

SCHEME OF MODULES

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<b>SEMESTER I</b>			
<b>Serial No</b>	<b>Course code</b>	<b>Credits</b>	<b>Course Name</b>
<b>I</b>	<b>MAJOR</b>		
1	BMS-MAJS1-101	04	Principles of Management
2	BMS-MAJS1-102	02	Introduction to Financial Accounts
<b>II</b>	<b>OPEN ELECTIVE (OE)</b>		
3	BMS-OES1-103	02	Business Law I
4	BMS-OES1-104	02	Business Law II
<b>III</b>	<b>VOCATIONAL SKILL COURSE (VSC)</b>		
	<b>SKILL ENHANCEMENT COURSES</b>		
5	BMS-VSCS1-105	02	Fundamentals of Finance
6	BMS-VSCS1-106	02	Business Mathematics
<b>IV</b>	<b>ABILITY ENHANCEMENT COURSES/VALUE EDUCATION COURSE</b>		
7	BMS-AECS1-107	02	Business Communication I
8	BMS-VECS1-108	02	Business Ethics
9	BMSIKSS1-109	02	Indian Knowledge Systems
<b>V</b>	<b>OJT/FP/RP/CEP</b>		
10	BMS-CCS1-110	02	Health and Wellness I
<b>TOTAL CREDITS</b>		<b>22</b>	

<b>SEMESTER II</b>			
<b>Serial No</b>	<b>Course code</b>	<b>Credits</b>	<b>Course Name</b>
I	<b>MAJOR</b>		
1	BMS-MAJS2-201	04	Business Environment
2	BMS-MAJS2-202	02	Fundamentals of Marketing
	<b>MINOR</b>		
3	BMS-MINS2-203	02	Business Economics
II	<b>OPEN ELECTIVE (OE)</b>		
4	BMS-OES2-204	02	Industrial Law I
5	BMS-OES2-205	02	Industrial Law II
III	<b>VOCATIONAL SKILL COURSE (VSC)</b>		
	<b>SKILL ENHANCEMENT COURSES</b>		
6	BMS-VSCS2-206	02	Marketing Skills
7	BMS-VSCS2-207	02	Business Statistics
IV	<b>ABILITY ENHANCEMENT COURSES</b>		
8	BMS-AECS2-208	02	Business Communication II
9	BMS-VECS2-209	02	Value Education Course
V	<b>OJT/FP/RP/CEP</b>		
10	BMS-CCS2-210	02	Health and Wellness II
<b>TOTAL CREDITS</b>		<b>22</b>	

## SEMESTER I

Serial No	Credits	Course Name
<b>1</b>		<b>CORE COURSES (CC)</b>
<b>1.1</b>	<b>04</b>	<b>PRINCIPLES OF MANAGEMENT</b>

### LEARNING 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 and controlling

### MODULES

SN	MODULES	NO OF LECTURES
<b>1</b>	<b>Introduction to Management</b>	15
<b>2</b>	<b>Planning and Decision Making</b>	15
<b>3</b>	<b>Organizing and Directing</b>	15
<b>4</b>	<b>Coordination and Controlling</b>	15
	<b>TOTAL</b>	60

Sr. No.	Syllabus	Number of lectures
<b>1</b>	<p><b>Module 1- Introduction to Management</b></p> <p><b>a) Management:</b> Concept, Characteristics, Significance, 6 M's, Role &amp; Skills of Managers, Levels of Management, Concepts of POSDCORB, Managerial Grid.</p> <p><b>b) Evolution of Management thoughts:</b> Contribution of F.W Taylor, Henri Fayol and Contingency Approach. Contemporary issues and Challenges</p>	<b>15</b>
<b>2</b>	<p><b>Module-2 Planning and Decision Making</b></p> <p><b>a) Planning:</b> Meaning, Importance, Elements, Process of Planning, Kinds of Plans, Strategies, Policies and Planning, Premises, Goal Setting, MBO (Management by objectives), MBE (Management by exception), OGSM model</p>	<b>15</b>

	<b>b) Decision Making:</b> Meaning, Importance, Process, Techniques of Decision Making.	
<b>3</b>	<b>Module -3 Organising and Directing</b> <b>a) Organizing:</b> Meaning, Concept, Advantages, Limitations, Structure (Formal & Informal, Line & Staff and Matrix). Departmentation: Meaning, Basis and Significance Span of Control: Meaning, Factors affecting span of Control, Centralization vs Decentralization, Delegation of Authority. <b>b) Directing:</b> Meaning, Importance, Principles, Elements <b>c) Staffing:</b> Meaning, importance and process	<b>15</b>
<b>4</b>	<b>Module – 4 Coordination and Controlling</b> <b>a) Leadership –</b> Meaning, Styles and Qualities of a Good leader <b>b) Coordination:</b> Meaning, Features, Coordination as an Essence of Management <b>c) Controlling:</b> Meaning, Process, prerequisites of effective control systems, and Techniques of controlling operations in India	<b>15</b>
	<b>Total Lectures</b>	<b>60</b>

**Reference Materials :**

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

### SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

### SCHEME OF EXAMINATION

#### A. Internal Assessment - 40 marks

Description	Marks
Internal test – Multiple Choice Questions	20
Tutorial /Assignment / Open Book Test / Value Added Course/ Project / Presentation / Outreach / Internship / Case Study / Research etc.	20
Total	40

#### B. Semester end examination 60 marks

##### PAPER PATTERN

Duration: 2 hours	
Marks 60	Marks
Q.1 15 marks (Case Study)	15
Q.2 15 marks OR 15 marks (Theory Question or Theory Question)	15
Q.3 15 marks OR 15 marks (Theory Question or Theory Question)	15
Q.4 15 marks (Short notes)	15
Total	60
Note: Question of 15 marks may be divided into two or three sub questions of 7 / 8 or 5 / 5 / 5 Marks.	

**Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination**

**COURSE: Introduction to Financial Accounts****COURSE CODE: BMS-MAJS1-102****COURSE CREDIT: 02****LEARNING OBJECTIVES**

1. To acquaint learners with basic accounting fundamentals and its importance in managing a business
2. To enable the students to understand the principles and procedures of financial accounting and to apply them to different practical situations
3. To equip the learners with the knowledge of preparation of final accounts of sole proprietary concerns

Sr.No.	Modules	Number of lectures
1	<b>Module 1 INTRODUCTION</b> 1. Meaning and Scope of Accounting Need and development, definition: Book-Keeping and accounting, Persons interested in accounting, Branches of accounting, Objectives of accounting, Accounting Cycle, Types of accounts, Classification of accounts and related rules  2. Expenditure, Receipts, Profit or Loss Classification of Expenditure: Capital, Revenue and Deferred Revenue Expenditure Receipts: Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts. Profit or Loss: Revenue profit or loss, capital profit or loss  3. Journal Journal entries, Opening and closing entries	10
2	<b>Module 2 LEDGER AND TRIAL BALANCE</b> Preparation of Ledger, Relationship between journal & ledger, Rules regarding posting  Introduction and Preparation of Trial Balance	10
3	<b>Module 3 RECTIFICATION OF ERRORS AND FINAL ACCOUNTS</b>  1. Rectification of Errors - Introduction  2. Introduction to Final Accounts of a Sole proprietor Preparation and presentation of Final Accounts in horizontal format - Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet	10
	Total Lectures	30

## References

1. Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi
2. Financial Accounting by P.C. Tulsian, Pearson Publications, New Delhi
3. Compendium of Statement and Standard of Accounting, ICAI

## SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test – Multiple Choice Questions	10
One assignment/project/case study/viva, etc.	10
Total	20

Internal test can be conducted online in the form of MCQs with test duration of 10 minutes .

