



**Swami Ramanand Teerth
Marathwada University, Nanded**

**(Syllabus of Two Years PG Program in
Commerce with Multiple Entry and Exit
Option)**

**M.Com. II Year: Semester III & IV
(Level 6.5)**

(Affiliated Colleges)

Subject: Commerce

**Effective from Academic Year 2024 – 2025
(As per NEP-2020)**

M.Com. II Year: Semester IV (Level 6.5) AY 2024-25

Teaching Scheme

Course Type	Course Code	Course Title	Teaching Hours/Week		Credits Assigned		
			Theory	Practical	Theory	Practical	Total
Discipline Specific Core (DSC)	CCOMC1551	Financial Management	4	--	4	--	4
	CCOMC1552	Strategic Management	4	--	4	--	4
Discipline Specific Elective (DSE) (Specialization Any One)	CCOME1551	Human Resource Management-II	4	--	4	--	4
	CCOME1552	Banking & Finance-II					
	CCOME1553	International Business-II					
	CCOME1554	Marketing Management -II					
Research Project	CCOMP1551	Research Publication Ethics	2	--	2	--	2
	CCOMP1552	Research Project/Dissertation	--	12	--	6	6
Total			14	12	14	6	20

Examination Scheme

Course Type	Course Code	Course Title	Theory Marks		Practical Marks		Total Marks
			CA (Continuous Assessment)	ESE (End of Semester Examination)	CA (Continuous Assessment)	ESE (End of Semester Examination)	
Discipline Specific Core (DSC)	CCOMC1551	Financial Management	20	80	--	--	100
	CCOMC1552	Strategic Management	20	80	--	--	100
Discipline Specific Elective (DSE) (Any One)	CCOME1551	Human Resource Management-II	20	80	--	--	100
	CCOME1552	Banking & Finance-II					
	CCOME1553	International Business-II					
	CCOME1554	Marketing Management –II					
Research Project	CCOMP1551	Research Publication Ethics	10	40	--	--	50
	CCOMP1552	Research Project/Dissertation	--	--	60	90	150
Total			70	280	60	90	500

NOTE:1.Learner must pass (with min. 40%marks) separately in CA and ESE 2. 1 Credit = 25 Marks, Weekly 1 hr for TH & 2 hrs for practical.



**Swami Ramanand Teerth Marathwada
University, Nanded**

**(Syllabus of Two Years PG Program in Commerce
with Multiple Entry and Exit Option)**

M.Com. IInd Year: Semester IV (Level 6.5)
(Affiliated Colleges)

Effective from Academic Year 2024 – 2025
(As per NEP-2020)



Swami Ramanand Teertha Marathwada University, Nanded

(Syllabus of Two Years PG Program in Commerce with Multiple Entry and Exit Option)

M.Com. II Year: Semester IV (Level 6.5)

Subject: Commerce (*Affiliated Colleges*)

Under Faculty of Commerce and Management

Effective from Academic Year 2024 – 2025 (As per NEP-2020)

Course Title: Financial Management

(Discipline Specific Core)

Course Code: CCOMC1551

Course Prerequisites:	Basic knowledge of Financial Management, Cost of capital, Financial Leverage.
Course Objectives:	1 To enable and equip the students with the basic functions and tools of financial management.
	2 To teach students Objectives of financial management.
	3 To teach students Strategic Financial Planning.
	4 To teach students the Cost of capital Practical problems
	5 To teach students Operating and Financial Leverage Practical problems.
Course Outcomes:	1 Students will be acquainted with the fundamentals of Financial management
	2 Students will be able to analyse and prepare strategies regarding financial management.
	3 Students will be able to solve practical base problems in financial management.
	4 It will be help the students to enable and equip the students with the advanced functions and tools of financial management
	5 Students will become Successful Financial Manager.

Course Teaching and Evaluation Scheme

<u>Teaching Scheme</u>				<u>Evaluation Scheme</u>					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Average of Two Tests (Each Test of 10 Marks)	Assignments (Marks 10)	Total (Marks)			
04	--	60	--	10	10	20	80	--	100

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		Introduction to Financial Management.	12
	1.1	Approaches to financial management – Traditional and Modern Approach.	
	1.2	Objectives of financial management- Profit, Wealth and Value Maximization.	
	1.3	Financial Decision- Investment, Financing and Dividend Decision.	
	1.4	Functions of a Finance Manager.	
2.0		Strategic Financial Planning.	12
	2.1	Strategic Financial Planning – Strategy, Steps in strategic planning.	
	2.2	Strategic Financial Management.	

