



University of Mumbai

Uttari Bharat Sabha's

Ramanand Arya D.A.V. College
(Autonomous)



NAAC ACREDITATION: 'A' GRADE
BEST COLLEGE AWARD BY THE UNIVERSITY OF MUMBAI

BACHELOR OF BUSINESS ADMINISTRATION
(B.B.A. – (Honours) in Marketing Management)

Three Year Integrated Programme-
Six Semesters
Course Structure

(Credit Based Semester and Grading System)

(Year of Implementation:2021-2022)



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Bachelor of Business Administration
(B.B.A. (Hons.) in Marketing Management)
Under Choice Based Credit, Grading and Semester System
Course Structure

Programme Code :			Programme Code :		
B.B.A. (Hons.) in Marketing Management					
Course Code	Semester I	Credits	Course Code	Semester II	Credits
Core Course (CC)			Core Course (CC)		
UBBAMFSI.1	CC-1 Management Concepts	4	UBBAMFSII.1	CC-4 Marketing Mix	4
UBBAMFSI.2	CC-2 Fundamentals of Marketing	4	UBBAMFSII.2	CC-5 Digital Marketing I	4
UBBAMFSI.3	CC-3 Research Methodology	4	UBBAMFSII.3	CC-6 Consumer Behaviour	2
			UBBAMFSII.4	CC-7 IT in Business Management	2
General Elective (GE) (Any one)			General Elective (GE) (Any one)		
UBBAMFSI.4.1	GE-1 Human Resource Management	3	UBBAMFSII.5.1	GE-3 Introduction to Accounts & Finance	3
UBBAMFSI.4.2	GE-1 Industrial Relations		UBBAMFSII.5.2	GE-3 Computer Skills	
General Elective (GE) (Any one)			General Elective (GE) (Any one)		
UBBAMFSI.5.1	GE-2 Business Economics	3	UBBAMFSII.6.1	GE-4 Strategic Management	3
UBBAMFSI.5.2	GE-2 Statistics		UBBAMFSII.6.2	GE-4 Business Administration	
Ability Enhancement Course (AEC)			Ability Enhancement Course (AEC)		



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Total Credits		24	Total Credits		24
<i>Ability Enhancement Course (AEC)</i>			<i>Ability Enhancement Course (AEC)</i>		
UBBAMFSI.8	AEC-2 Sanskrit / Allied / Functional English / Skill Enhancement / Other related course	2	UBBAMFSII.8	AEC-4 Yoga & Ethics	2
Total Credits		26	Total Credits		26

FIRST YEAR (B.B.A. (Hons.) in Marketing Management)

SECOND YEAR (B.B.A. (Hons.) in Marketing Management)

Programme Code :			Programme Code :		
B.B.A. (Hons.) in Marketing Management					
Course Code	Semester III	Credits	Course Code	Semester IV	Credits
<i>Core Course (CC)</i>			<i>Core Course (CC)</i>		
UBBAMFSIII.1	CC-8 Advertising & IMC	4	UBBAMFSIV.1	CC-13 Creativity and Campaign Planning	6
UBBAMFSIII.2	CC-9 Digital Marketing II	4	UBBAMFSIV.2	CC-14 Services Marketing	4
UBBAMFSIII.3	CC-10 Creating Collaterals for Marketing and Branding	6	UBBAMFSIV.3	CC-15 Retail Management	4
UBBAMFSIII.4	CC-11 Brand Management	2	UBBAMFSIV.4	CC-16 Copywriting	3
UBBAMFSIII.5	CC-12 Customer Relationship Management	2	UBBAMFSIV.5	CC-17 Rural Marketing	3
<i>General Elective (GE) (Any one)</i>			<i>General Elective (GE) (Any one)</i>		
UBBAMFSIII.6.1	GE-5		UBBAMFSIV.6.1	GE-6	



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	Management			Environment	
<i>Skill Enhancement Course (SEC)</i>			<i>Skill Enhancement Course (SEC)</i>		
UBBAMFSIII.7	SEC-1 Internship	4	UBBAMFSIVI.7	SEC-2 Business Development & Networking	3
Total Credits		28	Total Credits		28
<i>Ability Enhancement Course (AEC)</i>			<i>Ability Enhancement Course (AEC)</i>		
UBBAMFSIII.8	AEC-5 Sanskrit/ Skill Enhancement / Allied / Other related course	2	UBBAMFSIVI.8	AEC-4 Environmental Studies	2
Total Credits		28	Total Credits		28

THIRD YEAR (B.B.A. (Hons.) in Marketing Management)

Programme Code :			Programme Code :		
B.B.A. (Hons.) in Marketing Management					
Course Code	Semester V	Credits	Course Code	Semester VI	Credits
<i>Core Course (CC)</i>			<i>Core Course (CC)</i>		
UBBAMFSV.1	CC-18 Media Planning and Buying	4	UBBAMFSVI.1	CC-21 New Dimensions in Marketing	4
UBBAMFSV.1	CC-19 Public Relations and Corporate Communications	4	UBBAMFSVI.2	CC-22 Marketing Research	4
UBBAMFSV.1	CC-20 Business Ethics and Laws		UBBAMFSVI.3	CC-23 Practical Training/Internship	4
<i>Discipline Specific Elective (DSE) (Any one)</i>			<i>Discipline Specific Elective (DSE) (Any one)</i>		
UBBAMFSV.1	DSE-1 Events & Experiential Marketing	4	UBBAMFSVI.4.1	DSE-3 Marketing Automation	4
UBBAMFSV.1	DSE-1 Event Management Planning		UBBAMFSVI.4.2	DSE-3 Marketing Channels	
<i>Discipline Specific Elective (DSE) (Any one)</i>			<i>Discipline Specific Elective (DSE) (Any one)</i>		



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UBBAMFSV.1	DSE-2 Ecommerce & Digital Marketing	4	UBBAMFSVI.5.2	DSE-4 Internet Marketing	4
<i>Discipline Specific Compulsory Course (DSC)</i>			<i>Discipline Specific Compulsory Course (DSC)</i>		
UBBAMFSV.1	DSC-1 Internship	6	UBBAMFSVI.6	DSC-2 Capstone Project	6
TOTAL		26	TOTAL		26
<i>Ability Enhancement Course (AEC)</i>			<i>Ability Enhancement Course (AEC)</i>		
UBBAMFSV.1	AEC-5 Sanskrit/ Skill enhancement / Allied / Other related course	2	UBBAMFSVI.7	AEC-6 Human Rights & Indian Constitution	2
Total Credits		28	Total Credits		28

✓ **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 would be of 04 credits. A project work may be undertaken in any area of Elective Courses/ study area selected

Note :

First year Syllabus has been Revised in the Academic year 2021-2022 however second and third year syllabus will be revised in 2022-2023 and 2023-2024 respectively .



