



**Vivekanand Education Society's  
College of Arts, Science and Commerce  
(Autonomous)**

Sindhi Society, Chembur, Mumbai, Maharashtra – 400 071.

Accredited by NAAC “A Grade” in 3<sup>rd</sup> Cycle - 2017  
Best College Award – Urban Area, University of Mumbai (2012-13)  
Recipient of FIST Grant (DST) and STAR College Grant (DBT)

Affiliated to the

**University of Mumbai**

*Since 1962*

**Syllabus for**

**Program: B.M.S. (Management Studies)**

**(Program code: VESUMS)**

As per Choice Based Semester and Grading System (CBSGS)  
with effect from Academic Year 2022 - 2023

## **Program Outcomes (PO):**

A learner completing B.M.S. will be able to:

PO1: Be well versed in national as well as international trends.

PO2: Pursue higher studies in the field of management such as Business Administration, Marketing Management, Human Resource Management, Financial Management, Material Management, Media Studies etc.

PO3: Become capable of developing a positive attitude towards lifelong learning and research.

PO4: Adequately trained to become entrepreneurs in different fields.

PO5: Acquire excellent communication skills and soft skills.

PO6: Acquire skills to initiate and develop business models.

PO7: Become a responsible citizen with ethical/ moral values and good behaviour.



**S.Y.B.M.S. (MANAGEMENT STUDIES)**  
**(SEMESTER IV)**

Course Code	Title		Credits & Lectures per Semester	Lectures per Week
<b>Group A: Marketing Electives</b>				
VESUMS401	<b>Integrated Marketing Communication</b>		3	4
	Unit 1	Introduction to Integrated Marketing Communication	15	
	Unit 2	Elements of IMC – I	15	
	Unit 3	Elements of IMC – II	15	
	Unit 4	Evaluation & Ethics in Marketing Communication	15	
VESUMS402	<b>Event Marketing</b>		3	4
	Unit 1	Introduction to Events	15	
	Unit 2	Segmenting, Targeting and Positioning of Events and Concept of Product in Events	15	
	Unit 3	Concept of Pricing and Promotion in Events	15	
	Unit 4	Trends and Challenges in Event Marketing	15	
VESUMS403	<b>Information Technology in Business Management-II</b>		3	3
	Unit 1	Management Information system	15	
	Unit 3	ERP/E-SCM/E-CRM	15	
	Unit 4	Introduction to databases and data warehouse	15	
	Unit 4	Outsourcing	15	
VESUMS404	<b>Foundation Course –IV Ethics &amp; Governance</b>		2	3
	Unit 1	Introduction to Ethics and Business Ethics	10	
	Unit 2	Ethics in Marketing, Finance and HRM	11	
	Unit 3	Corporate Governance	12	
	Unit 4	Corporate Social Responsibility (CSR)	12	

VESUMS405 VESUMS403	<b>Business Economics- II</b>		3	4
	Unit 1	Introduction to Macroeconomic Data and Theory	15	
	Unit 2	Money, Inflation and Monetary Policy	15	
	Unit 3	Constituents of Fiscal Policy	15	
	Unit 4	Open Economy : Theory and Issues of International Trade	15	
VESUMS406	<b>Business Research Methods</b>		3	4
	Unit 1	Introduction to business research methods	18	
	Unit 2	Data collection and Processing	14	
	Unit 3	Data analysis and Interpretation	16	
	Unit 4	Advanced techniques in Report Writing	12	
VESUMS407	<b>Production &amp; Total Quality Management</b>		3	4
	Unit 1	Production Management	14	
	Unit 2	Materials Management	16	
	Unit 3	Basics Of Productivity & TQM	16	
	Unit 4	Quality Improvement Strategies & Certifications	14	

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**Course title: Integrated Marketing Communication**  
**Course code: VESUMS401**

**Objective:** To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program.

**Learning Outcomes (LO):**

On successful completion of this course students will be able to:

LO1	Learners will cognize about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program
LO2	Learners will identify various aspects of Advertising and Sales promotion and will understand the various tools of IMC and the importance of coordinating them for an effective marketing communication program
LO3	Learners will identify elements of IMC including Advertising, Sales Promotion, Direct Marketing, PR, Public relation, Direct marketing and digital marketing
LO4	Learners will evaluate marketing communication tools and beware of ethics in IMC



Unit No.	Topics	No. of Lectures
1	<p><b>Introduction to Integrated Marketing Communication</b></p> <ul style="list-style-type: none"> <li>● Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC.</li> <li>● Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing</li> <li>● Communication process, Traditional and alternative Response Hierarchy Models</li> <li>● Establishing objectives and Budgeting: Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program.</li> </ul>	15
2	<p><b>Elements of IMC – I</b></p> <ul style="list-style-type: none"> <li>● <b>Advertising</b> – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising.</li> <li>● <b>Sales promotion</b> – Scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages and Disadvantages, Types of Sales Promotion, objectives of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign.</li> </ul>	15
3	<p><b>Elements of IMC – II</b></p> <ul style="list-style-type: none"> <li>● <b>Direct Marketing</b> - Role of direct marketing in IMC, Objectives of Direct Marketing, Components for Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing</li> <li>● <b>Public Relations and Publicity</b> – Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR ,Managing PR – Planning, implementation, evaluation and Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship</li> <li>● <b>Personal Selling</b> – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling</li> </ul>	15

