

**Shiromani Gurudwara Prabandhak Committee's**

**Guru Nanak Khalsa College of Arts, Science and Commerce (Autonomous)**

**Matunga, Mumbai – 400 019, Maharashtra**

**Program: Bachelor of Commerce ( Management Studies )**

**Syllabus**

**Course: SYBCOM (MS)**

**Semester III and IV**

**(Major paper- I/II/Minor/OE/VSC/AEC/SEC/VEC)**

**(As per NEP guidelines-DSC model)**

**With effect from Academic Year 2024 - 2025)**

## Programme Outcome (POs)

### Department of Commerce– Bachelor of Management Studies (BMS)

Program typically prepares students for careers in the field of management studies. The program covers a wide range of topics related to the scope of marketing, research, study of consumer behavior, financial knowledge regarding capital markets, commodity markets, various financial markets and updates regarding current market trends.

Outcomes of a BMS program include:

- **PO1 Enhancement of Human Skills:** Acquire knowledge about management practices which facilitate them to become effective professionals.
- **PO2 Problem-solving skills:** Apply the concepts related to Commerce, Accountancy, Economics, Management and other allied subjects in various commercial fields. Analyze and interpret the financial statements and accounting activities involved in the business
- **PO3 Enhancement of Academic Skills:** Be capable to pursue higher studies in diverse fields of Management such as Business Administration, Human Resource Management, Marketing and Finance.
- **PO4 Development of Entrepreneurial Skills:** Be adequately trained to be entrepreneurs and communicate effectively. Develop a positive attitude towards lifelong learning and research. Design and construct an innovative business model and develop entrepreneurship skills.
- **PO5 Develop Business Knowledge:** Acquire the required skills to develop business models and be responsible global citizens with cross culturally competent behavior and ethical values. Develop a strong foundation for the industry specific skills to pursue better career prospects.
- **PO6 Communication skills:** Students should be able to communicate effectively with colleagues and stakeholders, both verbally and in writing.
- **PO7 Teamwork and collaboration:** Students should learn to work effectively in teams and collaborate with others to develop and implement effective outcomes.
- **PO8 Ethical and professional conduct:** Students should be aware of ethical issues and code of conduct to demonstrate professionalism in their work.
- Overall, a BMS program aims to prepare students to be competent, skilled, and ethical professionals in the field of Management Studies. Graduates of the program should be able to apply their knowledge and skills to solve real-world problems and advance in the field of management.

## Programme Specific Outcome (PSOs)

### Department of Commerce– Bachelor of Management Studies (BMS)

- **PSO1** Graduates will have a solid understanding of fundamental management concepts, theories, and principles.
- **PSO2** Graduates should be familiar with organizational behavior, including topics such as motivation, leadership, team dynamics, and workplace culture.
- **PSO3** Conceptualize and implement business schemes through the application of multidisciplinary knowledge comprising of Operations, HR, IT, Finance and Marketing.



## Guru Nanak Khalsa College of Arts, Science and Commerce (Autonomous) Program Structure

### Semester-III

Course Code	Course Name Bachelor of Management Studies	Teaching Hours	Credits Assigned	Total Credits
		<b>Theory</b>	<b>Theory</b>	
<b>GNKUCBCOMMSMJ1103</b>	(Major) Paper-I <b>Business Research Methods</b>	60	4	4
<b>GNKUCBCOMMSMJ2103</b>	(Major) Paper-II <b>E-Commerce and Digital Marketing</b>	60	4	4
<b>GNKUCBCOMMSMI1103</b>	(Minor) Paper <b>Macro Economics</b>	60	4	4
<b>GNKUCBCOMMSOE103</b>	Open elective (OE) <b>Business Policy &amp; Strategy</b>	30	2	2
<b>GNKUCBCOMMSVSC103</b>	Vocational Skill Course (VSC) <b>Motivation and Leadership Skills</b>	30	2	2
<b>GNKUCBCOMMSAEHINDI 103/ GNKUCBCOMMSAECMARATHI103</b>	Ability Enhancement Course (AEC) <b>Hindi/Marathi</b>	30	2	2
<b>GNKUCBCOMMSCC103</b>	Co-curricular (CC) <b>Centralised</b>	30	2	2
<b>GNKUCBCOMMSOJT103/ GNKUCBCOMMSFP103/ GNKUCBCOMMSRP103/ GNKUCBCOMMSCEP103</b>	On job training (OJT)/ Field project (FP)/Research project (RP)/ Community engagement & service (CEP) <b>Research Project</b>	30	--	2
<b>Total</b>		<b>330</b>	<b>18</b>	<b>22</b>



**Guru Nanak Khalsa College of Arts, Science and Commerce (Autonomous)**  
**Program Structure**

**Semester-IV**

Course Code	Course Name	Teaching Hours	Credits Assigned	Total Credits
		<b>Theory</b>	<b>Theory</b>	
<b>GNKUCBCOMMSMJ1104</b>	(Major) Paper-I <b>Marketing Management</b>	60	4	4
<b>GNKUCBCOMMSMJ2104</b>	(Major) Paper-II <b>Human Resource Management</b>	60	4	4
<b>GNKUCBCOMMSMI1104</b>	(Minor) Paper <b>International Economics</b>	60	4	4
<b>GNKUCBCOMMSOE1104</b>	Open elective (OE) <b>Strategic Analysis Models &amp; Tools</b>	30	2	2
<b>GNKUCBCOMMSSEC104</b>	Skill Enhancement Course (SEC) <b>Corporate Communication &amp; PR skills</b>	30	2	2
<b>GNKUCBCOMMSHIND104I/</b> <b>GNKUCBCOMMSMARATHI104</b>	Ability Enhancement Course (AEC) <b>Hindi/Marathi</b>	30	2	2
<b>GNKUCBCOMMSSCC104</b>	Co-curricular (CC)	30	--	2
<b>GNKUCBCOMMSOJT104/</b> <b>GNKUCBCOMMSFP104/</b> <b>GNKUCBCOMMSRP104/</b> <b>GNKUCBCOMMSCEP104</b>	On job training (OJT)/ Field project (FP)/Research project (RP)/Community engagement & service (CEP) <b>Community Engagement Project</b>	30	--	2
<b>Total</b>		<b>330</b>	<b>18</b>	<b>22</b>



## Guru Nanak Khalsa College of Arts, Science and Commerce (Autonomous)

### Department of Commerce

**Course: SY BMS**

**Semester-III Paper-I Major**

**Course Title:** Business Research Methods

**Credits: 4**

**No of lectures (Hours): 60**

**Marks: 100 (75:25)**

#### **Course Objectives:**

Sr. No.	Course objectives
<b>The course aims at:</b>	
1	Developing the analytical abilities and research skills among the students
2	Exploring practical experience and learning in Business Research
3	Learning of advanced techniques of report writing
4	Understanding the techniques of data collection and plagiarism testing

