

Resolution No.: AC/II(18-19).2.RUA1

S.P.Mandali's
RAMNARAIN RUIA AUTONOMOUS COLLEGE



Syllabus for: F.Y.B.A/ S.Y.B.A/T.Y.B.A

Program: B.A.

Course Code: Commerce (RUACOM)

(Choice Based Credit System (CBCS) with effect from academic year 2019-20)

Ramnarain Ruia Autonomous College

University of Mumbai

Syllabus for Commerce

(To be implemented for Academic Year- 2019-20)

Offered under B.A. Programme
Under Choice Based Credit, Grading and Semester System

Course Structure

Level	Course Subject Code	Semester	Paper No.	Title of the Course	Credits
FYBA	RUACOM101	I	1	Introduction to Business Organisation	3
	RUACOM201	II	2	Introduction to Business Sector	3
SYBA	RUACOM301	III	1	Financial Management	3
	RUACOM302	III	2	Introduction to Marketing	3
	RUACOM401	IV	1	Financial Management	3
	RUACOM402	IV	2	Introduction to Marketing	3
TYBA	RUACOM501	V	1	Introduction to Management	4
	RUACOM502	V	2	Human Resources Management	4
	RUACOM503	V	3	Export Management	3 ½
	RUACOM601	VI	1	Introduction to Management	4
	RUACOM602	VI	2	Human Resources Management	4
	RUACOM603	VI	3	Export Management	3 ½
TOTAL					40

FYBA
Semester I
Paper I
Introduction to Business Organisation

Course Code	Unit	Unit Title	Credits	Lectures
RUACOM101	I	Meaning of Business and Forms of Business organizations	3	15
	II	Business Organisation - I		15
	III	Business Organisation – II		15
	IV	Business Organisation – III		15
		TOTAL		60

Semester II
Paper II
Introduction to Business Sector

Course Code	Unit	Unit Title	Credits	Lectures
RUACOM201	I	Banking	3	15
	II	Insurance		15
	III	Retailing		15
	IV	Business Environment		15
		TOTAL		60

Semester III
Paper I
Financial Management

Course Code	Unit	Unit Title	Credits	Lectures
RUACOM301	I	Introduction to Financial Management	3	10
	II	Capital Structure		10
	III	Financial Statements and Sources of Capital		13
	IV	Long term Finance		12
		TOTAL		45

Semester III
Paper II
Introduction to Marketing

Course Code	Unit	Unit Title	Credits	Lectures
RUACOM302	I	Marketing and Marketing Environment	3	10
	II	Market Segmentation and Consumer Behaviour		13
	III	Recent trends in Marketing		12
	IV	Market Research and MIS		10
		TOTAL		45

Semester IV
Paper 1
Financial Management

Course Code	Unit	Unit Title	Credits	Lectures
RUACOM401	I	Fixed capital and Working Capital	3	14
	II	Capital Markets		15
	III	Mutual Funds		8
	IV	Foreign Direct Investment		8
		TOTAL		45

Semester IV
Paper II
Introduction to Marketing

Course Code	Unit	Unit Title	Credits	Lectures
RUACOM402	I	Marketing Mix and Product Mix	3	12
	II	Product Life Cycle		11
	III	Place and Price Mix		12
	IV	Promotion Mix		10
		TOTAL		45

SEMESTER V
Paper I
Introduction to Management

Course Code	UNIT	TOPICS	Credits	Lectures
RUACOM501	I	Introduction to Management	4	15
	II	Planning and Decision Making		15
	III	Organising		15
	IV	Delegation and Departmentation		15
	TOTAL			60

SEMESTER V
Paper II
Human Resource Management

Course Code	UNIT	TOPICS	Credits	Lectures
RUACOM502	I	Human Resource Management – 1	4	15
	II	Human Resource Management – 2		15
	III	Human Resource Development– I		15
	IV	Human Resource Development– II		15
	TOTAL			60

SEMESTER V
Paper III
Export Management

Course Code	UNIT	TOPICS	Credits	Lectures
RUACOM503	I	Introduction to Export Management	3 ½	12
	II	International Trade		12
	III	Export Marketing and Promotional Organisations in India		11
	IV	Foreign Trade Policy and Export incentives		10
	TOTAL			45

SEMESTER VI
Paper I
Introduction to Management

Course Code	UNIT	TOPICS	Credits	Lectures
RUACOM601	I	Communication, Coordination and Controlling	4	15
	II	Management Challenges		15
	III	Production Management		15
	IV	Materials Management		15
	TOTAL			60

SEMESTER VI
Paper II
Human Resource Management

Course Code	UNIT	TOPICS	Credits	Lectures
RUACOM602	I	Human Relations - I	4	15
	II	Human Relations - II		15
	III	Industrial Relations		15
	IV	Current Issues		15
	TOTAL			60

SEMESTER VI
Paper III
Export Management

Course Code	UNIT	TOPICS	Credits	Lectures
RUACOM603	I	Preliminaries for starting export business	3 ½	12
	II	Export Pricing		11
	III	Export Finance		11
	IV	Export Documentation and Procedure		11
	TOTAL			45

Ramnarain Ruia Autonomous College

Commerce Syllabus

FYBA

Semester I

Paper1

Introduction to Business Organisation

Course Code	Unit	Unit Title	Credits	Lectures
RUACOM101	I	Meaning of Business and Forms of Business organisations	3	15
	II	Business Organisation - I		15
	III	Business Organisation – II		15
	IV	Business Organisation – III		15
		TOTAL		60

Semester II

Paper2

Introduction to Business Sector

Course Code	Unit	Unit Title	Credits	Lectures
RUACOM201	I	Banking	3	15
	II	Insurance		15
	III	Retailing		15
	IV	Business Environment		15
		TOTAL		60

