



Hindi Vidya Prachar Samiti's

Ramniranjan Jhunjhunwala College of Arts, Science & Commerce

(Autonomous College)

Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for the

M.Com Part II

Program Code: RJCCPGBM

(CBCS 2020-21)

Refer to page nos: 03 and 16

highlighting component

of Research Project

THE PREAMBLE

Why Commerce?

Commerce is as old as human civilization. Since ancient times commerce has been practiced all over the world, but the nature of commerce has changed over the years with the changes in economies around the world. Thus, it has become an inseparable part of everyone's life. Human wants are unlimited and becoming multiplied with social and economic developments. Commerce has the capacity to satisfy our needs and provide better life to society and human beings as it encompasses business, profession and employment. The scope of commerce is broader than any other subject because it deals with several human activities like marketing, banking, transportation, management, investments etc. Globalisation has brought many countries close to each other indicating the need of trade and commerce between different nations for sharing resources, mutual development, updating know-how etc. Policies of the Government of India like 'Ease of doing', 'Atma Nirbhar Bharat', 'Start ups', 'Digital India' have encouraged new entrepreneurship in India in the 21st century.

The Indian economy is one of the fastest growing economies in the world. A goal of 5 trillion Indian economies in near term would expedite trade and commerce transactions. This has made learning of commerce indispensable, even if it is occupied in every field whether it is science, engineering, or IT. It develops skills and knowledge required for pursuing multiple career options. Students get a wide range of subject knowledge such as finance, marketing, management, accounts, advertising, law etc. which will be useful for them for pursuing their higher studies, employment or starting their own venture. Thus, commerce without human and business life will be next to impossible.

Under autonomy, the department has made curriculum more robust by incorporating skill-based learning and value-added courses that impart practical knowledge of the subject to the students. The syllabus for commerce for all four semesters is meticulously designed so as to make the students understand the knowledge of different fields like Strategic management, Rural marketing, Logistic management, HRM, Research Methodology, Tax, Financial Accounting, Management, Global economics. The course contents are updated so as to keep students in line with trends in industry. The course contents are designed to improve student's employability and skills required for employability.

M.com Semester II

BUSINESS MANAGEMENT

Course	CORE COURSE	Credits	Topics
RJCCPGBM301	Human Resource Management	06	<ol style="list-style-type: none"> 1. Human Resource Management. 2. Human Resource Development 3. Legal Framework governing HR Development. 4. Emerging issues in HRM
RJCCPGBM302	Rural Marketing	06	<ol style="list-style-type: none"> 1. Introduction to Rural Marketing. 2. Consumer Behaviour and Rural Marketing. 3. Agriculture Marketing. 4. Trends in Rural Marketing
RJCCPGBM303	Entrepreneurial Management	06	<ol style="list-style-type: none"> 1. Entrepreneurship Development Perspective. 2. Creating Entrepreneurial Venture. 3. Project Management. 4. Assistance and Incentives for Promotion and Development of Entrepreneurship.
RJCCPGBM304	Project Work	06	

M.Com Semester I

Title of Course: Human Resource management		Lectures
Number of credits: 06		
Subject Code: RJCCPGBM301		60
Module I	Human Resource Management	15
	<ul style="list-style-type: none"> • Human Resource Management (HRM – Concept, Strategic HRM, Global HRM Practices, Skill sets required for HR Managers. • Human Resource Planning – Concept, factors affecting HRP, Information Management in HRP, Human Resource Information System (HRIS), Psychological and Behavioural issues in HRP. • Recruitment and Selection of Managerial personnel - Factors affecting recruitment process, role of recruitment agencies, online process of selection. 	
Module II	Human Resource Development and Management Development	15
	<ul style="list-style-type: none"> • Training and Development - Designing of effective training programme Evaluation of the effective training programme, Challenges before trainers, Management Development Programme Techniques. • Performance Appraisal - Process, Guidelines for conducting appraisal interviews, ethical aspects in performance appraisal. • Career Advancement and Succession Planning – Need, Self Development Mechanism and Knowledge enrichment, Managing Promotions & Transfers & Organizational Change and Intervention Strategies, Succession Planning- Issues 	
Module III	Legal Framework governing HR Development	15
	<ul style="list-style-type: none"> • Industrial Relation Act – Prominent features and recent changes in Trade Union Act 2016, Factories Act 1961, Industrial Disputes Act 1950. 	

	<ul style="list-style-type: none"> • Prominent features and recent changes -to Child and Women Labour Act 1986, Social Security Act 2016, Prevention of Sexual harassment Act,2013. • Prominent features and recent changes -to Employees Acts like payment ofGratuity Act 2015, Provident Fund Act 1952, Minimum Wages Act 2016 and Paymentof Wages Act 1991, Workmen Compensation Act 2014/ESIScheme 	
Module IV	Emerging Issues in H.R.M	15
	<ul style="list-style-type: none"> • Health and Safety – Safety measures and safety programmes, Stress and its Impact on Job Performance, Role of organization in ensuring mental and physical health ofemployees • Work life balance – Need and Importance, Employee Engagement, Managing Millennials (GenY) • Talent Management – Concept , Importance, Process, Talent Management and VUCA Environment(Volatility, Uncertainty, Complexity, Ambiguity) 	

Course Outcome :

- To familiarize the students with the concepts and practices of strategic HRM and global practices.
- To acquaint the students with HRD and Management Development practices and training programs, implementation of Performance Appraisal and Succession Planning.
- To highlight the legal framework in governing the HR administrative practices of corporate.
- To emphasize on the emerging issues in HRM- Health and Safety, Work Life Balance, Talent Management and Management of organisational change.

