



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



**First Year Bachelor of Management Studies
(BMS)**

Three Year Integrated Programme

Six Semesters

Course Structure

For

Semester I

With Effect from the Academic Year 2019-20

Under Choice Based Credit System

www.rapodar.ac.in

Bachelor of Management Studies (BMS) Programme

Under Choice Based Credit, Grading and Semester System Course Structure

FYBMS

(To be implemented from Academic Year- 2019-20)

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
1	<i>Elective Courses (EC)</i>		1	<i>Elective Courses (EC)</i>	
1	Introduction to Financial Accounts	03	1	Principles of Marketing	03
2	Business Law	03	2	Industrial Law	03
3	Business Statistics	03	3	Business Mathematics	03
2	<i>Ability Enhancement Courses (AEC)</i>		2	<i>Ability Enhancement Courses (AEC)</i>	
2A	<i>Ability Enhancement Compulsory Course (AECC)</i>		2A	<i>Ability Enhancement Compulsory Course (AECC)</i>	
4	Business Communication - I	03	4	Business Communication -II	03
2B	<i>Skill Enhancement Courses (SEC)</i>		2B	<i>Skill Enhancement Courses (SEC)</i>	
5	Foundation Course - I	02	5	Foundation Course - II	02
3	<i>Core Courses (CC)</i>		3	<i>Core Courses (CC)</i>	
6	Foundation of Human Skills	03	6	Business Environment	03
7	Business Economics-I	03	7	Principles of Management	03
Total Credits		20	Total Credits		20

1. Introduction to Financial Accounting
Course Credit-3

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

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction	15
2	Accounting Transactions	14
3	Depreciation Accounting & Trial Balance	14
4	Final Accounts	15
5	Class Test	2
Total		60

Syllabus

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. reparation and presentation of Final Accounts in horizontal format Introduction to Schedule 6 of Companies Act, 1956.

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

- Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai
- Financial Accounting by P.C. Tulsian, Pearson Publications, New Delhi
- Accounting Principles by R.N. Anthony and J.S. Reece, Richard Irwin, Inc
- Financial Accounting by Monga, J.R. Ahuja, GirishAhuja and Ashok Shehgal, Mayur Paper Back, Noida
- Compendium of Statement and Standard of Accounting, ICAI
- Indian Accounting Standards, Ashish Bhattacharya, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Financial Accounting by Williams, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Company Accounting Standards by ShrinivasanAnand, Taxman, New Delhi
- Financial Accounting by V. Rajasekaran, Pearson Publications, New Delhi
- Introduction to Financial Accounting by Horngren, Pearson Publications, New Delhi
- Financial Accounting by M. Mukherjee and M. Hanif, Tata McGraw Hill Education Pvt. Ltd., New Delhi
- Financial Accounting a Managerial Perspective, Varadraj B. Bapat, MehulRaithatha, Tata McGraw Hill Education Pvt. Ltd., New Delhi Business

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)**

Topics for evaluation

- A. Classification of Accounts
- B. Journal Entries/ Ledger
- C. Subsidiary Books

Test 2

Q1 Solve any 3 out of 5 options provided **(3*5 m = 15 m)**

Topics for evaluation

- A. Depreciation Accounting
- B. Preparation of Trial Balance

**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

**2. Business Law
Course Credit-3**

Objectives

- To understand the nature of contract and law applicable while buying and selling goods.
- To understand the objects of consumer law and the application of negotiable instruments.
- To introduce the concept of company and its relevance.
- To familiarize the students with the different concepts of IPR.

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	13
3	Company Law	15
4	Intellectual Property Rights(IPR)	15
5	Class Test	2
Total		60

Syllabus

Sr. No.	Modules / Units
1	Contract Act, 1872 & Sale of Goods Act, 1930
	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
	Negotiable Instrument Act, 1981: Introduction of Negotiable Instruments – Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonor 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
	Company Law: What is company? – Incorporation of company – MOA, AOA, Prospectus, Meetings, Meaning of transfer and transmission of shares
4	Intellectual Property Rights(IPR)
	Intellectual Property Rights (IPR) IPR definition/ objectives Patent definition. What is patentable? What is not patentable? Invention And its Attributes, Inventors and Applications Trademarks, definition, types of trademarks, infringement and passing off. Copy right definition and subject in which copy right exists, Originality, Meaning and Content, Authors and Owners, Rights and Restrictions. Geographical indications (only short notes)

Learning Outcomes

- Clarity in understanding how the law of contract affects us on daily basis.
- Better understanding of negotiable instruments and inform the rights of a consumer.
- Clarity in understanding the role of companies in business
- To help the students understand the laws related to trademarks, copyrights and patents.