Ramnarain Ruia Autonomous College SYLLABUS FOR FYBA COMMERCE

Semester I

Course Code: RUACOM101

Paper 1

No. of Credits: 3

Title: Introduction to Business Organisation

Learning Objectives:

- To impart knowledge of commerce and various forms of business organisations
- To understand the rules governing various forms of business organisations

Learning Outcomes:

After completing this course a student will be able to

- Identify different types of business organisations
- Outline the rules related to forms of business organisations
- Outline the nature of business organisations

Number of Lectures: 60

Unit	Unit Title	Lectures
I	Meaning of Business and Forms of Business organizations <ul style="list-style-type: none">• Business: Features, Importance, Objectives, classification of business objectives• Trade: Features, Importance, Aids to Trade.• Industry: Features, Importance, Types.• Importance of Commerce in 21st Century.• Meaning, Forms, Factors to be considered to select suitable form of organisation.• International Organisations: Multinational and Transnational Corporations – Features, Merits and Demerits, Multinationals in India, Comparison between Multinational and Transnational Corporations	15
II	Business Organisation– I <ul style="list-style-type: none">• Sole Proprietorship: Features, Advantages and Limitations, Suitability• Partnership: Features, Types of Partnership, Limited Liability Partnership, Types of Partners, Partnership Deed, Rights and Duties of a Partner, Reconstitution and Dissolution of a Firm, Advantages and Limitations, Suitability.• Co-operative Societies: Formation, Features, Types, Advantages and Limitations, Suitability.	15
III	Business Organisation – II <ul style="list-style-type: none">• Joint Stock Company: Stages in the promotion of joint stock companies.• Types of Joint Stock Companies (Departmental Organisations,	15

	Statutory Corporations, Government Companies, Holding company, Subsidiary company), Public Sector, Private Sector • Share Capital- Types of Shares – Types of Debentures	
IV	Business Organisation – III • Organisation Structure-Board of Directors, Managing Director, Auditor, Company Secretary, Shareholders • Company Meetings-(Statutory Meeting, Annual General Meeting, Board of Directors Meeting, Extra Ordinary General meeting) • Legal Provisions relating to Company Meetings	15
		60

Reference Books:

- Maheshwari, Rajendra P ,Mahajan, Business Organisation Management, J.P.,InternationalBookHouse, Mumbai, 2011
- Dr. C. B. Gupta, Business Organization and Management, Sultan Chand & Co., New Delhi, 2016
- N.D. Kapoor,Elements of Company Laws (29thEdition), Publication : Sultan Chand & Sons , New Delhi,2014
- G. K. Kapoor, Sanjay Dhamiia, Company Law : A comprehensive text book on Companies Act 2013 (21st Edition), Taxmann, New Delhi, ,2016
- M.C. Kuchal, Business Law ,Vikas Publishing House, New Delhi, 2016

Semester II

Course Code: RUACOM201

Paper1

No. of Credits: 3

Title: Introduction to Business Sector

Learning Objectives:

- To provide knowledge of banking structure in India
- To familiarize the students with the types and terminologies of insurance
- To understand the environmental factors affecting business
- To introduce basic concepts of channels of distribution and retail industry

Learning Outcomes:

After completing this course a student will be able to

- Identify different types of banks
- Equip the students with the knowledge of banking functions
- Outline the factors affecting the current business environment
- Analyse the retail industry prospects

Number of Lectures: 60

Unit	Unit Title	Lectures
I	Banking <ul style="list-style-type: none"> • Bank: Banking Structure in India – Types of banks - Functions of Commercial banks, Functions of Central bank, Co-operative Banks- Structure -NABARD- Role and Functions. • Bank Accounts: Types, Procedure for opening Account. • Loans & Advances: Types, Procedure for taking loan, Modes of giving security for loans (Bailment, Pledge, Hypothecation, Mortgage) • Technology in Banking: Debit Card, Credit Card, ATMs, Internet Banking, Mobile Banking, Electronic Fund Transfer, Electronic Clearing System (ECS), RTGS. • BASEL Norms. • Payment Banks • Financial Systems- Broad overview of Institutions 	15
II	Insurance <ul style="list-style-type: none"> • Insurance: Importance, Principles, Terminologies. • Life Insurance: Types of policy, Procedure for taking a life insurance policy, Procedure of Claim. • General Insurance: Types, Procedure for taking a general insurance policy, Procedure of Claim. • Sectoral Development: Current Status and Future Prospects, FDI in Insurance. • IRDA, Insurance intermediaries (Agents, Surveyors and loss assessors, Brokers, Third Party Administrators), Bancassurance 	15

III	Emerging industries Retailing <ul style="list-style-type: none"> • Retailing: Concept of organized and unorganized retailing, Trends in Retailing, Growth of Organised Retailing, Survival Strategies for Unorganised Retail Sector • Mall Management, Franchising, FDI in Retailing, Challenges for Retail Industry in India 	15
IV	Business Environment <ul style="list-style-type: none"> • Features and Importance of Business Environment- Micro and MacroEnvironment, SWOT analysis. • Environmental Factors-Economic Environment, Economic Policies and Political Environment. • Environmental Factors: Social, Regulatory, Demographic and Natural Environment. 	15
		60

Reference Books:

