

**KOLHAPUR INSTITUTE OF
TECHNOLOGY'S COLLEGE OF
ENGINEERING**

**(EMPOWEREDAUTONOMOUS)
GOKUL SHIRGAON, KOLHAPUR**



Department of Computer Science and Business Systems

**Curriculum Structure and Syllabus for
Multi Disciplinary Minor in Finance and Management
(As Per NEP, 2020)**

Teaching and Evaluation Scheme								
Course Code	Course	Teaching Scheme				Evaluation Scheme		
		L	T	P	Credits	Components	Max	Min for Pass (%)
UCBMM034 1	Fundamentals of Marketing	2	0	0	2	ESE	100	40
UCBMM044 1	Financial and Cost Accounting	3	0	0	3	ESE	100	40
UCBMM054 1	Business Strategies	3	0	0	3	ESE	100	40
UCBMM064 1	Consumer Behaviour	3	0	0	3	ESE	100	40
UCBMM074 1	Services Science and Service Operational Management	3	0	0	3	ESE	100	40
		-	-	-	-	-	-	-
	Total	14	0	0	14	Total	500	
Total Contact Hours =14, Total Credits =14								

Title of the Course: Fundamentals of Marketing											L	T	P	Credit
											2	-	-	2
Course Code: UCBMM0341														
Course Pre-Requisite: Self-management, overview of business organizations and their operations and challenges faced by them.														
Course Description: The course helps the students to understand basics of marketing management, this broaden understand of business environment.														
Course Learning Objectives:														
Understand basic concepts of marketing and their need in business. 1. Identify various environmental influences on marketing. 2. Understanding of segmentation, targeting, and positioning in market. 3. Understand digital marketing concepts.														
Course Outcomes:														
CO	After the completion of the course the student should be able to										Bloom's Cognitive			
											Level	Descriptor		
CO1	Understand the various concepts, principles, frameworks, and terms related to the function and role of marketing.										II	Understand		
CO2	Identify Marketing Environment and its components in detail.										III	Identify		
CO3	Analyze the interrelationships between segmentation, targeting and positioning, marketing environment, marketing mix and Product Life Cycle with real world examples										IV	Analyze		
CO4	Apply the concepts and significance of consumer behavior in marketing Management.										III	Apply		
CO-PO Mapping:														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1						1					2			2
CO2		1									2			2
CO3											2			2
CO4	1							1				1		2

Assessments:**Teacher Assessment:**

One End Semester Examination (ESE) has 100% weight respectively.

Assessment	Marks
ESE	100

ESE: Assessment is based on 100% course content with 60-70% weightage for course content (normally last three modules) covered after MSE.

Course Contents:**Unit 1: Introduction to Marketing:****6 Hours**

Definition & Functions of Marketing- Scope of Marketing, Evolution of Marketing, Core concepts of marketing - Need, Want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer loyalty, Philosophies of Marketing,

Unit 2: Marketing Environment:**4 Hours**

Concept of Environment, Macro Environment & Microenvironment - Components and characteristics, Needs & Trends, Major forces impacting the Macro Environment & Microenvironment, need for analyzing the Marketing Environment. Analyzing the Political, Economic, Socio-cultural, Technical and Legal Environment. Demographics.

Unit 3: Segmentation, Target Marketing & Positioning: Segmentation -**5 Hours**

Concept, Need & Benefits. Geographic, Demographic, Psychographic, Behavioural bases of segmentation for consumer goods and services. Bases for segmentation for business markets. Levels of segmentation, Criteria for effective segmentation. Market Potential & Market Share. Target Market - Concept of Target Markets and criteria for selection. Segment Marketing, Niche & Local Marketing, Mass marketing, Long Tail Marketing. Positioning - Concept of differentiation & positioning, Value Proposition & Unique Selling Proposition

Unit 4: Consumer Behavior:**5 Hours**

Meaning & importance of consumer behavior, Buying roles, Five steps consumer buyer decision process - Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post Purchase behavior. Comparison between Organizational Buying behavior and consumer buying behavior, Industrial buying process, guidelines for administering consumer feedback