4	<p><b>Evaluation &amp; Ethics in Marketing Communication</b></p> <ul style="list-style-type: none"> <li>● <b>Evaluating an Integrated Marketing program</b> – Evaluation process of IMC – Message Evaluations, Advertising tracking research – copy testing – emotional reaction test, cognitive Neuro science – online evaluation, Behavioural Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and facebook likes, response cards, Internet responses, redemption rate</li> <li>● Test Markets – competitive responses, scanner data, Purchase simulation tests</li> <li>● <b>Ethics and Marketing communication</b> – stereotyping, targeting vulnerable customers, offensive brand messages – legal issues – Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices</li> <li>● <b>Current Trends in IMC</b> – Internet &amp; IMC, Advertising on internet, PR through Internet Banner, Sales promotion on Internet, direct marketing on internet.</li> </ul>	15
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**References:**

1. Belch, Michael, Belch, George “Advertising and Promotion: An integrated marketing communications perspective” Tata Mcgraw Hill 2010
2. Clow , Kenneth E ;Baack, Donald E “Integrated Advertising Promotion and Marketing Communication”, Pearson Edu 2014
3. Duncan, Tom , “Principles of Advertising and IMC”, Tata Mcgraw Hill Pub 2006
4. Shah, Kruti ; D’Souza, Allan, “Advertising and IMC”, Tata Mcgraw Hill 2014
5. Shimp, Terence, “Advertising and promotion :An IMC Approach”, Cengage Learning 2007
6. Dutta, Kirti, “Integrated Marketing Communication” Oxford University Press ,2016
7. Gopalakrishnan, P S , “Integrated Marketing Communication: Concepts and Cases”, ICFAI University Press,2008

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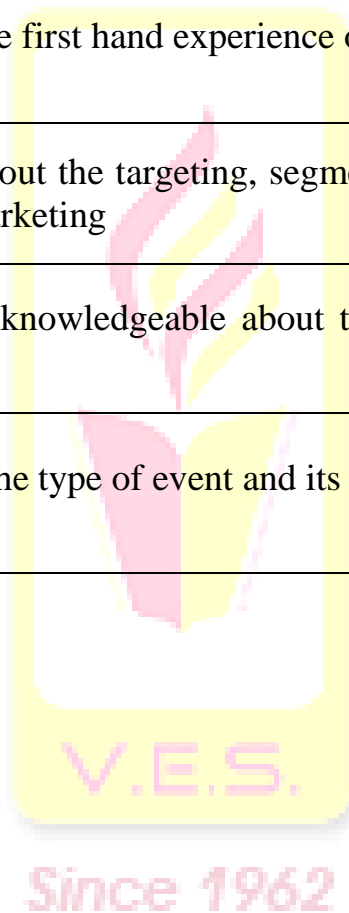
**Course title: Event Marketing**  
**Course code: VESUMS402**

**Objective:** To familiarize learners with trends and challenges in Event Marketing.

**Learning Outcomes (LO):**

On successful completion of this course students will be able to:

LO1	Learners will absorb the first hand experience of Marketing an event
LO2	Learners will aware about the targeting, segmentation and positioning in the context of event marketing
LO3	Learners will become knowledgeable about the latest trends in various categories of events
LO4	Learners will identify the type of event and its requisites





Unit No.	Topics	No. of Lectures
1	<p><b>Introduction to Events</b></p> <ul style="list-style-type: none"> <li>● Definition and Meaning of Event Marketing ; The Evolution of Event Marketing, Advantages of Event Marketing, 5 C's of Events- Conceptualization, costing, canvassing, customization, carrying-out; Event Designing; Reach; <b>Interaction-</b> Interaction Points, Direct Interaction, Indirect Interaction, Interaction Catalysts or Enablers.</li> <li>● Importance of Events as a Marketing Communication Tool; Events as a Marketing Tool: The Varied Marketing Needs Addressed by Events: Brand Building, Focus on Target Market, Implementation of Marketing Plan, Marketing Research, Relationship Building, Creating opportunities for better deals with different media, Events and their Economic implications.</li> <li>● Concept of Event Creativity, Key Elements of Events: Event Infrastructure;</li> <li>● Customer Groups; Clients; Event Organizers; Venue; Media</li> </ul>	15
2	<p><b>Segmenting, Targeting and Positioning of Events and Concept of Product in Events</b></p> <ul style="list-style-type: none"> <li>● Concept of Market in Events; Segmentation and targeting of the Market for events; Positioning of events-Event Property.</li> <li>● Concept of Product in Events: Benefit Levels-Core, generic, expected, augmented; Categories of Events: Competitive Events, Artistic Expression, Cultural Celebrations, Exhibition Events, Charitable Events ,Special Business Events, Retail Events.</li> <li>● Event Variations- Time Frame Based, Concept Based, Artist Based, Client Industry Based</li> </ul>	15

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3	<p><b>Concept of Pricing and Promotion in Events</b></p> <ul style="list-style-type: none"> <li>● Risk Rating, Setting Pricing Objectives, Understanding local legislations and tax laws, Feedback about events from the market, skills required for negotiating the best price, validation against pricing objectives, pricing decisions, Event Charges: Percentage of the total Event Cost, Flat Fee, Package Price, Hourly Rate.</li> <li>● Networking Components: Print Media, Radio, Television, Internet, Outdoor Media, Direct Marketing, Sales Promotion, Public Relations, Merchandising, In-venue Publicity.</li> <li>● Event Sponsorship: Concept of Sponsorship, Sponsorship in a communication context, Synergy between sponsor and Event, Identifying Potential sponsors,</li> <li>● Impact Measurement, Practical Sponsor Incentivization, In-Kind Sponsorship.</li> <li>● Youtube Creator Summit, Arranging plantation drives</li> </ul>	15
4	<p><b>Trends and Challenges in Event Marketing</b></p> <ul style="list-style-type: none"> <li>● e-event marketing, Virtual Events, Societal Event Marketing, Green Event, Cause-Related Event Marketing, Sports Event Marketing.</li> <li>● Safety and Security of Event</li> <li>● Event Crisis Management</li> <li>● Growth of Event Industry in India</li> <li>● Career in Event Marketing</li> </ul>	15