	2.3	Financial planning- financial planning Environment, financial planning process.	
	2.4	Limitation of Financial Planning.	
3.0		Cost of Capital and Impact on Firm's. (Practical Problems)	13
	3.1	Meaning of cost of capital, Importance of cost of capital in Decision –making.	
	3.2	Cost of equity share Capital (K_e)- Dividend Yield Method, Dividend Growth Method.	
	3.3	Cost of Debentures (K_D)	
	3.4	Cost of Retained Earnings (K_r)	
4.0		Operating and Financial Leverage. (Practical Problems)	13
	4.1	Meaning and types of Leverages,	
	4.2	Operating Leverage,	
	4.3	Financial Leverage	
	4.4	Combined financial leverage.	
5.0		Working Capital Management.	10
	5.1	Meaning of Working capital	
	5.2	Objectives of Working Capital Management	
	5.3	Current Assets and Current Liabilities.	
	5.4	Classification of Working capital gross and Net Working Capital.	
		Total	60 Hrs

Reference Books:

- 01) Taxmann Financial Management Theory Problems Cases by Ravi M Kishore and Padma Sai Arora Edition 2023
- 02) Taxmann's Financial Management-Theory/Problems/Cases(with CD) (Reprint 8th Edition 2020)
- 03) Khan and Jain : Financial Management, Tata McGraw Hills.
- 04) I.M. Pandey : Financial Management, Vikas Publications.

Continuous Assessment (CA):

1. Two Tests: There are Two tests of 10 marks each must cover at least 80% of syllabus. The Average Marks of Two tests will be considered for final Internal Assessment.

2. Assignment/ Tutorial: At least 05 assignments for 10 marks covering entire syllabus must be given. The assignments should be students' centric and an attempt should be made to make assignments more meaningful, interesting, and innovative.

End of Semester Examination (ESE for 4 Credit Course):

1. Question No.1 will be compulsory carrying 20 marks and based on any module of the entire syllabus.
2. Attempt any 4 questions (from Q.2 to Q.7) carrying 15 marks each covering all the modules of the syllabus.
3. The students need to solve total 5 questions.



Swami Ramanand Teerth Marathwada University, Nanded

(Syllabus of Two Years PG Program in Commerce with Multiple Entry and Exit Option)

M.Com. II Year: Semester IV (Level 6.5)

Subject: Commerce (*Affiliated Colleges*)

Under Faculty of Commerce and Management

Effective from Academic Year 2024 – 2025 (As per NEP-2020)

Course Title: Strategic Management

(Discipline Specific Core)

Course Code: CCOMC1552

Course Prerequisites:	Basic knowledge of Strategic Management, Classroom, Black/Green/White Board, E-materials, Books etc.
Course Objectives:	1) To develop skills for applying strategic management concepts to the solutions of business problem
	2) To appreciate the role of strategic thinking and changing business environment
	3) To understand the process of strategy formulation, implementation and evaluation
Course Outcomes:	1) Students will be acquainted with the practices of Strategic Management that are applicable in managerial decision making.
	2) Students will be able to apply technique of Strategic Management in solving business problems
	3) The students will get to know the process of strategy formulation, implementation and evaluation

Course Teaching and Evaluation Scheme

Teaching Scheme				Evaluation Scheme					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Average of Two Tests (Each Test of 10 Marks)	Assignments (Marks 10)	Total (Marks)			
04	--	60	--	10	10	20	80	--	100

Course Contents

Module No.	Unit No.	Topics	Teaching Hours
1.0		Introduction to Strategic Management	12
	1.1	Concept of strategy	
	1.2	Strategic management process	
	1.3	Concept of vision and mission	
	1.4	Features of good Mission statement	
	1.5	Objectives and goals of the organization	
2.0		Types of strategies	12
	2.1	Business Level Strategies: Cost, Quality, Distribution, Technology and Intellectual Property	
	2.2	Corporate level strategies: Merger & Acquisition, Strategic Alliance, Joint Ventures and Liquidation	

	2.3	Diversification Strategies: Forward & Backward Integration, Vertical & Horizontal Integration, Market penetration & Market Development, Retrenchment & Divestiture	
	2.4	Product Development	
3.0		Strategy Implementation and control	12
	3.1	Resource allocation	
	3.2	Leadership in strategic management	
	3.3	Strategic structure and organizational culture	
	3.4	Strategies for managing change	
	3.5	BCG & GE Matrix, Ansoff Matrix and Grand Strategy	
4.0		Corporate management and Governance	12
	4.1	Role and functions of Board of Directors	
	4.2	Innovation and creativity	
	4.3	Corporate Social Responsibility	
	4.4	Issues in Strategic Management	
	4.5	Strategic competence & Capability analysis	
5.0		Recent Developments in Strategic Management	12
	5.1	Red-Blue-Purple Ocean Strategy	
	5.2	Turnaround Strategies	
	5.3	7's Framework	
	5.4	Porters generic strategies & Value chain	
	5.5	PESTEL & SWOC analysis	
		Total	60 hrs.