#### **Course Outcomes (COs):**

Sr. No.	On completing the course, the student will be able to:	POs addressed	PSOs addressed	Cognitive Levels addressed
CO 1	Learners will be able to investigate the concept of Research, its types, significance, sources of collecting Primary Data and Secondary Data, its advantages and disadvantages	PO1, PO2	PSO1	Understanding, Analyzing
CO 2	Learners will be able to comprehend Data Processing, Analysis, and Interpretation	PO2, PO3	PSO1, PSO2	Applying, Analyzing
CO 3	Learners will be able to write Reports and identify types of research papers	PO3, PO5	PSO3	Applying, Creating
CO 4	Learners will be aware of plagiarism and practice ethical data collection	PO4, PO8	PSO4	Understanding, Evaluating

Unit		Title	No. of lectures	CO Mapping
<b>Unit 1</b>		<b>Introduction to Business Research Methods</b>	15	
	<b>1.1</b>	Meaning and Objectives of Research Types of research- a) Pure, Basic and Fundamental b) Applied, c) Empirical d) Scientific & Social e) Historical f) Exploratory g) Descriptive h) Causal		CO 1
	<b>1.2</b>	Concepts in Research: Variables, Qualitative and Quantitative Research Stages in research process. Characteristics of Good Research		CO 1
	<b>1.3</b>	Hypothesis-Meaning, Types of Hypothesis, Sources. Research Design- Meaning, Definition, Importance, Types-Descriptive, Exploratory and Causal. Sampling- Meaning of Sample and Sampling, Methods of Sampling		CO 1
<b>Unit 2</b>		<b>Data Collection and Processing</b>	15	
	<b>2.1</b>	Types of Data -Primary and Secondary Data Secondary Data: Sources of Secondary Data		CO 1
	<b>2.2</b>	Methods of collection of Primary data		CO 1
	<b>2.3</b>	Survey Instrument - Questionnaire designing. Types of Questionnaire: Structured, Unstructured, Open Ended, Close Ended, Dichotomous, Multiple Choice, Scaling Techniques: Likert scale, Semantic Differential Scale		CO 1
<b>Unit 3</b>		<b>Data Analysis and Interpretation</b>	15	
	<b>3.1</b>	Processing of Data: Editing- Field and Centralized Editing, Coding- Types of Coding, Classification of Data, Tabulation of Data, Graphical Representation		CO 2
	<b>3.2</b>	Analysis & Interpretation of Data		CO 2
	<b>3.3</b>	Graphical presentation of data Testing of Hypothesis		CO 2
<b>Unit 4</b>		<b>Report Writing</b>	15	
	<b>4.1</b>	Report Writing: Meaning, Importance, Functions, Essential of a good Report Content of Report		CO 3
	<b>4.2</b>	Types of Reports Footnotes and Bibliography		CO 3
	<b>4.3</b>	Ethics and Research Objectivity, Confidentiality and Anonymity in Research Plagiarism		CO 4

## References

Research Methods for Business, Uma Sekaran, Wiley

Business Research Methods, Zikmund, Babin, Carr, Adhikari & Griffin, Cengage Learning

Business Research Methods, Naval Bajpai, Pearson

Marketing Research, Malhotra & Dash, Pearson Education

**Examination:**

- **Internal Examination (25 Marks):** 20 Marks for continuous internal assessment vide Assignments/projects/role play/ case study, any other activity pertaining course content and 5 Marks for Class Participation/ Classroom Activity.
- **End Semester theory examination (75 Marks):** Weightage of each unit will be proportional to the number of lecture hours as mentioned in the syllabus. Duration of exam: 2hours 30mins
- **Combined passing of 40% with minimum 20% in Internal Component.**

**Course: SY BMS**

**Semester-III Paper-II Major**

**Course Title:** E-Commerce and Digital Marketing

**Credits: 4**

**No of lectures (Hours): 60**

**Marks: 100 (75:25)**

**Course Objectives:**

Sr. No.	Course objectives
<b>The course aims at:</b>	
1	To understand the increasing significance of <b>E-Commerce and its applications</b> in business and across various sectors.
2	To provide insights into Digital Marketing activities on various social media platforms and understand their emerging importance in business.
3	To comprehend the latest trends and practices in E-Commerce and Digital Marketing, including associated challenges and opportunities for organizations.
4	To equip students with the ability to analyze the market and design effective strategies across different digital platforms, including advertising and campaign planning for business growth.

**Course Outcomes (COs):**

Sr. No.	On completing the course, the student will be able to:	POs addressed	PSOs addressed	Cognitive Levels addressed
CO1	Explain the structure and functioning of e-commerce and its integration with digital marketing platforms.	PO1, PO2	PSO2	Understand (C2)
CO2	Demonstrate the ability to set up and manage e-commerce solutions including payment gateways, security, and legal compliance.	PO3, PO5	PSO2	Apply (C3)
CO3	Develop and execute integrated digital marketing campaigns utilizing SEO, SEM, content marketing, social media, email strategies.	PO4, PO5	PSO2, PSO3	Apply & Analyze (C3–C4)
CO4	Evaluate campaign performance metrics and optimize digital strategies using analytics tools (e.g., Google Analytics).	PO6	PSO3	Analyze (C4)
CO5	Design and present a project-based e-commerce and digital marketing plan demonstrating strategic thinking and technical fluency.	PO7, PO8	PSO4	Create (C6)

Unit	Title	No. of lectures	CO Mapping
<b>Unit 1</b>	Introduction to E-commerce	<b>15</b>	
	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 ECommerce, 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		
<b>Unit 2</b>	E-Business & Applications	<b>15</b>	
	E-Business: Meaning, Launching an E-Business, Different phases of Launching an EBusiness • 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		
<b>Unit 3</b>	Payment, Security, Privacy &Legal Issues in E-Commerce	<b>15</b>	
	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		
<b>Unit 4</b>	<b>Digital Marketing</b>	<b>15</b>	
	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.		

