

AC 29-04-22



**R.A Podar College
Of
Commerce and Economics
(Autonomous)
Matunga, Mumbai**

Syllabus

For

Under Graduate Programme

Bachelor of Commerce (Financial Markets)

Semester I & II

CHOICE BASED CREDIT AND GRADING SYSTEM (CBCGS)

With effect from the academic year 2022-23

www.rapodar.ac.in

Bachelor of Commerce (Financial Markets)

Under Choice Based Credit, Grading and Semester System Course Structure

F. Y. B.Com (Financial Markets)

(To be implemented from Academic Year- 2022-2023)

Course Code	Semester I	Credits	Course Code	Semester II	Credits
1	Elective Courses (EC)		1	Elective Courses (EC)	
1A	Discipline Specific Elective (DSE) Courses		1A	Discipline Specific Elective (DSE) Courses	
40101	Financial Accounting I	03	40201	Financial Accounting II	03
1B	Discipline Related Elective (DRE) Courses		1B	Discipline Related Elective (DRE) Courses	
40102	Introduction to Financial System	03	40202	Principles of Management	03
40103	Business Mathematics	03	40203	Business Statistics	03
2	Ability Enhancement Courses (AEC)		2	Ability Enhancement Courses (AEC)	
2A	Ability Enhancement Compulsory Courses (AECC)		2A	Ability Enhancement Compulsory Courses (AECC)	
40104	Business Communication I	03	40204	Business Communication II	03
2B	Skill Enhancement Courses (SEC)		2B	Skill Enhancement Courses (SEC)	
40105	Foundation Course I	02	40205	Foundation Course – II	02
3	Core Courses (CC)		3	Core Courses (CC)	
40106	Business Environment	03	40206	Environmental Studies	03
40107	Business Economics I	03	40207	Computer Skills I	03
Total Credits		20	Total Credits		20

Syllabus of Courses of B.Com. (Financial Markets)

Programme

Semester I

With Effect from the Academic Year 2022-2023

Elective Courses (EC)

Discipline Specific Elective (DSE) Courses

Course code 40101

1 Financial Accounting-I

Sr. No.	Modules	No. of Lectures
1	Nature and purpose of Accounting	10
2	Books of Accounts	15
3	Introduction to Financial Statements	15
4	Preparation of Final Accounts	20
Total		60

Objectives

- To understand the basic concept in bookkeeping
- To impart knowledge on passing of journal entries and converting the journal entries into ledger
- To learn the concept of depreciation and its application
- To learn the preparation of trial balance and final accounts

Sr. No.	Modules / Units
1	Nature, Purpose of Accounting
	Meaning and scope of Accounting: Need, development & Definition of Accounting, persons interest in Accounting disclosure, branches of accounting Accounting concepts and Accounting Standards
2	Books of Accounts
	Journals, ledger, subsidiary books Trial Balance, Financial Accounting framework
3	Introduction to Financial Statements
	Bank Reconciliation statements Treatment of Capital & Revenue Depreciation Accounting; methods of recording depreciation and methods of providing depreciation as per AS-4
4	Preparation of Final Accounts
	Final Accounts of Sole Traders- Manufacturing Account, Trading, Profit & Loss Account and Balance sheet Final Accounts of Partnership Firm, Manufacturing Account, Trading, Profit & Loss Account and Balance sheet

Learning Outcomes

- Students learn the basics of accounting
- The curriculum enriches the students' knowledge on passing journal entries and preparing respective ledger accounts
- The students learn the calculation and importance of depreciation accounting
- Students are able to learn accounting by initially passing journal entries then posting the entries into respective ledger accounts and then preparing trial balance and finally final accounts

Reference Books

- Financial Accounts (a managerial emphasis): By Ashok Banerjee – Excel books
- Fundamental of Accounting and Financial Analysis: By Anil Choudhary (Pearson education)
- Indian Accounting Standards and IFRS for non-financial executives: By T.P. Ghosh– Taxman
- Financial Accounting for Business Managers: By Ashish K. Bhattacharya.
- Introduction to Accountancy by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advanced Accountancy by R.L Gupta and M. Radhaswamy, S. Chand and Company (P) Ltd., New Delhi
- Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Financial Accounting by Lesile Chandwikh, Pentice Hall of India AdinBakley (P) Ltd., New Delhi

Teaching Pedagogy

Use of technology, Chalk and Talk method, case study analysis, Flip class, Quiz, would be conducted in the class to make learning an enjoyable experience.

Introduction to Financial Accounting Allocation of 40 Marks---Internal evaluation SEMESTER -I

Method of evaluation	Marks
Written Test - Test 1	15
Written Test - Test 2	15
Class Participation & attendance	10
TOTAL	40

Paper pattern for written test of 15 Marks SEMESTER I

Test 1

Q1 Solve any 3 out of 5 options provided

(3*5 m = 15 m)

Test 2

Q1 Solve any 3 out of 5 options provided

(3*5 m = 15 m)

Paper pattern for written test of 60 Marks SEMESTER I

Question No.	Particulars	Marks per Question	Total marks
Q.1	A Numerical	7	15
	B Numerical	8	
	OR		
	C Numerical	15	
Q.2	A Numerical	7	15
	B Numerical	8	
	OR		
	C Numerical	15	
Q.3	A Numerical	7	15
	B Numerical	8	
	OR		
	C Numerical	15	
Q.4	Short notes: Any Three out of Five	3*5	15
TOTAL			60

Elective Courses (EC)
Course code 40102

1B Discipline Related Elective (DRE) Courses

2 Introduction to Financial Systems

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Financial System	15
2	Financial Markets	15
3	Financial Regulators	15
4	Financial Instruments	15
Total		60

Sr. No.	Modules / Units
1	Overview of Financial System
	An introduction to the financial system, Overview of financial system, Functions of a financial system, Evolution of financial systems (capital market oriented), Financial systems in India compared with those in developed nations and developing nations, Constituents of the financial system and interrelationships between various components
2	Financial Markets
	Capital markets, Money Markets, Foreign Exchange Market, Commodity Markets, Derivative Markets, Meaning, classification and structure, sub-segments, Role played, participants
3	Financial Regulators
	Meaning and features of financial regulators, Role and functions of financial regulators, Kinds of financial regulators, markets regulated by each regulator
4	Financial Instruments
	Meaning and classification of financial instruments (multiple ways of classifying financial instruments), Types of financial instruments, Evaluation of financial instruments (risk return trade-off), Characteristics of financial instruments, New financial instruments

