Vidyalankar Institute of Technology

An Autonomous Institute affiliated to University of Mumbai

Master

of

Management Studies

Second Year Programme Structure

(As per AICTE guidelines, with effect from the Academic Year 2024-25)

STRUCTURE OF SECOND YEAR OF POST GRADUATE MANAGEMENT PROGRAM:

Sr. No	Category	Credits Proposed
1	Core	03
2	General Education	02
3	Internship/Projects/Field Work	09
4	Specialisation Core	18
5	Specialisation Electives	12
6	Credit Transfer Course	04
	Total	**48**

The Autonomous curriculum for MMS is developed considering the current industry needs in terms of skill sets demanded under new business environment. The course structure is designed keeping in mind learner aspirations and corporate expectations. The second year of the programme offers following courses:

1. **Core Courses**: These are foundational and general management courses to help the learner to acquire tools, techniques, skills and concepts used in business. Core courses comprise of courses focusing on business administration areas like Accounting, Marketing, Communication, Leadership etc.

2. **General Education Courses:** To facilitate holistic and multidisciplinary education, novel and engaging course options will be offered to learners, in addition to courses of 2nd year. The emphasis of these courses is to develop proactive thinking to apply the knowledge in the dynamic and socio-economic business ecosystem.

3. **Specialisation Core**: Specialisation core courses focus on rigorous grounding corresponding to the area of selected specialisation. It helps the learners to develop proficiency in selected specializations after completing the core and open elective courses of business and management in 1st year.

4. **Specialisation Electives:** Learners can select electives from their chosen specialisation to explore and strengthen their area of expertise. It endeavours to strengthen learners chosen specialisation by selecting these electives to build the skill sets for learners through an integrated framework of theoretical and practical training for gaining deeper understanding in their selected specialisation.

5. **Credit Transfer Course:** A credit transfer course is designed to allow students to earn academic credits at one institution and then transfer those credits to another institution, typically towards the completion of a degree or certification.

STRUCTURE OF SECOND YEAR POST GRADUATE MANAGEMENT PROGRAM

SYMMS - Semester III – Finance (F)

Course Code	Course Name	Lecture Hours Per Week	Credits Assigned
MS34	Summer Internship Project	--	5
MS35	Business and Sustainable Development	3	3
MSF27	Financial Markets, Institutions and Products	3	3
MSF28	Investment Analysis and Portfolio Management	3	3
MSF29	Mergers, Acquisitions and Corporate Valuation	3	3
MSF30	Financial Regulations	3	3
MSF31	Business Taxation	3	3
MSF32	Wealth Management	3	3
MSFXX	Specialisation Elective I	3	3
MSFXX	Specialisation Elective II	3	3
MSFXX	Specialisation Elective III	3	3
MSGEXX	General Education Course	3	2
Total		**33**	**37**

Second Year Third Semester Specialisation Electives (SE): Finance (F)

Course Code	Course Name	Lecture Hours Per Week	Credits Assigned
MS36	Business Analytics	3	3
MSF33	Derivatives and Risk Management	3	3
MSF34	Project Appraisal and Financing	3	3
MSF35	Banking, Products and Services	3	3
MSF36	International Finance	3	3
MSF37	Financial Modeling and Equity Research	3	3
MSF38	Behavioural Finance	3	3
MSF39	Fixed Income Securities	3	3
MSF40	Investment Banking	3	3
MSF41	Venture Capital and Private Equity	3	3
MSF42	Treasury Management	3	3

SYMMS - Semester III – Marketing (M)

Course Code	Course Name	Lecture Hours Per Week	Credits Assigned
MS34	Summer Internship Project	--	5
MS35	Business and Sustainable Development	3	3
MSM27	Rural Marketing	3	3
MSM28	Product and Brand Management	3	3
MSM29	Sales Management	3	3
MSM30	Customer Driven Marketing Strategy	3	3
MSM31	Consumer Behaviour and B to B Marketing	3	3
MSM32	IMC and Digital Marketing	3	3
MSMXX	Specialisation Elective I	3	3
MSMXX	Specialisation Elective II	3	3
MSMXX	Specialisation Elective III	3	3
MSGEXX	General Education Course	3	2
Total		**33**	**37**

