

SCHEME OF MODULES

SEMESTER I			
Serial No	Course code	Credits	Course Name
1			ELECTIVE COURSES (EC)
1.1	BMSS101	03	Introduction to Financial Accounts
1.2	BMSS102	03	Business Law
1.3	BMSS103	03	Business Statistics
2			ABILITY ENHANCEMENT COURSES (AEC)
2A			ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)
2.1	BMSS104	03	Business Communication I
2B			SKILL ENHANCEMENT COURSES (SEC)
2.2	BMSS105	02	Foundation Course I
3			CORE COURSES (CC)
3.1	BMSS106	03	Foundation of Human Skills
3.2	BMSS107	03	Business Economics- I
TOTAL CREDITS		20	

SEMESTER II			
Serial No	Course code	Credits	Course Name
1			ELECTIVE COURSES (EC)
1.1	BMSS201	03	Principles of Marketing
1.2	BMSS202	03	Industrial Law
1.3	BMSS203	03	Business Mathematics
2			ABILITY ENHANCEMENT COURSES (AEC)
2A			ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)
2.1	BMSS204	03	Business Communication II
2B			SKILL ENHANCEMENT COURSES (SEC)
2.2	BMSS205	02	Foundation Course II
3			CORE COURSES (CC)
3.1	BMSS206	03	Business Environment
3.2	BMSS207	03	Principles of Management
TOTAL CREDITS		20	

SEMESTER I

Serial No	Course code	Credits	Course Name
1			ELECTIVE COURSES (EC)
	BMSS101	03	Introduction to Financial Accounts

COURSE 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

Course: Introduction to Financial Accounts

COURSE CODE: BMSS101

COURSE CREDIT: 03

Sr.No.	Modules	Number of lectures
1	<p>Module 1 INTRODUCTION</p> <p>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</p> <p>2. Accounting Principles Introduction to Concepts and Conventions</p> <p>3. 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</p> <p>4. Journal Journal entries, Opening and closing entries</p>	14

2	<p>Module 2 ACCOUNTING TRANSACTIONS</p> <p>1. Subsidiary books Purchase, Purchase Returns, Sales, Sales Returns, Cash book and Bank book, Journal Proper</p> <p>2. Ledger Preparation of Ledger, Relationship between journal & ledger, Rules regarding posting</p>	12
3	<p>MODULE 3 BANK RECONCILIATION STATEMENT, DEPRECIATION ACCOUNTING AND TRIAL BALANCE</p> <p>1. Bank Reconciliation Statement – Introduction, Importance</p> <p>2. Depreciation accounting Practical problem based on depreciation using SLM and RBM methods. (Where Provision for depreciation Account not maintained).</p> <p>3. Preparation of Trial Balance Introduction and Preparation of Trial Balance</p>	14
4	<p>Module-4 FINAL ACCOUNTS</p> <p>1. Rectification of Errors - Introduction</p> <p>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.</p>	14
5	<p>Module 5 ACCOUNTING STANDARDS</p> <p>1. Accounting Standards Introduction to Accounting Standards (AS) issued by ICAI, Indian Accounting Standards (Ind AS) and International Financial Reporting Standards (IFRS) - Meaning and Scope</p> <p>2. Important accounting standards AS 1 : Disclosure of Accounting Policies AS 9: Revenue Recognition. AS 10: Property, Plant and Equipment Ind AS 1 : Presentation of Financial Statements Ind AS 2 : Inventories (including Introduction to FIFO, LIFO and weighted average method for valuation of inventories)</p>	6

	Total Lectures	60

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

EXAM PATTERN AND PAPER PATTERN

- Internal Assessment 40 marks

Description	Marks
Objective (multiple choice questions , practical questions) class tests of 20 marks each - Best 1 out of 2 will be considered	20
One assignment/project/case study/viva	10
One Open Book Test	10
Total	40

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

- Semester end examination 60 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks OR Q.4 Short Notes: (Any 3 out of 5) – 5 marks each	15
TOTAL	60
Note: 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

Under the challenging & unforeseen situations, all the examinations including viva, submission of projects & assignments will be conducted through online mode or as directed by the University/State Govt/UGC.