Reference Books

- Elements of mercantile Law – N.D.Kapoor
- Business Law – P.C. Tulsian
- Business Law – SS Gulshan
- Company Law – Dr.Avtar Singh
- Indian contract Act – Dr.Avtar Singh
- Law of Intellectual Property-V.K-Taraporevala

Teaching Pedagogy

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

Business Law
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 BMS: 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: _____

3. Business Statistics **Course Credit-3**

Objectives

- To understand the basics of statistics and organizing of data in presentation format
- To understand the various tools used in statistics
- To understand the knowledge of probability and the standard statistical distribution
- To understand the concept of decision theory by using various methods

Unit	Modules	No. of Lectures
1	Introduction to Statistics	13
2	Measures of Dispersion, Co-Relation and Linear Regression	15
3	Time Series and Index Number	15
4	Probability and Decision Theory	15
5	Class Test	2
Total		60

Syllabus

Unit 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

Learning Outcome

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

Reference Books :

- Statistics of Management , Richard Levin & David S. Rubin, Printice Hall of India , New Delhi.
- Statistics for Business & Economics, David R Anderson, Dennis J Sweney, Thompmson Publication.
- Fundamental of Statistics, S C Gupta, Himalya Publication House.
- Business Statistics , Bharadwaj , Excel Books, Delhi
- Business Mathematics, S.K Singh & J.K Singh, Brijwasi Book Distributor & Publisher.

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 Statistics

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)

Topics for evaluation

- D. Presentation and organizing of data
- E. Average
- F. Graph

Test 2

Q1 Solve any 3 out of 5 options provided

(3*5 m = 15 m)

Topics for evaluation

- C. Correlation
- D. Regression
- E. Dispersion

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	

2. Ability Enhancement Course (AEC)

2.A - Ability Enhancement Compulsory Course (AECC)

4. 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	13
2	Obstacles to Communication in Business World	13
3	Business Correspondence	13
4	Language and Writing Skills	13
5	Class Test / Presentation	8
Total		60

Syllabus

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 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</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 Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4 Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Report Writing</p>
3	Business Correspondence
	<p>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</p>
4	Language and Writing Skills
	<p>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 <input type="checkbox"/> Listening Comprehension <input type="checkbox"/> Remedial Teaching <input type="checkbox"/> Speaking Skills: Presenting a News Item, Dialogue and Speeches <input type="checkbox"/> Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. <input type="checkbox"/> Reading Comprehension: Analysis of texts from the fields of Commerce and Management</p>

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

Reference Books

- 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.
- Aswathapa, 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.
- Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA
- Banerjee, Bani P (2005) Foundation of Ethics in Mangement Excel Books 10.Businessworld Special Collector's Issue: Ethics and the Manager
- Barkar, Alan(1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.
- Basu,C.R.(1998) Business Organisation and Management, T.M.H.New Delhi.
- 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
- 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. Illinois.
- 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.

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 the class to make learning an enjoyable experience.

Business Communication- I 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 BMS: 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		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: _____

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: _____

2 B- Skill Enhancement Courses (SEC)

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	9
2	Social issues and problem	9
3	The Indian Constitution	9
4	Significant Aspects of Political Processes	9
5	Class Test / Presentation	9
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: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; variations according to rural, urban and tribal characteristics; Inequalities and inter group conflicts arising due to Linguistic differences – Linguistic, regionalism Religion – Communal violence Caste – Social Unrest Economic – Naxalism Affirmative action by the government to address the conflict
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 in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities
3	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
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

Reference Books

- 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
- National Humana rights commission- disability Manual
- Rural, Urban Migration : Trends, challenges & Strategies, S Rajagopalan, ICFAI- 2012
- Regional Inequalities in India Bhat L S SSRD- 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
- The Problems of Linguistic States in India, Krishna Kodesia Sterling Pub
- Politics in India: structure, Process and Policy SubrataMitra, Rouutlege Pub • Politics in India, Rajani Kothari, Orient Blackswan
- Problems of Communilism in india, Ravindra Kumar Mittal Pub Combating communalism in India: Key to National Integration, KawalKishor Bhardwaj, Mittal Pub

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 the class to make learning an enjoyable experience.

