- 3rd (Choose any One from the basket)		
Elective- 3 (Choose any One from the basket)	Com/D/Ele/521 Com/D/Ele/522 Com/D/Ele/523	1. Financial Market 2. Logistic Management 3. Digital Marketing	4
Research Methodology		--	-
On Job Training/ Field Project		--	-
Research Project	Com/D/OJT/FP/524 RP: 1st (Choose any One from the basket)	1. Preparation of Research Project on Raw Material Import 2. Preparing Business Project Report 3. Project on Obtaining Licenses for SSI/MSME/LSI 4. Prepare a Project Report on Business Expansion / Company Expansion / Plant Expansion / Product Addition Exploring New Market for Product 5. Any Other Project in Consultation with Guiding Teacher	4
Total Credit For Third Semester			22

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24/07/2023

Prof. V. R. Humbe

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24.07.23

Prof. F. N. Gauri

[Signature]
24-7-2023

Prof. J. R. Suryawanshi

[Signature]


Prof. Syed Azharuddin


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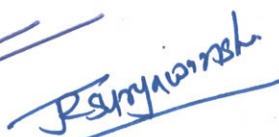
Dr. Vilas Epper


SUBJECT: BUSINESS ENVIRONMENT

Unit	Course Contents	Lectures
I	<u>INTRODUCTION</u> Theoretical framework of Business Environment, Concept, significance, nature, Elements of business Environment-Internal & External. Changing dimensions of business environment. Techniques of environmental scanning and monitoring	12
II	<u>ECONOMIC ENVIRONMENT OF BUSINESS</u> Significance and elements of Economic environment. Economic planning in India. Government policies, Industrial, policy, Fiscal policy, Monetary policy, Exim Policy. Public sector & economic development. Development and relevance to Indian business. Economic Policies reforms, Liberation and Structural Adjustment Programs.	12
III	<u>POLITICAL AND LEGAL ENVIRONMENT OF BUSINESS</u> Political environment and its impact on business policy. Critical elements of political environment. Government and business. Social responsibilities of business and role of government. Legal environment, Changing dimension of legal environment in India, M.R.T.P. Act, FEMA & Licensing policy. Sales Goods Act. Consumer Protection Act, Consumerism in India.	12
IV	<u>SOCIO-CULTURAL ENVIRONMENT</u> Critical elements of social cultural environment. Social institutions and systems, Social values and attitudes, Social groups middle class. Dualism in Indian society & problems of uneven income distribution. Rural Developments, Emerging rural sector in India, Problems and prospects of agricultural and its allied sectors. Social responsibilities of business.	12
V	<u>INTERNATIONAL & TECHNOLOGICAL ENVIRONMENT</u> Multinational corporations, Foreign collaboration and Indian business. Nonresident Indians & corporate sector. International economic institutions- World Trade Organization, World Bank, Int'l Monetary Fund and their importance to India. Foreign trade policies, impact of rupee devaluation. Technological environment of India. Policy on research and development, patent laws, technology transfer..	12


(Prof. V.R. Humbe)


(Prof. F.N. Gauri)


(Prof. J.R. Suryawanshi)


(Prof. Syed Azharuddin)



(Dr. VS Epper)


HUMAN RESOURCE PLANNING AND DEVELOPMENT


COURSE CODE. : COM/D/MAN/518		No. of Credits : 04	Semester : III
Subject Title : Human Resource Planning and Development			
Course Objectives : The objective of this course is to expose students to the Human Resource Planning methodologies and the various aspects of HR Practices.			
Unit	Course Content	LECTURES	
I	Fundamentals of Human Resource Planning : Introduction, Definition, Needs, Objectives, Scope and Benefits of H.R. Planning Factors affecting HR Planning, Tools of HR Planning.	12	
II	Job Analysis : Introduction, Job Content Factors, Characteristics, of Job Design, Methods, Techniques and Steps in Job Design, Job Analysis, Methods of Analysis – Job Evaluation, Steps and Types, Limitations of Analysis – Concept of Work Measurement.	12	
III	Training and Development : Need, Classification and Steps for Designing the Training Programmes, Training Methods – Training Evaluation models, Career Development, Its Meaning, Needs, Types and issues, Succession Planning.	12	
IV	Performance Management : Meaning and Definition, Standards of Performance, Performance Metric, Types and Methods of Performance Appraisal.	12	
V	Strategic Human Resource Development : Concept and Definition of Strategy, Strategic HRD and Strategic HRM, different Levels of HRD Strategy, HRD Vision and mission, HRD Goals and Objectives.	12	


