Savitribai Phule Pune University, Pune

Faculty of Commerce and Management

Bachelor of Commerce – International Business (BCom-IB)

Revised Curriculum (2024 Pattern as per NEP-2020)

w.e.f. Academic Year: 2025-2026

SYBCom - IB Semester IV								
Course Type	Course	Course Code	Paper Title	Credits		Hours / Week	Marks	
				Theory	Practical		Int.	Ext.
Major Mandatory	Major Mandatory 9	MJ-251-SCM	Supply Chain Management: Inventory & Warehouse Management	4	-	4	30	70
		MJ-251-MM	Marketing Management:International Service Marketing					
		MJ-251-FM	Financial Management: Corporate Accounting					
	Major Mandatory 10	MJ-252-SCM	Supply Chain Management: Procurement & Quality Management	4	-	4	30	70
		MJ-252-MM	Marketing Management: Customer Relationship Management					
		MJ-252-FM	Financial Management: Financial Risk Management					
Minor	Minor	MN-251-IB	Import Export Procedure	4	-	4	30	70
Open Elective (OE)	Open Elective 5		To be selected from the OE basket of Faculty of S&T, Faculty of Humanities and Faculty of Interdisciplinary Studies	2	-	2	15	35
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC)	VSC-251-IB	Event Management	2	-	2	15	35
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)		Modern Indian Languages 2– Marathi/Hindi/Sanskrit	2	-	2	15	35
Community Engagement and Service	Project	CEP-251-CSA	Community Engagement through Social Awareness	-	2	4	50	-
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)		NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-I	2	-	2	50	-
			Sub-Total	**20**	**2**		**235**	**315**
			Total	**22**			**550**	

Semester IV					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/ Week
4	MJ-251-SCM	Major Mandatory 9	Supply Chain Management: Inventory and Warehouse Management	4	4

Course Objectives	
1	To understand the basics of inventory and warehouse management concepts and their role in the supply chain.
2	To learn how to plan, control, and classify inventory for effective business operations.
3	To apply various inventory models and techniques to optimize stock levels and reduce costs.
4	To gain knowledge of warehouse operations, technology, and performance measurement for improved efficiency.

Course Outcome	
CO1	To understand the fundamental concepts, importance, functions, and types of inventories and warehouse management.
CO2	To explain and interpret essential quantitative inventory models and techniques.
CO3	Apply inventory models and warehouse procedures to solve practical operational problems.
CO4	Analyze warehouse performance and identify areas of inefficiency or risk & understanding of modern warehouse technologies.
CO5	Evaluate strategies, technologies, and performance frameworks to enhance efficiency
CO6	Create an optimized inventory–warehouse management plan with layout, technology, and sustainable practices & understand real-life case studies.

Unit	Title and Contents	No. of Lecture Hours

1	**Introduction to Inventory & Warehouse Management** 1.1 Introduction, meaning & definition, Importance, Functions & Role of - Inventory Management. 1.2 Types of Inventory Management (Raw Material, WIP, Finished goods ,MRO, Transit Inventory, Buffer Inventory, Anticipation Inventory ,Decoupling Inventory & Cycle Inventory). 1.3 Introduction, meaning & definition, Objective and Functions of - Warehouse Management. 1.4 Types of Warehouses (Private Warehouses, Public Warehouses, Contract Warehouses, Government Warehouses, Distribution Centers, Bonded Warehouses. Cold Storage Warehouses, Automated Warehouses & Fulfillment Centers).	**15**
2	**Inventory Planning & Control:** 2.1. Meaning, Objectives & Importance of Inventory Management. 2.2. Role of inventory in supply chain effectiveness. 2.3. Impact of poor inventory control on business performance. 2.4. Safety Stock Models & Service Levels 2.5. Materials Requirement Planning (MRP/MRP-II) 2.6. Vendor-Managed Inventory (VMI) 2.7. Perpetual Inventory System & Cycle Counting **Inventory Models & Techniques:** 2.1 Economic Order Quantity (EOQ) 2.2 ABC Analysis 2.3 Reorder Point (ROP) 2.4 Just in Time (JIT) 2.5 First in, first out (FIFO) 2.6 Last in, first out (LIFO)	**15**
3	**Warehouse Operations & Technology** **3.1 Key operations/processes in warehouse:** Receiving goods, quality inspection/verification at receipt, put-away, storing, stock-keeping and tracking, order-picking, packing, dispatching/loading, cross-docking **3.2 Stock rotation practices**, especially for perishable items or items with expiry — relevance in Indian retail / FMCG / cold-chain context. **3.3 Concept and necessity of a WMS:** to manage data about inventory, locations, movement, receiving and dispatch, replenishment etc. **3.4 Technology aids:** Barcode scanners, RFID, mobile computers, wireless LAN, Barcoding & RFID technology, Automated Storage & Retrieval Systems (AS/RS) IoT, AI & Robotics in warehousing, Automated Guided Vehicles (AGVs), Conveyors, Smart warehouses & drones, Cloud computing & mobile technologies, Real-time tracking systems **3.5 Performance Measurement and trends in Warehousing**: Key performance indicators (KPIs), Cost efficiency & productivity measures, Green warehousing & sustainability, Trends in e-commerce fulfillment centers, Last-mile delivery integration.	**15**

4	**Performance Measurement & Control in Inventory & Warehousing** **4.1** Meaning and nature of performance measurement, Importance of performance measurement, Meaning and Role of inventory and Warehousing in supply chain performance , FrameWork of Performance Measurement- Balanced Scorecard , SCOR Model, Benchmarking in Logistics, **4.2 Warehouse Performance Measurement** **K**ey Performance Indicators (KPIs)- Storage utilization, Space productivity, Order leadtime, Dock to Stock cycle time, Warehouse Cost Analysis- fixed and variable. **4.3 Case studies-** **I**nventory optimization in retail Warehouse layout Improvement Reduction of picking errors Automation Industry best practices (Amazon, Flipkart, DHL, Walmart)	**15**

Reference Material:

Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Purchasing and Supply Management: Text and Cases	P. Gopalkrishnan and M. Sundaresan	McGraw-Hill Education	India
2	Supply Chain Management- Concepts, Practices and Implementation (Oxford Higher Education)	Sunil Sharma	Oxford University Press	India
3	Inventory Management and Control Tools and Techniques	Dr. P. D. Saini	DND Publications	India
4	Inventory Management	L.C Jhamb	Everest Publication House	India
5	Inventory Management	R. Saxena	India Publication New Delhi	India

Other Learning Material E- Resource:

Guidelines on Teaching Methodology:

Teaching Hours (Theory + Project)	Innovative Methods to be Used	Expected Outcome
Unit I – 15hrs	Live examples of FMCG/retail inventory Short videos on inventory flow in retail & e-commerce Case study: "Why inventory matters in business?"	Ability to relate real-life examples with theoretical concepts.
Unit II – 15hrs	Situational analysis: Effect of poor inventory control Videos explaining EOQ, JIT, FIFO/LIFO with real-life illustrations Create an inventory control plan for a small business	Ability to analyze inventory planning and control techniques in business scenarios.
Unit III – 15hrs	Group discussion: "Impact of modern technology on warehousing" Warehouse walkthrough videos (Amazon, DHL, Walmart) Prepare a presentation on any warehouse technology (RFID/WMS/ASRS)	Awareness of technological advancements in warehousing.
Unit IV – 15hrs	Case study discussions (Amazon, Flipkart, Walmart, DHL) Videos explaining various models Analyze a case on inventory optimization or error reduction	Skill to identify improvement areas using industry case studies.

Question Paper Pattern:

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions Multiple Choice Questions	5 Marks	20 Marks
		Match the Pairs	5 Marks	
		Answer in one sentence	5 Marks	
		State True or False	5 Marks	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
TOTAL				70 Marks

Semester IV					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/ Week
4	MJ-251-MM	Major Mandatory 9	Marketing Management: International Service Marketing	4	4

Course Objectives	
1	To develop an understanding of key service concepts, characteristics, service marketing mix, and major global service trends.
2	To help students understand global service consumer behaviour, cultural influences, service quality models, and basic service design principles.
3	To help learn & understand global service delivery, branding, and pricing practices.
4	To Recognize emerging global trends including phantomization, gig economy, personalization, and crisis management.

Course Outcome	
CO1	Understand core service concepts, distinguish goods from services, apply the 7Ps, and identify major global service trends.
CO2	Evaluate cultural influences on service consumption, use service design tools, and apply service quality models in global contexts.
CO3	Apply global service delivery, branding, and pricing strategies effectively.
CO4	Identify and interpret emerging trends such as the gig economy, platform ecosystems, and crisis management.

Unit	Title and Contents	No. of Lecture Hours
1	**Foundations of International Service Marketing** 1.1 Meaning and features of International services 1.2 Differences between goods and services 1.3 Characteristics of services (Intangibility, Inseparability, Perishability, Variability) 1.4 Importance of International services in the global economy 1.5 Service marketing mix (7 Ps) overview 1.6 Role of Services in International trade	15

2	**Global Service Consumer Behaviour & Service Design** 2.1 Understanding international service consumers 2.2 Cultural factors affecting service expectations 2.3 Cross-cultural communication in service delivery 2.4 Service design and blueprinting 2.5 Service quality models (SERVQUAL, GAP Model) 2.6 Managing customer satisfaction and service encounters across countries 2.7 Factors Influencing International customers	**15**
3	**International Service Delivery, Branding & Pricing** 3.1 Meaning of international service delivery and global service processes 3.2 Standardisation vs. adaptation in global service delivery 3.3 Service recovery strategies in international markets 3.4 International service branding and global brand positioning 3.5 Brand equity in services 3.6 Factors influencing international service pricing 3.7 Pricing strategies and impact of currency fluctuations on global service pricing	**15**
4	**International Service Operations, Strategy & Emerging Issues** 4.1 International Service Operations Management 4.2 Off shoring, Outsourcing & Shared Service Centres 4.3 Global Service Strategy 4.4 Quality & Performance Measurement in International Services 4.5 Technology & Innovation in Global Services 4.6 Sustainability, Ethics & Regulatory Issues 4.7 Emerging Global Service Trends	**15**

Reference Material:

Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Services marketing: Integrating customer focus across the firm (7th ed.).	Zeithaml, V. A., Bitner, M. J., & Gremler, D. D	Mc Graw-Hill Education.	Delhi
2	Services marketing: People, technology, strategy (8th ed.).	Lovelock, C., Wirtz, J., & Chatterjee, J. (2018).	Pearson Education.	India

3	Services marketing (2nd ed.).	Jha, S. M.	Himalaya Publishing House	India
4	Services marketing and management.	Gupta, S. L., & Govindarajan, M. (2017)	Prentice Hall India.	India
5	"Services Marketing: People, Technology, Strategy"	Lovelock & Wirtz	Pearson	New Delhi

Other Learning Material E- Resource:

- Research on International Service Marketing: https://bookstore.emerald.com/research-on-international-service-marketing-hb-9780762311859.html
- Services Marketing – SGH Warsaw School of Economics: https://www.researchgate.net/publication/314949424_Services_Marketing
- Internationalization of Service Firms (Research Article): https://www.researchgate.net/publication/278408192_Internationalization_of_service_firms

Guidelines on Teaching Methodology:

Teaching Hours Theory + Tutorials /Project Practical	**Innovative Methods to be used**	**Tutorial /Minor project**	**Expected Outcome**
Unit 1- 15 hours	1. Interactive Concept Mapping Students create visual maps connecting service characteristics, 7Ps, and global trade components. 2. Industry Snapshot Videos Short audiovisual case clips on airlines, hospitality, ITES, and global logistics service providers to illustrate the importance of services in the world economy.	1. Comparison Chart Prepare a comparative table showing differences between goods and services with real global examples.	1. Students will understand core concepts of international services and their economic relevance. 2. Students will be able to interpret the 7Ps and apply service characteristics to global business scenarios
Unit 2- 15 hours	1. Cultural Simulation Activities Role play exercises to demonstrate cross cultural communication barriers. 2. Service Blueprint Workshop In class hands on blueprinting for banks, airlines, hospitals, or online services.	1. SERVQUAL Practical Students evaluate a local service using SERVQUAL or GAP Model and compare with international expectations.	1. Students will be able to evaluate global consumer behaviour and cultural differences in service delivery. 2. Students will gain practical skills in blueprinting, service quality assessment, and customer satisfaction