Learning Outcomes:

- Understanding of Strategic Global HRP and HRM Strategies.
- Knowledge about implementation of HRD and Management Development Programs.
- Application of Legal Norms and Acts governing HR practices.
- Transition in HRM- Knowledge of latest development.

Reference Books :-

1. Edwin B. Flippo, Principles of Personnel Management, Me Graw Hill Publication
2. Human Resource Management, Fresh Perspectives by R. Kleynhans, L. Markham, W. Meyer, S. Van Aswegen with E. Pilbeam
3. L. M. Prasad, Principles and Practices of Management 2001, Sultan Chand & Sons, 6th Edition
4. P. Druker, The Practice of Management, Mercury Books, London – 1961
5. R. D. Agrawal, Dynamics of Personnel Management in India, Tata Me Graw Hill Publishing Co., New Delhi – 1977
6. Human Resource Management : A Shankaraih and other – Discovery, New Delhi
7. Management of Human Resource: R.K.Chopra, V.K.Publishing, New Delhi.
8. Personnel/Human Resource Management : P. Subbarao and VSP Subbarao, Konark Publishing, Delhi.
9. Human Resource Management : Dr. K.Ashwathappa : Tata McGraw Hill
10. Human Resource Management : Prof. Mrs. Anjali Ghaanekar.
11. Personnel/Human Resource Management Text and Cases : P. Subbarao, Himalaya Publishing House.
12. Khanna, S.S. Human resource Management (Text and Cases). S. Chand, New Delhi.

Title of Course: Rural Marketing		Lectures
Number of credits: 06		
Subject Code: RJCCPGBM302		60
Module I	Introduction to Rural Marketing.	15
	<ul style="list-style-type: none"> • Rural Marketing: Concept, Scope, Nature and Evolution of Rural Marketing, Rural Marketing Strategies-4P's, Rural Infrastructural Facilities – Warehousing, Cold Storage, Logistics. • Indian Rural Market: Profile, Rural Vs Urban Market, Importance of Branding, Scope and Importance of Transportation, Networking in rural markets. • Problems of Rural Consumer: Adulteration, Weights and Measures, Unfair Warranties and Guarantees, Unreasonable Pricing, Challenges and Future of Rural Marketing 	
Module II	Consumer Behaviour and Rural Marketing	15
	<ul style="list-style-type: none"> ○ Consumer Behaviour: Characteristics of Buying Behaviour- Awareness Understanding, Consumer Purchase Decision, Importance of Rural Marketing Communication, Salesmen Influence. • Government Schemes: Rural Development Programmes and Schemes of Government, Entrepreneurship Development Programme, Role of Food Corporation of India (FCI), Role of Khadi and Village Industries Commission (KVIC). • Role of Finance in Rural Marketing: Role of Agricultural Cooperative Banks, Commercial Banking for Rural Marketing, NABARD, SIDBI, MUDRA Bank 	
Module III	Agriculture Marketing	15

	<ul style="list-style-type: none"> • Agricultural Marketing- Importance, Prospects and Issues, Role of Cooperatives and Self Help Groups (SHG) in Rural Marketing • Commodity Boards: Role and Contribution of Commodity Boards in generating revenue to government and employment in rural India. • Agricultural Exports: Composition and Contribution of Agricultural Exports in generating revenue for India- Food Grains, Organic products, Marine Products, Role of Agricultural & Processed Food Products, Export Development Authority (APEDA) 	
Module IV	Trends in Rural Marketing	15
	<ul style="list-style-type: none"> • E- Commerce: Importance of E-Commerce and Impact of E- Marketing on rural consumers, Concept of Digital Village, Role of Social Media in rural marketing. • Information Technology: Impact of IT in Agricultural Marketing, E-Chaupal, Project Shakti, Web-casting-online training and guidance to farmers. • Online Marketers: Role of Online Marketers, Growth and Challenges 	

Course Outcome :

- To familiarize the students with basic concepts of Rural Marketing in India , its challenge and opportunities.
- To develop understanding of consumer behavior in Rural Markets.
- To highlight government schemes and financial support for Rural Development.
- To acquaint the students with prospectus of Agricultural Marketing and Agricultural Exports.
- To emphasize the role of Commodity Boards, E-commerce and IT in agricultural Marketing.

Learning Outcomes:

- Understanding of Indian Rural Markets.
- Knowledge of Rural Consumers and their aspirations.
- Application of latest trends of e-commerce and IT for promotion of Agricultural Exports.