Reference Books :


1. Shirrudrappa and Others : Human Resource Management, Himalaya Publishing House.
2. Subba Rao : Human Resource Management, Himalaya Publishing House.
3. D. Kumar : Human Resource Management, Excell Books.
4. Bhattacharya D.K. : Human Resource Planning, Excell Books.
5. Tripathy P.C. : Human Resource Development, S.Chand & Co.
6. Holloway, J. : Performance Measurement and Evaluation, New Delhi, Sage.


(Prof. V.R. Humbe)


(Prof. F.N. Gauri)


(Prof. J.R. Suryawanshi)


(Prof. Syed Azharuddin)



(Dr. V.S. Epper)

INTERNATIONAL MARKETING


COURSE CODE: COM/D/MAN/519 NO. OF CREDITS: 04 SEMESTER: III		
COURSE TITLE: INTERNATIONAL MARKETING		
COURSE OBJECTIVES: To make the students understand the importance of international marketing, entry strategies, foreign market selection, product development and distribution.		
Unit	Course Content	Lectures
I	Introduction: Nature and Significance; complexities in International Marketing' transaction from domestic to International Marketing; International Market orientation – EPRG Framework; International Market entry strategies.	10
II	International Marketing environment: Internal environment; External environment geographical. Domestic, Economic, socio-cultural, political and legal environment, Impact of environment on International Marketing decision.	10
III	Foreign Market Selection: Global marketing segmentation: selection of foreign markets; International positioning.	10
IV	Product Decision: product planning for global markets: Standardization Vs product adaptation; New Product Development; Management of International Brands: Packaging and Labeling; provision of sales related services.	10
V	Pricing & Promotion Decision: Environmental influence on pricing decisions; international pricing policies and strategies. Complexities and issues: International advertising, Personal Selling. Sales promotion and public relation.	10
VI	Distribution Channel and Logistics: Function and Types of Channel. Channel selection Decision Selection of foreign distribution agents and managing relations with them: International logistic decisions.	10


Suggested Readings:

- 1.Czinkota.M.R.: International Marketing. Dryden press, Bosten.
- 2.Fayrweather, john; International Marketing, Prentice Hall, New Delhi.
- 3.Jain S.C. International Marketing.
- 4.Cherunilam, Francis, "International Marketing", Himalaya Publishing House.
- 5.Rathore, Rathore & Jani, "International Marketing", Himalaya Publishing House.
- 6.Nargundkar R., "International Marketing", Himalaya Publishing House.


(Prof. V.R. Humbe)


(Prof. F.N. Gauri)


(Prof. J.R. Suryawanshi)


(Prof. Syed Azharuddin)


(Dr. V.S. Epper)