Foundation Course- I
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 BMS: 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		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: _____

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: _____

3. Core Courses (CC)

6. Foundation of Human Skills
Course Credit-3

Objectives

- To understand individual differences and factors that affect the same
- To ensure clarity in understanding different types of personality and the theories related to the same
- To understand the difference between intelligent quotient, emotional quotient and spiritual quotient at workplace
- To inculcate team spirit and team building
- To introduce the concepts related to conflict in an organization and its resolution
- To understand the importance of healthy work culture and motivation
- To be able to cope with and overcome stress

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Understanding of Human Nature	10
2	Introduction to Group Behaviour	14
3	Organizational Culture and Motivation at workplace	14
4	Organizational Change, Creativity and Development and Work Stress	14
5	Class Test / Presentation	8
	Total	60

Syllabus

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: Determinants of personality, Personality traits theory, , 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, • learning and perceptions:, 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,
2	Introduction to Group Behaviour
	<ul style="list-style-type: none"> • Introduction to Group Behaviour 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. 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. Power and politics: nature, bases of power, politics nature, types, causes of organizational politics, political games.
3	Organizational Culture and Motivation at workplace
	<p>Organizational Culture:</p> <p>Characteristics of organizational culture.</p> <p>Types, functions and barriers of organizational culture</p> <p>Ways of creating and maintaining effective organization culture</p> <ul style="list-style-type: none"> • Motivation at workplace: Concept of motivation <p>Theories of motivation in an organisational set up.</p> <p>A.Maslow Need Heirarchy</p> <p>F.Herzberg Dual Factor</p> <p>Mc.Gregor theory X and theory Y.</p>
4	Organisational Change, Creativity and Development and Work Stress
	<p>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.</p>

Learning Outcomes

- There is clarity in understanding the factors that affect individual differences and thereby sensitising the students related to such differences
- The students are able to distinguish between type a and type b personalities
- There is ease in understanding of attitude, self- esteem and risk-taking
- The students are able to distinguish between intelligent, emotional and spiritual quotient and its impact on the workplace
- There is a spike seen in the performance of the students in the class
- The intra and intercollegiate participation of the students has increased manifold
- Students learn ways to resolve conflicts by using resolution strategies
- Students are able to apply various theories, regarding motivation and reinforcement taught in the class
- There is clarity in understanding the types of stress, causes and consequences of such stress. There is emphasis on ways of coping with stress which helps the students in the day-to-day life as well

Reference Books

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

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 the class to make learning an enjoyable experience.

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			
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 BMS: 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: _____

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.	Modules	No. of Lectures
1	Introduction	10
2	Demand Analysis	10
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
5	Pricing Practices	10
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 - nature of demand curve under different markets Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts Demand estimation and forecasting: Meaning and significance - methods of demand estimation : survey and statistical methods (Numerical illustrations on trend analysis and simple linear regression)

3	Supply and Production Decisions and Cost of Production
	<p>Production function: short run analysis with Law of Variable Proportions- Production function with two variable inputs.</p> <p>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)</p>
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</p> <p>Monopolistic competition: Equilibrium of a firm under monopolistic competition, debate over role of advertising (topics to be taught using case studies from real life examples)</p> <p>Oligopolistic markets: key attributes of oligopoly - Collusive and non collusive oligopoly market - Price rigidity - Cartels and price leadership models (with practical examples)</p>
5	Pricing Practices
	<p>Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple – product pricing - transfer pricing (case studies on how pricing methods are used in business world)</p>

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.

