



SWAYAM SIDDHI COLLEGE OF MANAGEMENT & RESEARCH

[Approved by AICTE, Affiliated to University of Mumbai & Govt. of Maharashtra DTE Code – MB 3133]
(An ISO 9001-2000 Certified Institute)

Swayam Siddhi educational campus, Sonadevi Compound Temghar, Bhiwandi – 421302
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Criteria – 1

NAAC Cycle II

Copy of Syllabus Reflecting Social Values & Ethics



Copy of Syllabus Reflecting Social Values & Ethics

PROGRAM : MMS

Semester	:	I - Core			
Title of the Subject / course	:	Perspective Management			
Course Code	:				
Credits	:	4	Duration in Hrs	:	40

Learning Objectives

1	To explain the relationships between organizational mission, goals, and objectives
2	To comprehend the significance and necessity of managing stakeholders
3	To conceptualize how internal and external environment shape organizations and their responses
4	To develop critical thinking skills in identifying ethical, global, and diversity issues in planning, organizing, controlling and leading functions of management
5	To Understand organizational design and structural issues
6	To understand that citizenship involves taking conscious steps for societal advancement at individual level and organizational level

Prerequisites if any	
Connections with Subjects in the current or Future courses	

Module

Sr. No.	Content	Activity	Learning outcomes
1	Fundamentals for personal and organisational success Fundamentals of personal leadership	Lecture, interaction, discussion. Examining success stories through videos of industry pioneers followed by discussion	The student will be able to look at multiple perspectives that impact business and life.
2	Management: Science, Theory and Practice – The Evolution of Management Functions of Management Nature and purpose of Planning Objectives, Strategies, Policies and Planning Premises – Decision making – Global Planning	Self-study, Discussion, Quiz	To demonstrate empirical understanding of various organizational processes and behaviors and the theories associated with them
3	Managing your career and understanding organisational dynamics: - Leadership functions and corresponding skills required - Choosing the right positions	Discussion	The student will be able to demonstrate leadership behaviours which will be three pronged: leading self, leading others and leading for change and impact.



Sr. No.	Content	Activity	Learning outcomes
	<ul style="list-style-type: none"> - Special dilemmas of early career - Landing stretch assignments - Building a network of relationships - Challenges faced by the minority - Developing ethical judgment - Assessing your career 		
4	Managing in adversities / Management of crisis	Case Study	The Student will explore different approaches and their consequences during crisis management
5	Social Responsibility, Ethics and Sustainable Development	Discussion, Case study, Group work, Movie, Student Presentation, Debate on MBA Oath	To understand the role of managers and citizens in society
6	Mind control and spiritual Quotient	Literature Reading, Discussion	The Student will learn ways of staying positive and having a healthy mind
7	Role and Responsibilities of a Manager, Effective and Ineffective Managerial styles	Caselets, role plays and discussions	To understand the roles and functions of managers at various (entry, middle and the top) levels
8	Difference between management and leadership, Understanding Level 5 Leadership	Literature reading and Discussion	The student will understand the behavior, skills and mindset of a manager and of a leader.
9	Strategic Management – Definition, classes of decisions, levels of decision, Strategy, Role of different Strategists, Relevance of Strategic Management and its benefits, Strategic Management in India	Discussion, Student Presentations, Case study	The Student will understand various concepts and examples related to Strategic Management
10	Change Management	Discussion, Movies, Case study	The Student will learn about the various steps to be followed to bring about change
11	Total Quality Management	Discussion, Quiz	The Student will understand the concepts and examples of TQM



PROGRAM: MMS

Semester	:	I - Core
Title of the Subject / course	:	Financial Accounting
Course Code	:	
Credits	:	4
Duration in Hrs.	:	40

Learning Objective

1	To understand the basic concepts and fundamentals used in financial accounting.
2	To learn all the intricacies of corporate financial statements.

Prerequisites if any	
Connections with Subjects in the current or Future courses	This subject will provide basic knowledge of accounting which will be useful and required for the subjects in the area of finance in the upcoming terms

Module

Sr. No.	Content	Activity	Learning outcomes
1	Introduction to Accounting Meaning and necessity of accounting Accounting cycle An overview of Financial Statements – Income Statement and Balance Sheet	Lecture and discussion	Clarity and understanding of the basic concepts of accounting and financial statements
2	Introduction and meaning of GAAP, IFRS and Ind AS Important Accounting Standards Concepts used in accounting Concepts related to Income Statement and Balance Sheet Accounting Equation and its relation to accounting mechanics	Theoretical discussion and explanation	Ability to apply the principles and concepts of accounting in preparing the financial statements
3	Accounting mechanics and process leading to preparation of Trial Balance and Financial Statements	Theoretical discussion and exercises	Ability to execute the accounting process- Recording- Classifying and Summarizing. Understanding the use of accounting software
4	Preparation of Financial Statements with Adjustment - 'T' form and vertical form of financial statements Detailed discussion and understanding of various items in Schedule III Preparation of Corporate Financial Statements and Notes to Accounts	Theoretical discussion and problem solving	Detailed and in depth understanding of all the items in the corporate financial statements
5	Revenue recognition and measurement Capital and revenue items Treatment of R & D expenses Preproduction cost Deferred revenue expenditure etc.	Theoretical discussion and exercises	Understanding the principles of revenue recognition and ability to distinguish between revenue and capital income and expenditure and their treatment in corporate financial statements
Sr.	Content	Activity	Learning outcomes