**References:**

1. Preston C.A., "Event Marketing: How to successfully promote Events, Festivals, Conventions, and Expositions", Wiley, Second Edition, 2015
2. Gaur Sanjaya Singh and Sanjay V Saggere, "Event Marketing and Management", Vikas Publishing House Pvt. Ltd. , 2003
3. Sharma Diwakar, "Event Planning & Management", Deep and Deep Publications Pvt. Ltd., 2005
4. Hoyle Leonard H., "Event Marketing-How to successfully Promote Events, Festivals, Conventions and Expositions", Wiley, 2009
5. Genadinik Alex, "Event Planning-Management and Marketing for Successful Events", CreateSpace Independent Publishing Platform, 2015
6. Harichandan C.P., "Event Management", Global Vision Publishing House, 2010
7. Goyal K. Swarup, "Event Management", Adhyayan Publishers, 2013

**Course title: IT in Business Management**

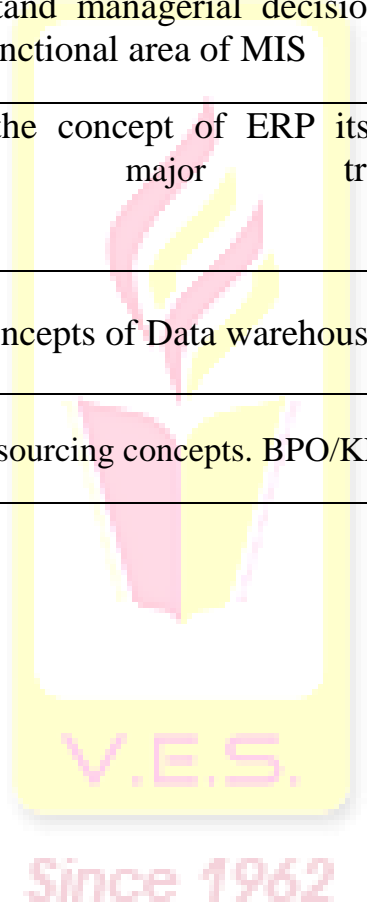
**Course code: VESUMS403**

**Objective:** To learn and understand the functional area of MIS, Concepts of Data warehousing and Data mining, ERP, E-SCM concepts and trends of it .

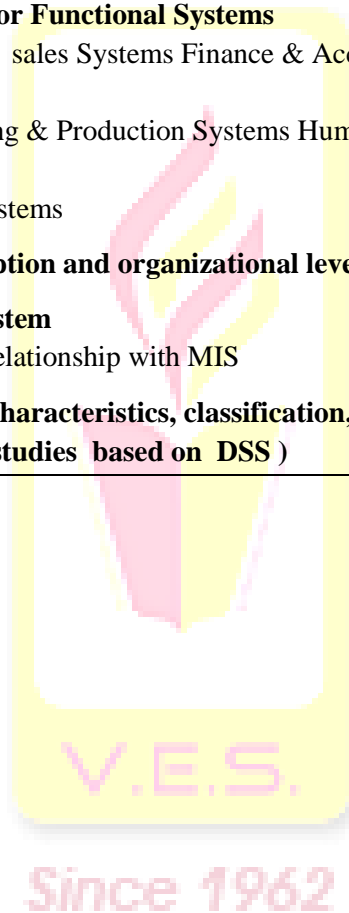
**Learning Outcomes (LO):**

On successful completion of this course students will be able to:

LO1	Learners will understand managerial decision-making and to develop perceptive of major functional area of MIS
LO2	Learners will learn the concept of ERP its implementation, E-SCM concepts and major trends of it.
LO3	Learners will learn Concepts of Data warehousing and Data mining.
LO4	Learners will learn outsourcing concepts. BPO/KPO industries.



Unit No.	Topics	No. of Lectures
1	<ul style="list-style-type: none"> <li>● <b>Management Information System</b></li> <li>● <b>Overview of MIS</b> <ul style="list-style-type: none"> <li>○ Definition, Characteristics</li> </ul> </li> <li>● <b>Subsystems of MIS</b> (Activity and Functional subsystems)</li> <li>● <b>Structure of MIS</b></li> <li>● <b>Reasons for failure of MIS.</b></li> <li>● <b>Understanding Major Functional Systems</b> <ul style="list-style-type: none"> <li>○ Marketing &amp; sales Systems Finance &amp; Accounting Systems</li> <li>○ Manufacturing &amp; Production Systems Human Resource Systems</li> <li>○ Inventory Systems</li> </ul> </li> <li>● <b>Sub systems, description and organizational levels</b></li> <li>● <b>Decision support system</b> <ul style="list-style-type: none"> <li>○ Definition Relationship with MIS</li> </ul> </li> <li>● <b>Evolution of DSS, Characteristics, classification, objectives, components, (Case studies based on DSS )</b></li> </ul>	15