DIGITAL MARKETING


COURSE CODE: COM/D/ELE/523		NO. OF CREDITS: 04	SEMESTER: III
COURSE OBJECTIVES:			
1) Student will be able to understand nuances of Digital Marketing Practices			
2) Study of Media Vehicles will enhance understanding of choosing appropriate channel for promotion.			
3) Student will be in position to choose Digital Marketing as career.			
Unit	Course Content	Lectures	
I	<u>Introduction:</u> Fundamentals of Digital Marketing, Significance of Digital Marketing, Traditional Marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Digital Consumer and Communities. Digital users in India, Digital Marketing Strategy- Consumer Decision Journey, Digital Advertising Market in India, Skills in Digital Marketing. Types of Digital Marketing - Affiliate Marketing, Email Marketing, Mobile Marketing.	10	
II	<u>Social Media Marketing:</u> Fundamentals of Social Media Marketing, its Significance, Necessity of Social Media Marketing, Facebook Marketing, Facebook for Business, Facebook Insight, Different types of Advertisement Formats, Setting up Facebook Advertising Account, LinkedIn Marketing, Importance of LinkedIn Presence, LinkedIn Strategy. Twitter Marketing, Basics, Building a Content Strategy, Twitter Usage, Twitter Ads. Instagram and Snapchat Basics.	10	
III	<u>Search Engine Optimization:</u> Introduction to SEO, How Search Engine Works, How SEO Works, What is Googlebot (Google Crawler), Types of SEO Technique, Keywords, On Page Optimization, Technical Elements, HTML tags. Off Page Optimization, Blog Posts, Google Search Engine.	10	
IV	<u>Advertising Tools & Its Optimization :</u> Advertising and its Importance, Digital Advertising, Different Digital Advertisement, Performance of Digital Advertising, Display Advertising Media, Buying Models- CPC, CPM, CPL, CPA. Display Advertising, Different Types of Ad Tools, Types of Display Ads, Different ad Formats, Ad Placement Techniques. YouTube Advertising, and its Mechanism.	10	

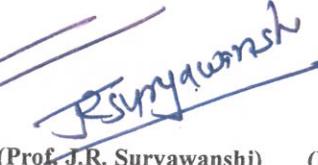
V	<p><u>Website Hosting using Word Press:</u></p> <p>Website Planning and Development Website, Types of Websites, Phases of Website Development. Domain and Web Hosting, Types of Domain, Where to Buy Domain, How to Buy Webhosting, Building Website using Word Press, What is Word Press, CMS, Post and Page, Word Press Plug-Ins.</p>	10
VI	<p><u>Web Analytics:</u></p> <p>Introduction to Web Analytics, Introduction to Google Analytics, How Google Analytics Works. Content Performance Analysis, Site Search. Social Media Analytics Facebook Insights, Twitter Analytics, Youtube Analytics, Social Ad Analytics, Ecommerce Tracking.</p>	10

Reference Books:


1. Digital Marketing - Kamat and Kamat, Himalaya
2. Marketing Strategies for Engaging the Digital Generation - D. Ryan.
3. Digital Marketing - V. Ahuja, Oxford University Press.
4. Digital Marketing - S.Gupta, McGraw-Hill.
5. Quick win Digital Marketing - H. Annmarie, A. Joanna.
6. Practical Web Analytics for User Experience - Michael Beasley.


(Prof. V.R. Humbe)


(Prof. F.N. Gauri)


(Prof. J.R. Suryawanshi)


(Prof. Syed Azharuddin)


(Dr. V.S. Epper)

SUBJECT:- FINANCIAL MARKET

COURSE CODE.: COM/			No. of Credits 04			SEMESTER: II		
SUBJECT TITLE:- FINANCIAL MANAGEMENT								
COURSE OBJECTIVES:- Students will be able to Develop conceptual clarity relating to financial Market. Divorce information's will will help student to understand, Analyse and take decisions Related to Stock Market Investment Portfolio and Sales.								
UNIT			COURSE CONTENT				PERIODS	
I			Historical background: Introduction of financial system in India, formal and informal financial sectors. Financial system and economic growth. An overview of Indian financial Through system 1951 to 1990. Financial sectors reforms after liberalization through 1991 NEP. Post WTO Reforms.				10	
II			Money Market: Definition, Functions, Significance and Structure of Money Market. Acceptance house, Discount house, Call money market, New trends in Indian money market. Role of RBI and Commercial Bank in Indian Money Market.				10	
III			Capital Market: Meaning and Components of Capital market, Securities market, Cash Markets Equity and Debts, Depositories. Function of Stock market, Stock brokers, Margin trading, Forward trading, Primary and Secondary market, NSE, BSE, NIFTY, SENSEX, OTCEL				10	
IV			Securities & Stock Exchange Board of India- SEBI as capital market regulators. Objectives, functions, powers and Organizational structure of SEBI. SEBI Guideline on primary and secondary market. Listing procedure and legal requirement. Public issue pricing and marketing				10	
V			Stock Exchange and Investor: Functionaries on Stock Exchange-Brokers, Sub Brokers, M Market makers, Jobbers, Portfolio consultants, Institutional Investors, Investor's protection- Grievances, Dealing and their removal, Grievance cells in Stock exchange, Redressal SEBI, Company law board, Press, Remedy through courts.				10	