Reference Books

- John C. Hull & Basu -Futures, options & other derivatives
- Robert McDonald, Derivatives market, Pearson education
- John Hull, Fundamentals of futures & options
- Ankit Gala & Jitendra Gala, Guide to Indian Commodity market, Buzzingstock publishing house
- K.Sasidharan & Alex K. Mathews, Option trading – bull market strategies, McGraw Hill publication
- NitiChatnani, Commodity markets, McGraw Hill Publication
- S. Kevin, Commodities & financial derivatives, PHI learning Pvt ltd
- Suni K Parmeswaran, Futures & options, McGraw Hill

**Allocation of 40 Marks---Internal evaluation
SEMESTER -I**

Method of evaluation	Marks
Written Test	15
Power Point Presentation-Pre-set criteria	20
Class Participation & attendance	5
TOTAL	40

**Paper pattern for written test of 15 Marks
SEMESTER I**

Question No	Particulars	Marks
Q.1	Question based on theory/concept taught. (Any Two out of Three)	10
	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
TOTAL		15

**Paper pattern for written test of 60 Marks
SEMESTER I**

Question No.	Particulars	Marks per Question	Total marks	
Q.1	A Theory/ Concept based question	7	15	
	B Theory/ Concept based question	8		
	OR			
	C Theory/ Concept based question	7		
	D Theory/ Concept based question	8		
Q.2	A Theory/ Concept based question- Essay Type Answer	15	15	
	OR			
	B Theory/ Concept based question- Essay Type Answer	15		
Q.3	A Application Based Question	5	15	
	B Application Based Question	5		
	C Application Based Question	5		
Q.4	Short notes: Any Three out of Five	3*5	15	
TOTAL			60	

CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/APPLICATION BASED ACTIVITY: _____

MARKS: 20

FY/SY/TY BFM: Division A/B

Semester: _____

Name of the Topic		Date of Presentation:					
Sr No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Name of the Topic		Date of Presentation:					
Sr No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Name of the Topic		Date of Presentation:					
Sr No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

1B Discipline Related Elective (DRE) Courses

Course code 40103

Business Mathematics

Course Credit-3

Objectives

- To understand the various concepts of financial mathematics such as simple interest, compound interest, and annuity, permutation and combination
- To understand the concept of calculus such as there are waiters and application of derivatives
- To understand the concept of numerical analysis such as interpolation

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

Modules at a glance

UNI T NOS.	MODULES
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

Learning Outcomes

- Students are able to distinguish the difference between continues, nominal effectiverate of interest
- Students are able to distinguish between types of an unity and concept of sinking fund
- Students are able to distinguish between the concept of calculus in constant function,polynomial function and exponential function
- Practical application is possible of the theory taught in the class
- Ease in understanding of forward difference, interpolation difference interpolation andits practical application

Reference Books:

1. Mathematics for Economics and Finance, Martin Anthony, Norman Biggs,Cambridge lowprice editions, 2000.
2. Business Mathematics, D.C. Sancheti, V.K. Kapoor, Sultan Chand & SonsPublications, 2006.
3. Business Mathematics, J.K. Singh, 2009,Himalaya Publishing House.
4. Mathematics for Business and Economics, J.D. Gupta, P.K. Gupta, Man Mohan,Tata McGrawHill Publishing Company Ltd.
5. Mathematics of Finance 2nd Edition Schaum's Outline Series Peter Zima, RobertBrows Tata McGraw-Hill Publishing Company Ltd
6. Business Mathematics by Dr.AmarnathDikshit &Dr.Jinendra Kumar Jain.
7. Business Mathematics by Bari - New Literature publishing company, Mumbai
8. Mathematics for Economics and Business, RS Bhardwaj, 2010,Excel Books
9. Business Mathematics, Zameerudin, Qazi, V.K. Khanna& S.K. Bhambri, VikasPublishing House Pvt. Ltd, New Delhi

Teaching Pedagogy

Use of technology, Chalk and Talk method, case study analysis, Flip class, Quiz, would be conducted in the class to make learning an enjoyable experience.

Business Mathematics

Allocation of 40 Marks---Internal evaluation SEMESTER -I

Method of evaluation	Marks
Written Test - Test 1	15
Written Test - Test 2	15
Class Participation & attendance	10
TOTAL	40

Paper pattern for written test of 15 Marks SEMESTER II

Test1

Q1 Solve any 3 out of 5 option provided /each for 5 marks (3*5 m =15m)

Test 2

Q1. Solve any 3 out of 5 option provided /each for 5 marks (3*5 m = 15m)

Paper pattern for written test of 60 Marks SEMESTER I

Question No.	Particulars	Marks per Question	Total marks	
Q.1	A Numerical	7	15	
	B Numerical	8		
	OR			
	C Numerical	15		
Q.2	A Numerical	7	15	
	B Numerical	8		
	OR			
	C Numerical	15		
Q.3	A Numerical	7	15	
	B Numerical	8		
	OR			
	C Numerical	15		
Q.4	Short notes: Any Three out of Five	3*5	15	
TOTAL			60	

1. Ability Enhancement Course (AEC)
2. A - Ability Enhancement Compulsory Course (AECC)
Course code 40104
Business Communication I
Course Credit-3

Objectives

- To understand the effective use of power point presentation
- To understand the relevance and importance of inter personal communication skills
- To enhance written communication skills
- To enable the students to adapt to the requirements of the industry

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

Syllabus

Sr. No.	Modules / Units
1	Theory of Communication
	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 Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine 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) Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Computers and E- communication: Organizing and use of Video and Satellite
2	Obstacles to Communication in Business World
	Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers Listening: Importance of Listening Skills, Cultivating good Listening Skills Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Report Writing
3	Business Correspondence
	Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Principles of Effective Letter Writing, Principles of effective Email Writing, 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
4	Language and Writing Skills

Commercial Terms used in Business Communication Paragraph Writing: Developing an idea, using appropriate linking devices, etc Cohesion and Coherence, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.] Activities 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

Learning Outcome

- The students learn to use statistical tools in PowerPoint presentations
- The students learn to write letters of enquiry and letters of complaint
- Practical application of preparing flyers and leaflets help the students demonstrate their creativity.
- Non- verbal communication skills of students is enhanced.