			management.
Unit 3- 15 hours	1. Live Brand Analysis Examination of global branding strategies of firms like Starbucks, DHL, or Accenture. 2. Currency Simulation Exercise Students perform pricing adjustments based on exchange rate fluctuations.	1. Global Pricing Sheet Prepare a pricing chart for a service company entering 2–3 foreign markets.	1. Students will understand global service delivery strategies, branding, and service recovery methods. 2. Students will be able to apply pricing and positioning concepts in international contexts.
Unit 4- 15 hours	1. Case Based Learning Global service operation cases on Amazon, Uber, Infosys, or Airbnb. 2. Technology Demonstration Sessions Exposure to AI chatbots, CRM software, and service analytics tools.	1. Innovation Audit Evaluate how a global service firm uses technology, sustainability, or ethical practices.	1. Students will understand international service operations, global strategy, and the role of technology. 2. Students will be able to identify global trends, sustainability practices, and performance measurement methods.

Question Paper Pattern:

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions: Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		State True or False	5	
		Answer in one sentence (five)	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Semester IV					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
4	**MJ-251-FM**	**Major Mandatory 9**	**Financial Management: Corporate Accounting**	**4**	**4**

Course Objectives	
1	To provide an in-depth understanding of IFRS & Indian Accounting Standards.
2	To develop competency in preparing financial statements as per regulatory requirements.
3	To learn meaning of liquidation, its consequences and prepare the Liquidator's Final Statement of Account and to learn methods of valuation of shares.
4	To enable students to provide knowledge of recent trends in Corporate Accounting.

Course Outcome	
CO1	Apply the Knowledge of IFRS and Indian Accounting Standards.
CO2	Understand the Statutory provisions regarding preparation of Financial Statements of Company.
CO3	Evaluate the impact of Statutory provisions regarding preparation of Liquidator's Final Statement of Account and different methods of valuation of shares.
CO4	Analyze the impact of recent trends in Corporate Accounting.

Unit	**Title and Contents**	**No. of Lecture Hours**
1	**Introduction to IFRS & Indian Accounting Standards:** **1.1** IFRS: Meaning, Scope. **1.2** Accounting Standards: Concepts and Objectives, Process of Formulation of Accounting Standards in India. **1.3** Indian Accounting Standards (IND AS) (Simple Numericals on Ind AS) Ind AS 1: Presentation of Financial Statements Ind AS 2: Inventories Ind AS 16: Property, Plant and Equipment Ind AS 33: Earnings Per Share	**15**

	Ind AS 38: Intangible Assets	
2	**Financial Statements of Company:** **2.1** Meaning of Financial Statements of Company (Income Statement and Balance Sheet) As per Schedule III **2.2** Applicability of Schedule III: Prescribed Format of Balance Sheet and Statement of Profit and Loss Account as per Part-I & II of Schedule-III and General Instructions for Preparation of Balance Sheet and Statement of Profit and Loss with Adjustments. **2.3** Preparation of Financial Statements of Company i.e. Balance Sheet and Statement of Profit and Loss as per Part-I and Part-II of Schedule-III (Numerical Problems)	**15**
3	**Liquidation of Companies:** **3.1** Meaning and Mode of Liquidation/Winding Up. **3.2** Consequences of Liquidation/Winding Up **3.3** Preferential Payments/Order of Payments **3.4** Liquidator: Powers and Duties **3.5** Preparation Liquidator's Final Statement of Account (Numerical Problems) **Valuation of Shares:** **3.6** Concept of Valuation of Shares **3.7** Methods of Valuation (Net Asset Method, Yield Basis Method and Fair Value Method) (Numerical Problems)	**15**
4	**Recent Trends in Corporate Accounting:** 4.1 Forensic Accounting: Meaning, Key Elements, Introduction to Forensic Accounting and Investigation Standards. 4.2 Corporate Governance & CSR Reporting: Meaning, Introduction and Applicability 4.3 Foreign Exchange Accounting: Accounting for Foreign Transactions (Theory) 4.4 Transfer Pricing: Meaning, Methods, Applicability (Theory) 4.5 XBRL Reporting: Meaning, Applicability (Theory) 4.6 Responsibility Accounting: Meaning, Scope, Types of Responsibility Centers. 4.7 Corporate Governance: Meaning, ESG (Environmental, Social and Governance) Criteria, Understanding ESG Accounting, Green Accounting and Sustainability. (Theory) 4.8 AI and Automation in Accounting. 4.9 Cloud Based Accounting	**15**

Reference Material:
Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Advanced Accounts	M.C. Shukla & S.P. Grewal	S. Chand & Co. Ltd	New Delhi
2	Corporate Accounting	Dr. S. N. Maheshwari & S. K. Maheshwari	S. Chand & Co. Ltd	New Delhi
3	Advanced Accountancy-II	S.P. Jain & K.L. Narang	Kalyani Publishers	New Delhi
4	Accounting Standards	ICAI	ICAI	New Delhi
5	International Financial Management	P.G. Apte	Mc Graw Hill Education	Noida, UP
6	Corporate Accounting	M.G. Patkar	Phadke Publication	Kolhapur
7	Corporate Accounting	P.C. Tulsian	S. Chand & Co. Ltd	New Delhi

Other Learning Material E- Resource:

1. https://www.icai.org
2. https://www.icsi.edu
3. SWAYAM/MOOC

Guidelines on Teaching Methodology:

Teaching Hours (Theory + Project)	Innovative Methods to be Used	Expected Outcome
Unit I – 15hrs	1.Case-based discussions on IFRS & Ind AS 2. Videos on IFRS framework and accounting standards 3. Solving Ind AS numerical in groups 4. Brainstorming on IFRS vs Ind AS differences 5. Visit / virtual session with industry accountant	1.Students understand IFRS & Ind AS. 2. Students apply Ind AS to simple numerical problems.
Unit II – 15hrs	1.Preparation of company financial statements using caselets 2. Numerical on Schedule III adjustments 3. Hands on practice with sample Balance Sheets 4. Use of Excel for preparing corporate financial statements	1. Students understand statutory format of Financial Statements. 2. Students independently prepare Balance Sheet & P/L.