2	<p><b>ERP/E-SCM/E-CRM</b></p> <ul style="list-style-type: none"> <li>● <b>Concepts of ERP</b></li> <li>● <b>Architecture of ERP</b></li> <li>● Generic modules of ERP</li> <li>● <b>Applications of ERP</b></li> <li>● <b>ERP Implementation concepts</b></li> <li>● ERP life cycle</li> <li>● <b>Concept of XRP</b> (extended ERP)</li> <li>● <b>Features of commercial ERP software</b></li> <li>● Study of SAP, Oracle Apps, MS Dynamics NAV, Peoplesoft</li> <li>● <b>Concept of e-CRM</b></li> <li>● E-CRM Solutions and its advantages, How technology helps?</li> <li>● <b>CRM Capabilities and customer Life cycle</b></li> <li>● Privacy Issues and CRM</li> <li>● <b>Concept of E-SCM</b></li> <li>● Strategic advantages, benefits</li> <li>● E-SCM Components and Chain Architecture</li> <li>● <b>Major Trends in e-SCM</b></li> <li>● <b>Case studies on ERP/SCM/CRM</b></li> </ul>	15
3	<p><b>Introduction to Database and Data warehouse</b></p> <ul style="list-style-type: none"> <li>● <b>Introduction to DBMS</b></li> <li>● Meaning of DBMS, Need for using DBMS. Concepts of tables, records, attributes, keys, integrity constraints, schema architecture, data independence.</li> <li>● <b>Data Warehousing and Data Mining (Introduction)</b></li> <li>● Concepts of Data warehousing, Importance of data warehouse for an organization Characteristics of Data warehouse</li> <li>● Functions of Data warehouse, Standard Reports and queries</li> <li>● <b>Introduction to Data Mining</b></li> <li>● <b>Case studies on Business Applications of Data warehousing</b></li> </ul>	15

4	<p><b>Outsourcing</b></p> <ul style="list-style-type: none"> <li>● <b>Introduction to Outsourcing</b></li> <li>● Meaning of Outsourcing, Need for outsourcing Scope of Outsourcing.</li> <li>● Outsourcing : IT and Business Processes</li> <li>● <b>Business Process Outsourcing (BPO)</b></li> <li>● Introduction</li> <li>● <b>BPO Vendors</b></li> <li>● How does BPO Work? BPO Service scope Benefits of BPO</li> <li>● BPO and IT Services</li> <li>● Project Management approach in BPO BPO and IT-enabled services</li> <li>● <b>BPO Business Model</b></li> <li>● Strategy for Business Process Outsourcing Process of BPO</li> <li>● ITO Vs BPO</li> <li>● <b>BPO to KPO</b></li> <li>● Meaning of KPO, KPO vs BPO</li> <li>● KPO : Opportunity and Scope KPO challenges KPO Indian Scenario</li> </ul>	15
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**References:**

1. Information Technology for Management, 6TH ED (With CD )
2. By Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)
3. Microsoft Office Professional 2013 Step by Step
4. By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch
5. Tata McGraw Hill Joseph, P.T. : E-commerce An Indian Perspective (Ch-13,Ch-14)
6. Computer Viruses and Related Threats: A Management Guide (Ch-2, Ch-3) By John P. Wack, Lisa J. Carnahan

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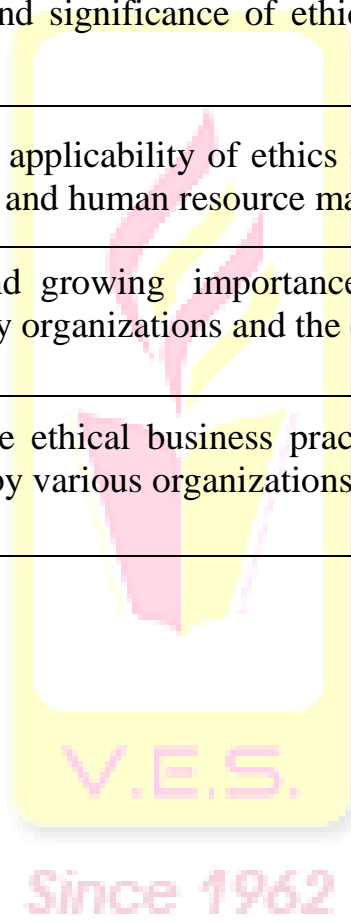
**Course title: Foundation Course –IV Ethics & Governance**  
**Course code: VESUMS404**

**Objective:** To Learn significance of ethics and ethical practices in businesses with its applicability in various areas, also good governance and CSR practices in it.

**Learning Outcomes (LO):**

On successful completion of this course students will be able to:

LO1	Learners will understand significance of ethics and ethical practices in businesses
LO2	Learners will learn the applicability of ethics in various functional areas like marketing, finance and human resource management
LO3	Learners will understand growing importance of good governance and CSR by organizations and the emerging need for it.
LO4	Learners will study the ethical business practices, CSR and Corporate Governance practiced by various organizations



Sr. No.	Modules / Units	
1	<b>Introduction to Ethics and Business Ethics</b>	
	<ul style="list-style-type: none"> <li>● <b>Ethics:</b></li> <li>● Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial</li> <li>● Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition</li> <li>● <b>Business Ethics:</b> Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics</li> <li>● Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences</li> <li>● Myths about Business Ethics</li> <li>● Ethical Performance in Businesses in India</li> </ul>	<b>10</b>
2	<b>Ethics in Marketing, Finance and HRM</b>	
	<ul style="list-style-type: none"> <li>● <b>Ethics in Marketing:</b> Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements</li> <li>● <b>Ethics In Finance:</b> Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Major Corporate Scams in India, Role of SEBI in Ensuring Corporate Governance, Cadbury Committee Report, 1992</li> <li>● <b>Ethics in Human Resource Management:</b> Importance of Workplace Ethics,</li> <li>● Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership</li> <li>● Understanding basic Human rights (Introduction to Human Rights)</li> </ul>	<b>11</b>
3	<b>Corporate Governance</b>	