Reference Books:

1. Balaram Dogra & Karminder Ghuman, RURAL MARKETING: CONCEPT & CASES, Tata McGraw-Hill Publishing Company, New Delhi, 2008
2. A.K. Singh & S. Pandey, RURAL MARKETING: INDIAN PERSPECTIVE, New Age International Publishers, 2007
3. CSG Krishnamacharylu & Laitha Ramakrishna, - RURAL MARKETING, Pearson Education Asia. 2009
4. Philip Kotler, MARKETING MANAGEMENT, Prentice - Hall India Ltd. New Delhi
5. Agarwal A.N, INDIAN ECONOMY, Vikas Publication, New Delhi.
6. Ruddar Dutt Sundaram, INDIAN ECONOMY, Tata McGraw Hill. Publishers, New Delhi
7. Kotler, Philip, "Marketing Management-Analysis, planning, implementation and control", Prentice Hall of India, 9th edition, 1997
8. Shukla, R.K., "New Perspective in Marketing", Rural Marketing: Thrust and Challenges, National Publishing House, New Delhi, 1997

9. The agriculture marketing system – V.James .Rhodes
10. India's Agricultural Marketing : Market Reforms and Emergence of New Channels
11. Agricultural Marketing: Structural Models for Price Analysis – James Vercammen.

Title of Course: Entrepreneurship Management		Lectures
Number of credits: 06		
Subject Code: RJCCPGBM303		60
Module I	: Entrepreneurship Development Perspective	15
	<ul style="list-style-type: none"> • Entrepreneurship – Concept, Factors affecting growth of Entrepreneurship, Types of Entrepreneurs, Requirements of Entrepreneurial structure. • Entrepreneurial Culture -Elements of culture, Steps to change Entrepreneurial culture, Entrepreneurial v/s Administrative culture. • Theories of Entrepreneurship- Schumpeter Dynamic Entrepreneurship Innovation Theory, Theory of High Achievement by McClelland, Theory of Personnel Resourcefulness. 	
Module II	Creating Entrepreneurial Venture	15
	<p>Entrepreneurial Environment- Significance, SWOC Analysis, Problems of Entrepreneurship</p> <ul style="list-style-type: none"> • Startups- Start up India Scheme of Government of India, Preparation of business plan, Emerging start ups in India, Funding of Start up. • Social Entrepreneurship- Features, Importance, Arguments (for and against) Social Entrepreneurship, Women Entrepreneurs – concept and special Government schemes for women entrepreneurs in India. 	
Module III	Project Management	15
	<ul style="list-style-type: none"> • Project - Concepts and Classification of Project, Search of Business Idea, Project Cycle. • Project formulation Steps for project formulation, Project Design and network analysis – concept and network analysis techniques: PERT/ CPM • Project Management – Concept, Phases, Project Identification 	

	and Project Feasibility Analysis.	
Module IV	Assistance and Incentives for Promotion and Development of Entrepreneurship	15
	<ul style="list-style-type: none"> • Incentives – Need, Promotion and development Entrepreneurship-Types of Assistance and incentives -Fiscal, Financial, Promotional, Marketing, and Organisational. • NPSD - National Policy for Skill Development and Entrepreneurship 2015. • Institutions in aid of Entrepreneurship Development - The National institute for Entrepreneurship and small business development, District Industry Centre (DIC), National Alliance of young Entrepreneurs 	

Course Outcome :

- To develop knowledge about entrepreneurship culture in India.
- To familiarize students about creation of Entrepreneurial Ventures, Start up Indiainitiatives and role of Social Entrepreneurship.
- To acquaint students about Special Government initiatives for Development of WomenEntrepreneurship.
- To develop knowledge about project management process, Preparation of project reportand feasibility studies.
- To highlight the various assistances and initiatives available for promotion and Development of Entrepreneurship.

Learning Outcomes:

- Understanding of entrepreneurship process.
- Better understanding of Government initiatives.
- Knowledge about Project Planning Process.
- Emphasis on Entrepreneurship as career.

REFERENCE BOOKS

1. Entrepreneurship development : Khanka S S
2. Hisrich R D, Peters M, P, Entrepreneurship “ *th Edition , Tata McGraw- Hill 2013.
3. Rajeev Roy, Entrepreneurship ‘ 2nd edition, Oxford University, 2011.
4. Fundamentals of Entrepreneurship ,H.Nandan, Third Edition.
5. Entrepreneurship in the Globalised World by M. Sarngadharan.
6. Project Management by K Nagrajan
7. Bennett, F. Lawrence. 1996. *The management of engineering*. New York: Wiley.
8. Kerzner, H. 1998. *Project management: A systems approach to planning, scheduling, and controlling*, 6th ed. New York: Van Nostrand Reinhold.
9. Kharbanda, O.P. & Pinto, J.K. 1996. *What made Gertie gallop? Learning from project failures*. New York: Van Nostrand Reinhold.
10. Lewis, James, P. 1998. *Mastering project management*. New York: McGraw-Hill
11. Pinto, J.K. &Kharbanda, O.P. 1995. *Successful project managers: Leading your team to success*. New York: Van Nostrand Reinhold.
12. Starting up India by Preet Deep Singh.