Unit 5: Marketing Mix:	3 Hours
Origin & Concept of Marketing Mix, 7P's - Product, Price, Place, Promotion, People, Process, Physical evidence. Product Life Cycle: Concept & characteristics of Product Life Cycle (PLC), Relevance of PLC, Types of PLC and Strategies across stages of the PLC.	
Unit 6: Digital Marketing	7 Hours
Introduction: Concept, Nature, Importance, Application of social media, SEO, services offered by various platforms and their advantages, Data collection and analysis, Cyber security and ethics in digital marketing.	
Home Assignment:	
Note: Real world examples / caselets are expected to be analyzed in the class as well as included in the examination. Students must encourage to analyze the caselets and generate alternatives to solve problem mention in caselet. Assignments can include caselets and Presentations of the same. Group discussion can be used to engage learning.	
Textbooks:	
1. Marketing Management, Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson 2. Marketing Management, Ramaswamy & Namakumari, Macmillan Publishing	
References:	
1. Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Pearson. 2. Marketing Management- Text and Cases, Tapan K Panda, Excel Books.	

Title of the Course: Financial and cost accounting.											L	T	P	Credit	
Course Code: UCBMM0441											3	-	-	3	
Course Pre-Requisite: overview of business organizations and their operations.															
Course Description: The course helps the students to know the necessary skills and knowledge required in accounting practice															
Course Learning Objectives:															
1. Understand current accounting practices at basic level. 2. Differentiate between various cost and their behavior and overheads. 3. Prepare various financial statements. 4. Analyze reports published by companies															
Course Outcomes:															
CO	After the completion of the course the student should be able to										Bloom's Cognitive				
											Level	Descriptor			
CO1	To create an awareness about the importance and usefulness of the accounting concepts and their managerial implications.										II	Understand			
CO2	To develop an understanding of the financial statements and the underlying principles and learn to interpret financial statements.										II	Understand			
CO3	To create an awareness about cost accounting, different types of costing and cost management.										II	Understand			
CO4	To analyze and interpret financial statements.										IV	Analyze			
CO-PO Mapping:															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	
CO1						1					2			2	
CO2		1									2			2	
CO3											2			2	
CO4	1							1				1		2	

Assessments:**Teacher Assessment:**

One End Semester Examination (ESE) has 100% weight respectively.

Assessment	Marks
ESE	100

ESE: Assessment is based on 100% course content with 60-70% weightage for course content (normally last three modules) covered after MSE.

Course Contents:**Unit 1: Accounting Concept:****7 Hours**

Introduction, Techniques and Conventions, Financial Statements- Understanding & Interpreting Financial statements

Unit 2: Accounting Process:**10 Hours**

Bookkeeping and Record Maintenance, Fundamental Principles and Double Entry, Journal, Ledger, Trial Balance, Balance Sheet, Final Accounts, Cash Book and Subsidiary Books, Rectification of Errors.

Unit 3: Financial Statements:**8 Hours**

Form and Contents of Financial Statements, Analysing and Interpreting Financial Statements, Accounting Standards., Class Discussion: Corporate Accounting Fraud- A Case Study of Satyam.

Unit 4: Cash Flow and Fund Flow Techniques:**10 Hours**

Introduction, how to prepare cash flow statement and funds flow statement, Difference between both statements.

Unit 5: Costing Systems:**5 Hours**

Elements of Cost, Cost Behavior, Cost Allocation, OH Allocation,

Unit 6: Company Accounts and Annual Reports:	5 Hours
Audit Reports and Statutory Requirements, Director's Report, Notes to accounts, Pitfalls in accounting.	
Home Assignment:	
1. Students must solve problems in accounting and learn to prepare Profit loss and Balance sheet. 2. Students in group of three can practice reading financial statements of various kind and can draw interpretations.	
Textbooks:	
1. Robert N Anthony, David Hawkins, Kenneth Marchant, Accounting: Texts and Cases , McGraw-Hill. 2. Financial Accounting for Management, Shankarnarayanan Ramanath, CENGAGE Learning	
References:	
1. Pillai R.S.N.,Kala S.(2013). Principles and Practice of Management, S.Chand publication. 2. Prasad L.M., Principles and Practice of Management, Sultan Chand Publication.	

