

Rayat Shikshan Sanstha's
Karmaveer Bhaurao Patil College Vashi, Navi Mumbai
(Autonomous College)
[University of Mumbai]

Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of Course	F.Y.BMS
2	Eligibility for Admission	12th Pass in any stream or equivalent qualification Open category- Minimum 45% Reserved category- Minimum 40%
3	Passing Marks	
4	Ordinances / Regulations (if any)	
5	No. of Years / Semesters	One year / Two semester
6	Level	U.G.
7	Pattern	Semester
8	Status	Revised
9	To be implemented from Academic year	2018-2019

AC- 2.3 01/09/2018

Item No-



**Rayat Shikshan Sanstha's
KARMAVEER BHAURAO PATIL COLLEGE, VASHI.
NAVI MUMBAI
(AUTONOMOUS COLLEGE)**

Sector-15- A, Vashi, Navi Mumbai - 400 703

Syllabus for F.Y.B.M.S

Program: Bachelor of Management Studies

Course: F.Y.B.M.S.

Choice Based Credit, Grading and Semester System with effect from the academic year 2018-2019)

Preamble of the Syllabus:

In this era of dynamic and rapidly changing global business environment, it is essential to develop competent managerial talent for making resources productive and achieving high levels of competitiveness in organizations. The Programme aims at developing students with effective human, technical and conceptual skills, along with comprehensive knowledge of the core functional areas of management like finance, marketing, human resource management etc. This Programme helps to create new frontiers of knowledge & standards of achievement to develop students as committed, responsible, ethical and active managers; honing their latent skills, sparking their curiosity, developing leadership qualities and the ability to influence and change their organization and society as a whole in a positive, significant and wholesome manner; thereby enabling them to reach their zenith of potentials.

Bachelor of Management Studies (BMS) Programme

(Choice Based Credit, Grading and Semester system)

Objectives of the Course:

- Provide in depth knowledge of different managerial functions.
- Develop competent human resource for fulfilling the requirement of Industry.
- Develop future managers by honing their latent skills and encouraging their ethical and positive approach towards society.

Course Outcome: By the end of the course, a student should be able to:

- Apply their knowledge and skills of management and technology in the planning, and supervision of works in related organisations.
- Solve problems critically, logically, creatively and analytically based on sound facts and ideas.
- Communicate effectively across a range of contexts and audiences.

FYBMS

(To be implemented from Academic Year- 2018-2019)

Course Type	Course Code	Course Title	Weekly Lecture (Hrs.)	Credits	CE	TE	Total
Core	UGBMS101	Principles of Management	4	3	40	60	100
Core	UGBMS102	Business Law	4	3	40	60	100
Core	UGBMS103	Business Statistics	4	3	40	60	100
Core	UGBMS104	Introduction to Financial Accounts	4	3	40	60	100
Core	UGBMS105	Foundation of Human Skills	4	3	40	60	100
AEC	UGBMS106	Business Communication-I	4	3	40	60	100
SEC	UGBMS107	Foundation Course-I	3	2	40	60	100
SEC	UGBMS108	* Skill enhancement course	2	1	20	30	50
Total			29	21	300	450	750
Core	UGBMS201	Principles of Marketing	4	3	40	60	100
Core	UGBMS202	Industrial Law	4	3	40	60	100
Core	UGBMS203	Business Mathematics	4	3	40	60	100
Core	UGBMS204	Business Economics-I	4	3	40	60	100
Core	UGBMS205	Business Environment	4	3	40	60	100
AEC	UGBMS206	Business Communication-II	4	3	40	60	100
SEC	UGBMS207	Foundation Course-II	3	2	40	60	100
SEC	UGBMS208	*Value added course	2	1	-	50	50
Total			29	21	300	450	750

**Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester I
with Effect from the Academic Year 2018-2019**

Core Courses (CC)

UGBMS101.Principles of Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Nature of Management	15
2	Planning and Decision Making	15
3	Organising	15
4	Directing, Leadership, Co-ordination and Controlling	15
Total		60

Course Outcome

- Learners are able to discuss and communicate the management evaluation and how it will affect future managers.
- Able to understand and evaluate the influence of historical forces on the current practice of management.
- Gain knowledge about how organizations adopt to an uncertain environment and identify techniques managers use to influence and control the internal environment.

Sr. No.	Modules / Units
1	Nature of Management
	<ul style="list-style-type: none"> • Management: Concept, Significance, Role & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid. • Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.
2	Planning and Decision Making
	<ul style="list-style-type: none"> • Planning: Meaning, Importance, Elements, Process, Limitations and MBO. • Decision Making: Meaning, Importance, Process, Techniques of Decision Making.
3	Organizing
	<ul style="list-style-type: none"> • Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations • Departmentation: Meaning, Basis and Significance • Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control Centralization vs Decentralization • Delegation: Authority & Responsibility relationship
4	Directing, Leadership, Co-ordination and Controlling
	<ul style="list-style-type: none"> • Directing: Meaning and Process • Leadership: Meaning, Styles and Qualities of Good Leader • Co-ordination as an Essence of Management • Controlling: Meaning, Process and Techniques • Recent Trends: Green Management & CSR

**Syllabus of Bachelor of Management Studies
(BMS) Programme at Semester I
with Effect from the Academic Year 2018-2019**

Core Courses (CC)

UGBMS102.Business Law

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Contract Act, 1872 & Sale of Goods Act, 1930	15
2	Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986	15
3	Company Law	15
4	Information Technology Act	15
Total		60

Course Outcome

To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters. Also, to understand the applications of these laws to practical commercial situations.

Sr. No.	Modules / Units
1	Contract Act, 1872 & Sale of Goods Act, 1930
	<ul style="list-style-type: none"> • Contract Act,1872: Essential elements of Contract; Agreement and Contract – Capacity to Contract, free consent, consideration, lawful objects/ consideration, Breach of contract. Remedies for breach of Contract. • Sale of Goods Act,1930: Scope of Act, Sale and Agreement to sell, essential of a valid Sale Contract – Conditions and warranties – Implied Condition and warranties, Rights of an unpaid seller.
2	Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986
	<ul style="list-style-type: none"> • Negotiable Instrument Act,1981: Introduction of Negotiable Instruments – Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonour of Cheque. • Consumer Protection Act, 1986: Objects of Consumer Protection- Introduction of Consumers, who is consumer? Meaning of the words “Goods and services” – Meaning of the words “Defects and Deficiencies of goods and services” Consumer disputes and Complaints.
3	Company Law
	<ul style="list-style-type: none"> • Company Law: What is company? – Incorporation of company – MOA, AOA, Prospectus, Meetings, Meaning of transfer and transmission of shares.
4	Information Technology Act
	<ul style="list-style-type: none"> • Objectives ,Scheme ,Digital Signature , Authorization • E-Governance, Certifying Authorities, Digital certificates, Offences under the act.

**Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester I
with Effect from the Academic Year 2018-2019**

Core Courses (CC)

UGBMS103.Business Statistics

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Statistics	15
2	Measures of Dispersion, Co-Relation and Linear Regression	15
3	Time Series and Index Number	15
4	Probability and Decision Theory	15
Total		60

Course Outcome

To acquaint students with the construction of mathematical models for managerial decision situations and to use statistical tools to obtain a solution wherever applicable. The emphasis is on understanding the concepts, formulation and interpretation.

Sr. No.	Modules / Units
1	Introduction to Statistics
	<ul style="list-style-type: none"> • Introduction: Functions/Scope, Importance, Limitations • Data: Relevance of Data(Current Scenario), Type of data(Primary & Secondary), Primary(Census vs Samples, Method of Collection (In Brief), Secondary(Merits, Limitations, Sources) (In Brief) • Presentation Of Data:Classification – Frequency Distribution – Discrete & Continuous, Tabulation, Graph(Frequency, Bar Diagram, Pie Chart, Histogram, Ogives) • Measures Of Central Tendency:Mean(A.M, Weighted, Combined), Median(Calculation and graphical using Ogives), Mode(Calculation and Graphical using Histogram), Comparative analysis of all measures of Central Tendency
2	Measures of Dispersion, Co-Relation and Linear Regression
	<ul style="list-style-type: none"> • Measures Of Dispersion: Range with C.R(Co-Efficient Of Range), Quartiles & Quartile deviation with CQ (Co-Efficient Of Quartile), Mean Deviation from mean with CMD (Co-Efficient Of Mean Deviation), Standard deviation with CV(Co-Efficient Of Variance), Skewness& Kurtosis (Only concept) • Co-Relation: Karl Pearson, Rank Co-Relation • Linear Regression: Least Square Method
3	Time Series and Index Number
	<ul style="list-style-type: none"> • Time Series: Least Square Method, Moving Average Method, Determination of Season • Index Number: Simple(unweighted) Aggregate Method, Weighted Aggregate Method, Simple Average of Price Relatives, Weighted Average of Price Relatives, Chain Base Index Numbers, Base Shifting, Splicing and Deflating, Cost of Living Index Number
4	Probability and Decision Theory
	<ul style="list-style-type: none"> • Probability: Concept of Sample space, Concept of Event, Definition of Probability, Addition & Multiplication laws of Probability, Conditional Probability, Bayes' Theorem(Concept only), Expectation & Variance, Concept of Probability Distribution(Only Concept) • Decision Theory: Acts, State of Nature Events, Pay offs, Opportunity loss, Decision Making under Certainty, Decision Making under Uncertainty, • Non-Probability: Maximax, Maximin, Minimax, Regret, Laplace & Hurwicz) • Probabilistics (Decision Making under risk):EMV, EOL, EVPI • Decision Tree

**Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester I
with Effect from the Academic Year 2018-2019**

Core Courses (CC)

UGBMS104.Introduction to Financial Accounts

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction	15
2	Accounting Transactions	15
3	Depreciation Accounting & Trial Balance	15
4	Final Accounts	15
Total		60

Course Outcome

To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

Sr. No.	Modules / Units
1	Introduction
	<ul style="list-style-type: none"> • Meaning and Scope of Accounting: Need and development, definition: Book-Keeping and accounting, Persons interested in accounting, Branches of accounting, Objectives of accounting • Accounting principles: Introductions to Concepts and conventions. • Introduction to Accounting Standards: Meaning and Scope) <ul style="list-style-type: none"> ▪ AS 1 : Disclosure to Accounting Policies ▪ AS 6: Depreciation Accounting. ▪ AS 9: Revenue Recognition. ▪ AS 10: Accounting For Fixed Assets. • International Financial Reporting Standards (IFRS): Introduction to IFRS <ul style="list-style-type: none"> ▪ IAS-1: Presentation of Financial Statements (Introductory Knowledge) ▪ IAS-2: Inventories (Introductory Knowledge)
2	Accounting Transactions
	<ul style="list-style-type: none"> • Accounting transactions: Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal & ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book –Triple Column), Bank Reconciliation Statement. • Expenditure: Classification of Expenditure- Capital, revenue and Deferred Revenue expenditure Unusual expenses: Effects of error: Criteria test. • Receipts: Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts. • Profit or Loss: Revenue profit or loss, capital profit or loss
3	Depreciation Accounting & Trial Balance
	<ul style="list-style-type: none"> □ Depreciation accounting: Practical problem based on depreciation using SLM and RBM methods. (Where Provision for depreciation Account not maintained). □ Preparation of Trial Balance: Introduction and Preparation of Trial Balance
4	Final Accounts
	<ul style="list-style-type: none"> • Introduction to Final Accounts of a Sole proprietor. • Rectification of errors. • Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet. • Preparation and presentation of Final Accounts in horizontal format • Introduction to Schedule 6 of Companies Act ,1956 • Accounting in Computerized Environment: Introduction, Features and application in various areas of Accounting (Using Tally)

**Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester I
with Effect from the Academic Year 2018-2019**

Core Courses (CC)

UGBMS105.Foundation of Human Skills

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Understanding of Human Nature	15
2	Introduction to Group Behaviour	15
3	Organizational Culture and Motivation at workplace	15
4	Organisational Change, Creativity and Development and Work Stress	15
Total		60

Course Outcome

- The students will able to understand the individual behavior and the various factors affecting individual differences, influences of environment.
- The students will able to understand the personality traits which is important for organizational behavior and attitude.
- To learn about various organizational conflicts and resolution.
- To learn creativity, qualities of a creative person, the ways of enhancing creating for effective decision making creative problem solving.
- To learn various need for organizational development work stress and the different ways for coping up with job stress.

