

**Bachelor of Management Studies (BMS)
Programme**

**Three Year Integrated Programme-
Six Semesters**
Course Structure

**Under Choice Based Credit, Grading and
Semester System**

To be implemented from Academic Year- 2018-2019

Board of Studies-in-Unaided Commerce

**Proposed Syllabus
of
Bachelor of Management Studies(BMS)
Programme
First Year
Semester V and VI**

**Under Choice Based Credit, Grading and
Semester *System***

(To be implemented from Academic Year- 2018-2019)

Board of Studies-in-Unaided Commerce

Bachelor of Management Studies (BMS) Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2018-2019)

Semester V

No. of Courses	Semester V	Credits
1	<i>Elective Courses (Marketing or Finance)</i>	
Marketing Electives		
SIUBMS51M	Services Marketing	03
SIUBMS52M	E-Commerce & Digital Marketing	03
SIUBMS53M	Sales & Distribution Management	03
SIUBMS54M	Customer Relationship Management	03
Finance Electives		
SIUBMS51F	Investment Analysis & Portfolio Management	03
SIUBMS52F	Financial Accounting	03
SIUBMS53F	Risk Management	03
SIUBMS54F	Direct Taxes	03
2	<i>Core Courses (CC)</i>	
SIUBMS55	Logistics & Supply Chain Management	04
3	<i>Ability Enhancement Courses (AEC)</i>	
SIUBMS56	Corporate Communication & Public Relations	04
Total Credits		20

*Proposed Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester V
with Effect from the Academic Year 2018-2019*

**Elective Courses (EC)
Marketing Electives**

SIUBMS51M Services Marketing

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction of Services Marketing	15
2	Key Elements of Services Marketing Mix	15
3	Managing Quality Aspects of Services Marketing	15
4	Marketing of Services	15
Total		60

Learning Objectives:

- ✓ To understand distinctive features of services and key elements in services marketing
- ✓ To provide insight into ways to improve service quality and productivity
- ✓ To understand marketing of different services in Indian context

Sr. No.	Modules / Units
1	Introduction of Services Marketing
	<ul style="list-style-type: none"> • Services Marketing Concept, Distinctive Characteristics of Services, Services Marketing Triangle, Purchase Process for Services, Marketing Challenges of Services • Role of Services in Modern Economy, Services Marketing Environment • Goods vs Services Marketing, Goods Services Continuum • Consumer Behaviour, Positioning a Service in the Market Place • Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty • Type of Contact: High Contact Services and Low Contact Services • Sensitivity to Customers' Reluctance to Change
2	Key Elements of Services Marketing Mix
	<ul style="list-style-type: none"> • The Service Product, Pricing Mix, Promotion & Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service Mapping-Flowcharting • Branding of Services – Problems and Solutions • Options for Service Delivery
3	Managing Quality Aspects of Services Marketing
	<ul style="list-style-type: none"> • Improving Service Quality and Productivity • Service Quality – GAP Model, Benchmarking, Measuring Service Quality -Zone of Tolerance and Improving Service Quality • The SERVQUAL Model • Defining Productivity – Improving Productivity • Demand and Capacity Alignment
4	Marketing of Services
	<ul style="list-style-type: none"> • International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing • Factors Favouring Transnational Strategy • Elements of Transnational Strategy • Recent Trends in Marketing Of Services in: Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry • Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector

*Proposed Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester V
with Effect from the Academic Year 2018-2019*

**Elective Courses (EC)
Marketing Electives**

SIUBMS52M E-Commerce & Digital Marketing

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to E-commerce	15
2	E-Business & Applications	15
3	Payment, Security, Privacy & Legal Issues in E-Commerce	15
4	Digital Marketing	15
Total		60

Learning Objectives:

- ✓ To understand increasing significance of E-Commerce and its applications in Business and Various Sectors
- ✓ To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business
- ✓ To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation

Sr. No.	Modules / Units
1	Introduction to E-commerce
	<ul style="list-style-type: none"> • Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages & Limitations of E-Commerce, Traditional Commerce & E-Commerce • Ecommerce Environmental Factors: Economic, Technological, Legal, Cultural & Social • Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Myths of E-Commerce • Impact of E-Commerce on Business, Ecommerce in India • Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism, Government, Education • Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce
2	E-Business & Applications
	<ul style="list-style-type: none"> • E-Business: Meaning, Launching an E-Business, Different phases of Launching an E-Business • Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, Enterprise Resource Planning • Bricks and Clicks business models in E-Business: Brick and Mortar, Pure Online, Bricks and Clicks, Advantages of Bricks & Clicks Business Model, Superiority of Bricks and Clicks E-Business Applications: E-Procurement, E-Communication, E-Delivery, E-Auction, E-Trading. • Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI. • Website : Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle Approach for Building a Website, Different Ways of Building a Website
3	Payment, Security, Privacy & Legal Issues in E-Commerce
	<ul style="list-style-type: none"> • Issues Relating to Privacy and Security in E-Business • Electronic Payment Systems: Features, Different Payment Systems :Debit Card, Credit Card, Smart Card, E-cash, E-Cheque, E-wallet, Electronic Fund Transfer. • Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types, Advantages and Disadvantages of Payment Gateway. • Types of Transaction Security • E-Commerce Laws: Need for E-Commerce laws, E-Commerce laws in India, Legal Issues in E-commerce in India, IT Act 2000
4	Digital Marketing
	<ul style="list-style-type: none"> • Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing. • Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing, Content Marketing & Content Influencer Marketing, Campaign Marketing, Email Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts & Vodcasts. • Digital Marketing on various Social Media platforms. • Online Advertisement, Online Marketing Research, Online PR • Web Analytics • Promoting Web Traffic • Latest developments and Strategies in Digital Marketing.

*Proposed Syllabus of Courses of Bachelor of Management Studies
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Elective Courses (EC)

Marketing Electives

SIUBMS53M Sales & Distribution Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction	15
2	Market Analysis and Selling	15
3	Distribution Channel Management	15
4	Performance Evaluation, Ethics and Trends	15
Total		60

Learning Objectives:

- ✓ To develop understanding of the sales & distribution processes in organizations
- ✓ To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management

Sr. No.	Modules / Units
1	Introduction
	<p>a) Sales Management:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning, Role of Sales Department, Evolution of Sales Management <input type="checkbox"/> Interface of Sales with Other Management Functions <input type="checkbox"/> Qualities of a Sales Manager <input type="checkbox"/> Sales Management: Meaning, Developments in Sales Management-Effectiveness to Efficiency, Multidisciplinary Approach, Internal Marketing, Increased Use of Internet, CRM, Professionalism in Selling. <input type="checkbox"/> Structure of Sales Organization – Functional, Product Based, Market Based, Territory Based, Combination or Hybrid Structure <p>b) Distribution Management:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning, Importance, Role of Distribution, Role of Intermediaries, Evolution of Distribution Channels. <p>c) Integration of Marketing, Sales and Distribution</p>
2	Market Analysis and Selling
	<p>a) Market Analysis:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Market Analysis and Sales Forecasting, Methods of Sales Forecasting <input type="checkbox"/> Types of Sales Quotas – Value Quota, Volume Quota, Activity Quota, Combination Quota <input type="checkbox"/> Factors Determining Fixation of Sales Quota <input type="checkbox"/> Assigning Territories to Salespeople <p>b) Selling:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Process of Selling, Methods of Closing a Sale, Reasons for Unsuccessful Closing <input type="checkbox"/> Theories of Selling – Stimulus Response Theory, Product Orientation Theory, Need Satisfaction Theory <input type="checkbox"/> Selling Skills – Communication Skill, Listening Skill, Trust Building Skill, Negotiation Skill, Problem Solving Skill, Conflict Management Skill <input type="checkbox"/> Selling Strategies – Softsell Vs. Hardsell Strategy, Client Centered Strategy, Product-Price Strategy, Win-Win Strategy, Negotiation Strategy <input type="checkbox"/> Difference Between Consumer Selling and Organizational Selling <input type="checkbox"/> Difference Between National Selling and International Selling
3	Distribution Channel Management
	<ul style="list-style-type: none"> • Management of Distribution Channel – Meaning & Need • Channel Partners- Wholesalers, Distributors and Retailers & their Functions in Distribution Channel, Difference Between a Distributor and a Wholesaler • Choice of Distribution System – Intensive, Selective, Exclusive • Factors Affecting Distribution Strategy – Locational Demand, Product Characteristics, Pricing Policy, Speed or Efficiency, Distribution Cost • Factors Affecting Effective Management Of Distribution Channels <input type="checkbox"/> Channel Design <input type="checkbox"/> Channel Policy

	<ul style="list-style-type: none"> <input type="checkbox"/> Channel Conflicts: Meaning, Types – Vertical, Horizontal, Multichannel, Reasons for Channel Conflict <input type="checkbox"/> Resolution of Conflicts: Methods – Kenneth Thomas’s Five Styles of Conflict Resolution <input type="checkbox"/> Motivating Channel Members <input type="checkbox"/> Selecting Channel Partners <input type="checkbox"/> Evaluating Channels <input type="checkbox"/> Channel Control
4	Performance Evaluation, Ethics and Trends
	<p>a) Evaluation & Control of Sales Performance:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sales Performance – Meaning <input type="checkbox"/> Methods of Supervision and Control of Sales Force <input type="checkbox"/> Sales Performance Evaluation Criteria- Key Result Areas (KRAs) <input type="checkbox"/> Sales Performance Review <input type="checkbox"/> Sales Management Audit <p>b) Measuring Distribution Channel Performance:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Evaluating Channels- Effectiveness, Efficiency and Equity <input type="checkbox"/> Control of Channel – Instruments of Control – Contract or Agreement, Budgets and Reports, Distribution Audit <p>c) Ethics in Sales Management</p> <p>d) New Trends in Sales and Distribution Management</p>