## References:

1. **Digital Marketing Strategy: An Integrated Approach to Online Marketing** – Simon Kingsnorth  
A holistic guide covering SEO, social media, content, analytics, AI, and privacy—ideal for strategic planning.
2. **Digital Marketing: Strategy, Implementation & Practice** – Dave Chaffey & Fiona Ellis-Chadwick  
Covers fundamentals through advanced tactics with real-world case studies—widely recommended for students
3. **Marketing: The Essential Guide to Marketing in a Digital World (7th ed.)** – Rob Stokes et al.  
Comprehensive, up-to-date resource tackling ad creation, engagement, optimization, and retention

## Examination:

- **Internal Examination (25 Marks):** 20 Marks for continuous internal assessment vide Assignments/projects/role play/ case study, any other activity pertaining course content and 5 Marks for Class Participation/ Classroom Activity.
- **End Semester theory examination (75 Marks):** Weightage of each unit will be proportional to the number of lecture hours as mentioned in the syllabus. Duration of exam: 2hours 30mins
- **Combined passing of 40% with minimum 20% in Internal Component.**

**Course: SY BMS**

**Semester-III Paper-III Minor**

**Course Title:** Macro Economics

**Credits: 4**

**No of lectures (Hours): 60**

**Marks: 100 (75:25)**

**Course Objectives:**

<b>Sr. No.</b>	<b>Course objectives</b>
<b>The course aims at:</b>	
<b>1</b>	Understand fundamental macroeconomic concepts such as scarcity, national income accounting (GDP), inflation, unemployment, and business cycles.
<b>2</b>	Analyze how aggregate expenditures (AD-AS) determine output and price levels in the short and long runs.
<b>3</b>	Examine the roles of fiscal and monetary policy in stabilizing the economy.
<b>4</b>	Evaluate the functioning of the financial sector, including money markets, banking, and interest rate determination.
<b>5</b>	Explore long-run economic growth models and factors influencing productivity and development.
<b>6</b>	Assess macroeconomic issues in an open economy—exchange rates, balance of payments, and trade policy.

**Course Outcomes (COs):**

<b>Sr. No.</b>	<b>On completing the course, the student will be able to:</b>	<b>POs addressed</b>	<b>PSOs addressed</b>	<b>Cognitive Levels addressed</b>
CO1	Define and interpret macroeconomic indicators like GDP, inflation, and unemployment.	PO1, PO2	PSO1	Understand (C2)
CO2	Analyze shifts in aggregate demand and supply and their effects on national output and price levels.	PO2, PO4	PSO1	Analyze (C4)
CO3	Explain the institutions and tools of fiscal and monetary policy and their economic impact.	PO3, PO5	PSO2	Apply (C3)
CO4	Evaluate the monetary system, role of banking, and interest rate mechanisms.	PO3, PO4	PSO2	Evaluate (C5)
CO5	Apply growth theory to explain long-term economic development and productivity trends.	PO4, PO6	PSO3	Analyze (C4)
CO6	Assess macroeconomic policies in open economy contexts, including trade, exchange rates, and balance payments.	PO5, PO6	PSO3	Evaluate (C5)
CO1	Define and interpret macroeconomic indicators like GDP, inflation, and unemployment.	PO1, PO2	PSO1	Understand (C2)
CO2	Analyze shifts in aggregate demand and supply and their effects on national output and price levels.	PO2, PO4	PSO1	Analyze (C4)

Unit	Title	No. of lectures	CO Mapping
<b>Unit 1</b>	<b>National Income &amp; Aggregates</b>	<b>15</b>	
1.1	Macroeconomics: scope, importance, circular flow models		CO1
1.2	National income accounting: GDP, GNP, NNP, real vs nominal values		CO1
1.3	Measurement approaches: product, income, expenditure; limitations		CO1
<b>Unit 2</b>	<b>Money, Banking &amp; Financial System</b>	<b>15</b>	
2.1	Definitions and functions of money; money supply measures		CO2
2.2	Banking system, money creation, credit multiplier		CO2, CO4
2.3	Central bank tools: CRR, SLR, repo, bank rate, OMO		CO2
<b>Unit 3</b>	<b>Short-Term Macroeconomic Equilibrium</b>	<b>15</b>	
3.1	Consumption & saving: MPC, APC; investment multiplier		CO3
3.2	AD-AS model: short-run equilibrium analysis		CO3, CO5
3.3	Unemployment types; output gaps; policy responses		CO5
<b>Unit 4</b>	<b>Fiscal &amp; Monetary Policy; Open Economy</b>	<b>15</b>	
4.1	Government budget: revenue vs capital; fiscal deficits		CO3
4.2	Policy interaction: fiscal vs monetary, automatic stabilisers, crowding-out		CO3, CO6
4.3	Open economy: BOP, exchange rate regimes, forex market		CO6

#### References:

- **Principles of Macroeconomics**, N. Gregory Mankiw
- **Macroeconomics**, Olivier Blanchard
- **Indian Economy**, Ramesh Singh (Chapters on money, banking, fiscal policy and external sector)
- **Macroeconomics** by Dornbusch, Fischer & Startz
- **Class XII CBSE Macroeconomics** – curriculum alignment for structure and depth

#### Examination:

- **Internal Examination (25 Marks)**: 20 Marks for continuous internal assessment (Assignments/projects/role play/ case study, any other activity pertaining course content) and 5 Marks for Class Participation/ Classroom Activity.
- **End Semester theory examination (75 Marks)**: Weightage of each unit will be proportional to the number of lecture hours as mentioned in the syllabus. Duration of exam: 2hours 30mins
- **Combined passing of 40% with minimum 20% in Internal Component.**



## Guru Nanak Khalsa College of Arts, Science and Commerce (Autonomous) Department of Commerce

**Course: SY B. Com**

**Semester-III: Open Elective (OE)**

**Course Title:** Business Policy & Strategy

**Credits: 2**

**No of lectures (Hours): 30**

**Marks: 50 (30:20)**

### **Course Objectives:**

Sr. No.	Course objectives
<b>The course aims at:</b>	
1	To expose students to various perspectives and concepts in the field of Strategic Management
2	The course would enable the students to understand the principles of strategy formulation in organizations.
3	To help students develop skills for applying strategic concepts for planning and decision making
4	To help students master the analytical tools of strategic management

### **Course Outcomes (COs):**

Sr. No.	On completing the course, the student will be able to:	POs addressed	PSOs addressed	Cognitive Levels addressed
CO 1	Get familiarized with the contemporary business environment	PO1, PO4	PSO1	Understand
CO 2	Understand basic concepts of strategic management, generic alternatives, and process	PO1, PO2	PSO1, PSO2	Remember, Understand
CO 3	Grasp importance of strategic analysis and apply various analysis methods	PO2, PO3	PSO2	Apply, Analyze
CO 4	Define relationships among vision, mission, and values	PO1, PO5	PSO1	Understand
CO 5	Identify strategic issues and design appropriate courses of action	PO2, PO3, PO5	PSO2, PSO3	Analyze, Create