- K. Aswathappa, Essentials of Business Environment (12th Edition), Himalaya Publishing House, Mumbai, 2014
- Francis Cherunilam, Business Environment -Text and Cases (25th Edition) , Himalaya Publishing House, Mumbai 2017
- Mishra M.N., Insurance Principles and Practice (22nd Edition), S. Chand and Co, New Delhi, , 2016
- Lusch, Robert F., Dunne, Patrick M., Carver, James R., Introduction To Retailing, Cengage Learning, USA, 2011
- Levy Michael., Weitz Barton, Ajay Pandit, Retailing Management (8th Edition), Mcgraw Hill, , 2012.
- Morrison J, The International Business Environment, Palgrave Macmillan, UK, 2008
- Mishra and Puri, Indian Economy (33rd Edition), Himalaya Publishing House, Mumbai, , 2015
- M.B. Shukla, Business Environment Text and Cases, Taxmann Publications, New Delhi, 2012
- Dutt and Sundaram, Indian Economy (72nd Edition), S. Chand and Company Pvt. Ltd.,, 2016
- Bharati Pathak, Indian Financial System (4th edition) , Pearson, , 2014

SYBA
Semester III
Paper 1
Financial Management

Course Code	Unit	Unit Title	Credits	Lectures
RUACOM301	I	Introduction to Financial Management	3	10
	II	Capital Structure		10
	III	Financial Statements and Sources of Capital		13
	IV	Long Term Finance		12
		TOTAL		45

Semester III
Paper 2
Introduction to Marketing

Course Code	Unit	Unit Title	Credits	Lectures
RUACOM302	I	Marketing and Marketing Environment	3	10
	II	Market Segmentation and Consumer Behaviour		13
	III	Recent trends in Marketing		12
	IV	Market Research and MIS		10
		TOTAL		45

Ramnarain Ruia Autonomous College
Commerce Syllabus
SYBA
Semester III

Course Code: RUACOM301
Title: Financial Management

Paper1

No. of Credits: 3

Learning Objectives:

- To provide basic knowledge of concepts of financial management
- To familiarize the students with the types and terminologies of finance
- To understand the different sources of capital
- To analyse financial health of firm

Learning Outcomes:

After completing this course a student will be able to

- Identify different types of sources of funds
- Outline the determinants of capital structure and financial planning
- Ascertain operating and financial leverages

Number of Lectures: 45

Unit	Unit Title	Lectures
I	Introduction to Financial Management <ul style="list-style-type: none"> • Financial Management – Meaning - Objectives – Functions – Scope - Importance – Finance and related disciplines- Organisational framework of financial management- • Financial Planning- Importance – Scope – Objectives – Essentials of Sound Financial Plans –Limitations • Capitalisation – Meaning– Theories of Capitalisation Over-Capitalization and Under-Capitalisation (Causes – Effects- Measures) 	10
II	Capital Structure <ul style="list-style-type: none"> • Cost of capital –WACC • Capital Structure– Importance – Determinants of Capital Structure - approaches • Operating and Financial Leverages- Capital Gearing – Trading on Equity 	10
III	Financial Statements and Sources of Capital <ul style="list-style-type: none"> • Balance Sheet – Income Statement (Profit and Loss Account)- Formats • Sources of Capital – Owned Capital – Borrowed Capital – Long term Capital – Short Term Capital – Comparative Study of Sources of Capital • Shares- Concept, Face Value, Market Value, Dividend, Equity 	13

	Shares, Preference Shares, Bonus Shares, Role of Depreciation • Equity Instruments-Debt Instruments	
IV	Long Term Finance • Venture Capital – Initial Public offer –Rights Issue– Bonus Issues– Ploughing Back of Profits — Financial institutions - Borrowings from Banks – External commercial Borrowings - Euro Issues- Foreign Currency loans- Alternate Investment Fund • Schemes for financing Start-ups –Crowdfunding –Private Equity- Angel Investors	12
		45

References:

- Ravi Kishore, Financial Management, Taxmann Publication, 2017
- BharatiPathak, Indian Financial System (4th Edition), Pearson Education, New Delhi. 2014
- M.Y. Khan and P.K. Jain, Financial Management (7th Edition), Tata McGraw Hill, 2014
- D. Chandra Bose, Fundamentals of Financial Management (2nd Edition), Prentice Hall, New Delhi, 2010
- Bhabatosh Banerjee, Fundamentals of Financial Management PHI Learning India, 2015
- Vyuptakesh Sharma, Fundamentals of Financial Management by Pearson Education India, New Delhi, 2011
- J.C. Van Horne, Fundamentals of Financial Management, Prentice Hall of India, 2007
- Prasanna Chandra, Financial Management :Theory and Practice (8th Edition), Tata McGraw Hill, 2007

Semester III

Course Code: RUACOM302

Paper2

No. of Credits: 3

Title: Introduction to Marketing

Learning Objectives:

- To understand and appreciate the concept of marketing in theory and practice
- To have an elementary knowledge of consumer behaviour and marketing research
- To understand the environment of marketing and the peculiarities of rural marketing and social marketing

Learning Outcomes:

After completing this course a student will be able to

- Be proficient and knowledgeable about the contemporary marketing practices
- Analyse consumers' behaviour and use them in designing marketing strategies
- Evaluate the environment of marketing and apply the STP of marketing (segmentation, targeting, positioning)

Number of Lectures: 45

Unit	Unit Title	Lectures
I	Marketing and Marketing Environment <ul style="list-style-type: none"> • Nature, Importance and scope of Marketing- Difference between marketing and selling, Different concepts of Marketing-exchange, production, product, societal, holistic etc, Functions of marketing manager. • Marketing Environment – Factors affecting marketing environment 	10
II	Market Segmentation and Consumer Behaviour <ul style="list-style-type: none"> • Consumer Behaviour – Features - Factors influencing consumer behaviour-Buying process- types of buyers-types of buyer behaviour- buying motives • Market Segmentation- Importance and bases of market segmentation- Market targeting- effective segmentation 	13
III	Recent trends in Marketing <ul style="list-style-type: none"> • Service marketing, Rural marketing, digital marketing, Green marketing, Social Marketing 	12
IV	Market Research and MIS <ul style="list-style-type: none"> • Marketing Research- Meaning - Importance- Scope - steps in marketing research – Sources of Data –Tools and Techniques of data collection - Limitations • MIS – Need – Components 	10
		45

