



Resolution No:



Bharatiya Vidya Bhavan's
M. M. College of Arts, N.M. Institute
of Science, H.R.J. College of Commerce.
(Bhavan's College) Autonomous
(Affiliated to University of Mumbai)



Syllabus for: FYBMS
Program: BMS
Program Code: BH. MANAGEMENT
Course Code: (BH.BMS)

Choice Based Credit System (CBCS)
with effect from academic year 2023-24



PROGRAM OUTCOMES

PO	PO Description A student completing Bachelor’s Degree in management program will be able to :
PO-1	Apply knowledge and experience to foster personal growth and better appreciation of the diverse social world in which we live.
PO-2	Communicate competently through writing, reading, speaking, and to be able to connect to the world in a meaningful way.
PO4	Develop a knowledge base sufficient to appear for various competitive examinations or choose the post graduate program of their choice.
PO5	Develop an awareness for human values to enable them to deal with various problems in life with courage and humanity.
PO6	Increase their understanding of marketing and contribute to the society by being able to generate solutions for social, political issues at Individual and societal level.

PROGRAM OUTLINE (FYBMS)

YEAR		SEMESTER	COURSE CODE	TITLE OF PAPER	CREDITS
FYBMS	Major	I	BH.BMSMAJ101	Principles of Management	4
FYBMS	Minor	I	BH.BMSMIN101	Introduction to financial accounting	4
FYBMS	Minor	I	BH.BMSMIN102	Principles of marketing	4
FYBMS	OE	I	BH.BMSOE101	Basic Financial Mantras	4
FYBMS	VSEC	I	BH.BMSVSEC01	Quantitative methods for Business	4
FYBMS	IKS	I	BH.BMSIKS101	Indian Management Thoughts and Practices	2
FYBMS	AEC	I	BH.BMSAEC101	Business communication	2
FYBMS	VEC	I	BH.BMSVEC101	Life Values	2
FYBMS	MAJOR	II	BH.BMSMAJ201	Business environment Management	4
FYBMS	MINOR	II	BH.BMSMIN201	Introduction to cost Accounting	4
FYBMS	MINOR	II	BH.BMSMIN202	Organizational Behavior	4



FYBMS	OE	II	BH.BMSOE201	Team Development and Management	4
FYBMS	VSEC	II	BH.BMSVSEC201	Corporate Law	4
FYBMS	AEC/VAC	II	BH.BMSAEC201	Corporate communication	4

DETAILED SYLLABUS – SEMESTER I

Programme: First year in Bachelor of Mangement Studies (F.Y. BMS)

Course: Principles of Management

Course Code : BH.BMSMAJ101

Teaching Scheme			Evaluation Scheme(Theory)		
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutoriall (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)(Marks - 40)	End Semester Examination (ESE) (Marks: 60)
4			3	40	60

Course Objectives:

- To study the functions and principles of management.
- To learn the application of the principles in an organization.
- To enable the effective and barriers communication in the organization
- To study the system and process of effective controlling in the organization.

Course Outcomes:

- Learners will be able to have clear understanding of managerial functions like planning, and have same basic knowledge on international aspect of management.
- Learners will understand the planning process in the organization.
- Learners will be able to demonstrate the ability to directing, leadership and communicate effectively.
- Learners will be able to analyse isolate issues and formulate best control methods.

Detailed Syllabus: (per session plan)

Unit	Description
1	<p>Nature of Management:</p> <p>1.1 Management: Concept, Significance, Role & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid.</p> <p>1.2 Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.</p>



2	<p>Planning and Decision Making:</p> <p>2.1 Planning: Meaning, Importance, Elements, Process, Limitations and MBO.</p> <p>2.2 Decision Making: Meaning, Importance, Process, Techniques of Decision Making.</p>
3	<p>Organising:</p> <p>3.1 Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations</p> <p>3.2 Departmentation: Meaning, Basis and Significance</p> <p>3.3 Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control Centralization vs Decentralization</p> <p>3.4 Delegation: Authority & Responsibility relationship</p>
4	<p>Directing, Leadership, Co-ordination and Controlling:</p> <p>4.1 Directing: Meaning and Process</p> <p>4.2 Leadership: Meaning, Styles and Qualities of Good Leader</p> <p>4.3 Co-ordination as an Essence of Management</p> <p>4.4 Controlling: Meaning, Process and Techniques</p> <p>4.5 Recent Trends: Green Management & CSR</p>
	Total No of Lectures

Deleted Syllabus - NA

Reference Books:

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

Details of Evaluation Scheme:

Internal Continuous Assessment (CIA) - 40 Marks

Test Marks: Details of Continuous Internal Assessment (CIA-1) - Online Test: 20 Marks

Term/Project Work Marks: Details of Continuous Internal Assessment (CIA-2) - Participation in extension activity of department, Group discussion, Assignments as deemed fit by teaching faculty, Individual presentations or Group presentations. CIA 2 Marks: 20

End Semester Examination: Total 60 Marks



Details of Term work :					
Any other information: Passing Criteria: Learner must pass with 40 % marks in each component (Internal and External) separately.					
Programme: First year in Bachelor of Mangement Studies (F.Y. BMS)				Semester : I	
Course: Introduction to Financial Accounts				Course Code : BH.BMSMIN101	
Teaching Scheme				Evaluation Scheme(Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutoriall (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)(Marks - 40)	End Semester Examination (ESE) (Marks: 60)
4			3	40	60
Pre-requisites:					
Course Objectives:					
<ul style="list-style-type: none"> To aware the students regarding the concepts of Accounts and Finance To make the students aware about the procedures and compliances expected as per ICAI and Companies Act 2013 regarding Final Accounts 					
Course Outcomes:					
<ul style="list-style-type: none"> Understanding the basic concepts of Accounts and Finance Understanding Final Accounts as per ICAI and Companies Act 2013 norms 					
Detailed Syllabus: (per session plan)					
Unit	Description				Periods
1	Unit-1 Meaning & Scope of Accounting <ul style="list-style-type: none"> Meaning Book-Keeping & Accounting Branches of Accounting Objectives of Accounting Accounting Principles Indian Accounting Standards IFRS Accounting in computerized environment 				15
2	Unit-2 Accounting Transactions I <ul style="list-style-type: none"> Accounting Cycle Journal Journal Proper Opening & Closing Entries Relationship Between Journal & Ledger Ledger 				15