Unit		Title	No. of lectures	CO Mapping
<b>Unit 1</b>		<b>Introduction to Business Policy &amp; Strategy</b>	<b>15</b>	
	<b>1.1</b>	Business Policy: Nature & importance of business policy Strategy-Meaning, Definition Strategic Management-Meaning, Definition, Importance, Levels of Strategic management		<b>CO 2</b>
	<b>1.2</b>	Strategic Management Process Strategic Business Units (SBUs)		<b>CO 3</b>
	<b>1.3</b>	Strategic Intent – Mission, Vision, Goals, Objective, Plans		<b>CO 4</b>
<b>Unit 2</b>		<b>Strategy Formulation</b>	<b>15</b>	
	<b>2.1</b>	Environment Analysis and Scanning (SWOT)		<b>CO 1</b>
	<b>2.2</b>	Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization)		<b>CO 5</b>
	<b>2.3</b>	Business Level Strategy (Cost Leadership, Differentiation, Focus)		
	<b>2.4</b>	Functional Level Strategy (R&D, HR, Finance, Marketing, Production)		<b>CO 5</b>

#### References:

1. Kazmi Azhar, Business Policy & Strategic Management, Tata McGraw Hill.
2. P.K. Ghosh: Business Policy, Strategy, Planning and Management
3. Christensen, Andrews Dower: Business Policy- Text and Cases
4. William F. Gkycj: Business Policy – Strategy Formation and Management Action

#### Examination:

- **Internal Examination (20 Marks):** Continuous Internal assessment of 20 Marks each (Quiz/Assignments/projects/role play/ case study, any other activity pertaining course content).
- **End Semester theory examination (30 Marks):** Weightage of each unit will be proportional to the number of lecture hours as mentioned in the syllabus. Duration of exam: 1hour.
- **Combined passing of 40% with minimum 20% in Internal Component.**



## Guru Nanak Khalsa College of Arts, Science and Commerce (Autonomous) Department of Commerce

**Course: SY BMS**

**Semester-III** Vocational Skill Course (VSC)

**Course Title:** Motivation & Leadership Skills

**Credits: 2**

**No of lectures (Hours): 30**

**Marks: 50 (30:20)**

### Course Objectives:

Sr. No.	Course objectives
<b>The course aims at:</b>	
1	Solving organizational problems and influence the actions of individuals, groups and organizations.
2	Preparing managers to understand how to best organize and motivate the human capital of the firm, manage social networks and alliances, and execute strategic change.
3	Familiarizing with leadership and motivation theories that can be practised at workplace.
4	Developing leadership skills as related to effective management practices and will explore their own development into the person they want to be.

### Course Outcomes (COs):

Sr. No.	On completing the course, the student will be able to:	POs addressed	PSOs addressed	Cognitive Levels addressed
CO 1	Recognize and describe the role of leaders in business and various organizations.	PO1, PO5	PSO6 (Leadership & Teamwork)	Understand
CO 2	Acquaint students with different motivation approaches and their application.	PO2, PO6	PSO8 (Critical thinking & problem-solving)	Apply, Analyze
CO 3	Identify and build one's own repertoire of effective leadership behaviors, articulating a personal leadership agenda.	PO4, PO5, PO6	PSO6, PSO8	Analyze, Create
CO 4	Develop understanding of employee motivation in modern and dynamic organizations.	PO2, PO4	PSO8	Understand, Analyze
CO 5	Understand positive and negative member roles within a team context.	PO3, PO6	PSO7 (Teamwork & Intercultural Competence)	Understand, Evaluate

Unit		Title	No. of lectures	CO Mapping
<b>Unit 1</b>		<b>Introduction to Motivation</b>	<b>15</b>	
	<b>1.1</b>	Concept of motivation, Importance, Tools of Motivation		<b>CO 4</b>
	<b>1.2</b>	Theories of Motivation: Maslow's Motivation Theory, Herzberg's two-factor Theory		<b>CO 4</b>
	<b>1.3</b>	Theories of Motivation: Vroom's Theory of Expectancy, McGregor's Theory X and Theory Y		<b>CO 2</b>
<b>Unit 2</b>		<b>Leadership</b>	<b>15</b>	
	<b>2.1</b>	Meaning and Concept; Importance of Leadership, Roles, Functions and characteristics of a leader; Evolution and growth of leadership		<b>CO 1</b>
	<b>2.2</b>	Leadership Skills, Leadership Styles		<b>CO 3</b>
	<b>2.3</b>	Leadership traits and ethics		<b>CO 5</b>

## References:

Bennis, W. (1994). On becoming a leader. (Rev. ed). Reading, MA: Perseus Books.

2. Bryman, A. (1996). Leadership in organizations. In Clegg S. R., Hardy, C. and Nord, W. R. (Eds). Handbook of Organization Studies, pp.276-292. London: Sage.

3. French, J. R. P. Jr. and Raven, B. (1962). The bases of social power. In D. Cartwright (Ed), Group Dynamics: Research and Theory (pp. 259-269). New York: Harper and Row.

4. Hersey, P. and Blanchard, P. (1969). The life cycle theory of leadership. Training and Development Journal, 23 (5), 26-34.

Bennis, W. (1994). On becoming a leader. (Rev. ed). Reading, MA: Perseus Books.

2. Bryman, A. (1996). Leadership in organizations. In Clegg S. R., Hardy, C. and Nord, W. R. (Eds). Handbook of Organization Studies, pp.276-292. London: Sage.

3. French, J. R. P. Jr. and Raven, B. (1962). The bases of social power. In D. Cartwright (Ed), Group Dynamics: Research and Theory (pp. 259-269). New York: Harper and Row.

4. Hersey, P. and Blanchard, P. (1969). The life cycle theory of leadership. Training and Development Journal, 23 (5), 26-34.

1. Stephen P. Robbins, Timothy A. Judge (Author) – Organizational behaviour (15th Edition), Prentice Hall Publication.
2. Niraj Kumar- Organisational Behaviour: A New Looks (Concept, Theory & Cases), Himalaya Publishing House
3. Strategic Leadership – Sahu & Bharati – Excel Books
4. Peter I. Dowling & Denice E. (2006). International HRM (1st ed.). New Delhi. Excel Books.
5. French Wendell, Bell Cecil and Vohra Veena. (2004). Organization Development, Behavioral Science Interventions for Organization Improvement. (6th ed.)