Business Communication- I
Allocation of 40 Marks---Internal evaluation
SEMESTER -I

Method of evaluation	Marks
Reading Newspaper article in class & Discussing	10
SWOC- Self Analysis of students	10
Paragraph Writing	5
Report Writing	15
TOTAL	40

Paper pattern for written test of 60 Marks
SEMESTER I

Question No.	Particulars	Marks per Question	Total marks	
Q.1	A Theory/ Concept based question	7	15	
	B Theory/ Concept based question	8		
	OR			
	C Theory/ Concept based question	7		
	D Theory/ Concept based question	8		
Q.2	A Theory/ Concept based question- Essay Type Answer	15	15	
	OR			
	B Theory/ Concept based question- Essay Type Answer	15		
Q.3	A Application Based Question	5	15	
	B Application Based Question	5		
	C Application Based Question	5		
Q.4	Short notes: Any Three out of Five	3*5	15	
TOTAL			60	

2 B- Skill Enhancement Courses (SEC)
Course code 40105
5. Foundation Course I
Course Credit-2

Objectives

- To help the learner understand the inter-disciplinary approach of social fabric.
- To sensitize learners on the socio-economic concerns in India with specific focus on the issues of the youth.
- To help learners articulate their views on the contemporary social issues.

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Indian Society – Unity in Diversity and conflicts	11
2	Social issues and problem	11
3	The Indian Constitution	11
4	Significant Aspects of Political Processes	12
	Total	45

Syllabus

Sr. No.	Modules / Units
1	Indian Society – Unity in Diversity and conflicts
	Concept of diversity vs difference, Understand the multi-cultural diversity of Indian society through its demographic composition Inequalities and inter group conflicts arising due to Linguistic differences –Causes and Remedies Religious diversity-Causes and Remedies Caste system as a social evil Naxalism-Affirmatve action taken by the government to address the issue Regionalism- Causes and Remedies
2	Social issues and problem
	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 across all forms of media; Appreciate the inequalities faced by people with disabilities and understand with sensitivity the issues of people with physical and mental disabilities, mental ill health, sensitivity towards third gender
3	Mental Issues among the Youth
	Peer pressure, Bullying, Substance dependency/addiction, Abuse (Physical, verbal, sexual and emotional), Suicidal ideation, Insomnia/Hypersomnia, Binge eating/Bulimia, Insufficient social skills, Childhood trauma, Academic pressure, Inequality among siblings and comparison with peers.
4	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

Learning Outcome

- The successful completion of course will enable the learner to understand factual aspects of Indian society.
- It will help create awareness and empathy among learners about various issues faced by youth
- It will help ingrain social responsibility and participatory approval towards society

Foundation Course- I
Allocation of 40 Marks---Internal evaluation
SEMESTER -I

Method of evaluation	Marks
Written Test - Test 1	15
Power Point Presentation-Pre-set criteria	20
Class Participation & attendance	5
TOTAL	40

Paper pattern for written test of 60 Marks
SEMESTER I

QuestionNo.	Particulars	Marks per Question	Total marks	
Q.1	A	Theory/ Concept based question	7	15
	B	Theory/ Concept based question	8	
	OR			
	C	Theory/ Concept based question	7	
Q.2	D	Theory/ Concept based question	8	15
	A	Theory/ Concept based question- Essay Type Answer	15	
Q.2	OR			15
	B	Theory/ Concept based question- Essay Type Answer	15	
Q.3	A	Application Based Question	5	15
	B	Application Based Question	5	
	C	Application Based Question	5	
Q.4		Short notes: Any Three out of Five	3*5	15
TOTAL				60

**CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/
APPLICATION BASED ACTIVITY: _____**

MARKS: 20

FY/SY/TY BFM: Division A/B

Semester: _____

Name of the Topic		Date of Presentation:				
Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
				Verbal (5)	Non Verbal (5)	

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Name of the Topic		Date of Presentation:				
Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
				Verbal (5)	Non Verbal (5)	

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Name of the Topic		Date of Presentation:				
Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
				Verbal (5)	Non Verbal (5)	

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

3. Core Courses (CC)

Course code 40106

5. Business Environment

Course Credit-3

Objectives

- To understand the nature and dynamics of business organizations
- to understand the impact of internal and external environmental factors on a business enterprise
- to sensitize the students on social responsibilities
- to introduce concept of relevance and importance related to current trends in business enterprise
- to familiarize the students on the challenges faced by International business

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

Syllabus

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: 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, Economic 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 – Role of these sectors into enhancing the 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, Process of transformation from MNC to TNC 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.

Learning Outcomes

- Clarity in understanding the different types of business organisations
- Better understanding of the role and impact of environmental factors on a business enterprise
- Develops a sense of gratitude and a feeling of giving back to society at an early age
- Inculcated concepts of evaluating threats and utilising opportunities for a better business enterprise
- Clarity in understanding the role of world forums and international organisations role in business enterprise

Reference Books

- Morrison J, The International Business Environment, Palgrave
- Francis Cherunilam, Business Environment-Himalaya Publishing House, New Delhi
- K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi
- MISHRA AND PURI, Indian Economy, Himalaya Publishing House, New Delhi
- Business Environment Raj Aggarwal Excel Books, Delhi
- Strategic Planning for Corporate Ramaswamy V McMillan, New Delhi
- Business and society - Lokanathan and Lakshmi Rajan, Emerald Publishers.
- Economic Environment of Business - M. Adhikary, Sultan Chand & Sons.
- TATA Publications on Economic indicators

Teaching Pedagogy

Use of technology, Chalk and Talk method, Role Play, Group discussions, Play learn method, case study analysis, Flip class, Quiz, management games would be conducted in theclass to make learning an enjoyable experience.