Reference Books:

1. Pierce & Robinso- Strategic management: Formulation, Implementation and Control, Tata McGraw Hill, New Delhi
2. Cherunilam Francis- Strategic Management: A book on business policy and corporate planning, Himalaya Publishing House, Mumbai
3. Kazmi & Kazmi- Strategic Management and Business Policy, Tata McGraw Hill, New Delhi
4. Rajiv Gupte & Shailesh Kale- Strategic management in the age of globalization, Himalaya Publishing House, Mumbai

Continuous Assessment (CA):

1. Two Tests: There are Two tests of 10 marks each must cover at least 80% of syllabus. The Average Marks of Two tests will be considered for final Internal Assessment.
2. Assignment/ Tutorial: At least 05 assignments for 10 marks covering entire syllabus must be given. The assignments should be students' centric and an attempt should be made to make assignments more meaningful, interesting, and innovative.

End of Semester Examination (ESE for 4 Credit Course):

1. Question No.1 will be compulsory carrying 20 marks and based on any module of the entire syllabus.
2. Attempt any 4 questions (from Q.2 to Q.7) carrying 15 marks each covering all the modules of the syllabus.
3. The students need to solve total 5 questions.



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M.Com. II Year: Semester IV (Level 6.5)

Subject: Commerce (*Affiliated Colleges*)

Under Faculty of Commerce and Management

Effective from Academic Year 2024 – 2025 (As per NEP-2020)

Course Title: Human Resource Management-II

Discipline Specific Elective (DSE)

Course Code: CCOME1551

Course Prerequisites:	Basic knowledge of International Human Resource Management, Classroom, Blackboard, E-materials, Books etc.
Course Objectives:	<ol style="list-style-type: none"> 1. To provide conceptual understanding of Management Concepts 2. To familiarize the students with methods and techniques of HRM 3. To provide exposure of theories, techniques and approaches to manage Industrial Relations. 4. To prepare the students enough capable to implement recent trends in HRM
Course Outcomes:	<ol style="list-style-type: none"> 1. Develop the knowledge, skills and concepts needed to resolve actual human resource management problems or issues. 2. The students will become Successful Business Leader. 3. It is helpful to provide a sound understanding of the advanced practices in HRM. 4. The students will become Successful HR Manager.

Course Teaching and Evaluation Scheme

Teaching Scheme				Evaluation Scheme					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Average of Two Tests (Each Test of 10 Marks)	Assignments (Marks 10)	Total (Marks)			
04	--	60	--	10	10	20	80	--	100

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		Human Resource Development	12
	1.1	Human Resource Development - Introduction, Concept, Scope, Need & Objectives	
	1.2	HRD framework - Techniques, outcomes	
	1.3	Career planning and development Quality of Work Life	
	1.4	Employee retention: Factors leading to turnover , employee retention strategies	
2.0		Industrial Relations	12
	2.1	Industrial Relations – Concept, Nature, Importance and approaches	
	2.2	Trade union, Industrial conflicts	
	2.3	Causes of Industrial dispute	
	2.4	Dispute Resolution mechanism, grievance handling, collective bargaining	
3.0		Compensation Management	12

	3.1	Compensation Management: components of Employee remuneration, Devising a remuneration plan, Job evaluation	
	3.2	Paying a diverse workforce: cafeteria types pay plan	
	3.3	Performance based pay: Individual & Team incentives	
	3.4	Modern methods of gain sharing	
4.0		Globalization and Human Resource Management	12
	4.1	Introduction to IHRM Definition, Features, elements Approaches to IHRM	
	4.2	Globalization and International HRM, Domestic Vs International HRM	
	4.3	Managing international HR activities	
	4.4	Cultural Diversity & The Expatriate Problem	
5.0		Recent Techniques in HRM	12
	5.1	Employer's brand: Need and constituents	
	5.2	Competency mapping: Meaning, Objectives, Advantages	
	5.3	Implementation of HR Matrix management	
	5.4	Attitudinal-cum-Emotional Quotient (AEQ) - Knowledge creation process and knowledge management process	
		Total	60 Hrs

Reference Books:

- 1] Human Resource Management - Dr. C.B. Gupta - Sultan and Sons
- 2] Human Resource Management – G.S. Sudha- Ramesh Book Depot, New Delhi
- 3] Human Resource Development & Management – A.M. Shaikh, S.Chand, New Delhi
- 4] A Text Book of Human Resource Management- C.B. Mamoria, S.V. Gankar, Himalaya Publishing House
- 5] Global HRM : Concept & Cases – Kodwani, Kumar

Continuous Assessment (CA):

1. Two Tests: There are Two tests of 10 marks each must cover at least 80% of syllabus. The Average Marks of Two tests will be considered for final Internal Assessment.