Sr. No.	Modules / Units
1	Understanding of Human Nature
	<ul style="list-style-type: none"> • Individual Behaviour: Concept of a man, individual differences, factors affecting individual differences, Influence of environment • Personality and attitude: Determinants of personality, Personality traits theory, Big five model, Personality traits important for organizational behaviour like authoritarianism, locus of control, Machiavellianism, introversion-extroversion achievement orientation, self – esteem, risk taking, self-monitoring and type A and B personalities, Concept of understanding self through JOHARI WINDOWS, Nature and components of attitude, Functions of attitude, Ways of changing attitude, Reading emotions • Thinking, learning and perceptions: Thinking skills, thinking styles and thinking hat, Managerial skills and development, Learning characteristics, theories of learning (classical conditioning, operant conditioning and social learning approaches), Intelligence, type (IQ, EQ, SQ, at work place), Perception features and factor influencing individual perception, Effects of perceptual error in managerial decision making at work place. (Errors such as Halo effect, stereotyping, prejudice attributional).
2	Introduction to Group Behaviour
	<ul style="list-style-type: none"> • Introduction to Group Behaviour <ul style="list-style-type: none"> ▪ Group Dynamics: Nature, types, group behaviour model (roles, norms, status, process, structures) ▪ Team effectiveness: nature, types of teams, ways of forming an effective team. Setting goals. • Organizational processes and system. <ul style="list-style-type: none"> ▪ Power and politics: nature, bases of power, politics nature, types, causes of organizational politics, political games. ▪ Organizational conflicts and resolution: Conflict features, types, causes leading to organizational conflicts, levels of conflicts, ways to resolve conflicts through five conflicts resolution strategies with outcomes.
3	Organizational Culture and Motivation at workplace

	<ul style="list-style-type: none"> □ Organizational Culture: <ul style="list-style-type: none"> □ Characteristics of organizational culture. □ Types, functions and barriers of organizational culture ■ Ways of creating and maintaining effective organization culture □ Motivation at workplace: Concept of motivation Theories of motivation in an organisational set up. <ul style="list-style-type: none"> □ A.Maslow Need Heirachy □ F.Hertzberg Dual Factor □ Mc.Gregor theory X and theory Y. <p>Waysofmotivating through carrot (positive reinforcement) and stick (negative reinforcement) at workplace.</p>
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4	Organisational Change, Creativity and Development and Work Stress
	<ul style="list-style-type: none"> □ Organisational change and creativity: Concepts of organisational change, Factors leading/influencing organisational change, Kurt Lewins model of organisational change and development, Creativity and qualities of a creative person, Ways of enhancing creativity for effective decision making, Creative problem solving. □ Organisational Development and work stress: Need for organisational development, OD Techniques, Stress, types of stress, Causes and consequences of job stress, Ways for coping up with job stress

**Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester I
with Effect from the Academic Year 2018-2019**

Ability Enhancement Courses (AEC)

UGBMS106.Business Communication- I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Theory of Communication	15
2	Obstacles to Communication in Business World	15
3	Business Correspondence	15
4	Language and Writing Skills	15
Total		60

Course Outcome

- Demonstrating advanced interpersonal communication, business etiquette and relationship building skills.
- Using persuasive and professional language in speech and writing.
- Learn to communicate effectively.

Sr. No.	Modules / Units
1	Theory of Communication
	<p>Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication</p> <p>Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</p> <p>Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)</p> <p>Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing</p>
2	Obstacles to Communication in Business World
	<p>Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</p> <p>Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4</p> <p>Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour</p>
3	Business Correspondence
	<p>Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing,</p> <p>Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]</p>

Sr. No.	Modules / Units
4	Language and Writing Skills
	<p>Commercial Terms used in Business Communication Paragraph</p> <p>Writing: Developing an idea, using appropriate linking devices, etc Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.]</p> <p>Activities</p> <ul style="list-style-type: none"> ▪ Listening Comprehension ▪ Remedial Teaching ▪ Speaking Skills: Presenting a News Item, Dialogue and Speeches ▪ Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. ▪ Reading Comprehension: Analysis of texts from the fields of Commerce and Management

**Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester I
with Effect from the Academic Year 2018-2019**

Skill Enhancement Courses (SEC)

UGBMS107.Foundation Course -I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
Total		45

Course Outcome

- ☐ To understand the multicultural diversity of India (Regional, rural, Urban etc).
- ☐ To enhance the image of women in Indian society, and help in women empowerment.
- ☐ Students learn to overcome inequalities manifested due to caste, inter group conflicts

Sr. No.	Modules / Units
1	Overview of Indian Society
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference
2	Concept of Disparity- 1
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities
3	Concept of Disparity-2
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic Differences
4	The Indian Constitution
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution
5	Significant Aspects of Political Processes
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics

Syllabus of Courses of Bachelor of Management Studies (BMS)

Programme at Semester II

with Effect from the Academic Year 2018-2019

Core Courses (CC)

UGBMS201.Principles of Marketing

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Marketing	15
2	Marketing Environment, Marketing Research, MIS & Consumer Behavior	15
3	Industrial Buying Behaviour and Marketing Mix Decisions	15
4	Segmentation, Targeting and Positioning and Trends In Marketing	15
Total		60

Course Outcome

This course aims to familiarize students with the marketing functioning of organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course will use and focus on Indian experiences, approaches and cases

Sr. No.	Modules / Units
1	Introduction to Marketing
	<ul style="list-style-type: none"> • Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function • Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. • Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing.
2	Marketing Environment, Research and Consumer Behaviour
	<ul style="list-style-type: none"> • The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. • Macro environment: Political Factors; Economic Factors; Socio Cultural Factors , Technological Factors (PEST Analysis) • Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research • MIS: Meaning, features and Importance • Consumer Behaviour: Basic stimulus response methods, Meaning, feature, importance, factors • Methods of sales forecasting
3	Industrial Buying Behaviour and Marketing Mix Decisions
	<ul style="list-style-type: none"> • Industrial buying behaviour and Decision Making Process. DMUs & its composition • Factors influencing industrial buying • Product : Product Mix, Product Line, Lifecycle, Product Planning-New Product Development, Failure of new product, Levels of product • Branding: Packing and Packaging, Role and Importance, Brand Management Brand equity; branding decisions • Pricing: Objectives, Factors influencing Pricing Policy and Pricing Strategy • Physical Distribution: Meaning, Factor affecting Channel Selection, Types of Marketing Channel • Promotion: Meaning and Significance of Promotion, Promotion Tools
4	Segmentation, Targeting and Positioning and Trends In Marketing
	<ul style="list-style-type: none"> • Segmentation – meaning , importance , basis • Targeting – meaning , types • Positioning – meaning – strategies • New trends in marketing – E-marketing , Internet marketing and marketing using Social network • Social marketing/ Relationship marketing • Field visit , Market fair(For introducing practical approach)

**Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester I
with Effect from the Academic Year 2018-2019**

Core Courses (CC)

UGBMS202.Industrial Law

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Laws related to Industrial Disputes and relations	15
2	Laws Related to Health, Safety and Welfare	15
3	Social Legislation	15
4	Laws related to Compensation Management and compliances of expatriates	15
Total		60

Course Outcome

To acquaint students with popular compliance of industry and give them understanding of laws related with labour and social legislation.

Sr. No.	Modules / Units
1	Laws Related to Industrial Relations and Industrial Disputes
	<ul style="list-style-type: none"> • Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure • The Trade Union Act, 1926
2	Laws Related to Health, Safety and Welfare
	<ul style="list-style-type: none"> • The Factory Act 1948: (Provisions related to Health, Safety and Welfare) • The Workmen’s Compensation Act, 1923 Provisions: <ul style="list-style-type: none"> ▪ Introduction: The doctrine of assumed risk, The doctrine of Common Employment, The doctrine of Contributory Negligence ▪ Definitions ▪ Employers liability for compensation (S-3 to 13) ▪ Rules as to Compensation (Sec 4 to Sec 9) (14 A & 17)
3	Social Legislation
	<ul style="list-style-type: none"> • Employee State Insurance Act 1948: Definition and Employees Provident Fund • Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues
4	Laws Related To Compensation Management
	<ul style="list-style-type: none"> • The payment of Wages Act 1948: Objectives, Definition, Authorised Deductions • Payment of Bonus Act, 1965 • The Payment Of Gratuity Act, 1972 • Compliance related to expatriates

**Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester I
with Effect from the Academic Year 2018-2019**

Core Courses (CC)

UGBMS203.Business Mathematics

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Elementary Financial Mathematics	15
2	Matrices and Determinants	15
3	Derivatives and Applications of Derivatives	15
4	Numerical Analysis [Interpolation]	15
Total		60

Course Outcome

To equip students with analytical ability to enhance their decision making ability in business environment.

Sr. No.	Modules / Units
1	Elementary Financial Mathematics
	<ul style="list-style-type: none"> • Simple and Compound Interest: Interest compounded once a year, more than once a year, continuous, nominal and effective rate of interest • Annuity-Present and future value-sinking funds • Depreciation of Assets: Equated Monthly Installments (EMI)- using flat interest rate and reducing balance method. • Functions: Algebraic functions and the functions used in business and economics, Break Even and Equilibrium point. • Permutation and Combination: (Simple problems to be solved with the calculator only)
2	Matrices and Determinants
	<ul style="list-style-type: none"> • Matrices: Some important definitions and some important results. Matrix operation (Addition, scalar multiplication , matrix multiplication, transpose of a matrix) • Determinants of a matrix of order two or three: properties and results of Determinants • Solving a system of linear equations using Cramer’s rule • Inverse of a Matrix (up to order three) using ad-joint of a matrix and matrix inversion method • Case study: Input Output Analysis
3	Derivatives and Applications of Derivatives
	<ul style="list-style-type: none"> • Introduction and Concept: Derivatives of constant function, logarithmic functions, polynomial and exponential function • Rules of derivatives: addition, multiplication, quotient • Second order derivatives • Application of Derivatives: Maxima, Minima, Average Cost and Marginal Cost. Total revenue, Marginal revenue, Average revenue. Average and Marginal profit. Price elasticity of demand
4	Numerical Analysis [Interpolation]
	<ul style="list-style-type: none"> • Introduction and concept: Finite differences – forward difference operator – Newton’s forward difference formula with simple examples • Backward Difference Operator. Newton’s backward interpolation formula with simple examples

**Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester I
with Effect from the Academic Year 2018-2019**

Core Courses (CC)

UGBMS204.Business Economics - I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction	10
2	Demand Analysis	10
3	Production function and cost analysis	15
4	Revenue Concepts and Equilibrium Conditions	15
5	Market Structure	10
Total		60

Course Outcome

This course is designed to equip the students with basic tools of economic theory and its practical applications.

The course aims at familiarizing the students with the understanding of the economic aspects of current affairs and thereby prepares them to analyze the market behavior with economic way of thinking.

In addition to providing an insight into application of economic principles in business decisions, it also intends to widen analytical ability of the students and to provide them a foundation for further study of economics.

Sr. No.	Modules / Units
1	Introduction
	<p>Scope and Importance of Business Economics basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making, The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium</p>
2	Demand Analysis
	<p>Law of Demand – Meaning, Demand Functions, utility Analysis of Demand Elasticity of Demand - significance, types and measurement of elasticity of demand (Price, income cross and promotional) Demand estimation and forecasting: Meaning and significance - methods of demand estimation : survey and statistical methods (numerical illustrations on trend analysis and simple linear regression)</p>
3	Production function and Cost analysis
	<p>Production function: short run analysis with Law of Variable Proportions- Production function with two variable inputs- isoquant and isocost – Meaning and features Long run production function and Laws of Returns to Scale Producers Equilibrium Economies and diseconomies of Scale. Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed), LAC and Learning curve Case study</p>
4	Revenue Concepts and Equilibrium Conditions
	<p>concepts of Average Revenue, marginal Revenue and Total Revenue Meaning and conditions Relationship between Average Revenue, marginal Revenue and Total Revenue under different market structure Equilibrium of the firm under profit maximizations and assumptions</p>
5	Market Structure
	<p>Perfect Competition –Meaning and features, short run and long run equilibrium of the firm Monopoly competition - Meaning and features, short run and long run equilibrium of the firm Monopolistic Competition – Meaning and features, short run and long run equilibrium of the firm Oligopoly – Features, Nature of Kinked Demand Curve and Price output</p>

**Syllabus of Courses of Bachelor of Management Studies
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Core Courses (CC)

**UGBMS205.Business Environment
*Modules at a Glance***

Sr. No.	Modules	No. of Lectures
1	Introduction to Business Environment	15
2	Political and Legal environment	15
3	Social and Cultural Environment, Technological environment and Competitive Environment	15
4	International Environment	15
Total		60

Course Outcome

To learn about emerging dimension in socio cultural environment and its relevance for a business firm.