Internal test may be conducted in the form of long numerical questions of 10 marks with test duration of 15 minutes.

A) Semester end examination 30 marks

### PAPER PATTERN

Duration : 1 hour	
Total Marks: 30	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
TOTAL	30
Note: 15 marks question may be divided into sub questions if required.	

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.**

**Note :**

**The syllabus and evaluation pattern may change as per to the directives by UOM / UGC / Govt.**

**Under unforeseen circumstances or challenging situation, all examinations will be conducted through online mode or as directed by State Govt. and UGC.**

## Business Law I

**Marks : 50**

**Course Credits : 2**

### **Course Outcomes**

- a) The learner will be able to examine legal environment of businesses and illustrate various legal terminologies.
- b) The learner will be able to distinguish Negotiable instruments and various reasons for its dishonour.
- c) The learner will be able to demonstrate contractual relations of businesses and relate them with global opportunities.
- d) The learner will be able to analyse effects of Non-compliance and interpretation of contracts.
- e) The learner will be able to choose statutory compliances and compare it with international laws.
- f) The learner will be able to draft business related documents using legal language.

<b>Unit</b>	<b>Modules</b>	<b>No. of lectures</b>
1	A) Law of Contract 1872 1. Essential elements of Contract, 2. Agreement and contract – capacity to contract, 3. Free consent, 4. Consideration, 5. Lawful objects / consideration, 6. Breach of contract, 7. Remedies for breach of contract. B) Sale of Goods Act, 1930: 1. Scope of Act, 2. Sale and Agreement to Sell, 3. Essentials of a valid sale contract – conditions and warranties, 4. Implied conditions and warranties, Rights of an unpaid seller. C) Indian Partnership (The Indian Partnership Act, 1932) Partnership Formation - Types of Partnerships - Dissolution of Partnership, Rights, Duties and liabilities of partners, Limited Liability Partnership	15
2	C) Negotiable Instrument Act, 1981: a. Introduction of Negotiable Instruments, b. Characteristics of negotiable instruments, c. Promissory note, d. Bills of exchange, e. Cheque, f. Dishonor of cheque. D) Consumer Protection Act, 1986: a. Objects of consumer protection, b. Introduction of consumers – who is consumer? c. Meaning of the words – Goods and services	15



	Meaning of the words – Defects and Deficiencies of goods and services, Consumer disputes and complaints. (W.r.t. Consumer Protection Act 2019)	
	<b>Total Lectures</b>	30

**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

SCHEME OF EXAMINATION :

For Business Law I, Intellectual Property Right I, Business Law II and Intellectual Property Right II.

**SCHEME OF EXAMINATION**

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The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

**A. Internal Assessment 20 marks**

Description	Marks
Internal test - Objectives based 1mark each question	10
Assignment / Open Book Test / Value Added Course/ Project / Presentation / Outreach / Internship / Case Study	10
<b>Total</b>	<b>20</b>

**B. Semester end examination 30 marks – Paper Pattern**

Duration: 2 hours	Total Marks: 30
Q1. Question 1 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15
Q2. Question 2 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.**

## Business Law II

**Marks : 50**

**Course Credits : 2**

### **Course outcomes**

- a) The learner will be able to examine legal environment of businesses and illustrate various legal terminologies.
- b) The learner will be able to distinguish Negotiable instruments and various reasons for its dishonour.
- c) The learner will be able to demonstrate contractual relations of businesses and relate them with global opportunities.
- d) The learner will be able to Analyse effects of Non-compliance and interpretation of contracts.
- e) The learner will be able to choose Statutory compliances and compare it with international laws.
- f) The learner will be able to draft business related documents using legal language.

<b>Unit</b>	<b>Modules</b>	<b>No of lectures</b>
1	Company Law: What is a company, Incorporation of company, MOA, AOA, Prospectus, Meetings, Introduction to Securities.	15
2	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. Copyright definition and subject in which copyright exists, originality, meaning and content, authors and owners, rights and restrictions. Geographical indications (only short notes)	15
	Total Lectures	30

### 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
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## Fundamentals of Finance

**COURSE CODE: BMS-VSCS1-105**

**COURSE CREDIT: 02**

### Course Objectives:

- The objectives of develop a conceptual frame work of finance function and to acquaint the participants with the tools, techniques and process of financial management
- The course aims at explaining the role of and products offered by banking and insurance companies
- To provide understanding of structure of Indian financial system
- To provide insights into the functioning of Indian equity markets

Syllabus	No of Lectures
<p><b>Module I : Introduction to Business Finance</b></p> <p>a. Introduction to Business Finance: Meaning, Significance of Business Finance, Relationship between Finance department and other departments in the organization, Role of Finance Manager, Fixed capital and Working Capital funds, Working Capital Cycle, Short Term Sources of Funds</p> <p>b. Introduction to Corporate Securities: Ordinary Shares, Preference Shares, Debentures, Bonds – meaning, advantages, disadvantages, types. Divorce between ownership and management in companies</p> <p>c. Introduction to Ratio Analysis : Gross Profit Margin, Net Profit Margin, Current Ratio, Quick Ratio, Inventory Turnover Ratio, Inventory Turnover Days</p>	10
<p><b>Module II : Financial System, Banking and Insurance</b></p> <p>a) Structure of Indian financial system: Financial Institutions (Banking &amp; Non Banking, Types of banks in detail), Financial Markets (Organized and Unorganized), Financial Assets/ Instruments, Financial Services (Fund based &amp; Fee Based – in detail)</p> <p>b) Banking: Agency functions and Utility functions of banks, Types of Deposit facilities, Types of Loan facilities for retail and business clients, Fund transfer mechanisms, Types of Plastic cards</p> <p>c) Insurance: Concept, Basic Terminology, Types of life and general insurance policies</p>	10

<b>Module III : Equity Markets</b>	
i. Parties involved: Depository, Custodian, Registrar & Transfer Agent, Clearing Members, Clearing Corporation, Stock Exchange, Stock brokers, Sub-brokers, etc.	10
ii. Trade cycle, Process involved in transfer of shares	
iii. Terminologies: Stock Quote, Market Phases, Circuit Breakers and Price bands, Types of Orders and Order matching, Rolling settlement	

### REFERENCE BOOKS:

- Damodaran, A. (2008). Damodaran on Valuation, Security Analysis for Investment and Corporate Finance (2nd ed.). Wiley India Pvt. Ltd.
- M. Bhole, Financial Institutions and Markets, TATA McGraw Hill
- Indian Institute of Banking & Finance, Principles & Practices of Banking.

### SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test - Objectives based – 1 mark each question	10
Presentation/Assignment/Viva/NGO Activity/Internship/ Book Review/Project/ Open Book Test/Case study/Certificate course, etc.	10
Total	20

B) Semester end examination 30 marks – Proposed Paper Pattern

Duration: 1 hour	Total Marks: 30
Particulars	Marks**
Q1. Question 1 (5 Marks x 2) or (10 Marks)	10
Q2. Question 1 (5 Marks x 2) or (10 Marks)	10
Q3. Question 1 (5 Marks x 2) or (10 Marks)	10

**\*\*Marks assigned in the external question paper may be based on the weightage (number of lectures) of each module in the syllabus.**

**Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.**

## Business Mathematics I

COURSE CODE: BMS-VSCS1-106

COURSE CREDIT: 02

### Course Objectives:

- To introduce financial mathematics and develop skills to solve financial problems.
- To demonstrate understanding of financial concepts related to interest, annuities, shares and mutual funds.

Sr. No	Modules/Units	No of Lectures
1.	<b><u>Percentage Profit and Loss</u></b> Concept of percentage Rate of Return/Return on Investment Introduction to Commission and brokerage and trading costs – problems on commission and brokerage. Holding Period Return Calculations and Annualized Returns.	10
2.	<b><u>Interest and Annuity</u></b> Simple interest, compound interest, Equated monthly installments, reducing balance and flat rate of interest Annuity immediate- present value and future value Stated annual rate and effective annual rate	10
3.	<b><u>Shares Mutual Fund and Insurance</u></b> Shares- Concept, face value, market value, Issue Price, dividend, Equity shares, preference shares, bonus shares, calculation on return Mutual Fund- Simple problems on calculation of net income after considering entry load, exit load, dividend, change in net asset value Insurance- Concepts, calculation of age, premium bonuses, paid-up and surrender value.	10
	Total	30

### REFERENCE BOOKS:

1. “Business Mathematics” by Gary Clendenen and Stanley A Salzman (2017) – Pearson Education
2. “Business Mathematics” by N.P. Bali and Manish Goyal (2018) – Laxmi Publications
3. “Business Mathematics” by David R Anderson, Dennis J Sweeney, and Thomas A Williams (2018) – Cengage Learning

## SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

A) Internal Assessment 20 marks

Description	Marks
Internal test – Multiple Choice Questions	10
Tutorial /Assignment / Open Book Test / Value Added Course/ Project / Presentation / Outreach / Internship / Case Study / Research etc.	10
Total	20

B) Semester end examination 30 marks – Paper Pattern

All questions compulsory. Each question contains 2 sub questions.

Duration: 1 hour	Total Marks: 30
Q1. will be from Module 1	10
Q2. will be from Module 2	10
Q3 will be from Module 3	10
Total	30

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination**

**Under unforeseen circumstances or challenging situation, all examinations will be conducted through online mode or as directed by State Govt. and UGC.**

Serial No	Course code	Credits	Course Name
1			<b>ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)</b>
1.1	BMS-AECS1-107	02	<b>BUSINESS COMMUNICATION-I</b>

### BUSINESS COMMUNICATION-I

Sr. No.	Module	Number of lectures
<b>1</b>	<b><u>UNIT 1: Theory of Communication</u></b> <ul style="list-style-type: none"> <li>● <b>Concept of Communication:</b> Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global World Impact of technological advancements on Communication</li> <li>● <b>Channels of Communication:</b> Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</li> <li>● <b>Objectives of Communication:</b> Information, Persuasion, Motivation and Education.</li> <li>● <b>Methods and Modes of Communication:</b> Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication &amp; Business Etiquette. Modes: Use of Digital &amp; E-communication Video and Satellite Conferencing.</li> <li>● <b>Obstacles to Communication in Business World:</b> Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers/ Listening Skills</li> </ul>	<b>15</b>
<b>2</b>	<b><u>UNIT 2: Business Correspondence</u></b> <ul style="list-style-type: none"> <li>● <b>Theory of Business Letter writing:</b> Parts, Structure, Layouts- Full Block, Modified Block, Semi-Block, Principles of Effective Letter Writing.</li> <li>● <b>Personnel Correspondence:</b> Statement of Purpose, Job Application Letter and Résumé, Letter of Acceptance of Job Offer, Letter of Resignation</li> </ul>	<b>08</b>
<b>3</b>	<b><u>UNIT 3: Language, Reading and Writing Skills</u></b> <ul style="list-style-type: none"> <li>● <b>Reading Comprehension:</b> Analysis of texts from different fields.</li> <li>● <b>Paragraph Writing:</b> Preparation of the first draft, Revision and Self - Editing, Rules of spelling.</li> <li>● <b>Summarisation:</b> Identification of main and supporting / sub points presenting these in a cohesive manner.</li> </ul>	<b>07</b>
	<b>TOTAL</b>	<b>30</b>

## SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e., 20 marks
- Semester end examination 60% i.e., 30 marks

(A) Internal Assessment (20 marks)

Description	Marks
MCQ Test	10
Class Assignments/ Presentations/ MOOCs	10
<b>Total</b>	<b>20</b>

(B) Semester I end examination (30 marks)

### PAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
Q1. A. Essay type question (Any one out of two) (Module 1) <b>OR</b> B. Short notes (Any two out of four)	10
Q.2 Answer any two out of four : (Module 2) SOP, Résumé, Letters	10
Q.3 A. Comprehension Passage: (10 Marks) (Module 3) <b>OR</b> B. Summary Writing	10
<b>Total</b>	<b>30</b>

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination**



Serial No	Credits	Course Name
1		VEC
1.1	02	<b>Business Ethics</b>

### LEARNING OBJECTIVES

1.	To be able to understand the importance of ethics in day to day interactions.
2.	To be able to differentiate between personal and professional ethics and recognize their importance in personal and professional lives.
3.	To study the relevance of ethics in functional areas like marketing, finance, IT and human resource management
4.	To be able to apply the knowledge of ethics to practical situations.