## Examination:



- **Internal Examination (20 Marks):**  
Marks each  
any other activity pertaining course  
Continuous Internal assessment (CIA) of 20  
(Quiz/Assignments/projects/role play/ case study, content).
- **End Semester theory examination (30 Marks):** Weightage of each unit will be proportional to the number of lecture hours as mentioned in the syllabus. Duration of exam: 1hour.
- **Combined passing of 40% with minimum 20% in Internal Component.**

## **Guru Nanak Khalsa College of Arts, Science and Commerce (Autonomous) Department of Commerce**

**Course: SY BMS**

**Semester-III: Field Project**

**Course Title:** Research Project

**Credits: 2**

**No of lectures (Hours): 30**

**Marks: 50 (30:20)**

### **Course Objectives:**

Sr. No.	Course objectives
<b>The course aims at:</b>	
1	Inculcating the element of research analyse and scientific temperament challenging the potential of learner as regards to his/ her eager to enquire and ability to interpret aspect of the study
2	Understanding how to select and define appropriate research problem and parameters, prepare a project proposal, organize and conduct research in an appropriate manner
3	Guiding how write a research report and thesis
4	Counselling the learners about the methodology of formulation & preparation and of project.

### **Course Outcomes (COs):**

Sr. No.	On completing the course, the student will be able to:	POs addressed	PSOs addressed	Cognitive Levels addressed

O 1	Choose an appropriate topic for study and clearly formulate & state a research problem.	PO1, PO2, PO3	PSO1 (Analytical & Research Skills)	Understand, Apply
CO 2	Compile relevant literature and frame hypotheses for research as applicable.	PO1, PO3	PSO1	Understand, Analyze
CO 3	Plan a research design including sampling, observational, statistical, and operational components.	PO2, PO3, PO7	PSO1	Apply, Analyze
CO 4	Compile relevant data, interpret & analyze it, and test the hypotheses wherever applicable.	PO2, PO3, PO7	PSO1	Apply, Analyze, Evaluate
CO 5	Arrive at logical conclusions and propose suitable recommendations based on data analysis & interpretation.	PO3, PO5, PO7	PSO1	Analyze, Evaluate, Create
CO 6	Create a logically coherent project report.	PO3, PO5, PO6	PSO1	Apply, Create

#### **Examination:**

#### **Evaluation 50 Marks (30:20)**

#### **Evaluation of Project Report 30 Marks**

- Introduction and other areas covered **10 Marks**
- Research Methodology, Presentation, Analysis and interpretation of data **10 Marks**
- Conclusion & Recommendations **10 Marks**

#### **Conduct of Viva-voce (20 marks)**

External Examiner will be appointed for examining and conducting a Viva-Voce of the project.

- Ability to explain the analysis, findings, concluding observations, recommendation **10 Marks**
- Overall Impression (including Communication Skill) **10 Marks**



## Guru Nanak Khalsa College of Arts, Science and Commerce (Autonomous)

### Department of Commerce

**Course: SY BMS**

**Semester-IV Paper-I Major**

**Course Title:** Marketing Management

**Credits: 4**

**No of lectures (Hours): 60**

**Marks: 100 (75:25)**

#### **Course Objectives:**

Sr. No.	Course objectives
<b>The course aims at:</b>	
1	Learning the marketing concepts, advantages, scope and evolution of marketing
2	Understanding the micro and macro business environment and importance of marketing research, MIS and about importance and factors affecting Consumer Behaviour
3	To investigate the marketing mix, Product mix, Product Lifecycle, Branding – Packaging, Promotion
4	Learning the concepts of segmentation, e-marketing, internet marketing and various trends of marketing.

#### **Course Outcomes (COs):**

Sr. No.	On completing the course, the student will be able to:	POs addressed	PSOs addressed	Cognitive Levels addressed
CO 1	For a given marketing objective, describe and develop a suitable marketing mix.	PO1 (Domain Knowledge), PO2 (Problem-Solving), PO6 (Communication)	PSO1 (Marketing Skills), PSO3 (Decision-Making)	Understand, Apply
CO 2	For a given product, recognize the three steps of target marketing: segmentation, targeting, positioning.	PO1, PO2	PSO1, PSO2 (Environment Analysis)	Understand, Analyze
CO 3	For various stages of the product life cycle, apply suitable pricing and promotion strategies.	PO2, PO3 (Teamwork & Collaboration), PO5 (Ethical Leadership)	PSO1, PSO3	Apply, Analyze
CO 4	For a given company, appraise distribution channel options and evaluate their suitability for the product.	PO2, PO6	PSO1, PSO4 (Digital & Global Application)	Analyze, Evaluate
CO 5	For a given promotional objective, choose a suitable promotion mix (advertising, sales promotion, PR, personal selling, direct marketing, etc.).	PO2, PO6	PSO1, PSO4	Apply, Evaluate

Unit		Title	No. of lectures	CO Mapping
Unit 1		<b>Introduction to Marketing</b>	15	
	1.1	<b>Introduction to Marketing:</b> Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function		CO 1
	1.2	<b>Concepts of Marketing:</b> Needs, wants and demands, transactions, transfer and exchanges.		CO 1
	1.3	<b>Orientations of a firm:</b> Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing.		CO 1
Unit 2		<b>Marketing Environment, Consumer Behaviour &amp; Marketing Research</b>	15	
	2.1	<b>The micro environment of business:</b> Employees, Financers, Customers, Suppliers, <b>Competitors, Intermediaries, Public, Stakeholders</b> <b>Macro environment:</b> Political Factors; Economic Factors; Socio Cultural Factors, Technological Factors (PEST Analysis)		CO 1
	2.2	<b>Marketing Research:</b> Meaning, Features, Importance of Marketing Research. Types of Marketing Research: Product Research; Sales Research; Consumer/Customer Research; Production Research <b>MIS:</b> Meaning, features and Importance		CO 1
	2.3	<b>Consumer Behaviour:</b> Meaning, feature, importance, factors affecting Consumer Behaviour		CO 1
Unit 3		<b>Marketing Mix</b>	15	
	3.1	<b>Marketing Mix:</b> Meaning, elements of Marketing Mix. <b>Product:</b> Concept, Product Mix, Product Classifications; Product life-cycle; New Product Development Process; Branding, Packaging and labelling.		CO 3
	3.2	<b>Pricing:</b> Pricing Policy, Factors influencing pricing policy. <b>Physical Distribution:</b> Meaning, factor affecting channel selection, types of marketing channels <b>Promotion:</b> Meaning and Significance of Promotion. Promotion Tools: advertising, personal selling, public relations & sales promotion etc		CO 4
	3.3	<b>Recent developments in Marketing:</b> Social Marketing, Online Marketing, Direct Marketing, Services Marketing, Green Marketing, Rural Marketing		CO 5
Unit 4		<b>Segmentation, Targeting and Positioning</b>	15	
	4.1	<b>Segmentation</b> – Meaning, Importance, Basis of segmentation, Segmentation Process, Limitations of Segmentation.		CO 2
	4.2	<b>Targeting</b> – Meaning, types		CO 2
	4.3	<b>Positioning</b> – meaning – strategies		CO 2

