DOMBIVLI SHIKSHAN PRASARAK MANDAL'S,

K.V. PENDHARKAR COLLEGE OF ARTS, SCIENCE AND COMMERCE, (AUTONOMOUS)

DOMBIVLI (EAST), DIST. THANE

(Affiliated to University of Mumbai)

Faculty of Commerce

DEPARTMENT OF COMMERCE

(Programme: Master of Commerce: M.Com.)

SYLLABUS FOR

M.Com. Part-I: BUSINESS MANAGEMENT (Semester I and II)

Choice Based Credit System (CBCS)

(with effect from the Academic Year: 2021-2022)

PROPOSED SYLLABUS FOR

M.Com. Part-I

Semester-I

SUB: STRATEGIC MANAGEMENT

COURSE CODE: PPCCOI21-801

NO. OF LECTURES: 60

NO. OF CREDITS: 06

Objectives of the course:

1. To enable the learners to understand new forms of Strategic Management concepts and their use in business.

2. To provide information pertaining to Business, Corporate and Global Reforms.

3. To develop analytical skills of the learners required to deal with business issues.

Desired Outcome: Learner will be able to develop strategic solutions to business problems.

SYLLABUS:

Sr.No	Modules/ Units
1.	**Introduction to Strategic Management** **(15 Lectures)** • Concept of Strategic Management, Strategic Management Process, Vision, Mission and Goals, Benefits and Risks of Strategic Management. Business Environment: Components of Environment- Micro and Macro and Environmental Scanning. • Levels of Strategies: Corporate, Business and Operational Level Strategy. • Functional Strategies: Human Resource Strategy, Marketing Strategy, Financial Strategy, Operational Strategy.

2.	**Strategy Formulation, Implementation and Evaluation**	**(15 Lectures)**
	• Strategic Formulation: Stages and Importance, Formulation of Alternative Strategies: Mergers, Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Divestment and Liquidation. • Strategic Analysis and Choice: Issues and Structures, Corporate Portfolio Analysis, BCG Matrix, GE Nine Cell Matrix, , McKinsey's 7s Framework Porter's Five Force model • Strategic Implementation: Steps, Importance and Problems, Resource Allocation Importance & Challenges • Strategic Evaluation and Control: Importance, Limitations and Techniques, criteria for evaluation and the evaluation process, strategic control process, types of internal &external controls, Difference Between Strategic Control and Operational Control. • Budgetary Control: Advantages, Limitations		
3.	**Business, Corporate and Global Strategies**	**(15 Lectures)**
	• Corporate Restructuring Strategies: Concept, Need and Forms, Corporate Renewal Strategies: Concept, Internal and External factors and Causes. • Strategic Alliance: Concept, Types, Importance, Problems of Indian Strategic Alliances and International Businesses • Public Private Participation: Importance, Problems and Governing Strategies of PPP Model. • Information Technology Driven Strategies: Importance, Limitations and contribution of IT sector in Indian Business.		
4.	**Emerging Strategic Trends**	**(15 Lectures)**
	• Business Process Outsourcing and Knowledge Process Outsourcing in India: Concept and Strategies. Reasons for growing BPO and KPO businesses in India. • Reengineering Business Processes- Business Reengineering, Process Reengineering and Operational Reengineering • Disaster Management: Concept, Problems and Consequences of Disasters, Strategies for Managing and Preventing disasters and Cope up Strategies. • Start-up Business Strategies and Make in India Model: Process of business startups and its Challenges, Growth Prospects and government initiatives in Make in India Model with reference to National manufacturing, Contribution of Make in India Policy in overcoming industrial sickness.		

References:

1. Strategic Management - Fred R. David, Published by Prentice Hall International.

2. Strategic Management - Bern Banerjee

3. Strategic Management - Thomas L. Wheelers & J David Hunger Addison, Wesley publishers.

4. Strategic Management - A Multi Perspective Approach, Edited by Mark Jenkins & Veroruque Ambrosini Palgrave.

SUB: BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

COURSE CODE: PPCCOI21-804

NO. OF LECTURES: 60

NO. OF CREDITS: 06

Objectives of the course:

1. To familiarize the learners with the concept and relevance of Business Ethics in the modern era

2. To enable learners to understand the scope and complexity, Research, development. Evaluation and implementation of Corporate Social responsibility in the global and Indian context

Desired Outcomes:

Students will become more responsible towards Business ethics and Corporate Governance and will implement Corporate Social responsibility while working in the Corporate World.