Business Environment Allocation of 40 Marks---Internal evaluation SEMESTER -I

Method of evaluation	Marks
Written Test	15
Power Point Presentation-Pre-set criteria	20
Class Participation & attendance	5
TOTAL	40

Paper pattern for written test of 15 Marks SEMESTER I

Question No	Particulars	Marks
Q.1	Question based on theory/concept taught. (Any Two out of Three)	10
	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
TOTAL		15

Paper pattern for written test of 60 Marks SEMESTER I

Question No.	Particulars	Marks per Question	Total marks	
Q.1	A Theory/ Concept based question	7	15	
	B Theory/ Concept based question	8		
	OR			
	C Theory/ Concept based question	7		
Q.2	D Theory/ Concept based question	8	15	
	A Theory/ Concept based question- Essay Type Answer	15		
	OR			
	B Theory/ Concept based question- Essay Type Answer	15		
Q.3	A Application Based Question	5	15	
	B Application Based Question	5		
	C Application Based Question	5		
Q.4	Short notes: Any Three out of Five	3*5	15	
TOTAL			60	

CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/APPLICATION BASED ACTIVITY: _____

MARKS: 20

FY/SY/TY BFM: Division A/B

Semester: _____

Name of the Topic			Date of Presentation:				
Sr No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Name of the Topic			Date of Presentation:				
Sr No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Name of the Topic			Date of Presentation:				
Sr No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Course code 40107
7. Business Economics I
Course Credit-3

Objectives

- To understand the basic concepts and microeconomics
- To understand the demand function with the help of numerical illustration on trend analysis and simple linear regression
- To understand the concept of supply, production function and cost of production
- To understand the different market structures
- To acquaint the students related to pricing practices in today's business world

Modules at a Glance

Sr. No.	Module	No. of Lectures
1	Introduction	15
2	Demand Analysis	15
3	Supply and Production Decisions and Cost of Production	15
4	Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition	15
	Total	60

Syllabus

Sr. No.	Modules / Units
1	Introduction
	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
2	Demand Analysis
	Demand Function - Meaning, 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
3	Supply and Production Decisions and Cost of Production
	Production function: short run analysis with Law of Variable Proportions- Production function with two variable inputs. 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), - Break even analysis (with business applications)
4	Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition

	<p>Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly Monopolistic competition: Features of monopolistic competition, debate over role of advertising (topics to be taught using case studies from real life examples) Oligopolistic markets: key attributes of oligopoly - Collusive and non collusive oligopoly market - Price rigidity (only concepts to be explained)-</p>
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Learning Outcomes

- Students are able to relate to concepts such as opportunity cost principle, basic economic relations-functional relations
- Students are familiarized with nature of demand curve under different markets
- Under production function: short run analysis with law of variable proportions production function with two variable inputs is well understood
- The students are able to distinguish between different cost concepts such as accounting cost and economic costs, implicit and explicit cost, fixed and variable costs, average and marginal costs
 - The students have a fair view on different market structures such as monopolistic competition and oligopolistic markets
- The students understand the concepts of cost oriented pricing method.

Business Economics- I
Allocation of 40 Marks---Internal evaluation
SEMESTER -I

Method of evaluation	Marks
Written Test - Test 1	15
Power Point Presentation-Pre-set criteria	20
Class Participation & attendance	5
TOTAL	40

Paper pattern for written test of 60 Marks

SEMESTER I

Question No.	Particulars	Marks per Question	Total marks	
Q.1	A Theory/ Concept based question	7	15	
	B Theory/ Concept based question	8		
	OR			
	C Theory/ Concept based question	7		
Q.2	D Theory/ Concept based question	8	15	
	A Theory/ Concept based question- Essay Type Answer	15		
	OR			
Q.3	B Theory/ Concept based question- Essay Type Answer	15	15	
	A Application Based Question	5		
	B Application Based Question	5		
Q.4	C Application Based Question	5	15	
	Short notes: Any Three out of Five	3*5		
TOTAL			60	

CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/APPLICATION BASED ACTIVITY: _____

MARKS: 20

FY/SY/TY BFM: Division A/B

Semester: _____

Name of the Topic		Date of Presentation:				
Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
				Verbal (5)	Non Verbal (5)	

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Name of the Topic		Date of Presentation:				
Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
				Verbal (5)	Non Verbal (5)	

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Name of the Topic		Date of Presentation:				
Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
				Verbal (5)	Non Verbal (5)	

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Elective Courses (EC)
Course code 40201

1. Financial Accounting -II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Shares and Debentures	15
2	Corporate Accounting	15
3	Share Valuation	15
4	Indian Accounting Standards	15
Total		60

Sr. No.	Modules / Units
1	Shares and Debentures
	Issue of Shares & Debentures: Types of Shares & Debentures (in India) Accounting Treatments for issue of shares & debentures with new market and SEBI rules
2	Corporate Accounting
	Capitalisation of reserves & issue of Bonus Shares Preparation of corporate financial statements in vertical form.
3	Share Valuation
	Valuation of Shares. Buy-back of shares & own debentures. Investment Accounting
4	Indian Accounting Standards
	AS, GAAP & their impact on Income Statement & B/S. Latest Development: Computerization of accounting & accounting

Financial Accounting
Allocation of 40 Marks---Internal evaluation
SEMESTER -I

Method of evaluation	Marks
Written Test	15
Assignment	20
Class Participation & attendance	5
TOTAL	40

Paper pattern for written test of 15 Marks
SEMESTER I

Question No	Particulars	Marks
Q.1	Question based on theory/concept taught. (Any Two out of Three)	10
	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
TOTAL		15

**Paper pattern for written test of 60 Marks
SEMESTER I**

Question No.	Particulars		Marks per Question	Total marks
Q.1	A	Theory/ Concept based question	7	15
	B	Theory/ Concept based question	8	
	OR			
	C	Theory/ Concept based question	7	
	D	Theory/ Concept based question	8	
Q.2	A	Theory/ Concept based question- Essay Type Answer	15	15
	OR			
Q.3	B	Theory/ Concept based question- Essay Type Answer	15	15
	A	Application Based Question	5	
	B	Application Based Question	5	
Q.4	C	Application Based Question	5	15
		Short notes: Any Three out of Five	3*5	
TOTAL				60

Course code 40202
Principles of Management
Course Credit-3

Objectives

- To introduce theories of learning on the evolution of levels of management
- To apprise the learner with the structure, hierarchy and recent trends of management.
- To understand the functions and process of management