Subject Code: RJCCPGBM304

Title of Course: Project Work

Note:- Project work is considered as a special course involving application of knowledge in solving / analyzing/ exploring a real life situation/ difficult problem.

Project Work can be taken in subjects like Human Resource Management, Rural Marketing, Entrepreneurial Management.

M.Com Part II Sem IV

Course	CORE COURSE	Credits	Topics
RJCCPGBM401	Supply Chain Management and logistics	06	<ol style="list-style-type: none">1. Introduction to Supply Chain Management2. Perspective of SCM3. Introduction to Logistics4. Design of SCM, Logistics and Use of Internet.
RJCCPBM402	Retail Management	06	<ol style="list-style-type: none">1. Introduction to Retail Management2. Retail Management Strategy3. Retail Location, Layout and Merchandising4. Use of Technology and Career5. Options
RJCCPGBM403	Tourism Management	06	<ol style="list-style-type: none">1. Introduction to Tourism Management2. Tourism Marketing3. Tourism Practices4. Tourism Development
RJCCPGBM404	Project Work	06	

Title of Course: Supply Chain Management and Logistics		Lectures
Number of credits: 06		
Subject Code: RJCCPGBM401		60
Module I	Introduction to Supply Chain Management	15
	<ul style="list-style-type: none"> • Supply Chain Management: Concept, Features, Evolution, Importance, Process and Barriers of Supply Chain Management. • Principles and Strategies: Principles, Supply Chain Strategies – Organizations, Coordination, Innovation and Forecasting. • Participants in SCM: Supply Chain Intermediaries- Concept and Types, Channels of Distribution for Industrial Goods and Consumer Goods, Channel of Distribution at Services Level, Factors for selection of suitable channels 	
Module II	Perspective of Supply Chain Management	15
	<ul style="list-style-type: none"> • Global perspectives: Measuring and analyzing the value and efficiency of global Supply Chain Networks, Global market forces, Types of global supply chain. • Indian Perspectives: Measuring and analyzing the value and efficiency of domestic Supply Chain Networks, Economic effects of supply chains. • Customer Perspectives: Customer values, Role of customers and Ways of improving customer services in SCM. 	
Module III	Introduction to Logistics	15
	<ul style="list-style-type: none"> • Logistics Management: Concept and Process, Distinction between Logistics and Supply Chain Management, Competitive Advantages and Three C's, Changing Logistics Environment, Reverse Logistics, Importance of Logistic in International Trade • Transportation and Warehousing: Transport Functions and Participants in Transportation Decisions, Transport Infrastructure- Forms, Warehouse Functions and Operations • Packaging and Materials Management: Consumer and Industrial Goods Packaging 	

	- Importance, Factors influencing Materials Planning, Preservation Safety and Measures of Materials Handling	
Module IV	Design of SCM, Logistics and Use of Internet	15
	<ul style="list-style-type: none"> • SCM Plan: Demand Planning, Source of Procurement, Production or Assembly Steps, Sales return of defective or excess goods • Use of Internet in SCM: E-market places, E-procurement, E-logistics, E-fulfilment. • Operative Systems in SCM: Enterprise Resource Planning (ERP), Performance Modelling of supply chains using Markov chains. 	

Course Outcome:
<ul style="list-style-type: none"> ○ To familiarize the student with the concept of Supply Chain management, its principles and strategies. ○ To develop understanding of participants in Supply Chain Management. ○ To give knowledge of Supply Chain Management perspective- Global, Indian & from Customer angle. ○ To emphasize the importance of Logistics Management. ○ To highlight the preparation of SCM Plan, Use of internet in SCM and implementation of Operative Systems in SCM
Learning Outcomes:
<ul style="list-style-type: none"> ✓ Understanding of importance of SCM & Logistics Management ✓ Knowledge of Supply Chain Management ✓ Perspective decision making in terms of Transportation, Warehousing, Packaging and Material Management. ✓ Application of SCM operative systems.

Reference books

Supply Chain Management

- Sridhar Tayur, Ram Ganeshan, Michael Magazine (editors). Quantitative Models for Supply Chain Management. Kluwer Academic Publishers, 1999.
- R.B. Handfield and E.L. Nichols, Jr. Introduction to Supply Chain Management. Prentice Hall, 1999.
- N. Viswanadham and Y. Narahari. Performance Modeling of Automated manufacturing Systems. Prentice Hall of India, 1998.
- Sunil Chopra and Peter Meindel. Supply Chain Management: Strategy, Planning, and Operation, Prentice Hall of India, 2002.
- Jeremy F. Shapiro. Modeling the Supply Chain. Duxbury Thomson Learning, 2001.
- David Simchi Levi, Philip kaminsky, and Edith Simchi Levi. Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies. Irwin McGrawHill, 2000.