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**Elective Courses (EC)
Marketing Electives**

SIUBMS54M Customer Relationship Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Customer Relationship Management	15
2	CRM Marketing Initiatives, Customer Service and Data Management	15
3	CRM Strategy, Planning, Implementation and Evaluation	15
4	CRM New Horizons	15
Total		60

Learning Objectives:

- ✓ To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management
- ✓ To provide insight into CRM marketing initiatives, customer service and designing CRM strategy
- ✓ To understand new trends in CRM, challenges and opportunities for organizations

Sr. No.	Modules / Units
1	Introduction to Customer Relationship Management
	<ul style="list-style-type: none"> <input type="checkbox"/> Concept, Evolution of Customer Relationships: Customers as strangers, acquaintances, friends and partners <input type="checkbox"/> Objectives, Benefits of CRM to Customers and Organisations, Customer Profitability Segments, Components of CRM: Information, Process, Technology and People, Barriers to CRM <input type="checkbox"/> Relationship Marketing and CRM: Relationship Development Strategies: Organizational Pervasive Approach, Managing Customer Emotions, Brand Building through Relationship Marketing, Service Level Agreements, Relationship Challenges
2	CRM Marketing Initiatives, Customer Service and Data Management
	<ul style="list-style-type: none"> <input type="checkbox"/> CRM Marketing Initiatives: Cross-Selling and Up-Selling, Customer Retention, Behaviour Prediction, Customer Profitability and Value Modeling, Channel Optimization, Personalization and Event-Based Marketing <input type="checkbox"/> CRM and Customer Service: Call Center and Customer Care: Call Routing, Contact Center Sales-Support, Web Based Self Service, Customer Satisfaction Measurement, Call-Scripting, Cyber Agents and Workforce Management <input type="checkbox"/> CRM and Data Management: Types of Data: Reference Data, Transactional Data, Warehouse Data and Business View Data, Identifying Data Quality Issues, Planning and Getting Information Quality, Using Tools to Manage Data, Types of Data Analysis: Online Analytical Processing (OLAP), Clickstream Analysis, Personalisation and Collaborative Filtering, Data Reporting
3	CRM Strategy, Planning, Implementation and Evaluation
	<ul style="list-style-type: none"> <input type="checkbox"/> Understanding Customers: Customer Value, Customer Care, Company Profit Chain: Satisfaction, Loyalty, Retention and Profits <input type="checkbox"/> Objectives of CRM Strategy, The CRM Strategy Cycle: Acquisition, Retention and Win Back, Complexities of CRM Strategy <input type="checkbox"/> Planning and Implementation of CRM: Business to Business CRM, Sales and CRM, Sales Force Automation, Sales Process/ Activity Management, Sales Territory Management, Contact Management, Lead Management, Configuration Support, Knowledge Management <p>CRM Implementation: Steps- Business Planning, Architecture and Design, Technology Selection, Development, Delivery and Measurement</p> <ul style="list-style-type: none"> <input type="checkbox"/> CRM Evaluation: Basic Measures: Service Quality, Customer Satisfaction and Loyalty, Company 3E Measures: Efficiency, Effectiveness and Employee Change
4	CRM New Horizons
	<ul style="list-style-type: none"> <input type="checkbox"/> e-CRM: Concept, Different Levels of E- CRM, Privacy in E-CRM: <input type="checkbox"/> Software App for Customer Service:

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| | <ul style="list-style-type: none"><input type="checkbox"/> Activity Management, Agent Management, Case Assignment, Contract Management, Customer Self Service, Email Response Management, Escalation, Inbound Communication Management, Invoicing, Outbound Communication Management, Queuing and Routing, Scheduling<input type="checkbox"/> Social Networking and CRM<input type="checkbox"/> Mobile-CRM<input type="checkbox"/> CRM Trends, Challenges and Opportunities<input type="checkbox"/> Ethical Issues in CRM |
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*Proposed Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester V
with Effect from the Academic Year 2018-2019*

Elective Courses (EC)

Finance Electives

SIUBMS51F Investment Analysis & Portfolio Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Investment Environment	15
2	Risk - Return Relationship	15
3	Portfolio Management and Security Analysis	15
4	Theories, Capital Asset Pricing Model and Portfolio Performance Measurement	15
Total		60

Learning Objectives:

- ✓ To acquaint the learners with various concepts of finance
- ✓ To understand the terms which are often confronted while reading newspaper, magazines etc for better correlation with the practical world
- ✓ To understand various models and techniques of security and portfolio analysis

Sr. No.	Modules / Units
1	Introduction to Investment Environment
	<p>a) Introduction to Investment Environment</p> <ul style="list-style-type: none"> <input type="checkbox"/> Introduction, Investment Process, Criteria for Investment, Types of Investors, Investment V/s Speculation V/s Gambling, Investment Avenues, Factors Influencing Selection of Investment Alternatives <p>b) Capital Market in India</p> <ul style="list-style-type: none"> <input type="checkbox"/> Introduction, Concepts of Investment Banks its Role and Functions, Stock Market Index, The NASDAQ, SDL, NSDL, Benefits of Depository Settlement, Online Share Trading and its Advantages, Concepts of Small cap, Large cap, Midcap and Penny stocks
2	Risk - Return Relationship
	<p>a) Meaning, Types of Risk- Systematic and Unsystematic risk, Measurement of Beta, Standard Deviation, Variance, Reduction of Risk through Diversification. Practical Problems on Calculation of Standard Deviation, Variance and Beta.</p>
3	Portfolio Management and Security Analysis
	<p>a) Portfolio Management:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning and Concept, Portfolio Management Process, Objectives, Basic Principles, Factors affecting Investment Decisions in Portfolio Management, Portfolio Strategy Mix. <p>b) Security Analysis:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Fundamental Analysis, Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis - Basic Principles of Technical Analysis., Uses of Charts: Line Chart, Bar Chart, Candlestick Chart, Mathematical Indicators: Moving Averages, Oscillators.
4	Theories, Capital Asset Pricing Model and Portfolio Performance Measurement
	<p>a) Theories:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Dow Jones Theory, Elloit Wave Theory, Efficient Market Theory <p>b) Capital Asset Pricing Model:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Assumptions of CAPM, CAPM Equation, Capital Market Line, Security Market Line <p>c) Portfolio Performance Measurement:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning of Portfolio Evaluation, Sharpe's Ratio (Basic Problems), Treynor's Ratio (Basic Problems), Jensen's Differential Returns (Basic Problems)

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**Elective Courses (EC)
Finance Electives**

SIUBMS52F Financial Accounting

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Preparation of Final Accounts of Companies	15
2	Underwriting of Shares & Debentures	12
3	Accounting of Transactions of Foreign Currency	15
4	Investment Accounting (w.r.t. Accounting Standard- 13)	10
5	Ethical Behaviour and Implications for Accountants	08
Total		60

Learning Objectives:

- ✓ To acquaint the learners in preparation of final accounts of companies
- ✓ To study provisions relating to underwriting of shares and debentures
- ✓ To study accounting of foreign currency and investment
- ✓ To understand the need of ethical behaviour in accountancy

Sr. No.	Modules / Units
1	Preparation of Final Accounts of Companies
	Relevant provisions of Companies Act related to preparation of Final Accounts (excluding cash flow statement) Preparation of financial statements as per Companies Act (excluding cash flow statement) AS 1 in relation to final accounts of companies (disclosure of accounting policies)
2	Underwriting of Shares & Debentures
	Introduction, Underwriting, Underwriting Commission Provision of Companies Act with respect to Payment of underwriting commission Underwriters, Sub-Underwriters, Brokers and Manager to Issues Types of underwriting, Abatement Clause Marked, Unmarked and Firm-underwriting applications, Liability of the underwriters in respect of underwriting contract- Practical problems
3	Accounting of Transactions of Foreign Currency
	In relation to purchase and sale of goods, services, assets, loan and credit transactions. Computation and treatment of exchange rate differences.
4	Investment Accounting (w.r.t. Accounting Standard- 13)
	For shares (variable income bearing securities) For Debentures/Preference shares (fixed income bearing securities) Accounting for transactions of purchase and sale of investments with ex and cum interest prices and finding cost of investment sold and carrying cost as per weighted average method (Excl. brokerage). Columnar format for investment account.