Sr.No	Modules/ Units
1.	**Introduction to Business Ethics** **(15 Lectures)** • Business Ethics – Concept, Characteristics, Importance and Need for business ethics. Indian Ethos, Ethics and Values, Work Ethos, • Sources of Ethics, Concept of Corporate Ethics, code of Ethics-Guidelines for developing code of ethics, Ethics Management Programme, Ethics Committee. Organization Structure and Ethics

	• Various approaches to Business Ethics – Theories of Ethics- Friedman's Economic theory, Kant's Deontological theory, Mill & Bentham's Utilitarianism theory • Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principle in Modern Business, Gandhi's Doctrine of Satya and Ahimsa, • Emergence of new values in Indian Industries after economic reforms of 1991
2.	**Indian Ethical Practices and Corporate Governance** **(15 Lectures)** • Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents • Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance • Regulatory Framework of Corporate Governance in India, SEBI LODR Regulations 2015 with respect to Transparency and Corporate Governance, Audit Committee, Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards. • Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences.
3.	**Introduction to Corporate Social Responsibility** **(15 Lectures)** • Corporate Social Responsibility: Concept, Scope & Relevance and Importance of CSR in Contemporary Society. • Corporate philanthropy, Models for Implementation of CSR, Drivers of CSR, Prestigious awards for CSR in India. • CSR and Indian Corporations- Legal Provisions and Specification on CSR, A Score Card, Future of CSR in India. • Role of NGO's and International Agencies in CSR, Integrating CSR into Business
4.	**Areas of CSR and CSR Policy** **(15 Lectures)** • CSR towards Stakeholders-- Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society. • CSR and environmental concerns. • Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR • Global Recognitions of CSR- ISO- 14000-SA 8000 – AA 1000 – Codes formulated by UN

	Global Compact – UNDP, Global Reporting Initiative; major codes on CSR.
	• CSR and Sustainable Development
	• CSR through Triple Bottom Line in Business

Recommended ICT Backup:

https://books.google.co.in/books?id=al6zP7foCSEC&source=gbs_similarbooks

https://books.google.co.in/books?id=UBMCxwii5vsC&printsec=

frontcover&source=gbs_ge_summary_r&cad=0

Recommended References Books: 1. Business Ethics: An Indian Perspective by A.C. Fernando 2. Corporate Ethics, Governance, And Social Responsibility: Precepts And Practices by A.C. Fernando.

SUB: RESEARCH METHODOLOGY FOR BUSINESS

COURSE CODE: PPCCOII21-701

NO. OF LECTURES: 60

NO. OF CREDITS: 06

Objectives of the course:

1. To familiarize the learners with the concept of Research.

2. To enable learners to understand the scope and complexity, Research in academic & Business scenario.

3. To make the learners familiar with the basic statistical tools and techniques applicable for research.

4. To enable the learners in understanding and developing the most appropriate methodology for their research

5. To enable learners understand how to draft research report.

Desired Outcomes:

1. Learners will get acquainted with the basics of research.

2. Learners will be able to frame hypothesis, research design and other technical aspects of Research.

3. Learners will get able to prepare research project report useful to society at large.

Sr. No.	Modules/Units
1.	**Introduction to Research** **(15 Lectures)** • Features and Importance of research in business, Objectives and Types of research- Basic, Applied, Descriptive, Analytical and Empirical Research. • Formulation of research problem, Research Design, significance of Review of Literature