	<ul style="list-style-type: none"> Receipts & Expenditure- Capital , Revenue Profit & Loss 	
3	Unit-3 Accounting Transactions-II <ul style="list-style-type: none"> Subsidiary Books (Purchase, Purchase Returns, Sales, Sales Returns & Cash Book-Triple Column) Expenditure-Capital, Revenue & Deferred Revenue Receipts-Capital, Revenue, Distinction between Capital & Revenue Profit or Loss-Capital profit or loss Revenue Profit or Loss Types of Vouchers Depreciation Accounting & Trial Balance 	15
4	Unit-4 Preparation of Trial Balance <ul style="list-style-type: none"> Introduction Preparation of Trial Balance Final Accounts 	15
	Total	60

- Reference Books:
- 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 Murkherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd. Mumbai

Assessment pattern 60 :40

Passing Criteria. Learner must pass with 40 % marks in each component (Internal and External) separately.

Details of Continuous Internal Assessment (CIA-1)- 20 Marks – Written Examination

Details of Continuous Internal Assessment (CIA-2)- 20 Marks –Assignment on vouchers(how it actually appears) Participation in extension activity of department , Group discussion, Survey report &Presentation , ,publish article in newspaper & journals ,Assignments as deemed fit by teaching faculty

Test Marks:

Term/Project Work Marks :

Details of Term work :



Programme: First year in Bachelor of Mangement Studies (F.Y. BMS)				Semester : I	
Course: PRINCIPLES OF MARKETING				Course Code: BH.BMSMIN102	
Teaching Scheme				Evaluation Scheme(Theory)	
Lecture (Period per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory + Practical)	Internal Continuous Assessment (ICA) (Marks – 40)	Term End Examination (TEE) (Marks: 60)
04			3		60
Course Objectives:					
<ol style="list-style-type: none"> 1. The objective of this course is to explore the students difference between selling and Marketing 2. To make them understand 7P's and modern techniques of Marketing. 3. Introduce terms STP, Brands, USP with cases. 4. To develop interest among students to choose MARKETING as a specialization & career option in future. 5. To develop market research habit by giving assignments on different brands and design PLC 					
Course Outcomes:					
<ol style="list-style-type: none"> 1. Understand key terms, topics and concepts in marketing and its importance in today's era& implementation in Business 2. Understand and apply marketing concepts to real life situations from consumer and managerial perspectives. 3. Understand the importance of strategic marketing and know the basic outline for a marketing plan and actual designing in business 4 Analyze the external environment to identify opportunities or challenges to a business. 5. Identify and classify marketing segments and targets, demonstrating the use of marketing in real business. 					
Detailed Syllabus: (per session plan)					
Unit	Description				Periods
1.	<u>Introduction to Marketing (Module 1)</u> <ul style="list-style-type: none"> • Introduction Marketing: Definition, Features, Advantages, • Importance of marketing as an activity and function 				15



	<ul style="list-style-type: none"> • Scope of marketing. The 7P's and 4C's of marketing(Case studies) • . Marketing v/s Selling. • Holistic marketing concept: Introduction of relationship marketing • Introduction to Quality Research of Product concept with FMCG companies. (Research based project to be undertaken by students) 	
2	<p><u>Marketing Environment Research & Consumer Behaviour(Module 2)</u></p> <ul style="list-style-type: none"> • Marketing Environment Research & Consumer Behaviour • What is Research? Marketing Research: MIS; & Consumer Behaviour: • The Micro Environment of Business (Management Structure; Marketing Channels; Markets in which a firm operates; Competitors and Stakeholders. • Macro Environment: Political Factors; Economics; Socio-Economic Factors; Technological Factors (PEST Analysis) (Case Study) • Marketing Research: Importance of Marketing Research; Types of Marketing Research; Product Research; Sales Research; Consumer Research; Promotion Research. • Consumer Behaviour: Basic stimulus response model; Influence on consumers decision making process; High involvement and Low involvement products; Influences on buying behaviour: Cultural Factors, Social Factors, Personal Factors, and Psychological Factors (Maslow's Hierarchy); Methods of sales forecasting • Consumer Buying Decision Process 	12
3	<p><u>Marketing Mix (Module 3)</u></p> <ul style="list-style-type: none"> • Marketing Mix : Meaning Features, Importance & Its Elements <u>Services Mix Elements, 7P's (case studies)</u> • Product: Product life cycle (case studies). • Product Planning • New Product Development • Failure Product and Reasons • 5 Levels of Products • Introduction to branding , its types with Strategies Differentiation (shifted to module 4) • Packing and Packaging –Role & Importance • Pricing : Meaning ,Objectives Factor Influencing , Pricing Strategies • Meaning Physical Distribution and different channels : Factors affecting channels • Promotion: Meaning, its Importance and Promotion Tools/ Strategies 	17



	<ul style="list-style-type: none"> • <u>Advertising, Unique selling proposition , Integrated Marketing Communication</u> 	
4	<p><u>Segmentation ,Targeting & Positioning (STP , Branding & New trends in Marketing with ethics) (Module 4)</u></p> <ul style="list-style-type: none"> • What is Segmentation ,Targeting & Positioning • Its Importance , Steps ,Strategies • <u>Brand : Meaning , Components , principles, strategy (case study)</u> • New trends in marketing (practical learning) – E-marketing, Internet • Marketing and Marketing using Social Network • <u>New trends in Marketing Artificial Intelligence (AI) and Machine learning(ML), Virtual Reality (VR) and Augmented Reality (AR)Internet of thing (IOT) Virtual Assistants(Alexa, Google Home)</u> • Ethics in Marketing& Advertising 	16
	Total	60

Reference Books:

1. Marketing management : Kotler Kotler, Keller, Koshy and Jha 12e, Pearson/Prentice Hall
2. Marketing Management – Dr Vijay Anand (IIM Ranchi)
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
4. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.
5. Pillai R S, Bagavathi, Modern Marketing

E - Material :

<https://marketingbyvijay.wordpress.com/>

https://www.youtube.com/channel/UCfV-cq1ikCK8Xj_s2jPeQ3g

www.marketing91.com

Professor Philip Kotler : <https://www.youtube.com/watch?v=sR-qL7QdVZQ>

Assessment pattern 60 :40

Passing Criteria. Learner must pass with 40 % marks in each component (Internal and External) separately.