VI	Financial Services- Introduction of Financial Services Industry in India. Merchant Banking meaning and scope, Underwriting and regulatory framework of Merchant Banking in India. Leasing and hire purchase, Consumers and Housing finance, Venture Capital finance, factoring services, Concept function and types of. Credit rating capital structure, foreign exchange orientation.	10
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Reference Books :

1. Financial Institutions and Markets- L.N. Bhole (Tata Madgraw Hill)
2. Financial Management –Khan & Jain (Himalaya Publication)
3. Financial Management – Syed Azharuddin (UAB Publisher Distributer , New Delhi.
4. Option futures & other Derivatives – John Chull, Sankarshan Basu & Pearson


(Prof. V.R. Humbe)


(Prof. F.N. Gauri)


(Prof. J.R. Suryawanshi)


(Prof. Syed Azharuddin)

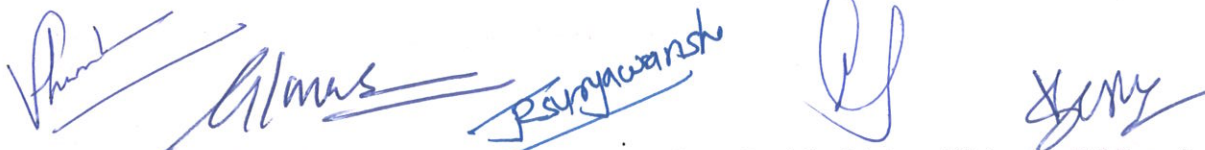

(Dr. V.S. Epper)

SUBJECT: LOGISTICS MANAGEMENT

COURSE CODE: COM/D/ELE/522 NO OF CREDITS: 4 SEMESTER: III		
COURSE OBJECTIVES: This course exposes students to the fundamentals of logistics as applied to international business. Student will be in a position to work a undertake Business in Logistics.		
UNIT	COURSE CONTENTS	LECTURES
I	Logistics : Concept, objectives and scope; System elements; Relevance of logistics in international marketing; International supply chain management and logistics; Transportation activity – Internal transportation, inter-state goods movement; Concept of customer service. External Trade	10
II	General Structure of Shipping : Characteristics, Liner and ramp operations; Code of conduct for liner conferences; Freight structure and practices; Chartering principles and practices; UN convention on shipping.	10
III	Development in Ocean Transportation: Containerization; CFS and inland container depots; Dry ports; Multi-modal transportation and CONCOR; Role of intermediaries including freight booking, shipping agents, C &F agents; Ship-owner and shipper consultation arrangements.	10
VI	Air Transport: Air transportation-total cost concept, Advantages, Freight structure and operations; Carrier consignee liabilities.	10
V	Port System and Sub-systems: Port organization and management; Responsibilities of Port Trust; Growth and status of ports in India; Carriage of goods-legal aspects.	10
VI	Inventory Control and Warehousing : Inventory management – concepts and application to international marketing; Significance and types of warehousing facilities; Total cost approach to logistics.	10

REFERENCE BOOKS:

- 1) Annual Reports, CONCOR,
- 2) Asopa, V.N: Shipping Management: Cases and Concepts, Macmillan, New Delhi.
- 3) Desai, H.P: Indian Shipping Perspectives, Anupam Publications, Delhi.
- 4) Khanna, K.K: Physical Distribution, Himalaya Publishing, Delhi.
- 5) Lambert, D et al: Strategic Logistic Management, Tata McGraw Hill, New Delhi.