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Preamble

Today, a marketing career is one of the most promising and fastest-growing careers, among others. Marketing is today's number one job that will make you flourish in your chosen marketing field. It will always spark your innovative and creative side. Marketing is all about recognizing the consumer's demand for the product or services. Ideally, marketers create effective strategies wherein consumers can buy these products and services to gain profit.

The Marketing programme deals with the concepts of business management. It acquaints the students to marketing theories and principles to prepare them for the industry. This course encompasses traditional as well as new approaches towards marketing and enables the students to deal with real-life problems in the industry.

This programme provides a headstart for candidates to develop management skills and a specialisation in Marketing. The course takes a student over the core areas of management including marketing, sales, strategy management etc. and it also covers key areas of finance and economics. The major focus of the program is on Marketing subjects. Plus, soft skill development such as business communication is also taught in the BBA course.

The subjects taught in this programme are well adapted to train students as per the industry requirements. The combination of practical and theoretical knowledge provided in this programme help increase the value of a student in the market. Well-established companies and start-ups stay on the lookout for these kind of students as they are suited to carry out a range of responsibilities in the organization. Since they fit into a variety of roles in an organization, BBA graduates have plenty of job opportunities available in the market. Organizations stay on the lookout for young graduates who can bring energy and new ideas to the table. BBA graduates can fit into a varied range of roles and responsibilities in an organization. Plus, the BBA course is also suited for students who want to learn how to manage their own businesses or entrepreneurs.

Programme Objectives & Outcomes

2.1 Programme Objectives

1. The objective of the program is to equip students with the necessary knowledge and techniques that will enable them to successfully solve a broad set of marketing problems.
2. To equip the students with requisite knowledge, skills & right attitude necessary to provide effective leadership in global environment.
3. To develop competent marketing professionals with strong ethical values capable of assuming a pivotal role in various sectors.
4. To impart the basic knowledge of Marketing, Communication and related areas of studies.
5. To develop the learner into competent and efficient Marketing Industryready professionals.
6. To empower learners by communication, professional and life skills.
7. To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.
8. To imbibe the culture of research, innovation, entrepreneurship and incubation.
9. To inculcate professional ethics, values of Indian and global culture.
10. To prepare socially responsible media academicians, researchers, professionals with global vision.



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2.2 Programme Outcomes

After successful completion of the Programme the learner will be able to:

1. Understand a complex set of marketing problems, can analyze available marketing information, and can synthesize this information into a marketing strategy as part of a comprehensive and cohesive marketing plan
2. Understand and can analyze ethical issues involved in the marketing profession.
3. Identify the internal and external influences on consumer behavior, understand the processes of consumer decision making, and analyze the influences of consumer behavior on a specific marketing strategy.
4. Acquire conceptual clarity of various functional areas
5. Analyze various functional issues affecting the organization
6. Demonstrate effectively oral and written communication
7. Demonstrate ability to work in groups
8. Demonstrate the ability to create business plans
9. Develop cross functional skills
- 10.** Demonstrate the ability to apply knowledge to real business situation



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BACHELOR OF BUSINESS ADMINISTRATION
(B.B.A. – (Honours) in Marketing Management)

(First Year: Semester I and II)

SYLLABUS
AND
QUESTION PAPER PATTERN

(Credit Based Semester and Grading System)

(Year of Implementation:2021-2022)

**Ramanand Arya D.A.V. College****(Autonomous)****Bachelor of Business Administration
B.B.A. (Hons.) in Marketing Management
Programme****Under Choice Based Credit, Grading and Semester System
Course Structure****FYBBA (Honours) in Marketing Management***(To be implemented from Academic Year- 2021-2022)*

Programme Code :			Programme Code :		
Bachelor of Business Administration (BBA Honours-in Marketing Management)					
Course Code	Semester I	Credits	Course Code	Semester II	Credits
Core Course (CC)			Core Course (CC)		
UBBAFSI.1	CC-1 Financial Accounting	4	UBBAFSII.1	CC-5 Cost Accounting	4
UBBAFSI.2	CC-2 Micro Economics	4	UBBAFSI.2	CC-6 Macro Economics	4
UBBAFSI.3	CC-3 Principles of Management	4	UBBAFSII.3	CC-7 Principles of Marketing	4
UBBAFSI.4	CC-4 World Cultures	4	UBBAFSII.4	CC-8 Human Resource Management	4
General Elective (GE) (Any one)			General Elective (GE) (Any one)		
UBBAFSI.5.1	GE-1 India Socio Political Economics System & Current Affairs	2	UBBAFSII.5.1	GE-2 Quantitative Techniques	4
UBBAFSI.5.2	GE-1 Indian Economy		UBBAFSII.5.2	GE-2 Business Mathematics and Statistics	
Ability Enhancement Course (AEC)			Ability Enhancement Course (AEC)		
UBBAFSI.6	AEC-1 Business Communication & Digital Literacy	4	UBBAFSII.6	AEC-3 Environmental Management & Corporate Social Responsibility	4
UBBAFSI.7	AEC-2 Sanskrit / Allied / Functional	4	UBBAFSII.7	AEC-4 Yoga & Ethics	2