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**Elective Courses (EC)
Finance Electives**

SIUBMS53F Risk Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction, Risk Measurement and Control	15
2	Risk Avoidance and ERM	15
3	Risk Governance and Assurance	15
4	Risk Management in Insurance	15
Total		60

Learning Objectives:

- ✓ To familiarize the student with the fundamental aspects of risk management and control
- ✓ To give a comprehensive overview of risk governance and assurance with special reference to insurance sector
- ✓ To introduce the basic concepts, functions, process, techniques of risk management

Sr. No.	Modules / Units
1	Introduction, Risk Measurement and Control
	<p>a) Introduction, Risk Measurement and Control</p> <ul style="list-style-type: none"> <input type="checkbox"/> Definition, Risk Process, Risk Organization, Key Risks –Interest, Market, Credit, Currency, Liquidity, Legal, Operational <input type="checkbox"/> Risk Management V/s Risk Measurement – Managing Risk, Diversification, Investment Strategies and Introduction to Quantitative Risk Measurement and its Limitations <input type="checkbox"/> Principals of Risk - Alpha, Beta, R squared, Standard Deviation, Risk Exposure Analysis, Risk Immunization, Risk and Summary Measures –Simulation Method, Duration Analysis, Linear and other Statistical Techniques for Internal Control
2	Risk Avoidance and ERM
	<p>a) Risk Hedging Instruments and Mechanism:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Forwards, Futures, Options, Swaps and Arbitrage Techniques, Risk Return Trade off, Markowitz Risk Return Model, Arbitrage Theory, System Audit Significance in Risk Mitigation <p>b) Enterprise Risk Management:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Risk Management V/s Enterprise Risk Management, Integrated Enterprise Risk Management, ERM Framework, ERM Process, ERM Matrix, SWOT Analysis, Sample Risk Register
3	Risk Governance and Assurance
	<p>a) Risk Governance:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Importance and Scope of Risk Governance, Risk and Three Lines of Defense, Risk Management and Corporate Governance <p>b) Risk Assurance:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Purpose and Sources of Risk Assurance, Nature of Risk Assurance, Reports and Challenges of Risk <p>c) Risk and Stakeholders Expectations:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Identifying the Range of Stakeholders and Responding to Stakeholders Expectations
4	Risk Management in Insurance
	<p>a) Insurance Industry:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Global Perspective, Regulatory Framework in India, IRDA - Reforms, Powers, Functions and Duties. Role and Importance of Actuary <p>b) Players of Insurance Business:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Life and Non- Life Insurance, Reinsurance, Bancassurance, Alternative Risk Trance, Insurance Securitization, Pricing of Insurance products, Expected Claim Costs, Risk Classification <p>c) Claim Management:</p> <ul style="list-style-type: none"> <input type="checkbox"/> General Guidelines, Life Insurance, Maturity, Death, Fire, Marine, Motor Insurance and Calculation of Discounted Expected Claim Cost and Fair Premium

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**Elective Courses (EC)
Finance Electives**

SIUBMS54F Direct Taxes

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Definitions and Residential Status	10
2	Heads of Income – I	15
3	Heads of Income - II	15
4	Deductions under Chapter VI A	10
5	Computation of Taxable Income of Individuals	10
Total		60

Learning Objectives:

- ✓ To understand the provisions of determining residential status of individual
- ✓ To study various heads of income
- ✓ To study deductions from total income
- ✓ To compute taxable income of Individuals

Sr. No.	Modules / Units
1	Definitions and Residential Status
	Basic Terms (S. 2,3,4) Assessee, Assessment, Assessment Year, Annual Value, Business, Capital Assets, Income, Previous Year, Person, Transfer. Determination of Residential Status of Individual, Scope of Total Income (S.5)
2	Heads of Income – I
	Salary (S.15-17) Income from House Property (S. 22-27) Profit & Gain from Business and Profession(S. 28, 30,31,32, 35, 35D,36,37, 40, 40A and 43B)
3	Heads of Income – II
	Capital Gain (S. 45, 48, 49, 50 and 54) Income from other sources (S.56- 59) Exclusions from Total Income (S.10) (Exclusions related to specified heads to be covered with relevant heads of income)
4	Deductions under Chapter VI A
	Deductions from Total Income S. 80C, 80CCC, 80D, 80DD, 80E, 80U, 80TTA

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Core Courses (CC)

SIUBMS55 Logistics and Supply Chain Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Logistics and Supply Chain Management	15
2	Elements of Logistics Mix	15
3	Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis	15
4	Recent Trends in Logistics and Supply Chain Management	15
Total		60

Learning Objectives:

- ✓ To provide students with basic understanding of concepts of logistics and supply chain management
- ✓ To introduce students to the key activities performed by the logistics function
- ✓ To provide an insight in to the nature of supply chain, its functions and supply chain systems
- ✓ To understand global trends in logistics and supply chain management

Sr. No.	Modules / Units
1	Overview of Logistics and Supply Chain Management
	<p>a) Introduction to Logistics Management</p> <ul style="list-style-type: none"> • Meaning, Basic Concepts of Logistics- Logistical Performance Cycle, Inbound Logistics, Inprocess Logistics, Outbound Logistics, Logistical Competency, Integrated Logistics , Reverse Logistics and Green Logistics • Objectives of Logistics, Importance of Logistics, Scope of Logistics, Logistical Functions/Logistic Mix, Changing Logistics Environment <p>b) Introduction to Supply Chain Management Meaning, Objectives, Functions, Participants of Supply Chain, Role of Logistics in Supply Chain, Comparison between Logistics and Supply Chain Management, Channel Management and Channel Integration</p> <p>c) Customer Service: Key Element of Logistics Meaning of Customer Service, Objectives, Elements, Levels of customer service, Rights of Customers</p> <p>d) Demand Forecasting Meaning, Objectives ,Approaches to Forecasting, Forecasting Methods, Forecasting Techniques, (Numerical on Simple Moving Average, Weighted Moving Average)</p>
2	Elements of Logistics Mix
	<p>a) Transportation Introduction, Principles and Participants in Transportation, Transport Functionality, Factors Influencing Transportation Decisions, Modes of Transportation- Railways, Roadways, Airways, Waterways, Ropeways, Pipeline, Transportation Infrastructure, Intermodal Transportation</p> <p>b) Warehousing Introduction, Warehouse Functionality, Benefits of Warehousing, Warehouse Operating Principles, Types of Warehouses, Warehousing Strategies, Factors affecting Warehousing</p> <p>c) Materials Handling Meaning, Objectives, Principles of Materials Handling, Systems of Materials Handling, Equipments used for Materials Handling, Factors affecting Materials Handling Equipments</p> <p>d) Packaging Introduction, Objectives of Packaging, Functions/Benefits of Packaging, Design Considerations in Packaging, Types of Packaging Material, Packaging Costs</p>
3	Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis
	<p>a) Inventory Management Meaning, Objectives, Functions, Importance, Techniques of Inventory Management (Numericals - EOQ and Reorder levels)</p> <p>b) Logistics Costing Meaning, Total Cost Approach, Activity Based Costing, Mission Based Costing</p> <p>c) Performance Measurement in Supply Chain</p>

	<p>Meaning, Objectives of Performance Measurement, Types of Performance Measurement, Dimensions of Performance Measurement, Characteristics of Ideal Measurement System</p> <p>d) Logistical Network Analysis Meaning, Objectives, Importance, Scope, RORO/LASH</p>
4	Recent Trends in Logistics and Supply Chain Management
	<p>a) Information Technology in Logistics Introduction, Objectives, Role of Information Technology in Logistics and Supply Chain Management, Logistical Information System, Principles of Logistical Information System, Types of Logistical Information System, Logistical Information Functionality, Information Technology Infrastructure</p> <p>b) Modern Logistics Infrastructure Golden Quadrilateral, Logistics Parks, Deep Water Ports, Dedicated Freight Corridor, Inland Container Depots/Container Freight Stations, Maritime Logistics, Double Stack Containers/Unit Trains</p> <p>c) Logistics Outsourcing Meaning, Objectives, Benefits/Advantages of Outsourcing, Third Party Logistics Provider, Fourth Party Logistics Provider, Drawbacks of Outsourcing, Selection of Logistics Service Provider, Outsourcing-Value Proposition</p> <p>d) Logistics in the Global Environment Managing the Global Supply Chain, Impact of Globalization on Logistics and Supply Chain Management, Global Logistics Trends, Global Issues and Challenges in Logistics and Supply Chain Management</p>

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Ability Enhancement Courses (AEC)

**SIUBMS56 Corporate Communication & Public
Relations**

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Foundation of Corporate Communication	15
2	Understanding Public Relations	15
3	Functions of Corporate Communication and Public Relations	15
4	Emerging Technology in Corporate Communication and Public Relations	15
Total		60

Learning Objectives:

- ✓ To provide the students with basic understanding of the concepts of corporate communication and public relations.
- ✓ To introduce the various elements of corporate communication and consider their roles in managing organizations.
- ✓ To examine how various elements of corporate communication must be coordinated to communicate effectively.

- ✓ To develop critical understanding of the different practices associated with corporate communication.