	<ul style="list-style-type: none"> <li>● Concept, History of Corporate Governance in India, Need for Corporate Governance and <b>Reporting</b></li> <li>● Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Benefits of Good Governance, Issues in Corporate Governance <b>Role of CEO and Senior Executive</b></li> <li>● Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory</li> <li>● Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading</li> </ul>	12
<b>4</b>	<b>Corporate Social Responsibility (CSR)</b>	
	<ul style="list-style-type: none"> <li>● Meaning of CSR, Evolution of CSR, Types of Social Responsibility</li> <li>● Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract</li> <li>● Need for CSR</li> <li>● CSR Principles and Strategies</li> <li>● Issues in CSR</li> <li>● Social Accounting</li> <li>● Tata Group's CSR Rating Framework</li> <li>● Ethical Issues in International Business Practices</li> <li>● Recent Guidelines in CSR</li> <li>● Future of CSR, ESG, ESG Investing, ESG score, Sustainability Reporting, Impact &amp; materiality</li> </ul>	12

**Projects / Assignments (for Internal Assessment)**

. Projects/Assignments should be drawn for the component on Internal Assessment from the topics in **Module 1 to Module 4**.

- i. Students should be given a list of possible topics - at least 3 from each Module at the beginning of the semester.
- ii. The Project/Assignment can take the form of Street-Plays / Power-Point Presentations / Poster Exhibitions and similar other modes of presentation appropriate to the topic.
- iii. Students can work in groups of not more than 8 per topic.
- iv. Students must submit a hard / soft copy of the Project / Assignment before appearing for the semester end examination.

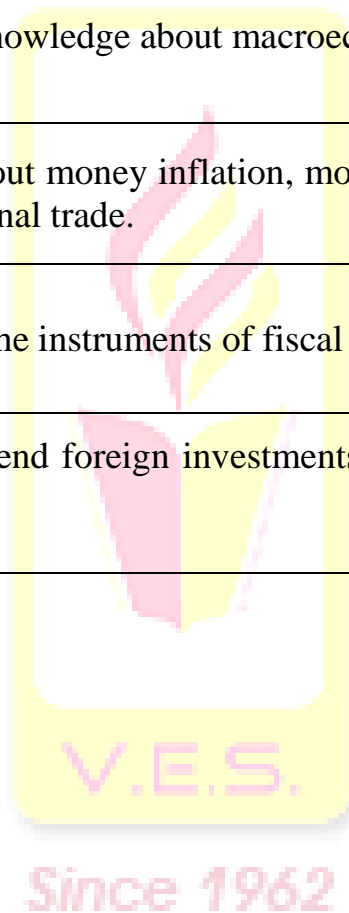
**Course title: Business Economics II**  
**Course code: VESUMS405**

**Objective:** To learn how markets and other governance structures core economic activities.

**Learning Outcomes (LO):**

On successful completion of this course students will be able to:

LO1	Learners will absorb knowledge about macroeconomics, data and theory.
LO2	Learners will study about money inflation, monetary policy, fiscal policy and issues of international trade.
LO3	Learners will identify the instruments of fiscal policy and union budget.
LO4	Learners will comprehend foreign investments, the balance of payments and international trade.