Title of Course: Retail Management		Lectures
Number of credits: 06		
Subject Code: RJCCPGBM402		60
Module I	Introduction to Retail Management	15
	<ul style="list-style-type: none"> • Retail Management: Concept, Scope and Importance, Retail Formats, Retail Environment - Economic, Legal, Technological & Competitive • Retail sector in India: Size and Drives of Retail changes, FDI in Retailing Success Stories in India • Recent Trends in Retailing: Modern Retail Formats, Mall System, Challenges Faced by the Retail Sector, Ethics in Retailing. 	
Module II	Retail Management Strategy	15
	<ul style="list-style-type: none"> • Retail Strategies: Retail Planning Process, Retail - Market Segmentation - Concept and Significance, Promotional Strategies • Relationship Marketing Strategies: CRM in Retailing, Consumer Behaviour in Retail Context, Buying Decision Process. • HRM in retailing- Growing importance of HR, Training and development of HR & Retention of HR in Retailing. 	
Module III	Retail Location, Layout and Merchandising	15

	<ul style="list-style-type: none"> • Retail Location& Merchandising: Importance, Factors affecting Location, Stepsinvolved in choosing a Retail Location. • Store Design and Layout: Store Design - Elements, Store Layout - Importance, Steps forDesigning • Merchandising: Concept and Merchandising Planning Process, Retail Branding,Merchandising Buying, Visual Merchandising 	
Module IV	Use of Technology and Career options	15
	<ul style="list-style-type: none"> • Technologies: Use of Technologies in retailing - Electronic Data Interchange (EDI), RadioFrequency Identification (RFI), Data Base Management System • E-Retailing: Formats, Challenges & Prospects, Green Retailing - Concept and Importance • Retail as a Career: Various Career Options, Functions of Merchandising Manager, StoreManager & Logistic Manager, Skill sets required for a career in Retail. 	

Course Outcome:
<ul style="list-style-type: none"> ○ To familiarize the students with the developments in Retail Management. ○ To develop understanding of Successful Retail Corporates in India. ○ To acquaint students with Retail Management strategies. ○ To emphasis on the Retail location, layout and Merchandisingmanagement.
Learning Outcomes:
<ul style="list-style-type: none"> ✓ Insight into working of Retailing sector ü Knowledge about transition in Retailing ü Career options in Retail Sector ✓ Transition in E-Retailing

Reference Books on Retail Management:

- ✓ A.Sivakumar (1997), Retail Management, Excel Books, New Delhi.
- ✓ Abdul Kamal Mohideen (2011), Customer Shopping Behavior In Modern Retail Formats, APJRBM, Vol.2, Issue-6.
- ✓ Alina Sorescu and Ruud T. Frambach (2011), Innovations in Retail Business Models, Journal of Retailing, Vol.87, pp.3-16.
- ✓ B.R.Londhe (2006), Retail and Distribution Management, Nirali Prakashan, Mumbai.
- ✓ C.Bhattacharjee (2006), Service Marketing, Excel Books, New Delhi.
- ✓ Chai Lee Goi (2009), A Review of Marketing Mix, International Journal of Marketing Studies, Vol.1, pp.1-14.
- ✓ Chetan Bajaj, Rajnish Arya, Rajnish Tuli, Nidhi Varma Srivastava (2010), Retail Management, Oxford University Press, London.
- ✓ David Gilbert (2003), Retail Marketing Management, Dorling Kindersley (India) Pvt.Ltd., New Delhi.
- ✓ KVS Madaan (2009), Fundamentals of Retailing, Tata McGraw Hill, New Delhi.
- ✓ Rosemary Varley (2001), Retail Product Management, Routledge, New York.
- ✓ S.C.Bhatia and Gurpreet Randhawa (2008), Retail Management, Atlantic Publishers & Distributors Pvt.Ltd. New Delhi.
- ✓ S.K.Baral and S.C.Bihari (2010), Retail Management, AITBS Publication, New Delhi.

Title of Course: Tourism Management		Lectures
Number of credits: 06		
Subject Code: RJCCPGBM403		60
Module I	Introduction to Tourism Management	15
	<ul style="list-style-type: none"> • Tourism Management: Concept, Characteristics Importance and Types of Tourism • Tourism Industry: Concept, Structure, Components & Career options in Tourism. • Tourism in India: Management of Tourism Destination, Prospects and challenges & Courses in Tourism management 	
Module II	Tourism Marketing	15
	<ul style="list-style-type: none"> • Tourism Product: Concept, Characteristics, Types, Tourism Product Planning- Need and Importance. • Tourism Pricing: Factors influencing Pricing, Pricing objectives, Tourism Pricing Policies • Tourism Promotion: Elements of Tourism Promotion, Importance, Role of Advertising, Developing Promotional Plan – Implementation Procedure 	
Module III	Tourism Practices	15
	<ul style="list-style-type: none"> • Travel Intermediaries: Difference between Travel Agency and Tour Operators, Types and Functions of Travel Intermediaries. • Setting up of Travel Agency and Tour Operations: Business setting Procedure and process, Types of organization to be set up- Proprietorship, Partnership, Franchise: Approval from Ministry of Tourism and IATA • International Tourism: Concept, Importance, Role of Institutions and organizations in promoting International Tourism - WTTC, IATO, TAAI, ITDC. 	
Module IV	Tourism Development	15