SEMESTER I

Serial No	Course code	Credits	Course Name
3			CORE COURSES (EC)
3.1	BMSS102	03	BUSINESS LAW

Course Objectives:

- To understand the legal framework of Indian Contract Act 1872
- To understand what are Intellectual Property Rights and its legal framework
- To understand various negotiable instruments used by business
- To understand the Consumer Protection Act, 1986

Course: BUSINESS LAW

COURSE CODE: BMSS102

COURSE CREDIT: 03

Sr. No.	Modules	No. of Lectures
1	<p style="text-align: center;">Unit 1 Law of Contract 1872</p> <p>A) Contract Act, 1872:</p> <ol style="list-style-type: none"> 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. <p>B) Sale of Goods Act, 1930:</p>	15

	<ol style="list-style-type: none"> 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. <p>C) Indian Partnership (The Indian Partnership Act, 1932)</p> <p>Partnership Formation - Types of Partnerships - Dissolution of Partnership, Rights, Duties and liabilities of partners, Limited Liability Partnership</p>	
2	<p>UNIT 2</p> <p>C) Negotiable Instrument Act, 1981:</p> <ol style="list-style-type: none"> 1. Introduction of Negotiable Instruments, 2. Characteristics of negotiable instruments, 3. Promissory note, 4. Bills of exchange, 5. Cheque, 6. Dishonor of cheque. <p>D) Consumer Protection Act, 1986:</p> <ol style="list-style-type: none"> 7. Objects of consumer protection, 8. Introduction of consumers – who is consumer? 9. Meaning of the words – Goods and services <p>Meaning of the words – Defects and Deficiencies of goods and services, Consumer disputes and complaints. (W.r.t. Consumer Protection Act 2019)</p>	15
3	<p>UNIT 3</p> <p>Company Law:</p> <ol style="list-style-type: none"> 1. What is company? 2. Incorporation of company 3. MOA, 4. AOA, 5. Prospectus, 6. Meetings, 	15

	Meaning of transfer and transmission of shares.	
4	<p>UNIT 4</p> <p>Intellectual Property Rights (IPR):</p> <ol style="list-style-type: none"> 1. IPR definition / objectives. 2. Patent definition. What is patentable? What is not patentable? Invention and its attributes, inventors and applications. 3. Trademarks, definition, types of trademarks, infringement and passing off. 4. 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	60

References:

- 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

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 FOR BMS-Business Law (Business Regulatory Framework) – I

(A) Internal Assessment 40 marks

Description	Marks
Two objectives (multiple choice questions) of 20 marks each – Best of two to be considered	20
One Project or Assignment or Viva Presentation	10
Total	40

B) Semester end examination 60 marks

PAPER PATTERN

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks (Theory Question)	15
Q.2 15 marks OR 15 marks (Theory Question)	15
Q.3 15 marks OR 15 marks (Theory Question)	15
Q.4 15 marks OR 15 marks (Theory 5marks three question out of five to be attempted)	15
Total	60

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

Bachelor of Management Studies (BMS)

1.3 Business Statistics

Course Objectives:

1. To enable the students to get acquainted with the various Statistical techniques.
2. To understand the techniques of correlation and regression for one and two variables.
3. To use index numbers and time series analysis.
4. To apply techniques of decision making along with probability.

Syllabus:

Sr. No	Modules/Units	No of Lectures
1.	<p><u>Introduction to statistics</u></p> <p><u>Introduction:</u> Meaning, Functions/scope, Importance, Limitations</p> <p><u>Data:</u> Meaning, Relevance of data (current scenario), types of data (primary and secondary), Primary (Census v/s sample), Method of collection (in brief), Secondary (Merits, Limitations, Sources in brief).</p> <p><u>Presentation of data:</u> classification, frequency distribution, Discrete and continuous.</p> <p><u>Graphs:</u> Histogram and frequency polygon, Diagrams- Simple bar, Multiple bar, Subdivided bar, Pie diagram, ogives.</p> <p><u>Tabulation:</u> various parts of a table and <u>to prepare tables involving two to three attributes.</u></p>	8
2.	<p><u>Measures of Central tendency and measures of dispersion</u></p> <p><u>Measures of Central tendency:</u> Criteria for good measures of central tendency, arithmetic mean, median and mode for grouped and ungrouped data, combined mean.</p> <p><u>Measures of Dispersion:</u> Concept of dispersion, absolute and relative measures of dispersion, range , coefficient of range, variance, quartile deviation, coefficient of quartile deviation, mean deviation from mean, median and mode, coefficient of mean deviation, standard deviation,</p>	16