## References:

1. Santoki, Sales Management, Kalyani Publisher
2. Gupta, S.L., Sales and Distribution Management, Excel Books, New Delhi, 2008
3. Still, R., Richard, Sales Management, Pearson Prentice Hall, Delhi
4. Schiffman, Kanuk, Kumar, Consumer Behaviour, Pearson, Tenth Edition
5. Kotler, Keller, Marketing Management, Pearson Publications

## Examination:

- **Internal Examination (25 Marks):** 20 Marks for continuous internal assessment vide Assignments/projects/role play/ case study, any other activity pertaining course content and 5 Marks for Class Participation/ Classroom Activity.
- **End Semester theory examination (75 Marks):** Weightage of each unit will be proportional to the number of lecture hours as mentioned in the syllabus. Duration of exam: 2hours 30mins
- **Combined passing of 40% with minimum 20% in Internal Component.**



## **Guru Nanak Khalsa College of Arts, Science and Commerce (Autonomous)**

### **Department of Commerce**

**Course: SY BMS**

**Semester-IV Paper-II Major**

**Course Title:** Human Resource Management

**Credits: 4**

**No of lectures (Hours): 60**

**Marks: 100 (75:25)**

#### **Course Objectives:**

Sr. No.	Course objectives
<b>The course aims at:</b>	
1	Integrating perspective on role of HRM in modern business. Imparting the ability to plan human resources and implement techniques of job design
2	Imparting competency to recruit, train, and appraise the performance of employees
3	Learning how to appraise the Performance of the employees
4	Understanding how to handle employee issues and evaluate the new trends in HRM

#### **Course Outcomes (COs):**

Sr. No.	On completing the course, the student will be able to:	POs addressed	PSOs addressed	Cognitive Levels addressed
CO 1	Understand and apply Human Resource Management perspectives.	PO1, PO2, PO3	PSO1 (Behavioural Skills), PSO2 (HR Skills)	Understand, Apply
CO 2	Draft HR planning.	PO2, PO3, PO7	PSO2	Apply, Analyze
CO 3	Recruit, select, and interview job candidates.	PO2, PO3, PO5	PSO2, PSO3	Apply, Analyze
CO 4	Design job descriptions and job specifications.	PO1, PO2, PO6	PSO2	Apply, Create
CO 5	Appraise employee performance.	PO2, PO3, PO6	PSO2, PSO3	Apply, Evaluate
CO 6	Train employees using various training methods.	PO2, PO3, PO5	PSO2, PSO3	Apply, Analyze
CO 7	Implement employee benefits and welfare programs.	PO1, PO2, PO5	PSO2	Apply, Analyze
CO 8	Implement employee integration practices.	PO2, PO3, PO5, PO7	PSO2, PSO3	Apply, Evaluate

Unit		Title	No. of lectures	CO Mapping
Unit 1		<b>Human Resource Management</b>	15	
	1.1	<b>Human Resource Management (HRM)</b> -- Meaning, Nature and Scope -- Importance of Human Resource Management – Functions and Role of HR Manager - Qualities of an HR Manager		CO 1
	1.2	HRP-Definition, objectives, importance, factors affecting HRP, Process of HRP		CO 2
	1.3	HRD-Concept, meaning, objectives, HRD functions		CO 1
Unit 2		<b>Acquisition of Human Resources &amp; Performance Appraisal</b>	15	
	2.1	Job Analysis, Job description and Job Specification		CO 4
	2.2	<b>Recruitment and Selection</b> - Sources of Recruitment - Selection Process - Test Types - Interview Types - Placement and Induction.		CO 3
	2.3	<b>Appraising and Managing Performance</b> - Introduction-definition, objectives, need and importance of Performance Appraisal - Process of Performance Appraisal - Performance Appraisal Methods: Traditional and Modern Methods - Limitations of Performance Appraisal		CO 5
Unit 3		<b>Training Development</b>	15	
	3.1	Concept and significance; Identification of Training Needs		CO 6
	3.2	Types and Methods of Training		CO 6
	3.3	Designing and Evaluating of Training and Development programmes		CO 6
Unit 4		<b>Emerging Issues In H.R.M</b>	15	
	4.1	Health and Safety – Safety measures and safety programmes, Stress and its Impact on Job Performance, Role of organization in ensuring mental and physical health of employees		CO 7
	4.2	Work life balance – Need and Importance		CO 7
	4.3	Talent Management – Concept, Importance, Process		CO 8

## **References:**

1. Human Resource Management – P.Subba Rao
2. Personnel Management – C.B. Mammoria
3. Dessler: Human Resource Management( Prentice Hall India)
4. Personnel/Human Resource Management: DeCenzo & Robbins (Prentice Hall India)
5. D. K. Bhattacharya: Human Resource Management (Excel)
6. VSP Rao – Human Resource Management (Excel)
7. Gomez: Managing Human Resource (Prentice Hall India)
8. Human Resource Management – Dr P Jyothi and Dr D.N Venkatesh – Oxford Publications

## **Examination:**

- **Internal Examination (25 Marks):** 20 Marks for continuous internal assessment vide Assignments/projects/role play/ case study, any other activity pertaining course content and 5 Marks for Class Participation/ Classroom Activity.
- **End Semester theory examination (75 Marks):** Weightage of each unit will be proportional to the number of lecture hours as mentioned in the syllabus. Duration of exam: 2hours 30mins
- **Combined passing of 40% with minimum 20% in Internal Component.**



## Guru Nanak Khalsa College of Arts, Science and Commerce (Autonomous)

### Department of Commerce

**Course: SY BMS**

**Semester-III Minor Paper**

**Course Title: International Economics**

**Credits: 4**

**No of lectures (Hours): 60**

**Marks: 100 (75:25)**

#### **Course Objectives:**

Sr. No.	Course objectives
<b>The course aims at:</b>	
1	Understand the fundamental principles of international trade and finance.
2	Evaluate trade and monetary policies in an international context.
3	Analyze the determinants and effects of trade patterns and exchange rates.
4	Interpret macroeconomic interactions across countries, including balance of payments dynamics.