Syllabus	No.of lectures
<p><b>Module -1</b>  <b>Introduction to Ethics and Business Ethics</b></p> <ul style="list-style-type: none"> <li>• <b>Ethics</b> <ul style="list-style-type: none"> <li>• Concept of Ethics, Evolution of Ethics</li> <li>• Nature of Ethics- Personal, Professional, Managerial</li> <li>• Importance of Ethics, Objectives of Ethics</li> <li>• Ethical Dilemma</li> </ul> </li>   <li>• <b>Business Ethics</b> <ul style="list-style-type: none"> <li>• Meaning, Objectives, Importance, Purpose and Scope of Business Ethics Towards Society and Stakeholders</li> <li>• Role of Government in Ensuring Business Ethics</li> <li>• 3 Cs of Business Ethics – Compliance, Contribution and Consequences</li> <li>• Myths about Business Ethics</li> </ul> </li> <li>• <b>Case based discussions</b></li> </ul>	15
<p><b>Module -2</b></p> <ul style="list-style-type: none"> <li>• <b>Ethics in Marketing Ethical issues in Marketing Mix</b> <ul style="list-style-type: none"> <li>• Ethical Dilemmas in Marketing</li> <li>• Ethical issue in product, pricing, distribution and promotion.</li> <li>• Ethics in Advertising and Types of Unethical Advertisements</li> <li>• Cases of Unethical Marketing Practices in India</li> </ul> </li> <li>• <b>Ethics In Finance</b> <ul style="list-style-type: none"> <li>• Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower</li> <li>• Ethics in Taxation</li> </ul> </li> <li>• <b>Ethics in Information Technology related to business</b> <ul style="list-style-type: none"> <li>• Ethics in E- commerce</li> <li>• Patents and copyrights</li> <li>• Use of information, Privacy Issues, Security, Digital piracy</li> </ul> </li> <li>• <b>Ethics in Human Resource Management</b> <ul style="list-style-type: none"> <li>• Importance of Workplace Ethics</li> <li>• Ethical issues at the workplace</li> <li>• POSH at workplace</li> <li>• Ethical Leadership</li> </ul> </li> <li>• <b>Case based discussions</b></li> </ul>	15

**REFERENCES**

1. Laura P. Hartman, Joe DesJardins, Business Ethics, Mcgraw Hill, 2nd Edition
2. C. Fernando, Business Ethics – An Indian Perspective, Pearson, 2010
3. Joseph DesJardins, An Introduction to Business Ethics, Tata McGraw Hill, 2nd Edition
4. Richard T DeGeorge, Business Ethics, Pearson, 7th Edition
5. Dr.A.K. Gavai, Business Ethics, Himalaya Publishing House, 2008
6. S.K. Mandal, Ethics is Business and Corporate Governance, McGraw Hill, 2010
7. Laura Pincus Hartman, Perspectives in Business Ethics, McGraw Hill International Editions, 1998

## SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

### A. Internal Assessment : 20 marks

Description	Marks
Objective type test (for 10 marks – online/offline)	10
Any one of the following Presentation / Assignment/ Online course	10
Total	20

### B. Semester end examination : 30 marks

#### PAPER PATTERN

Duration : 1 hour	
<b>Total Marks: 30</b>	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Total	30
Note: The 15 marks full length question may be sub divided into 2 questions of 7 and 8 marks each or 2 questions of 10 and 5 marks each	

**Passing criteria: 40% marks for passing.**

Internals: Minimum 8 out of 20

Externals: Minimum 12 out of 30

Module No.	Modules	Number of lectures
1	Introduction to Indian Knowledge system a) Philosophical foundation of IKS: Introduction to Sankhya, Vaisheshika and Nyaya b) Introduction to Indian management thoughts and practices-work, personality and leadership with reference to Indian Ethos, Indian Epics, Bhagavad Gita and other scriptures	10
2	Glimpse of Bharatvarsha a) Sacred Geography: Mountains & Rivers b) Food & Diet: Distinctive features of regional cuisines. Dietary guidelines of Ayurveda, Naturopathy.	10
3	Arts and Science a) Schools of music and dance: important features b) India's contribution to medicine, surgery and mathematics.	10
	Total Lectures	30

**Bibliography:**

- An Introduction to Indian Knowledge Systems: Concepts and Applications, B Mahadevan, V R Bhat, and Nagendra Pavana R N; 2022 (Prentice Hall of India).
- Indian Knowledge Systems: Vol I and II, Kapil Kapoor and A K Singh; 2005 (D.K. Print World Ltd).
- The Beautiful Tree: Indigenous India Education in the Eighteenth Century, Dharampal, Biblia Impex, New Delhi, 1983. Reprinted by Keerthi Publishing House Pvt Ltd., Coimbatore, 1995.
- 'Knowledge traditions and practices of India', Kapil Kapoor, Michel Danino, CBSE, India.
- Dr. Subhash Kak, Computation in Ancient India, Mount, Meru Publishing (2016) .
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- Fine Arts & Technical Sciences in Ancient India with special reference to Someśvara's Mānasollāsa; Dr. Shiv Shekhar Mishra, Krishnadas Academy, Varanasi 1982.
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- Economic Sutras by Prof. Satish Y. Deodhar, IIMA Books series.
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- Hardy, Adam. 2015. Theory and Practices of Temple Architecture in Medieval India: Bhoja's Samrangansutradhar and The Bhojpur Line Drawings, Dev Publishers & Distributors.
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- C. N. Srinivas Iyengar, History of Indian Mathematics, The World Press, Calcutta 1967.
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### SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 20 marks
- Semester end examination 30 marks

### SCHEME OF EXAMINATION

A) Internal Assessment 20 marks

Description	Marks
One internal test of 10 marks- Objective Test	10
Assignment / Project and Viva voce/Case studies/ Outreach programs /Certificate courses.	10
<b>Total</b>	<b>20</b>

B) Semester end examination 30 marks

### PAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
Based on unit 1 Q.1 Short notes (any two out of four)	10
Based on Unit 2 Q 2. Short notes (any two out of four)	10
Based on unit 3 Q.3 Short notes (any two out of four)	10

Passing criteria: Minimum 40% marks (08 out of 20) in internal and 40% marks (12 out of 30) in semester end examination.

Serial No	Course code	Credits	Course Name
1			CO-CURRICULAR COURSE
1.1	BMS-CCS1-110	02	Health and Wellness-I

<b>Course Objectives: Cocurricular Course in Health and Wellness</b>	
1	To create awareness in undergraduate students on the importance of health, wellness and well-being.
2	To equip students with a basic understanding of stress management.

**Course: Health and Wellness**

**COURSE CODE:**

**COURSE CREDIT: 02**

Module No.	Modules	Number of lectures
1	<b><u>Introduction to Health and Wellness</u></b> a) Definition and Importance of Health and Wellness b) Components of Health and Wellness	10
2	<b><u>Mind-Body Well being</u></b> a) Concept and Importance of Well being b) Mind- Body Connection in Health and Wellness	10
3	<b><u>Stress Management and Relaxation Methods</u></b> a) Definition of stress and types of stress b) Stress management methods- Yoga, Meditation, Music and Hobbies	10
	<b>Total Lectures</b>	<b>30</b>

**Bibliography:**

- Harrold M Barrow “Man and Movement: Principles of Physical Education” published in Great Britain by Henry Kimpton Publishers, London.
- Jesse Peoring Williams “The Principles of Physical Education” Published by College Book House, Shivaji Road, Meerut.
- William D McArdle, Frank I Katch and Vitor I Katch, Essential of Exercise Physiology, Second edition, New York: LipincoffWilliams and wilkins, 2000
- Arthar C. Guyton, Physiology of Human Body, Philadelphia: Saunders Company, 1972.
- Mental Health Workbook by Emily Attached & Marzia Fernandez, 2021.
- Melwin H. Williams. Nutrition for Health Fitness and sport. McGraw Hill Company, Newyork: 1995
- Bradfird B, Strand and Others. Fitness Education Arizona GorsuchSeani; sbrick Publishers, 1997.
- Scott K. Powers and Stephen L. Dodd. Total Fitness: Exercise, Nutrition and wellness, Boston: Allyn and Bacon, 1999.

