

Resolution No.: AC/I/(23-24).3.RUA1

S. P. Mandali's
Ramnarin Ruia Autonomous College
(Affiliated to University of Mumbai)



Syllabus for

Program: B.A.

Program Code: (COMMERCE) RUASECCOM

**(As per the guidelines of National Education Policy 2020
Academic year 2023-24)**

(Choice Based Credit System)

PROGRAM OUTLINE

YEAR	SEM	COURSE CODE	TYPE OF COURSE	COURSE TITLE	CREDITS
FYBA	I	RUASECCOM.O101	Skill Enhancement Course (SEC)	Entrepreneurship and Business Management	2
FYBA	II	RUASECCOM.E111	Skill Enhancement Course (SEC)	Integrated Marketing Communications	2

SEMESTER I

FYBA: Skill Enhancement Course (SEC)

Course Code: RUASECCOM.O101

Course Title: Entrepreneurship and Business Management

Academic year 2023-24

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION After completing this course a student will be able to:
CO 1	Internalise the traits of successful entrepreneurs, the nature, significance and barriers of entrepreneurship.
CO 2	Demonstrate ability to identify entrepreneurial opportunities in regional, national or global level and create a business plan for starting a new venture.
CO 3	Identify and distinguish between different types of business organisations prevailing in the public and private sector including global business.
CO 4	Demonstrate ability to analyse the role and relevance of each form of business organisation in the contemporary business world.
CO 5	Analyse legal and business situations and demonstrate reasoning skills, make sound judgement and take appropriate decisions suitable for the business.
CO 6	Effectively communicate in the corporate world by using the business terms used in business documents.
CO 7	Exhibit familiarity of theoretical concepts of management and functions of management viz. planning, organizing, decision making and controlling.
CO 8	Contribute as a manager / member of a team utilizing skills in management and propose solutions to solve organisational problems.
CO 9	Apply the conceptual learning of management functions to the corporate world for effective management of business and service

DETAILED SYLLABUS

Course Code	Course Title:		Credits- 2
	Entrepreneurship and Business Management		
RUASECCO M.O101	Unit	Unit Title	Lectures
	I	Entrepreneurship <ul style="list-style-type: none"> ● Entrepreneur - Meaning , Traits of entrepreneurs, Types of Entrepreneurs , Barriers to entrepreneurship ● Business Plan - Meaning of business plan, Business plan process, Project report for starting a new venture ● Sources of Capital for StartUps- Venture capital-Angel Investors-Crowdfunding- Banks ● Budgeting- Types of Budget 	15
	II	Management functions <ul style="list-style-type: none"> ● Management-Definition -Features - Management Functions-Levels of Management- Management and Administration. ● Approaches - Scientific Management Theory – Administrative Management Theory- Behavioural Management ● Planning –Definition- Steps in Planning Process – Importance- Types of Plans- Management by Objectives. ● Organising —Formal and informal organization — organization structure — types ● Decision making - Process –Guidelines for Making Effective Decision -Types of Decisions ● Controlling – Meaning- Control Process- Techniques of Controlling 	15

References:

- Aswathappa K. (2014). *Essentials of Business Environment(12th Edition)*. Himalaya Publishing House, Mumbai.
- Cherunilam F. (2017). *Business Environment -Text and Cases (25th Edition)*. Himalaya Publishing House, Mumbai.
- Michael L., Barton W., Pandit A. (2012). *Retailing Management (8th Edition)*. Mcgraw Hill.
- Mishra and Puri. (2015). *Indian Economy (33rd Edition)*. Himalaya Publishing House, Mumbai.

- Khanka S. S. (2013). *Entrepreneurial Development (2013 Edition)*. S.Chand & Co. Ltd. Ram Nagar New Delhi.
- Desai V. (2017). *Project Management And Entrepreneurship*. Himalaya Publishing House; Revised edition.
- Poornima C. (2018). *Entrepreneurship Development and Small Business Enterprises*. Pearson.
- Drucker P. (2008). *The Practice of Management*. Harper Business.
- Durai. (2012). *Principles of Management: Text and Cases*. Pearson.
- Koontz H. (1972). *Principles of Management: An Analysis of Managerial Functions*. Tata McGraw Hill.
- Charles W. L. Hill and McShane S. (2007). *Principles of Management (SIE)*. McGraw Hill Education.
- Ramasamy. (2010). *Principles of Management*. Himalaya Publications.
- Reddy T. (2012). *Principles of Management*. Tata McGraw Hill.