Sr. No.	Modules / Units
1	Overview of Logistics and Supply Chain Management
	<p>a) Introduction to Logistics Management</p> <ul style="list-style-type: none"> • Meaning, Basic Concepts of Logistics- Logistical Performance Cycle, Inbound Logistics, Inprocess Logistics, Outbound Logistics, Logistical Competency, Integrated Logistics , Reverse Logistics and Green Logistics • Objectives of Logistics, Importance of Logistics, Scope of Logistics, Logistical Functions/Logistic Mix, Changing Logistics Environment <p>b) Introduction to Supply Chain Management</p> <p>Meaning, Objectives, Functions, Participants of Supply Chain, Role of Logistics in Supply Chain, Comparison between Logistics and Supply Chain Management, Channel Management and Channel Integration</p> <p>c) Customer Service: Key Element of Logistics</p> <p>Meaning of Customer Service, Objectives, Elements, Levels of customer service, Rights of Customers</p> <p>d) Demand Forecasting</p> <p>Meaning, Objectives ,Approaches to Forecasting, Forecasting Methods, Forecasting Techniques, (Numerical on Simple Moving Average, Weighted Moving Average)</p>
2	Elements of Logistics Mix
	<p>a) Transportation</p> <p>Introduction, Principles and Participants in Transportation, Transport Functionality, Factors Influencing Transportation Decisions, Modes of Transportation- Railways, Roadways, Airways, Waterways, Ropeways, Pipeline, Transportation Infrastructure, Intermodal Transportation</p> <p>b) Warehousing</p> <p>Introduction, Warehouse Functionality, Benefits of Warehousing, Warehouse Operating Principles, Types of Warehouses, Warehousing Strategies, Factors affecting Warehousing</p> <p>c) Materials Handling</p> <p>Meaning, Objectives, Principles of Materials Handling, Systems of Materials Handling, Equipments used for Materials Handling, Factors affecting Materials Handling Equipments</p> <p>d) Packaging</p> <p>Introduction, Objectives of Packaging, Functions/Benefits of Packaging, Design Considerations in Packaging, Types of Packaging Material, Packaging Costs</p>
3	Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis
	<p>a) Inventory Management</p> <p>Meaning, Objectives, Functions, Importance, Techniques of Inventory Management (Numericals - EOQ and Reorder levels)</p>

	<p>b) Logistics Costing Meaning, Total Cost Approach, Activity Based Costing, Mission Based Costing</p> <p>c) Performance Measurement in Supply Chain Meaning, Objectives of Performance Measurement, Types of Performance Measurement, Dimensions of Performance Measurement, Characteristics of Ideal Measurement System</p> <p>d) Logistical Network Analysis Meaning, Objectives, Importance, Scope, RORO/LASH</p>
4	Recent Trends in Logistics and Supply Chain Management
	<p>a) Information Technology in Logistics Introduction, Objectives, Role of Information Technology in Logistics and Supply Chain Management, Logistical Information System, Principles of Logistical Information System, Types of Logistical Information System, Logistical Information Functionality, Information Technology Infrastructure</p> <p>b) Modern Logistics Infrastructure Golden Quadrilateral, Logistics Parks, Deep Water Ports, Dedicated Freight Corridor, Inland Container Depots/Container Freight Stations, Maritime Logistics, Double Stack Containers/Unit Trains</p> <p>c) Logistics Outsourcing Meaning, Objectives, Benefits/Advantages of Outsourcing, Third Party Logistics Provider, Fourth Party Logistics Provider, Drawbacks of Outsourcing, Selection of Logistics Service Provider, Outsourcing-Value Proposition</p> <p>d) Logistics in the Global Environment Managing the Global Supply Chain, Impact of Globalization on Logistics and Supply Chain Management, Global Logistics Trends, Global Issues and Challenges in Logistics and Supply Chain Management</p>

Semester VI

No. of Courses	Semester VI	Credits
1	<i>Elective Courses (Marketing or Finance)</i>	
Marketing Electives		
SIUBMS61M	Brand Management	03
SIUBMS62M	Retail Management	03
SIUBMS63M	International Marketing	03
SIUBMS64M	Media Planning & Management	03
Finance Electives		
SIUBMS61F	International Finance	03
SIUBMS62F	Project Management	03
SIUBMS63F	Strategic Financial Management	03
SIUBMS64F	Indirect Taxes	03
2	<i>Core Courses (CC)</i>	
SIUBMS65	Operation Research	04
3	<i>Ability Enhancement Courses (AEC)</i>	
SIUBMS66	Project Work	04
Total Credits		20

*Proposed Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester VI
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**Elective Courses (EC)
Marketing Electives**

SIUBMS61M Brand Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Brand Management	15
2	Planning and Implementing Brand Marketing Programs	15
3	Measuring and Interpreting Brand Performance	15
4	Growing and Sustaining Brand Equity	15
Total		60

Learning Objectives:

- ✓ To understand the meaning and significance of Brand Management
- ✓ To Know how to build, sustain and grow brands
- ✓ To know the various sources of brand equity

Sr. No.	Modules / Units
1	Introduction to Brand Management
	<p>a) Introduction to Brand Management:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand Building including Brand Building Blocks, Brand Positioning: Meaning, Importance, Basis
2	Planning and Implementing Brand Marketing Programs
	<p>a) Planning and Implementing Brand Marketing Programs:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements <input type="checkbox"/> Integrating Marketing Programs and Activities <input type="checkbox"/> Personalising Marketing: Experiential Marketing, One to One Marketing, Permission Marketing <input type="checkbox"/> Product Strategy: Perceived Quality and Relationship Marketing <input type="checkbox"/> Pricing Strategy: Setting Prices to Build Brand Equity <input type="checkbox"/> Channel Strategy: Direct, Indirect Channels <input type="checkbox"/> Promotion Strategy: Developing Integrated Marketing Communication Programs <input type="checkbox"/> Leveraging Secondary Brand Associations to Build Brand Equity: Companies, Countries, Channel of Distribution, Co-branding, Characters, Events.
3	Measuring and Interpreting Brand Performance
	<p>a) The Brand Value Chain</p> <p>b) Measuring Sources of Brand Equity:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association <input type="checkbox"/> Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses <p>c) Young and Rubicam's Brand Asset Valuator</p> <p>d) Measuring Outcomes of Brand Equity</p> <ul style="list-style-type: none"> <input type="checkbox"/> Comparative Methods: Brand based Comparative Approaches, Marketing Based Comparative Approaches, Conjoint Analysis <input type="checkbox"/> Holistic Methods: Residual Approaches, Valuation Approaches: Historical Perspectives and Interbrand's Brand Valuation Methodology
4	Growing and Sustaining Brand Equity
	<p>a) Designing & Implementing Branding Strategies:</p>

- | |
|---|
| <ul style="list-style-type: none"><input type="checkbox"/> Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matrix, Breadth of a Branding Strategy, Depth of a Branding Strategy<input type="checkbox"/> Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels<input type="checkbox"/> Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketingb) Brand Extensions:<ul style="list-style-type: none"><input type="checkbox"/> Meaning, Advantages, Disadvantages, Brand Extension and Brand Equityc) Managing Brands over Time:<ul style="list-style-type: none"><input type="checkbox"/> Reinforcing Brands, Revitalising Brandsd) Building Global Customer Based Brand Equity |
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*Proposed Syllabus of Courses of Bachelor of Management Studies
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**Elective Courses (EC)
Marketing Electives**

SIUBMS62M Retail Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Retail Management- An overview	15
2	Retail Consumer and Retail Strategy	15
3	Merchandise Management and Pricing	15
4	Managing and Sustaining Retail	15
Total		60

Learning Objectives:

- ✓ To familiarize the students with retail management concepts and operations
- ✓ To provide understanding of retail management and types of retailers
- ✓ To develop an understanding of retail management terminology including merchandize management, store management and retail strategy.
- ✓ To acquaint the students with legal and ethical aspects of retail management
- ✓ To create awareness about emerging trends in retail management

Sr. No.	Modules / Units
1	Retail Management- An overview
	<p>a) Retail Management:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Introduction and Meaning, Significance, Factors Influencing Retail Management, Scope of Retail Management <p>b) Retail Formats:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Concept of Organized Retailing: Factors Responsible for the Growth of Organized Retail in India, Multichannel Retailing: Meaning and Types, E-tailing: Meaning, Advantages and Limitations <p>c) Emerging Trends in Retailing</p> <ul style="list-style-type: none"> <input type="checkbox"/> Impact of Globalization on Retailing <input type="checkbox"/> I.T in Retail: Importance, Advantages and Limitations, Applications of I.T. in Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels <input type="checkbox"/> FDI in Retailing: Meaning, Need for FDI in Indian Retail Scenario <input type="checkbox"/> Franchising: Meaning, Types, Advantages and Limitations, Franchising in India <input type="checkbox"/> Green Retailing <input type="checkbox"/> Airport Retailing
2	Retail Consumer and Retail Strategy
	<p>a) Retail Consumer/Shopper:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning of Retail Shopper, Factors Influencing Retail Shoppers, Changing Profile of Retail Shoppers, Market Research as a Tool for Understanding Retail Markets and Shoppers <p>b) CRM in Retail:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning, Objectives <input type="checkbox"/> Customer Retention Approaches: Frequent Shopper Programme, Special Customer Services, Personalization, Community <p>c) Retail Strategy:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning, Steps in Developing Retail Strategy, Retail Value Chain <p>d) Store Location Selection:</p> <ul style="list-style-type: none"> <input type="checkbox"/> • Meaning, Types of Retail Locations, Factors Influencing Store Location <p>e) HRM in Retail:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning, Significance, Functions <input type="checkbox"/> Organization Structure in Retail: Meaning, Factors Influencing Designing Organization Structure, Organization Structure for Small Stores/Single Stores/Independent Retailers and Retail Store Chain/Department Store
3	Merchandise Management and Pricing
	<p>a) Merchandise Management</p> <ul style="list-style-type: none"> <input type="checkbox"/> Concept, Types of Merchandise, Principles of Merchandising, Merchandise Planning- Meaning and Process, Merchandise Category – Meaning, Importance, Components,