References:

- Kotler Philip and Keller Kevin, Marketing Management (14th Edition), Pearson, UK, 2011
- Kotler, Keller, Koshi, Jha, Marketing Management, Pearson, UK, 2017
- Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi, 1993
- Saxena, Rajan, Marketing Management (4th Edition), Tata-McGraw Hill, New Delhi, 2013
- McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York, 1960
- Pillai R S, Bagavathi, Modern Marketing, S.Chand and Sons, New Delhi, 2010
- S. Ramesh Kumar, Consumer Behaviour and Branding – The Indian Context, Pearson Education India, New Delhi, 2009
- NareshMalhotra, Satyadarshn Dash, Marketing Research – An applied orientation, Pearson, 2008
- Naresh K. Malhotra, Dan Nunan, David F. Birks, Pearson Education, New Delhi, 2017
- Krishnaswami O.R., Ranganathan M., Methodology of research in social sciences (2nd Edition), Himalaya Publishing House, 2014
- J.K.Sachdeva, Business Research Methodology, Himalaya publishing House, 2009

SYBA

Semester IV

Paper 1

Financial Management

Course Code	Unit	Unit Title	Credits	Lectures
RUACOM401	I	Fixed capital and Working Capital	3	14
	II	Capital Markets		15
	III	Mutual Funds		8
	IV	Foreign Direct Investment		8
		TOTAL		45

Semester IV

Paper 2

Introduction to Marketing

Course Code	Unit	Unit Title	Credits	Lectures
RUACOM402	I	Marketing Mix and Product Mix	3	12
	II	Product Life Cycle		11
	III	Place and Price Mix		12
	IV	Promotion Mix		10
		TOTAL		45

Semester IV

Course Code: RUACOM401
Title: Financial Management

Paper 1

No. of Credits: 3

Learning Objectives:

- To familiarize the students with the financial environment of business
- To impart knowledge of stock markets
- To gain inputs on working capital

Learning Outcomes:

After completing this course a student will be able to

- Identify methods of marketing securities
- Explain the concepts of mutual funds and FDI

Unit	Unit Title	Lectures
I	Fixed capital and Working Capital <ul style="list-style-type: none"> • Fixed Capital - Meaning – Importance – Sources – Determinants of Fixed Capital. Management of Working Capital – Meaning – Importance – Classification of Working Capital – Types of Working Capital – Distinguish Between Gross And Net Working Capital – Working Capital Cycle - Factors Affecting Working Capital Requirement –Working Capital Financing Approaches- Sources of Working Capital 	14
II	Capital Markets <ul style="list-style-type: none"> • Capital Market -Importance – Functions – Growth • Primary Market– Meaning - Functions- Constituents- Issue of securities- IPO- Private Placement–Book Building- Asset Securitisation-Buyback of shares- Prospectus –Kinds of Offer documents –Anchor Investor-Green Shoe Option - Listing of Shares--Capital Market Instruments. • Secondary Market - Stock exchanges-NSE, BSE,OTCEI, Interconnected Stock Exchange of India.-Functions of secondary market – Demutualization of stock exchange – Listing of securities –Nature of transactions in Stock Markets (Cash Market, Carry Forward, Forward Trading, Rolling settlement, Margin trading) • SEBI – (Formation – Objectives – Functions) 	15
III	Mutual Funds <ul style="list-style-type: none"> • Mutual Funds - Functions – Advantages – Mutual funds Schemes – Net Asset Value – Parties to a Mutual Fund scheme - Growth and Performance of Mutual Funds in India. 	8
IV	Foreign Direct Investment	8

	<ul style="list-style-type: none">• FDI -Meaning – Importance – FDI policy of government in different sectors – Growth of FDI in India – Challenges for FDI sector	
		45

References:

- Ravi Kishore, Financial Management, Taxmann Publication, 2017
- BharatiPathak, Indian Financial System (4th Edition), Pearson Education, New Delhi, 2014
- M.Y. Khan and P.K. Jain, Financial Management –Text and Cases (7th Edition), Tata McGraw Hill, 2014
- D. Chandra Bose, Fundamentals of Financial Management PHI Learning Pvt. Ltd., 2010
- Bhabatosh Banerjee, Fundamentals of Financial Management, PHI Learning Pvt Ltd., 2015
- Vyuptakesh Sharma, Fundamentals of Financial Management by Pearson Education India, New Delhi, 2011
- J.C. Van Horne, Fundamentals of Financial Management, Prentice Hall of India, 2007

Semester IV

Course Code RUACOM402

Paper2

No. of Credits: 3

Title: Introduction to Marketing

Learning Objectives:

- To understand and appreciate the concept of marketing strategy formulation and implementation
- To develop the different analytical perspectives in marketing strategies

Learning Outcomes:

After completing this course a student will be able to:

- Planning, designing and implementing marketing strategy to achieve the long-term objectives
- Equip the students with frameworks and in enhancing the effectiveness of marketing programmes