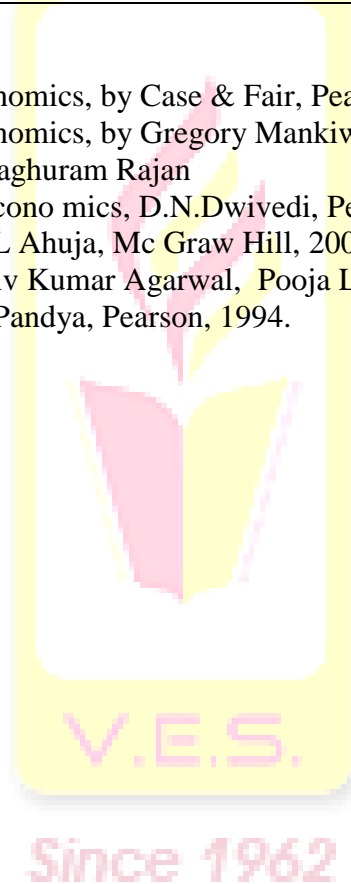


Unit No.	Topics	No. of Lectures
1	<p><b>Introduction to Macroeconomic Data and Theory</b></p> <ul style="list-style-type: none"> <li>• Macroeconomics: Meaning, Scope and Importance.</li> <li>• Circular flow of aggregate income and expenditure: closed and open economy models</li> <li>• The Measurement of national product: Meaning and Importance - conventional and Green GNP and NNP concepts - Relationship between National Income and Economic Welfare.</li> <li>• Short run economic fluctuations : Features and Phases of Trade Cycles</li> <li>• The Keynesian Principle of Effective Demand: Aggregate Demand and Aggregate Supply - Consumption Function - Investment function - effects of Investment</li> </ul> <p>Multiplier on Changes in Income and Output</p>	15
2	<p><b>Money, Inflation and Monetary Policy</b></p> <ul style="list-style-type: none"> <li>• Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money</li> <li>• Demand for Money : Classical and Keynesian approaches and Keynes' liquidity preference theory of interest</li> <li>• Money and prices : Quantity theory of money - Fisher's equation of exchange - Cambridge cash balance approach</li> <li>• Inflation: Demand Pull Inflation and Cost Push Inflation - Effects of Inflation- Nature of inflation in a developing economy.</li> <li>• Monetary policy :Meaning, objectives and instruments, inflation targeting</li> </ul>	15
3	<p><b>Constituents of Fiscal Policy</b></p> <ul style="list-style-type: none"> <li>• Role of a Government to provide Public goods- Principles of Sound and Functional Finance</li> <li>• Fiscal Policy: Meaning, Objectives - Contra cyclical Fiscal Policy and Discretionary Fiscal Policy</li> <li>• Instruments of Fiscal policy : Canons of taxation - Factors influencing incidence of taxation - Effects of taxation Significance of Public Expenditure - Social security contributions- Low Income Support and Social Insurance Programmes - Public Debt - Types, Public Debt and Fiscal Solvency, Burden of debt finance</li> <li>• Union budget -Structure- Deficit concepts-Fiscal Responsibility and Budget Management Act.</li> </ul>	15

4	<p><b>Open Economy : Theory and Issues of International Trade</b></p> <ul style="list-style-type: none"> <li>• The basis of international trade :Ricardo’s Theory of comparative cost advantage - The Heckscher – Ohlin theory of factor endowments- terms of trade - meaning and types Factors determining terms of trade - Gains from trade - Free trade versus protection</li> <li>• Foreign Investment : Foreign Portfolio investment- Benefits of Portfolio capital flows- Foreign Direct Investment - Merits of Foreign Direct Investment - Role of Multinational corporations</li> <li>• Balance of Payments: Structure -Types of Disequilibrium - Measures to correct disequilibrium in BOP.</li> <li>• Foreign Exchange and foreign exchange market : Spot and Forward rate of Exchange - Hedging, Speculation and Arbitrage -Fixed and Flexible exchange rates- Managed flexibility</li> </ul>	15
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**References:**

1. Principles of Macro Economics, by Case & Fair, Pearson Publication 2. 3. 4. 5.
2. Principles of Macro Economics, by Gregory Mankiw
3. A 100 Small Steps, by Raghuram Rajan
4. Essentials of Business Economics, D.N.Dwivedi, Pearson 2010
5. Business Economics, H L Ahuja, Mc Graw Hill, 2001 6. 7.
6. Business Economics, Shiv Kumar Agarwal, Pooja Law, 1996
7. Managerial Economics, Pandya, Pearson, 1994.



**Course title: Business Research Methods**

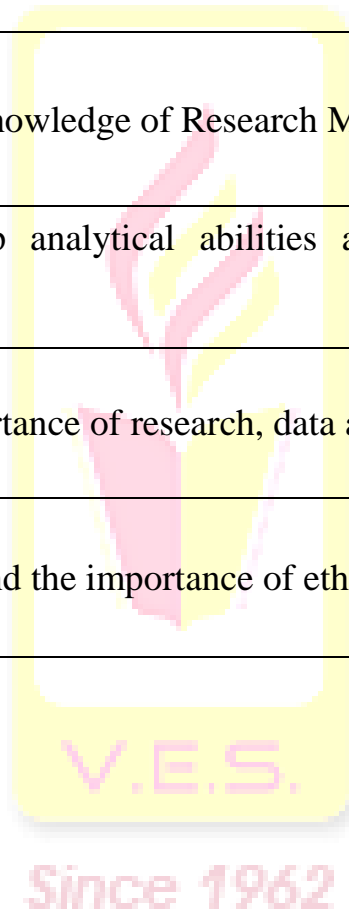
**Course code: VESUMS406**

**Objective:** To learn how markets and other governance structures core economic activities.

**Learning Outcomes (LO):**

On successful completion of this course students will be able to:

LO1	Learners will get the knowledge of Research Methods in Business
LO2	Learners will develop analytical abilities and research skills
LO3	Learners will the importance of research, data and data analysis
LO4	Learners will understand the importance of ethics in research



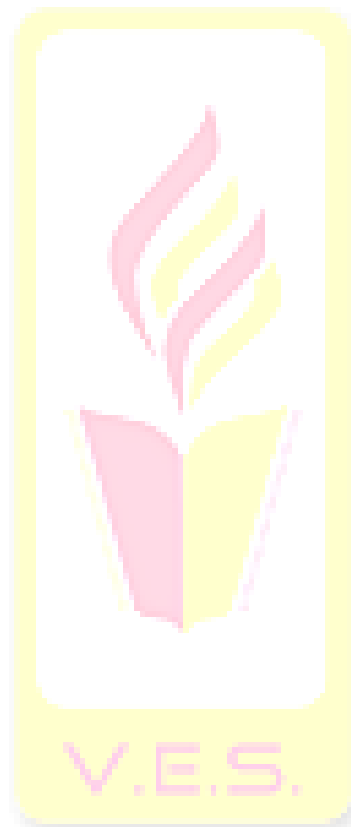
Unit No.	Topics	No. of Lectures
1	<ul style="list-style-type: none"> <li>● <b>Introduction to business research methods</b> <ul style="list-style-type: none"> <li>• Meaning and objectives of research</li> </ul> </li> <li>● Types of research– a)Pure, Basic and Fundamental b) Applied, c)Empirical d) Scientific &amp; Social e)Historical f) Exploratory g) Descriptive h)Causal</li> <li>● Concepts in Research: Variables, Qualitative and Quantitative Research</li> <li>● Stages in research process.</li> <li>● Characteristics of Good Research, Marketing Research</li> <li>● Hypothesis-Meaning, Nature, Significance, Types of Hypothesis, Sources, Type I &amp; Type II errors.</li> <li>● Research Plan, Research Problem, Formulation of Objectives</li> <li>● Research design– Meaning, Definition, Need and Importance, Steps in research design, Essentials of a good research design, Areas / Scope of research design and Types-Descriptive, Exploratory and causal.</li> <li>● Sampling– <ul style="list-style-type: none"> <li>• meaning of sample and sampling,</li> <li>• methods of sampling-i)Non Probability Sampling–</li> </ul> </li> <li>● Convenient, Judgment, Quota, Snow ball</li> <li>● ii) Probability– Simple Random, Stratified, Cluster, Multi Stage. Types of sampling errors and control</li> </ul>	18