Second Year Third Semester Specialisation Electives (SE): Marketing (M)

Course Code	Course Name	Lecture Hours Per Week	Credits Assigned
MS36	Business Analytics	3	3
MSM33	Services Marketing	3	3
MSM34	Marketing Research	3	3
MSM35	Customer Relationship Management	3	3
MSM36	Financial Aspect of Marketing	3	3
MSM37	Retail Management	3	3
MSM38	Event Management	3	3
MSM39	Marketing Analytics	3	3
MSM40	E-Commerce	3	3
MSM41	International Marketing	3	3
MSM42	Marketing of Technologies	3	3

SYMMS - Semester III - Human Resource (H)

Course Code	Course Name	Lecture Hours Per Week	Credits Assigned
MS34	Summer Internship Project	--	5
MS35	Business and Sustainable Development	3	3
MSH27	Training and Development	3	3
MSH28	Compensation and Benefits	3	3
MSH29	Competency and Performance Management	3	3
MSH30	Industrial Relations and Labour Laws	3	3
MSH31	Human Resource Planning and HRIS	3	3
MSH32	Talent Management	3	3
MSHXX	Specialisation Elective I	3	3
MSHXX	Specialisation Elective II	3	3
MSHXX	Specialisation Elective III	3	3
MSGEXX	General Education Course	3	2
Total		**33**	**37**

Second Year Third Semester Specialisation Electives (SE): Human Resource (H)

Course Code	Course Name	Lecture Hours Per Week	Credits Assigned
MS36	Business Analytics	3	3
MSH33	OD and Change Management	3	3
MSH34	Gender and Diversity Management	3	3
MSH35	Psychometric Assessment	3	3
MSH36	HRM in Service Sector	3	3
MSH37	Negotiation Management	3	3
MSH38	Employer Branding	3	3
MSH39	HR Analytics	3	3
MSH40	Strategic HRM	3	3
MSH41	Global HRM	3	3
MSH42	Organisation Structure Theory and Design	3	3

SYMMS - Semester III – Operations (O)

Course Code	Course Name	Lecture Hours Per Week	Credits Assigned
MS34	Summer Internship Project	--	5
MS35	Business and Sustainable Development	3	3
MSO27	Technology Management	3	3
MSO28	Services Operations Management	3	3
MSO29	Purchasing and Materials Management	3	3
MSO30	Project Management	3	3
MSO31	Logistics Management	3	3
MSO32	Retail Store Management	3	3
MSOXX	Specialisation Elective I	3	3
MSOXX	Specialisation Elective II	3	3
MSOXX	Specialisation Elective III	3	3
MSGEXX	General Education Course	3	2
Total		**33**	**37**

Second Year Third Semester Specialisation Electives (SE): Operations (O)

Course Code	Course Name	Lecture Hours Per Week	Credits Assigned
MS36	Business Analytics	3	3
MSO33	Supply Chain Analytics	3	3
MSO34	Operations Outsourcing and Offshoring	3	3
MSO35	Retail Supply Chain Management	3	3
MSO36	Product Design	3	3
MSO37	Reverse and Contract Logistics	3	3
MSO38	World Class Manufacturing	3	3
MSO39	Warehouse Distribution and Transportation	3	3
MSO40	Total Quality Management	3	3
MSO41	Port and Terminal Management	3	3
MSO42	Containerization and Allied Business	3	3

SYMMS - Semester III - Information System (I)