Number of Lectures: 45

Unit	Unit Title	Lectures
I	Marketing Mix and Product Mix <ul style="list-style-type: none"> • Marketing Mix - Elements of Marketing Mix—4Ps –Product, Price, Place and Promotion • Product Mix-Classification of products • Branding-Importance-Branding Strategies - Brand Equity – Brand Positioning – Brand Extensions 	12
II	Product Life Cycle <ul style="list-style-type: none"> • New Product Development- Stages • Product Life Cycle –Stages-strategies at various levels of PLC, Strategies of Leader, Challenger, Follower and Nicher. 	11
III	Place and Price Mix <ul style="list-style-type: none"> • Place Mix-Channels of distribution- Participants – types, functions, merits -Factors affecting channels of distribution-Direct and Indirect channels-E-commerce –Advantages-Logistics. • Price Mix- Factors influencing price-pricing strategies-pricing methods. 	12
IV	Promotion Mix <ul style="list-style-type: none"> • Promotion Mix- Elements of promotion mix- Role of Advertising, publicity. Sales promotion, public relations and personal selling in promotion of goods and services-Importance of promotion-New tools in promotion mix. 	10
TOTAL		45

REFERENCES:-

- Philip Kotler, SiewMeng Leong, SweeHoonAng, Chin TiongTan, Marketing Management :An Asian Perspective (6th Edition); Pearson Education, New Delhi, 2012
- Kotler, Keller, Koshi, Jha, Marketing Management, Pearson, UK, 2017
- Dr. C.B. Gupta, Dr. N. RajanNair, Marketing Management (17th Edition); Sultan Chand and Sons, New Delhi, 2016
- Saxena, Rajan, Marketing Management (4th Edition), Tata-McGraw Hill, New Delhi, 2013
- S. Ramesh Kumar, Consumer Behaviour and Branding – The Indian Context, Pearson Education India, New Delhi, 2009
- V. Ramaswamy , S. Namakumari, Marketing Management (4th Edition), McMillan. New Delhi, 2009
- Shelekar S. A, Modern Marketing (2nd Edition), Himalya Publications, 2016

**TYBA
 Commerce**

SEMESTER V

Paper1

Introduction to Management

Course Code	UNIT	TOPICS	Credits	Lectures
RUACOM501	I	Introduction to Management	4	15
	II	Planning and Decision Making		15
	III	Organising		15
	IV	Delegation and Departmentation		15
TOTAL				60

SEMESTER V

Paper 2

Human Resource Management

Course Code	UNIT	TOPICS	Credits	Lectures
RUACOM502	I	Human Resource Management – 1	4	15
	II	Human Resource Management – 2		15
	III	Human Resource Development– I		15
	IV	Human Resource Development– II		15
TOTAL				60

SEMESTER V

Paper 3

Export Management

Course Code	UNIT	TOPICS	Credits	Lectures
RUACOM503	I	Introduction to Export Management	3 ½	12
	II	International Trade		12
	III	Export Marketing and Promotional Organisations in India		11
	IV	Foreign Trade Policy and Export incentives		10
TOTAL				45

RamnarainRuia Autonomous College
Commerce Syllabus
TYBA
SEMESTER V

Course Code: RUACOM501

Paper 1

No. of Credits: 4

Title: Introduction to Management

Learning Objectives:

- To provide an overview of the major functions of management
- To know the key management processes and the roles that managers play in organisations

Learning Outcomes:

After completing this course a student will be able to

- To work as contributing members of a team utilizing these functions of management.
- Practice the process of management's functions: planning, organizing, decision making and delegating.
- Evaluate managerial skills and the ways in which these might be developed.

Number of Lectures: 60

UNIT	TOPICS	Lectures
I	Introduction to Management Introduction - Definition of management – features – need and importance – Administration and Management Management functions – managerial skills – management levels – Management as an art – management as science – management as a profession. Approaches - Scientific Management Theory – Administrative Management Theory- Behavioural Management Management Theory – System Approach – Contingency Approach- – Henry Fayol’s Principles of Management	15
II	Planning and Decision Making Planning – Features – Need and Importance - Types /components of planning –Planning process –limitations – Problems - Essentials of good plan - objectives (basic /organic, economic, social, human, national) – Decision making process – importance – techniques – Types Of Decisions – procedure and limitations	15
III	Organising Organising – principles – Formal and Informal Organisation, Organisational Charts – and Manuals Line – Functional – Line and Staff organisation Committee– matrix –organizational charts ,Project Organisation	15

IV	Delegation and Departmentation Delegation —Objectives- Elements – Problems in delegation Centralisation and Decentralization of Authority Departmentation – Span of control –Factors Influencing Span of Control- Graicuna’s theory – Tall span and wide span	15
	TOTAL	60

References:

- Peter Drucker, The Practice of Management, Harper Business, 2008
- Durai, Principles of Management: Text and Cases, Pearson, 2012
- Harold Koontz, Principles of Management: An Analysis of Managerial Functions, Tata McGraw Hill, 1972
- Charles W. L. Hill and Steven McShane, Principles of Management (SIE), McGraw Hill Education, 2007
- Ramasamy, Principles of Management, Himalaya Publications, 2010
- Tripathi Reddy, Principles of Management, Tata McGraw Hill, 2012

SEMESTER V

Course Code: RUACOM502

Paper2

No. of Credits: 4

Title: Human Resource Management

Learning Objectives:

- To understand the role of human resource management in effective management of organizations
- To learn the key functions of human resource management - HR planning, recruitment and selection, performance appraisal, training and development

Learning Outcomes:

After completing this course a student will be able to

- Identify relevant issues in human resource management.
- Design a training program using a useful framework for evaluating training needs
- Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures and make appropriate staffing decisions