Details of Details of Continuous Internal Assessment (CIA)

CIA-1 – 20 marks - CLASS TEST

Details of Continuous Internal Assessment (CIA-1 20 Marks)



Programme: First year in Bachelor of Mangement Studies (F.Y. BMS)				Semester: I	
Course: Financial Mantra				Course Code: BH.BMSOE101	
Teaching Scheme				Evaluation Scheme(Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial(Periods per week per batch)	Credits (Theory +Practical)	Continuous internal Assessment (CIA) (Marks - 40) CIA1 CIA2	End Semester Examination (ESE) (Marks: 60)
4	-	-	3	20 20	60
Pre-requisites& Eligibility criteria: 12th PASS					
Course Objectives:					
<p>1.To familiarize the learners with the fundamental aspects of various issues associated with various Financial Services</p> <p>2.To give a comprehensive overview of emerging financial services in the light of globalization.</p> <p>3.To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of financial services</p>					
Course Outcomes:					
Financial Mantra can help learner to reach their goals: By better understanding how to budget and save money, individuals can create plans that set expectations, hold them accountable to their finances, and set a course for achieving seemingly unachievable goals.					
Detailed Syllabus: (per session plan)					
Unit	Description				Periods
1.	<p><u>Financial System</u></p> <p>Introduction - An overview of Financial System, Financial Markets, Structure of Financial Market (Organized and Unorganized Market), Components of Financial System, Major Financial Intermediaries, Financial Products,</p> <p>Function of Financial System</p> <p>Regulatory Framework: Regulatory Framework of Indian Financial System (Overview of SEBI and RBI-Role and Importance as regulators).</p>				15



2	<p><u>Commercial Banks, RBI and Development Banks</u> Commercial Bank - Introduction, Functions, Investment Policy of Commercial Banks, Liquidity in Banks, Asset Structure of Commercial Banks, Non-Performing Assets, Interest Rate reforms, Capital Adequacy Norms.</p> <p>Reserve Bank of India - Organisation & Management, Role And Functions</p> <p>Development Banks- Characteristics of Development Banks, Need And Emergence of Development Financial Institutions In India, Function of Development Banks.</p>	15
3	<p><u>Insurance</u></p> <p>Insurance - Concept, Basic Characteristics of Insurance, Insurance Company Operations, Principles of Insurance, Reinsurance, Purpose And Need Of Insurance, Different Kinds of Life Insurance Products, Basic Idea About Fire And Marine Insurance and Bancassurance</p>	15
4	<p><u>Investment and Credit Rating</u></p> <p>Mutual Funds - Concept of Mutual Funds, Growth of Mutual Funds in India, Features and Importance of Mutual Fund, Mutual Fund Schemes, Money Market Mutual Funds, Private Sector Mutual Funds, Evaluation of the Performance Of Mutual Funds, Functioning of Mutual Funds In India.</p> <p>Plastic Money - Growth of Plastic Money Services in India and their performance , Types of Plastic Cards- Credit card Debit Card- Smart card- Add-on Cards, Prevention of Frauds and Misuse, Consumer Protection. Indian Scenario. Smart Cards- Features, Types, Security Features and Financial Applications</p> <p>Credit Rating - Meaning, Origin, Features, Advantages of Rating, Regulatory Framework, Credit Rating Agencies, Credit Rating Process, Credit Rating Symbols. Credit Rating Agencies in India, Limitations of Rating</p>	15
	Total	60

Reference Books:

1. Khan M.Y., Indian Financial System, Tata McGraw Hill Publishing Company
2. Varshney P.N. & Mittal MN, Financial System, Sultan Chand & Co
3. A. Avadhani , Marketing of Financial Services-
4. Bhole L. M: Financial Markets and Institutions; Tata McGraw-Hill Publishing Company, New Delhi.
5. Chandra Prasanna: Financial Management: Theory and Practice; Tata McGraw Hill, New Delhi.
6. Gupta Suraj B: Monetary Economics; S. Chand and Co., New Delhi



Details of Evaluation Scheme

Assessment pattern 60 :40

Passing Criteria. Learner must pass with 40 % marks in each component (Internal and External) separately.

Internal Continuous Assessment (CIA) - 40 Marks

Test Marks: Details of Continuous Internal Assessment (CIA-1) - Online Test: 20 Marks

Term/Project Work Marks: Details of Continuous Internal Assessment (CIA-2) - Participation in extension activity of department, Group discussion, Assignments as deemed fit by teaching faculty, Individual presentations or Group presentations. CIA 2 Marks: 20

End Semester Examination: Total 60 Marks



Programme: First Year Bachelor in Management Studies (F.Y BMS)				Semester: I	
Course: Quantitative methods for Business				Course Code: BH.BMSVSEC01	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory + Practical)	Continuous Internal Assessment (CIA) (Marks – 40)	End Semester Examination (ESE)(Marks - 60)
04	-	-	3	40	60
Pre- requisites: HSC Pass					
Course Objectives: Statistics has wide applications in day-to-day life. This course will help the students to use them in Business and Economics.					
Course Outcomes: 1. Understand key terms, topics and concepts in Statistics 2. Understand and apply Statistical concepts to real life situations from business and managerial perspectives. 3. It will help students to deal with complex situation and decision making					
Detailed Syllabus: (per session plan)					
Unit	Description				Periods
1	<p style="text-align: center;">Basic Statistics</p> <ul style="list-style-type: none"> • Introduction: Functions/scope, Importance of Business Statistics. • Collection and presentation of data: Types of data (primary/secondary), methods of collection of data (merits and demerits) Classification, Tabulation, Frequency distribution-discrete and continuous, graphs and diagrams • Measure of central Tendency: Mean (Arithmetic mean, Weighted mean, Geometric mean, Combined mean). Median (graphical, calculation), Mode (calculation and Graphical using Histogram) • Measure of Dispersion: Range, Coefficient of Range, Quartiles and Quartile deviation, Mean deviation with respect to mean and coefficient of mean deviation, Standard deviation and Coefficient of variation 				15