2. Assignment/ Tutorial: At least 05 assignments for 10 marks covering entire syllabus must be given. The assignments should be students' centric and an attempt should be made to make assignments more meaningful, interesting, and innovative.

End of Semester Examination (ESE for 4 Credit Course):

1. Question No.1 will be compulsory carrying 20 marks and based on any module of the entire syllabus.
2. Attempt any 4 questions (from Q.2 to Q.7) carrying 15 marks each covering all the modules of the syllabus.
3. The students need to solve total 5 questions.



Swami Ramanand Teertha Marathwada University, Nanded
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M.Com. II Year: Semester IV (Level 6.5)

Subject: Commerce (Affiliated Colleges)

Under Faculty of Commerce and Management

Effective from Academic Year 2024 – 2025(As per NEP-2020)

Course Title: Banking & Finance-II

Discipline Specific Elective (DSE)

(Specialization Any One)

Course Code: CCOME1552

Course Prerequisites:	Basic knowledge of Banking & Financial institutions , Classroom, , E-materials, Books etc.
Course Objectives:	1. To make the students understand the concept of financial systems
	2. To enable students to understand the composition and functions of money market.
	3. To make students understand structure and significance of a sound capital market.
	4. To make students understand the capital market regulations in India and role of SEBI in it.
	5. To make students acquainted with the knowledge of Foreign Exchange Management in India.
Course Outcomes:	1. Students will be able to understand the history, evolution and development of financial system in India.
	2. Students will be able to understand the composition and functions of a sound money market.
	3. Students will be able to understand the functions and role of capital market in India.
	4. Students will be able to understand the functions and significance of Securities and Exchange Board of India.
	5. Students will be able to understand the Foreign Exchange Management in India.

Course Teaching and Evaluation Scheme

Teaching Scheme				Evaluation Scheme					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Average of Two Tests (Each Test of 10 Marks)	Assignments (Marks 10)	Total (Marks)			
04	--	60	--	10	10	20	80	--	100

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		Indian Financial System	12
	1.1	Introduction, Meaning and Concept of Financial System; Structure of Indian Financial System;	
	1.2	Growth and Functions of Financial Institutions;	
	1.3	Financial Intermediaries-Bank or Monetary Financial Intermediaries; Non-Banking Financial Intermediaries;	
	1.4	Importance, Functions and Limitations of Financial System.	
2.0		Indian Financial Markets- The Money Market	12

	2.1	Meaning and Nature of Money Market; Composition and Functions of Money Market;	
	2.2	Money Market Instruments- Treasury Bills, Commercial Papers, Commercial Bills, Certificates of Deposits, Call Money Market	
	2.3	Role of RBI in the Development of Indian Money Market;	
	2.4	Recent Developments in Financial Markets.	
3.0		Indian Financial Markets- The Capital Market	13
	3.1	Meaning and Concept of Capital Market; Brief History and Development of Capital Market in India;	
	3.2	Primary and Secondary Capital Markets; Functions of a Capital Market;	
	3.3	Bombay Stock Exchange and National Stock Exchange; Over The Counter Exchange of India; Regional Stock Exchanges in India;	
	3.4	Capital Market Scams in India- The 1991-92 Securities Scam; The 2001 Scam	
4.0		Securities and Exchange Board of India (SEBI)	13
	4.1	Need and Significance of Capital Market Regulations; Important Provisions in SEBI Act, 1992;	
	4.2	Management, Organization and Functions of SEBI;	
	4.3	Regulation and Supervision of Securities Market; Investor Protection Measures; Investor Education; Investor Grievances Redressal;	
	4.4	Achievements of SEBI; Evaluation of SEBI	
5.0		Foreign Exchange Management	10
	5.1	Meaning and Concept of Foreign Exchange; Balance of Trade and Balance of Payments;	
	5.2	The Rate of Exchange and its Determination- Gold Standard and Paper Standard;	
	5.3	History of Exchange Control in India; Exchange Control Organization; Forms of Regulation;	
	5.4	The Foreign Exchange Management Act, 1999; Major Provisions and its Features.	
		Total	60 Hrs

Reference Books:

1. Clifford Gomez, Banking and Finance Theory, Law and Practice, 2014, PHI Learning Pvt. Ltd., Delhi.
2. Bharati V. Pathak, Indian Financial System, 2018, Pearson Publication, Chennai
3. M.Y. Khan, Indian Financial System, 2019, McGraw Hill Publication,
4. I.M. Bhole and Jitendra Mahakud, Financial Institutions and Markets, 2017, McGraw Hill Education
5. Siddhartha Saha, Indian Financial System, 2020, McGraw Hill Education

Continuous Assessment (CA):

1. Two Tests: There are two tests of 10 marks each must cover at least 80% of syllabus. The Average Marks of Two tests will be considered for final Internal Assessment.