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2	<ul style="list-style-type: none"> <li>● <b>Data collection and Processing</b> <ul style="list-style-type: none"> <li>• Types of data and sources-Primary and Secondary data sources</li> </ul> </li> <li>● Methods of collection of primary data <ul style="list-style-type: none"> <li>• Observation- i)structured and unstructured, ii) disguised and undisguised, iii)mechanical observations (use of gadgets)</li> <li>• Experimental i)Field ii) Laboratory</li> <li>• Interview – i) Personal Interview ii)focused group, iii) in- depth interviews - Method,</li> <li>• Survey– Telephonic survey, Mail, E-mail, Internet survey, Social media, and Media listening.</li> <li>• Survey instrument– i) Questionnaire designing.</li> <li>• Types of questions– i) structured/ close ended and ii) unstructured/ open ended, iii) Dicotomous, iv) Multiple Choice Questions.</li> <li>• Scaling techniques-i) Likert scale, ii) Semantic Differential scale</li> </ul> </li> </ul>	14
3	<p><b>Data analysis and Interpretation</b></p> <ul style="list-style-type: none"> <li>● Processing of data– i) Editing- field and office editing, ii) coding– meaning and essentials, iii) tabulation – note</li> <li>● Analysis of data-Meaning, Purpose, types.</li> <li>● Interpretation of data-Essentials, importance and Significance of processing data, Trinka, Refandwrite, Quillbot</li> <li>● Multivariate analysis– concept only</li> <li>● Testing of hypothesis– concept and problems– i)chi square test, ii) Zandt-test</li> </ul>	16
4	<p><b>Advanced techniques in Report Writing</b></p> <ul style="list-style-type: none"> <li>• Report writing – i) Meaning , importance, functions of reports, essential of a good report, content of report , steps in writing a report, types of reports, Footnotes and Bibliography, Citation, Use of Zotero</li> <li>• Ethics and research</li> <li>• Objectivity, Confidentiality and anonymity in Research</li> <li>• Plagiarism, Plagiarism check report, paraphrasing tools, Self-Plagiarism</li> </ul>	12

**References:**

1. Research for Marketing Decisions Paul E. Green, Donald S. Tull
2. Marketing Research- Text and Cases Harper W. Boyd Jr. , Ralph Westfall.
3. Research methodology in Social sciences, O.R.Krishnaswamy, Himalaya Publication
4. Business Research Methods, Donald R Cooper, Pamela Schindler, Tata McGraw Hill
5. Marketing research and applied orientation, Naresh K Malhotra, Pearson
6. Statistics for management, Levin and Reuben, Prentice Hall.
7. Research Methods for Management: S Shajahan, Jaico Publishing
8. Research Methodology: Ranjit Kumar, Sage Publications
9. Research methodology Methods and Techniques
10. Research methods for Business: A skill building approach



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**Course title: Production & Total Quality Management**  
**Course code: VESUMS407**

**Objective:** To acquaint learners with the basic management decisions with respect to production and quality management.

**Learning Outcomes (LO):**

On successful completion of this course students will be able to:

LO1	Learners will develop the basic management decisions related to production and quality management.
LO2	Learners will inquire about Material Management, various techniques Inventory Management and numerical sums related to EOQ, Lead Time, Reorder Level and Safety of Stock.
LO3	Learners will recognize the Basics of Productivity and TQM and various Product and Service Quality, SERVQUAL.
LO4	Learners will identify ISO 9000, ISO 1400, QS9000, Malcolm Baldrige, National Quality Award and Deming's Application Prize.



