

## As Per NEP 2020

# University of Mumbai



<b>Syllabus for Basket of Open Electives</b>	
<b>Ad- hoc Board of Studies in B. Com. (Management Studies)</b>	
<b>UG First Year Programme</b>	
<b>Semester</b>	<b>I</b>
<b>Title of Paper</b>	<b>Credits 2/ 4</b>
<b>Case Studies in Management</b>	<b>2</b>
<b>From the Academic Year</b>	<b>2024-25</b>

Sr. No.	Heading	Particulars
1	<b>Description the course:</b>  <b>Including but not limited to:</b>	Management is not only an essence in all fields but it is a prevalent tool in the hands of corporates to governments. From planning to controlling and from budgeting to reporting, all managerial elements are the most essential parts of daily life. So the learners need to know about all aspects from rural development to creating artificial intelligence. They will understand how to develop India, one of the fifth most powerful economies in the world. It is expected that the learners should learn how to develop our economy and management for the future generation from these managerial facets.
2	<b>Vertical :</b>	Major/Minor/ <b>Open Elective</b> /Skill Enhancement / Ability Enhancement/Indian Knowledge System ( Choose By √ )
3	<b>Type :</b>	Theory / Practical
4	<b>Credit:</b>	2 credits
5	<b>Hours Allotted :</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks
7	<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. Identify the usages of case studies in the management</li> <li>2. Analyse case studies using relevant theoretical frameworks</li> <li>3. Develop and present well-supported recommendations for business challenges through case studies</li> </ol>	

<b>8</b>	<p><b>Course Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Learners should understand the importance of case studies in management.</li> <li>2. Students should develop analytical skills to dissect complex business problems.</li> <li>3. Learners should apply theoretical frameworks to real-world case studies.</li> </ol>
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<b>9</b>	<p><b>Modules: -</b></p>
	<p><b>Module 1:</b> Importance of Case Studies in Management</p>
	<ol style="list-style-type: none"> <li>a) Meaning of Case Study, Features of Case study, Need of Case study, Advantages of case studies in management</li> <li>b) Approach of Theoretical case studies and Practical case studies, difference between theory and practical case studies, Usages of case studies in the industry</li> </ol>
	<p><b>Module 2:</b> Types and Examples of Case Studies</p>
	<ol style="list-style-type: none"> <li>a) Types: By Purpose, By Focus, By the role of the researcher, By types of the Industry, By Role models</li> <li>b) Examples of the case studies: Indian business houses, famous overseas businesses, famous personalities.</li> </ol>
<b>10</b>	<p><b>Text Books:</b></p> <ul style="list-style-type: none"> <li>● Ramaswamy. V S &amp; Namakumari. S, <i>MARKETING MANAGEMENT-PLANNING IMPLEMENTATION AND CONTROL</i>, Macmillan Business Books, New Delhi, 2002,</li> <li>● <i>Hall Of India</i>, New Delhi,</li> <li>● Sanjay Mohapatra: 2011: <i>Case Studies in Strategic Management: A Practical Approach</i>: Pearson Education Publication India</li> </ul>

<b>11</b>	<p><b>Reference Books:</b></p> <ul style="list-style-type: none"> <li>● <i>Case Studies in Strategic Management</i> by <b>Sanjay Mohapatra</b></li> <li>● <i>Business Cases and How to Crack Them</i> by <b>Mimi Hoang</b></li> <li>● <i>The Case Study Handbook</i> by <b>Robert Yin</b></li> <li>● <i>Case in Point: Complete Guide to Case Study Analysis</i> by <b>Judith Rae Weston</b></li> <li>● Harvard Business School Cases.</li> </ul>
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12	<b>Internal Continuous Assessment: 40%</b>	<b>External, Semester End Examination Individual Passing in Internal and External Examination : 60%</b>
13	<b>Continuous Evaluation through:</b> Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.( at least 3 )	
14	<b>Format of Question Paper: for the final examination</b> <b>External Paper Pattern (30 Marks)</b> Q1. Case Study Analysis 10 Marks Q2. Answer the following (Any One) 10 marks A Or B Q3. Answer the following (Any One) 10 Marks A Or B	

**Sign of the BOS  
Chairman  
Prof. Dr. Kanchan  
Fulmali  
BOS in BMS**

**Sign of the  
Offg. Associate Dean  
Dr. Ravikant Balkrishna  
Sangurde  
Faculty of Commerce**

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

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