## SEMESTER II

### Course: Business Environment

**COURSE CODE: BMS-MAJS2-201**

**COURSE CREDIT: 04**

#### **LEARNING OBJECTIVES:**

1. To Understand the concept, significance and changing dimensions of Business Environment, its types and tools for scanning the Environment
2. To gain insights on role of economic systems, economic planning, government policies, public sector and development banks, economic reforms, liberalization and its impact on business.
3. To understand the importance of Multinational corporations, foreign collaborations and international institutions in business
4. To learn about emerging dimensions in socio-cultural environment and its relevance for a business firm

### **Course: Business Environment**

**COURSE CODE:**

**COURSE CREDIT: 04**

Sr.No.	Modules	Number of lectures
1	<p>UNIT 1 INTRODUCTION TO BUSINESS ENVIRONMENT</p> <p>1. <b>Business:</b> Meaning, Definition, Nature &amp; Scope, Types of Business Organizations</p> <p>2. <b>Business Environment:</b> Meaning, Characteristics, Scope and Significance, Components of Business Environment</p> <p>3. <b>Micro and Macro Environment:</b> Definition, Differentiation, Analysis of Business Environment, SWOT Analysis.</p> <p>4. <b>Introduction to Micro-Environment:</b> <b>Internal Environment:</b> Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity <b>External Environment:</b> Firm, customers, suppliers, distributors, Competitors, Society</p> <p>5. <b>Introduction to Macro Components:</b> Demographic, Cultural, International, STEEPLE (Social, Technological, Economic, Environmental, Political, Legal, Ethical)</p>	15
2	<p>UNIT 2 POLITICAL, LEGAL, ECONOMIC AND ECOLOGICAL ENVIRONMENT</p> <p>1. <b>Political Institutions:</b> Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India.</p>	15

	<p><b>2. Economic environment:</b> Economic systems and Economic policies. Concept of Capitalism, Socialism and Mixed Economy.</p> <p><b>3. Ecological environment :</b> Triple Bottom Line and 3Ps, Decarbonisation, Net-Zero, Scope emission norms, Green energy, COP26 and thereafter, TCFD</p>	
3	<p><b>UNIT 3 SOCIAL AND CULTURAL ENVIRONMENT, TECHNOLOGICAL ENVIRONMENT</b></p> <p><b>1. Social and Cultural Environment:</b> Nature, Elements of culture, Impact of foreign culture on Business, Traditional Values and its Impact, Social Responsibilities of Business, United Nations’ Sustainable Development Goals and its relevance to business</p> <p><b>2. Technological environment:</b> Features, Impact of technology on Business – Advantages and Challenges. Applications of - Blockchain, Artificial Intelligence, Robotic Process Automation. Localisation and Indigenisation of manufacturing and Supply chain – meaning, benefits.</p> <p><b>3. Sun-rise sectors of Indian Economy. Challenges of Indian economy.</b></p>	15
4	<p><b>UNIT 4 INTERNATIONAL ENVIRONMENT</b></p> <p><b>International Trade :</b></p> <ol style="list-style-type: none"> <li>i. Functions of WTO, Pros and Cons of WTO</li> <li>ii. Regional Trade Blocs : European Union, ASEAN, SAARC, African Continental Free Trade Area (AfCFTA)</li> <li>iii. Regional Trade Agreements : SAFTA, India-Mercosur PTA, India-GCC FTA, India-UAE CEPA</li> </ol> <p><b>MNCs:</b> Definition, meaning, merits, demerits, MNCs in India, foreign market entry strategies</p> <p><b>FDI:</b> Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India.</p> <p>Challenges faced by International Business and Investment Opportunities for Indian Industry.</p>	15
	Total Lectures	60

**References:**

1. K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi
2. Mishra and Puri, Indian Economy, Himalaya Publishing House, New Delhi
3. Business Environment Raj Aggarwal Excel Books, Delhi
4. Francis Cherunilam, Business Environment-Himalaya Publishing House, New Delhi.



## Business Environment

### SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test – Multiple Choice Questions	20
Tutorial / Assignment / Open Book Test / Value Added Course/ Project / Presentation / Outreach / Internship / Case Study / Research / Infographic etc.	20
Total	40

Internal test can be conducted on line in the form of MCQs.

(B) Semester end examination 60 marks – Paper Pattern

Duration: 2 hours	Total Marks: 60
Q.1 Case Study	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 Short Notes: (Any 3 out of 5) – 5 marks each	15
TOTAL	60
Note: Case Study and 15 marks question may be divided into sub questions if required.	

**Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.**

**Note :**

**The syllabus and evaluation pattern may change as per to the directives by UOM / UGC / Govt.**

**Under unforeseen circumstances or challenging situation, all examinations will be conducted through online mode or as directed by State Govt. and UGC.**

## Subject: Fundamentals of Marketing

Serial No	Credits	Course Name
1		MAJOR
1.1	02	<b>Fundamentals of Marketing</b>

### LEARNING OBJECTIVES:

1.	To understand basic concepts, theories and techniques in the field of Marketing and its significance in business context.
2.	To analyse the influence of the marketing environment on the overall marketing function.
3.	To apply segmentation, targeting, positioning and differentiation strategies.
4.	To study the new trends in the field of marketing.