Course Code	Course Name	Lecture Hours Per Week	Credits Assigned
MS34	Summer Internship Project	--	5
MS35	Business and Sustainable Development	3	3
MSI27	Software Project Management	3	3
MSI28	Data Management & Warehousing	3	3
MSI29	Enterprise Management System	3	3
MSI30	Big Data and Analytics	3	3
MSI31	Knowledge Management	3	3
MSI32	Software Engineering	3	3
MSIXX	Specialisation Elective I	3	3
MSIXX	Specialisation Elective II	3	3
MSIXX	Specialisation Elective III	3	3
MSGEXX	General Education Course	3	2
Total		**33**	**37**

Second Year Third Semester Specialisation Electives (SE): Information System (I)

Course Code	Course Name	Lecture Hours Per Week	Credits Assigned
MS36	Business Analytics	3	3
MSI33	Cloud Computing & Virtualization	3	3
MSI34	Information System Security and Audit	3	3
MSI35	Data Mining and Business Intelligence	3	3
MSI36	IT Consulting	3	3
MSI37	Digital Business	3	3
MSI38	Governance of Enterprise IT & Compliance	3	3
MSI39	Cyber Laws & Managing Enterprise IT Risk	3	3
MSI40	Technology of E - Commerce	3	3
MSI41	Strategic Information Technology Management	3	3
MSI42	Managing Technology Business & IT Resource Management	3	3

SYMMS - Semester IV – Finance (F)

Course Code	Course Name	Lecture Hours Per Week	Credits Assigned
MS37	Research Project/ Live Project/ Internship	3	4
MS38	Credit Transfer Course	3	4
MSHXX	Specialisation Elective	3	3
Total		**9**	**11**

SYMMS - Semester IV – Marketing (M)

Course Code	Course Name	Lecture Hours Per Week	Credits Assigned
MS37	Functional Project/ Research Project	3	4
MS38	Credit Transfer Course	3	4
MSHXX	Specialisation Elective	3	3
Total		**9**	**11**

SYMMS - Semester IV - Human Resource (H)

Course Code	Course Name	Lecture Hours Per Week	Credits Assigned
MS37	Functional Project/ Research Project	3	4
MS38	Credit Transfer Course	3	4
MSHXX	Specialisation Elective	3	3
Total		**9**	**11**

SYMMS - Semester IV – Operations (O)

Course Code	Course Name	Lecture Hours Per Week	Credits Assigned
MS37	Functional Project/ Research Project	3	4
MS38	Credit Transfer Course	3	4
MSHXX	Specialisation Elective	3	3
Total		**9**	**11**

SYMMS - Semester IV - Information System (IS)

Course Code	Course Name	Lecture Hours Per Week	Credits Assigned
MS37	Functional Project/ Research Project	3	4
MS38	Credit Transfer Course	3	4
MSHXX	Specialisation Elective	3	3
Total		**9**	**11**

Course Structure and Assessment Guidelines

for

Master

of

Management Studies

SYMMS - Semester III (Finance) - Assessment Guidelines:

Course Code	Course	Scheme	Assessment Guidelines Lecture	
			Max Marks	Passing %
MS34	Summer Internship Project	--	--	50%
		ESE	100	
MS35	Business and Sustainable Development	ISA	40	50%
		ESE	60	
MSF27	Financial Markets, Institutions and Products	ISA	40	50%
		ESE	60	
MSF28	Investment Analysis and Portfolio Management	ISA	40	50%
		ESE	60	
MSF29	Mergers, Acquisitions and Corporate Valuations	ISA	40	50%
		ESE	60	
MSF30	Financial Regulations	ISA	40	50%
		ESE	60	
MSF31	Business Taxation	ISA	40	50%
		ESE	60	
MSF32	Wealth Management	ISA	40	50%
		ESE	60	
MS36	Business Analytics	ISA	40	50%
		ESE	60	
MSF33	Derivatives and Risk Management	ISA	40	50%
		ESE	60	
MSF34	Project Appraisal and Financing	ISA	40	50%
		ESE	60	
MSF35	Banking, Products and Services	ISA	40	50%
		ESE	60	
MSF36	International Finance	ISA	40	50%
		ESE	60	
MSF37	Financial Modelling and Equity Research	ISA	40	50%
		ESE	60	
MSF38	Behavioural Finance	ISA	40	50%
		ESE	60	
MSF39	Fixed Income Securities	ISA	40	50%
		ESE	60	
MSF40	Investment Banking	ISA	40	50%
		ESE	60	
MSF41	Venture Capital and Private Equity	ISA	40	50%
		ESE	60	
MSF42	Treasury Management	ISA	40	50%
		ESE	60	
MSGE04	Indian Cinema Global Perspective	As per Course		50%
MSGE05	Corporate Etiquette			