Reference Books

- 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)

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.

Business Economics- I 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 BMS: 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		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: _____

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: _____

SEMESTER II

Course No.1 Elective Courses (EC)

1. Principles of Marketing Course Credit-3

Objectives

- To understand the place and contribution of marketing to the business enterprise.
- To understand major bases for segmenting consumer and business markets; define and be able to apply steps of target marketing: market segmentation and market positioning
- Identify the costs and benefits of marketing channels; discuss the firms and the functions involved in typical channels.
- To Identify the roles of advertising, sales promotion, public relations, personal selling, and direct marketing in the promotion mix; compare and contrast integrated marketing communications with a non-integrated approach to the promotional mix

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Marketing	13
2	Marketing Environment, Research and Consumer Behaviour	13
3	Marketing Mix	13
4	Segmentation, Targeting and Positioning and Trends In Marketing	13
5	Class Test/ Presentation	8
	Total	60

Syllabus

Sr. No.	Modules / Units
1	Introduction to Marketing
	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 Functions of Marketing
2	Marketing Environment, Research and Consumer Behavior
	• Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research (Only overview to be provided) • MIS: Meaning, features and Importance • Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour
3	Marketing Mix
	Marketing mix: Meaning –elements of Marketing Mix. • Product-product mix-product line life Cycle-product planning -levels of product. • Branding –Packing and packaging – role and importance • Pricing – objectives- factors influencing pricing policy and Pricing strategy. • Physical distribution – meaning – factor affecting channel selection-types of marketing channels • Promotion – meaning and significance of promotion. Promotion • tools (brief) 7P's of Marketing
4	Segmentation, Targeting and Positioning and Trends In Marketing
	Segmentation – meaning, importance, basis • Targeting – meaning , types • Positioning – meaning – strategies • New trends in marketing. Artificial Intelligence, Virtual Reality in consumer experience.

Learning Outcome

- The marketing concentration is designed to prepare students who are interested in a marketing and/or marketing management career.
- Understand fundamental marketing concepts of market and consumer behaviour
- There is understanding of 4P's of marketing
- The students are able to apply the knowledge, concepts, tools necessary to understand challenges and issues of marketing in a growing international and global context.
- The students are able to appreciate the importance of cultural adaptation of international business and marketing through appraisal and critical analysis of the social, technological, political, legal and economic forces that affect business performance

Reference Books

- Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
- Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
- Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
- McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.
- Pillai R S, Bagavathi, Modern Marketing

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 the class to make learning an enjoyable experience.

Principles of Marketing 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 SEMESTER II

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 II

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 BMS: 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		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: _____

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: _____

2. Industrial Law **Course Credit-3**

Objectives

- To introduce the nature of industrial dispute and the role of trade unions
- To understand the laws related to health and safety of the employees
- To familiarize the concept of provident fund and insurance
- To understand the laws in relation to wages

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Laws Related to Industrial Relations and Industrial Disputes	15
2	Laws Related to Health, Safety and Welfare	13
3	Law related to Social Security	15
4	Laws Related To Compensation Management	15
5	Class Test	2
	Total	60

Syllabus

Sr. No	Modules /Units
1	Laws Related to Industrial Relations and Industrial Disputes
	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
	The Factory Act 1948: (Provisions related to Health, Safety and Welfare) • The Workmen's Compensation Act, 1923 Provisions: 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	Law related to Social Security
	Employee State Insurance Act 1948: Employees Provident Fund • Schemes, Administration and determination of dues
4	Laws Related To Compensation Management
	The payment of Wages Act 1948: Objectives, Definition, Authorised Deductions • Payment of Bonus Act, 1965 • The Payment Of Gratuity Act, 1972

Learning Outcomes

- Helps the students understand the concepts and apply them to maintain industrial relations.
- Clear understanding of the compensation payable to employees in case of accident
- Better understanding with regards to the contributions made and the benefits available under the act
- Applicability of the concept of wages, bonus and gratuity