Unit III – 15hrs	1. Case studies on liquidation situations 2. Numerical for Liquidator's Final Statement 3. Interactive activity: Liquidator & Creditors Role-play 4. Step by step explanation of valuation of shares	1. Students understand liquidation process & order of payments. 2. Students compute Liquidator's Statement & Share Valuation.
Unit IV – 15hrs	1.PPT-based teaching on recent corporate accounting trends 2. Evaluation of CSR/ESG reports from companies 3. Student presentations on modern accounting concepts 4. Demo of cloud-based accounting tools	1. Students understand emerging trends in Corporate Accounting. 2. Students relate real-world examples with theory.

Question Paper Pattern:

Q. 1. (A) Multiple Choice Questions (05 Marks)
(B) State True or False (05 Marks)

Q. 2. (i) Numerical Problem on Ind AS (Unit No. 1) (08 Marks)
(ii) Numerical Problem on Ind AS (UnitNo.1) (07 Marks)
Q.3. Numerical Problem on Preparation of Financial Account of Company (15 Marks) (Unit No. 2)
Q.4. Numerical Problem on Preparation of Liquidator's Final Statement of Account (15 Marks) (Unit No. 3)
Q.5. Numerical Problem on Valuation of Shares (Unit No. 3) (15 Marks)
Q.6. Write Short Notes (Unit No. 4) (Any 3 Out of 5) (15 Marks)

Semester IV					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/ Week
4	MJ-252-SCM	Major Mandatory 10	Supply Chain Management: Procurement & Quality Management	4	4

Course Objectives	
1	To provide students with a clear understanding of procurement principles, processes, and their role in supply chain management.
2	To develop knowledge of supplier selection, vendor evaluation, contract management, and negotiation techniques.
3	To introduce the fundamentals of quality management, including quality tools, standards, and quality assurance practices.
4	To enable students to integrate procurement and quality management concepts for effective decision-making and performance improvement.

Course Outcome	
CO1	Explain procurement processes and demonstrate the role of procurement in supply chain operations.
CO2	Assess and evaluate suppliers using appropriate criteria and manage procurement contracts effectively.
CO3	Apply key quality management tools, techniques, and standards to improve product and service quality.
CO4	Integrate procurement and quality concepts to analyze risks, ensure quality compliance, and enhance organizational performance.

Unit	Title and Contents	No. of Lecture Hours
1.	**Fundamentals of Procurement** 1.1 Meaning, Definition and Scope of Procurement 1.2 Objectives and Importance of Procurement 1.3 Procurement Cycle / Process ● Need identification ● Specification development ● Supplier search ● RFQ / RFP ● Supplier selection ● Purchase order	15

	● Delivery & Inspection ● Payment 1.4 Types of Procurement — Direct, Indirect, Goods, Services 1.5 Role of Procurement Department 1.6 Procurement in Supply Chain Management 1.7 Ethics and Legal Aspects in Procurement 1.8 Green Procurement & Sustainable Sourcing	
2.	**Supplier & Contract Management** 2.1 Supplier Selection and Evaluation 2.2 Vendor Rating and Vendor Development 2.3 Supplier Relationship Management (SRM) 2.4 Negotiation Strategies in Procurement 2.5 Make or Buy Decisions 2.6 E-Procurement ● E-tendering ● E-auction ● ERP systems 2.7 Contract Management ● Types of contracts ● Contract terms ● Service Level Agreements (SLAs)	**15**
3	**Fundamentals of Quality Management** 3.1 Meaning, Definition and Dimensions of Quality 3.2 Quality Control vs. Quality Assurance 3.3 Cost of Quality — Prevention, Appraisal, Failure Costs 3.4 Seven Quality Tools (7 QC Tools) 3.5 Quality Standards ● ISO 9001 ● Six Sigma – DMAIC ● TQM Principles ● Kaizen 3.6 Quality Inspection, Sampling & Testing 3.7 Statistical Process Control (Basic Concepts)	**15**
4	**Integrated Procurement & Quality Practices** 4.1 Supplier Quality Assurance 4.2 Incoming Material Quality Control 4.3 Quality Requirements in Procurement 4.4 Risk Management in Procurement & Quality 4.5 Performance Measurement in Procurement ● KPIs: Cost, Quality, Delivery, Reliability 4.6 Lean Management & Waste Reduction 4.7 Recent Trends: ● AI in Procurement ● Blockchain in Supply Chain IoT-based Quality Monitoring	**15**

Reference Material:
Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	*Procurement and Supply Chain Management*	Kenneth Lysons & Brian Farrington	Pearson Education Limited	10th Edition, 2020
2	*Materials Management: A Supply Chain Perspective – Text & Cases*	A. K. Chitale & R. C. Gupta	PHI Learning Pvt. Ltd.	3rd Edition, 2014 (Delhi, India)
3	*World Class Supply Management: The Key to Supply Chain Management*	David N. Burt, Donald W. Dobler & Stephen L. Starling	McGraw-Hill / Irwin (also published in India)	7th Edition, 2003 (original), soft-cover reprint edition published in India c. 2017
4	Quality Control	V. A. Kulkarni & A. K. Bewoor	Wiley-Blackwell / Wiley India	Edition for Indian universities
5	Total Quality Management – Principles, Practice and Cases	D. D. Sharma	Sultan Chand & Sons	2004, India
6	Quality Control & Total Quality Management	P. L. Jain	McGraw-Hill Education (India) Pvt. Ltd.	First Edition (2001), India

Other Learning Material E- Resource:

Coursera — *Operations Management: Quality and Supply Chain*	Focuses on process improvement, quality control & supply-chain integration. Useful for quality inspection, SPC concepts and supply-chain operations.
Coursera — *Supply Chain Management: A Learning Perspective*	Good foundational course covering supply-chain basics, procurement and value creation; helps link procurement with overall supply-chain.
Alison — *Quality Engineer – Supplier Quality Evaluation & Management*	Free course focused on supplier evaluation, vendor management — directly relevant to supplier management and procurement-quality integration from your syllabus.
SWAYAM (Govt of India MOOC portal) — *Supply Chain Management (MOOC)*	India-context supply-chain / procurement / logistics course — good for students in India; helps build foundational SCM + procurement understanding.