(Prof. V.R. Humbe) (Prof. F.N. Gauri) (Prof. J.R. Suryawanshi) (Prof. Syed Azharuddin) (Dr. V.S. Epper)

University Department of Commerce

M.Com: Second year

IV - Sem. Structure

Level : 7.5

Semester: IV			
	Paper Code	Paper Name	No. of Credits
Major	Com/D/MAN/525	Security Analysis	4
	Com/D/MAN/526	Advertising and Media Management	4
	Com/D/MAN/527	Quantitative Techniques	4
Elective- 4 (Choose any One from the basket)	Activity	--	--
	Com/D/Ele/528	1. Agriculture & Rural Development	4
	Com/D/Ele/529	2. Market Research	
	Com/D/Ele/530	3. Project Planning & Management	
Research Methodology		--	--
On Job Training/ Field Project		--	--
Research Project	Com/D/OJT/FP/531 RP: 2nd (Choose any One from the basket)	1. 15 Days Training of GST with CA / CMA / Tax Consultant & Project Preparation on any Business 2. 15 Days Training at any Advertising agency / Media House (Print or Electronic) & Preparing a Project of Advertising through Media Vehicles 3. 15 Days Training at Mutual Fund Advisors Office / Any Broker / Investment Banker / Investment Agency and then Preparing Technical Analysis of Stocks of any Listed Company 4. 15 Days Training & Preparing Project Report on: - Market Committee Functioning / Multiple Product or Crops in Small Land Holding / Project Report on Organic Farming / Production from Fruits in Different Forms etc. 5. Any Other Project in Consultation with Guiding Teacher (Inclusive of Training and Project both)	6
Total Credit For Fourth Semester			22
Cum. Cr. For 2 year PG Degree			
First Year PG Diploma 44 Credits + Second Year 44 Credits =88 Credits			
Credit Summary : Two Years (Semester I to IV)			
1. Major Mandatory (1 to 12): 48 Credits			
2. Major Activity (1 to 3): 06 Credits			
3. Major Elective (1 to 4) : 16 Credits			
4. RM: 1 : 04 Credits			
5. On Job Training/ Field Project: 04 Credits			
6. Research Project (1 & 2) : 10 credits			88
2 Years: 4 Sem. PG Degree (88 credits) after Three Year UG Degree			

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24/07/2023
Prof. V. R. Humbe

[Signature]
24.07.23
Prof. F. N. Gauri

[Signature]
24/7/2023
Prof. J. R. Suryawanshi

[Signature]
24/07/2023
Prof. Syed Azharuddin

[Signature]
Dr. Vilas Epper

SUBJECT: QUANTITATIVE TECHNIQUES

COURSE CODE: COM/D/MAN/527 NO. OF CREDITS:04		SEMESTER: IV
COURSE TITLE: <u>Quantitative Techniques</u>		
COURSE OBJECTIVES: Improve Computational Skills		
UNIT	COURSE CONTENT	LECTURES
I	Operational Research Basics, application in business decision making , linear programming , model formulation, solution of LP problem, simplex method.	12
II	Transportaion Problems, Method of solving Transportation Problem, Assignment Problems, Method of Solving Assignment Problems.	12
III	Inventory Management Techniques	12
IV	Decision Analysis & Dicismon Tree	12
V	Sequencing / Scheduling Method , PERT/ CPM Techniques, (Note:- Numerical Problems on Simplex Method, Transaction, Assignment, Inventory Management Techniques)	12

Recommended Books:

- 1 Bhat S.K., Operation Research & Quantitative Techniques, Himalaya Publishing House;
- 2 Sharma Anand Operation Resear, Himalaya Publishing House;
- 3 Budnik, Frank S. Dennis Melavey, Richard Mojenda Principle of Operations Research, 2nd ed. Richard Irwin, Illois – All India Travelling Books seller , new Delhi, 1995.
- 4 Narag A.S. Linear Programming and Decision Making , New Delhi, Sultan Chand, 1995
- 5 Sharma J. K. Operations Research: Theory and Applications, New Delhi, Macmillan India ltd., 1997.