2. Assignment/ Tutorial: At least 05 assignments for 10 marks covering entire syllabus must be given. The assignments should be students' centric and an attempt should be made to make assignments more meaningful, interesting and innovative.

End of Semester Examination (ESE for 4 Credit Course):

1. Question No.1 will be compulsory carrying 20 marks and based on any module of the syllabus.
2. Attempt any 4 questions (from Q.2 to Q.7) carrying 15 marks each covering all the modules of the syllabus.
3. The students need to solve total 5 questions.



Swami Ramanand Teerth Marathwada University, Nanded

(Syllabus of Two Years PG Program in Commerce with Multiple Entry and Exit Option)

M.Com. II Year: Semester IV (Level 6.5)

Subject: Commerce (*Affiliated Colleges*)

Under Faculty of Commerce and Management

Effective from Academic Year 2024– 2025 (As per NEP-2020)

Course Title: International Business-II

Discipline Specific Elective (DSE)

(Specialization Any One)

Course Code: CCOME1553

Course Prerequisites:	Basic knowledge of International Business, Classroom, Black/Green/White Board, E-materials, Books etc.
Course Objectives:	1) To develop knowledge and skills for applying international business concepts to the solutions of international business problems
	2) To appreciate the role of strategic thinking and changing international business environment
	3) To understand the process of internationalization of business, implementation and evaluation
Course Outcomes:	1) Students will be acquainted with the knowledge of international business and its environment that are applicable in international business practices.
	2) Students will be able to apply international business law and its application in practicing and analysing the business problems and its solutions.
	3) The students will get to know the process of internationalization of business, implementation and evaluation.

Course Teaching and Evaluation Scheme

Teaching Scheme				Evaluation Scheme					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Average of Two Tests (Each Test of 10 Marks)	Assignments (Marks 10)	Total (Marks)			
04	--	60	--	10	10	20	80	--	100

Course Contents

Module No.	Unit No.	Topics	Teaching Hours
1.0		Globalisation	12
	1.1	Meaning and Dimensions of Globalization of business	
	1.2	Features of Current Globalisation and Essential Conditions of Globalisation	
	1.3	Pros and Cons of Globalisation	
	1.4	Foreign Market Entry Strategies	
2.0		International Economic Cooperation and Agreements	12
	2.1	Regional Economic Integration (Trade Blocs)	
	2.2	SAARC, SAPTA and ASEAN	
	2.3	EU and NAFTA	
	2.4	International Commodity Agreements	

3.0		International Operations Management	12
	3.1	Market Selection Process, Determinants of Market Selection.	
	3.2	Factors Affecting International HRM and Staffing Policy Determinants	
	3.3	Stages of Negotiations, Pre-requisites for effective negotiation, Cultural Problems in international negotiations	
	3.4	International Asset Protections	
4.0		Foreign Exchange Market	12
	4.1	Foreign Exchange Market Participants	
	4.2	Factors affecting Currency Trading	
	4.3	Structure of Foreign Exchange Market	
	4.4	Trading in Foreign Exchange Market; FEMA	
5.0		Some Social Issues in International Business	12
	5.1	International Business Ethics	
	5.2	Social Responsibility of Business	
	5.3	Environmental Issues	
	5.4	Labour Issues	
		Total	60 hrs.

Reference Books:

6. International Business by P. Subha Rao, Himalaya Publishing House, Mumbai.
7. International Trade and Export Management by Francis Cherunilam, Himalaya Publishing House, Mumbai.
8. International Economics by D.M. Mithani, Himalaya Publishing House, Mumbai.
9. International Business Environment by Francis Cherunilam, Himalaya Publishing House, Mumbai.
10. International Marketing Management by R.L. Varshney and B. Bhattacharyya, Sultan Chand and Sons, New Delhi.

Continuous Assessment (CA):

1. Two Tests: There are Two tests of 10 marks each must cover at least 80% of syllabus. The Average Marks of Two tests will be considered for final Internal Assessment.
2. Assignment/ Tutorial: At least 05 assignments for 10 marks covering entire syllabus must be given. The assignments should be students' centric and an attempt should be made to make assignments more meaningful, interesting, and innovative.