Great Learning — *Procurement Management*	Short online course offering basic procurement concepts — useful for quick revision or introduction to procurement processes and supplier management.

Guidelines on Teaching Methodology:

Teaching Hours (Theory + Project)	Innovative Methods to be Used	Expected Outcome
Unit I – 15hrs	1. Use diagrams and flowcharts to explain the procurement cycle (need identification → sourcing → tendering → ordering → delivery → payment). 2. Show real or sample procurement documents such as RFQs, quotations, purchase orders, and invoices. 3. Conduct a small activity where students prepare a basic purchase request or quotation comparison sheet. 4. Use case studies to explain procurement challenges such as delays, wrong deliveries, or price fluctuations. 5. Demonstrate digital procurement platforms (e.g., GeM or private e-procurement portals) through short videos or screenshots. 6. Conduct a group discussion on real-life procurement examples (school purchases, office supplies, household purchases).	1. Students understand the complete procurement process and its importance in business operations. 2. Students learn to identify procurement needs and prepare basic procurement documents. 3. Students gain skills in comparing quotations and selecting the best supplier. 4. Students develop awareness of common procurement problems and how to manage them. 5. Students become familiar with digital procurement systems and online purchasing methods. 6. Students build basic analytical skills useful for purchasing and supply chain roles.
Unit II – 15hrs	1.Use flowcharts and diagrams to explain the supplier selection and contract management cycle. 2. Conduct a mock activity where students evaluate suppliers using criteria (cost, quality, delivery time, reliability). 3. Show sample documents like RFQ (Request for Quotation), Purchase Order, and Contract Agreement. 4. Use short case studies on contract disputes, supplier failures, or delayed deliveries. 5. Conduct role-play exercises where students act as buyers and suppliers negotiating contract terms. 6. Demonstrate e-contracting and vendor management systems through videos or screenshots	1. Students understand the complete process of selecting, evaluating, and managing suppliers. 2. Students learn how to prepare and interpret basic procurement and contract documents. 3. Students gain practical knowledge of supplier evaluation techniques. 4. Students develop negotiation and communication skills essential for contract management. 5. Students understand common challenges in supplier relationships and contract execution. 6. Students become familiar with digital tools used in supplier and contract management.

Unit III – 15hrs	1.Use videos and animations to explain basic concepts like quality control, quality assurance, and total quality management (TQM). 2. Demonstrate simple quality tools such as checklists, flowcharts, and Pareto charts using classroom examples. 3. Show sample ISO certificates and explain the meaning of ISO 9001 standards in simple language. 4. Conduct an activity where students identify defects from images of products or packaging. 5. Use real case studies of quality failures (food contamination, vehicle recalls, product defects) to explain the importance of quality management.	1.Students understand the basic concepts and importance of quality in manufacturing and services. 2. Students learn how quality tools are used to identify and solve problems. 3. Students gain awareness of ISO standards and global quality requirements. 4. Students develop the ability to recognize defects and understand inspection methods. 5. Students understand how poor quality leads to customer dissatisfaction and business losses.
Unit IV – 15hrs	1. Use diagrams to show the integration of procurement and quality functions. 2. Present case studies where procurement issues affected product quality. 3. Conduct a group activity to prepare an integrated procurement–quality improvement plan. 4. Demonstrate digital tools like RFID, barcoding, and vendor rating systems.	1.Students understand how procurement and quality management are connected. 2.Students learn the impact of supplier selection on product quality. 3.Students develop problem-solving and planning skills through integrated activities. 4.Students become familiar with digital tools that support procurement–quality integration.

Question Paper Pattern:

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions: Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		State True or False	5	
		Answer in one sentence (five)	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Semester IV					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/ Week
4	MJ-252-MM	Major Mandatory 10	Marketing Management: Customer Relationship Management	4	4

Course Objectives	
1	To explain the meaning, scope and evolution of CRM
2	Understanding the framework and CRM strategies adopted by organizations to build relationships and retain customers
3	Highlight the importance of CRM Planning and to critically analyse the Market and its impact on profitability
4	Primarily focus on technology for CRM application and the CRM implementation process.

Course Outcome	
CO1	Explain the fundamentals and evolution of CRM.
CO2	Evaluate CRM strategies used by brands across industries to enhance customer acquisition, retention and loyalty.
CO3	Design a CRM plan for a product or service to improve profitability
CO4	Work with CRM tools and applications to increase efficiency and value to the organization

Unit	Title and Contents	No. of Lecture Hours
1.	Introduction to CRM 1.1 Meaning, Definition, Objectives and Significance of CRM 1.2 Evolution of CRM and its current trends and future scope 1.3 Types of CRM and its Key Role in Marketing Management 1.4 Future trends in CRM and its Cost Benefit Analysis 1.5 Demand and Supply side Factors 1.6 CRM Process Framework 1.7 Distinguish between transactional and relationship Marketing	15

2.	CRM Strategies 2.1 Explain the IDIC (Identify, Differentiate, Interact and Customize) framework. 2.2 Discuss the steps in the ladder of loyalty. Bonding Strategies 2.3 Relationship between ladder of loyalty and Relationship Marketing 2.4 Meaning of Customer Defections 2.5 Impact of Customer Defections 2.6 Types and Strategies to reduce Customer Defections 2.7 Customer Lifetime Value, Customer Experience Management, Customer Satisfaction Measurement, Web based Customer Support	**15**
3	Planning for CRM 3.1 Steps in Planning - Building Customer Centricity. 3.2 Setting Customer Objectives, Defining Data Requirement, Planning Desired Outputs. 3.3 CRM in Business Markets - Market structure and demand. CRM & B2B Markets 3.4 Types of decision making and decision process 3.5 Discuss the concept of customer equity- Market Share vs. Customer Share Orientation 3.6 Markov Analysis - Factor the uncertainty related to profitability. 3.7 Activity Based Costing - High Cost to serve vs. Low Cost to serve Customers.	**15**
4	Applications of CRM 4.1 Applications of CRM in various industries. 4.2 E-CRM and Omnichannel customer experience. Social CRM-Using social media for customer engagement.Real-time customer interactions 4.3.Chatbots, AI & CRM Mobile CRM 4.4.Cross-selling and upselling strategies.Case studies of successful CRM implementation. 4.5.Ethical issues & data privacy 4.6.Future of CRM : AI, ML, predictive analytics. 4.7.Challenges in CRM Implementation, CRM Implementation Roadmap.	**15**