2	<p>Bivariate frequency distribution, Correlation Analysis, Regression Analysis</p> <ul style="list-style-type: none"> • Bivariate Frequency distribution: Marginal and Conditional • Correlation Analysis: Types of correlation Scatter Diagram, Karl Pearson Coefficient of Co-relation, Rank Correlation • Regression Analysis: Linear Regression Least Square Method 	15
3	<p>Time Series and Index numbers, Testing of Hypothesis</p> <ul style="list-style-type: none"> • Time Series: Moving averages method, least Square method, Determination of Seasonal Index • Index numbers: Simple (unweighted) Aggregate Method, Weighted Aggregate Method, Average of price Relatives, Chain Base Index numbers, Shifting, Splicing and Deflating. Cost of living Index Numbers • Testing of Hypothesis: sampling, estimation: Point and Interval , Sampling Distribution mean and proportion, Testing of Hypothesis 	15
4	<p>Probability and Decision Theory</p> <ul style="list-style-type: none"> • Probability: Introduction (Concept of space, Events), Classical definition of probability, Addition and multiplication Rules (without proof), Conditional probability, Independence of events (simple problems) Bayes theorem (concept only), Random variable, Probability distribution (discrete) pmf concept with simple problems) Expectation and Variance (commercial approach), Continuous distribution as Normal distribution (properties concept only and basic area problems) • Decision Theory <ol style="list-style-type: none"> 1. Decision making under uncertainty: Laplace criterion, Maximax (Minimin) criterion, Maximin (Minimax) criterion, Hurwitz criterion, Minimax Regret criterion. 2. Decision making under risk: Expected Monetary Value criterion (EMV), Expected Opportunity Loss criterion (EOL), EPPI, EVPI. Decision tree analysis along with Posterior probabilities. 	15
	Total	60

Reference Books:

1. **Business Statistics:** A P Verma, Asian Book private limited
2. **Statistical methods:** S G Gupta Sultan Chand and sons
3. **Quantitative Methods:** S Saha and Mukherji, new central books

Additional information: Batch size of practical batch/Tutorial batch as prescribed by University of Mumbai.



Programme: First Year Bachelor in Management Studies (F.Y BMS)				Semester: I	
Course: Indian Management Thoughts and Practices				Course Code: BH.BMSIKS101	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory + Practical)	Continuous Internal Assessment (CIA) (Marks – 20)	End Semester Examination (ESE)(Marks - 30)
02	-	-	2	20	30
Detailed Syllabus: (per session plan)					
Unit	Description				Periods
1	Unit 1 Indian Ethos – An Overview <ul style="list-style-type: none"> • Indian Ethos • Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices • Management Lessons from Scriptures: Management Lessons from Vedas, Management Lessons from Mahabharata, Management Lessons from Bible, Management Lessons from Quran, Management Lessons from Kautilya’s Arthashastra Indian Heritage in Business Management, Production and Consumption. • Ethics v/s Ethos, Indian Management v/s Western Management 				15
2	Unit 2 Indian Systems of Learning <ul style="list-style-type: none"> • Learning: Meaning, Mechanisms • Gurukul System of Learning : Meaning, Features, Advantages, Disadvantages • Modern System of Learning: Meanings, Features, Advantages, Disadvantages • Karma: Meaning, Importance of Karma to Managers, Nishkama Karma • Laws of Karma: The Great Law, Law of Creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection • Corporate Karma: Meaning, Methodology, Guidelines for good Corporate Karma • Self-Management: Personal growth and Lessons from Ancient Indian Education System • Personality Development: Meaning, Determinants, Indian Ethos and Personality Development 				15
Total					30



Programme: First year in Bachelor of Mangement Studies (F.Y. BMS)				Semester: I	
Course: Business Communication				Course Code: BH.BMSAEC101	
Teaching Scheme				Evaluation Scheme(Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous internal Assessment (CIA) (Marks - 40) CIA1 CIA2	End Semester Examination (ESE) (Marks: 60)
2	-	-	2	20	30
Pre-requisites& Eligibility criteria: 12th PASS					
Course Objectives:					
<ol style="list-style-type: none"> 1. To study the basic of communication functions for internal as well as outside the organization. 2. To study the various level of the hierarchy and the ways of communication inside the organization and communicate with the different bodies in the market to create awareness of the complexity of the communication process. 3. To develop effective Reading, writing and presentation skills so as to enable students to write and speak confidently, interpersonally as well as with large audience. 					
Course Outcomes:					
Business Communication is introduced in FYBMS to develop the skills of the BMS students for proper self-expression, social communication, listening skills, spoken English, correct pronunciation, writing skills, voice modulation, business etiquettes and presentations skills.					
Detailed Syllabus: (per session plan)					
Unit	Description				Periods
1	<p><u>Basics of Communication:</u></p> <p>Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global World Impact of technological advancements on Communication.</p> <p>Channels and Objectives of Communication: Channels: Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given).</p> <p>Methods and Modes of Communication: Methods: Verbal and Nonverbal, Types and Characteristics of Verbal Communication and Non-verbal Communication.</p>				15



	Modes: Telephone, SMS and WhatsApp Communication Computers and E- communication Video and Satellite Conferencing.	
2	<p><u>Personality Development and Obstacles to communication and Writing skills:</u> Personality development: Business Etiquette and types and Personality grooming, Business role play with case analysis, real life and fictional experiences.</p> <p>Presentation Skills: Presentations: Principles of Effective Presentation How to make a Power-Point Presentation? How to make Word document for assignment? Effective use of OHP and Effective use of Transparencies</p> <p>Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</p> <p>Listening: Importance of Listening Skills, Types of listening, Advantages of listening, Obstacles of effective listening, Cultivating good Listening Skills. Personal Integrity at the workplace.</p> <p>Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Business Ethics and media, Computer Ethics, Corporate Social Responsibility Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour.</p> <p>Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing.</p>	15
	Total	30

Reference Books:

1. Effective Communication – Rai Urmila, Himalaya, Mumbai
2. Business Communication – Kaul, Prentice Hall, India
3. Business Communication & Personality Development, Das Excel Books, Delhi
4. How to listen better? – Pramila Ahuja & G. Ahuja, Sterling Publication
5. E. H. McGraw, S. J., (4th Edition). *Basic Managerial Skills for All*. Prentice Hall of India Pvt. Ltd., New Delhi.
6. Stephen R. Covey (1989). *The Seven Habits of Highly Effective People*
7. Hurlock, E.B (2006). *Personality Development*, 28th Reprint. New Delhi: Tata McGraw Hill.
8. Lucas, Stephen (2011). *Art of Public Speaking*. 11th Edition, McGraw Hill Education

Details of Evaluation Scheme

Assessment pattern 60 :40

Passing Criteria. Learner must pass with 40 % marks in each component (Internal and External) separately.



