

As Per NEP 2020

University of Mumbai



Syllabus for Minor Vertical 2

Faculty of Faculty of Commerce & Management	
Board of Studies in B.Com. (Financial Markets)	
Third Year Programme in Minor B.Com. (Financial Markets)	
Semester	V
Title of Paper	Fundamentals of Marketing Management
Credits	4
Semester	VI
Title of Paper	Principles of Human Resource Management
Credits	4
From the Academic Year	2026-27

SEM V

Syllabus

B.Com. (Financial Markets)

(Sem.- V)

Title of Paper: Fundamentals of Marketing Management

S N	Heading	Particulars
1	Description the course : Including but Not limited to :	In modern business, marketing plays a key role in understanding consumer behavior and ensuring customer satisfaction. It connects producers and consumers.it is useful achieving organizational goals. Marketing is applied in Business and corporate sectors. It helps develop communication and analytical skills. Marketing is closely related to Economics, Psychology, Statistics etc. Marketing professionals are in high demand due to Growth of digital marketing and Globalization of markets. Marketing offers wide career opportunities such as Marketing Manager, Digital Marketing Specialist, Market Research Analyst, FMCG, IT, banking, healthcare, education, media, and startups.
2	Vertical :	Minor
3	Type :	Theory / Practical
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: (List some of the course objectives) 1.To understand key marketing concepts, functions, and importance in business. 2.To Apply marketing mix strategies to real-world business situations. 3. Demonstrate ethical decision-making in marketing practices. 4. Identify career paths and industry requirements in the marketing field.	
8	Course Outcomes: (List some of the course outcomes) 1. learner will Analyze consumer behavior and factors influencing buying decisions. 2. Learner will Understand branding, promotion, and communication strategies. 3.Learner will interpret market trends and competitive environments. 4. Learner will be Prepare for entry-level roles and career opportunities in the marketing field.	

9	Modules:- Per credit One module can be created
	Module 1: Introduction to Marketing 1. Marketing concept, features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing 2. Marketing Research- Concept, Features, Process, Marketing Information System – Concept, Components, Data Mining – Concept, Importance 3. Consumer Behavior – Concept, Factors Influencing Consumer Behavior, Market Segmentation – Concept, Benefits, Bases of Market Segmentation, Consumer Relationship Management – Concept, Techniques, Market Targeting – Concept, Five Pattern of Target Market Selection Module 2: Marketing Decisions – I 1. Marketing Mix – Concept, Product – Product Decision Areas, Product Life Cycle – Concept, Managing Stages of PLC ,Branding – Concept, Components, Brand Equity – Concept, Factors Influencing Brand Equity 2. Packaging – Concept, Essentials of a Good Package, Product Positioning – Concept, Strategies of Product Positioning, Service Positioning – Importance and Challenges 3. Pricing – Concept, Objectives, Factors Influencing Pricing, Pricing Strategies Module 3: Marketing Decision – II 1. Physical Distribution – Concept, Factors Influencing Physical Distribution, Marketing Channels (Traditional and Contemporary Channels), Supply Chain Management – Concept, Components of SCM. 2. Promotion – Concept, Importance, Elements of Promotion Mix Integrated Marketing Communication (IMC) – Concept, Scope, Importance 3. Sales Management – Concept, Components, Emerging Trends in Selling Personal Selling – Concept, Process of Personal Selling, Skill sets required for Effective Selling Module 4: Key Marketing Dimensions 1. Marketing Ethics – Concept, Unethical Practices in Marketing, General Role of Consumer Organisations, Competitive Strategies for Market Leader, Market Challenger, Market Follower and Market Nicher 2. Rural Marketing – Concept, Features of Indian Rural Market, Strategies for Effective Rural Marketing, Digital Marketing – Concept, Trends in Digital Marketing. Green Marketing – Concept, Importance 3. Challenges Faced by Marketing Managers in 21st Century Careers in Marketing – Skill sets required for Effective Marketing Factors contributing to Success of Brands in India with Suitable Examples Reasons for Failure of Brands in India with Suitable Examples
10	Reference Books: 1. Marketing Management Kotler P., Keller, Kevin Lane, Pearson Education, New Delhi (2018) 2. Marketing Management, Gupta, C.B. Nair, N, Sultan Chand and Sons, 2016 3. Marketing Management, Kant, Ravi, Global Vision Pub. House, 2016 4. Marketing Management, Gupta, Prachi, Pearson India Edu. Services Pvt.Ltd, 2018

11	Internal Continuous Assessment: 40%	External, Semester End Examination 60%
	Individual Passing in Internal and External Examination	
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	

SEM VI

Syllabus
B.Com. (Financial Markets)
(Sem.- VI)

Title of Paper: Principles of Human Resource Management

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Introduction, relevance, Usefulness, Application, interest, connection with other courses, demand in the industry, job prospects etc. Human resources are the most important asset of any organization. HRM treats employees as valuable assets and aims to develop their skills, motivation, and productivity. It improves both employee efficiency and organizational performance. It deals with human behavior at the workplace. HRM is closely connected with Management, Sociology, Industrial Relations and Psychology
2	Vertical :	Minor
3	Type :	Theory / Practical
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: (List some of the course objectives) 1. To enable learners to understand the concept relevance and scope of Human Resource Management 2. To enable the learners about latest development of HRM 3. To enable the learners to understand the emerging issues in HRM	
8	Course Outcomes: (List some of the course outcomes) 1. It is expected of the learners to develop holistic insights in human relations. 2.Learners are expected to develop the skills of leadership. 3. Lerner will Prepare for entry-level and managerial roles in the HR field.	