Reference Material:

Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Customer Relationship Management: A Strategic Approach to Marketing	Lakshman Jha,	Global India Publications	New Delhi
2	Customer Relationship Management	N.H. Mullick	Oxford University Press	UK
3	Customer Relationship Management	Kaushik Mukerjee	PHI Learning	New Delhi
4	Customer Relationship Management	Prof. Antony Lawrence, Dr. Sharda Gangwar, Dr. Shamsher Singh	Himalaya Publishing House	Mumbai
5	Customer Relationship Management: An AI-driven Approach	Anjali Kausik	Wiley India	New Delhi

Other Learning Material E- Resource:

https://www.life-global.org/course/35-customer-relationship-management
https://nchm.gov.in/sites/default/files/2025-01/E_Book_Customer_Relation_Management_0.pdf

Guidelines on Teaching Methodology:

Teaching Hours (Theory + Project)	Innovative Methods to be Used	Expected Outcome
Unit I – 15hrs	Students create interactive CRM mind maps showing how CRM enhances customer loyalty & retention. Demonstrate how chatbots handle customer queries, personalized responses.	Understand how CRM supports segmentation, targeting, retention & promotion.
Unit II – 15hrs	Students design loyalty programs, service recovery systems & feedback dashboards. Web-Based Customer Support Demos	Students adopt retention-driven marketing rather than short-term sales mindset.
Unit III – 15hrs	Decision Tree Game-Students use branching paths to decide CRM responses. Decision Tree Software (Miro, Lucidchart, Creately)	Students interpret Markov probability shifts & CRM decision impacts.
Unit IV – 15hrs	E-CRM, Omnichannel & Social CRM Social CRM Screens (Meta Business Suite, X Dashboard, Instagram Insights)	Students design omnichannel journeys that reduce customer drift & boost long-term value.

Question Paper Pattern:

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions: Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		State True or False	5	
		Answer in one sentence (five)	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Semester IV					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
4	**MJ-252-FM**	**Major Mandatory 10**	**Financial Management: Financial Risk Management**	**4**	**4**

Course Objectives	
1	To explain the fundamental concepts, types of financial risks, and the overall process of risk management.
2	To develop understanding of key financial risks—market, credit, and operational—and the techniques used to measure and mitigate these risks.
3	To familiarize students with derivative instruments and their application in hedging various financial and international business risks.
4	To enable students to understand foreign exchange exposures, country risks, and global risk management techniques used in international business.

Course Outcome	
CO1	Students will be able to identify different types of financial risks and explain the basic process of financial risk management.
CO2	Students will be able to analyze market, credit, and operational risks and apply basic tools for evaluating and mitigating these risks.
CO3	Students will be able to understand and use derivative instruments such as forwards, futures, options, and swaps for hedging financial risks.
CO4	Students will be able to assess foreign exchange exposures and apply suitable hedging and insurance techniques for managing risks in international business.

Unit	**Title and Contents**	**No. of Lecture Hours**
1.	Introduction to Financial Risk Management 1.1 Meaning, Nature, Scope and Importance of Financial Risk Management 1.2 Types of Risks: Business Risk, Financial Risk, Market Risk, Credit Risk, 1.3 Operational Risk, Liquidity risk, Exchange Rate Risk, Interest Rate Risk 1.4 Risk Identification and Measurement Techniques 1.5 Risk Management Process and Objectives 1.6 Regulatory framework: RBI, SEBI, Basel norms (overview)	**15**

2.	Market and Credit Risk Management 2.1 Market Risk, Types of Market Risk: Equity Risk, Commodity Risk, Foreign Exchange Risk 2.2Value at Risk (VaR): Concept and applications 2.3 Hedging Market Risk Credit Risk 2.4 Meaning and sources, Credit Risk Assessment and Credit Scoring, Credit Rating Agencies 2.5 Operational Risk, Causes and Examples, Tools for Managing Operational Risk 2.6 Internal Controls and Risk Mitigation Techniques	**15**
3	3.1 Derivatives and Hedging 3.2 Introduction to derivatives 3.3 Types: Forwards, Futures, Options, Swaps 3.4 Hedging with futures and options (Basic Numerical Examples) 3.5 Currency Derivatives in International Business 3.6 Interest Rate Swaps (IRS) & Currency Swaps 3.7 Use of derivatives for Risk Mitigation in Global Trade	**15**
4	International Risk Management 4.1 Foreign exchange risk: Types – Transaction, Translation & Economic Exposure 4.2 Techniques of managing forex risk: Forward Contracts, Options, 4.3 Futures, Money Market Hedging 4.4 Country Risk Analysis: Political, Economic & Legal risks 4.5 Risk in International Trade: Payment Risks, Counterparty Risk, 4.6 Documentation Risk 4.7 Insurance in risk management: Marine Insurance, Export Credit Guarantee, ECGC 4.8 Recent trends in Financial Risk Management	**15**

Reference Material:

Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Financial Risk Management: A Practitioner's Guide to Managing Market and Credit Risk	Steve L. Allen	Wiley	New York
2	Risk Management and Financial Institutions	John C. Hull	Wiley	New Jersey
3	Derivatives and Risk Management	Rajiv Srivastava	Oxford University Press	India
4	Treasury Management in India	V. S. Datey	Taxmann Publications	New Delhi

Other Learning Material E- Resource:

- SEBI Regulations – Risk Management Framework
- NSE Academy modules (Derivatives, Risk Management)
- ICAI Guidance Notes on Derivatives & Forex Risk
- BIS (Bank for International Settlements) papers

Guidelines on Teaching Methodology:

Teaching Hours (Theory + Project)	Innovative Methods to be Used	Expected Outcome
Unit I – 15hrs	1. Use diagrams and flowcharts to explain types and nature of financial risks. 2. Show videos or examples of real-life risk events (market crashes, credit defaults). 3. Conduct classroom discussion on risk identification techniques in businesses. 4. Explain regulatory frameworks (RBI, SEBI, Basel norms) using simplified charts.	1. Students understand the meaning, scope, and importance of financial risk management. 2. Students can identify different types of risks and their measurement techniques. 3. Students gain awareness of the risk management process and objectives. 4. Students become familiar with regulatory frameworks and guidelines.
Unit II – 15hrs	1. Use case studies to explain equity, commodity, and foreign exchange risks. 2. Demonstrate Value at Risk (VaR) calculations through simple numerical examples. 3. Conduct group activity on credit risk assessment and credit scoring. 4. Explain internal controls and operational risk mitigation using flowcharts and examples.	1. Students understand market and credit risk concepts and their types. 2. Students learn practical applications of VaR and risk hedging techniques. 3. Students gain skills in credit risk assessment and operational risk management. 4. Students understand tools for risk mitigation and internal control mechanisms.
Unit III – 15hrs	1. Use simple diagrams to explain forwards, futures, options, and swaps. 2. Demonstrate basic numerical examples of hedging using futures and options. 3. Show videos/examples of currency and interest rate swaps in international business. 4. Conduct group exercises to simulate risk mitigation strategies using derivatives.	1. Students understand types of derivatives and their role in risk management. 2. Students can apply basic hedging techniques with futures and options. 3. Students learn about currency derivatives, IRS, and their use in global trade. 4. Students develop problem-solving skills to mitigate financial risks using derivatives.
Unit IV – 15hrs	1.Use diagrams and charts to explain foreign exchange and country risks. 2.Demonstrate risk management techniques like forward contracts, options, and money market hedging. 3. Use case studies on payment risks, counterparty risks, and documentation errors. 4. Explain insurance tools like Marine Insurance, ECGC, and export credit guarantees using examples.	1.Students understand types of foreign exchange and international trade risks. 2. Students gain knowledge of forex risk management techniques. 3.Students become aware of country risk analysis and risk mitigation in international trade. 4.Students understand the role of insurance and emerging trends in financial risk management.

Question Paper Pattern:

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions: Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		State True or False	5	
		Answer in one sentence (five)	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Semester IV					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/ Week
4	MJ-251-IB	Minor	Import Export Procedure	4	4

Course Objectives	
1	Understand the world Trade environment. Develop a foundation understanding of world trade dynamics including the key economic, political, and legal factors that influence international Business
2	To learn the documentation process involved in import and export transactions, including regulatory compliance, customs procedures, and statutory requirements.
3	To provide learners with a clear understanding of the essential procedures, documentation, and regulatory requirements involved in the import process.
4	To understand various schemes

Course Outcome	
CO1	Recall and explaining the key components of world trade, including the major import and export procedure and documentations
CO2	Understand fundamental concepts and procedures of export operations
CO3	Explain the key steps, documents, and formalities involved in the import procedure.
CO4	To know the pros and cons of various schemes.

Unit	Title and Contents	No. of Lecture Hours
1.	**Introduction to export import framework** 1.1 Meaning of export, import. Categories of export, 1.2 Overview of import export policy. 1.3 Understanding Import export code (IEC) licensing, and regulations. Trade policy. 1.4 Strategy and preparation of foreign trade. 1.5 Identifying the foreign market. 1.6 DGFT related documentation at single place 1.7 Methods of entering in international market 1.8 Role of Technology in Foreign Trade, Digital documentation, Online portals like DGFT, ICEGATE, RBI-EDPMS/IDPMS	15

2.	**Export Procedure** 2.1 Meaning of export and foreign trade Objectives and importance of exports 2.2 Steps involved in export procedure, Basic Documentation for Export 2.3 Payment Terms and Export Financing (Letter of Credit, advance payment, open account, collection basis) 2.4 Excise Clearance for Export (Documentation for excise/GST clearance) 2.5 Pre-Shipment Inspection (Export Inspection Council (EIC) functions) 2.6 Packaging, Labelling, and Marking for Export (export packaging norms, Product labelling requirements and international standards, Handling marks, barcodes, eco-friendly packaging) 2.7 Export packaging norms, Product labelling requirements and international standards	**15**
3	**Import procedure** 3.1 Meaning & types of imports, 3.2 Import licensing & restrictions 3.3 IEC (Import Export Code) relevance for imports, 3.4 Steps in import procedure ● Placing an import order ● Letter of Credit ● Customs clearance ● Bill of Entry ● Arrival of goods ● Payment terms (advance, LC, DA/DP, etc.) 3.5 Role of CHA (Customs House Agent) 3.6 Import documentation (Bill of Lading, Insurance Certificate, etc.) 3.7 Import financing and banking formalities	**15**
4	**Duty Drawback & Remittance Scheme** 4.1 Duty Drawback; Export Promotion Mission (EPM) and major schemes like RoDTEP Scheme (Remission of Duties and Taxes on Exported Products), RoSCTL Scheme (Rebate on State and Central Taxes and Levies) 4.2 Advance License, Special Interest License, Advance Authorization Scheme, EPCG Scheme (Export Promotion Capital Goods) 4.3 Export–import finance and credit: LC, pre/post-shipment finance, guarantee schemes. 4.4 DEPR Scheme [Duty Entitlement Pass Book Scheme] · DFRC Scheme [Duty Free Replenishment Certificate]	**15**

Reference Material:

Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Foreign Trade – Theory, Procedures, Practices and Documentation	Dr.Khushpat S. Jain, Dr.Apexa V. Jain	Himalaya Publication	Mumbai
2	EXIM policy 2004-09 Import – Export Documentation	By M.I. Mahajan	Himalaya Publication	Mumbai
3	Export Management	by D.C. Kapoor	Himalaya Publication	Mumbai
4	Export Import Procedure and Documentation	Neelam Arora	Himalaya Publication	Mumbai
5	Export Import Management	Parul Gupta	McGraw Hill	Mumbai

Other Learning Material E- Resource:

https://www.dgft.gov.in/CP/?opt=export-import-guide,
https://indiantradeportal.in/
https://www.trade.gov.in/
https://importexportfederation.com

Guidelines on Teaching Methodology:

Teaching Hours (Theory + Project)	Innovative Methods to be Used	Expected Outcome
Unit I – 15hrs	Power Point presentations, chart making on classification of export	1. To be able to classify export. 2. To understand the methods of entering the international market. 3. To know documentation done digital
Unit II – 15hrs	Power Point presentations, flowchart making, informative video making on procedure of Export	To understand functioning of export procedure

Unit III – 15hrs	Power Point presentations, flowchart making, informative video making on procedure of Import	To understand functioning of import procedure
Unit IV – 15hrs	Study of different scheme	To know the pros and cons of various schemes.