	<p>Role of Category Captain, Merchandise Procurement/Sourcing- Meaning, Process, Sources for Merchandise</p> <p>b) Buying Function:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning, Buying Cycle, Factors Affecting Buying Functions, Functions of Buying for Different Types of Organizations Young and Rubicam’s Brand Asset Valuator-Independent Store, Retail Chain, Non-store Retailer <p>c) Concept of Lifestyle Merchandising</p> <p>d) Private Label</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning, Need and Importance, Private Labels in India <p>e) Retail Pricing</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning, Considerations in Setting Retail Pricing <input type="checkbox"/> Pricing Strategies: <p>High/ Low Pricing: Meaning, Benefits, Everyday Low Pricing: Meaning, Benefits, Market Skimming, Market Penetration, Leader Pricing, Odd Pricing, Single Pricing, Multiple Pricing, Anchor Pricing</p> <ul style="list-style-type: none"> <input type="checkbox"/> Variable Pricing and Price Discrimination- Meaning <p>Types:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Individualized Variable Pricing/First Degree Price <input type="checkbox"/> Self-Selected Variable Pricing/ Second Degree Price Discrimination- Clearance and Promotional Markdowns, Coupons, Price Bundling, Multiple – Unit Pricing <input type="checkbox"/> Variable Pricing by Market Segment/ Third Degree Price Discrimination
4	Managing and Sustaining Retail
	<p>a) Retail Store Operations:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning, Responsibilities of Store Manager, The 5 S’s of Retail Operations (Systems, Standards, Stock, Space, Staff) <p>b) Store Design and Layout:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Store Design- Meaning, Objectives, Principles, Elements of Exterior and Interior Store Design, Store Atmospherics and Aesthetics <input type="checkbox"/> Store Layout- Meaning, Types: Grid, Racetrack, Free Form <input type="checkbox"/> Signage and Graphics: Meaning, Significance, Concept of Digital Signage <input type="checkbox"/> Feature Areas: Meaning, Types: Windows, Entrances, Freestanding Displays, End Caps, Promotional Aisles, Walls, Dressing Rooms, Cash Wraps <p>c) Visual Merchandising and Display:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Visual Merchandising- Meaning, Significance, Tools Used for Visual Merchandising <input type="checkbox"/> The Concept of Planogram <input type="checkbox"/> Display- Meaning, Methods of Display, Errors in Creating Display <p>d) Mall Management</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning and Components: Positioning, Zoning, Promotion and Marketing, Facility Management, Finance Management <p>e) Legal and Ethical Aspects of Retailing</p> <ul style="list-style-type: none"> <input type="checkbox"/> Licenses/Permissions Required to Start Retail Store in India <input type="checkbox"/> Ethical Issues in Retailing

*Proposed Syllabus of Courses of Bachelor of Management Studies
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**Elective Courses (EC)
Marketing Electives**

SIUBMS63M International Marketing

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to International Marketing & Trade	15
2	International Marketing Environment and Marketing Research	15
3	International Marketing Mix	15
4	Developments in International Marketing	15
Total		60

Learning Objectives:

- ✓ To understand International Marketing, its Advantages and Challenges.
- ✓ To provide an insight on the dynamics of International Marketing Environment.
- ✓ To understand the relevance of International Marketing Mix decisions and recent developments in Global Market

Sr. No.	Modules / Units
1	Introduction to International Marketing & Trade
	<p>a) Introduction of International Marketing:</p> <ul style="list-style-type: none"> □ Meaning, Features of International Marketing, Need and Drivers of International Marketing, Process of International Marketing, Phases of International Marketing, Benefits of International Marketing, Challenges of International Marketing, Difference between Domestic and International Marketing, Different Orientations of International Marketing : EPRG Framework, Entering International Markets :Exporting, Licensing, Franchising, Mergers and Acquisition, Joint Ventures, Strategic Alliance, Wholly Owned Subsidiaries, Contract Manufacturing and Turnkey Projects, Concept of Globalization <p>b) Introduction to International Trade:</p> <ul style="list-style-type: none"> □ Concept of International Trade, Barriers to Trade: Tariff and Non Tariff, Trading Blocs : SAARC, ASEAN, NAFTA, EU, OPEC
2	International Marketing Environment and Marketing Research
	<p>a) International Marketing Environment:</p> <ul style="list-style-type: none"> □ Economic Environment : International Economic Institution (World Bank, IMF, IFC) ,International Economic Integration (Free Trade Agreement, Customs Union, Common Market, Economic Union) □ Political and Legal Environment: Political System (Democracy, Authoritarianism, Communism), Political Risk, Political Instability, Political Intervention. Legal Systems (Common Law, Civil Law, Theocratic Law), Legal Differences, Anti Dumping Law and Import License. □ Cultural Environment : Concept , Elements of Culture (Language, Religion, Values and Attitude , Manners and Customs, Aesthetics and Education) , HOFSTEDE's Six Dimension of Culture , Cultural Values (Individualism v/s Collectivism) <p>b) Marketing Research:</p> <ul style="list-style-type: none"> □ Introduction, Need for Conducting International Marketing Research, International Marketing Research Process, Scope of International Marketing Research, IT in Marketing Research
3	International Marketing Mix
	<p>a) International Product Decision</p> <ul style="list-style-type: none"> □ International Product Line Decisions, Product Standardization v/s Adaptation Argument, International Product Life Cycle, Role of Packaging and Labelling in International Markets, Branding Decisions in International Markets, International Market Segmentation and Targeting, International Product Positioning

	<p>b) International Pricing Decision:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Concept of International Pricing, Objectives of International Pricing, Factors Affecting International Pricing <input type="checkbox"/> International Pricing Methods: Cost Based, Demand Based, Competition Based , Value Pricing, Target Return Pricing and Going Rate Pricing <input type="checkbox"/> International Pricing Strategies : Skimming Pricing, Penetration Pricing , Predatory Pricing <input type="checkbox"/> International Pricing Issues : Gray Market , Counter Trade, Dumping, Transfer Pricing <p>c) International Distribution Decisions</p> <ul style="list-style-type: none"> <input type="checkbox"/> Concept of International Distribution Channels, Types of International Distribution Channels, Factors Influencing Selection of International Distribution Channel <p>d) International Promotion Decisions</p> <ul style="list-style-type: none"> <input type="checkbox"/> Concept of International Promotion Decision <input type="checkbox"/> Planning International Promotional Campaigns: Steps - Determine the Target Audience, Determine Specific Campaigns, Determine Budget, Determine Message, Determine Campaign Approach and Determine Campaign Effectiveness <input type="checkbox"/> Standardization V/S Adaptation of International Promotional Strategies <input type="checkbox"/> International Promotional Tools/Elements
4	Developments in International Marketing
	<p>a) Introduction -Developing International Marketing Plan:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Preparing International Marketing Plan, Examining International Organisational Design, Controlling International Marketing Operations, Devising International Marketing Plan <p>b) International strategies:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Need for International Strategies, Types of International Strategies <p>c) International Marketing of Services</p> <ul style="list-style-type: none"> <input type="checkbox"/> Concept of International Service Marketing, Features of International Service Marketing, Need of International Service Marketing, Drivers of Global Service Marketing, Advantages and Disadvantages of Global Service Marketing, Service Culture

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**Elective Courses (EC)
Marketing Electives**

SIUBMS64M Media Planning & Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Media and Media Planning	15
2	Media Mix & Media Strategy	15
3	Media Budgeting, Buying & Scheduling	15
4	Media Measurement, Evaluation	15
Total		60

Learning Objectives:

- ✓ To understand Media Planning, Strategy and Management with reference to current business scenario.
- ✓ To know the basic characteristics of all media to ensure most effective use of advertising budget.

- ✓ To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.

Sr. No.	Modules / Units
1	Overview of Media and Media Planning
	<p>a) Overview of Media and Media Planning:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning of Media & Features of Media, Meaning of Media Planning , Scope of Media planning , Media Planning Elements, Role of Media in Business, Media Planning Process, Impact of Marketing Objectives on Media Planning, Factors Influencing Media Planning Decisions, Role and Importance of Media in Consumer Buying Decision, Role of Media Planner, Challenges of Media Planning, Organization Structure of Media Company, Regulatory Framework and Legal Aspects in Media Planning <p>b) Media Research:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning, Role and Importance <input type="checkbox"/> Sources of Media Research : Audit Bureau of Circulation, Press Audits, National Readership Survey/IRS, Businessmen’s Readership Survey, TRP, National Television Study, ADMAR Satellite Cable Network Study, Reach and Coverage Study, CIB Listenership Survey
2	Media Mix and Media Strategy
	<p>a) Media Mix:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning, Need for Media Mix, Identifying Audience for Mass Media , Factors Affecting Media Mix Decision, Types of Media Mix Decisions: Broad Media Classes, Media Vehicles, Media Units, Deciding Ideal Media Mix <p>b) Media Choices:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Print Meaning- Factors Affecting Selection of Print Media Decisions , Types of Print Media, Advantages and Limitations <input type="checkbox"/> Television- Meaning, Factors Affecting Selection of Television Media Decisions, Advantages and Limitations <input type="checkbox"/> Radio- Meaning, Factors Affecting Selection of Radio Media Decision, Advantages and Limitations <input type="checkbox"/> Out of Home (OOH)- Meaning, Types of OOH, Factors Affecting OOH Planning Decision, Advantages and Limitations <p>c) Emerging Media:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Online, Mobile, Gaming, In flight, In Store, Interactive Media <p>d) Media Strategy:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning, Need for Media Strategy, Situation Analysis for Media Strategy and its Components <input type="checkbox"/> Steps in Formulating Media Strategies: Defining the Target Group, Market Prioritization, Media Weights, Media Mix, Media Scheduling.
3	Media Budgeting, Buying & Scheduling
	<p>a) Media Budget</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning

	<ul style="list-style-type: none"> <input type="checkbox"/> Factors to be considered while Framing a Budget: Advertising Task, Competitive Framework, Market Dominance, Market Coverage, Media Cost, Market Task, Pricing ,Frequency of Purchase <input type="checkbox"/> Importance of Media Budget. <input type="checkbox"/> Methods of Setting Media Budget - Status Quo, Inflation Adjusted, Advertising Sales, Case Rate & Advertising Margin Method, Share of Market, Yardstick Method, Effective Frequency & Reach Method & Margin Analysis ROI Based Approach, Experimental Approach, Break Even Planning. <p>b) Media Buying:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning, Role of Media Buyer, Objectives of Media Buying, <input type="checkbox"/> Buying Process: Buying Brief, Environmental Analysis, Science and Art of Buying, Benchmarking Buying Plan Presentation Deal Management and Post Buy <input type="checkbox"/> Buying brief: Concept & Elements of Buying Brief, Art of Media Buying – Negotiation in Media Buying, Plan Presentation and Client Feedback <input type="checkbox"/> Criteria in Media Buying <p>c) Media Scheduling</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning, Importance <input type="checkbox"/> Factors Affecting Scheduling: Sales Pattern, Purchase Cycle, Product Availability, Competitive Activity, Marketing Task, Budget Constraints, Target Group. <input type="checkbox"/> Scheduling Patterns – Continuity, Flighting, Pulsing <input type="checkbox"/> Scheduling Strategies for Creating Impact: Road Block , Day or Day part <input type="checkbox"/> Emphasis, Multiple Spotting, Teasers
4	Developments in International Marketing
	<p>a) Media Measurement:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Basic Metrics: Reach, Cumulative/Frequency Reach, Discrete & Cumulative distribution, Average Opportunity to See (AOTS), Effective frequency/Reach <input type="checkbox"/> Television Metrics: Dairy v/s Peoplemeter,TRP,/TVR, Program Reach & Time Spent, Stickiness Index, Ad Viewership <input type="checkbox"/> Radio Metrics: Arbitron Radio Rating <input type="checkbox"/> Print Metrics: Circulation, Average Issue Readership (AIR), Total or Claimed Reader, Sole or Solus reader. <input type="checkbox"/> OOH Metrics: Traffic Audit Bureau (TAB) <p>b) Benchmarking Metrics:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Share, Profile, and Selectivity Index <p>c) Plan Metrics:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Gross Rating Points (GRP), Gross Impressions (GI), Share of Voice (SOV). <p>d) Evaluating Media Buys</p> <ul style="list-style-type: none"> <input type="checkbox"/> Evaluating Television Media Buying: Dysfunctional Card Rate, Secondary and Effective Rate, Deal Composition, Cost Per Rating Point(CPRP), Reach Delivered by the Buy, Visibility Spots, Bonus Percentage, Upgrades and Spot Fixing, Sponsorships <input type="checkbox"/> Evaluating Print Media Buying: Discount on Rate Card, Negotiated Rate, Cost Per Thousand (CPT), Market Share Incentives, Readership v/s Circulation Track, Growth Incentives, Combination Rate Incentives, Full Page Discounts and Size Upgrades, Discount for Colour Ads, Date Flexibility Incentives, Positioning, Innovations. <input type="checkbox"/> Evaluating Other Media Buys: Radio Buys, Outdoor Buys, Cinema Buys, Internet Buys, and Mobile Buys

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**Elective Courses (EC)
Finance Electives**

SIUBMS61F International Finance

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Fundamentals of International Finance	15
2	Foreign Exchange Markets, Exchange Rate Determination & Currency Derivatives	15
3	World Financial Markets & Institutions & Risks	15
4	Foreign Exchange Risk, Appraisal & Tax Management	15
Total		60

Learning Objectives:

- ✓ The objective of this course is to familiarize the student with the fundamental aspects of various issues associated with International Finance
- ✓ The course aims to give a comprehensive overview of International Finance as a separate area in International Business

- ✓ To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalised Market

Sr. No.	Modules / Units
1	Fundamentals of International Finance
	<p>a) Introduction to International Finance:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning/ Importance of International Finance, Scope of International Finance, Globalization of the World Economy, Goals of International Finance, The Emerging Challenges in International Finance <p>b) Balance of Payment:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Introduction to Balance of Payment, Accounting Principles in Balance of Payment, Components of Balance of Payments, Balance of Payment Identity Indian Heritage in Business, Management, Production and Consumption. <p>c) International Monetary Systems:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Evolution of International Monetary System , Gold Standard System , Bretton Woods System, Flexible Exchange Rate Regimes – 1973 to Present, Current Exchange Rate Arrangements, European Monetary System, Fixed & Flexible Exchange Rate System <p>d) An introduction to Exchange Rates:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Foreign Bank Note Market, Spot Foreign Exchange Market <input type="checkbox"/> Exchange Rate Quotations <input type="checkbox"/> Direct & Indirect Rates <input type="checkbox"/> Cross Currency Rates <input type="checkbox"/> Spread & Spread % <input type="checkbox"/> Factors Affecting Exchange Rates
2	Foreign Exchange Markets, Exchange Rate Determination & Currency Derivatives
	<p>a) Foreign Exchange Markets:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Introduction to Foreign Exchange Markets, Structure of Foreign Exchange Markets, Types of Transactions & Settlement Date, Exchange Rate Quotations & Arbitrage, Forward Quotations (Annualized Forward Margin) <p>b) International Parity Relationships & Foreign Exchange Rate:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Interest Rate Parity, Purchasing Power Parity & Fishers Parity, Forecasting Exchange Rates (Efficient Market Approach, Fundamental Approach, Technical Approach, Performance of the Forecasters), Global Financial Markets & Interest Rates (Domestic & Offshore Markets, Money Market Instruments) <p>c) Currency & Interest Rate Futures:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Introduction to Currency Options (Option on Spot, Futures & Futures Style Options), Futures Contracts, Markets & the Trading Process, Hedging & Speculation with Interest Rate Futures, Currency Options in India

3	World Financial Markets & Institutions & Risks
	<p>a) Euro Currency Bond Markets: <input type="checkbox"/> Introduction to Euro Currency Market, Origin of Euro Currency Market, Euro Bond Market (Deposit, Loan, Notes Market), Types of Euro Bonds, Innovation in the Euro Bond Markets, Competitive Advantages of Euro Banks, Control & Regulation of Euro Bond Market</p> <p>b) International Equity Markets & Investments: <input type="checkbox"/> Introduction to International Equity Market, International Equity Market Benchmarks, Risk & Return from Foreign Equity Investments, Equity Financing in the International Markets, Depository Receipts – ADR,GDR,IDR</p> <p>c) International Foreign Exchange Markets: <input type="checkbox"/> Meaning of International Foreign Exchange Market, FERA v/s FEMA, Scope & Significance of Foreign Exchange Markets, Role of Forex Manager, FDI v/s FPI, Role of FEDAI in Foreign Exchange Market</p> <p>d) International Capital Budgeting: <input type="checkbox"/> Meaning of Capital Budgeting, Capital Budgeting Decisions, Incremental Cash Flows, Cash Flows at Subsidiary and Parent Company, Repatriation of Profits, Capital Budgeting Techniques – NPV</p>
4	Foreign Exchange Risk, Appraisal & Tax Management
	<p>a) Foreign Exchange Risk Management: <input type="checkbox"/> Introduction to Foreign Exchange Risk Management, Types of Risk, Trade & Exchange Risk, Portfolio Management in Foreign Assets, Arbitrage & Speculation</p> <p>b) International Tax Environment: <input type="checkbox"/> Meaning of International Tax Environment, Objectives of Taxation, Types of Taxation, Benefits towards Parties doing Business Internationally, Tax Havens, Tax Liabilities</p> <p>c) International Project Appraisal: <input type="checkbox"/> Meaning of Project Appraisal, Review of Net Present Value Approach (NPV), Option Approach to Project Appraisal, Project Appraisal in the International Context, Practice of Investment Appraisal</p>

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**Elective Courses (EC)
Finance Electives**

SIUBMS62F Project Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Project Management & Project Initiation	15
2	Analyzing Project Feasibility	15
3	Budgeting, Cost & Risk Estimation in Project Management	15
4	New Dimensions in Project Management	15
Total		60

Learning Objectives:

- ✓ The objective of this course is to familiarize the learners with the fundamental aspects of various issues associated with Project Management
- ✓ To give a comprehensive overview of Project Management as a separate area of Management
- ✓ To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of Project Management

Sr. No.	Modules / Units
1	Introduction to Project Management & Project Initiation
	<p>a) Introduction to Project Management:</p> <ul style="list-style-type: none"> □ Meaning/Definition of Project & Project Management, Classification of Projects, Why Project Management, Characteristics/Importance of Project Management, Need for Project Management (Objectives), History of Project Management <p>b) Organizational Structure (Project Organization):</p> <ul style="list-style-type: none"> □ Meaning/Definition of Organizational Structure, Organizational Work Flow, Developing Work Integration Positions, Types of Organizational Structure, Forms of Organization, Strategic Business Units (SBU) in Project Management. <p>c) Project Initiation:</p> <ul style="list-style-type: none"> □ Project Selection-Meaning of Project Selection, Importance of Project Selection, Criteria for Project Selection (Models), Types of Project Selection, Understanding Risk & Uncertainty in Project Selection □ Project Manager-Meaning of Project Manager, Role of Project Manager, Importance of Project Manager, Role of Consultants in Project Management, Selecting Criteria for Project Manager □ Project Planning-Importance of Project Planning, Functions of Project Planning, System Integration, Project Management Life Cycle, Conflicts & Negotiation Handling in Project Management, Planning Cycle & Master Production Scheduling
2	Analyzing Project Feasibility
	<p>a) Project Feasibility Analysis:</p> <ul style="list-style-type: none"> □ Meaning/Definition of Project Feasibility, Importance of Project Feasibility, Scope of Project Feasibility □ Types of Project Feasibility- Market Feasibility, Technical Feasibility, Financial Feasibility, Economic Viability, Operational Feasibility □ SWOT Analysis (Environment Impact Assessment, Social Cost Benefit Analysis) <p>b) Market Analysis:</p> <ul style="list-style-type: none"> □ Meaning of Market Analysis, Demand Forecasting, Product Mix Analysis, Customer Requirement Analysis <p>c) Technical Analysis:</p> <ul style="list-style-type: none"> □ Meaning of Technical Analysis, Use of Various Informational Tools for Analyzing, Advancement in the Era of E- Commerce in Project Management <p>d) Operational Analysis:</p> <ul style="list-style-type: none"> □ Meaning of Operation Management, Importance of Operation Management, Operation Strategy - Levels of Decisions, Production Planning & Control, Material Management - Work Study & Method Study, Lean Operations
3	Budgeting, Cost & Risk Estimation in Project Management