Internal Continuous Assessment (CIA) - 40 Marks

Test Marks: Details of Continuous Internal Assessment (CIA-1) - Online Test: 20 Marks

Term/Project Work Marks: Details of Continuous Internal Assessment (CIA-2) - Participation in extension activity of department, Group discussion, Assignments as deemed fit by teaching faculty, Individual presentations or Group presentations. CIA 2 Marks: 20

End Semester Examination: Total 60 Marks



Programme: First year in Bachelor of Management Studies (F.Y. BMS)				Semester: I	
Course: LIFE VALUES				Course Code: BH.BMSVEC101	
Teaching Scheme				Evaluation Scheme(Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous internal Assessment (CIA) (Marks - 40) CIA1 CIA2	End Semester Examination (ESE) (Marks: 60)
2	-	-	2	20	30
Pre-requisites& Eligibility criteria: 12th PASS					
Course Objectives: 1. To familiarize students with human values. 2. To enable students to inculcate values.					
Course Outcomes: 1. Describe the role of Human values in leading a happy personal & professional Life. 2. Identify the consequences of ethics in human actions. 3. Justify actions and reactions in the given situations.					
Detailed Syllabus: (per session plan)					
Unit	Description				Periods
1	<p>1.1 Introduction: Purpose and motivation for the course. Key universal human values, Types, Importance of human values in prevailing education, its impact on life, Feedback of some prominent people (Dr.APJAbdul Kalam, Swami Vivekananda, Mother Teresa, Mahatma Gandhi, Rabindranath Tagore). Self-Exploration–what is it? - Its content and process; ‘Natural Acceptance’ and Experiential Validation- as the process for self-exploration. Respect to human dignity, Peace-Violence, compassion and empathy.</p> <p>1.2 Human values in ancient India & Present Scenario. True meaning of Values, its categories, Indian culture the oldest one, Human values needed? Contribution to our nation.</p> <p>1.3 Understanding Harmony in the Nature Whole existence as Coexistence Understanding the harmony in the Nature, self-regulation in nature. Interdependence, Biodiversity, Nature cycles and Rhythms, Personal connection (Observation, Exploration and Contemplation)</p>				15
2	<p>2.1 Evolution& Meaning of term Prayer Types of Prayer-Personal & Communal Prayer</p>				15



	<p>Benefits of Prayer, Need for silence in one's life, Yoga & Meditation-The secret of healthy life</p> <p>2.2 Importance of inculcating values for a happy life, Personality defects- Ego, lack of self confidence, inability to manage stress and time</p> <p>2.3 Coping Strategies</p> <ul style="list-style-type: none"> • Awakening self Confidence. • Time Management. <p>Stress Management Removal of Egoism</p>	
<p><u>Details of Evaluation Scheme</u> Assessment pattern 60 :40 Passing Criteria. Learner must pass with 40 % marks in each component (Internal and External) separately.</p>		
<p><u>Internal Continuous Assessment (CIA) - 40 Marks</u> Test Marks: Details of Continuous Internal Assessment (CIA-1) - Online Test: 20 Marks Term/Project Work Marks: Details of Continuous Internal Assessment (CIA-2) - Participation in extension activity of department, Group discussion, Assignments as deemed fit by teaching faculty, Individual presentations or Group presentations. CIA 2 Marks: 20 <u>End Semester Examination: Total 60 Marks</u></p>		



DETAILED SYLLABUS – SEMESTER II

Programme: First year in Bachelor of Mangement Studies (F.Y. BMS)				Semester : II	
Course: Business environment Management				Course Code: BH.BMSMAJ201	
Teaching Scheme				Evaluation Scheme(Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory + Practical)	Internal Continuous Assessment (ICA)(Marks - 40)	Term End Examination(TEE) (Marks: 60)
4	NA	NA	NA	40	60
Course Objectives:					
<ol style="list-style-type: none"> 1. To acquaint the students with Business Environment, Business Ethics and Entrepreneurship. 2. To explain concept of Social, cultural, political, Legal, Ecological and the International Business Environment. 					
Course Outcomes:					
Business Environment gives understanding to FYBMS students about dynamics of different types of business environment and its relation to Society, Entrepreneurship as a Career option, Social responsibilities of business and concepts of global trade.					
Detailed Syllabus: (per session plan)					
Unit	Description				Periods
1	Introduction to business environment: Meaning, Definition, Nature and scope, Types of Business organizations. Business environment: Meaning, Characteristics, Scope and Significance, Components of business environment. <u>Micro and Macro environment:</u>				15



	<p>Definition, Differentiation, Analysis of business environment, SWOT, Analysis.</p> <p>Introduction to Micro environment: Internal environment: Value system, Mission, Objectives, Organizational structure, Resources, Company image and brand equity. External environment: Firm, Customers, Suppliers, Distributors, Competitors, Society.</p> <p>Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economical, Technological, International and Legal.</p>	
2	<p>Political, Legal and Technological Environment: Political Institutions: Legislature, executive, Judiciary, Role of government in business, Legal framework in India. Economic environment: Economic system and economic policies. Concept of capitalism, Socialism, and mixed economy. Impact of business on private sector, public sector and joint sector. Sun rise sectors of India economy. Challenges of Indian economy. Technological environment –Features, Impact of technology on business.</p>	15
3	<p>Social and Cultural environment, Competitive environment and Ecological environment: Social and Cultural environmental: Nature, Impact of foreign culture on business, Traditional values and its impact, Social audit – Meaning, importance of corporate governance and Social responsibility of business. Competitive environment – Meaning, Michael Porter’s five force analysis, Competitive strategies. Ecological environment – Meaning, Ecology and Business, Carbon Credit</p>	15
4	<p>International Environment – GATT/WTO – Objectives and evolution of GATT, Uruguay round, GATT vs WTO, Functions of WTO, Pros and cons of WTO. Globalization – Meaning, Nature and stages of Globalization, Features of globalization, Foreign market entry strategies, LPG Model. MNC’s- Definition, Meaning, Merits, Demerits, MNC’s in India. FDI – Meaning, Concepts, Functions, Need for FDI in developing countries, Factors and FDI Operations in India. Challenges faced by International business and investment opportunities for Indian industry. Introduction of Banking and capital market and investment opportunity for Indian industry.</p>	15
	Total	60