Question Paper Pattern:

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions: Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		State True or False	5	
		Answer in one sentence (five)	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Semester IV					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/ Week
4	VSC-251-IB	Vocational Skill Development Course (VSC)	Event Management	2	2

Course Objectives	
1	Define the concept, its advantages & disadvantages & types of events.Understand the process of organizing an event.
2	Obtain a sense of responsibility for the multidisciplinary nature of event management.
3	Develop detailed event plans, covering budgeting, programming, scheduling, logistics, venue selection, and resource allocation.
4	Incorporate sustainability and innovation in event planning and execution, focusing on environmentally responsible practices.

Course Outcome	
CO1	Students will get acquainted and equipped with the knowledge and understand of Events
CO2	Students will develop their ability to implement effective event project management.
CO3	Demonstrate leadership, teamwork, and communication skills in event operations and stakeholder coordination.
CO4	Integrate sustainability and innovative practices to improve the environmental and social impact of events.

Unit	Title and Contents	No. of Lecture Hours
1.	Introduction to Event Management – 1.1 Meaning, Nature, Scope, Significance, Types of Events (Corporate, Private, or Charity, Indoor Events, Out Door Events, Celebrity Events). 1.2 Creativity and implications of Events - Organization Structure of Event Management -Functions of a Multifaceted Event Management 1.3. Event Manager – Qualities, Roles and Responsibilities of event manager, Social and Business Etiquette Speaking Skills and Team Spirit - Stage Decoration -Time Management – Selecting a Location. Vendor management, Onsite Management and Coordination, Crowd management and traffic flow - Hospitality and Guest management	15

	1.4. Event Planning & Design - Five essential stages of event planning—Research, Design, Marketing, Execution, and Evaluation, Event concept development & feasibility analysis, Client requirements & target audience profiling, Venue selection: criteria and site layout, Scheduling, timeline preparation, resource planning, Budgeting & financial management (sponsors, revenue models). Safety, security, and risk management. Legal compliances: licenses & permissions.	
2.	**Execution of Event:** Evaluation & Sustainability 2.1 **Execution of Events** : Planning, Organizing, Staffing, Leading and Coordination, Controlling of events. Measuring event success: KPIs & ROI 2.2 **Networking Components**: Print Media, Radio Television, The Internet, Cable Network, Outdoor Media, Direct Media. Event branding & positioning. Media relations & public relations 2.3 **Promotion of Events** - Types of promotion methods used in events: Sales Promotions, Audience Interaction, Public Relations, Merchandising, In-venue Publicity, Direct Marketing, Advertising, Public relations. Digital marketing: social media campaigns, influencers, email 2.4 **Technology in Event Management**- Role and Importance. Uses of AI in event management. Innovative practices to improve the environmental and social impact of events. Trends & future developments in the industry	

Reference Material:

Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Event Management : an integrated & practical approach	By Razaq Raj, Paul Walters & Tahir Rashid	University of Salford,	UK
2	Event Management	Wagen, lynn Van Der,	Pearson Education, 2012	Canada
3	Event Marketing and Management	Gaur, Sanjaya Singh	Vikas Publishing House Pvt Ltd. 2003	
4	Business Management	G. M. Dumbre	Success Publications	Pune
5	Event Planning And Management	Sharma, Diwakar,	Deep & Deep Publication Pvt Ltd. 2005	Pune

6	Events Management	Raj, Razaq	SAGE Publication India Pvt. Ltd. 2009	Pune
7	Event Management	S.R Singh	APH Publication	New Delhi, India

Other Learning Material E- Resource:

1. "Events Management" by Glenn Bowdin, Johnny Allen, William O'Toole, Rob Harris, Ian McDonnell.

2. "The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events" by Judy Allen.

3. "Event Management For Dummies" by Laura Capell.

4. "Special Events: Creating and Sustaining a New World for Celebration" by Dr. Joe Goldblatt.

5. "Events Management: An International Approach" by Joe Goldblatt, Fiona Wilson.

6. "Strategic Event Creation" by Joe Goldblatt.

7. "Events: A Conceptual Approach" by Donald Getz.

Guidelines on Teaching Methodology:

Teaching Hours (Theory + Project)	Innovative Methods to be Used	Expected Outcome
Unit I – 15hrs	1.Use case studies and mini-projects to explain different types of events and management processes. 2. Conduct classroom simulations and role-play exercises for planning, organizing, and budgeting events. 3. Integrate digital tools for event planning, registration, and coordination. 4. Discuss ethical, safety, and legal considerations in event management through real-life examples.	1.Students understand the fundamentals and scope of event management. 2. Students develop skills in planning, organizing, and budgeting for events. 3. Students gain awareness of professional ethics, safety norms, and legal compliance. 4. Students improve teamwork, communication, and basic leadership skills.
Unit II – 15hrs	1. Conduct live or simulated events to teach execution and coordination skills. 2. Use post-event reflective reports, feedback analysis, and presentations for evaluation. 3. Introduce digital tools and technologies for sustainable event practices. 4. Discuss case studies on risk management, environmental responsibility, and stakeholder satisfaction.	1.Students acquire practical skills in event execution and coordination. 2. Students learn to evaluate event outcomes and measure success. 3. Students understand sustainable practices and ethical responsibilities in event management. 4. Students develop problem-solving, leadership, and communication skills for real-world events.

Question Paper Pattern:

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions: Multiple Choice Questions	5	5 Marks
2	Solve any 2 out of 5	Long Answer Question	2*10 Marks	20 Marks
3	Solve any 2 out of 4	Short Notes	2*5 Marks	10 Marks
	Total			35 Marks

Semester IV					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
4	**CEP-251-CSA**	**Community Engagement Program**	**Community Engagement Program through Social Awareness**	**2**	4

This will be of 60 Hrs. Duration and to be conducted on field in collaboration with any NGO. Detail guidelines will be shared soon.