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Semester I



1. Management Concepts

Module	Topics	No. of Lectures
1	Basic Concepts	12
	Manager, Managing, Workplace, Organization, Management Functions, Mintzberg's Managerial Roles, The Universality of Management, Approaches to Management - Early Management, Classical Approach, Behavioral Approach, Quantitative Approach, Contemporary Approaches. Managerial Competencies: Communication, team work, planning and administrative, strategic and global competencies; Managerial Skills; How Is the Manager's Job Changing? Importance of Customers to the Manager's Job, Importance of Innovation to the Manager's Job, Importance of Sustainability to the Manager's Job.	
2	Planning	12
	Concept, need, nature, Management By Objectives (MBO) - Process of MBO - Benefits of MBO, Planning and Performance, Goals and Plans, Types of Goals, Types of Plans, Setting Goals and Developing Plans, Approaches to Setting Goals, Developing Plans, Approaches to Planning, Planning Effectively in Dynamic Environments.	
3	Organizing	12
	Organization, Organizing, Organizational Structures, Principles of Work Specialization, Departmentalization, Chain of Command, Span of Control, Centralization and Decentralization, Formalization. Mechanistic and Organic Structures, Factors Affecting Structural Choice - Strategy, Size, Technology, Environmental Uncertainty. Traditional Organizational Designs - Simple Structure, Functional Structure, Divisional Structure, Matrix Structure, Team Structures, Project Structure, Adaptive Organizations – Boundary less Organization, Virtual Organizations, Learning Organization, Flexi Work, Tele-working, Global Organizations.	
4	Decision Making	12
	The Decision-Making Process - Identifying a Problem - Identifying Decision Criteria - Allocating Weights to the Criteria - Developing Alternatives - Analyzing Alternatives - Selecting an Alternative - Implementing the Alternative - Evaluating Decision Effectiveness. Making Decisions: Rationality, Bounded Rationality, The Role of Intuition, The Role of Evidence-Based Management. Types of Decisions & Decision-Making Conditions. Decision-Making approaches - Quantitative approach, Environmental Approach, System Approach, Ethical Approach, Intuitive Approach, Case Study Approach Decision-Making Styles - Linear–Nonlinear Thinking Style Profile, Decision Making Biases and Errors. Effective Decision Making in Today's World - Correctness of decision, Decision environment, Timing of decision, Effective communication of Decision, Participation in decision Making-Implementation of decision.	
5	Controlling	12



	Controlling, Definition, need and Importance, The Control Process, Managerial Decisions in Controlling, Feed-forward / Concurrent / Feedback Controls. Financial Controls, Information Controls, Benchmarking of Best Practices	
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Reference Books:

1. Management, Hellregel, Thomson Learning, Bombay
2. Management, Robbins & Coulter, Prentice Hall of Hall of India, New Delhi.
3. Management - Text & Cases, Satya Raju, PHI, New Delhi.
4. Management, Richard L. Draft, Thomson South-Western

Fundamentals of Marketing

Module	Topics	No. of Lectures
1	Introduction to Marketing	12
	Definition & Functions of Marketing- Scope of Marketing, Evolution of Marketing, Core concepts of marketing – Need, Want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer loyalty, Concepts of Markets, Marketing V/S Market Competition, Key customer markets, market places, market spaces, Meta-markets, Digital Markets, Brick & Click Model. Impact of Globalization, Technology and Social Responsibility on Marketing. New Consumer Capabilities, New Company Capabilities. Functions of Marketing Manager. Linkage of Marketing functions with all functions in the organization. Company orientation towards market place: Product – Production - Sales – Marketing –Societal – Relational, Holistic Marketing Orientation. Selling versus marketing. Concept of Marketing Myopia. Marketing Process, Understanding Marketing as Creating, Communicating, and Delivering Value	
2	Marketing Environment	12
	Concept of Environment, Macro Environment & Micro Environment – Components and characteristics, Needs & Trends, Major forces impacting the Macro Environment & Micro Environment, Need for analyzing the Marketing Environment. Analyzing the Political, Economic, Socio-cultural, Technical and Legal Environment. Demographics	
3	Segmentation, Target Marketing and Positioning	12



	Segmentation - Concept, Need & Benefits. Geographic, Demographic, Psychographic, Behavioural bases of segmentation for consumer goods and services. Bases for segmentation for business markets. Levels of segmentation, Criteria for effective segmentation. Market Potential & Market Share. Target Market - Concept of Target Markets and criteria for selection. Segment Marketing, Niche & Local Marketing, Mass marketing, Long Tail Marketing. Positioning - Concept of differentiation & positioning, Value Proposition & Unique Selling Proposition.	
4	Consumer Behavior	12
	Meaning & importance of consumer behavior, Comparison between Organizational Buying behavior and consumer buying behavior, Buying roles, Five steps consumer buyer decision process – Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post Purchase behavior. Moment of Truth, Zero Moment of Truth, ZMOT, Moderating effects on consumer behavior.	
5	Marketing Mix	12
	Origin & Concept of Marketing Mix, 7P's - Product, Price, Place, Promotion, People, Process, Physical evidence. Product Life Cycle: Concept & characteristics of Product Life Cycle (PLC), Relevance of PLC, Types of PLC and Strategies across stages of the PLC.	

Reference Books:

1. Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Pearson
2. Marketing Management- Text and Cases, Tapan K Panda, Excel Books
3. Marketing Management, Ramaswamy & Namakumari, Macmillan.
4. Marketing Whitebook

3. Research Methodology

Detailed Syllabus

Module	Topics	No. of Lectures
1	Business Research	15
	Business Research: Meaning, types, process of research- management problem, defining the research problem, formulating the research Hypothesis, develop the research proposals, research design formulation, sampling design, planning and collecting the data	



	for research, data analysis and interpretation. Research Application in business decisions, Features of good research study.	
2	Dimensions of Research	15
	Dimensions of Research-Purpose, exploration, description, use of research in basic and applied types of research, time dimension in research	
3	Sampling Techniques	15
	Sampling: Concepts- Types of Sampling - Probability Sampling – simple random sampling, systematic sampling, stratified random sampling, cluster sampling -Non-Probability Sampling– convenience sampling, judgemental sampling, snowball sampling- quota sampling – Errors in sampling.	
4	Methods and Tools of Research	15
	Methods and tools of Research (Quantitative and Qualitative); Reliability and Validity	

Reference Books:

1. C R Kothari, Vishwa Prakashan , Research methodology,2002
2. Donald R. Cooper & Pamela s Schindler Business research methods., TMH/9e/2007
3. Naresh K Malhotra, Marketing research, Pearson Education /PHI/5e/2007
4. SL Guptah and HeteshGuptha, Business research methods, McGraw hill – 2012

4. Human Resource Management

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	9
	Introduction to HRM Definition, features, scope/Functions of HRM. Evolution of HRM/ Trends in HRM Difference between HRM and PM Challenges Before the HR Manager Role of the HR manager Traits/Characteristics of the workforce, Personnel Philosophy Personnel Manual Human Resource Planning: Definition of HRP Process of HRP along with brief coverage of personnel demand and supply Forecasting techniques Factors affecting HRP HRIS VRS, outsourcing, pink slip/ termination/ retrenchment/downsizing/ separation Contracting and subcontracting Promotions and transfers.	
2	Job Design & Analysis	9
	Job analysis, Job Design and Job evaluation Job analysis- definition, method of collecting job data, merits and demerits/ limitations Job design definition, factors affecting job design , approaches to job design Job evaluation- definition, methods of job evaluation, process of job evaluation Recruitment, selection and Induction: Recruitment-Definition, sources of recruitment, merits and demerits Selection-definition process of selection, types of selection tests, types of interviews Induction/orientation- definition, methods, process	