(Prof. V.R. Humbe)

(Prof. F.N. Gauri)


(Prof. J.R. Suryawanshi)


(Prof. Syed Azharuddin)


(Dr. V.S. Epper)

SUBJECT: ADVERTISING & MEDIA MANAGEMENT

COURSE CODE: COM/D/MAN/525			No. of Credits : 04			Semester : IV		
Subject Title : Advertising & Media Management								
Course Objectives : The objective of this course is to expose students to the Advertising Basics and the various Methodologies to Develop, Implement and Measure the Effect of Advertisement.								
Unit	Course Content .						Lectures	
I	Introduction to Advertising : Advertising Definition, Nature & Scope of Advertising, Growth of Advertising, Role of Advertising, Advertising as a Tool of Communication, Benefits of Advertising, Types of Advertising.						12	
II	Advertising Media : Types of Media in Advertising, Non Media Advertising, Planning and Scheduling Media, Advertising on Internet, Media Selection Decision, Message Design and Development, E-Channels of Advertising,						12	
III	Determination of Target Audience : Building of Advertising Programme, Advertising Campaign, Planning Campaign, Advertising Budget, Factors Affecting Advertising Budget.						12	
IV	Measuring Advertising Effectiveness : Elements of Ad Copy – Message, Headlines, Copy, Logo, Illustration, Appeal, Layout, Evaluation of Advertising Effectiveness – Pre & Post Test methods, Advertising Agency.						12	
V	Social Aspects of Advertising: Advertising & cultural values, Effects of Advertising in Society, Ethics in Advertising, Importance of Truth in Advertising, Self regulation law.						12	

Suggested Readings :

- * Aaker, David : Advertising Management, Prentice Hall, New Delhi.
- * Anderson, Hair, Bush : Professional Sales Management, McGraw Hill, Singapore.
- * Batr, Rajeev, John G. Mayer and David Aaker : Advertising Management, Prentice Hall, New Delhi.
- * Ford Churchill, Walker : Management of Sales Force, McGraw Hill, Singapore.
- * Gupta, Vaswer Das : Sales Management in the Indian Perspective, Prentice Hall, New Delhi.
- * Krik C.A. : Salesmanship, Tarapore Wala, Bombay.
- * Norris, James S. : Advertising, Prentice Hall, New Delhi.


(Prof. V.R. Humbe)

(Prof. F.N. Gauri)


(Prof. J.R. Suryawanshi)


(Prof. Syed Azharuddin)


(Dr. V.S. Epper)

SUBJECT: SECURITY ANALYSIS

COURSE CODE: COM/D/MAN/525 NO OF CREDITS: 4 SEMESTER: IV		
COURSE TITLE: Master of Commerce		
COURSE OBJECTIVES: Update the subject knowledge among the students at corporate level about Securities and Portfolio Management, before Investment.		
Unit	Course Contents	Lectures
I	<u>Concept Definition of Investment, Security</u> - Portfolio, Investments Alternatives and their evaluation, Qualities of Successful Investing. Capital Market Theory, Arbitrage Pricing Theory, CAPM Model	12
II	<u>Security Pricing</u> – Factors influencing Valuation, Constant growth model, Security pricing models, Discounted Cash Flow method, P/E ratio model & Graham’s Approach,	12
III	<u>Portfolio management:</u> What is a portfolio, risk and return in portfolio theory. Expected Return, Modern Portfolio Theory, Portfolio Management in Mutual Fund.	12
IV	<u>Trading in Securities:</u> Meaning & characteristics of options, Types of derivatives, Growth & advantage of derivative markets, Speculation & hedging <u>Future Trading:</u> Futures contracts, Financial futures, Equity & Commodity futures in India.	12
V	<u>Analysis of Securities:</u> Technical Analysis, fundamental Analysis, Economic Analysis, Quantitative Analysis. <u>Indian Stock Market Scams:</u> Harshad Mehta Scam (1992) Ketan Parekh Scam (2001), UTI Scam (2001), NSE Collocation Scam (2015), Karvy Scam (2019), Adani & Hidenberg Report (2023)	12