No.			
6	Fixed Assets and Depreciation Accounting	Theoretical discussion and problem solving	Understanding different methods of depreciation and their impact on profitability and asset valuation
7	Evaluation and accounting of Inventory	Theoretical discussion and problem solving	Understanding the concepts of inventory valuation and their effect on profit and cost of goods sold.
8	Fund Flow Statement Cash Flow Statement	Problems and exercises with theoretical discussion	Ability to prepare a statement of changes in financial position with respect to working capital and cash flow.
9	Corporate Financial Reporting – Reading of Annual Report, Presentation and analysis of audit reports and directors report. (Students should be exposed to reading of Annual Reports of companies both detailed and summarized version)	Assignment discussion	Ability to read Annual Reports, Presentation and analysis of audit reports and directors’ report
10	Basics of Cost Accounting	Theoretical discussion	Understanding basic cost concepts and ability to prepare a simple cost sheet
11	Ethical Issues in accounting	Theoretical discussion	Understanding the difference between errors and frauds; creative accounting and the Corporate Governance Report.

Text Books

1	Financial Accounting for Management – Dinesh D Harsolekar
2	Financial Accounting –Text and Cases – Dearden and Bhattacharyya
3	Accounting- Text and Cases – Robert Anthony, david Hawkins and Kenneth Merchant

Reference Books

1	Financial Accounting - Reporting & Analysis – Stice and Diamond
2	Full Text of Indian Accounting standard – Taxmann Publication
3	Financial Accounting for Managers – T.P. Ghosh
4	Financial Accounting – R. Narayanaswamy

Assessment

Internal	40%
Semester end	60%



Sr. No.	Content	Activity	Learning outcomes
	receipt and accounting; Order selection and prioritization: Order scheduling, fulfilling and delivery, Order billing and payment Management; Post sales services.		
3	Business to Business E-Commerce: Need and alternative models of B2B e - commerce; Using Public and private computer networks for B2B trading: EDI and paperless trading: characteristic features of EDI service arrangement; Internet based EDI; EDI architecture and standards; Costs of EDI infrastructure; Reasons for slow acceptability of EDI for trading; E-marketing – Traditional web Promotion: Web counters; Web advertisements.	Lecture	
4	Electronic Payment Systems and Order Fulfillment: Types of payment systems - e-cash and currency servers, e-cheques, credit cards, smart cards, electronic purses and debit cards; Operational, credit and legal risks of e - payment, Risk management options for e - payment systems; Order fulfillment for e –commerce.	Lecture and cases	
5	Security Issues in E-Commerce: Security risks of e-commerce-Types and sources of threats; Protecting electronic commerce assets and intellectual property; Firewalls; Client server network security; Data and message security; Security tools; Digital identity and electronic signature; Encryption approach to e-commerce security. Salient provisions for Security and Privacy, ; Legal and Regulatory Environment for e-commerce, cyber laws in India and their limitations Taxation and e -commerce; Management of Risk: Introduction, Introduction to Risk Management, Disaster Recovery Plans, Risk Management Paradigm		

Sr. No.	Content	Activity	Learning outcomes
6	Management Challenges and Opportunities of E- Commerce: New Business Model, Required Changes in Business Processes, Channel Conflicts, Ethical issues in e-commerce.		
7	Case Studies and Presentations.		

Text books

1	Electronic commerce – A managerial perspectives Efraim Turban , David King , Jae lee
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Reference books

1	CIO magazine- www.cio.com
2	Technology Forecast- Price Waterhouse Coopers
3	McKinsey Quarterly- www.mckinseyquarterly.com
4	"XML Web Services Professional Projects" Authors: Geetanjali Arora & Sai Kishore Publisher: Premier Press ISBN: 1931841365
5	"Service-Oriented Architecture: A field Guide to Integrating XML and Web Services" Author: Thomas Erl Publisher: Prentice Hall ISBN: 0-13-142898-5

Assessment

Internal	40%
Semester end	60%



PROGRAM : MMS

Semester	:	II
Title of the Subject / course	:	Business Research Methods
Course Code	:	
Credits	:	4
Duration in Hrs	:	40

Learning Objectives

1	To understand the importance of research and various methods that researcher used to investigate problems
2	Applying Modern Analytical tools for Business Management Decisions
3	To derive strategies from the research
4	To understand the challenges in collecting the data collection and analysis
5	To interpret the data to make meaningful decisions.