To gain insight on patent laws, policy on research and development and new technological development in business.

It will help to understand the effect of government policy on the economic environment and industry.

Sr. No.	Modules / Units
1	Introduction to Business Environment
	<ul style="list-style-type: none"> • Business: Meaning, Definition, Nature & Scope, Types of Business Organizations • Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment • Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis. • Introduction to Micro-Environment: <ul style="list-style-type: none"> ▪ Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity ▪ External Environment: Firm, customers, suppliers, distributors, Competitors, Society • Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal)
2	Political and Legal environment
	<ul style="list-style-type: none"> • Political Institutions: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India. • Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy • Impact of business on Private sector, Public sector and Joint sector • Sun-rise sectors of India Economy. Challenges of Indian economy.
3	Social and Cultural Environment, Technological environment and Competitive Environment
	<ul style="list-style-type: none"> • Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business • Technological environment: Features, impact of technology on Business • Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies
4	International Environment

	<ul style="list-style-type: none"> □ International Environment – □ GATT/ WTO: Objective and Evolution of GATT, Uruguay round, GATT v/s WTO, Functions of WTO, Pros and Cons of WTO. □ Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model. □ MNCs: Definition, meaning, merits, demerits, MNCs in India □ FDI: Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India, □ Challenges faced by International Business and Investment Opportunities for Indian Industry.
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**Syllabus of Courses of Bachelor of Management Studies
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Ability Enhancement Courses (AEC)

UGBMS206. Business Communication - II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Presentation Skills	15
2	Group Communication	15
3	Business Correspondence	15
4	Language and Writing Skills	15
Total		60

Course Outcome

To equip students with all practical skills which help them to gel and excel in organisation and enhance their language and writing skills.

Sr. No.	Modules / Units
1	Presentation Skills
	<p>Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP Effective use of Transparencies How to make a Power-Point Presentation Creation and presentation of a topic related with current and social issues with the help of Power Point.</p>
2	Group Communication
	<p>Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR Mock interview session</p>
3	Business Correspondence
	<p>Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught in detail:- Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act</p>
4	Language and Writing Skills
	<p>Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesive manner</p>

*Syllabus of Courses of Bachelor of Management Studies (BMS) Programme at
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Skill Enhancement Courses (SEC)

UGBMS207.Foundation Course – II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Globalisation and Indian Society	07
2	Human Rights	10
3	Ecology	10
4	Understanding Stress and Conflict	10
5	Managing Stress and Conflict in Contemporary Society	08
Total		45

Course Outcome

Create awareness among students about concept of basic human right (Fundamental Rights).

Helps to understand importance of environment and ecology which balance environment degradation and improve human life.

It helps students to overcome stress, teaches values and ethics required to become good citizens which further helps in conflict management.

Sr. No	Modules /Units
1	Globalisation and Indian Society
	Understanding the concepts of liberalization, privatization and globalization;Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.
2	Human Rights
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights;Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
3	Ecology
	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life;Sustainable development- concept and components; poverty and environment
4	Understanding Stress and Conflict
	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict
5	Managing Stress and Conflict in Contemporary Society
	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation;Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in Society

**Syllabus of Courses of Bachelor of Management Studies
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Reference Books

Reference Books
<p>Introduction to Financial Accounts</p> <ul style="list-style-type: none"> □ <i>Financial Accounts (a managerial emphasis): By Ashok Banerjee – Excel books</i> □ <i>Fundamental of Accounting and Financial Analysis : By Anil Choudhary (Pearson education)</i> □ <i>Indian Accounting Standards and IFRS for non-financial executives : By T.P. Ghosh– Taxman</i> □ <i>Financial Accounting for Business Managers: By Ashish K. Bhattacharya.</i> □ <i>Introduction to Accountancy by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi</i> □ <i>Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi</i> □ <i>Advanced Accountancy by R.L Gupta and M. Radhaswamy, S. Chand and Company (P) Ltd., New Delhi</i> □ <i>Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai</i> □ <i>Financial Accounting by LesileChandwichk, Pentice Hall of India AdinBakley (P) Ltd., New Delhi</i> □ <i>Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai</i> □ <i>Financial Accounting by P.C. Tulsian, Pearson Publications, New Delhi</i> □ <i>Accounting Principles by R.N. Anthony and J.S. Reece, Richard Irwin, Inc</i> □ <i>Financial Accounting by Monga, J.R. Ahuja, GirishAhuja and Ashok Shehgal, Mayur Paper Back, Noida</i> □ <i>Compendium of Statement and Standard of Accounting, ICAI</i> □ <i>Indian Accounting Standards, Ashish Bhattacharya, Tata Mc. Grow Hill and Co. Ltd., Mumbai</i> □ <i>Financial Accounting by Williams, Tata Mc. Grow Hill and Co. Ltd., Mumbai</i> □ <i>Company Accounting Standards by ShrinivasanAnand, Taxman, New Delhi</i> □ <i>Financial Accounting by V. Rajasekaran, Pearson Publications, New Delhi</i> □ <i>Introduction to Financial Accounting by Horngren, Pearson Publications, New Delhi</i> □ <i>Financial Accounting by M. Mukherjee and M. Hanif, Tata McGraw Hill Education Pvt. Ltd., New Delhi</i> □ <i>Financial Accounting a Managerial Perspective, Varadraj B. Bapat, MehulRaithatha, Tata McGraw Hill Education Pvt. Ltd., New Delhi</i>
<p>Business Law</p> <ul style="list-style-type: none"> □ <i>Elements of mercantile Law – N.D.Kapoor</i> □ <i>Business Law – P.C. Tulsian</i> □ <i>Business Law – SS Gulshan</i> □ <i>Company Law – Dr.Avtar Singh</i> □ <i>Indian contract Act – Dr.Avtar Singh</i> □ <i>Law of Intellectual Property-V.K-Taraporevala</i>
<p>Business Statistics</p> <ul style="list-style-type: none"> □ <i>Statistics of Management , Richard Levin &David S. Rubin,Printice Hall of India , New Delhi.</i> □ <i>Statistics for Business & Economics, David R Anderson, Dennis J Sweney, Thompsom Publication.</i> □ <i>Fundamental of Statistics, S C Gupta, Himalya Publication House.</i> □ <i>Business Statistics , Bharadwaj , Excel Books, Delhi</i> □ <i>Business Mathematics, S.K Singh & J.K Singh, Brijwasi Book Distributor & Publisher.</i>