Number of Lectures: 60

UNIT	TOPICS	Lectures
I	<p>Human Resource Management – 1 Human Resource Management – Meaning, Features, Significance, Scope, Functions, Challenges – How is it different from Personnel Management ? -Evolution of Human Resource Management</p> <p>Human Resource Planning –Meaning, Need, Process, Factors, Benefits. Job Analysis – Meaning, Contents, Uses, Process, Techniques. Job Evaluation – Process and Meaning</p>	15
II	<p>Human Resource Management – 2 Recruitment – Meaning, Sources, Factors, Policy. Selection – Meaning, Process, Selection Tests, Induction. Psychological Testing – Purpose, Features, Classification, Guidelines and Advantages. Interview – Meaning, Types, Limitations, Effective Interview, Guidelines for Interviewer and Interviewee.</p>	15
III	<p>Human Resource Development– I Training – Meaning, Importance, Methods, Effective Training. - Need for Training , Training Process/Steps , Methods of Training,</p>	15

	<p>Designing a Training and Development Programme, Improving effectiveness of training (Impediment to Effective Training)</p> <p>Management Development – Meaning, Objectives, Concepts, Importance, Components, Techniques.</p> <p>Performance Appraisal – Meaning, Uses, Methods, Limitations, Process, Potential Appraisal</p>	
IV	<p>Human Resource Development– II</p> <p>Components of Cost-to-Company.</p> <p>Promotion – Meaning, Objectives, Policy.</p> <p>Transfer – Meaning, Purpose, Policy.</p> <p>Separation – Meaning, Causes, Managing Separations.</p> <p>Demotion, Exit Policy.</p>	15
TOTAL		60

References:

- K.Ashwathappa, Organisation Behaviour (12th Edition), Himalaya Publishing House, Mumbai, 2016
- A.M.Sheikh, Human Resource Management and Development (3rd Edition), S.Chand & Co. Ltd., New Delhi, 2010
- Mamoria C.B., Gankar S.V., A Textbook of Human Resource Management, Himalaya Publishing House, New Delhi, 2006
- Dr. S.S.Khanka, Human Resources Management –Text and Cases (5th Edition), S.Chand & Co., New Delhi, 2013
- Tanuja Agarwala, Strategic Human Resource Management (1st Edition), Oxford Publications, 2007
- Mamoria, C. B., Mamoria, S. & S. V. Gankar, Dynamics of Industrial Relations in India (16th Edition), Himalaya Publishing House, Mumbai, 2015

SEMESTER V

Course Code: RUACOM503

Paper 3

No. of Credits: 3 ½

Title: Export Management

Learning Objectives:

- To provide an overview of various aspects of export activities
- To understand the international trade environment
- To learn the role of export promotion organisations

Learning Outcomes:

After completing this course a student will be able to

- Assessment of export opportunities and international markets analysis.
- Developing and implementing export plans and programs effectively
- Identify relevant issues in export trade.

Number of Lectures: 45

UNIT	TOPICS	Lectures
I	<p>Introduction to Export Management Definition of Export Management-Need for Export for country and the firm-Features –Functions of Export manager-Distinction between domestic marketing and export marketing-Challenges in Export Marketing</p> <p>India's Export Trade-Composition and Direction of India's export trade-Export of services from India-Reasons of India's poor share in the world trade</p>	12
II	<p>International Trade Definition of International Trade-Problems in International Trade-Trade Barriers-Tariff and Non –tariff barriers-Distinction between Tariff and Non-tariff barriers.</p> <p>Regional Economic groups (PTA, FTA, Customs Union and Common Market)- Working of EU(European Union), ASEAN(Association of South East Asian Nations),NAFTA(North American Free Trade Association) and SAARC(South Asian Association For Regional Co-operation)-Effects of Trade blocs on International Trade. WTO –World Trade Organisation-Objectives –Agreements-Role of WTO in International trade.</p>	12
III	<p>Export Marketing and Promotional Organisations in India Export Marketing Organisations in India-Export houses.</p> <p>Export Promotion Organisations in India-Features-Export Promotion Council-Commodity Boards-Federation of Indian Exporters'</p>	11

	Organisation(FIEO),Indian Institute of Foreign Trade(IIFT),Indian Institute of Packaging(IIP),Export Inspection Council(EIC),Director General of Foreign Trade (DGFT) Special Economic Zones(SEZ),100 % Export Oriented units(EOU),Software Technology Parks(STP), Electronic Hardware Technology Parks(EHTP)	
IV	Foreign Trade Policy and Export incentives Objectives and main highlights of FTP-2015-2020.-Implications of FTP on India's export trade. Export Assistance and Incentives-Main export incentives extended to Indian exporters by Government of India—Duty Drawback, EPCG (Export Promotion Capital Goods Scheme),MDA (Marketing Development Assistance),MAI(Market Access Initiative)Deemed export, ASIDE(Assistance to States for Infrastructure Development of Exports),Tax holidays	10
TOTAL		45

References:

- Francis Cherunilam, International trade and Export Management (14th revised edition), Himalaya Publishing House ,Mumbai,2015.
- Justin Paul, Rajiv Aserkar, Export Import Management Paperback (2nd edition), Oxford University Press, Oxford, 2013.
- T.A.S. Balagopal, Export Management (22nd Edition), Himalaya Publishing House, Mumbai,2016
- R.L.Varshney and B. Bhattacharya, International Marketing (24th Edition), Sultan Chand & Sons, New Delhi, 2012
- B.S.Rathod, J.S.Rathod, Export Marketing (3rd edition), Himalaya Publishing House, Mumbai,2016
- Francis Cherunilam, International Marketing- Text and Cases (15th Edition), Himalaya Publishing House, Mumbai, 2017.
- Francis Cherunilam, International trade and Export Management (20th Edition), Himalaya Publishing House, Mumbai, 2017