Prerequisites if any	
Connections with Subjects in the current or Future courses	

Module

Sr. No.	Content	Activity	Learning outcomes
1	Introduction to Research	Lecture	Meaning of research; Types of research- Exploratory research, Conclusive research; The process of research; Research applications in social and business sciences; Features of a Good research study.
2	Research Problem and Formulation of Research Hypotheses	Lecture	Defining the Research problem; Management Decision Problem vs Management Research Problem; Problem identification process; Components of the research problem; Formulating the research hypothesis- Types of Research hypothesis; Writing a research proposal- Contents of a research proposal and types of research proposals.
3	Research Design	Lecture	Meaning of Research Designs; Nature and Classification of Research Designs; Exploratory Research Designs: Secondary Resource analysis, Case study Method, Expert opinion survey, Focus group discussions; Descriptive Research Designs: Cross-sectional studies and Longitudinal studies; Experimental Designs, Errors affecting Research Design
4	Primary and Secondary Data	Field Work	Classification of Data; Secondary Data: Uses, Advantages, Disadvantages, Types and sources; Primary Data Collection: Observation method, Focus Group Discussion, Personal Interview method

Sr. No.	Content	Activity	Learning outcomes
5	Attitude Measurement and Scaling	Lecture	Types of Measurement Scales; Attitude; Classification of Scales: Single item vs Multiple Item scale, Comparative vs Non-Comparative scales, Measurement Error, Criteria for Good Measurement
6	Questionnaire Design	Lecture	Questionnaire method; Types of Questionnaires; Process of Questionnaire Designing; Advantages and Disadvantages of Questionnaire Method
7	Sampling and Data Processing	Case Study and SPSS / Excel	Sampling concepts- Sample vs Census, Sampling vs Non Sampling error; Sampling Design- Probability and Non Probability Sampling design; Determination of Sample size- Sample size for estimating population mean, Determination of sample size for estimating the population proportion Data Editing- Field Editing, Centralized in house editing; Coding- Coding Closed ended structured Questions, Coding open ended structured Questions; Classification and Tabulation of Data.
8	Univariate and Bivariate Analysis of Data	SPSS Lab / Excel	Descriptive vs Inferential Analysis, Descriptive Analysis of Univariate data- Analysis of Nominal scale data with only one possible response, Analysis of Nominal scale data with multiple category responses, Analysis of Ordinal Scaled Questions, Measures of Central Tendency, Measures of Dispersion; Descriptive Analysis of Bivariate data
9	Testing of Hypotheses	Analyzing Primary Data	Concepts in Testing of Hypothesis – Steps in testing of hypothesis, Test Statistic for testing hypothesis about population mean; Tests concerning Means- the case of single population; Tests for Difference between two population means; Tests concerning population proportion- the case of single population; Tests for difference between two population proportions.
10	Chi-square Analysis	Analyzing Primary Data	Chi square test for the Goodness of Fit; Chi square test for the independence of variables; Chi square test for the equality of more than two population proportions
11	Analysis of Variance	Lecture and Analyzing Primary Data	Completely randomized design in a one-way ANOVA; Randomized block design in two way ANOVA; Factorial design
12	Research Report Writing and Ethics in research	Lecture	Types of research reports – Brief reports and Detailed reports; Report writing: Structure of the research report- Preliminary section, Main report, Interpretations of Results and



PROGRAM : MMS

Semester	:	II - Core		
Title of the Subject / course	:	Human Resource Management		
Course Code	:			
Credits	:	4	Duration in Hrs	: 40

Learning Objectives

1	To prepare a student for a career in industry and services.
2	To facilitate learning in modern concepts, techniques and practices in the management of human resources
3	To expose the student to different functional areas of Human Resource Management to enhance the effectiveness.

Prerequisites if any	
Connections with Subjects in the current or Future courses	

Module

Sr. No.	Content	Activity	Learning outcomes
1	Human Resource Management	Lecture	Apply the theoretical and practical aspects of human resource management to formulate strategies that will enable organizations to achieve both operational and strategic goals related to the organization's human capital.
2	Organization of Personnel Functions	Lecture	Understand the scope of HRM and its relationship to other social sciences
3	Manpower Planning	Lecture	Study the personnel function with respect to its organization , polices and responsibilities in an organization
4	Motivating Employees –	Lecture	Understand the importance and the process of man power planning, the process of job analysis, compare and contrast methods used for selection and placement of human resources.
5	Performance Appraisal Systems	Lecture	Understand the application of the theories of motivation, explaining the difference between internal and external equity in terms of monetary and non-monetary rewards and recognition
6	Training & Development –	Lecture	Discuss the importance and process of performance management, organizational strategic planning and succession planning.
7	Organisation Development –	Lecture	Describe the steps required to analyze needs , develop and evaluate an employee training and development programs in organizations



Sr. No.	Content	Activity	Learning outcomes
8	Management of Organizational Change	Lecture	Define the concept and practice of change management and organizational development; with an analytical insight related to application of OD interventions strategically
9	HRD Strategies for Long Term Planning & Growth	Lecture	
10	Case Studies and Presentations		

Text books

1	Human Resource Management – P.SubbaRao
2	

Reference books

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

Assessment

Internal	40%
Semester end	60%


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