Reference Books

Business Communication - Paper I

- Agarwal, AnjuD(1989) *A Practical Handbook for Consumers*, IBH.
- Alien, R.K.(1970) *Organisational Management through Communication*.
- Ashley,A(1992) *A Handbook Of Commercial Correspondence*, Oxford University Press.
- Aswalthapa, K (1991)*Organisational Behaviour*, Himalayan Publication, Mumbai.
- Atreya N and Guha (1994) *Effective Credit Management*, MMC School of Management, Mumbai.
- Bahl,J.C. and Nagamia,S.M. (1974) *Modern Business Correspondence and Minute Writing*.
- Balan,K.R. and Rayudu C.S. (1996) *Effective Communication*, Beacon New Delhi.
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- Barkar, Alan(1993) *Making Meetings Work*, Sterling Publications Pvt. Ltd., New Delhi.
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- Benjamin, James (1993) *Business and Professional Communication Concepts and Practices*, Harper Collins College Publishers, New York.
- Bhargava and Bhargava91971) *Company Notices, Meetings and Regulations*
- Black, Sam (1972) *Practical Public Relations*, E.L.B.S. London.
- BoveeCourtland,L and Thrill, John V(1989) *Business Communication*, Today McGraw Hill, New York, Taxman Publication.
- Burton, G and Thakur, (1995) *Management Today- Principles and Practices*. T.M.H.,New Delhi.
- Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) *Public Relations Handbook*, TheDartwell Co., Chicago.
- Dayal, Ishwar(9810) *Managing Large Organizations: A Comparative Study*. Drucher,P.F.((1970) *Technology, Management and Society*, Pan Books London. Drucher,P.F.((1974)*Management Responsibilities Practices*, Heinemann, London. 22.Eyre, E.C. (1985) *Effective Communication Made Simple*, Rupa and Co.Calcutta.
- Ecouse Barry, (1999), *Competitive Communication: A Rhetoric for Modern Business*, OUP.
- Fisher Dalmar, (1999), *Communication in Organisation*, Jaico Pub House, Mumbai, Delhi.
- Frailley, L.E. (1982) *Handbook of Business Letters*, Revised Edn. Prentice Hall Inc.
- French, Astrid (1993) *Interpersonal Skills*. Sterling Publishers, New delhi.
- 27 Fritzsche, David J (2005) *Business Ethics: A Global and Managerial Perspective* McGraw Hill
- Hill Garlside, L.E. (1980) *Modern Business Correspondence*, McDonald and Evans Ltd.
- Plymouth. Ghanekar,A(1996) *Communication Skills for Effective Management*. Everest Publishing House, Pune. Graves, Harold F. (1965) *Report Writing*, Prentice Hall, New Jersey.
- Gupta, Anand Das (2010) *Ethics, Business and Society: Managing Responsibly Response Books 32*.Gupta, Dipankar (2006) *Ethics Incorporated: Top Priority and Bottom Line Response Books*
- Krevolin, Nathan (1983) *Communication Systems and Procedures for Modern Office*, Prentice Hall, New Jersey.
- Lesikar, Raymond V and Petit, John D.(1994) *Business Communication: Theory and Application* , Richard D. Irwin Inc. Ilinois.
- Ludlow,Ron.(1995) *The Essence of Effective Communication*, Prentice , New Delhi.
- 36.M. Ashraf, Rizvi (2006) *Effective Technical Communication* Tata McGraw Hill
- Martson, John E. 1963) *The Nature of Public Relations*, McGraw Hill, New Delhi.
- Majumdar,P.K.(1992) *Commentary on the Consumer protection Act*, Prentice, New Delhi. McQuail, Denis (1975), *Communication*, Longman.
- Merrihue, William (1960) *Managing by Communication*, McGraw Hill, New York. 41.Mishra Rajiv K (2006) *Code of Conduct for Managers* Rupa Company
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- *Montagu, A and Matson, Floyd (1979) The Human Connection, McGraw Hill, New York.*
- *Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGraw Hill, New York.*
- *Parry, John (1968) The Psychology of Human Communication.*
- *Parson, C.J. and Hughes (1970) Written Communication for Business Students, Great Britain.*
- *Peterson, Robert A and Ferrell, O.C (2005) Business Ethics: New Challenges for Business Schools and Corporate Leaders Prentice Hall of India Pvt., Ltd*
- *Phillip, Louis V. (1975) Organisational Communication- The Effective Management, Columbus Grid Inc. 49.. Ross, Robert D. (1977) The Management of Public Relations, John Wiley and Sons, U.S.A.*
- *Sadri Sorab, Sinha Arun and Bonnerjee Peter (1998) Business Ethics: Concepts and Cases Tata McGraw Hill Public Company Limited*
- *Shekhar, R.C (1997) Ethical Choices in Business Response Books*
- *Stephenson, James (1988) Principles and Practice of Commercial Correspondence, Pilman and Sons Ltd. London.*
- *53.. Shurter, Robert L. (1971) Written Communication in Business, McGraw Hill, Tokyo*

Foundation Course – I

- *Social and Economic Problems in India, Naseem Azad, R Gupta Pub (2011)*
- *Indian Society and Culture, Vinita Padey, Rawat Pub (2016)*
- *Social Problems in India, Ram Ahuja, Rawat Pub (2014)*
- *Faces of Feminine in Ancient, medieval and Modern India, Mandakranta Bose Oxford University Press*
- *National Human rights commission- disability Manual*
- *Rural, Urban Migration : Trends, challenges & Strategies, S Rajagopalan, ICFAI- 2012*
- *Regional Inequities in India Bhat L SSSRD- New Delhi*
- *Urbanisation in India: Challenges, Opportunities & the way forward, I J Ahluwalia, Ravi Kanbur, P K Mohanty, SAGE Pub (2014)*
- *The Constitution of India, P M Bakshi 2011*