Title of the Course: Business Strategies		L	T	P	Credit									
Course Code: UBMM0541		3	-	-	3									
Course Pre-Requisite: overview of business organizations and their operations and challenges faced by them.														
Course Description: This course enables the learners to understand new forms of Strategic Management concepts and their use in business. The course helps the students understand the internal and external environments of firms and prepare a competitive strategy for industry attractiveness. The syllabus emphasises corporate strategy and its implementation. In addition, the learners will also be acquainted with recent developments and trends in the business world.														
Course Learning Objectives:														
1. Understand current management concepts of strategic management. 2. Understand Pre-requisite and process of strategy formulation. 3. Differentiate between various generic strategies used in business. 4. Analyze the role of make in India in economy.														
Course Outcomes:														
CO	After the completion of the course the student should be able to		Bloom's Cognitive											
			Level	Descriptor										
CO1	Understand the fundamental concepts of strategic management to analyze business situations and apply these concepts to solve business problems.		II	Understand										
CO2	Understand the fundamental principles of and interrelationships among business functions such as: R&D, production, marketing, finance, HR and information technology.		II	Understand										
CO3	Analyze the inter-relationships of business to individuals, other organizations, government, and society.		IV	Analyze										
CO4	Analyze complex, unstructured qualitative and quantitative problems using appropriate tools.		IV	Analyze										
CO-PO Mapping:														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1								0	0		2	2	2	3
CO2									2		2	2	2	3
CO3									2		2	2	2	3
CO4											2	2	2	3

Assessments:**Teacher Assessment:**

One End Semester Examination (ESE) has 100% weight respectively.

Assessment	Marks
ESE	100

ESE: Assessment is based on 100% course content with 60-70% weightage for course content (normally last three modules) covered after MSE.

Course Contents:**Unit 1: Introduction to Strategic Management****7 Hours**

Importance of Strategic Management, Vision and Objectives, Schools of thought in Strategic Management, Strategy Content, Process, and Practice, Fit Concept and Configuration Perspective in Strategic Management.

Unit 2: Internal Environment of Firm- Recognizing a Firm's Intellectual Assets**8 Hours**

Core Competence as the Root of Competitive Advantage, Sources of Sustained Competitive Advantage, Business Processes and Capabilities-based Approach to Strategy.

Unit 3: External Environments of Firm- Competitive Strategy**10 Hours**

Five Forces of Industry Attractiveness that Shape Strategy, The concept of Strategic Groups, and Industry Life Cycle, Generic Strategies, Generic Strategies, and the Value Chain.

Unit 4: Corporate Strategy, and Growth Strategies**7 Hours**

The Motive for Diversification, Related and Unrelated Diversification, Business Portfolio Analysis, Expansion, Integration and Diversification, Strategic Alliances, Joint Ventures, and Mergers & Acquisitions.

Unit 5: Strategy Implementation: Structure and Systems**4 Hours**

The 7S Framework, Strategic Control and Corporate Governance.

Unit 6: Emerging Strategic Trends	9 Hours
Business Process Outsourcing and Knowledge Process Outsourcing in India: Concept and Strategies. Start-up Business Strategies and Make in India Model: Process of business start-ups and its Challenges, Growth Prospects, and government initiatives in Make in India Model with reference to National manufacturing.	
Home Assignment:	
The topic for class discussion will be mentioned beforehand, and students should be ready to discuss these topics (in groups) in class. Students are required to meet in groups before coming to class and prepare on the topic. Few topics are mentioned below as examples. Instructor can add or change any topic as per requirement. 1. Topic: Various example from business world of strategy used. 2. Topic: A debate on Simple planning versus strategic planning in business.	
Textbooks:	
1. Robert M. Grant (2012). Contemporary Strategic Management. Blackwell Publishing 2. Sukul Lomash and P.K Mishra (2003). Business Policy and Strategic Management. Vikas Publishing House Pvt. Ltd, New Delhi	
References:	
1. M.E. Porter (1980). Competitive Strategy: Techniques for Analyzing Industries and Competitors. New York: Free Press 2. M.E. Porter (1985). Competitive Advantage: Creating and Sustaining Superior Performance. New York: Free Press 3. Rumelt (2017). Good Strategy Bad Strategy: The Difference and Why It Matters. Profile Books- Main edition.	