	<ul style="list-style-type: none"> • Sustainable Tourism Development: Concept, Principles, Approaches to Sustainable Tourism, Code of Conduct for safe and sustainable Tourism in India • Government Policies: National Action Plan, National Tourism Policy, Government incentives for Tourism Development and Promotion. • Future Growth and Development of Indian Tourism - Factors influencing growth of Tourism Industry in India, Major Tourism schemes of Government of India- Visa on Arrival (VoA), PRASAD Scheme, HRIDAY Scheme, Travel Circuits; Incredible India Campaign. 	
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Course Outcome:
<ul style="list-style-type: none"> • To acquaint the students with Concept of Tourism management. • To emphasis the prospects and challenges of Tourism Development in India. • To focus on Marketing Tourism Products, its pricing and promotion strategies. • To highlight the role of Travel Intermediaries, Role of Institutional support for development of Tourism in India & Abroad • To familiarize students with sustainable Tourism Development principle and practices.
Learning Outcomes:
<ul style="list-style-type: none"> ✓ Importance of Tourism Management ✓ Business setting Procedures and Process for starting a Travel Agency ✓ Government Institutional and Organisational support for promotion of Tourism ✓ Future Growth and Career Prospects.

Reference Books on Tourism Management

- ✓ Stephen J. Page (2014), *Tourism Management*, Butterworth-Heinemann Publication.
- ✓ Kastarlak, Bulent & Barber Brian (2014), *Fundamentals Of Planning And Developing Tourism*, Harlow, Essex : Pearson
- ✓ Evans, N., Campbell, B & Stonehouse, G. (2003). *Strategic Management for Travel and Tourism*. Oxford: Butterworth-Heinemann.
- ✓ Sue Stewart, Fiona Warburton and Smith John (2017), *Travel and Tourism*, Cambridge University Press, Cambridge.
- ✓ Elizabeth Becker (2013), *Overbooked: The Exploding Business of Travel and Tourism*, Simon & Schuster, New York
- ✓ Anand M.M. (1976) – *Tourism and Hotel Industry in India*, Prentice Hall of India Pvt. Ltd., New Delhi.
- ✓ Badan and Bhatt- *Eco Tourism*
- ✓ Bhatia A. K. (1986) *Tourism Development- Principles and Practices*, Sterling Publishers Pvt. Ltd., New Delhi.
- ✓ Batra K. L. (1990) – *Problems and prospects of Tourism*. Printwell Publisher, Jaipu.
- ✓ Chopra Sunita (1991)- *Tourism Development of India*, Ashish Publishing House, New Delh.
- ✓ Gupta S. P., Krishna Lal (1999) – *Tourism Museums and Monuments in India*, Oriental Publishers, New Delhi.
- ✓ Gunn & Clare A. – *Tourism Planning*, Taylor and Francis, New York.
- ✓ Gee, Chunk Y., James C & Dexter J.L. Cho – *Travel Industry*, New York
- ✓ Matheson, Alistair and Wall Geoffery (1983) – *Tourism- Economic, Physical and social Impact*, Orient Longman, London.
- ✓ Robin H. (1976) – *Geography of Tourism*, Mackdonald and Evence Ltd., London.
- ✓ R.R. Khan (1980) - *Transport Management*, Transport Himalaya Publishing House, Mumbai
- ✓ Sharma K. K. (2000) *Planning for Tourism*, Samp and Sons, New Delhi.
- ✓ UshaBala (1988) – *Tourism in India, Policy and Perspective*, Arushi Publishers, New delhi.
- ✓ Maharashtra Tourism Policy 2016

Subject Code: RJCCPGBM404

Title of Course: Project Work

Note: - Project work is considered as a special course involving application of knowledge in solving / analyzing/ exploring a real life situation/ difficult problem.

Project Work can be taken in subjects like Supply Chain Management, Retail Management and Tourism Management

INTERNAL EXAMINATION

Marks: 40

1. There will be 1 Internal Assessment Tests of 40 Marks each is conducted in Each Semester.
2. Duration of each Internal Assessment Test of 40 marks will be 45 minutes.
3. Each Internal Assessment Test will have 20 questions of two marks each . Nature of questions may be
 - Multiple Choice Questions / True or False/ Match the Following & descriptive in case of offline exam

PAPER PATTERN FOR ALL THEORY PAPER

SEMESTER END EXAMINATION

Marks: 60

Duration : 02.00 hrs.