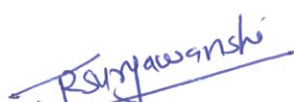
Recommended Books:

1. Avadhani V.A. “Securities Analysis & Portfolio Management”, Himalaya Pub. House, Mumbai.
2. Singhi Preeti, “Investment Management”, Himalaya Pub. House, Mumbai.
3. Sudhindra Bhatt, “Security Analysis and Portfolio Management”, Excel Books Mumbai.
4. Prasanna Chandra, “Investment Analysis & Portfolio Management”, Tata Mcgraw Hill, India.
5. Fischer, “Security Analysis & Management”, Pearson Publication New Delhi.



(Prof. V.R. Humbe)

(Prof. F.N. Gauri)



(Prof. J.R. Suryawanshi)



(Prof. Syed Azharuddin)



(Dr. V.S. Epper)

SUBJECT: Agricultural & Rural Development


COURSE CODE : COM/D/Ele/528 No. of Credit : 04 Semester : IV		
Subject : Agricultural & Rural Development		
Course objectives : 1) To provide knowledge to students from ancient to modern agricultural practices 2) To study rural population and the Socio-economic condition of people 3) To create Awareness about Agricultural Entrepreneurship, food processing, Marketing, etc.		
Unit	Unit Particular	Lectures
I	Agricultural & Rural Development: Concept, Scope, Problems and challenges of Agricultural & Rural Development in the Indian context. Sustainable Agricultural Development and role of Government. Agriculture pricing policy, review of State & Central Govt. Policies.	12
II	Rural Institutions: Role of Rural Institutions in Agricultural & Rural Development. Types, Structure, Characteristics & Importance to Rural Development. Panchayat Raj Institutions: Structure, Functions, Problems. Financial Institutions: Cooperatives, NABARD, Regional Rural Bank, Primary Agricultural Credit Societies, Micro Finance and SHGs: Structure and Functions, Non-Govt. Organizations (NGOs) & Rural Development	12
III	Agricultural Entrepreneurship: Concept, Definition, Importance, Role of Agricultural Entrepreneurship in Rural Development. Qualities of Entrepreneurs. Role of MCED and other institution in the Agricultural Entrepreneurship Development.	12
IV	Role of Government in Agricultural & Rural Development : Central and State government Schemes, Subsidies, to Farmers & Rural Entrepreneurs. Critical analysis of government Schemes & Subsidies. Government investment in Agricultural & Rural Development through Annual Budget and Five Year planning. Needs and Development of infrastructural facilities in rural and agricultural sector.	12
V	Schemes for Rural Development in India. Integrated Rural Development Program (IRDP), Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), Pradhanmantri Gram Sadak Yojana (PMGSY), SWARNAJAYANTI GRAM SWAROZGAR YOJANA (SGSY), Training Rural Youth for Self Employment (TRYSEM).	12


Recommended Books:

- 1) Agriculture and Rural Development, by Dr. Aftab Anwar Shaikh & Ar. Dushyant P. Kamat Dr. Vijoy K. Sinha, Dr. S.N. Pandey, Dr. H.N. Dutta, Jan-2016
- 2) Agricultural Marketing, by Dr. Aftab Anwar Shaikh & Ar. Dushyant P. Kamat Dr. Vijoy K. Sinha, Dr. S.N. Pandey, Dr. H.N. Dutta, Jan-2016
- 3) Agriculture and Rural Development in India by G. Sharma:
- 4) Agricultural Economics by S. Subba Reddy.
- 5) Indian Agriculture by N.S. Dhaliwal and J.K. Sachdeva


(Prof. V.R. Humbe)

(Prof. F.N. Gauri)


(Prof. J.R. Suryawanshi)