Reference Books:

1. Business Environment Text and Cases by M.B. Shukla, Taxman Publications, New Delhi
2. Global Economy and Business Environment by Francis Cherunilam, Himalaya Publication House, Mumbai



3. Business Environment by Justin Paul, Tata McGraw Hill Education Pvt. Ltd., New Delhi
Details of Conduct of Practical Examination(Evaluation Scheme):
Details of Internal Continuous Assessment (ICA)Test Marks: 20 Term/Project Work Marks: 20 Details of Term work : NA
Any other information : Batch size of practical batch/Tutorial batch as prescribed by University of Mumbai.

Programme: First year in Bachelor of Mangement Studies (F.Y. BMS)		Semester: II	
Course: Introduction to Cost Accounting and Auditing		Course Code: BH.BMSMIN201	
Teaching Scheme		Evaluation Scheme (Theory)	
Lecture (Periods per week)	Credits	Internal Continuous Assessment (CIA) (Marks - 40)	Semester End Examination (ESE) (Marks: 60)
04	03	40	60
Course Objectives:			
1. To introduce basic concepts and the tools used in Cost Accounting 2. To give insight into principles and procedure of cost accounting and to apply them to different practical situations 3. To give basic understanding of concepts and the tools used in Auditing			



Course Outcomes:		
1. Learners will get the knowledge of basic concepts and tools of cost accounting 2. Learners will understand the principles and procedures of cost accounting with practical aspects in it 3. Learners will get the knowledge of basic concepts and tools of cost auditing		
Preamble: this being the first subject of finance elective gives an idea about the basic concepts of cost and audit to the students and it is followed by the subject of strategic cost accounting in semester 4. Introduction to finance electives the subject make student well versed with the basic and fundamental concepts and applications.		
Detailed Syllabus: (per session plan)		
Unit	Description	Periods
1	Introduction 1.1 Meaning, Nature and scope-Objective of Cost Accounting-Financial	15
	Accounting v/s Cost Accounting- Advantages and disadvantages of Cost Accounting- 1.2 Elements of Costs-Cost classification (concept only)- -Installation of Cost Accounting System, 1.3 Process (Simple and Inter process) and Job Costing (Practical Problems)	
2	Elements of Cost 2.1 Material Costing- Stock valuation (FIFO & weighted average method), EOQ, EOQ with discounts, Calculation of Stock levels (Practical Problems) 2.2 Labour Costing – (Bonus and Incentive Plans) (Practical Problems) 2.3 Overhead Costing (Primary and Secondary Distribution)	15
3	Cost Projection 3.1 Introduction (meaning of cost sheet and its different overhead Components, meaning of reconciliation) 3.2 Cost Sheet (Current and Estimated) (Practical Problems) 3.3 Reconciliation of financial accounts and cost accounting (Practical Problems)	15



4	<p>Introduction to Auditing</p> <p>4.1 Basics – Financial Statements, Users of Information, Definition of Auditing, Objectives of Auditing – Primary and Secondary, Expression of opinion, Detection of Frauds and Errors, Inherent limitations of Audit. Difference between Accounting and Auditing, Investigation and Auditing.</p> <p>4.2 Errors & Frauds – Definitions, Reasons and Circumstances, Types of Error – Commission, Omission, Compensating error. Types of frauds, Risk of fraud and Error in Audit, Auditors Duties and Responsibilities in case of fraud</p> <p>4.3 Principles of Audit – Integrity, Objectivity, Independence, Skills, Competence, Work performed by others, Documentation, Planning, Audi Evidence, Accounting System and Internal Control, Audit Conclusions and Reporting</p>	15
	Total No of Lectures	60

Reference Books:

1. N.K. Prasad- “Principles and Practice of Cost Accounting”- Book Syndicate pvt Limited, 1979
2. D.Battacharya- “Cost And Management Accounting”- Platinum Publishers; Ist edition 2008
3. C Horngren and Datar – “Cost and Management Accounting”- ISBN-139780136126638 -(2009)
4. Swaminathan- “Lectures on Costing”- S. Chand and Company (P) Ltd., New Delhi
5. C.S. Rayudu – “Cost Accounting”- Tata Mc. Grow Hill and Co. Ltd., Mumbai
6. Jawahar Lal and Seema Srivastava – “Cost Accounting”- Tata Mc. Grow Hill and Co. Ltd., Mumbai
7. Ravi M. Kishore- “ Cost Accounting”- Taxmann Ltd., New Delhi
8. Edward Blocher – “Cost management : A Strategic Emphasis” - 2021, McGraw-Hill LLC

Self study topics: Installation of Cost Accounting System, basics of auditing



<p>Assessment pattern 60:40 Passing Criteria. Learner must pass with 40% marks in each component (Internal and External) separately.</p>
<p>Details of Continuous Internal Assessment (CIA) Internal exam – MCQ - CIA 1: 20 Marks Activity Assessment – CIA 2: 20 Marks Assignment/project/survey/group discuss Survey and debate on</p> <ol style="list-style-type: none"> 1. Awareness of cost accounting concepts amongst people 2. Awareness of frauds and other audit concepts

Programme: First year in Bachelor of Mangement Studies (F.Y. BMS)				Semester : II	
Course: Organizational Behavior				Course Code: BH.BMSMIN202	
Teaching Scheme			Evaluation Scheme(Theory)		
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory + Practical)	Continuous Internal Assessment (CIA) (Marks)	End Semester Examination (ESE) (Marks)
04			03	40	60
Pre- requisites:					