Q1. Answer any one of the following: (Module I) (10 Marks)

a)

b)

Q2. Answer any one of the following: (Module II) (10 Marks)

a)

b)

Q3. Answer any one of the following: (Module III) (10 Marks)

a)

b)

Q4. Answer any one of the following: (Module IV) (10 Marks)

a)

b)

Q5. Write Short Notes on: (Any 4 out of 6) (20 Marks)

(From all modules)

M.Com Part II (Sem III & IV)

SCHEME OF EXAMINATIONS

1. There will be 1 Internal Assessment Tests of 40 marks each, conducted in each Semester. Duration is 45 minutes.
2. One External (Semester End Exam) of 60 marks is conducted at the end of each semester. Duration is 02 hours.
3. Minimum marks for passing in the subject are 40. However, students must secure Minimum passing percentage individually for internal exam and external exam (16 & 24 marks respectively)
4. For any KT examinations, there shall be ODD-ODD/EVEN-EVEN pattern followed.

Guidelines for preparation of Project Work

Work Load

Work load for Project Work is 01 (one) hour per batch of 15-20 learners per week for the teacher. The learner (of that batch) shall do field work and library work in the remaining 03 (three) hours per week.

1. General guidelines for preparation of project work based on research methodology

The project topic may be undertaken in any area of Elective Courses.

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

Format

1stpage (Main Page)

Title of the problem of the Project

A Project Submitted to
HVPS's R. J. College of Arts, Science & Commerce, (Autonomous)
Master in Commerce
Under the Faculty of Commerce
By

Name of the Learner

Under the Guidance of

Name of the Guiding Teacher

Name and address of the College
Month and Year

2ndPage

This page to be repeated on 2ndpage (i.e. inside after main page)

On separate page

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List of tables, if any, with page numbers.

List of Graphs, if any, with page numbers.

List of Appendix, if any, with page numbers.

Abbreviations used:

Bibliography:

Structure to be followed to maintain the uniformity in formulation and presentation of Project Work

(Model Structure of the Project Work)

- **Chapter No. 1: Introduction**

In this chapter Selection and relevance of the problem, historical background of the problem, brief profile of the study area, definition/s of related aspects, characteristics, different concepts pertaining to the problem, etc. can be incorporated by the learner.

- **Chapter No. 2: Research Methodology**

This chapter will include Objectives, Hypothesis, Scope of the study, limitations of the study, significance of the study, Selection of the problem, Sample size, Data collection, Tabulation of data, Techniques and tools to be used, etc can be incorporated by the learner.

- **Chapter No. 3: Literature Review**

This chapter will provide information about studies done on the respective issue. This would specify how the study undertaken is relevant and contribute for value addition in information/ knowledge/ application of study area which ultimately helps the learner to undertake further study on same issue.

- **Chapter No. 4: Data Analysis, Interpretation and Presentation**

This chapter is the core part of the study. The analysis pertaining to collected data will be done by the learner. The application of selected tools or techniques will be used to arrive at findings. In this, tables of data information, presentation of graphs etc. can be provided with interpretation by the learner.

- **Chapter No. 5: Conclusions and Suggestions**

In this chapter of project work, findings of work will be covered and suggestion will be enlisted to validate the objectives and hypothesis.

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

- **Bibliography**

- **Appendix –copy of Questionnaire used for data collection**

- other relevant documents (letter of Visits, etc.)

On separate page

Name and address of the college

Certificate

This is to certify that Ms/Mr has worked and duly completed her/his Project Work for the degree of Master in Commerce under the Faculty of Commerce in the subject of

_____ and her/his project is entitled, “_____” Title of the Project _____” under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her/ his own work and facts reported by her/his personal findings and investigations.



Name and Signature of
Guiding Teacher

Date of submission:

On separate page

Declaration by learner

I the undersigned Miss / Mr. _____ here by, declare that the work embodied in this project work titled “ _____ ”, forms my own contribution to the research work carried out under the guidance of _____ is a result of my own research work and has not been previously submitted to any other University for any other Degree/ Diploma to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

Name and Signature of the learner

Certified by

Name and signature of the Guiding Teacher

On separate page

Acknowledgment

(Model structure of the acknowledgement)

To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

I take this opportunity to thank the **University of Mumbai** for giving me chance to do this project.

I would like to thank my **Principal**, _____ for providing the necessary facilities required for completion of this project.

I take this opportunity to thank our **Coordinator** _____, for her/his moral support and guidance.

I would also like to express my sincere gratitude towards my project guide _____ whose guidance and care made the project successful.

I would like to thank my **College Library**, for having provided various reference books and magazines related to my project.

Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially **my Parents and Peers** who supported me throughout my project.