Course Code	Course	Scheme	Assessment Guidelines	
			Lecture	
			Max Marks	**Passing %**
MSGE06	Waste Management			
MSGE07	AIMA BizLab Simulation			

*ISA- In Semester Assessment, ESE – End Semester Examination

The assessment guidelines for the courses of different credits are mentioned above. Notwithstanding the above, each course faculty shall have the choice to propose her/his assessment methodology based on the nature of the course. However, the proposed assessment methodology shall be approved by a panel constituted at Institute level and published to the learners before the commencement of the semester.

SYMMS - Semester IV (Finance) – Assessment Guidelines:

Course Code	Course	Scheme	Assessment Guidelines	
			Lecture	
			Max Marks	**Passing %**
MS37	Research Project/ Live Project/ Internship	--	--	50%
		ESE	100	
MS38	Credit Transfer Course	ISA	40	50%
		ESE	60	

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SYMMS - Semester III (Marketing) - Assessment Guidelines:

Course Code	Course	Scheme	Assessment Guidelines Lecture	
			Max Marks	Passing %
MS34	Summer Internship Project	--	--	50%
		ESE	100	
MS35	Business and Sustainable Development	ISA	40	50%
		ESE	60	
MSM27	Rural Marketing	ISA	40	50%
		ESE	60	
MSM28	Product and Brand Management	ISA	40	50%
		ESE	60	
MSM29	Sales Management	ISA	40	50%
		ESE	60	
MSM30	Customer Driven Marketing Strategy	ISA	40	50%
		ESE	60	
MSM31	Consumer Behaviour and B to B Marketing	ISA	40	50%
		ESE	60	
MSM32	IMC and Digital Marketing	ISA	40	50%
		ESE	60	
MS36	Business Analytics	ISA	40	50%
		ESE	60	
MSM33	Services Marketing	ISA	40	50%
		ESE	60	
MSM34	Marketing Research	ISA	40	50%
		ESE	60	
MSM35	Customer Relationship Management	ISA	40	50%
		ESE	60	
MSM36	Financial Aspect of Marketing	ISA	40	50%
		ESE	60	
MSM37	Retail Management	ISA	40	50%
		ESE	60	
MSM38	Event Management	ISA	40	50%
		ESE	60	
MSM39	Marketing Analytics	ISA	40	50%
		ESE	60	
MSM40	E-Commerce	ISA	40	50%
		ESE	60	
MSM41	International Marketing	ISA	40	50%
		ESE	60	
MSM42	Marketing of Technologies	ISA	40	50%
		ESE	60	
MSGE04	Indian Cinema Global Perspective	As per Course		50%
MSGE05	Corporate Etiquette			

Course Code	Course	Scheme	Assessment Guidelines	
			Lecture	
			Max Marks	Passing %
MSGE06	Waste Management			
MSGE07	AIMA BizLab Simulation			

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SYMMS - Semester IV (Marketing) – Assessment Guidelines:

Course Code	Course	Scheme	Assessment Guidelines	
			Lecture	
			Max Marks	Passing %
MS37	Research Project/ Live Project/ Internship	--	--	50%
		ESE	100	
MS38	Credit Transfer Course	ISA	40	50%
		ESE	60	

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SYMMS - Semester III (Human Resource) - Assessment Guidelines:

Course Code	Course	Scheme	Assessment Guidelines	
			Lecture	
			Max Marks	Passing %
MS34	Summer Internship Project	--	--	50%
		ESE	100	
MS35	Business and Sustainable Development	ISA	40	50%
		ESE	60	
MSH27	Training and Development	ISA	40	50%
		ESE	60	
MSH28	Compensation and Benefits	ISA	40	50%
		ESE	60	
MSH29	Competency and Performance Management	ISA	40	50%
		ESE	60	
MSH30	Industrial Relations and Labour Laws	ISA	40	50%
		ESE	60	
MSH31	Human Resource Planning and HRIS	ISA	40	50%
		ESE	60	
MSH32	Talent Management	ISA	40	50%
		ESE	60	
MS36	Business Analytics	ISA	40	50%
		ESE	60	
MSH33	OD and Change Management	ISA	40	50%
		ESE	60	
MSH34	Gender and Diversity Management	ISA	40	50%
		ESE	60	
MSH35	Psychometric Assessment	ISA	40	50%
		ESE	60	
MSH36	HRM in Service Sector	ISA	40	50%
		ESE	60	
MSH37	Negotiation Management	ISA	40	50%
		ESE	60	
MSH38	Employer Branding	ISA	40	50%
		ESE	60	
MSH39	HR Analytics	ISA	40	50%
		ESE	60	
MSH40	Strategic HRM	ISA	40	50%
		ESE	60	
MSH41	Global HRM	ISA	40	50%
		ESE	60	
MSH42	Organisation Structure Theory and Design	ISA	40	50%
		ESE	60	
MSGE04	Indian Cinema Global Perspective	As per Course		50%
MSGE05	Corporate Etiquette			

Course Code	Course	Scheme	Assessment Guidelines	
			Lecture	
			Max Marks	**Passing %**
MSGE06	Waste Management			
MSGE07	AIMA BizLab Simulation			

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The assessment guidelines for the courses of different credits are mentioned above. Notwithstanding the above, each course faculty shall have the choice to propose her/his assessment methodology based on the nature of the course. However, the proposed assessment methodology shall be approved by a panel constituted at Institute level and published to the learners before the commencement of the semester.

SYMMS - Semester IV (Human Resource) – Assessment Guidelines:

Course Code	Course	Scheme	Assessment Guidelines	
			Lecture	
			Max Marks	**Passing %**
MS37	Research Project/ Live Project/ Internship	--	--	50%
		ESE	100	
MS38	Credit Transfer Course	ISA	40	50%
		ESE	60	

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The assessment guidelines for the courses of different credits are mentioned above. Notwithstanding the above, each course faculty shall have the choice to propose her/his assessment methodology based on the nature of the course. However, the proposed assessment methodology shall be approved by a panel constituted at Institute level and published to the learners before the commencement of the semester.

SYMMS - Semester III (Operations) - Assessment Guidelines:

Course Code	Course	Scheme	Assessment Guidelines Lecture	
			Max Marks	Passing %
MS34	Summer Internship Project	--	--	50%
		ESE	100	
MS35	Business and Sustainable Development	ISA	40	50%
		ESE	60	
MSO27	Technology Management	ISA	40	50%
		ESE	60	
MSO28	Services Operations Management	ISA	40	50%
		ESE	60	
MSO29	Purchasing and Materials Management	ISA	40	50%
		ESE	60	
MSO30	Project Management	ISA	40	50%
		ESE	60	
MSO31	Logistics Management	ISA	40	50%
		ESE	60	
MSO32	Retail Store Management	ISA	40	50%
		ESE	60	
MS36	Business Analytics	ISA	40	50%
		ESE	60	
MSO33	Supply Chain Analytics	ISA	40	50%
		ESE	60	
MSO34	Operations Outsourcing and Offshoring	ISA	40	50%
		ESE	60	
MSO35	Retail Supply Chain Management	ISA	40	50%
		ESE	60	
MSO36	Product Design	ISA	40	50%
		ESE	60	
MSO37	Reverse and Contract Logistics	ISA	40	50%
		ESE	60	
MSO38	World Class Manufacturing	ISA	40	50%
		ESE	60	
MSO39	Warehouse Distribution and Transportation	ISA	40	50%
		ESE	60	
MSO40	Total Quality Management	ISA	40	50%
		ESE	60	
MSO41	Port and Terminal Management	ISA	40	50%
		ESE	60	
MSO42	Containerization and Allied Business	ISA	40	50%
		ESE	60	
MSGE04	Indian Cinema Global Perspective	As per Course		50%
MSGE05	Corporate Etiquette			