Modality of Assessment: Skill Enhancement Course (SEC) (2 Credit)

Theory Examination Pattern:

A) Internal Assessment- 40%- 20 Marks

Sr No	Evaluation type	Marks
1	Class Test/Assignment/Open Book Test <ul style="list-style-type: none"> • Class Test (multiple choice questions / objective/brief answers) • One or more - Assignment / Presentation on Analysis of historical and contemporary business scenario/Case study/Research Project/ Field Visits and Active participation in routine class instructional deliveries (case studies/ seminars/presentation) 	20

B) External Examination- 60%- 30 Marks

Semester End Theory Examination:

1. Duration - These examinations shall be of **1 hour** duration.
2. Theory question paper pattern:

Paper Pattern: All questions are compulsory

Question	Options	Marks	Questions Based on
Q.1 (A,B,C)	Any 2 out of 3	15	Unit I
Q.2 (A,B,C)	Any 2 out of 3	15	Unit II
	TOTAL	30	

SEMESTER II

FYBA: Skill Enhancement Course (SEC)

Course Code: RUASECCOM.E111

Course Title: Integrated Marketing Communications

Academic year 2023-24

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION After completing this course a student will be able to:
CO 1	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.
CO 2	Acquaint various tools of IMC and to coordinate them for an effective marketing communication program.
CO 3	Review direct and digital marketing for achieving marketing objectives, strategy and execution
CO 4	Overview of direct and digital marketing tools for implementing digital strategy.
CO 5	Evaluate and synthesize the modern tools used in marketing communications
CO 6	Use IMC to acquire social objectives so as to meet the challenges of global environment.

DETAILED SYLLABUS

Course Code	Course Title:		Credits- 2
	Integrated Marketing Communications		
RUASECCOM. E111	Unit	Unit Title	Lectures
	I	<p>Elements of IMC – I</p> <p>Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC.</p> <ul style="list-style-type: none"> • Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing • Communication process, Traditional and alternative Response Hierarchy Models • Establishing objectives and Budgeting: Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program. <ul style="list-style-type: none"> • Advertising – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising. • Sales promotion – 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. 	15
	II	<p>Elements of IMC – II</p> <p>Direct Marketing - 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- Terminology used in Digital Marketing</p> <p>Public Relations and Publicity – Introduction, Role of PR in IMC, Advantages and Disadvantages,</p>	15

		<p>Types of PR, Tools of PR ,Managing PR – Planning, implementation, evaluation and Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship</p> <ul style="list-style-type: none"> • Personal Selling – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling 	
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References:

- Belch, Michael, Belch,George “Advertising and Promotion: An integrated marketing communications perspective” Tata Mcgraw Hill 2010
- Clow ,Kenneth E ;Baack, Donald E “Integrated Advertising Promotion and Marketing Communication”,Pearson Edu 2014
- Duncan, Tom, “Principles of Advertising and IMC”,Tata Mcgraw Hill Pub 2006
- Shah, Kruti ;D’Souza, Allan, “Advertising and IMC”,Tata Mcgraw Hill 2014
- Shimp, Terence, “Advertising and promotion :An IMC Approach”, Cengage Learning 2007
- Dutta, Kirti, “Integrated Marketing Communication” Oxford University Press ,2016
- Gopalakrishnan, P S , “Integrated Marketing Communication: Concepts and Cases”,ICFAI University Press,2008
- Kamat and Kamat, “Digital Marketing”Himalaya Publishing House, 2017

Modality of Assessment: Skill Enhancement Course (SEC) for BA (2 Credits)

A) Internal Assessment- 40%- 20 Marks

Sr No	Evaluation type	Marks
1	Class Test/Assignment/Open Book Test <ul style="list-style-type: none"> ● Class Test (multiple choice questions / objective/brief answers) ● One or more - Assignment / Presentation on Analysis of historical and contemporary business scenario/Case study/Research Project/ Field Visits and Active participation in routine class instructional deliveries (case studies/ seminars/presentation), 	20

B) External Examination- 60%- 30 Marks

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