### MODULES

SN	MODULES	NO OF LECTURES
1	Introduction to Marketing	15
2	Segmentation, Targeting, Positioning, Differentiation and trends in marketing	15
	<b>TOTAL</b>	<b>30</b>

Sr. No.	Syllabus	Number of lectures
	<p><b>Module -1</b></p> <ul style="list-style-type: none"> <li>• <b>Introduction to Marketing</b> <ul style="list-style-type: none"> <li>• Definition, features, advantages and scope of marketing</li> <li>• The 4P's and 4C's of marketing</li> <li>• Marketing v/s Selling</li> <li>• Marketing as an activity and function</li> </ul> </li> <li>• <b>Concepts of Marketing</b> <ul style="list-style-type: none"> <li>• Needs, wants and demands, transactions, transfer and exchanges.</li> <li>• Market, Target audience, Customer, Consumer.</li> <li>• Orientations of a firm: Production concept; Product concept; Selling concept and Marketing concept, Social, Relationship, Holistic marketing.</li> </ul> </li> </ul> <p><b>Marketing Environment</b></p> <ul style="list-style-type: none"> <li>• <b>Micro environment:</b> Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.</li> </ul>	15

	<ul style="list-style-type: none"> <li>• <b>Macro environment:</b> Political Factors; Economic Factors; Socio Cultural Factors , Technological Factors (PEST Analysis)</li> </ul>	
	<p><b>Module -2</b>  <b>Segmentation, Targeting, Positioning Differentiation and Trends In Marketing</b></p> <ul style="list-style-type: none"> <li>• Segmentation – meaning , importance , basis</li> <li>• Targeting – meaning , types</li> <li>• Positioning – meaning – strategies</li> <li>• Differentiation – meaning – strategies</li> <li>• New trends in marketing – E-marketing , Internet marketing and Social Media Marketing, trends in digital marketing,</li> </ul>	
	<b>Total Lectures</b>	

**Reference Materials :**

- Kotler Philip, Marketing Management, Pearson.
- Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill.
- Saxena Rajan, Marketing Management, Tata-McGraw Hill.
- Ramaswamy, Namakumari, Marketing Management: Indian Context Global Perspective, Sage Publication

**SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

**A. Internal Assessment 20 marks**

Description	Marks
Objective type test (for 10 marks – online/offline)	10
Any one of the following Presentation / Assignment/ Online course	10
Total	20

**B. Semester end examination 30 marks**

**PAPER PATTERN**

Duration : 1 hour	
<b>Total Marks: 30</b>	
Q.1 15 marks OR 15 marks	<b>15</b>
Q.2 15 marks OR 15 marks	<b>15</b>
Total	<b>30</b>
Note: The 15 marks full length question may be sub divided into 2 questions of 7 and 8 marks each or 2 questions of 10 and 5 marks each	

<b>Module No.</b>	<b>Modules</b>	<b>Number of lectures</b>
<b>1</b>	<b>Microeconomics</b> <ul style="list-style-type: none"> <li>• Scope and Importance of Micro Economics</li> <li>• Elasticity of demand – meaning and types – price, income and cross.</li> <li>• Production function –Short-run - Law of Variable Proportions. and long-run - Laws of Returns to Scale</li> <li>• Cost Concepts – meaning and types of cost - explicit and implicit, fixed and variable, economic and accounting, opportunity cost, total average and marginal costs.</li> <li>• Revenue concepts and Break-Even Analysis (with business application)</li> <li>• Numerical problems and case studies based on elasticity of demand, production, cost sand break-even analysis.</li> </ul>	<b>10</b>
<b>2</b>	<b>Macroeconomics</b> <ul style="list-style-type: none"> <li>• Macroeconomics: Meaning. Scope and importance.</li> <li>• Circular flow of income in a closed and open economy.</li> <li>• Short-run fluctuations- features and phases of trade cycles</li> <li>• Keynesian approach to demand for money, supply of money meaning and it’s determinants</li> <li>• Inflation- meaning, types- demand pull and cost push, causes Monetary policy- meaning and objectives and instruments of monetary policy</li> <li>• Case studies based on monetary policy implementations.</li> </ul>	<b>10</b>
<b>3</b>	<b>Public Finance</b> <ul style="list-style-type: none"> <li>• Role of government to provide public goods – Principles of Sound and Functional Finance.</li> <li>• Union budget- Structure, Deficit concepts</li> <li>• Public expenditure – meaning and types, causes for the growth of public expenditure, Public debt – meaning and types, redemption of public debt, methods of redemption of public debt.</li> </ul>	<b>10</b>
	<b>Total Lectures</b>	<b>30</b>

**References:**

- 1) Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
- 2) Hirchey .M., Managerial Economics, Thomson South western (2003)

- 3) Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
- 4) Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
- 5) Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)
- 6) Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)
- 7) Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi, 2004)
- 8) H.L Ahuja, Principles of Microeconomics (S.Chand Publishing, 2019)
- 9) Robert S. Oindyck, Daniel L. Rubinfeld, Microeconomics 8<sup>th</sup> Edition (Prentice-Hall of India, 2013)

### Scheme of Evaluation

#### (A) Internal Assessment

**20 Marks**

Description	Marks
One objective based online test (multiple choice questions, practical questions) of 10 marks	10
Project or Viva - Voce or Presentation or Assignment or Group Discussion or Case Studies or Open Book Test or Internship (Any 1 of 10 marks each)	10
Total	20

#### (B) Semester End Examination

**30 Marks**

Maximum Marks: 30

Duration: 1 Hour

Question No	Particulars	Marks
Q1	Full Length Question (Attempt any 1 out of 2)	10
Q2	Full Length Question (Attempt any 1 out of 2)	10
Q3	Full Length Question (Attempt any 1 out of 2)	10
	Total	30

**Note:**

**Equal weightage of all modules should be given in the examination question paper.**

**Q.1,2 and 3 – 10 marks question may be divided into sub questions of 5 and 5 marks or 7 and 3 marks, if required.**

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## Industrial Law I

**Marks : 50**

**Course Credits : 2**

### **Course Outcomes**

- a) The learner will be able to describe Industrial dispute settlement procedure.
- b) The learner will be able to classify laws relating to health, safety and welfare provisions.
- c) The learner will be able to illustrate important provisions of Social legislation.
- d) The learner will be able to point out important provisions of wage legislation.
- e) The learner will be able to assess compensation benefits.
- f) The learner will be able to integrate working conditions in different settings.

<b>Unit</b>	<b>Modules</b>	<b>No of lectures</b>
1	Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure (w.r.t. The industrial Relations Code 2020) The Trade Union Act, 1926	15
2	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)(w.r.t. Employees compensation Act 2017 Amendment)	15
	<b>Total Lectures</b>	30

### **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

## Scheme of Examination:

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### For Industrial Law I and Industrial Law II

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#### SCHEME OF EXAMINATION

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The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 8 marks
- Semester end examination 60% i.e. 12 marks

#### A. Internal Assessment 20 marks

Description	Marks
Internal test - Objectives based 1 mark each question	10
Assignment / Open Book Test / Value Added Course/ Project / Presentation / Outreach / Internship / Case Study	10
<b>Total</b>	<b>20</b>

#### B. Semester end examination 30 marks – Paper Pattern

Duration: 2 hours	Total Marks: 30
Q1. Question 1 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15
Q2. Question 2 (5 Marks x 3) or (7 and 8 Marks) or (15 Marks)	15

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination**

## Industrial Law II

**Marks : 50**

**Course Credits : 2**

### **Course outcomes**

- a) The learner will be able to describe Industrial dispute settlement procedure.
- b) The learner will be able to classify laws relating to health, safety and welfare provisions.
- c) The learner will be able to illustrate important provisions of Social legislation.
- d) The learner will be able to point out important provisions of wage legislation.
- e) The learner will be able to assess compensation benefits.
- f) The learner will be able to integrate working conditions in different settings.