Modules at a Glance

Syllabus

Sr. No.	Modules / Units
1	Introduction to Management
	Pre-requisite (Overview of types of management in business) • 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
	Planning: Meaning, Importance, Elements, Process, Limitations and MBO. • Decision Making: Meaning, Importance, Process, Techniques of Decision Making
3	Organizing
	Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, significance • Departmentation: Meaning, • Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control Centralization v/s Decentralization • Delegation: Authority & Responsibility relationship, Barriers to delegation
4	Directing, Leadership, Co-ordination and Controlling
	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 &, Fintech Management, AI in management • Traditional and contemporary issues in management

Learning Outcomes

- Ensures easy understanding of theory and its application. The learner acquires knowledge and insight into recent trends in management.
- Enhances decision making and managerial skills
- Learner acquires knowledge on responsibilities, powers and job profile

Reference Books

- Principles of Management, Ramasamy, Himalaya Publication, Mumbai
- Principles of Management, Tripathi Reddy, Tata Mc Graw Hill
- Management Text & Cases, VSP Rao, Excel Books, Delhi
- Management Concepts and OB, P S Rao & N V Shah, Ajab Pustakalaya
- Essentials of Management, Koontz II & W, Mc. Graw Hill, New York
- Principles of Management-Text and Cases –Dr.M.Sakthivel Murugan, New Age Publications

Teaching Pedagogy

Use of technology, Chalk and Talk method, Role Play, Group discussions, Play learn method, case study analysis, Flip class, Quiz, management games would be conducted in theclass to make learning an enjoyable experience.

Principles of Management
Allocation of 40 Marks---Internal evaluation
SEMESTER -II

Method of evaluation	Marks
Written Test	15
Power Point Presentation-Pre-set criteria	20
Class Participation & attendance	5
TOTAL	40

Paper pattern for written test of 15 Marks

Question No	Particulars	Marks
Q.1	Question based on theory/concept taught. (Any Two out of Three)	10
	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
TOTAL		15

Paper pattern for written test of 60 Marks

Question No.	Particulars	Marks per Question	Total marks	
Q.1	A Theory/ Concept based question	7	15	
	B Theory/ Concept based question	8		
	OR			
	C Theory/ Concept based question	7		
Q.2	D Theory/ Concept based question	8	15	
	A Theory/ Concept based question- Essay Type Answer	15		
	OR			
Q.3	B Theory/ Concept based question- Essay Type Answer	15	15	
	A Application Based Question	5		
	B Application Based Question	5		
Q.4	C Application Based Question	5	15	
	Short notes: Any Three out of Five	3*5		
TOTAL			60	

CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/
APPLICATION BASED ACTIVITY: _____

MARKS: 20

FY/SY/TY BFM: Division A/B

Semester: _____

Name of the Topic		Date of Presentation:					
Sr No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Name of the Topic		Date of Presentation:					
Sr No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Name of the Topic		Date of Presentation:					
Sr No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Core Courses (CC)

Course code 40203

Business Statistics

Course Credit-3

Objectives

- To understand the basics of statistics and learn the various modes of presentation of data
- To apply the multiple tools useful in statistics
- To acquire knowledge of probability and standard statistical distribution
- To understand the concept of decision theory by using various methods

Modules at a Glance

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

Syllabus

Sr. No.	Modules / Units
1	Introduction to Statistics(Only for internal evaluation) Introduction: Functions/Scope, Importance, Limitations <ul style="list-style-type: none">• 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 Measures of Dispersion, 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)
2	Bivariate Linear Correlation and Regression <ul style="list-style-type: none">• Correlation Analysis: Meaning, Types of Correlation, And Determination of Correlation: Scatter diagram, Karl Pearson's method of Correlation Coefficient and Spearman's Rank Correlation Coefficient. (No repetition of ranks)<ul style="list-style-type: none">• Regression Analysis: Meaning, Concept of Regression equations, Slope of the Regression Line and its interpretation. Regression Coefficients, Relationship between Coefficient of Correlation and Regression Coefficients, Coefficient of Determination, Finding the equations of Regression lines by method of Least Squares
3	Time Series and Index Number <ul style="list-style-type: none">• Time series: Concepts and components of a time series. Representation of trend by Freehand Curve Method, Estimation of Trend using Moving Average Method and Least Squares Method (Linear Trend only). Estimation of Seasonal Component using Simple Arithmetic Mean for Additive Model

	and Multiplicative Model (For Trend free data only). Concept of Forecasting using Least Squares Method. <ul style="list-style-type: none"> • Index Numbers: Concept and usage of Index numbers (wholesale price index, Sensex index), Types of Index numbers, Aggregate and Relative Index Numbers, Lasperye's, Paasche's, Dorbisch-Bowley's, Marshall-Edgeworth and Fisher's ideal index numbers. Chain Base Index Nos. Shifting of Base year. Cost of Living Index Numbers, Concept of Real Income.
4	Probability and Decision Theory
	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) <ul style="list-style-type: none"> • 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) • Probabilitistics (Decision Making under risk):EMV, EOL, EVPI • Decision Tree

Learning Outcome

- The students are able to distinguish between different types of data and there is understanding of data presentation
- The learner is able to interpret data using methods for summarizing data assets, including common graphical tools such as box plots, histograms, and frequency polygon and ogive curves
- Different types of decision theory and the practical application of the same is well understood

Reference Books:

- Statistics by Schaum Series.
- Operations Research by Gupta and Kapoor.
- Operations Research by Schaum Series.
- Fundamentals of Statistics - D. N. Elhance.
- Statistical Methods - S.G. Gupta (S. Chand & Co.
- Statistics for Management - Lovin R. Rubin D.S. (Prentice Hall of India)
- Statistics - Theory, Method & Applications D.S.Sancheti & V. K. Kapoor.
- Modern Business Statistics - (Revised)-B. Pearles & C. Sullivan –Prentice Hall of India.
- Business Mathematics & Statistics : B Aggarwal, Ane Book Pvt. Limited.
- Business Mathematics : D C Sancheti & V K Kapoor, Sultan Chand & Sons.