	• Hypothesis: Formulation, Sources, Importance and Types	
	• Sampling: Significance, Methods, Factors determining sample size	
2.	**Research Process** **(15 Lectures)**	
	• Stages in Research process	
	• Data Collection: Primary data: Observation, Experimentation, Interview, Schedules, Survey,	
	• Limitations of Primary data	
	• Secondary data: Sources and Limitations,	
	• Factors affecting the choice of method of data collection	
	Questionnaire: Types, Steps in Questionnaire Designing, Essentials of a good questionnaire	
3.	**Data Processing and Statistical Analysis** **(15 Lectures)**	
	• Data Processing: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation	
	• Statistical Analysis: Concept of reliability and validity Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis	
	• Testing of Hypotheses –	
	Parametric Test-t test, f test, z test	
	Non-Parametric Test -Chi square test, ANOVA, Factor Analysis,	
	• Interpretation of data: significance and Precautions in data interpretation	
4.	**Research Reporting and Modern Practices in Research** **(15 Lectures)**	
	• Research Report Writing: Importance, Essentials, Structure/ layout, Types	
	• References and Citation Methods:	
	APA (American Psychological Association)	
	CMS (Chicago Manual Style)	
	MLA (Modern Language Association)	
	• Footnotes and Bibliography	
	• Modern Practices: Ethical norms in research, Plagiarism,	
	Role of Computers in Research	
	Scholarly publishing	

Learner's space: Contacting and interviewing Industry persons who can share their implemented practices or just give an overview of Research in Business

Recommended ICT Backup: https://www.cusb.ac.in/images/cusb-files/2020/el/cbs/MCCOM2003CO4%20 (Business%20Research%20Method) Research Methodology C.R.Kotharipdf

Recommended References Books: Plagiarism, the Internet, and Student Learning: Improving Academic Integrity by Wendy Sutherland smith

Research Methodology- C R Kothari

Marketing Research- Dr. Naresh Malhotra

SUB: E-COMMERCE
COURSE CODE: PPCCOII21-704

NO. OF LECTURES: 60

NO. OF CREDITS: 06

Objectives of the course:

1. To provide an analytical framework to understand the emerging world of ecommerce

2. To make the learners familiar with current challenges and issues in ecommerce

3. To develop the understanding of the learners towards various business models

4. To enable to understand the Web- based Commerce and equip the learners to assess e-commerce requirements of a business

5. To develop understanding of learners relating to Legal and Regulatory Environment and Security issues of e-commerce.

Desired Outcome: Learner will be able to apply his commercial knowledge effectively in the Web Based Commerce.

Sr. No	Modules/ Units
1.	**Introduction to Electronic Commerce** – **(15 Lectures)** Evolution and Models • Evolution of E-Commerce-Introduction, History/Evolution of Electronic Commerce, Roadmap of E-Commerce in India, Main activities, Functions and Scope of Ecommerce. • Benefits and Challenges of E-Commerce, E-Commerce Business Strategies for Marketing, Sales and Promotions. • Business Models of E-Commerce- Characteristics of Business to Business(B2B), Business to Consumers (B2C), Business to Government (B2G) • Concepts of other models of E-commerce. • Business to Consumer E-Commerce process, Business to Business E-Commerce Need and Importance, alternative models of B2B E-Commerce. • E-Commerce Sales Product Life Cycle (ESLC) Model Emerging trends in E-commerce
2.	**World Wide Web and E-enterprise** **(15 Lectures)** • World Wide Web-Reasons for building own website, Benefits of Website, Registering a Domain Name, Role of web site in B2C E-commerce; push and pull approaches; Web site design principles. • EDI and paperless trading; Pros & Cons of EDI; Related new technologies use in Ecommerce. • Applications of E-commerce and E-enterprise - Applications to Customer Relationship Management- Types of E-CRM, Functional Components of E-CRM. • Managing the E-enterprise- Introduction, Managing the E-enterprise, Comparison between Conventional • E-organization, Organization of Business in an E-enterprise, Benefits and Limitations of E- enterprise.
3.	**E-marketing and Electronic Payment System** **(15 Lectures)** • E-Marketing- Scope and Techniques of E-Marketing, Traditional web