	<p>a) Funds Estimation in Project: <input type="checkbox"/> Means of Financing, Types of Financing, Sources of Finance, Government Assistance towards Project Management for Start ups, Cost Control (Operating Cycle, Budgets & Allocations), Determining Financial Needs for Projects, Impact of Leveraging on Cost of Finance</p> <p>b) Risk Management in Projects: <input type="checkbox"/> What is Risk, Types of Risk in Projects, Risk Management Process, Risk Analysis & Identification, Impact of Risk Handling Measures, Work break Down Structure, New Venture Valuation (Asset Based, Earnings Based, Discounted Cash flow Models)</p> <p>c) Cost Benefit Analysis in Projects <input type="checkbox"/> Introduction to Cost Benefit Analysis, Efficient Investment Analysis, Cash - Flow Projections, Financial Criteria for Capital Allocation, Strategic Investment Decisions</p>
4	New Dimensions in Project Management
	<p>a) Modern Development in Project Management: <input type="checkbox"/> Introduction to Modern Development in Project Management, Project Management Maturity Model (PMMM), Continuous Improvement, Developing Effective Procedural Documentation, Capacity Planning</p> <p>b) Project Monitoring & Controlling: <input type="checkbox"/> Introduction to Project Monitoring & Controlling, The Planning – Monitoring-Controlling Cycle, Computerized Project Management Information System (PMIS), Balance in Control System in Project Management, Project Auditing – Life Cycle</p> <p>c) Project Termination & Solving Project Management Problems: <input type="checkbox"/> Meaning of Project Termination, Reasons for Termination of Projects, Process for Terminating Projects, Strategy/ Ways to Solve Project Management Problems, Project Review & Administrative Aspects, Execution Tools for Closing of Projects</p>

*Proposed Syllabus of Courses of Bachelor of Management Studies
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with Effect from the Academic Year 2018-2019*

**Elective Courses (EC)
Finance Electives**

SIUBMS63F Strategic Financial Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Dividend Decision and XBRL	15
2	Capital Budgeting and Capital Rationing	15
3	Shareholder Value and Corporate Governance/ Corporate Restructuring	15
4	Financial Management in Banking Sector and Working Capital Financing	15
Total		60

Learning Objectives:

- ✓ To match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability
- ✓ Changing scenario in Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable
- ✓ To acquaint learners with contemporary issues related to financial management

Sr. No.	Modules / Units
1	Dividend Decision and XBRL
	<p>a) Dividend Decision:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning and Forms of Dividend, Dividend-Modigliani and Miller's Approach, Walter Model, Gordon Model, Factors determining Dividend Policy, Types of Dividend Policy <p>b) XBRL:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Introduction, Advantages and Disadvantages, Features and Users
2	Capital Budgeting and Capital Rationing
	<p>a) Capital Budgeting:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Risk and Uncertainty in Capital Budgeting, Risk Adjusted Cut off Rate, Certainty Equivalent Method, Sensitivity Technique, Probability Technique, Standard Deviation Method, Co-efficient of Variation Method, Decision Tree Analysis, Construction of Decision Tree. <p>b) Capital Rationing:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning, Advantages, Disadvantages, Practical Problems
3	Shareholder Value and Corporate Governance/Corporate Restructuring
	<p>a) Shareholder Value and Corporate Governance:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Financial Goals and Strategy, Shareholder Value Creation: EVA and MVA Approach, Theories of Corporate Governance, Practices of Corporate Governance in India <p>b) Corporate Restructuring:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meaning, Types, Limitations of Merger, Amalgamation, Acquisition, Takeover, Determination of Firm's Value, Effect of Merger on EPS and MPS, Pre Merger and Post Merger Impact.
4	Financial Management in Banking Sector and Working Capital Financing
	<p>a) Financial Management in Banking Sector:</p> <ul style="list-style-type: none"> <input type="checkbox"/> An Introduction, Classification of Investments, NPA & their Provisioning, Classes of Advances, Capital Adequacy Norms, Rebate on Bill Discounting, Treatment of Interest on Advances <p>b) Working Capital Financing:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Maximum Permissible Bank Finance (Tandon Committee), Cost of issuing Commercial Paper and Trade Credit, Matching Approach, Aggressive Approach, Conservative Approach

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**Elective Courses (EC)
Finance Electives**

SIUBMS64F Indirect Taxes

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Indirect Taxation and GST	10
2	Concept of Supply	20
3	Registration and Computation of GST	20
4	Filing of Returns	10
Total		60

Learning Objectives:

- ✓ To understand the basics of GST
- ✓ To study the registration and computation of GST
- ✓ To acquaint the students with filing of returns in GST

Sr. No.	Modules / Units
1	Introduction to Indirect Taxation and GST
	<p>A. Basics for Taxation - Direct Taxes and Indirect Taxes – Difference, Advantages and Disadvantages, Sources and Authority of Taxes in India (Art 246 of the Indian Constitution)</p> <p>B. Introduction to GST – Genesis of GST in India, Power to tax GST (Constitutional Provisions), Extent and Commencement, Meaning and Definition of GST, Benefits of GST, Conceptual Framework – CGST, IGST,SGST,UTGST, Imports of goods or services or both, Export of goods or services or both, Taxes subsumed and not subsumed under GST.</p> <p>C. Definitions – Goods (2(52) of CGST Act), Services (2(102) of CGST Act), Money (2(75) of CGST Act), Securities (2(101) of SCRA Act,1956), India(2(56) of CGST Act), Persons (2(84) of CGST Act),Taxable Person (2(107) of CGST Act), Business (2(17) of CGST Act), Consideration(2(31) of CGST Act), E- Commerce Operator (2(45) of CGST Act), Supplier(2(105) of CGST Act),Recipient(2(93) of CGST Act)</p> <p>D. Levy and Collection of GST – Levy and Collection of CGST, IGST, SGST,UTGST (Sec 9 of CGST Act), Composition Scheme under GST (Sec 10 of CGST Act), Power to Grant Exemption (Sec 11 of CGST Act)GST Rate Schedule for Goods and Services.</p>
2	Concept of Supply
	<p>A. Taxable Event Supply– Meaning and Scope of Supply (Section 7 Subsection 1, 2 and 3 of Act) Schedule I, Schedule II, Schedule III, Composite and Mixed Supplies (Sec 8 of CGST Act)</p> <p>B. Place of Supply – Location of Supplier of Goods and Services, Place of Supply of Goods (Sec 10, 11,12 and 13 of IGST Act), Special Provision for Payment of Tax by a Supplier of Online Information Database Access Retrieval.</p> <p>C. Time of Supply- Time of Supply (Sec 31 of CGST Act), Issue of Invoice by the Supplier (Sec 31 (1) and Sec 31(2)of CGST Act), Continuous Supply of Goods and Services, Goods Sent on Approval (Sec 31(7) of CGST Act)</p> <p>D. Value of Supply – Determination of Value of Supply (Sec 15 of CGST Act and CGST Rules 2017), Input Tax Credit (Sec 2(62) of CGST Act) Capital Goods (Sec 2(19) of CGST Act), Input Sec 2(59) of CGST Act), Input Service (Sec 2(60) of CGST Act). Eligibility and Conditions for taking Input Tax Credit (Sec 16 of CGST Act)</p>
3	Registration and Computation of GST
	<p>A. Registration – Persons liable for Registration (Sec 22 of the Act), Persons not liable for Registration, Procedure for Registration (Sec 25 of the Act), Deemed</p>

	<p>Registration(Sec 26 of the Act), Special Provisions (Sec 27 of the Act), Amendment, Cancellation and Revocation of Registration(Sec 28,Sec29and Sec 31 of the Act)</p> <p>B. Computation of GST – Computation of GST under Inter State and Intra State Supplies.</p> <p>C. Payment of Tax- Payment of Tax, Interest and other Amounts(Sec 49 of the Act), Interest on delayed Payment (Sec 50 of the Act), TDS (Sec 51 of the Act), TCS (Sec 52 of the Act)</p>
4	Filing of Returns
	<p>A. Documentation- Tax Invoices (Sec 31 and 32 of the Act), Credit and Debit notes(Sec 34 of the Act), Electronic Way Bill</p> <p>B. Returns –Types of Returns and Provisions relating to filing of Returns (Sec 37 to Sec 48 of the Act)</p>

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Core Courses (CC)