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	Placement Training and Development Definition of training and development Methods of training Managers Process/ Procedure of conducting training programs How to evaluate effectiveness of training program Advantages of T & D	
3	Performance Appraisal & Career Planning	9
	Performance Appraisal – Definition, Methods of appraisal for managers – traditional and modern, Process/procedure of conducting performance appraisal, Advantages of performance appraisal, Limitations of performance appraisal Compensation management, Definition of compensation Components of salary/ salary slip Fringe benefits- definition and types Performance linked incentives/incentives definition, advantages and disadvantages. Career planning and Development, Definition of career planning and career development Process /procedure Career stages/career life cycle and how to handle personnel at each stage Essentials to make career planning successful Career counselling Employee Retention techniques Succession planning	
4	Participative management & Industrial Relations	9
	Definition of participative management, Levels of participation, Trends in Participative management, Factors important for effective participative management, Forms of participation, Participation through quality circles, Empowered teams Industrial relations, Definition of industrial relations, Features of industrial relations, Importance of industrial relations, Approaches to industrial relations, Parties to industrial relations, Trade Unions, Definition of a trade union, Features of a trade union, Trade Union movement in India, Trends in TU.	
5	Concept & Theory of OB	9
	Concept and nature of Organizational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Need to understand human behaviour; Challenges and Opportunities.	

Reference Books:

1. Human Resource Management: Text & Cases by K. Aswathappa
2. Human Resource Management by Gary Dessler, Biju Varkkey



4. Industrial Relations

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	11
	Introduction to Industrial Relations: Industrial Relations Perspectives; Concept, Importance, Scope & Aspects of Industrial Relations, Causes & effects of Poor Industrial Relation in India ; Trade Unions: Historical Evolution of Trade Unions in India, Role & Functions of Trade union, Essentials for success of Trade Union.	
2	Discipline and Grievance Management	11
	Employee discipline; Causes of indiscipline, essentials of a good disciplinary system, Hot-Stove Rule and kinds of punishment; Grievance procedure: Settlement of grievance in Indian industry; Model grievance procedure, Meaning & structure of collective bargaining; Bargaining stages and processes, Collective bargaining in India.	
3	Industrial Disputes & Employee Participation	11



	Industrial Disputes in India; Causes of disputes, Methods for the settlement of industrial disputes; Definitions and aims of Workers participation, Worker participation in Management in India; The participation of workers in Management Bill, 1996.	
4	IndustrialLaws	12
	Social Security Laws - Laws Relating to Workmen's Compensation, Employees' State Insurance, Provident Fund, Gratuity and Maternity Relief, The Law of Minimum Wages, Payment of Wages, Payment of Bonus.	

Reference Books:

1. Ross, A. M. & Hartman, P.T. : Changing Patterns of Industrial Conflict, New York, John Wiley.
2. Arun Monappa : Industrial Relations, Tata McGraw Hill.
3. Pattanayak, Biswajeet: Human Resource Management, PHI, Delhi.
4. Mamoria, Gankar&Mamoria: Dynamics of Industrial Relations, Himalaya Publishing House.
5. C.P. Tripathi, Personnel Management, Sultan Chand, Delhi.

5. Business Economics

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Business Economics	9
	<ul style="list-style-type: none"> • Business Economics: Scope, Importance,Basic tools, Opportunity. • Cost principle: Incremental and Marginal Concepts, Basic economic relations. • Functional relations: Equations, Total, Average and Marginal relations, Use of Marginal analysis in decision making. <p>The basics of market demand, Market supply and equilibrium, Price- shifts in the demand and supply curves and equilibrium.</p>	
2	Demand Analysis	9
	<ul style="list-style-type: none"> • Demand Function: Nature of demand curve under different markets Meaning, Significance, Types and Measurement of elasticity of demand (Price, income cross and promotional), Relationship between elasticity of demand and Revenue concepts. • Demand estimation and forecasting: Meaning and significance. <p>Methods of demand estimation: Survey and Statistical methods (numerical illustrations on trend analysis and simple linear regression).</p>	
3	Supply and Production Decisions and Cost of Production	9



	<ul style="list-style-type: none"> • Production Function: Short run analysis with Law of Variable Proportions, Production function with two variable inputs-isoquants, Ridge lines and Least cost combination of inputs-Long run production function and Laws of Returns to Scale expansion path, Economies and diseconomies of Scale. • Cost concepts: Accounting cost and Economic cost, Implicit and Explicit cost, Fixed and Variable cost, Total, Average and Marginal cost. <p>Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed), LAC and Learning curve, Break even analysis (with business applications).</p>	
4	Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition	9
	<ul style="list-style-type: none"> • Short run and long run equilibrium of a competitive firm and industry, Monopoly, Short run and Long- run equilibrium of a firm under Monopoly. • Monopolistic competition: Equilibrium of a firm under monopolistic competition, Debate over the role of advertising (topics to be taught using case studies from real life examples). <p>Oligopolistic markets: Key attributes of oligopoly, Collusive and Non collusive oligopoly market, Price rigidity, Cartels and Price leadership models (with practical examples).</p>	
5	Pricing Practices	9
	Cost oriented pricing methods: Cost, Plus (full cost) pricing, Marginal cost pricing, Mark-up pricing, Discriminating pricing, Multiple, Product pricing, Transfer pricing (case studies on how pricing methods are used in the business world).	

Reference Books:

1. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000).
2. Hirchey. M., Managerial Economics, Thomson South western (2003).
3. Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001).
4. Frank Robert H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3).
5. Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint).
6. Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002).
7. Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi, 2004).



5. Statistics

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Statistics	15
	Origin, meaning and purpose of statistics. Scope and limitations of statistics. Science or Art and sit rust of statistics. Collection and presentation of data. Sources and methods of data collection. Principles of data classification. Tabulation of data. Frequency Distributions and measures of central tendency – Frequency Distribution and graphic representation of frequency distributions. Measures of Central Tendency – Arithmetic Geometric and Harmonic mean. Mean Mode, Merits and demerits of Mean, Mode and Median Measures of Variations – Skeweness and Dispersion.	
2	Correlation and Regression Analysis	15
	Introduction to Correlation and Regression. Simple linear regression model and coefficients of regression. Correlation Analysis – Significance and types of correlation, Methods of Correlation analysis – Scatter, diagram Karl Pearsons, coefficient, Rank correlation and	



	method of least squares, standard Error of estimates, Time series Analysis – Introduction, Utility of time series analysis, Components and analysis of time series. Measuring Trends of time series, semi-average, moving averages and method of least squares.	
3	Sampling Theory	15
	Introduction to sampling, purpose, principles and method of sampling. Types of sampling, sample size, sampling and Non-Sampling errors, Central limit theorem. Tests of Hypothesis. Index numbers their characteristics and untidy. Methods of constructing Index numbers, problems in construction of Index Numbers Limitation soft Index numbers.	