Title of the Course: Consumer Behavior		L	T	P	Credit									
Course Code: UCBMM0641		3	-	-	3									
Course Pre-Requisite: Basics of Marketing Management.														
Course Description: The course helps the students to know customer better and their buying influences.														
Course Learning Objectives:														
1. Understand concept and nature of consumer behavior study. 2. Differentiate between various models of consumer behavior. 3. Explain the concepts and significance of social influences on buyers. 4. Analyze the role of family life cycle and roles involved in buying.														
Course Outcomes:														
CO	After the completion of the course the student should be able to	Bloom's Cognitive												
		Level	Descriptor											
CO1	Explain of the pre and post purchase consumer behavior.	II	Understand											
CO2	Examine different models of consumer behavior.	IV	Analyze											
CO3	Identify the dynamics of human behavior and the basic factors that influence the consumers' decision process.	III	Apply											
CO4	Analyze the influence of Social determinants on consumer behavior	IV	Analyze											
CO-PO Mapping:														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1						1					2			2
CO2		1									2			2
CO3											2			2
CO4	1							1				1		2

Assessments:**Teacher Assessment:**

One End Semester Examination (ESE) has 100% weight respectively.

Assessment	Marks
ESE	50

ESE: Assessment is based on 100% course content with 60-70% weightage for course content (normally last three modules) covered after MSE.

Course Contents:**Unit 1: Introduction to Consumer Behavior:****6 Hours**

Concept, Nature and Need for Studying Consumer Behavior, Consumer Buying Behaviour in Digital Era; Factors Influencing Consumer Behaviour; Consumer Buying Process. Industrial Buying Behaviour – Industrial Buying Process.

Unit 2: Consumer Modelling:**9 Hours**

General Model of Consumer Behaviour – The Economic Model, Learning Model, Psychoanalytic Model, The Sociological Model; Specific Model of Consumer Behaviour – The Howard Sheath Model, The Nicosia Model, The Engel –Kollat-Blackwell Model.

Unit 3: Individual Influences on Consumer Behavior-I**6 Hours**

Consumer needs, Motivation; Emotions and Mood, Consumer Involvement; Consumer Learning-Conditioning and Cognitive learning theories; Personality and Self-Concept.

Unit 4: Individual Influences on Consumer Behavior-II:**7 Hours**

Perception – Perceptual process, Perceptual Distortion and Factors Influencing Perception. Consumer Attitude –Attitude Formation and Change; Consumer Attitude and implications for marketers.

Unit 5: Social Influence on Consumer Behaviour-I:	9 Hours
Consumer groups; Consumer Reference Group; Family - Relevance of the Family for a Marketer, Family and Buying Decision Process, Family Life Cycle and Decision-Making. Diffusion of Innovation and Opinion Leadership	
Unit 6: Social Influence on Consumer Behaviour-II	8 Hours
Social class and mobility Culture - The Measurement of Social Class, Relevance of Social Class for a Marketer; Culture – Characteristics, Components; Sub-Culture – Meaning and Types; Cross Culture.	
Home Assignment:	
Case study of survey on Consumer Buying Process or Industrial Buying Process. And Group discussion on changing Family life cycle Presentation on industrial or consumer buying influences and application of models.	
Textbooks:	
1. Dheeraj Sharma, Jagadish Seth, Banwari Mittal, Consumer Behaviour – A Managerial Perspective, Cengage Learning, 2015. 2. Kardes, Cline, Cronley, Consumer Behaviour-Science and Practice, Cengage Learning, 2012. 3. Leon G. Schiffman, Leslie Iyer, S. Ramesh Kumar, 10e, Pearson, 2011.	
References:	
1. Michael Solomon, Rebekah Russell-Bennett, Josephine Previte, Consumer Behaviour, 3/e, Pearson Higher Education AU, 2012. 2. S. Ramesh Kumar, Consumer Behaviour and Branding: Concepts, Readings and Cases-The Indian Context, Pearson Education India, 2009. 3. Satish Batra, SHH Kazmi, Consumer Behaviour-Text and Cases, 2e, Excel Books, 2011.	