Teaching Pedagogy

Chalk and board, Excel

Business Statistics
Allocation of 40 Marks---Internal evaluation

Method of evaluation	Marks
Written Test - Test 1	15
Written Test - Test 2	15
Class Participation & attendance	10
TOTAL	40

Paper pattern for written test of 60 Marks

Question No.	Particulars	Marks per Question	Total marks
Q.1	Attempt any 3 from the following Four questions		15
	A Numerical	5	
	B Numerical	5	
	C Numerical	5	
	D Theory question	5	
Q.2	Attempt any 3 from the following Four questions		15
	A Numerical	5	
	B Numerical	5	
	C Numerical	5	
	D Theory question	5	
Q.3	Attempt any 3 from the following Four questions		15
	A Numerical	5	
	B Numerical	5	
	C Numerical	5	
	D Theory question	5	
Q.4	Attempt any 3 from the following Four questions		15
	A Numerical	5	
	B Numerical	5	
	C Numerical	5	
	D Theory question	5	
TOTAL			60

2.Ability enhancement Course
2.A-Ability Enhancement Compulsory Course (AECC)
Course code40204
Business Communication II
Course Credit-3

Objectives

- To understand the effective use of power point presentation
- To understand the relevance and importance of conducting meetings
- To teach the formats of letter writing
- To enable the students to adapt to the requirements of the industry

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

Syllabus

Sr. No.	Modules / Units
1	Presentation Skills
	Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of PPT Effective use of statistical tools How to make a Power-Point Presentation
2	Group Communication
	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 Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR
3	Business Correspondence
	Trade Letters: Purchase Order, Credit and Status Enquiry, Collection Explain in detail along with the specimens. Only following to be taught in detail:- Letters of Inquiry, Letters of Complaints, Claims, , Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information(RTI) Act

4	Language and Writing Skills
	<p>Reports: Parts, Types, Feasibility Reports, Investigative Reports</p> <p>Summarization: Identification of main and supporting/sub points Presenting these in a cohesive manner</p>

Learning Outcomes

- The students learn to use statistical tools in power point presentations
- The students learn to write letters of enquiry and letters of complaint
- Practical application of preparing flyers and leaflets help the students demonstrate their creativity
- The students are able to write different types of reports

Reference Books:

1. Agarwal, AnjuD(1989) A Practical Handbook for Consumers, IBH.
2. Alien, R.K.(1970) Organisational Management through Communication.
3. Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
4. Aswathapa, K (1991)Organisational Behaviour, Himalayan Publication, Mumbai.
5. Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
6. Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing.
7. Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi. • Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA.
8. Banerjee, Bani P (2005) Foundation of Ethics in Mangement Excel Books
- 10.Businessworld Special Collector's Issue: Ethics and the Manager
9. Barkar, Alan(1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.
10. Basu,C.R.(1998) Business Organisation and Management, T.M.H.New Delhi.
11. Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper Collins College Publishers, New York.
12. Bhargava and Bhargava91971) Company Notices, Meetings and Regulations
13. Black, Sam (1972) Practical Public Relations, E.L.B.S. London.
14. BoveeCourtland,L and Thrill, John V(1989) Business Communication, Today McGraw Hill, New York, Taxman Publication.
15. Burton, G and Thakur, (1995) Management Today- Principles and Practices. T.M.H.,New Delhi.
16. Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) Public Relations Handbook, TheDartwell Co., Chicago.
17. Dayal, Ishwar(9810) Managing Large Organizations: A Comparative Study.
18. Drucher,P.F.((1970) Technology, Management and Society, Pan Books London.
19. Drucher,P.F.((1974)Management Responsibilities Practices, Heinemann, London.
- 22.Eyre, E.C. (1985) Effective Communication Made Simple, Rupa and Co.Calcutta.
20. Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.
21. Fisher Dalmar, (1999), Communication in Organisation, Jaico Pub House, Mumbai, Delhi.

22. French, Astrid (1993) Interpersonal Skills. Sterling Publishers, New Delhi.
23. 27 Fritzsche, David J (2005) Business Ethics: A Global and Managerial Perspective McGraw Hill
24. Garlside, L.E. (1980) Modern Business Correspondence, McDonald and Evans Ltd. Plymouth.
25. Ghanekar, A (1996) Communication Skill for Effective Management. Everest Publishing House, Pune.
26. Graves, Harold F. (1965) Report Writing, Prentice Hall, New Jersey.
27. 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
28. Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall, New Jersey.
29. Lesikar, Raymond V and Petit, John D.(1994) Business Communication: Theory and Application , Richard D. Irwin Inc. Illinois.
30. Ludlow,Ron.(1995) The Essence of Effective Communication, Prentice , New Delhi.
31. 36.M. Ashraf, Rizvi (2006) Effective Technical Communication Tata McGraw Hill
32. Martson, John E. 1963) The Nature of Public Relations, McGraw Hill, New Delhi.
33. Majumdar,P.K.(1992) Commentary on the Consumer protection Act, Prentice, New Delhi.
34. McQuail, Denis (1975), Communication, Longman.

Teaching Pedagogy

Use of technology, Chalk and Talk method, Role Play, Group discussions, Play learn method, case study analysis, Flip class, Quiz, management games would be conducted in theclass to make learning an enjoyable experience.

Business Communication- II Allocation of 40 Marks---Internal evaluation

Method of evaluation	Marks
Reading Newspaper article in class & Discussing	10
SWOC- Self Analysis of students	10
Paragraph Writing	5
Report Writing	15
TOTAL	40

Paper pattern for written test of 15 Marks

Question No	Particulars	Marks
Q.1	Question based on theory/concept taught. (Any Two out of Three)	10
	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
TOTAL		15

Paper pattern for written test of 60 Marks

Question No.	Particulars	Marks per Question	Total marks	
Q.1	A Theory/ Concept based question	7	15	
	B Theory/ Concept based question	8		
	OR			
	C Theory/ Concept based question	7		
Q.2	D Theory/ Concept based question	8	15	
	A Theory/ Concept based question- Essay Type Answer	15		
	OR			
Q.3	B Theory/ Concept based question- Essay Type Answer	15	15	
	A Application Based Question	5		
	B Application Based Question	5		
Q.4	C Application Based Question	5	15	
	Short notes: Any Three out of Five	3*5		
TOTAL			60	

2B-Skill Enhancement Courses (SEC)

Course code 40205

5. Foundation Course II

Course Credit-2

Objectives

- To understand the concept of liberalisation, privatisation and globalisation
- To ensure that the students understand the concept of human rights with special reference to fundamental rights as stated in the constitution of India
- To understand oneself and manage personal stress and conflict for harmonious interpersonal relationships.