RamnarainRuia Autonomous College
Commerce Syllabus

TYBA
SEMESTER VI
Paper1
Introduction to Management

Course Code	UNIT	TOPICS	Credits	Lectures
RUACOM601	I	Communication, Coordination and Controlling	4	15
	II	Management Challenges		15
	III	Production Management		15
	IV	Materials Management		15
	TOTAL			60

SEMESTER VI
Paper 2
Human Resource Management

Course Code	UNIT	TOPICS	Credits	Lectures
RUACOM602	I	Human Relations - I	4	15
	II	Human Relations - II		15
	III	Industrial Relations		15
	IV	Current Issues		15
	TOTAL			60

SEMESTER VI
Paper 3
Export Management

Course Code	UNIT	TOPICS	Credits	Lectures
RUACOM603	I	Preliminaries for starting export business	3 ½	12
	II	Export Pricing		11
	III	Export Finance		11
	IV	Export Documentation and Procedure		11
	TOTAL			45

SEMESTER VI

Course Code: RUACOM601

Paper: 1

No. of Credits: 4

Title: Introduction to Management

Learning Objectives:

- To understand the key skills required by managers in communication, controlling and coordination functions of management
- To impart knowledge of management challenges and social responsibility of business
- To gain an understanding of the concepts: production and materials management

Learning Outcomes

After completing this course a student will be able to

- Identify and apply key management skills in communication and controlling
- Explain the core features of production and materials management

Number of Lectures: 60

UNIT	TOPICS	Lectures
I	<p>Communication, Coordination and Controlling Communication-Types of communication – Techniques of communication, Importance of communication, Barriers-Overcoming the Barriers, Communication Networks - Communication Flows - Negotiation Skills with stakeholders</p> <p>Controlling - Process of controlling - Techniques of controlling - Budgeting, budgeting process, Sales Budget -Production and Finance budget</p> <p>Co-ordination-Importance in Management – Principles of Coordination</p>	15
II	<p>Management Challenges Management Challenges- Corporate Social Responsibility</p> <p>Management of Change – Resistance to Change – Steps Corporate Governance- Stress Management at work Business Ethics – need and importance</p>	15
III	<p>Production Management Production management –Objectives- Functions- Importance - Scope – Production planning and control – Objectives - Steps</p> <p>Productivity- Need - Factors affecting productivity, Measuring and</p>	15

	Improving -difficulties in measuring productivity Plant location	
IV	Materials Management Materials Management - Scientific Purchasing- Purchase Procedures - Inventory Control Centralised and Decentralised purchasing , Store- keeping Quality control and quality circles –Objectives - Functions -Steps In Quality Control – Inspection - Statistical Quality Control - Quality Circles	15
TOTAL		60

References:

- Peter Drucker, Management Challenges, Harper Business, 2008
- Durai, Principles of Management: Text and Cases, Pearson, 2012
- Harold Koontz, Principles of Management: An Analysis of Managerial Functions, Tata McGraw Hill, 1972
- Charles W. L. Hill and Steven McShane, Principles of Management (SIE), McGraw Hill Education, 2007
- Panneerselvam, Production and Operations Management Paperback, Prentice Hall India Learning Private Limited, 2012
- S. Chary, Production and Operations Management Paperback, McGraw Hill Education, 2006
- Ramasamy ,Principles of Management , Himalaya Publications, January 2010
- Tripathi Reddy , Principles of Management , Tata McGraw Hill, January 2012
- Murugan, M.Sakthive, Management Principles and Practices (2nd Edition), New Age Publishers, New Delhi, 2016

SEMESTER VI

Course Code: RUACOM602

Paper 2

No. of Credits: 4

Title: Human Resource Management

Learning Objectives:

- To understand concepts of Human needs and human relations for effective human relations management
- To learn the fundamental concepts and rules of law governing human resource management .
- To know the current issues concerning human resources

Learning Outcomes:

After completing this course a student will be able to

- Identify the issues and Laws Relating to Human Resource Management
- Evaluate leadership styles to anticipate the consequences of each leadership style
- Observe and evaluate the current practices of human resource management.

Number of Lectures: 60

UNIT	TOPICS	Lectures
I	<p>Human Relations – I Human Relations – Meaning, Features, Importance, Fundamental Concepts, Measures for Improvement.</p> <p>Human Needs – Meaning, Concept of Needs, Changing Nature of Needs, Need Satisfaction Process, Behavioral Effect of Unsatisfied Needs, manager’s Role in Need Fulfillment.</p> <p>Group Dynamics – Meaning, Characteristics, Types of Group, Objectives of Group Formation, Process of Group Formation, Conflict (Causes, Stages, Resolution)</p>	15
II	<p>Human Relations – II Motivation – Meaning, Features, Factors, Importance, Theories (Maslow, Herzberg, McGregor ,Expectancy Theory, McClelland Achievement Theory).</p> <p>Leadership – Meaning, Styles of Leadership- Rensis Likerts’s Theory, Behavioural Theories (Trait, Ohio State University Studies, The Michigan Studies, LMX , The Managerial Grid)-</p>	15

	Contingency Theories (Path-Goal Model, Situational Leadership)- Selection of Leadership Style	
III	Industrial Relations Industrial Relations – Meaning, Importance, Labour Laws- Industrial Disputes Act (Causes, Effects, Settlement Procedure)-Grievance – Meaning, Features, Causes, Redressal Procedure. Employee Safety – Meaning, Importance, Employee Health and Safety, Accidents (Causes, Effects, Safety, Settlement Proposal) , Payment Of Wages Act – Employee Compensation Act, Factories Act	15
IV	Current Issues Human Resource Research- Meaning, Objectives. Human Resource Accounting- Meaning, Objectives, Limitations. Employee Participation-Meaning, Modes of participation Women at Workplace- Coping with Gender Bias and Sexual Harassment.	15
TOTAL		60