Course Code	Course	Scheme	Assessment Guidelines	
			Lecture	
			Max Marks	Passing %
MSGE06	Waste Management			
MSGE07	AIMA BizLab Simulation			

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SYMMS - Semester IV (Operations) – Assessment Guidelines:

Course Code	Course	Scheme	Assessment Guidelines	
			Lecture	
			Max Marks	Passing %
MS37	Research Project/ Live Project/ Internship	--	--	50%
		ESE	100	
MS38	Credit Transfer Course	ISA	40	50%
		ESE	60	

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The assessment guidelines for the courses of different credits are mentioned above. Notwithstanding the above, each course faculty shall have the choice to propose her/his assessment methodology based on the nature of the course. However, the proposed assessment methodology shall be approved by a panel constituted at Institute level and published to the learners before the commencement of the semester.

SYMMS - Semester III (Information System) - Assessment Guidelines:

Course Code	Course	Scheme	Assessment Guidelines Lecture	
			Max Marks	Passing %
MS34	Summer Internship Project	--	--	50%
		ESE	100	
MS35	Business and Sustainable Development	ISA	40	50%
		ESE	60	
MSI27	Software Project Management	ISA	40	50%
		ESE	60	
MSI28	Data Management & Warehousing	ISA	40	50%
		ESE	60	
MSI29	Enterprise Management System	ISA	40	50%
		ESE	60	
MSI30	Big Data and Analytics	ISA	40	50%
		ESE	60	
MSI31	Knowledge Management	ISA	40	50%
		ESE	60	
MSI32	Software Engineering	ISA	40	50%
		ESE	60	
MS36	Business Analytics	ISA	40	50%
		ESE	60	
MSI33	Cloud Computing & Virtualization	ISA	40	50%
		ESE	60	
MSI34	Information System Security and Audit	ISA	40	50%
		ESE	60	
MSI35	Data Mining and Business Intelligence	ISA	40	50%
		ESE	60	
MSI36	IT Consulting	ISA	40	50%
		ESE	60	
MSI37	Digital Business	ISA	40	50%
		ESE	60	
MSI38	Governance of Enterprise IT & Compliance	ISA	40	50%
		ESE	60	
MSI39	Cyber Laws & Managing Enterprise IT Risk	ISA	40	50%
		ESE	60	
MSI40	Technology of E - Commerce	ISA	40	50%
		ESE	60	
MSI41	Strategic Information Technology Management	ISA	40	50%
		ESE	60	
MSI42	Managing Technology Business & IT Resource Management	ISA	40	50%
		ESE	60	
MSGE04	Indian Cinema Global Perspective	As per Course		50%
MSGE05	Corporate Etiquette			

Course Code	Course	Scheme	Assessment Guidelines	
			Lecture	
			Max Marks	Passing %
MSGE06	Waste Management			
MSGE07	AIMA BizLab Simulation			

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The assessment guidelines for the courses of different credits are mentioned above. Notwithstanding the above, each course faculty shall have the choice to propose her/his assessment methodology based on the nature of the course. However, the proposed assessment methodology shall be approved by a panel constituted at Institute level and published to the learners before the commencement of the semester.

SYMMS - Semester IV (Information System) – Assessment Guidelines:

Course Code	Course	Scheme	Assessment Guidelines	
			Lecture	
			Max Marks	Passing %
MS37	Research Project/ Live Project/ Internship	--	--	50%
		ESE	100	
MS38	Credit Transfer Course	ISA	40	50%
		ESE	60	

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