<b>Unit</b>	<b>Modules</b>	<b>No of lectures</b>
1	Employee State Insurance Act 1948: Definition and Employees Provident Fund Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues.	15
2	The payment of Wages Act 1948: Objectives, Definition, Authorized Deductions Payment of Bonus Act, 1965 The Payment of Gratuity Act, 1972 Principles of Natural Justice	15
	<b>Total Lectures</b>	30

### **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
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**Subject: Marketing Skills**

Serial No	Credits	Course Name
1		Vocational Skills Course (VSC)
1.1	02	<b>Marketing Skills</b>

**LEARNING OBJECTIVES:**

1.	To understand in detail the elements of marketing mix and service marketing mix
2.	To analyse steps product planning and reasons for product failures.
3.	To understand pricing and distribution strategies and factors affecting pricing and channel selection.
4.	To recognize various promotional tools that can be used to effectively promote offerings.
5.	To recognize the importance of research in the field of marketing
6.	To understand consumer behaviour and the customer – centric nature of marketing

**MODULES**

SN	MODULES	NO OF LECTURES
1	Marketing Mix	15
2	Marketing research and consumer behaviour	15
	<b>TOTAL</b>	<b>30</b>

Sr. No.	Syllabus	Number of lectures
	<b>Module -1</b> <ul style="list-style-type: none"> <li>• Marketing Mix <ul style="list-style-type: none"> <li>• Meaning –elements of Marketing Mix.</li> </ul> </li> <li>• Product-product mix-product line lifecycle-product planning – New product development-failure of new product-levels of product, packaging and branding <ul style="list-style-type: none"> <li>• Pricing – objectives- factors influencing pricing policy and Pricing strategy.</li> <li>• Physical distribution – meaning – factor affecting channel selection-types of marketing channels</li> <li>• Promotion – meaning and significance of promotion. Promotion tools (brief)</li> </ul> </li> <li>• Service marketing mix</li> </ul>	15

	<b>Module -2</b> <ul style="list-style-type: none"> <li>• <b>Marketing research</b> <ul style="list-style-type: none"> <li>○ Meaning, features, Importance of marketing research.</li> <li>○ Types of marketing research: Product research; Sales research; consumer/customer research; production research.</li> </ul> </li> <li>• <b>Consumer Behaviour</b> <ul style="list-style-type: none"> <li>○ Meaning, feature, importance, factors affecting Consumer Behaviour</li> </ul> </li> </ul>	15
	<b>Total Lectures</b>	30

**Reference Materials :**

- Kotler Philip, Marketing Management, Pearson.
- Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill.
- Saxena Rajan, Marketing Management, Tata-McGraw Hill.
- Ramaswamy, Namakumari, Marketing Management: Indian Context Global Perspective, Sage Publication
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**SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

**A. Internal Assessment 20 marks**

Description	Marks
Objective type test (for 10 marks – online/offline)	10
Any one of the following Presentation / Assignment/ Online course	10
<b>Total</b>	<b>20</b>

**B. Semester end examination 30 marks**

**PAPER PATTERN**

Duration : 1 hour	
<b>Total Marks: 30</b>	
Q.1 15 marks OR 15 marks	<b>15</b>
Q.2 15 marks OR 15 marks	<b>15</b>
<b>Total</b>	<b>30</b>
Note: The 15 marks full length question may be sub divided into 2 questions of 7 and 8 marks each or 2 questions of 10 and 5 marks each	

**Passing criteria: 40% marks for passing.**

- Internals: Minimum 8 out of 20
- Externals: Minimum 12 out of 30

## Business Statistics

COURSE CODE: BMS-VSCS2-207

COURSE CREDIT: 02

### Course Objectives:

- To produce appropriate graphical & numerical descriptive statistics for different types of data.
- To use correlation & simple regression models to analyze the underlying relation between variables.
- To demonstrate knowledge of sample statistical properties of point and interval estimators.

Sr. No	Modules/Units	No of Lectures
1.	<b><u>Measures of Central tendency</u></b> Definition of statistics, scope of statistics in Management and financial markets Criteria for good measures of central tendency, arithmetic mean, median mode for grouped and ungrouped data, combined and weighted mean Statistical Applications in Financial Management	10
2.	<b><u>Measures of Dispersion</u></b> _Concept of dispersion, absolute and relative measures of dispersion, range variance, standard deviation, coefficient of variation, Statistical Applications in Financial Management	10
3.	<b><u>Correlation and regression (for ungrouped data)</u></b> _Concept of correlation, positive and negative correlation, meaning of regression, two regression equations, Regression coefficients and properties Statistical Applications in Financial Management	10
	Total	30

### REFERENCE BOOKS:

1. Business Statistics: A first course” by David M Levine, Kathryn A Szabat and David F Stephan (2017) – Pearson Education
2. “Business Statistics” by Robert A Donnelly Jr. (2019) - Pearson Education
3. “Business Statistics: A Decision-Making Approach” by David F Groebner, Patrick W Shannon, and Philip C Fry (2018) - Pearson Education
4. “Business Statistics: For Contemporary Decision Making” by Ken Black (2020) - Wiley

## SCHEME OF EXAMINATION:

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test – Multiple Choice Questions	10
Tutorial / Assignment / Open Book Test / Value Added Course/ Project / Presentation / Outreach / Internship / Case Study / Research etc.	10
Total	20

(B) Semester end examination 30 marks – Paper Pattern

All questions compulsory.

Each question contains 2 sub questions.

Duration: 1 hour	Total Marks: 30
Q1. will be from Module 1	10
Q2. will be from Module 2	10
Q3 will be from Module 3	10
Total	30

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination**

**Under unforeseen circumstances or challenging situation, all examinations will be conducted through online mode or as directed by State Govt. and UGC.**

Serial No	Course code	Credits	Course Name
1			<b>ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)</b>
1.1	BMS-AECS2-208	02	<b>BUSINESS COMMUNICATION-II</b>

Sr. No.	Module	Number of lectures
<u>1</u>	<p><b>UNIT 1:</b></p> <ul style="list-style-type: none"> <li>● <b>Presentation Skills:</b> 4 Principles of Effective Presentation. <b>Group Communication:</b></li> <li>● <b>Interviews:</b> Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit, Online.</li> <li>● <b>Meetings:</b> Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson and the Participants, Drafting of Notice, Agenda and Resolutions.</li> <li>● <b>Conference:</b> Importance and Types, Organizing a Conference. Modern Methods: Skype and Webinar.</li> <li>● <b>Public Relations:</b> Meaning, Functions of PR Department, External and Internal Measures of PR.</li> </ul>	15
2	<p><b>UNIT 2: Business Correspondence</b></p> <ul style="list-style-type: none"> <li>● <b>Trade Letters:</b> Letters of Enquiry/Order, Letters of Complaints/ Claims and Consumer Grievance Letters. ● <b>Social and PR letters</b></li> </ul>	08
3	<p><b>UNIT 3: Language and Writing Skills</b></p> <ul style="list-style-type: none"> <li>● <b>Reports:</b> Parts, Types, Feasibility Reports, Investigative Reports</li> <li>● <b>Drafting of Notice, Agenda and Resolutions</b></li> <li>● <b>Promotional Leaflets / Fliers</b></li> </ul>	07
	<b>TOTAL</b>	<b>30</b>

#### References:

1. Ashley, A (2013) A Handbook of Commercial Correspondence, Oxford University Press.
2. Deshmukh , Sandeep. Group Communication: Theory & Methods. Ane Books India.