Course Objectives:		
<ul style="list-style-type: none"> • The learners will understand individual behavior in organizations, including personality, thinking, learning & perception • The learners will understand group behavior in organizations, including power and politics & conflict • The learners will understand motivation, culture, organizational change, creativity 		
Course Outcomes:		
<ul style="list-style-type: none"> • To understand the reasoning behind people's behavior in organizations and their complex nature • To enable the learners to identify causes and effects of that behavior so as to help in effective utilization of human resources 		
Detailed Syllabus: (per session plan)		
Unit	Description	Periods
1	<p>Understanding of Human Nature:</p> <p>Individual Behavior: Concept of a man, individual differences, factors affecting individual differences, Influence of environment</p> <p>Personality and attitude: Determinants of personality, Personality traits theory, Big five model, Personality traits important for organizational behavior like authoritarianism, locus of control, Machiavellianism, introversion-extroversion achievement orientation, self – esteem, risk taking, self-monitoring and type A and B personalities, Concept of understanding self through JOHARI WINDOWS, Nature and components of attitude, Functions of attitude, Ways of changing attitude, Reading emotions</p> <p>Thinking, learning and perceptions: Thinking skills, thinking styles and thinking hat, Managerial skills and development, Learning characteristics, theories of learning (classical conditioning, operant conditioning and social learning approaches), Intelligence, type (IQ, EQ, SQ, at work place), Perception features and factors influencing individual perception, Effects of perceptual error in managerial decision making at work place. (Errors such as Halo effect, stereotyping, prejudice attributional).</p>	15



2	<p>Introduction to Group Behavior:</p> <p>Introduction to Group Behavior: Group Dynamics: Nature, types, group behavior model (roles, norms, status, process, structures) Team effectiveness: nature, types of teams, ways of forming an effective team. Setting goals.</p> <p>Organizational processes and system: Power and politics: nature, bases of power, politics nature, types, causes of organizational politics, political games. Organizational conflicts and resolution: Conflict features, types, causes leading to organizational conflicts, levels of conflicts, ways to resolve conflicts through five conflicts resolution strategies with outcomes.</p>	15
3	<p>Organizational Culture and Motivation at workplace:</p> <p>Organizational Culture: Characteristics of organizational culture. Types, functions and barriers of organizational culture Ways of creating and maintaining effective organization culture</p> <p>Motivation at workplace: Concept of motivation Theories of motivation in an organizational set up. A. Maslow Need Hierarchy, F. Herzberg Dual Factor McGregor theory X and theory Y. Ways of motivating through carrot (positive reinforcement) and stick (negative reinforcement) at workplace</p>	15
4	<p>Organizational Change, Creativity and Development and Work Stress:</p> <p>Organizational change and creativity: Concepts of organizational change, Factors leading/influencing organizational change, Kurt Lewis model of organizational change and development, Creativity and qualities of a creative person, Ways of enhancing creativity for effective decision making, Creative problem solving.</p> <p>Organizational Development and work stress: Need for organizational development, OD Techniques, Stress, types of stress, Causes and consequences of job stress, Ways for coping up with job stress</p>	15
Total		60
<p>Reference Books:</p> <ul style="list-style-type: none"> ➤ Organizational Behavior by Stephen P. Robbins- Publisher: Pearson ➤ Organizational Behavior Book by K. Aswathappa- Himalaya Publishing House ➤ Organizational Behavior Ghanekar, Anjali by Everest ➤ Organizational Behavior by Pardeshi, P. C. Everest Publication ➤ Organizational Behavior Chandan, J. S. Vikas ➤ https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf 		



<p>Assessment pattern 60 :40</p> <p>Passing Criteria. Learner must pass with 40 % marks in each component (Internal and External) separately.</p>
<p>Details of Details of Continuous Internal Assessment (CIA) CIA-1 – 20 marks - CLASS TEST CIA-2 – 20 marks - Presentation / Viva / Practical problems / Case Study Test Marks: Term/Project Work Marks : Details of Term work :</p>
<p>Semester End Examination: Equal weightage should be given to all four modules</p>

Programme: First year in Bachelor of Mangement Studies (F.Y. BMS)				Semester : II	
Course: Corporate Law				Course Code: BH.BMSVSEC201	
Teaching Scheme				Evaluation Scheme(Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory + Practical)	Continuous Internal Assessment (CIA) 40 Marks)	End Semester Examination (ESE) 60 (Marks)
04			03	40	60
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. The subject should be taught keeping in minds that the BMS students will be joining the industry, therefore the emphasis should be on the practical aspect and uses of Industrial Law by the organization. 2. To sensitize the students to the tasks of industrial relations. 					
<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Understand the laws related to Industrial Relations and Industrial Disputes, Health, Safety, Welfare, compensation management and practical aspect. 2. Construe formation of trade union, social legislation, employee’s compensation. 					
<p>Detailed Syllabus: (per session plan)</p> <p>★ Law has been Amended that’s why nomenclature has changed.</p>					



Unit	Description	Periods
1	Company Law Company Law: What is company? – Advantages, Disadvantages, Incorporation of company – MOA, AOA, Prospectus, Meetings, Members, Meaning of transfer and transmission of shares, Shares and Stock, Buy back of shares, Section 135 - Corporate Social Responsibility. • Relevant Case Laws to be discussed in class	15
2	Intellectual Property Rights (IPR) <ul style="list-style-type: none"> • IPR – Nature, Objectives, Definition • 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 – What is Geographical indications? Advantages of registration, Duration, Who can apply for registration? Infringement and Remedies. 	15
3	Social Legislation Social Security of Employee <ul style="list-style-type: none"> • Employee State Insurance Act 1948: Definition and • Employees Provident Fund Miscellaneous Provision Act, 1952: Schemes, Administration, and determination of dues • The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 	15
4	Laws Related to Compensation Management <ul style="list-style-type: none"> • The Payment of Wages Act, 1936: Objectives, Definition, Authorised Deductions • Payment of Bonus Act, 1965 • The Payment of Gratuity Act, 1972 	15
	Total	60
Reference Books: Industrial and Labour Laws, Dr. Sanjeev Kumar, Bharat Law HP Ltd • <i>Labour and Industrial Laws, S.N Misra, Central Law Publication</i> • <i>Labour and Industrial Laws, P.K. Padhi, Eastern Economy Edition</i> • <i>Commercial and Industrial Law, S.K. Dasgupta, Sterling Publishers Pvt. Ltd</i> • <i>Industrial Law, Mr. N.D. Kapoor, Sultan Chand</i> • <i>Employee's Provident Fund, Chopra D.S, Labour Law Agency</i> • <i>Industrial Law, Mr. P.L. Mallick, Sultan Chand</i>		