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Globalisation and Indian Society	13
2	Human Rights	13
3	Understanding oneself	13
4	Stress and conflict management	13
5	Class Test/ Presentation	8
	Total	60

Syllabus

Sr. No	Modules
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 challenges in Farming.
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	Understanding oneself
	Defining self and Personality development; determinants of Personality development; Agents of socialization and the role played by them in developing the individual; Maslow's theory of self actualisation. Aggression and violence as the public expression of conflict
4	Stress and conflict management
	Meaning of stress ; it's causes and coping mechanisms for managing stress; Meaning of conflict; It's causes and response in society; Individual Conflict-resolution and efforts towards building peace and harmony in society

Learning Outcome:

- The students are familiarised with the concept of LPG
- The students are familiarised with the human rights as laid down in the Constitution
- The students understand the causes of stress and are able to effectively use the theory learned to be able to overcome stress
- The students are able to use the coping mechanisms for managing stress at an individual level

Reference Books

- 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
- 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)

Teaching Pedagogy

Use of technology, Chalk and Talk method, Role Play, Group discussions, Play learn method, case study analysis, Flip class, Quiz, management games would be conducted in theclass to make learning an enjoyable experience.

Foundation Course - II
Allocation of 40 Marks---Internal evaluation

Method of evaluation	Marks
Written Test	15
Power Point Presentation-Pre-set criteria	20
Class Participation & attendance	5
TOTAL	40

Paper pattern for written test of 15 Marks

Question No	Particulars	Marks
Q.1	Question based on theory/concept taught. (Any Two out of Three)	10
	OR Application based question	
Q.2	Write short note (Any One out of Two)	5
TOTAL		15

Paper pattern for written test of 60 Marks

Question No.	Particulars	Marks per Question	Total marks	
Q.1	A Theory/ Concept based question	7	15	
	B Theory/ Concept based question	8		
	OR			
	C Theory/ Concept based question	7		
Q.2	D Theory/ Concept based question	8	15	
	A Theory/ Concept based question- Essay Type Answer	15		
Q.3	OR		15	
	B Theory/ Concept based question- Essay Type Answer	15		
	A Application Based Question	5		
Q.4	B Application Based Question	5	15	
	C Application Based Question	5		
Q.4	Short notes: Any Three out of Five	3*5	15	
TOTAL			60	

**CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/
APPLICATION BASED ACTIVITY: _____**

MARKS: 20

FY/SY/TY BFM: Division A/B

Semester: _____

Name of the Topic			Date of Presentation:				
Sr . No	Roll No	Name of the student	Content (5)	Team buildin g (5)	Presentation skills		Tota l (20)
					Verba l (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Name of the Topic			Date of Presentation:				
Sr . No	Roll No	Name of the student	Content (5)	Team buildin g (5)	Presentation skills		Total (20)
					Verba l (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Name of the Topic			Date of Presentation:				
Sr . No	Roll No	Name of the student	Content (5)	Team buildin g (5)	Presentation skills		Total (20)
					Verba l (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Core Courses (CC)
Course code 40206
6. Environmental Science

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Environment: An overview	15
2	Natural Resources	15
3	Environment and Economic Activities	15
4	Environment Management	15
Total		60

Objectives:

- To make the learner understand the need for sustainable environment.
- The learner will be able to understand the key environmental concepts and will be able to orient themselves towards better utilization of natural resources.
- To sensitize learner towards various Environmental Movements and educate them towards Environmental laws.

Sr. No.	Modules / Units
1	Environment : An overview
	Environment- structure, components and typology Ecosystem as part of environment- Functioning and levels of organisation Biodiversity- Classification, value, threats to biodiversity
2	Natural Resources
	Definition, importance and classification of natural resources Utilisation and conservation of water, forest, soil and energy resources Issues associated with natural resources
3	Environment and Economic Activities
	Economic activities-nature and pattern- primary, secondary and tertiary Environmental problems associated with economic activities Case studies with reference to India
4	Environment Management

Environment management- Concept, need and relevance of environmental education Environmental Impact Assessment, Environmental audit Role of technology in Environment Management- GIS,GPS, Remote sensing as tools
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Learning Outcomes:

- It will enhance the learners overall understanding of Environmental aspects.
- The learner will be able to understand the key environmental concepts and will be able to orient themselves towards better utilization of natural resources.
- The learners will be able to understand the functional and spatial links between environment, economy and society.

References:

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4. Clark R.S., Marine Pollution, Clanderson Press Oxford.
5. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, EnvironmentalEncyclopedia, Jaico Publ. House, Mumbai, 1196p.
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Environmental Science
Allocation of 40 Marks---Internal evaluation

Method of evaluation	Marks
Written Test	15
Power Point Presentation-Pre-set criteria	20
Class Participation & attendance	5
TOTAL	40

Paper pattern for written test of 15 Marks

Question No	Particulars	Marks
Q.1	Question based on theory/concept taught. (Any Two out of Three)	10
	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
TOTAL		15

Paper pattern for written test of 60 Marks

Question No.	Particulars	Marks per Question	Total marks	
Q.1	A Theory/ Concept based question	7	15	
	B Theory/ Concept based question	8		
	OR			
	C Theory/ Concept based question	7		
Q.2	D Theory/ Concept based question	8	15	
	A Theory/ Concept based question- Essay Type Answer	15		
	OR			
Q.3	B Theory/ Concept based question- Essay Type Answer	15	15	
	A Application Based Question	5		
	B Application Based Question	5		
Q.4	C Application Based Question	5	15	
	Short notes: Any Three out of Five	3*5		
TOTAL			60	

**CRITERIA FOR EVALUATING POWER POINT PRESENTATION/CASE STUDY/
APPLICATION BASED ACTIVITY: _____**

MARKS: 20

FY/SY/TY BFM: Division A/B

Semester: _____

Name of the Topic				Date of Presentation:			
Sr . No	Roll No	Name of the student	Content (5)	Team buildin g (5)	Presentation skills		Tota l (20)
					Verba l (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Name of the Topic				Date of Presentation:			
Sr . No	Roll No	Name of the student	Content (5)	Team buildin g (5)	Presentation skills		Total (20)
					Verba l (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Name of the Topic				Date of Presentation:			
Sr . No	Roll No	Name of the student	Content (5)	Team buildin g (5)	Presentation skills		Total (20)
					Verba l (5)	Non Verbal (5)	
1							
2							
3							
4							

Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____

Core course
Course code 40207
Computer Skills -I
Course Credit-3

Objectives of the course:

- To learn basic concepts of Information Technology, its support and role in Management, for managers. To understand basic concepts of Email, Internet and websites, domains and security therein.
- To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features.