SIUBMS65 Operations Research

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Operations Research and Linear Programming	15
2	Assignment and Transportation Models	15
3	Network Analysis	15
4	Job Sequencing and Theory of Games	15
Total		60

Learning Objectives:

- ✓ To help students to understand operations research methodologies
- ✓ To help students to solve various problems practically
- ✓ To make students proficient in case analysis and interpretation

Sr. No.	Modules / Units
1	Introduction to Operations Research and Linear Programming
	<p>a) Introduction To Operations Research</p> <ul style="list-style-type: none"> • Operations Research - Definition, Characteristics of OR, OR Techniques, Areas of Application, Limitations of OR. <p>b) Linear Programming Problems: Introduction and Formulation</p> <ul style="list-style-type: none"> • Introduction to Linear Programming • Applications of LP • Components of LP • Requirements for Formulation of LP Problem • Assumptions Underlying Linear Programming • Steps in Solving LP Problems • LPP Formulation (Decision Variables, Objective Function, Constraints, Non Negativity Constraints) <p>c) Linear Programming Problems: Graphical Method</p> <ul style="list-style-type: none"> • Maximization & Minimization Type Problems. (Max. Z & Min. Z) • Two Decision Variables and Maximum Three Constraints Problem • Constraints can be “less than or equal to”, “greater than or equal to” or a combination of both the types i.e. mixed constraints. • Concepts: Feasible Region of Solution, Unbounded Solution, Redundant Constraint, Infeasible Solution, Alternative Optima. <p>d) Linear Programming Problems: Simplex Method</p> <ul style="list-style-type: none"> • Only Maximization Type Problems. (Only Max. Z). No Minimization problems. (No Min. Z) Numericals on Degeneracy in Maximization Simplex Problems. • Two or Three Decision Variables and Maximum Three Constraints Problem. (Up to Maximum Two Iterations) • All Constraints to be “less than or equal to” Constraints. (“Greater than or Equal to” Constraints not included.) • Concepts : Slack Variables, Surplus Variables, Artificial Variables, Duality, Product Mix and Profit, Feasible and Infeasible Solution, Unique or Alternate Optimal Solution, Degeneracy, Non Degenerate, Shadow Prices of Resources, Scarce and Abundant Resources, Utilized and Unutilized Capacity of Resources, Percentage Utilization of Resources, Decision for Introduction of a New Product. Note: 1. Surplus Variable, Artificial Variable and Duality to be covered only at Conceptual level for Theory Questions only and not included in Numerical.
2	Assignment and Transportation Models
	<p>a) Assignment Problem – Hungarian Method</p> <ul style="list-style-type: none"> • Maximization & Minimization Type Problems. • Balanced and Unbalanced Problems. • Prohibited Assignment Problems, Unique or Multiple Optimal Solutions. • Simple Formulation of Assignment Problems.

	<ul style="list-style-type: none"> • Maximum 5 x 5 Matrix. Up to Maximum Two Iterations after Row and Column Minimization. Note: 1. Travelling Salesman Assignment Problem is not included. b) Transportation Problems • Maximization & Minimization Type Problems. • Balanced and Unbalanced problems. • Prohibited Transportation Problems, Unique or Multiple Optimal Solutions. • Simple Formulation of Transportation Problems. • Initial Feasible Solution (IFS) by: a. North West Corner Rule (NWCR) b. Least Cost Method (LCM) c. Vogel's Approximation Method (VAM) • Maximum 5 x 5 Transportation Matrix. • Finding Optimal Solution by Modified Distribution (MODI) Method. (u, v and Δ) • Maximum Two Iterations (i.e. Maximum Two Loops) after IFS. Note: 1. Production Scheduling Problem is not included. 2. Time Minimization Problem is not included. 3. Degeneracy Concept to be covered only at Conceptual Level. Not to be included in Numerical.
3	Network Analysis
	<p style="margin-left: 40px;">a) Critical Path Method (CPM)</p> <ul style="list-style-type: none"> • Concepts: Activity, Event, Network Diagram, Merge Event, Burst Event, Concurrent and Burst Activity, • Construction of a Network Diagram. Node Relationship and Precedence Relationship. • Principles of Constructing Network Diagram. • Use of Dummy Activity • Numerical Consisting of Maximum Ten (10) Activities. • Critical Path, Sub-critical Path, Critical and Non-critical Activities, Project Completion Time. • Forward Pass and Backward Pass Methods. • Calculation of EST, EFT, LST, LFT, Head Event Slack, Tail Event Slack, Total Float, Free Float, Independent Float and Interfering Float b) Project Crashing • Meaning of Project Crashing. • Concepts: Normal Time, Normal Cost, Crash Time, Crash Cost of Activities. Cost Slope of an Activity. • Costs involved in Project Crashing: Numericals with Direct, Indirect, Penalty, crash cost and Total Costs. • Time – Cost Trade off in Project Crashing. • Optimal (Minimum) Project Cost and Optimal Project Completion Time. • Process of Project Crashing. • Numerical Consisting of Maximum Ten (10) Activities. • Numerical based on Maximum Four (04) Iterations of Crashing c) Program Evaluation and Review Technique (PERT) • Three Time Estimates of PERT: Optimistic Time (a), Most Likely Time (m) and Pessimistic Time (b). • Expected Time (te) of an Activity Using Three Time Estimates. • Difference between CPM and PERT. • Numerical Consisting of Maximum Ten (10) Activities. • Construction of PERT Network using tevalues of all Activities. • Mean (Expected) Project Completion Time. • Standard Deviation and Variance of Activities. • Project Variance and Project Standard Deviation. • 'Prob. Z' Formula. • Standard Normal Probability Table. Calculation of Probability from the Probability Table

	<p>using 'Z' Value and Simple Questions related to PERT Technique.</p> <ul style="list-style-type: none"> • Meaning, Objectives, Importance, Scope, RORO/LASH
4	<p>Job Sequencing and Theory of Games</p>
	<p>a) Job Sequencing Problem</p> <ul style="list-style-type: none"> • Processing Maximum 9 Jobs through Two Machines only. • Processing Maximum 6 Jobs through Three Machines only. • Calculations of Idle Time, Elapsed Time etc. <p>b) Theory of Games</p> <ul style="list-style-type: none"> • Introduction • Terminology of Game Theory: Players, Strategies, Play, Payoff, Payoff matrix, Maximin, Maximax, Saddle Point. • Types of Games. <p>Solution to a 2x2 game without saddle point.</p> <ul style="list-style-type: none"> • Numericals based on: ♣ Two Person Zero Sum Games including strictly determinable and Fair Game - Pure Strategy Games (Saddle Point available). Principles of Dominance method.

Ability Enhancement Courses (AEC)

SIUBMS66 Project Work

Introduction

The main objective of inclusion of project work is to inculcate the element of research analysis challenging the potential of learner as regards to his/ her eager to enquire and ability to interpret particular aspect of the study.

Methodology to be adopted:

It is expected that the guiding teacher should undertake the counselling sessions and make the awareness among the learners about the methodology of formulation, preparation and evaluation pattern of the project work. There are two modes of preparation of project work

1. Project work based on research methodology in the study area
2. Project work based on internship in the study area

Guidelines for preparation of Project Work

1. General guidelines for preparation of project work based on Research

Methodology

- ❖ The project topic may be undertaken in any area of Elective Courses.
- ❖ Each of the learner has to undertake a Project individually under the supervision of a teacher-guide.
- ❖ The learner shall decide the topic and title which should be specific, clear and with definite scope in consultation with the teacher-guide concerned.

- ❖ University/college shall allot a guiding teacher for guidance to the students based on her / his specialization.
- ❖ The project report shall be prepared as per the broad guidelines given below:
 - ✓ Font type: Times New Roman
 - ✓ Font size: 12-For content, 14-for Title
 - ✓ Line Space : 1.5-for content and 1-for in table work
 - ✓ Paper Size: A4
 - ✓ Margin : in Left-1.5, Up-Down-Right-1
 - ✓ The Project Report shall be bounded.
 - ✓ The project report should be 80 to 100 pages

2. Guidelines for Internship based project work

- Minimum 20 days/ 100 hours of Internship with an Organisation/ NGO/ Charitable Organisation/ Private firm.
- The theme of the internship should be based on any study area of the elective courses
- Experience Certificate is Mandatory
 - A project report has to be brief in content and must include the following aspects:
 - ❖ **Executive Summary:**
 - ❖ A bird's eye view of your entire presentation has to be precisely offered under this category.

 - ❖ **Introduction on the Company:**

- ❖ A Concise representation of company/ organization defining its scope, products/ services and its SWOT analysis.

- ❖ **Statement and Objectives:**

- ❖ The mission and vision of the organization need to be stated enshrining its broad strategies.

- ❖ **Your Role in the Organisation during the internship:**

- ❖ The key aspects handled, the department under which you were deployed and brief summary report duly acknowledged by the reporting head.

- ❖ **Challenges:**

- ❖ The challenges confronted while churning out theoretical knowledge into practical world.

- ❖ **Conclusion:**

- ❖ A brief overview of your experience and suggestions to bridge the gap between theory and practice.

- The project report based on internship shall be prepared as per the broad guidelines given below:

- ❖ Font type: Times New Roman

- ❖ Font size: 12-For content, 14-for Title

- ❖ Line Space : 1.5-for content and 1-for in table work

- ❖ Paper Size: A4

- ❖ Margin : in Left-1.5, Up-Down-Right-1

- ❖ The Project Report shall be bounded.

- ❖ The project report should be of minimum 50 pages