<p>• <i>Essence of Personnel Management and Industrial Relations, Cowling, Prentice – Hall</i></p>
<p>Assessment pattern 60 :40</p>
<p>Passing Criteria. Learner must pass with 40 % marks in each component (Internal and External) separately.</p>
<p>Details of Details of Continuous Internal Assessment (CIA)</p> <p> CIA-1 – 20 marks - CLASS TEST</p> <p> CIA-2 – 20 marks - Presentation / Viva / Practical problems / Case Study</p> <p>Test Marks:</p> <p>Term/Project Work Marks :</p> <p>Details of Term work :</p>



Programme: First year in Bachelor of Mangement Studies (F.Y. BMS)				Semester: II	
Course: Corporate Communication				Course Code: BH.BMSAEC201	
Teaching Scheme				Evaluation Scheme(Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous internal Assessment (CIA) (Marks - 40) CIA1 CIA2	
4	-	-	3	20	20
Pre-requisites& Eligibility criteria: 12th PASS					
Course Objectives:					
<ol style="list-style-type: none"> 1. To development student’s personality applying different types of group communication activities. 2. Develop the writing skills for communicate at different level in the organization. 3. To create awareness about different Writing skills. 					
Course Outcomes:					
Business Communication II is introduced in FYBMS to develop the skills of the BMS students to acquire knowledge of business correspondence, Language and writing skills, Personality development and effectively, how to take part in group communication activities in an organization.					
Detailed Syllabus: (per session plan)					
Unit	Description				Periods
1	<p>Reading Skills: Reading purposes – Kinds of purpose and associated comprehension, direct meaning, understanding concept, details, logical progression and meaning of phrases / expressions. Activities- A) Active reading of passage on general topics B) Short comprehension questions based on content and development of ideas.</p>				15



	Personality development: Concept, Dimensions, Significance and Basic Theories of Freud and Erickson.	
2	<p>Group Communication:</p> <p>Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit.</p> <p>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.</p> <p>Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing (Zoom, Google Meet, WebEx, MS Team).</p> <p>Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR.</p>	15
3	<p>Writing skills:</p> <p>Business Correspondence</p> <p>Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given).</p> <p>Only following to be taught in detail: -</p> <p>Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act.</p> <p>Reports: Parts, Types, Feasibility Reports, Investigative Reports.</p> <p>Summarization: Identification of main and supporting/sub points Presenting these in a cohesive manner Listening Comprehension. [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.]</p>	15
4	<p>Intrapersonal Skills:</p> <p>Aspects of Personality Development: Introduction and significance of Problem-solving, Conflict and Stress Management, Decision-making Skills, Successful Leadership, Teamwork, Time management.</p>	15
	Total	60
<p>Reference Books:</p> <p>9. Effective Communication – Rai Urmila, Himalaya, Mumbai</p> <p>10. Business Communication – Kaul, Prentice Hall, India</p> <p>11. Business Communication & Personality Development, Das Excel Books, Delhi</p> <p>12. How to listen better? – Pramila Ahuja & G. Ahuja, Sterling Publication</p>		



13. E. H. McGraw, S. J., (4th Edition). *Basic Managerial Skills for All*. Prentice Hall of India Pvt. Ltd., New Delhi.
14. Stephen R. Covey (1989). *The Seven Habits of Highly Effective People*
15. Hurlock, E.B (2006). *Personality Development*, 28th Reprint. New Delhi: Tata McGraw Hill.
16. Lucas, Stephen (2011). *Art of Public Speaking*. 11th Edition, McGraw Hill Education

Details of Evaluation scheme

Assessment pattern 60 :40

Passing Criteria. Learner must pass with 40 % marks in each component (Internal and External) separately.

Internal Continuous Assessment (CIA) - 40 Marks

Test Marks: Details of Continuous Internal Assessment (CIA-1) - Online Test: 20 Marks

Term/Project Work Marks: Details of Continuous Internal Assessment (CIA-2) - Participation in extension activity of department, Group discussion, Assignments as deemed fit by teaching faculty, Individual presentations or Group presentations. CIA 2 Marks: 20

End Semester Examination: Total 60 Marks



QUESTION PAPER PATTERN

FOR THEORY SUBJECTS

Sr. No	Questions On	Question	Option	Marks	Total Marks
1	Unit – I	A, B and C	Any two out of three	7.5 marks each	15
2	Unit – II	A, B and C	Any two out of three	7.5 marks each	15
3	Unit – III	A, B and C	Any two out of three	7.5 marks each	15
4	Unit - IV	A, B and C	Any two out of three	7.5 marks each	15

Note:

- Questions may be divided into two sub questions of 7/8 or 10/5 or the whole 15 Marks
- If the topic demands, instead of theory questions, appropriate practical question may be asked

FOR PRACTICAL SUBJECTS

Sr. No	Questions On	Question	Option	Marks	Total Marks
1	Unit – I	A or B	Any one out of two	15 marks each	15
2	Unit – II	A or B	Any one out of two	15 marks each	15
3	Unit – III	A or B	Any one out of two	15 marks each	15
4	Unit - IV	A and B or C	First two or third	7.5 marks and 7.5 marks or 15 marks	15

Note:

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

Rubrics of evaluation for ESE



Unit	Knowledge	Understanding	Analysis & critical thinking	TOTAL
I	4	8	3	15
II	4	8	3	15
III	4	8	3	15
IV	4	8	3	15
TOTAL	16	32	12	60

Rubrics of evaluation for CIA-2 assignment : Presentation/debate

Class: _____ Roll No _____ Topic _____

Parameters	Max Marks	80 – 100% Excellent	60 -80% Good	40 – 60% Satisfactory	20 – 40% Poor
<u>CONTENT</u>	10				
Content: Introduction –	02				
Content: Development	03				
Content:– Conclusion -	03				
Content: - Bibliography	02				
<u>Effective communication skill</u>	10				
Language, Style and Structure;	05				
Teaching aids;	05				
Total	20				

Name of evaluator _____