3. Lesikar, Raymond V and Petit, John D. (2017) Business Communication: Theory and Application, Richard D. Irwin Inc. Illinois.
4. Martson, John E. (2012) The Nature of Public Relations, McGraw Hill, New Delhi.
5. M.Ashraf, Rizvi. Effective Technical Communication. Tata McGraw Hill, 2017.
6. Monippalli, M.M. (2005), The Craft of Business Letter Writing, T.M.H. New Delhi.
7. Murphy, Herta and Hilde Brandt, Herbert W (2017) Effective Business Communication, McGraw Hill, New York.

### **SCHEME OF EXAMINATION FOR: BUSINESS COMMUNICATION-II**

The scheme of examination shall be divided into two parts:

- o Internal assessment 40% i.e., 20 marks
- o Semester end examination 60% i.e., 30 marks

Internal Assessment (20 marks)

Description	Marks
MCQ Test	10
Class Assignments/ Presentations/ MOOCs	10
<b>Total</b>	<b>20</b>

Semester II end examination (30 marks)

PAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
Q1. A. Essay type question (Any one out of two) (Module 1) OR B. Shorts Notes (Any two out of four)	10
Q2. Answer any two out of four (Module 2) Trade letters, Social PR Letters	10
Q3. A Report Writing (10marks) (Module 3) OR B. Attempt the following: Notice, Agenda and Resolution	10
<b>Total</b>	<b>30</b>

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination**

Serial No	Course code	Credits	Course Name
1			Value Education Course (VEC)
1.1	BMS-VECS2-209	02	Foundation Course II- Value Education

**Course Objectives: Foundation Course II- VEC**

The course is intended to instill values in undergraduates and to mould them as responsible citizens.

Module No.	Topics	Number of lectures
1	Constitutional and Democratic Values a) Introduction to the constitution of India b) Values of the constitution	10
2	Moral and Spiritual Values a) Values of Truth, Courage & Peace b) Work Ethics & Humility	10
3	Cultural and Social values a) Unity in diversity – Introduction and understanding of festivals, customs & traditions. b) Diversity & Inclusion, Patriotism & Family Values	10
	Total Lectures	30

### Bibliography

1. M. Laxmikant (2021), *Indian Polity* (6<sup>th</sup> ed.) McGrawHill
2. Christie, D. J., Wagner, R. V., & Winter, D. D. N. (Eds.). (2001). *Peace, conflict, and violence: Peace psychology for the 21st century*. Prentice Hall/Pearson Education.
3. M K Gandhi (2009) *The story of my experiments with truth*, FP Classics
4. The Jataka tales
5. Panchatantra tales
6. Aesop's fables
7. Tales from Vivekananda, Advaita Ashrama,
8. Devdutt Pattanaik (2022) *Indian culture, Art and Heritage* (2<sup>nd</sup> ed.) Pearson
9. Shashi Tharoor (2020). *The battle of belonging*, Aleph Book Company
10. Charles Sophy *Family Values*

## SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 20 marks
- Semester end examination 30 marks

### SCHEME OF EXAMINATION

A) Internal Assessment 20 marks

Description	Marks
One internal test of 10 marks- Objective Test	10
Assignment / Project and Viva voce/Case studies/ Outreach programs /Certificate courses.	10
Total	20

C) Semester end examination 30 marks

#### PAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
Based on unit 1 Q.1 Short notes (any two out of four)	10
Based on Unit 2 Q 2. Short notes (any two out of four)	10
Based on unit 3 Q.3 Short notes (any two out of four)	10

Passing criteria: Minimum 40% marks (08 out of 20) in internal and 40% marks (12 out of 30) in semester end examination.



Serial No	Course code	Credits	Course Name
1			CC
1.1	BMS-CCS2-210	02	Health & Wellness-II

**Course Objectives: Cocurricular Course in Health and Wellness**

- To create awareness among undergraduate students on the importance of hygiene, diet, nutrition and fitness.
- To introduce the concept of psychological fitness.

Module No.	Topics	Number of lectures
1	<b><u>Hygiene and Diseases:</u></b> Introduction- Personal, Community, Medical and Culinary hygiene, WASH (Water, Sanitation and Hygiene) programme	10
2	<b><u>Psychological Fitness:</u></b> Causes of poor mental health Behavioural issues: Substance abuse, alcoholism and smoking	10
3	<b><u>Diet, Nutrition and Fitness:</u></b> The food Pyramid and the components of nutrition- Carbohydrates, vitamins, minerals, protein and fat. Importance of BMI (Body Mass Index)	10
	<b>Total Lectures</b>	<b>30</b>

Bibliography

- Physical Activity and Health by Claude Bouchard, Steven N. Blair, William L. Haskell.
- Mental Health Workbook by Emily Attached & Marzia Fernandez, 2021.
- Mental Health Workbook for Women: Exercises to Transform Negative Thoughts and Improve WellBeing by Nashay Lorick, 2022.
- Lifestyle Diseases: Lifestyle Disease Management, by C. Nyambichu & Jeff Lumiri, 2018.
- Physical Activity and Mental Health by Angela Clow & Sarah Edmunds, 2013.
- Melwin H. Williams. Nutrition for Health Fitness and sport. McGraw Hill Company, Newyork: 1995.
- Bradfird B, Strand and Others. Fitness Education Arizona GorsuchSeani; sbrick Publishers, 1997.
- Scott K. Powers and Stephen L. Dodd. Total Fitness: Exercise, Nutrition and wellness, Boston: Allyn and Bacon, 1999.

## SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 20 marks
- Semester end examination 30 marks

### A) Internal Assessment 20 marks

Description	Marks
One internal test of 10 marks- Objective Test	10
Assignment / Project and Viva voce/Case studies/ Outreach programs /Certificate courses.	10
Total	20

### B) Semester end examination 30 marks

#### PAPER PATTERN

Duration: 1 hour	Total Marks: 30
Based on unit 1 Q.1 Short notes (any two out of four)	10
Based on Unit 2 Q 2. Short notes (any two out of four)	10
Based on unit 3 Q.3 Short notes (any two out of four)	10

Passing criteria: Minimum 40% marks (08 out of 20) in internal and 40% marks (12 out of 30) in semester end examination.