End of Semester Examination (ESE for 4 Credit Course):

1. Question No.1 will be compulsory carrying 20 marks and based on any module of the entire syllabus.
2. Attempt any 4 questions (from Q.2 to Q.7) carrying 15 marks each covering all the modules of the syllabus.
3. The students need to solve total 5 questions.



Swami Ramanand Teertha Marathwada University, Nanded

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M.Com. II Year: Semester IV (Level 6.5)

Subject: Commerce (Affiliated Colleges)

Under Faculty of Commerce and Management

Effective from Academic Year 2023 – 2024 (As per NEP-2020)

Course Title: Marketing Management-II

Discipline Specific Elective (DSE)

(Specialization Any One)

Course Code: CCOME1554

Course Prerequisites:	Basic knowledge of Market, Marketing Concept, Classroom, Blackboard, E-materials, Books etc.
Course Objectives:	<ol style="list-style-type: none"> 1 To make the students be acquainted with the basic concept of Marketing and its application in business decision making process. 2 To familiarize with the basic concepts, and techniques of marketing management. 3 To develop marketing management skills among students. 4 To make help the students to understand the requirements of a career in marketing management. 5 To analyse and solve marketing problems in the complex and fast changing business Environment.
Course Outcomes:	<ol style="list-style-type: none"> 1) The Students will be acquainted with the basic concept of Marketing and its application in business decision making process. 2) The Students will be able to utilize the concept of marketing management, Market Segmentation, Consumer Behavior, Customer Relationship Management, and Marketing Networks. 3) The Students will be able to become Successful Marketing Manager in the area of marketing. 4) The students will be able to understand recent trends of marketing management. 5) The students will be able to understand the Price Decisions, Product & Promotion Decisions etc.

Course Teaching and Evaluation Scheme

<u>Teaching Scheme</u>				<u>Evaluation Scheme</u>					
<u>Credits Assigned</u>		<u>Teaching Hours</u>		<u>Continuous Assessment</u>			<u>End of Semester Exam Marks</u>	<u>Practical/ Oral Exam Marks</u>	<u>Total Marks</u>
<u>Theory</u>	<u>Practical</u>	<u>Theory</u>	<u>Practical</u>	<u>Average of Two Tests (Each Test of 10 Marks)</u>	<u>Assignments (Marks 10)</u>	<u>Total (Marks)</u>			
04	--	60	--	10	10	20	80	--	100

Course Contents

Module No.	Unit No.	Topic	Teaching Hours
1.0		Product Decisions and Strategies.	12
	1.1	Concept of a Product - Product Classifications, Product mix decisions - Brand Decision, New Product Development. Product Differentiation and its Basis.	
	1.2	Sources of New Product idea - Steps in Product Development, Product Life Cycle strategies.	
	1.3	Stages in Product Life Cycle, Labeling and Packaging Strategies.	
	1.4	Product Strategies regarding New Product Development.	

2.0		Pricing Decisions and Policies.	12
	2.1	Meaning and concept of Price, Pricing Decisions Overview.	
	2.2	Factors affecting on Pricing Decisions. Price Determination, Price discrimination.	
	2.3	Pricing policies, and strategies regarding Consumer Satisfaction.	
	2.4	Pricing policies, and strategies regarding Discounts and rebates.	
3.0		Distribution Channel Decisions.	13
	3.1	Concept and Meaning of Channel Decision, - Nature of Marketing Channels –	
	3.2	Types of Channel flows - Channel functions - Functions of Distribution Channel –	
	3.3	Structure and Design of Marketing Channels Intermediaries, Channel Management Decision,	
	3.4	Channel co-operation, conflict and competition – Retailers and wholesalers.	
4.0		Sales Promotion Decisions and techniques.	13
	4.1	Communication Process, Promotion mix, Advertising, Personal selling, Sales Promotion,	
	4.2	Publicity Relations, Determining Advertisement Budget, Copy Designing and its testing,	
	4.3	Media selection, advertising effectiveness, sales promotion tools and techniques.	
	4.4	Role of Media in Advertising - Advertisement effectiveness - Sales force Decision.	
5.0		Issues and Developments in Marketing.	10
	5.1	Social, ethical and legal aspects of marketing; Marketing of services;	
	5.2	International marketing; Cyber marketing; Organizing and controlling marketing operations.	
	5.3	Relationship marketing and Digital developments of marketing.	
		Total	60 Hrs

Reference Books:

1. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
2. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
4. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.