Reference Books:

1. Business Statistics – S. P. Gupta & M. P. Gupta
2. Statistical Methods – S. P. Gupta & M. P. Gupta
3. Statistic for Management – Jit, Chandan Das

6. Communication Skills

Detailed Syllabus

Module	Topics	No. of Lectures
1	Fundamentals of Communication	15
	a) Evolution of Communication b) Channels, Barriers to communication, Business Etiquettes c) Listening Skills	
2	Business Correspondence	15
	a) Theory of Business Letter Writing, fundamentals and nuances of email writing and protocols b) Formal and Informal letter writing, Resume writing c) Notice, agenda and resolutions	
3	Oral Communication Skills	15
	a) Understanding the audience, body language	
4	Presentation Skills and Group Discussions	15
	a) Principles of effective presentation b) Interviews, Meetings and Group discussions	

Reference Books:

1. Kaul, 2009 Business Communication, 2e, Prentice Hall India
2. Lesikar, 2015, Basic Business Communication, 13e, Tata McGraw Hill



3. Scot Ober, 2007, Contemporary Business Communication, 7e, Houghton Mifflin
4. John M. Penrose, 2003, Business Communication for Managers: An Advanced Approach, 5e, South-Western publishers Amy Newman, 2015, Business Communication, 9e, Pearson

7. Functional English

	Modules/Units
1	Word Class
	Articles, Prepositions, Verbs, Adverbs, Conjunctions, Interjections
2	Tenses, Concord, Voice
	Tense and Aspect, Subject and Verb Agreement, Person and Number, Active and Passive Voice
3	Spelling and Punctuation
	Rules of Punctuation, Basic Rules of Spelling
4	Sentences
	Types of Sentences, Conversion of Sentences



8. Sanskrit/ Allied / Other related course

Structure of Language

- Nouns and various cases
- Ten conjugations
- Voices
- Causal
- Absolute Locative
- Frequentatives
- Desideratives
- Sandhis
- Compounds
- Gerunds
- Infinitives
- History of Sanskrit Literature

OR

8. Sanskrit/ Skill Enhancement / Allied / Other related course

- | | |
|----------|---------------------------|
| Module 1 | Basics of Microsoft Word |
| Module 2 | Basics of Microsoft Excel |
| Module 3 | Creating Presentations |
| Module 4 | Using Cloud |



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Semester II



1. Marketing Mix

Detailed Syllabus

Module	Topics	No. of Lectures
1	Product	12
	Meaning, The Role of Product as a market offering, Goods & Services Continuum, Classification of consumer products- convenience, shopping, shopping, unsought goods. Classification of industrial products- materials and parts, capital items, supplies and services. The Product Hierarchy, Product Systems and Mixes, Product Line Analysis, Product Line Length, The Customer Value Hierarchy. New Product Development - Need, Booz Allen & Hamilton Classification Scheme for New Products, New Product Development Process - Idea Generation to commercialization. Branding: Concept, Definition, Commodity Vs. Brand, Product Vs Brand, Concept of Brand equity.	
2	Pricing	12
	Meaning, The Role of Pricing, Importance and Factors influencing pricing decisions. Setting the Price: Setting pricing objectives, Determining demand, Estimating costs, Analyzing competitors' pricing, Selecting pricing method, selecting final price. Adapting the Price: Geographical pricing, Price discounts & allowances, Promotional pricing, Differentiated pricing, concept of transfer pricing, Dynamic pricing (surge pricing, auction pricing), Pricing in online marketing (free, premium, freemium). Price Change: Initiating & responding to price changes.	
3	Place	12
	Meaning, The Role of Marketing Channels, Channel functions & flows, Channel Levels, Channel Design Decisions - Analyzing customers' desired service output levels, establishing objectives & constraints, Identifying & evaluating major channel alternatives. Channel Options - Introduction to Wholesaling, Retailing, Franchising, Direct marketing, Introduction to Omni channel & hybrid channel options. Market Logistics Decisions - Order processing, Warehousing, Inventory, and Logistics.	
4	Promotion	12
	Meaning, The role of marketing communications in marketing effort. Communication Mix Elements - Introduction to Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing. Concept of Integrated Marketing Communications (IMC), Developing Effective Communication - Communication Process, Steps in Developing effective marketing communication - identifying target audience, determining communication objectives, designing a message, Choosing media, Selecting message source, Collecting feedback. Shaping the overall promotion mix: promotional mix strategy, push-pull strategies.	



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5	Product Level Planning	12
	Preparation & evaluation of a product level marketing plan, Nature & contents of Marketing Plans - Executive Summary, Situation Analysis, Marketing Strategy, Financials, Control. Marketing Evaluation & Control - Concept, Process & types of control - Annual Plan Control, Profitability Control, Efficiency Control, Strategic Control, Marketing audit.	

Reference Books:

1. Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Pearson
2. Marketing Management- Text and Cases, Tapan K Panda, Excel Books
3. Marketing Management, Ramaswamy & Namakumari, Macmillan.