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Cyber law and IT act	15
2	Office Automation using MS-Office	15
3	Email, Internet and its Applications	15
4	E-Security	15
	TOTAL	60

Syllabus

Sr. No	Module
1	Introduction to IT Support in Management & Cyber law, IT act 2000
	<ul style="list-style-type: none"> • Information Technology concepts Concept of Data, Information and Knowledge Concept of Database • Cyber forensic and computer crimes and types. Crimes targeting computers: definition of cybercrime and computer related crimes. (a) Data Theft (b) Hacking (c) Spreading Virus and Worms (d) Phishing (e) Cyber Stalking (f) identity theft and impersonation (g) credit card and online banking frauds (h) Obscenity, pornography and child pornography (i) cyber defamation, defacement (j) illegal online selling and gambling (k) denial of service attacks (l) cyber terrorism (m) software piracy and illegal downloading. Reasons for cybercrime • Block chain technology • Evolution of the IT act, Genesis and necessity. Salient features of the IT act, 2000, various authorities under IT act and their powers; penalties on offences, amendments. • Concept of Digital Economy and Digital Organization. • IT Resources Open Source Software - Concept and Applications. Study of Different Operating Systems. (Windows / Linux/ DOS)
2	Office Automation using MS Office
	<ul style="list-style-type: none"> • Learn Word: Creating/Saving of Document Editing and Formatting Features Designing a title page, Preparing Index,

	<p>Use of SmartArt Cross Reference, Bookmark and Hyperlink. Mail Merge Feature. • Spreadsheet application (e.g. MS-Excel/openoffice.org) Creating/Saving and editing spreadsheets Drawing charts. Using Basic Functions: text, math & trig, statistical, date & time, database, financial, logical Using Advanced Functions : Use of VLookup/HLookup Data analysis – sorting data, filtering data (AutoFilter , Advanced Filter), data validation, what-if analysis (using data tables/scenarios), creating sub-totals and grand totals, pivot table/chart, goal seek/solver, • Presentation Software Creating a presentation with minimum 20 slides with a script. Presenting in different views, Inserting Pictures, Videos, Creating animation effects on them Slide Transitions, Timed Presentations Rehearsal of presentation</p>
3.	Email, Internet and its Applications
	<p>• Introduction to Email Writing professional emails Creating digitally signed documents. • Use of Outlook : Configuring Outlook, Creating and Managing profile in outlook, Sending and Receiving Emails through outlook Emailing the merged documents. Introduction to Bulk Email software • Internet Understanding Internet Technology Concepts of Internet, Intranet, Extranet Networking Basics, Different types of networks. Concepts (Hubs, Bridges, Routers, IP addresses) Study of LAN, MAN, WAN • DNS Basics. Domain Name Registration, Hosting Basics. • Emergence of E-commerce and M-Commerce Concept of E-commerce and M-Commerce Definition of E-commerce and M-Commerce Business models of e-commerce: models based on transaction party (B2B, B2C,B2G, C2B, C2C, E-Governance) Models based on revenue models, Electronics Funds Transfer, Electronic Data Interchange.</p>
4	E-Security Systems
	<p>• Threats to Computer systems and control measures. Types of threats- Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism) Threat Management • IT Risk Definition, Measuring IT Risk, Risk Mitigation and Management • Information Systems Security • Security on the internet Network and website security risks Website Hacking and Issues therein. Security and Email • E-Business Risk Management Issues</p>

Firewall concept and component, Benefits of Firewall

- Understanding and defining Enterprise wide security framework
 - Information Security Environment in India with respect to real Time Application in Business Types of Real Time Systems, Distinction between Real Time, On – line and Batch Processing System. Real Time Applications viz. Railway / Airway / Hotel Reservation System, ATMs, EDI Transactions - definition, advantages, examples; E-Cash, Security requirements for Safe E-Payments
- Security measures in International and Cross Border financial transactions
- Threat Hunting Software

Learning Outcome of the course:

1. The learner has understanding of the concepts related to cyber law and its applications.
2. The learner is able to conduct himself/herself with discretion and prudence
3. There is understanding of all concepts related to E Commerce and M Commerce with relation to IT

Reference Books

1. Information Technology for Management, 6TH ED (With CD) By Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)
2. Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch
3. Tata McGraw Hill Joseph, P.T. : E-commerce An Indian Perspective (Ch-13,Ch-14)
4. Computer Viruses and Related Threats: A Management Guide (Ch-2, Ch-3) By John P. Wack, Lisa J. Carnahan (E-Book :
<https://play.google.com/books/reader?id=tsP15h9gr8MC&printsec=frontcover&output=reader&hl=en&pg=GBS.PR7.w.2.1.0>)
5. Electronic Commerce - Technologies & Applications. Bharat, Bhaskar
<https://play.google.com/books/reader?id=F1zbUaBtk7IC&printsec=frontcover&output=reader&hl=en&pg=GBS.PP1>

Teaching Pedagogy

Use of technology, Chalk and Talk method, Group discussions, case study analysis, Flip class, Quiz, management games would be conducted in the class to make learning an enjoyable experience.

Allocation of 40 Marks---Internal evaluation

Method of evaluation	Marks
Project	20
Class Test	15
Class Participation & attendance	5
TOTAL	40

Suggested Paper pattern for written test of 15 Marks

Question No	Particulars	Marks
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	OR	
	Application based question	
Q.2	Write short note (Any One out of Two)	5
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	OR			
	B Theory/ Concept based question- Essay Type Answer	15		
Q.3	A Application Based Question	5	15	
	B Application Based Question	5		
	C Application Based Question	5		
Q.4	Short notes: Any Three out of Five	3*5	15	
TOTAL			60	