9 **Modules:- Per credit One module can be created**

Module 1: Human Resource Management

1. Human Resource Management – Concept, functions, Importance, Traditional V/s Strategic Human Resource Management
2. Human Resource Planning – Concept, Steps in Human Resource Planning, Job Analysis – Concept, Components.
3. Recruitment – Concept, Sources of Recruitment, Selection – Concept, Process, Techniques of E-Selection

Module 2: Human Resource Development (HRD)

1. Human Resource Development – Concept, Functions, Training – Concept, Process of identifying Training and Development Needs, Methods of Training and Development (Apprenticeship), Understudy, Job Rotation, Vestibule Training, Case Study, Role Playing, Sensitivity Training, In Basket Management Games), Evaluating Training Effectiveness – Concept, Methods
2. Performance Appraisal – Concept, Benefits, Limitations, Methods, Potential Appraisal – Concept, Importance.
3. Career Planning – Concept, Importance, Succession Planning – Concept, Need, Mentoring – Concept, Importance, Counselling – Concept, Techniques.

Module 3: Human Relations

1. Human Relations – Concept, Significance, Leadership – Concept, Transactional and Transformational Leadership, Motivation – Concept, Theories of Motivation (Maslow's Need Hierarchy Theory), Vroom's Expectancy Model, McGregor's Theory X and Theory Y, Pink's Theory of Motivation)
2. Employee Morale – Concept, Factors Affecting Morale, Measurement of Employee Morale, Emotional Quotient and Spiritual Quotient – Concept, Factors, Affecting EQ and SQ.
3. Employee Grievance – Causes, Procedure and Grievance Redressal, Employee Welfare Measures and Healthy and Safety Measures.

Module 4: Recent Trends in Human Resource Management

1. HR in Changing Environment: Competencies: Concept, Classification, Learning Organization – Concept, Creating an Innovative Organization, Innovation Culture – Concept, Need, Management Role.
2. Trends in Human Resource Management: Employee Engagement – Concept, Types, Human Resource Information System (HRIS) – Concept, Importance, Changing Pattern of Employment.
3. Challenges in Human Resource Management: Employee Empowerment, Workforce Diversity, Attrition, Downsizing, Employee Absenteeism, Work Life Balance, Sexual Harassment at Work Place, Domestic and International HR practices, Millennial (Gen Y), Competency Mapping.

10	Reference Books: 1. Human Resource Management in Organisations Robinson, Izabela, Viva Books Pvt. Limited, 2017 2. Human Resource Management, Khanka, S. S., S. Chand & Co. Pvt. Ltd, 2016 3. International Human Resource Management, Tarique, Ibraiz,, Ruthedge publication 2021	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60%
	Individual Passing in Internal and External Examination	
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	

QUESTION PAPER PATTERN

(External and Internal)

Total 100 Marks: 60 Marks External and 40 Marks Internal

60 Marks External

Duration : 2 Hour

Marks : 60 Marks

Note: Any 4 out of 6

Q.1 Answer the following (15 Marks)

- a)
- b)

Q.2 Answer the following (15 Marks)

- a)
- b)

Q.3 Answer the following (15 Marks)

- a)
- b)

Q.4 Answer the following (15 Marks)

- a)
- b)

Q.5 Answer the following (15 Marks)

- a)
- b)

Q.6 Answer the following (15 Marks)

- a)
- b)

40 Marks Internal

- | | |
|----------------------------|------------------|
| 1. Class Test | (5 Marks) |
| 2. Assignment | (5 Marks) |
| 3. Presentation | (5 Marks) |
| 4. Group Discussion | (5 Marks) |
| 5. Quiz | (5 Marks) |
| 6. Case Study | (5 Marks) |
| 7. Projects | (5 Marks) |
| 8. Creative writing | (5 Marks) |
| 9. Role play | (5 Marks) |

Note: 1. Any Four out of the above can be taken for internal Assessment.

2. The internal Assessment shall be conducted throughout the semester

Total 50 Marks: 30 Marks External and 20 Marks Internal

30 Marks External

Duration : 1 Hour

Marks : 30 Marks

Note: Any 2 out of 3

Q.1 Answer the following (15 Marks)

- a)
- b)

Q.2 Answer the following (15 Marks)

- a)
- b)

Q.3 Answer the following (15 Marks)

- a)
- b)

20 Marks Internal

- | | |
|---------------------|-----------|
| 1. Class Test | (5 Marks) |
| 2. Assignment | (5 Marks) |
| 3. Presentation | (5 Marks) |
| 4. Group Discussion | (5 Marks) |
| 5. Quiz | (5 Marks) |
| 6. Case Study | (5 Marks) |
| 7. Projects | (5 Marks) |
| 8. Creative writing | (5 Marks) |
| 9. Role play | (5 Marks) |

Note: 1. Any Four out of the above can be taken for internal Assessment.

2. The internal Assessment shall be conducted throughout the semester

Sd/-

**Sign of the BOS
Chairman
Dr. V. N. Yadav
Board of Studies in
B.Com. (Financial
Markets)**

Sd/-

**Sign of the
Offg. Associate Dean
Prin. Kishori Bhagat
Faculty of Commerce**

Sd/-

**Sign of the
Offg. Associate Dean
Prof. Kavita Laghate
Faculty of
Commerce &
Management**

Sd/-

**Sign of the
Offg. Dean
Prin. Ravindra
Bambardekar
Faculty of
Commerce &
Management**