	promotion; Web counters; Web advertisements, Role of Social media.	
	• E-Commerce Customer Strategies for Purchasing and support activities, Planning for Electronic Commerce and its initiates, The pros and cons of online shopping, Justify an Internet business.	
	• Electronic Payment System-Characteristics of E-payment system, SET Protocol for credit card payment, prepaid e-payment service, post-paid E-payment system, Types of payment systems.	
	• Operational, credit and legal risks of E-payment system, Risk management options for E-payment systems, Set standards / principles for E-payment.	
4.	**Legal and Regulatory Environment and** **(15 Lectures)** **Security issues of E-commerce** • Introduction to Cyber Laws-World Scenario, Cyber-crime& Laws in India and their limitations, Hacking, Web Vandals, E-mail Abuse, Software Piracy and Patents. • Taxation Issues, Protection of Cyber Consumers in India and Importance of Electronic Records as Evidence. • Security Issues in E-Commerce- Risk management approach to Ecommerce Security - Types and sources of threats, Protecting electronic commerce assets and intellectual property. • Security Tools, Client server network security, Electronic signature, Encryption and concepts of public and private key infrastructure FDI policy on E-commerce	

Books for reference:

1) Laudon, Kenneth C. and Carol GuercioTraver (2002) E-commerce: business, technology, society. (New Delhi : Pearson Educatin)
2) Bharat Bhasker, Electronic Commerce – Frame work technologies and Applications, 3rd Edition-Tata McGrawHill Publications, 2008.
3) KamleshK.Bajaj and Debjani Nag, Ecommerce- the cutting edge of Business, Tata McGrawHill Publications, 2008

4) Introduction to E-commerce (jeffrey) Tata- Mcgrawhill

5) E-Business and Commerce- Strategic Thinking and Practice (Brahm) biztantra

6) Web Technology : Ramesh Bangia

Pedagogy

At Master of Commerce (Business Management) program a learner gets an opportunity to explore different areas within the vast & dynamic field of Commerce. Different commerce papers provide the learner with comprehensive picture of modern business and the way to convert their innovative ideas into colorful startups. Commercial activity is omnipresent which makes commerce evidently the most employment potential course as well and therefore it is recommended that teachers must adopt a variety of methods and materials in order to impart a curriculum effectively.

This can be made successful by implementing teaching methods like the **survey based assignments for topic like retailing, banking operations, consumer behavior in e-commerce space.** Discovery learning can be undertaken by engaging learner in workshops to 'learn by doing' for topics like project report & feasibility study.

Use of ICT can be made prominent to act as mediating artifact, **real case studies of corporate world can be discussed in the classroom to help learner correlate theoretical concepts with the practical world, besides this asking students to solve cases will lead to application of knowledge**. Role play and group discussions will give deeper insights about the topics. Guest talks can be arranged so as to expose students to real life industrial scenarios thereby making learner understand theoretical concepts more clearly and productively.

EVALUATION SCHEME

Evaluation of learner will be done in following manner:

Semester end exam: 60 marks

Internal assessment: 40 marks

Semester end exam question paper pattern

Duration: 2 hours   Total marks: 60

Q.1. Answer any two of the following. (Based on 1st Module)   (12M)

   i) Brief answer question

   ii) Brief answer question

   iii) Brief answer question

Q.2. Answer any two of the following. (Based on 2nd Module)   (12M)

   i) Brief answer question

   ii) Brief answer question

   iii) Brief answer question

Q.3. Answer any two of the following. (Based on 3rd Module)   (12M)

   i) Brief answer question

   ii) Brief answer question

   iii) Brief answer question

Q.4. Answer any two of the following. (Based on 4th Module) (12M)

    i) Brief answer question

    ii) Brief answer question

    iii) Brief answer question

Q.5 (A) Case Study (06M)

  (B) Case Study (06M)

        OR

Q.5. Short Notes (Any 3 out of 5) (12M)

Continuous internal assessment: 40 marks

(A) Class test: 20 marks

20 Multiple choice / Fill in the blanks/ True or False questions, each carrying one mark would be asked in a Class test.

(B) Practical Project Based Assessment

(Corporate Case analysis/local survey/Making Ad-video/Ad Copy)

Document 10 Marks

Viva/Presentation/Group Discussion 10 Marks

   ❖ Passing Criteria:

To pass the course learner is expected to score minimum 40% marks in external as well as in internal evaluation; Internal and external both will have separate passing heads.