Reference Books

- • Industrial and Labour Laws, Dr. Sanjeev Kumar, Bharat Law HP Ltd
- • Labour and Industrial Laws, S.N Misra, Central Law Publication
- • Labour and Industrial Laws, P.K.Padhi, Eastern Economy Edition
- • Commercial and Industrial Law, S.K. Dasgupta, Sterling Publishers Pvt. Ltd
- • Industrial Law, Mr. N.D. Kapoor, Sultan Chand
- • Employee's Provident Fund, Chopra D.S, Labour Law Agency
- • Industrial Law, Mr. P.L. Mallick, Sultan Chand
- • Essence of Personnel Management and Industrial Relations, Cowling, Prentice – Hall

Teaching Pedagogy

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

Industrial Law 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 SEMESTER II

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 II

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 BMS: Division A/B

Semester: _____

Name of the Topic		Date of Presentation:					
Sr . N o	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 . N o	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 . N o	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: _____

3. 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

SYLLABUS

UNI T NOS.	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

Learning Outcomes

- Students are able to distinguish the difference between continues, nominal effective rate 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 and its 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 & Sons Publications, 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, Robert Browns Tata McGraw-Hill Publishing Company Ltd
6. Business Mathematics by Dr. Amarnath Dikshit & 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, Vikas Publishing 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 -II

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)

Topics for evaluation

- A. Matrix I
- B. Matrix II & Determinant
- C. Simple Interest & Compound Interest

Test 2

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

Topics for evaluation

- A. Input output Analysis
- B. Numerical interpolation & application of derivatives
- C. Annuity

Paper pattern for written test of 60 Marks SEMESTER II

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	

2.Ability enhancement Course
2.A-Ability Enhancement Compulsory Course (AECC)

4.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	13
2	Group Communication	13
3	Business Correspondence	13
4	Language and Writing Skills	13
5	Class Test / Presentation	8
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. Frailley, L.E. (1982) Handbook of Business Letters, Revised Edn. Prentice Hall Inc.

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

Business Communication- II 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 SEMESTER II

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 II

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 BMS: Division A/B

Semester: _____

Name of the Topic		Date of Presentation:					
Sr . N o	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 . N o	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 . N o	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: _____

2B-Skill Enhancement Courses (SEC)

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 /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 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 the class to make learning an enjoyable experience.

Foundation Course - II
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
SEMESTER II

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 II

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 BMS: Division A/B

Semester: _____

Name of the Topic			Date of Presentation:				
Sr . N o	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 . N o	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 . N o	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: _____

3. Core Courses (CC)

6. Business Environment Course Credit-3

Objectives

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

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Business Environment	13
2	Political and Legal environment	13
3	Social and Cultural Environment, Technological environment and Competitive Environment	13
4	International Environment	13
5	Class Test / Presentation	8
	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 the class to make learning an enjoyable experience.

Business Environment 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 SEMESTER II

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 II

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 BMS: Division A/B

Semester: _____

Name of the Topic		Date of Presentation:					
Sr . N o	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 . N o	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 . N o	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: _____

7.Principles of Management Course Credit-3

Objectives

- To introduce theories of learning on the evolution of levels of management
- To understand the process and limitation in decision-making
- To understand structure and hierarchy of a business enterprise
- To relate to concepts of coordination, controlling and leadership

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Nature of Management	13
2	Planning and Decision Making	13
3	Organizing	13
4	Directing, Leadership, Co-ordination and Controlling	13
5	Class Test/ Presentation	8
Total		60

Syllabus

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
	Planning: Meaning, Importance, Elements, Process, Limitations and MBO. <ul style="list-style-type: none"> • Decision Making: Meaning, Importance, Process, Techniques of Decision Making
3	Organizing
	Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations <ul style="list-style-type: none"> • Departmentation: Meaning, Basis and Significance • 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 <ul style="list-style-type: none"> • 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

Learning Outcomes

- Play Learn ensures easy understanding of theory and its application
- Enhances decision making skills
- Student acquires knowledge on responsibilities, powers and job profile

- Students are able to relate and put to use the concepts in practical life
- Spikes in intra and inter collegiate competitions is observed
- Students are familiarised with the recent trends in management such as green management and fin tech management

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 the class 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
SEMESTER II

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 II

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 BMS: 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		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: _____

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: _____