2. Guidelines for Internship based project work

- Minimum 20 days/ 100 hours of Internship with an Organisation/ NGO/ Charitable Organisation/ Private firm.
- The theme of the internship should be based on any study area of the elective courses
- Project Report should be of minimum 50 pages
- Experience Certificate is Mandatory
- A project report has to be brief in content and must include the following aspects:
 - **Executive Summary:** A bird's eye view of your entire presentation has to be precisely offered under this category.
 - **Introduction on the Company:** A Concise representation of company/ organization defining its scope, products/ services and its SWOT analysis.
 - **Statement and Objectives:** The mission and vision of the organization need to be stated enshrining its broad strategies.
 - **Your Role in the Organisation during the internship:** The key aspects handled, the department under which you were deployed and brief summary report duly acknowledged by the reporting head.
 - **Challenges:** The challenges confronted while churning out theoretical knowledge into practical world.
 - **Conclusion:** A brief overview of your experience and suggestions to bridge the gap between theory and practice.
- The project report based on internship shall be prepared as per the broad guidelines given below:
 - ✓ Font type: Times New Roman
 - ✓ Font size: 12-For content, 14-for Title
 - ✓ Line Space : 1.5-for content and 1-for in table work
 - ✓ Paper Size: A4
 - ✓ Margin : in Left-1.5, Up-Down-Right-1
 - ✓ The Project Report shall be bounded.
 - ✓ The project report should be 80 to 100 pages maximum

Evaluation pattern of the project work The Project Report shall be evaluated in two stages viz.	
Evaluation of Project Report (Bound Copy)	60 Marks
▪ Introduction and other areas covered	20 Marks
▪ Research Methodology, Presentation, Analysis and interpretation of data	30 Marks
▪ Conclusion & Recommendations	10 Marks
Conduct of Viva-voce	40 Marks
▪ In the course of Viva-voce, the questions may be asked such as importance / relevance of the study, objective of the study, methodology of the study/ mode of Enquiry (question responses)	10 Marks
▪ Ability to explain the analysis, findings, concluding observations, recommendation, limitations of the Study	20 Marks
▪ Overall Impression (including Communication Skill)	10 Marks

Note:

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

Passing Standard

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

Mapping of the Courses to Employability/Entrepreneurship/ Skill Development

M.COM PART 11 SEM 3 & 4 (BUSINESS MNAAGEMENT)

M.Com Sem III Part 2	Human Resource Management	RJCCPGBM301	<p>Unit 1. Understanding skills concepts and practices of strategic HRM and global practices</p> <p>Unit 2. Employable by acquaint the students with HRD and Management Development practices and training programs, implementation of Performance Appraisal and Succession Planning.</p> <p>Unit 3. Employable skills by highlight the legal framework in governing the HR administrative practices of corporate</p> <p>Unit 4. Employable by emphasize on the emerging issues in HRM- Health and</p>
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			Safety, Work Life Balance, Talent Management and Management of organisational change.
M.Com Sem III Part 2	Rural Marketing	RJCCPGBM302	<p>Unit 1. Understanding skills by familiarize the students with basic concepts of Rural Marketing in India , its challenge and opportunities</p> <p>Unit 2. Entrepreneurship skills by understanding of consumer behavior in Rural Markets.</p> <p>Unit 3. Entrepreneurship skills by acquaint the students with prospectus of Agricultural Marketing and Agricultural Exports.</p> <p>Unit 4. Employable by emphasize the role of Commodity Boards, E-commerce and IT in agricultural Marketing</p>
M.Com Sem III Part 2	Entrepreneurship Management	RJCCPGBM303	<p>Unit 1. Understand entrepreneurship process.</p> <p>Unit 2. Entrepreneurship skills can be obtained creation of Entrepreneurial Ventures, Start-up India initiatives and role of Social Entrepreneurship.</p> <p>Unit 3. Entrepreneurship skills can be developed by gaining knowledge about project management process, Preparation of project report and feasibility studies</p>

			Unit 4. Entrepreneurship skills through knowledge about project management process, Preparation of project report and feasibility studies
M.Com Sem IV Part 2	Supply Chain Management and Logistics	RJCCPGBM401	<p>Unit 1. Understanding skills with the concept of Supply Chain management, its principles and strategies.</p> <p>Unit 2. Employable by gaining knowledge Perspective decision making in terms of Transportation, Warehousing, Packaging and Material Management.</p> <p>Unit 3.& 4 Entrepreneurship skill preparation of SCM Plan, Use of internet in SCM and implementation of Operative Systems in SCM</p>
M.Com Sem IV Part 2	Retail Management	RJCCPGBM402	<p>Unit 1. Understanding skills in developments in Retail Management.</p> <p>Unit 2. Employability skills can be achieved by understanding of Successful Retail Corporates in India & transition in Retailing</p> <p>Unit 3& 4. Entrepreneurship skills can be developed by emphasis on the Retail location, layout and Merchandising management</p>

M.Com Sem IV Part 2	Tourism Management	RJCCPGBM403	<p>Unit 1. Understanding skills with Concept of Tourism management.</p> <p>Unit 2. Entrepreneurship skill by Business setting Procedures and Process for starting a Travel Agency</p> <p>Unit 3. Employable by highlighting the role of Travel Intermediaries, Role of Institutional support for development of Tourism in India & Abroad</p> <p>Unit 4. Understanding skills by with sustainable Tourism Development principle and practices</p>
M.Com Sem IV Part 2	Project work	RJCCPGBM304 & RJCCPGBM404	Entrepreneurship skills can be developed by preparing project report in the area of choice from the given optional