Title of the Course: Services Science and Service Operational Management										L	T	P	Credits
										3	-	-	3
Course Code: UCBMM0741													
Course Pre-Requisite: Fundamental understanding of management principles, marketing concepts, organizational behavior, business processes and IT fundamentals.													
Course Description: This course introduces students to the concepts, processes, and management practices essential for delivering effective services in various industries. It integrates principles of service science, operations management, quality, technology, and innovation, enabling students to design, manage, and evaluate service systems efficiently.													
Course Learning Objectives:													
1. Understand the nature, characteristics and components of service systems.													
2. Explain service strategy, process design and quality management concepts.													
3. Analyze service operations, performance metrics and technology-enabled processes for improvement.													
4. Apply tools and techniques to design, optimize and innovate customer-centric service solutions.													
Course Outcomes:													
COs	After the completion of the course the student will be able to									Bloom's Cognitive			
										Level	Descriptor		
CO1	Understand the fundamental concepts of service science, including characteristics of services, service systems and service process models.									II	Understand		
CO2	Analyze and design service processes using appropriate tools to improve operational efficiency.									IV	Analyze		
CO3	Understand service quality and customer experience using models and identify strategies for improvement.									II	Understand		
CO4	Apply concepts of capacity management, technology integration and service performance measurement to solve real-world service operation problems.									III	Apply		
CO-PO Mapping:													
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2
CO1		2										2	
CO2		2	2		2							2	2
CO3		2		2									2
CO4			2		2					2		2	2

Assessment Scheme:**Teacher Assessment:**

One End Semester Examination (ESE) has 100% weight respectively.

Assessment	Marks
ESE	50

ESE: Assessment is based on 100% course content with 60-70% weightage for course content (normally last three modules) covered after MSE.

Course Contents:

Unit 1: Introduction to Service Science	7 Hrs.
Emergence and Evolution of Services; Nature, Importance and Characteristics of Services; Classification of Services, Components of service systems, Service process: Components and types, Service process model, Current Trends in Service Science	
Unit 2: Service Processes and Operations	8 Hrs.
Components of Service Processes; Types of Service Processes; Service Process Design Principles; Service blueprinting: symbols, components, and applications; Service Operations Strategy; Service Process Performance Metrics; Service Process Design, Reengineering and continuous improvement	
Unit 3: Service Quality and Customer Experience	7 Hrs.
Definition and importance of service quality; Service quality dimensions; SERVQUAL model: measurement and application; Gaps model of service quality; Measuring service quality; Tools and techniques for service quality improvement; Customer experience mapping and management; Customer satisfaction, loyalty, and retention strategies	
Unit 4: Capacity and Demand Management in Services	8 Hrs.
Concept of service capacity and demand; Challenges in matching capacity with demand; Techniques for demand forecasting in services; Capacity planning strategies; Managing queues and waiting lines; Yield management and revenue optimization; Service level agreements (SLAs) and performance targets	
Unit 5: Technology and Innovation in Services	8 Hrs.
Role of technology in service operations; Service automation and self-service technologies; Digital platforms and service ecosystems; Emerging technologies: AI, IoT, and cloud in services; Innovation in services: process, product, and delivery innovation	
Unit 6: Service Performance and Metrics	7 Hrs.
Measuring service performance: KPIs and metrics; Productivity in service operations; Balanced scorecard for service organizations; Benchmarking and best practices	

Textbooks:

1. **Service Operations Management, 5th Edition** — Robert Johnston, Graham Clark, Nigel Slack, Michael Shulver
2. **Service Operations Management: A Strategic Perspective** — John McManus, Mats Winroth & Jannis Angelis
3. **Service Operations Management by Robert Johnston, Graham Clark, Nigel Slack & Michael Shulver**

Reference Books:

1. Fitzsimmons, J. A., & Fitzsimmons, M. J. *Service Management: Operations, Strategy, Information Technology*, 9th Edition, McGraw-Hill.
2. Johnston, R., & Clark, G. *Service Operations Management*, 4th Edition, Pearson.
3. Spohrer, J., & Maglio, P. *Handbook of Service Science*, Springer.
4. Haksever, C., Render, B., Russell, R., & Murdick, R. *Service Management and Operations*, Pearson.