- *Politics in India: structure, Process and Policy Subrata Mitra, Routledge Pub*
- *Politics in India, Rajani Kothari, Orient Blackswan*
- *Problems of Communalism in India, Ravindra Kumar Mittal Pub*
- Combating communalism in India: Key to National Integration, Kawal Kishor Bhardwaj, Mittal Pub*

Reference Books

Foundation of Human Skills

- *Organisational behaviour, S. Robbins, Prentice Hall*
- *Organisational behaviour, John W. Newstrom and Keith Davis, Tata*
- *McGrawhill Organisational behaviour, Fred Luthans, McGrawhill, New York*
- *Organisational behaviour, K. Aswathappa, Himalaya Publishing House*
- *Essentials of management, Koontz, Harold, Tata McGrawhill*

Business Economics - Paper I

- *Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)*
- *Hirchey .M., Managerial Economics, Thomson South western (2003)*
- *Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)*
- *Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)*
- *Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)*
- *Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)*
- *Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi, 2004)*

**Syllabus of Courses of Bachelor of Management Studies (BMS) Programme at
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Reference Books

Reference Books
Principles of Marketing
<ul style="list-style-type: none"> □ Kotlar, Philip, <i>Marketing Management</i>, Prentice Hall, New Delhi. □ Stanton, Etzel, Walker, <i>Fundamentals of Marketing</i>, Tata-McGraw Hill, New Delhi. □ Saxena, Rajan, <i>Marketing Management</i>, Tata-McGraw Hill, New Delhi. □ McCarthy, E.J., <i>Basic Marketing: A managerial approach</i>, Irwin, New York. □ Pillai R S, Bagavathi, <i>Modern Marketing</i>
Industrial Law
<ul style="list-style-type: none"> □ <i>Industrial and Labour Laws</i>, Dr. Sanjeev Kumar, Bharat Law HP Ltd □ <i>Labour and Industrial Laws</i>, S.N Misra, Central Law Publication Labour □ <i>and Industrial Laws</i>, P.K.Padhi, Eastern Economy Edition Commercial □ <i>and Industrial Law</i>, S.K. Dasgupta, Sterling Publishers Pvt. Ltd □ <i>Industrial Law</i>, Mr. N.D. Kapoor, Sultan Chand □ <i>Employee's Provident Fund</i>, Chopra D.S, Labour Law □ <i>Agency Industrial Law</i>, Mr. P.L. Mallick, Sultan Chand □ <i>Essence of Personnel Management and Industrial Relations</i>, Cowling, Prentice – Hall
Business Mathematics
<ul style="list-style-type: none"> □ <i>Mathematics for Economics and Finance</i>, Martin Anthony, Norman Biggs, Cambridge lowprice editions, 2000. □ <i>Business Mathematics</i>, D.C. Sancheti, V.K. Kapoor, Sultan Chand & Sons Publications, 2006. □ <i>Business Mathematics</i>, J.K. Singh, 2009, Himalaya Publishing House. □ <i>Mathematics for Business and Economics</i>, J.D. Gupta, P.K. Gupta, Man Mohan, Tata McGrawHill Publishing Company Ltd. □ <i>Mathematics of Finance 2nd Edition Schaum's Outline Series Peter Zima, Robert Browns Tata McGrawHill Publishing Company Ltd</i> □ <i>Business Mathematics by Dr.AmarnathDikshit&Dr.Jinendra Kumar Jain.</i> □ <i>Business Mathematics by Bari - New Literature publishing company, Mumbai</i> □ <i>Mathematics for Economics and Business</i>, RS Bhardwaj, 2010,Excel Books □ <i>Business Mathematics</i>, Zameerudin, Qazi, V.K. Khanna& S.K. Bhambri, Vikas Publishing House Pvt. Ltd, New Delhi
Business Communication - Paper II
<ul style="list-style-type: none"> □ garwal, AnjuD(1989) <i>A Practical Handbook for Consumers</i>, IBH. □ Alien, R.K.(1970) <i>Organisational Management through Communication</i>. □ Ashley,A(1992) <i>A Handbook Of Commercial Correspondence</i>, Oxford University Press. □ Aswalthapa, K (1991)<i>Organisational Behaviour</i>, Himalayan Publication, Mumbai. □ Atreya N and Guha (1994) <i>Effective Credit Management</i>, MMC School of Management, Mumbai. □ Bahl,J.C. and Nagamia,S.M. (1974) <i>Modern Business Correspondence and Minute Writing</i>. □ Balan,K.R. and Rayudu C.S. (1996) <i>Effective Communication</i>, Beacon New Delhi. □ Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) <i>How to Write First Class Business Correspondence</i>, N.T.C. Publishing Group USA. □ Banerjee, Bani P (2005) <i>Foundation of Ethics in Mangement Excel Books 10.Businessworld Special Collector's Issue: Ethics and the Manager</i>

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- *Barkar, Alan(1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.*
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- *27 Fritzsche, David J (2005) Business Ethics: A Global and Managerial Perspective McGraw Hill*
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- *Monippalli, M.M. (1997),The Craft of Business Letter Writing, T.M.H. New Delhi.*
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- *Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGraw Hill, New York.*
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- *Peterson, Robert A and Ferrell, O.C (2005) Business Ethics: New Challenges for Business Schools and Corporate Leaders Prentice Hall of India Pvt., Ltd*
- *Phillip, Louis V. (1975) Organisational Communication- The Effective Management, Columbus Grid Inc. 49.. Ross, Robert D. (1977) The Management of Public Relations, John Wiley and Sons, U.S.A.*
- *Sadri Sorab, Sinha Arun and Bonnerjee peter (1998) Business Ethics: Concepts and Cases Tata McGraw Hill Public Company Limited*
- *Shekhar, R.C (1997) Ethical Choices in Business Response Books*
- *Stephenson, James (1988) Principles and Practice of Commercial Correspondence, Pilman and Sons Ltd. London.*
- *53.. Shurter, Robert L. (1971) Written Communication in Business, McGraw Hill, Tokyo*