2. Digital Marketing I

Detailed Syllabus

Module	Topics	No. of Lectures
1	Digital Marketing Planning and Structure	12
	Inbound vs Outbound Marketing, Content Marketing, Understanding Traffic, Understanding Leads, Strategic Flow for Marketing Activities. WWW, Domains, Buying a Domain, Website Language & Technology, Core Objective of Website and Flow, One Page Website, Strategic Design of Home Page, Strategic Design of Products & Services Page, Strategic Design of Pricing Page, Portfolio, Gallery and Contact Us Page, Call to Action (Real Engagement Happens), Designing Other Pages, SEO Overview, Google Analytics Tracking Code, Website Auditing, Designing Wordpress Website	
2	Facebook Marketing Fundamentals	12
	Profiles and Pages, Business Categories, Getting Assets Ready, Creating Facebook Pages, Page Info and Settings, Facebook Page Custom URL, Invite Page Likes, Featured Video, Pin Post and Highlights, Scheduling Posts, Facebook Events, Reply and Message, Facebook Insights Reports, Competitor's Facebook Page, Ban User on Facebook Page, Connect with Twitter. Facebook Ad Campaigns: Organic v/s Paid, Defining Ad Objective, Performance Matrix, Ad Components, Designing Creative Image, Facebook Ad Structure, Setting Up Facebook Ad Account, Create Ad –Targeting, Create Ad –Budgeting, Create Ad –Creative, Content and CTA, Boosting Page Posts, Page Promotion, Video Promotion, Similar Ads and Audiences, Tracking Pixels Code, Remarketing -Website Visitors, Custom Audiences -Look Alike, Custom Audience -Saved Group, Managing and Editing Ads, Ad Reports and Ad Insights, Billing and Account. Facebook Business Manager, People, Pages and Roles, Ad Accounts Configurations, Ad Agencies and Assigning, Shared Login for FB Business A/c, Power Editor, Email Targeting on Facebook, Facebook Offers, CTA on Page, Posts for Location, Save Time with Third Party Tools, Case Studies.	
3	Google Adwords	12
	Understanding Adwords, Google Ad Types, Pricing Models, PPC Cost Formula, Ad Page Rank, Billing and Payments, Adwords User Interface, Keyword Planning, Keywords Control, Creating Ad Campaigns, Creating Text Ads, Creating Ad Groups, Bidding Strategy for CPC, Case Studies. PPC, CPM, CPA , Other Measuring Tools, Bidding Strategy on Location, Bidding Strategy on Schedule, Bidding Strategy on Devices, Conversion Tracking Code, Designing Image Ads, Creating Animated Ads, Examples on Animated Ads, Creating Video Ads, Youtube Video Promotion, Hi-Jack Competitor's Video Audience, Case Studies. Remarketing Strategies, Remarketing Rules, Remarketing Tracking Code, Linking Google Analytics, Designing Remarketing Images, Shared Budget, GWD Software, Case Studies.	



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4	Youtube Marketing	12
	Video Flow, Google Pages for YouTube Channel, Verify Channel, Webmaster Tool –Adding Asset, Associated Website Linking, Custom Channel URL, Channel ART, Channel Links, Channel Keywords, Branding Watermark, Featured Contents on Channel, Channel Main Trailer, Uploading Videos, Uploading Defaults, Creator Library, Case Studies. Channel Navigation, Video Thumbnail, CTA –Annotation, CTA –Extro, CTA –Cards for Mobile, Redirect Traffic to Website, Post Upload Enhancements, Live Broadcasting, Managing Playlists, Managing Comments, Managing Messages, Monetization with Adsense, Paid YoutubeChannel, Channel Analytics, Real Time Analytics, Case Studies	
5	Email Marketing – Content Writing	12
	Email Machine –The Strategy, Email Frequency, Why People Don't Buy, The Fuel –Value, Triggers in Email using 4Ps, Sequence of Email Triggers, Email Example - Topic, Intro, Product, Secondary Value, Fear, Regret, Ask for Sales, Reinforcement, Offers Announcements, Urgency, Cross Sales, ReEngagement, Buyer vs Consumer. Email Software and Tools, Importing Email Lists, Planning Email Campaign, Email Templates and Designs, Sending HTML Email Campaigns, Web Forms Lead Importing, Integrating Landing Page Forms, Campaign Reports and Insights, Segmentation Strategy, Segmentation Lists, Auto-Responder Series, Triggering Auto – Responder Emails, Auto Responder Actions, Case Studies.	

Reference Books:

1. Google Adwords for Beginners: A Do-It-Yourself Guide to PPC Advertising, Cory Rabazinsky,
2. Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales With Email Marketing, Ian Brodie
3. Social Media Marketing All-In-One for Dummies, Jan Zimmerman and Deborah



3. Consumer Behaviour

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	7
	a) Introduction to consumer behaviour b) Profiling the consumer. c) Drivers of consumer behaviour d) CB in different markets- domestic, international, urban and rural, Generation Z, CB, and CB for durables and FMCG. e) Consumer Decision Making process f) ZOMT	
2	Individual Determinants of Consumer Behavior	8
	a) Consumer Needs & Motivation Theories b) Personality c) Product personality and brand personification.	
3	Environmental Determinants of Consumer Behavior	7
	a) Social Class and Influences. b) Behavioural Influences c) Cultural Influences	
4	Consumer Decision Making Models and New Trends	8
	a) Consumer Decision making models b) Diffusion of innovations Process c) Decision process d) E-Buying behaviour e) Decision purchase tree- category and product	

Reference Books:

1. Solomon, M.R, 2009. Consumer Behaviour –New Delhi, Buying, Having, and Being. (8th ed.)
2. Blackwell, R.D., Miniard, P.W., & Engel, J. F, 2009. Consumer Behaviour. New Delhi, Cengage Learning.
3. Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A, 2007, New Delhi, Consumer Behaviour Building, New York, McGraw-Hill College
4. Kotler, P. & Keller, K. L, 2012. Marketing Management (Global Edition) (14th ed.) New Delhi, Pearson
5. Nair, Suja R, 2004- Consumer Behaviour in Indian Perspective, New Delhi, Himalaya Publishing



4. IT in Business Management

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Microsoft Word	6
	<ul style="list-style-type: none">Word Processor (Microsoft Word) - Introduction to Word Processor - Overview of Word Processor Packages- Use of word in different areas - Document concept – (Creating, Saving, Opening, Closing Document) - Formatting document (Bold, Italic, Underline, Justification, fonts, colors of fonts, format painter) - Copy, cut and paste - working with margins and page setup – Tables - Uses of drawing toolbar - Columns, header & footers - Printing procedure - Spell Check & Thesaurus - Adding a chart to the report - Mail Merge	
2	Overview of the Basics of Excel	6
	<ul style="list-style-type: none">Overview of the Basics of Excel, Working with Functions, Sorting and Filtering Data, Working with Reports, Charts, Final Assignment	
3	Creating Presentations	6
	<ul style="list-style-type: none">Creating Presentations - Presentation Software - Microsoft Power Point, Prezi, Creating a presentation with slides with a script. Presenting in different views, Inserting Pictures, Videos, Creating animation effects, Slide Transitions, Timed Presentations.	
4	Using Cloud Services	6
	<ul style="list-style-type: none">Using cloud services for maintaining data, spreadsheets and documents	
5	Introduction to Design Tools	6
	<ul style="list-style-type: none">Introduction to Photoshop & CorelDRAW	

Reference Books:

1. Mastering Excel 2000” by Mindy C.Martin, Steven M. Hansen, Beth Klingher BPB
2. Respective software manuals (Adobe Photoshop, Corel Trace)