Continuous Assessment (CA):

1. Two Tests: There are Two tests of 10 marks each must cover at least 80% of syllabus. The Average Marks of Two tests will be considered for final Internal Assessment.

2. Assignment/ Tutorial: At least 05 assignments for 10 marks covering entire syllabus must be given. The assignments should be students' centric and an attempt should be made to make assignments more meaningful, interesting, and innovative.

End of Semester Examination (ESE for 4 Credit Course):

1. Question No.1 will be compulsory carrying 20 marks and based on any module of the entire syllabus.
2. Attempt any 4 questions (from Q.2 to Q.7) carrying 15 marks each covering all the modules of the syllabus.
3. The students need to solve total 5 questions.



Swami Ramanand Teerth Marathwada University, Nanded

(Syllabus of Two Years PG Program in Commerce with Multiple Entry and Exit Option)

M.Com. II Year: Semester IV (Level 6.5)

Subject: Commerce (*Affiliated Colleges*)

Under Faculty of Commerce and Management

Effective from Academic Year 2024 – 2025 (As per NEP-2020)

Course Title: Research Publication Ethics

(Research Publication)

Course Code: CCOMP1551

Course Prerequisites:	Basic knowledge of Research Publication Ethics, Classroom, Blackboard, E-materials, Books etc.
Course Objectives:	To make the students be acquainted with the basic concept of Research Publication
	To familiarize with the basic concepts, Publication ethics.
	To develop marketing Publication skills among students.
Course Outcomes:	The Students will be acquainted with the basic ethics in Publication
	The Students will be familiar Scientific Conduct of research
	The Students will be familiar Open Access Publishing.

IMP Note: - As per UGC Guidelines Dec 2019 Syllabus of “Research Publication Ethics” Course Teaching and Evaluation Scheme

Teaching Scheme				Evaluation Scheme					
Credits Assigned		Teaching Hours		Continuous Assessment			End of Semester Exam Marks	Practical/ Oral Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Average of Two Tests (Each Test of 05 Marks)	Assignments (Marks 05)	Total (Marks)			
02	--	30	--	05	05	10	40	--	50

Course Contents

Module No.	Unit No.	Topics	Teaching Hours
1.0		Philosophy and Ethics	10
	1.1	Introduction to philosophy: definition,	
	1.2	Nature and scope, concept, branches	
	1.3	Ethics: Definition, moral philosophy	
	1.4	Nature of moral judgements and reactions	
2.0		Scientific Conduct	06
	2.1	Ethics with respect to science and research	
	2.2	Intellectual honesty and research integrity	
	2.3	Scientific misconducts: Falsification, Fabrication and Plagiarism (FFP	
	2.4	Redundant publications, Duplicate and overlapping publications, salami slicing Selective reporting and misrepresentation of data	
3.0		Publication Ethics	10
	3.1	Publication ethics: definition, introduction and importance ,Best practices/ Standards setting initiatives and guidelines: COPE, WAME, etc	
	3.2	Conflicts of interest , Publication misconduct: Definition, concept, problems that lead to unethical behaviour and vice versa, types	

	3.3	Violation of publication ethics, authorship and contributorship.	
	3.4	Identification of publication misconduct, complaints and appeals	
	3.5	Predatory publishers and Journals	
4.0		Open Access Publishing	04
	4.1	Open access publications and initiatives	
	4.2	SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies	
	4.3	Software tool to identify predatory publications developed by SPPU	
	4.4	Journal finder/ Journal suggestion tools viz. JANE, Elsevier Journal Finder.	
	4.5	Springer Journal Suggested, etc.	
		Total	30

Reference Books:

- 01) Bird, A. (2006) Philosophy of Sciences, Routledge.
- 02) MacIntyre, Alasdair (1967) A Short History of Ethics, London.
- 03) P. Chaddah, (2018) Ethics in competitive Research: Do not get scooped: do not get plagiarized, ISBN:978-938748086.
- 04) National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009) on Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition National Academies Press.
- 05) Resnik, D.B. (2011). What is ethics in research & Why is it important. National Institute of Environmental Health Sciences, 1-10 Retrieved from <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>
- 06) Beall, J. (2012) Predatory publishers are corrupting open access. Nature, 489(7415), 179-179. <https://doi.org/10.1038/489179a>
- 07) Indian National Science Academy (INSA), Ethics in Science Education, Research and Governance (2019), ISBN:978-81-939482-1-7. http://www.insaindia.res.in/pdf/Ethics_Book.p

Continuous Assessment (CA):

1. Two Tests: There are two tests of 05 marks each must cover at least 80% of syllabus. The Average Marks of Two tests will be considered for final Internal Assessment.
2. Assignment/ Tutorial: At least 02 assignments for 05marks covering entire syllabus must be given. The assignments should be students' centric and an attempt should be made to make assignments more meaningful, interesting, and innovative.