Reference Books

Foundation Course – II

- *A decade of economic reforms in India (The past, the present, the future)*-Edited by Raj Kapila and Uma Kapila, Academic Foundation (2002)
- *Impact of the policies of WTO on Indian agriculture* - S. Nehru, Serial Pub. (2012)
- *Privatisation of public enterprises – Emerging dimensions* – Edited by G.S. Batra, NarinderKaur ,Anmol Pub. (1995)
- *Economics of development* – Dwight Perkins, Steven Radelet, David Lindauer, Norton company (2006)
- *Industrial Policy and economic development in India (1947 -2012)* – AnupChatterjeeNew Century Pub. (2012)
- *Globalisation and development of backward areas* – Edited by G. Satyanarayana New Century Pub. (2007)
- *Contemporary issues in globalisation – An introduction to theory and policy in India* SoumyenSikder , Oxford University Press (2002)
- *Environmental Studies* – Dr. Vijay Kumar Tiwari , Himalayan Pub. (2010)
- *Ecology and environment* – Benu Singh, Vista International Pub. (2006)
- *Universal Human Rights : In theory and practice*, Jack Donnelly, (2014)
- *Stress Management* – Dr. N. Tejmani Singh ,Maxford books (2011)
- *Stress blasters* – Brian Chchester, Perry Garfinkel and others , Rodale Press (1997)

Principles of Management

- *Principles of Management* , Ramasamy , Himalya Publication , Mumbai
- *Principles of Management* , Tripathi Reddy , Tata Mc Grew Hill
- *Management Text & Cases* , VSP Rao , Excel Books, Delhi
- *Management Concepts and OB* , P S Rao & N V Shah , AjabPustakalaya
- *Essentials of Management* , Koontz II & W , Mc. Grew Hill , New York
- *Principles of Management-Text and Cases* –Dr.M.SakthivelMurugan, New Age Publications

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Scheme of Evaluation

The performance of the learners will be evaluated in two Components. One component will be the Internal Assessment component carrying 40% marks and the second component will be the Semester-wise End Examination component carrying 60% marks. The allocation of marks for the Internal Assessment and Semester End Examinations will be as shown below:-

A) Continuous Internal Assessment: 40 Marks

**Question Paper Pattern
Internal Examination**

Written Test (20 Marks)

N.B. All questions are compulsory.

Question No.	Particular	Marks
Q-1	Match the Column/ Fill in the Blanks/ True or False/ Multiple Choice Questions	05 Marks
Q-2	Answer in One or Two Lines (Concept based Questions) (01 Mark each)	05 Marks
Q-3	Answer in Brief (Attempt Any Two of the Three) (05 Marks each) A) B) C)	10 Marks

B) Semester End Examination: 60 Marks

Semester End Examination: 60 %

- i) Duration: The examination shall be of 2 Hours duration
- ii) Theory question paper pattern
 - There shall be four questions each of 15 marks.
 - All questions shall be compulsory with internal choice within the questions.
 - Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the topic.

(Detail question paper pattern has been given separately)

Passing Standard

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 16 out of 40) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and minimum of Grade E to pass a particular semester A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together.

Question Paper Pattern (Practical Courses)

Maximum Marks: 60

Questions to be set: 04

Duration: 2 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q-1	A) Practical Questions B) Practical Questions OR P) Practical Questions	08 Marks 07 Marks 15 Marks
Q-2 Q-2	A) Practical Questions B) Practical Questions OR P) Practical Questions	08 Marks 07 Marks 15 Marks
Q-3 Q-3	A) Practical Questions B) Practical Questions OR P) Practical Questions	08 Marks 07 Marks 15 Marks
Q-4 Q-4	Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks) OR P) Theory Questions / Short Notes To be asked 05 To be answered 03	08 Marks 07 Marks 15 Marks

Note:

Practical question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks. If the topic demands, instead of practical questions, appropriate theory question may be asked.

Question Paper Pattern

(Theoretical Courses)

Maximum Marks: 60

Questions to be set: 04

Duration: 2 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks)	15 Marks
Q-2	A) Theory questions	08 Marks
Q-2	B) Theory questions	07 Marks
Q-2	OR	
Q-2	C) Theory questions	15 Marks
Q-3	A) Theory questions	08 Marks
Q-3	B) Theory questions	07 Marks
Q-3	OR	
Q-3	C) Theory questions	15 Marks
Q-4	A) Theory questions	08 Marks
Q-4	B) Theory questions	07 Marks
Q-4	OR	
Q-4	C) Theory questions	15 Marks

Note:

Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks.

SR NO	SEMESTER	SUBJECT NAME	CIA (40 Marks)
1	SEM I	Principles of Management	Written Test – 20 Marks Group Discussion – 10 Marks PPT – 10 Marks
2		Business Law	Written Test – 20 Marks Case study – 10 Marks Application article – 10 Marks
3		Business Statistics	Written Test – 20 Marks Home Assignment – 10 Marks Project - – 10 Marks
4		Intro to Financial Accounts	Written Test – 20 Marks Class Assignment – 10 Marks Board Work – 10 Marks
5		Foundation of Human Skills	Written Test – 20 Marks PPT – 10 Marks Group Discussion – 10 Marks
6		Business Communication-I	Written Test – 20 Marks PPT – 10 Marks Role Play – 10 Marks
7		Foundation Course-I	Written Test – 20 Marks PPT – 10 Marks Project Report on Social issues – 10 Marks

SR NO	SEMESTER	SUBJECT NAME	CIA (40 Marks)
1	SEM II	Principles of Marketing	Written Test – 20 Marks Field Visit – 10 Marks Case Study – 10 Marks
2		Industrial Law	Written Test – 20 Marks Case study – 10 Marks Application article – 10 Marks
3		Business Mathematics	Written Test – 20 Marks Home Assignment – 10 Marks Project – 10 Marks
4		Business Economics-I	Written Test – 20 Marks PPT – 10 Marks Case studies – 10 Marks
5		Business Environment	Written Test – 20 Marks Project report on current business environment – 10 Marks Group Discussion – 10 Marks
6		Business Communication-II	Written Test – 20 Marks Role Play – 10 Marks Business letter writing – 10 Marks
7		Foundation Course-II	Written Test – 20 Marks PPT – 10 Marks GD – 10 Marks