5. Introduction to Accounts and Finance

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	11
	<ul style="list-style-type: none"> ● Meaning and Scope of Accounting: Need and development, definition: Book-Keeping and accounting, Persons interested in accounting, Branches of accounting, Objectives of accounting. ● Accounting principles: Introductions to Concepts and conventions. ● Accounting in Computerized Environment: Introduction, Features and application in various areas of Accounting, ● Sources of Finance - Short Term/Long Term, Domestic / Foreign, Equity/Borrowings/Mixed etc. 	
2	Accounting Transactions	11
	<ul style="list-style-type: none"> ● Accounting transactions: Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal & ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book –Triple Column), Bank Reconciliation Statement. ● Expenditure: Classification of Expenditure- Capital, revenue and Deferred Revenue expenditure Unusual expenses: Effects of error: Criteria test. ● Receipts: Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts. ● Profit or Loss: Revenue profit or loss, capital profit or loss ● Invoices, Raising and invoice, Payment of Invoice 	
3	Introduction to Final Accounts	11
	<ul style="list-style-type: none"> ● Introduction to Trading Account, Profit and Loss Account and Balance Sheet. ● Introduction to Vertical Form of Balance Sheet and Profit & Loss A/c-Trend Analysis, Comparative Statement & Common Size. 	
4	Ratio analysis and Interpretation	12
	<ul style="list-style-type: none"> ● Ratio analysis and Interpretation (based on vertical form of financial statements) including conventional and functional classification restricted to: Balance sheet ratios- Revenue statement ratios - Combined ratios - Different modes of expressing ratios:-Rate, Ratio, Percentage, Number. Limitations of the use of Ratios 	

Reference Books:

1. Advanced Accountancy - R.L.Gupta and Radhaswamy
2. Management Accounting - Brown and Howard
3. Management Accounting - Khan and Jain



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4. Management Accounting - S.N. Maheswari
5. Management Accounting - Antony and Reece
6. Management Accounting - J.Batty
6. Cost Accounting Fundamentals: Essential Concepts and Examples (3rd Edition) Steven M. Bragg (Author)
7. Cost Accounting and Management Essentials You... (Paperback) by Vibrant Publishers, Kalpesh Ashar
8. Time-Driven Activity-Based Costing: A Simpler by Robert S. Kaplan, Steven R. Anderson
9. Event Production - The Process
10. Successful Event Planning with companion, Shannon Kilkenny
11. Start Your Own Event Planning Business (Start...(Paperback), by Entrepreneur Press



5. Computer Skills

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Computers	15
	Defining Computers, features, History, Generations, Components, classification of computers, input-output devices, Types of computer memory, introduction to computers, Hardware and Software. Introduction to HTML – Applying Bold, Italic, underline, Strikethrough, overlie, marquee, images, Hyperlinks, Textbooks, Buttons, Checkboxes, Radio Buttons, ordered and Unordered List, Tables, FRAMESET, LEGEND. Operating System – Meaning, functions, dikes operating system bandits commands & elementary idea of the operating system	
2	Introduction to Boolean Algebra	15
	AND, OR NOT, NAND gates, Half – Adder, Full – Adder, Kannaugh Maps, Simplification. Introduction to computer network – Concepts of Networking, Advantages, classification of NETWORKS – LAN, MAN, WAN, VWAN, Usenet, Telnet. Concept of Green P.C., Concept of Screen Saver, Ergonomics, Nazis Schiedermann Diagram, Warier – Orr Diagrams, Decision Trees, Decision Tables, HIPO, VROC, IPO, Data Dictionary Menu design, MIS, Anthony’s classification, DSS, Software documentation.	
3	Windows	15
	Introduction, utilities, shortcuts, working with word pad, MS Paint, MS Word, MS Excel Internet – What is internet, History, Importance, equipment, needed, www-meaning, procedure for Email, Transfer files to Computer	

Reference Books:

1. Fundamental of Computers – Rajaraman
2. Computes Today – B. Sandra



6. Strategic Management

Detailed Syllabus

Module	Topics	No. of Lectures
1	Understanding Strategy	9
	Concept of strategy, Levels of Strategy - Corporate, Business and Functional. Strategic Management - Meaning and Characteristics. Distinction between strategy and tactics, Strategic Management Process, Stakeholders in business, Roles of stakeholder in strategic management. Strategic Intent – Meaning, Hierarchy, Attributes, Concept of Vision & Mission - Process of envisioning, Difference between vision & mission. Characteristics of good mission statements. Business definition using Abell’s three dimensions. Objectives and goals, Linking objectives to mission & vision. Critical success factors (CSF), Key Performance Indicators (KPI), Key Result Areas (KRA). Components of a strategic plan, Analyzing Company’s External Environment: Environmental appraisal, Scenario planning – Preparing an Environmental Threat and Opportunity Profile (ETOP). Analyzing Industry Environment: Industry Analysis - Porter’s Five Forces Model of competition, Entry & Exit Barriers	
2	Analyzing a Company’s Internal Environment	9
	Resource based view of a firm. Analyzing Company’s Resources and Competitive Position - meaning, types & sources of competitive advantage, competitive parity & competitive disadvantage. VRIO Framework, Core Competence, characteristics of core competencies, Distinctive competitiveness. Benchmarking as a method of comparative analysis. Value Chain Analysis Using Porter’s Model: primary & secondary activities. Organizational Capability Profile: Strategic Advantage Profile, Concepts of stretch, leverage & fit, ways of resource leveraging – concentrating, accumulating, complementing, conserving, recovering. Portfolio Analysis: Business Portfolio Analysis – BCG Matrix – GE 9 Cell Model.	
3	Generic Competitive Strategies	9
	Meaning of generic competitive strategies, Low cost, Differentiation, Focus – when to use which strategy. Grand Strategies: Stability, Growth (Diversification Strategies, Vertical Integration Strategies, Mergers, Acquisition & Takeover Strategies, Strategic Alliances & Collaborative Partnerships), Retrenchment – Turnaround, Divestment, Liquidation, Outsourcing Strategies.	
4	Strategy Implementation	9
	Barriers to implementation of strategy, Mintzberg’s 5 Ps – Deliberate & Emergent Strategies. Mc Kinsey’s 7s Framework. Organization Structures for Strategy Implementation: entrepreneurial, functional, divisional, SBU, Matrix, Network structures, Cellular/ Modular organization, matching structure to strategy, organizational design for stable Vs. turbulent environment, Business Continuity Planning. Changing Structures & Processes: Reengineering & strategy implementation – Principles of Reengineering. Corporate Culture:	



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	Building Learning organizations, promoting participation through technique of Management by Objectives (MBO). Strategy Evaluation: Operations Control and Strategic Control - Symptoms of malfunctioning of strategy – Concept of Balanced scorecard for strategy evaluation.	
5	Blue Ocean Strategy	9
	Difference between blue & red ocean strategies, principles of blue ocean strategy, Strategy Canvas & Value Curves, Four Action framework. Business Models: Meaning & components of business models, new business models for Internet Economy– E-Commerce Business Models and Strategies – Internet Strategies for Traditional Business –Virtual Value Chain. Sustainability & Strategic Management: Startups- growth and reasons for decline. Threats to sustainability, Integrating Social & environmental sustainability issues in strategic management, meaning of triple bottom line, people-planet-profits.	