#### **Course Outcomes (COs):**

Sr. No.	On completing the course, the student will be able to:	POs addressed	PSOs addressed	Cognitive Levels addressed
CO 1	Explain key international trade theories, including comparative & absolute advantage.	PO1, PO2	PSO1	Understand (C2)
CO 2	Analyze trade policy instruments (tariffs, quotas, trade agreements) and their impacts.	PO2, PO3	PSO1, PSO2	Analyze (C4)
CO 3	Interpret balance of payments accounts and foreign exchange market operations.	PO3, PO4	PSO2	Apply (C3)
CO 4	Evaluate exchange rate regimes and the role of currency crises in macroeconomics.	PO4, PO5	PSO2	Evaluate (C5)
CO 5	Apply the Mundell–Fleming model to assess the effectiveness of open-economy policies.	PO4, PO5	PSO3	Apply & Analyze (C3–C4)
CO 6	Critically assess the role of international institutions (WTO, IMF, World Bank) in global trade and finance.	PO5, PO6	PSO3	Evaluate (C5)

Unit	Title	No. of lectures	CO Mapping
<b>Unit 1</b>	<b>Introduction to International Economics</b>	<b>15</b>	
	Importance of International Trade - Internal Trade and International Trade		CO1, CO2
	Arguments for and against Free Trade - Arguments for and Against Protection - Methods of Trade Restriction: Tariff – Non-Tariff trade barriers – Dumping, export subsidy and Countervailing duties. (Concept only) - Economic Integration EU, NAFTA, ASEAN, SAARC, WTO.		CO1
<b>Unit 2</b>	<b>Theories of International Trade</b>	<b>15</b>	
	Classical Theory: Absolute and Comparative cost Advantage theories, - .Hecksher – Ohlin Theory and Leontief Paradox.		CO1, CO2
<b>Unit 3</b>	<b>Theory of Commercial Policy</b>	<b>15</b>	
	Defining foreign exchange and exchange rate - Components of foreign exchange reserve. - Different systems of exchange rate determination: gold standard (Mint Parity), PPP, Floating exchange rate, Fixed and Flexible Exchange rate. (Concepts only) - Devaluation, revaluation, depreciation and appreciation.		CO3, CO4
<b>Unit 4</b>	<b>Module 5: Balance of Payments</b>	<b>15</b>	
	Defining Balance of Trade and Balance of Payment. - Equilibrium and disequilibrium in BOP - Measures to correct BOP disequilibrium. - BOP in India.		CO5, CO6

#### References:

- **Krugman & Obstfeld – International Economics: Theory and Policy**  
A definitive undergraduate text blending trade models, policy analysis, and contemporary global examples.
- **Feenstra & Taylor – International Economics**  
A clear and modern treatment of trade theory, macroeconomics, and policy, with strong applications and critical insights.
- **McLaren – International Trade**  
A concise and rigorous companion text focused primarily on classical and neoclassical trade theory.

#### Examination:

- **Internal Examination (25 Marks):** 20 Marks for continuous internal assessment vide Assignments/projects/role play/ case study, any other activity pertaining course content and 5 Marks for Class Participation/ Classroom Activity.
- **End Semester theory examination (75 Marks):** Weightage of each unit will be proportional to the number of lecture hours as mentioned in the syllabus. Duration of exam: 2hours 30mins
- **Combined passing of 40% with minimum 20% in Internal Component.**



## Guru Nanak Khalsa College of Arts, Science and Commerce (Autonomous) Department of Commerce

**Course: SY BMS**

**Semester- IV Open Elective (OE)**

**Course Title: Strategic Analysis Models & Tools**

**Credits: 2**

**No of lectures (Hours): 30**

**Marks: 50 (30:20)**

### **Course Objectives:**

Sr. No.	Course objectives
<b>The course aims to:</b>	
1	Differentiate and list various label strategy and choose the best strategy for the organization by executing the effective strategy analysis and choice tool.
2	Understand & Analyse tools for strategic analysis
3	Establish the connection between the implementation of strategies and strategic leadership, institutional culture, human resources and the abilities of the company.
4	Define the different strategic evaluation and control techniques

### **Course Outcomes (COs):**

Sr. No.	On completing the course, the student will be able to:	POs addressed	PSOs addressed	Cognitive Levels addressed
CO 1	Judge various strategy implementation issues and formulate the functional and operational strategies, plans and policies for the organization	PO1, PO2, PO3, PO6	PSO1 (Integrative application), PSO2 (Analytical decision-making)	Evaluate, Create
CO 2	Design and execute appropriate strategic and operational evaluation and control techniques to get effective result in the organization.	PO2, PO3, PO6	PSO1, PSO2	Apply, Analyze, Evaluate
CO 3	Apply appropriate tools, theories and concepts to analyse strategic issues in organizations and to develop options for implementation.	PO1, PO2, PO3, PO6	PSO1, PSO2	Apply, Analyze, Create
CO 4	Identified ways they can positively lead and motivate people through cultural or organisational change	PO3, PO5, PO6	PSO1 (Integrative application), PSO3 (Team leadership)	Analyze, Apply, Create

Unit		Title	No. of lectures	CO Mapping
Unit 1		<b>Strategic Analysis &amp; Choices &amp; Implementation</b>	17	
		<u>Models of Strategy making:</u> <ul style="list-style-type: none"> <li>• Entrepreneurial Mode</li> <li>• Adaptive Mode</li> <li>• Planning Mode</li> </ul>		CO 1
	1.2	<u>Strategic Choice</u> <ul style="list-style-type: none"> <li>• Strategic Choice Approach</li> <li>• Strategic Choice Process</li> <li>• Factors affecting Strategic Choice</li> </ul>		CO 2
	1.3	<u>Implementation Models:</u> <ul style="list-style-type: none"> <li>• BCG Matrix</li> <li>• GE 9 Cell</li> <li>• Porter 5 Forces</li> <li>• 7S Frame Work</li> </ul>		CO3
Unit 2		<b>Strategic Evaluation &amp; Control</b>	13	
	2.1	<ul style="list-style-type: none"> <li>• Strategic Evaluation &amp; Control – Meaning, Steps of Evaluation &amp; Techniques of Control</li> </ul>		CO 4
	2.2	<ul style="list-style-type: none"> <li>• Synergy: Concept, Types, Benefits, Limitations</li> </ul>		
	2.3	<ul style="list-style-type: none"> <li>• Change Management – Meaning, Resistance to change, Overcoming Resistance to Change</li> </ul>		

#### References:

- Kazmi, A. (2014). Strategic Management and Business Policy, McGraw Hill Companies
- Nag, A. (2011). Strategic Management – Analysis, Implementation and Control, Vikas Publishing House
- Kachru, U. (2005). Strategic Management – Excel Books