Unit No.	Topics	No. of Lectures
1	<p><b>Production Management</b></p> <ul style="list-style-type: none"> <li>• Objectives, Components–Manufacturing systems: Intermittent and Continuous Production Systems.</li> <li>• Product Development, Classification and Product Design.</li> <li>• Plant location &amp; Plant layout– Objectives, Principles of good product layout, types of layout.</li> <li>• Importance of purchase management.</li> </ul>	14
2	<p><b>Materials Management</b></p> <ul style="list-style-type: none"> <li>• <b>Materials Management:</b></li> <li>• Concept, Objectives and importance of materials management Various types of Material Handling Systems.</li> <li>• <b>Inventory Management:</b></li> <li>• Importance–Inventory Control Techniques ABC, VED, FSN, GOLF, XYZ, SOS, HML.</li> <li>• EOQ: Assumptions limitations &amp; advantages of Economic Order Quantity, Simple numerical on EOQ , Lead Time, Reorder Level, Safety Stock.</li> </ul>	16
3	<p><b>Basics Of Productivity &amp; TQM</b></p> <ul style="list-style-type: none"> <li>• <b>Basics Of Productivity &amp; TQM:</b></li> <li>• Concepts of Productivity, modes of calculating productivity. Importance Of Quality Management, factors affecting quality; TQM– concept and importance, Cost of Quality, Philosophies and Approaches To Quality: Edward Deming, J. Juran , Kaizen , P. Crosby’s philosophy.</li> <li>• <b>Product &amp; Service Quality Dimensions, SERVQUAL</b></li> <li>• Characteristics of Quality, Quality Assurance, Quality Circle : Objectives of Quality Circles, Ishikawa Fish Bone, Applications in Organizations. Simple numerical on productivity</li> </ul>	16
4	<p><b>Quality Improvement Strategies &amp; Certifications</b></p> <ul style="list-style-type: none"> <li>• <b>Quality Improvement Strategies &amp; Certifications:</b></li> <li>• Lean Thinking, Kepner Tregor Methodology of problem solving, Sigma features, Enablers, Goals, MAIC/DMADV. TAGUCHI’S QUALITY ENGINEERING, ISO 9000, ISO 1400, QS9000. Malcolm</li> <li>• Baldrige National Quality Award (MBNQA), Deming’s Application Prize. <b>Using Production and Quality Management as competitive strategies</b></li> </ul>	14

**References:**

1. Production and Operations Management: R. Paneerselvam
2. Production (Operations) Management: L.C. Jhamb
3. K. Ashwathappa and K .Shridhar Bhatt ; Production and Operations management

4. Productivity Management: Concepts and Techniques, Sawhney S.C., Tata McGraw Hill
5. Srinivas Gondhalekar and Uday Salunkhe, "Productivity Techniques", Himalaya Publishing House
6. Gerard Leone and Richard D. Rahn, "Productivity Techniques", Jaico Book House
7. John S. Oakland, "TQM: Text with Cases", Butterworth-Heinemann
8. David J. Sumanth, "Total Productivity Management (TPmgt): A systematic and quantitative approach to compete in quality, price and time", St. Lucie Press



## Modality of Assessment

The performance of the learners will be evaluated in two Components. One component will be the Internal Assessment component carrying 25% marks and the second component will be the Semester-wise End Examination component carrying 75% marks.

Student will have to score 40% of marks in Internal assessment as well as End Semester examination to pass the course.

**Internal Assessment:** It is defined as the assessment of the learners on the basis of internal evaluation as envisaged in the Credit & Choice based system by way of participation of learners in various academic and correlated activities in the given semester of the programme.

**Semester End Assessment :** It is defined as the assessment of the learners on the basis of Performance in the semester end Theory/ Practical examination.

The allocation of marks for the Internal Assessment and Semester End Examinations will be as shown below:-

A) Internal Assessment: 25 %

### Question Paper Pattern

(Internal Assessment- Courses with and without Practical Courses)

Sr. No.	Particular	Marks
1	<b>One class test (10 Marks)</b>	
	Answer in One or Two Lines (Concept based Questions)	10 Marks
2	Attendance and class participation	05 Marks
2	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 / Presentations / Case Studies / Field Trip / Events / Research Projects/Journals & assignments completion (practical courses)	10 Marks

B) External Assessment: 75 %

### Question Paper Pattern

(External Assessment- Courses with and without Practical Courses)

Maximum Marks: 75 Questions to be set: 05 Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q-1 (Unit 1)	Match the Column/ Fill in the Blanks/ Multiple Choice Questions <b>OR</b> Answer in One or Two Lines (Concept based Questions)	15 Marks
Q-2 (Unit-2)	Full Length Practical / Theoretical Question <b>OR</b> Full Length Practical / Theoretical Question	15 Marks  15 Marks
Q-3 (Unit -3)	Full Length Practical / Theoretical Question <b>OR</b> Full Length Practical / Theoretical Question	15 Marks  15 Marks
Q-4 (Unit-4)	Full Length Practical / Theoretical Question <b>OR</b> Full Length Practical / Theoretical Question	15 Marks  15 Marks
Q-5	A) Practical / Theoretical questions B) Practical / Theoretical questions <b>OR</b> Short Notes To be asked 05 To be answered 03 <b>OR</b> Case Study	08 Marks 07 Marks  15 Marks  15 Marks

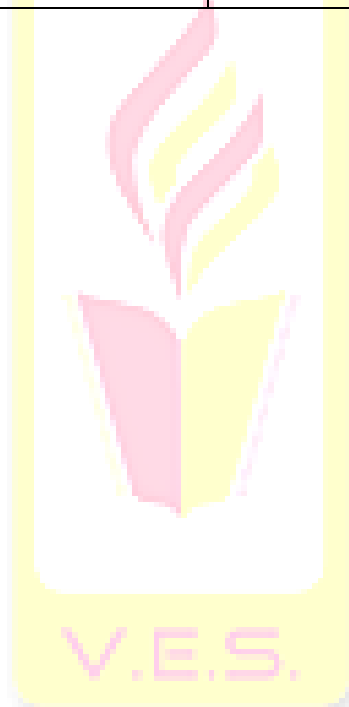
Note:

In both Practical question and Theoretical question of 15 marks it may be divided into two sub questions of 7/8 and 10/5 Marks. If the topic demands, instead of practical questions, appropriate theory question may be asked.

## Overall Examination and Marks Distribution Pattern

### SEMESTER IV

Course	Theory
VESUMS401	100
VESUMS402	100
VESUMS403	100
VESUMS404	100
VESUMS405	100
VESUMS406	100
VESUMS407	100
Grand Total	700



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