References:

- Dr. S.S.Khanka, Human Resources Management –Text and Cases (5th Edition), S.Chand&Co., New Delhi, 2013
- K.Ashwathappa, OrganisationBehaviour (12th Edition), Himalaya Publishing House, Mumbai, 2016.
- A.M.Sheikh, Human Resource Management and Development (3rd Edition), S.Chand& Co. Ltd., New Delhi, 2010
- McShane, S. L., Glinow, M. A., Sharma, R. R.,Organisational behavior (4th Edition), Tata McGraw Hill, New Delhi, 2010
- Pareek, U. &Khanna, S, Understanding Organizational Behavior (1st Edition), Oxford University Press, 2016
- Sharma, S., Organisational behavior (4th Edition), Tata McGraw Hill, 2008
- Sharma, A. M., Industrial Relations and Labour Laws (2nd Edition), Himalaya Publishing House , Mumbai, 2015
- Mamoria, C. B., Mamoria, S. & S. V. Gankar, Dynamics of Industrial Relations in India(16th Edition), Himalaya Publishing House, Mumbai, 2015
- VenkataRatnam, C. S. Industrial Relations, Oxford University Press, 2014
- N Sinha, InduBalaSinha, SeemaPriyadarshiniShekhar, Industrial RelationsTrade Unions and P.R. Labour Legislation (2nd Edition), Pearson Publications, 2013

SEMESTER VI

Course Code: RUACOM 603

Paper 3

No. of Credits: 3 ½

Title: Export Management

Learning Objectives:

- To provide students with skills and knowledge needed to prepare export plans
- To learn the international markets practices and practical procedures of exports.
- To know the various sources of finance and foreign markets accessibility

Learning Outcomes:

After completing this course, as student will be able to

- To identify products for exports and prepare export plans
- To recognize practices and procedures in exports.
- To identify and assess the foreign markets and sources of financing for export business

Number of Lectures: 45

UNIT	TOPICS	Lectures
I	Preliminaries for starting export business Overseas Marketing Research-Identifying foreign markets-Factors affecting selection of product in foreign market-Product Planning-International Product Life cycle-New product development process-Product branding, labelling and packaging. Methods of entry in foreign market-Channels of distribution in export market-Export marketing plan	12
II	Export Pricing Factors affecting export price-Pricing methods-Marginal costing and Breakeven pricing-Export pricing strategies Export pricing quotations-INCO terms-Major export price quotations-FOB price-CIF price- C& F price-Distinction between FOB price and CIF price Methods of payment in export marketing-Letter of credit-types-process of opening letter of credit.	11
III	Export Finance Types of Export Finance-Pre-shipment (Packing) credit-Post-shipment credit-Features, process of obtaining credit-Distinction between pre-shipment and Post-shipment finance-Deferred payment. Role of EXIM bank, Commercial bank, SIDBI in export finance-Role of ECGC in export finance	11
IV	Export Documentation and Procedure Main documents used in export and their importance-Commercial	11

	Invoice , Consular Invoice, Shipping bill, Certificate of Origin ,Consular Invoice, Shipping bill, Mate’s receipt, Bill of Lading and G.R. form. Stages in export procedure-Registration stage-Pre-shipment stage- Shipment stage-Post-shipment stage-Role of CHA in export procedure	
TOTAL		45

References:

- Francis Cherunilam, International trade and Export Management (20th Edition), Himalaya Publishing House, Mumbai, 2017
- Justin Paul, Rajiv Aserkar, Export Import Management (2nd Edition), Oxford Press, Oxford, 2013
- T.A.S. Balagopal, Export Management (22nd Edition), Himalaya Publishing House, Mumbai, 2016
- R.L.Varshney and B. Bhattacharya, International Marketing (24th Edition), Sultan Chand & Sons, New Delhi, 2012
- B.S.Rathod, J.S.Rathod, Export Marketing (3rd edition), Himalaya Publishing House, Mumbai, 2016
- Francis Cherunilam, International Marketing- Text and Cases (15th Edition), Himalaya Publishing House, Mumbai, 2017.
- **Rakesh Mohan Joshi. *International Business*, Oxford University Press, New Delhi, 2011.**

Ramnarain Ruia

MODALITY OF ASSESSMENT

Theory Examination Pattern:

The performance of the learners shall be evaluated into two components viz. by Internal Assessment with 40% marks in the first component and by conducting the Semester End Examinations with 60% marks as the second component. The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:

A) Internal Assessment - 40% :40 marks.

Sr No	Evaluation type	Marks
1	One or more Assignments/Case study/Project plus attendance and Active participation in routine class instructional deliveries(case studies/ seminars/presentation	20
2	One class Test (multiple choice questions / objective/brief answers)	20

B) External examination - 60 %

Semester End Theory Assessment - 60 marks

- i. Duration- These examinations shall be of **2 hours** duration.
- ii. Paper Pattern:
 1. There shall be **4** questions each of **15** marks. Each unit there will be one question.
 2. All questions shall be compulsory with internal choice within the questions.

Questions	Options	Marks	Questions on
Q.1	Any 2 out of 3	15	Unit I
Q.2	Any 2 out of 3	15	Unit II

Syllabus for Commerce Course 2019-20
Ramnarain Ruia Autonomous College, Mumbai



Q.3	Any 2 out of 3	15	Unit III
Q.4	Any 2 out of 3	15	Unit IV

Ramnarain Ruia Autonomous College