#### Examination:

- **Internal Examination (20 Marks):** Continuous Internal assessment (CIA) of 20 Marks each (Quiz, Assignment, presentation...).
- **End Semester theory examination (30 Marks):** Weightage of each unit will be proportional to the number of lecture hours as mentioned in the syllabus. Duration of exam: 1hour.
- **Combined passing of 40% with minimum 20% in Internal Component.**



## Guru Nanak Khalsa College of Arts, Science and Commerce (Autonomous) Department of Commerce

**Course: SY BMS**

**Semester- IV Skill Enhancement Course (SEC)**

**Course Title:** Corporate Communication & PR Skills

**Credits: 2**

**No of lectures (Hours): 30**

**Marks: 50 (30:20)**

### **Course Objectives:**

Sr. No.	Course objectives
<b>The course aims at:</b>	
1	To form a basic comprehension of corporate communications, a holistic approach towards various intricacies of corporate communication & PR
2	To introduce students to the core activities with which corporate communications is involved in order to understand apt action in an apt time
3	To generate an understanding of the differences between public relations, advertising and marketing
4	To provide students with the skill-set required to be able to construct communications planning tools and understand their relevance

### **Course Outcomes (COs):**

Sr. No.	On completing the course, the student will be able to:	POs addressed	PSOs addressed	Cognitive Levels addressed
CO 1	Identify various communications roles within an organization.	PO1 (Human Skills), PO6 (Communication Skills), PO7 (Teamwork)	PSO2 (Org. behavior & culture), PSO3 (Multidisciplinary application)	Understand
CO 2	Develop key messages tailored to specific contexts and objectives.	PO2 (Problem-solving), PO6 (Communication Skills), PO8 (Ethical Conduct)	PSO2, PSO3	Apply, Create
CO 3	Understand and effectively use communication and public relations processes.	PO1, PO2, PO6	PSO1 (Management foundations), PSO2, PSO3	Understand, Apply
CO 4	Demonstrate professional communication skills and etiquette as a Corporate Communications & PR practitioner.	PO1, PO5 (Leadership & Business Knowledge), PO6, PO8	PSO2, PSO3	Apply, Evaluate, Create

Unit		Title	No. of lectures	CO Mapping
<b>Unit 1</b>		<b>Corporate Communication</b>	<b>15</b>	
	<b>1.1</b>	Corporate Communication: definition, nature, scope, principles and functions of corporate communication.		<b>CO 1</b>
	<b>1.2</b>	<u>Keys concept in Corporate Communication</u> Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors Influencing Corporate Image, Corporate Reputation: Meaning, Advantages of Good Corporate Reputation		<b>CO 2</b>
	<b>1.3</b>	Corporate Governance, Corporate Social Responsibility		<b>CO 3</b>
<b>Unit 2</b>		<b>Understanding Public Relations</b>	<b>15</b>	
	<b>2.1</b>	● <u>Fundamental of Public Relations:</u> Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business		<b>CO 4</b>
	<b>2.2</b>	● <u>Public Relations Environment:</u> Introduction, Social and Cultural Issues, Economic Issues, Political Issues, Legal Issues		<b>CO 4</b>
	<b>2.3</b>	<u>Emergence of Public Relations:</u> Tracing Growth of Public Relations, Public Relations in India, Reasons for Emerging International Public Relations		<b>CO 4</b>

## References:

- Balan K.R (2010).Applied Public Relations and Communication, Sultan Chand and Sons, New Delhi.
- Dennis L. Wilcox, Philip H. Ault & Warren K. Agee (1997). Public Relations Strategies and Tactics, Longman Pub Group, United Kingdom.
- Mehta D.S (1997). Handbook of Public Relations in India,Allied Publishers Pvt. Ltd, New Delhi.
- Scott M. Cutlip, Allen H. Center& Glen M. Broom (2000). Effective Public Relations, Prentice Hall, United States.
- Sandra Oliver (2004). A Handbook of Corporate Communication and Public Relations, Routledge, United Kingdom.

## Examination:

- **Internal Examination (20 Marks):** Continuous Internal assessment (CIA) of 20 Marks each (Quiz, Assignment, presentation...).
- **End Semester theory examination (30 Marks):** Weightage of each unit will be proportional to the number of lecture hours as mentioned in the syllabus. Duration of exam: 1hour.
- **Combined passing of 40% with minimum 20% in Internal Component.**



## Guru Nanak Khalsa College of Arts, Science and Commerce (Autonomous) Department of Commerce

**Course: SY BMS**

**Semester- IV Field Project (FP)**

**Course Title:** Community Engagement Project

**Credits: 2**

**No of lectures (Hours): 30**

**Marks: 50 (30:20)**

### Course Objectives:

Sr. No.	Course objectives
<b>The course aims at:</b>	
1	Developing ability to apply effective, creative and innovative solutions to governance problems that require community engagement
2	Critically evaluating the efficacy of virtual means of delivering or developing community engagement strategies
3	Using role model examples, demonstrate how community engagement can perform leadership functions within community
4	Developing understanding of cross-cultural contexts and nuances/implications of community engagement

### Course Outcomes (COs):

Sr. No.	On completing the course, the student will be able to:	POs addressed	PSOs addressed	Cognitive Levels addressed
CO 1	Develop knowledge and understanding of community engagement techniques from local to international contexts.	PO1 (Domain Knowledge), PO4 (Global Awareness), PO7 (Teamwork & Collaboration)	PSO1 (Community & Civic Awareness)	Understand, Apply
CO 2	Cultivate curiosity toward community issues and engagement strategies.	PO2 (Problem Solving), PO5 (Ethical Leadership), PO6 (Communication)	PSO2 (Reflective & Analytical Thinking)	Apply, Analyze
CO 3	Develop empathetic understanding by relating to experiences of diverse community groups.	PO1, PO3 (Social Responsibility), PO7 (Teamwork & Collaboration)	PSO3 (Empathy & Cultural Sensitivity)	Understand, Analyze
CO 4	Connect field experiences to academic theories, analyzing and reflecting on practical insights to critique and deepen learning.	PO2, PO3, PO6	PSO2, PSO4	Analyze, Evaluate, Create

**Examination:**

**Evaluation 50 Marks (30:20)**

**Evaluation of Project Report 30 Marks**

Introduction and other areas covered **10 Marks**

Research Methodology, Presentation, Analysis and interpretation of data **10 Marks**

Conclusion & Recommendations **10 Marks**

**Conduct of Viva-voce (20 marks)**

Examiner will be appointed for examining and conducting a Viva-Voce of the project.

Ability to explain the analysis, findings, concluding observations, recommendation **10 Marks**

Overall Impression (including Communication Skill) **10 Marks**