Reference Books:

1. Strategic Management by Dr.Yogeshwari L. Giri
2. Competitive Strategy: Techniques for Analyzing Industries and Competitors by Michael E. Porter, First Free Press Edition
3. Competing for the Future by Gary Hamel & C.K. Prahlad,.
4. Blue Ocean Strategy by Kim & Mauborgne



6. Business Administration

1.

Detailed Syllabus

Module	Topics	No. of Lectures
1	Business Environment	15
	a. Basic Economic Framework b. Business adaptation to Global Environment conditions c. Business and Economic environment d. Social Responsibility and Business ethics \\ e. Managing Globally	
2	Planning and Organizing	15
	a. Managers and decision making b. Leadership c. Planning and control d. Organization design e. Human resources and organizational behavior	
3	Controlling	15
	a. Financial and investment decisions b. Production and productivity c. Inventories d. Accounting and cost control e. Control and Planning instruments	

Reference Books:

1. Modern Business Administration by Robert Appleby
2. Principles of Management and Administration by Bose D.C.
3. Principles and Practices of Management by Prasad L M



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7. Training and Internship

During this semester the learner will have to undergo training outside the institute, in such offices / organizations which will give the learner the necessary opportunity to improve and consolidate his/her knowledge in the marketing profession.

During the internship period the learner is expected to work in accordance with the discipline of the organization and will have to make progress which will be carefully monitored by the institution. The learner will have to submit the detailed report of the experience gained during the professional training.



8. Yoga and Ethics

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Yoga	6
	<ul style="list-style-type: none">• What is Yoga?• History and Development of Yoga• Fundamentals of Yoga• Traditional Schools of Yoga• Yogic practices of Health and Wellness• General Guidelines for Yoga practice• Food for thought	
2	Yama and Niyama	6
	<ul style="list-style-type: none">• Yama (Ahimsa, Satya, Asteya, Brahmacharya, Aparigraha)• Niyama (Shauch, Santosh, Tapa, Swadhyaya, Ishwarpranidhan)	
3	Asanas	6
	<ul style="list-style-type: none">• Standing (Tadasana, Vrikshasana, Pada-Harkasana, Ardha-Chakrasana, Trikonasana)• Sitting (Bhadrasana, Vajrasana, Ushtrasana, Shashankasana, Vakrasana)• Prone (Makarasana, Bhujangasana, Sulabhasana)• Supine (SetuBandhasana, Uttanapadasana, Pavanamuktasana)	
4	Breathing Exercises	6
	<ul style="list-style-type: none">• Kapalabhati• Pranayama—Anuloma-Viloma, Shitali, Bhramari	
5	Yoga and Meditation	6
	<ul style="list-style-type: none">• Prayer• Dhyana• Yoga Geet	

Reference Books:

1. Module I, III, IV, V – (As per common yoga protocol for International Day of Yoga) Ministry of AYUSH
2. Module II – (As per PatanjalaYogasutra)
 - a. Yoga Sutra with Bhashya (Marathi) – Shri Rele, Prasad Prakashan, Pune
 - b. Yoga Sutra with Bhasgya (Hindi) – Darshan Mahavidyalaya, Parsodi, Gujarat
 - c. Yogasutra (Marathi) – Shri Kolhatkar, Prasad Prakashan, Pune



Scheme of Evaluation

The performance of the learners will be evaluated in two Components. One component will be the Internal Assessment component carrying 40% marks and the second component will be the Semester-wise End Examination component carrying 60% marks. The allocation of marks for the Internal Assessment and Semester End Examinations will be as shown below:-

A) Internal Assessment: 40 %

Question Paper Pattern

(Internal Assessment- Courses without Practical Courses)

Sr. No.	Particular	Marks
1	One class test (20 Marks)	
	Match the Column/ Fill in the Blanks/ Multiple Choice Questions <i>(1 Mark each)</i>	08 Marks
	Answer in Brief (Attempt Any Three of the Five) <i>(04 Marks each)</i>	12 Marks
02	One case study / project with presentation based on curriculum to be assessed by the teacher concerned	10 Marks
03	Presentation/ Viva / Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	10 Marks



Question Paper Pattern

(Internal Assessment- Courses with Practical Courses)

Sr. No.	Particular	Marks
1	Semester End Practical Examination (20 Marks)	
	Journal	05 Marks
	Viva	05 Marks
	Laboratory Work	10 Marks
02	One case study / project with presentation based on curriculum to be assessed by the teacher concerned	10 Marks
03	Presentation / Viva / Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	10 Marks



B) Semester End Examination: 60 %

- i) Duration: The examination shall be of 2 Hours duration
- ii) Theory question paper pattern
 - There shall be five questions each of 12 marks.
 - All questions shall be compulsory with internal choice within the questions.
 - Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the topic.

(Detail question paper pattern has been given separately)

Passing Standard

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 16 out of 40) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass a particular semester A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together.



Question Paper Pattern

(Practical Courses)

Maximum Marks: 60

Questions to be set: 03

Duration: 2 Hrs.

All Questions are Compulsory Carrying 12 Marks each.

QI	Match the Column / Fill in the Blanks/ Multiple Choice Questions/True or False (Any 10 out of 15) (1 Marks each)	10 Marks
QII A	(Concept based Questions) Answer in Brief (Any Three out of Five) (5 Marks each)	15 Marks
	OR	
QII B	(Concept based Questions) Answer in Brief (Any Three out of Five) (5 Marks each)	15 Marks
QIII A	(Application based/Scenario based Questions) Answer in Detail (Attempt Any Four of Six) (5 Marks each)	20 Marks
	OR	
QIII B	(Application based/Scenario based Questions) Answer in Detail (Attempt Any Four of Six) (5 Marks each)	20 Marks
QIV	Case Study/ Long Answer Type Question (Any One out of Two)	15 Marks

Note:

Practical question of 15 marks OR 20 marks may be divided into three or four sub questions of 7/8 and 5/5/5/ 5 Marks. If the topic demands, instead of practical questions, appropriate theory question may be asked.