(Prof. Syed Azharuddin)



(Dr. V.S. Epper)

SUBJECT: Market Research

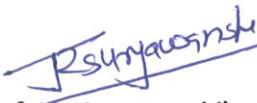
COURSE CODE : COM/D/Elc/529 No. of Credit : 04 Semester : IV		
SUBJECT : Market Research		
Course objectives : 1) The purpose of this course is to enable student learn the process tools & Techniques of undertaking Market Research for new Product, changes in fashion Pricing etc. 2) Student should be able to understand the global and international market demands in the present scenario.		
Unit	Unit Particular	No of Hours
I	Introduction to Market Research: Definition, Concept and Objectives of Marketing research. Advantages and limitations of Marketing Research. Problems and precautions in Marketing research. Analyzing Competition and Consumer Markets.	12
II	Types of Market Research: Consumer Research, Product Research, Sales Research, and Advertising Research. Various Issue involved and ethics in marketing research. Rural Marketing Research, Institutional Management & Research, Distribution and marketing research etc.	12
III	Problem Formulation & Statement of Research: Problem formulation and statement of research: Research process, research design - exploratory research, descriptive research and experimental research designs. Decision Theory and decision Tree/Process.	12
IV	Research Methodology & Data Resources: Research Methodology & Data Resources: Secondary data source and uses. Primary Data Collection methods, Questioning techniques, Online survey source and survey method, Observation method, Questionnaire preparation. Sampling plan: Universe, Sample frame and sampling unit, sampling techniques, sample size determination	12
V	Administration of Surveys & Report writing: Selecting an appropriate statistical technique. Tabulation and analysis of data, scaling techniques. Hypothesis: Concept, Need, Objectives of the hypotheses, Types of Hypotheses and its uses. Report writing.	12

List of Reference Boobs.

- 1) Chisnal, Peter M. - The essence of Marketing Research, Prentice Hall Delhi
- 2) Churchill, Gilberts A :- Basic Marketing Research Dryden Press, Boston
- 3) Davis. J.J. Advertising Research Prenice Hall, New Delhi.
- 4) Green, Paul Donald Tall & Gerold Research for, Marketing Decision: prentice Hall Delhi.
- 5) Honda R.P: Statistics for Business Economics, Macmillan Delhi.
- 6) luck D.J. Marketing research Prentice Hall Delhi


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(Prof. F.N. Gauri)


(Prof. J.R. Suryawanshi)


(Prof. Syed Azharuddin)


(Dr. V.S. Epper)

Project Planning & Management

COURSE CODE : COM/D/Ele/529	No. of Credit : 04	Semester : IV
SUBJECT : Project Planning & Management		
Course Objectives: 1) To Understand the steps involved while preparing research projects. 2) To Study the ways in preparing effective project proposals and managing research works Independently		
Unit	Course Contents	Lectures
I	Prelude Project Management: Basic concepts - Plan, project and programme, Project Planning, Proposal and Project Planning Matrix, Project cycle and Project management, Characteristics of a project. Project Identification: Methods and techniques of project identification need identification, recognizing scope of the project, Feasibility study and opportunity study. Basic and supportive information required for a project, Review of literature & sources, Rules governing the preparation of Project Proposal. Common format of a Project proposal, preparing a concept note, writing up a detailed project proposal.	15
II	Project Planning: Project planning - Identifying the Project area and target group, Determining the goals and objectives of the Project Project work plan and time frame: Preparation of action plan and time schedule (GANTT charts), Assessing the feasibility and viability of the Project, Project Appraisal techniques, determining and managing risk Financial Management of the Project: Identification of funding agencies- Governmental and Private Preparation of Project budget: Direct and indirect costs	15
III	Project Implementation and Management Personnel: Principal Investigator, Co-Principal Investigator(s), Research Associates, Postdoctoral associates, Facilities and equipments Project Management -Resource mobilization, Organization of resources, Task allocation, Coordination in project team and communication, Accountability within project, Conflict resolution, Time management, Liaison with external agencies.	15