End of Semester Examination (ESE for 2 Credit Course):

1. Question No.1 will be compulsory carrying 10 marks and based on any module of the entire syllabus.
2. Attempt any 3 questions (from Q.2 to Q.6) carrying 10 marks each covering all the modules of the syllabus.
3. The students need to solve total 5 questions.



Swami Ramanand Teertha Marathwada University, Nanded
(Syllabus of Two Years PG Program in Commerce with Multiple Entry and Exit Option)

M.Com. II Year: Semester IV (Level 6.5)

Subject: Commerce (Affiliated Colleges)

Under Faculty of Commerce and Management

Effective from Academic Year 2024 – 2025 (As per NEP-2020)

Course Title: Research Project /Dissertation

(Research Project)

Course Code: CCOMP1552

Course Prerequisites:	Basic Knowledge of Research Methodology, Research Publication Ethics, Research Laboratory, Library, Internet Facility etc.
Course Objective:	1. To make acquaint the student with practical application of research methodology. 2. To develop the research skill and attitude among the students to solve the problems of the society. 3. To make the career of student in Research and development Sector.
Course Outcomes	1.The students will be acquainted with practical application of research methodology. 2. . It will be developed the research skill and attitude among the students to solve the problems of the society. 3.The students will be made their career in Research and development Sector.

Course Teaching and Evaluation Scheme

Teaching Scheme				Evaluation Scheme		
Credits Assigned		Teaching Hours		Continuous Assessment	End of Semester Exam Marks	Total Marks
Theory	Practical	Theory	Practical	Research Project/ Dissertation	Practical/ Oral Viva- Voce	
-	06 Crs.	--	180 Hours	100 Marks	50 Marks	150 Marks

Continuous Assessment (CA):

01) Research Project Report/ Dissertation 100 Marks by Internal Examiner.

End of Semester Examination (ESE):

01) Practical/ Oral/ Viva-voce Exam 50 Marks by External Examiner


Course Content

In the subject of Research Project/ Dissertation, each student has to prepare and submit a detailed Research Project Report/ Dissertation for partial fulfilment of M Com Degree. It is expected to submit in typed/handwritten and binding format under the guidance/supervision of Concerned Teacher/Guide/Supervisor on the topic selected and the data collected through field work and survey in M Com. III Semester. The format or structure of Research Project Report/Dissertation is required in the following format.

Format of Research Project Report/ Dissertation

• Title Page
• Declaration by the Candidate
• Certificate by the Guide
• Preface – noting collaborations, and contributions to authorship
• Acknowledgements
• List of Tables
• List of Figures
• Chapter Scheme
1. Introduction: (Statement of Problem, Significance of Topic, Research Objectives, Hypothesis, Scope and Limitations etc.)
2.Literature Review
3.Research Methodology
4.Analysis and Interpretation of Data
5. Findings, Conclusions and Recommendations
Annexures: A) Bibliography or list of references
B) Questionnaire / Interview Schedule

Title Page Format

<p>(----- Topic/Title-----)</p> <p>A Dissertation / Research Project Report</p> <p>Submitted To</p>  <p>Swami Ramanand Teertha Marathwada University,</p> <p>Nanded</p> <p>For the Partial Fulfilment of Degree of Master of Commerce</p> <p>In the Subject of Commerce</p> <p>Under the Faculty of Commerce and Management</p> <p>Submitted by</p> <p>-----</p> <p>Under the Supervision of</p> <p>-----</p> <p>(College Name-----)</p>
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Declaration by the Candidate

I hereby declare that the Research Project Report/ Dissertation entitled Submitted by me for the partial fulfilment of Post Graduate Program in Commerce i.e. Master of Commerce is the work carried out by me during the Academic Year..... under the supervision ofand has not formed the basis for the award of any degree, diploma or fellowship in this or any other University or other institution of higher learning.

I further declare that the material obtained from other sources has been duly acknowledged in this Report/Dissertation.

Place:

Date:

Sign. & Name of the Student/Researcher

Certificate by the Guide

This is to certify that the work incorporated in the Research Project Report/ Dissertation entitled Submitted by is an authentic record of research work carried out by his/her at the Post Graduation Department of Commerce, (.....College Name.....) affiliated to Swami Ramanand Teerth Marathwada University Nanded under my guidance and that no part thereof has been presented earlier for any other degree, diploma or fellowship. The material obtained from other sources has been duly acknowledged by the researcher in the Report/Dissertation.

Place:

Date:

Sign. & Name of the Guide/Supervisor