	variance, coefficient of variation and combined standard deviation.	
3.	<p><u>Correlation and regression (for ungrouped data)</u></p> <p><u>Correlation:</u> Concept of correlation, positive and negative correlation, Karl Pearson's Coefficient of Correlation, Spearman's rank correlation.</p> <p><u>Regression:</u> Meaning of regression, two regression equations by the Least square method.</p>	12
4.	<p><u>Time series and Index numbers</u></p> <p><u>Time Series:</u> Least square method, Moving averages method, Determination of Seasonal variances.</p> <p><u>Index Numbers:</u> Simple aggregate method, weighted aggregate method, Simple average of price relatives, Weighted average of price relatives, chain base index numbers, Real income, Cost of living index numbers.</p>	12
5.	<p><u>Probability and decision theory</u></p> <p><u>Probability:</u> Concept of sample space, Concept of event, definition of probability, addition and multiplication laws of probability, Conditional probability.</p> <p><u>Decision theory:</u> Acts, States of nature, Events, Payoff, Opportunity loss, Decision making under risk: EMV, EOL, EVPI, EPPI, Decision making under uncertainty: Maximax, Minimin, Maximin, Laplace, Hurwicz alpha and minimax regret, and Decision Tree.</p>	12

Reference Books:

- Statistics of Management, Richard Levin & David S Rubin Eight Edition, 2017
- Statistics of Business and economics David R Anderson, Dennis J Sweney, Thompson Publications, 12th Edition, 2018
- Fundamental of Statistics, SC Gupta, Himalaya publication house, 2017

**SCHEME OF EXAMINATION FOR BUSINESS
STATISTICS AND BUSINESS MATHEMATICS**

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

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

(A) Internal Assessment 40 marks

Description	Marks
Best of Two Tests of 20 marks each	20
Two Assignments of 10 marks each	20
Total	40

Note:

The first assignment will comprise of Modules 1, 2 and 3. The second assignment will comprise of Modules 4 and 5.

Semester end examination 60 marks

(A) PAPER PATTERN

Duration: 2 hours	
Total Marks: 60	
Q.1. Answer the following (Any 2 out of 4) a) 6 marks	12
b) 6 marks c) 6 marks d) 6 marks	
Q.2. Answer the following (Any 2 out of 4) a) 6 marks b) 6 marks c) 6 marks d) 6 marks	12
Q.3. Answer the following (Any 2 out of 4) a) 6 marks b) 6 marks c) 6 marks d) 6 marks	12
Q.4. Answer the following (Any 2 out of 4) a) 6 marks b) 6 marks c) 6 marks d) 6 marks	12

Q.5. Answer the following (Any 2 out of 4) (a) 6 marks (b) 6 marks (c) 6 marks (d) 6 marks	12
--	----

Note: Questions are Module wise. Q.1 is from Module 1, Q.2. is from Module 2, Q.3. is from Module 3, Q.4. is from Module 4 and Q.5. is from Module 5.

Conduct of Examination:

1. Internal examination in the form of MCQs to be conducted online.
2. Under challenging situation, all examinations (including submission of assignments) will be conducted through online mode or as directed by the State government and UGC.

SIES COLLEGE OF COMMERCE & ECONOMICS, SION (E)

Course Name : Business Communication

COURSE CODE : BMSS104

COURSE CREDITS : 03

Sr.No.	Module	Number of lectures
1	<p>Theory of Communication</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</p> <p>Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)</p> <p>Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing</p>	10
2	<p>Obstacles to Communication in Business World</p> <p>Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</p>	10

	<p>Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4</p> <p>Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Surrogate Advertising, Patents and Intellectual Property Rights, Corporate Social Responsibility</p>	
3	<p>Business Correspondence</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, Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]</p>	12
4	<p>Language and writing skills</p> <p>Commercial Terms used in Business Communication</p> <p>Paragraph Writing: Developing an idea, using appropriate linking devices, etc Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.]</p> <p>Activities</p> <ul style="list-style-type: none"> ▪ Listening Comprehension ▪ Remedial Teaching ▪ Speaking Skills: Presenting a News Item, Dialogue and Speeches ▪ Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. <p>Reading Comprehension: Analysis of texts from the fields of Commerce and Management</p>	13
	TOTAL	45

References :

- 1) **‘Business Communication’** by Dr. Nina Roy Choudhury & Lekha Nambiar, Vipul Prakashan, Mumbai.

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 FOR B.Com (Self-finance)

(A) Internal Assessment 40 marks

SEMESTER - I

Description	Marks
MCQ & Short notes	20
Assignments based on writing skills - Exercise on testing knowledge of Business terms - Comprehension Passage - Book/Movie review -	15
Attendance / OR?	05
TOTAL	40

B) Semester end examination 60 marks

PAPER PATTERN

Duration : 2 hours

Total Marks : 60

Q.1 Objectives	12
Q.2 Theory Question	12
Q.3 Theory Question	12
Q.4 Correspondence (3 out of 5) – 4 marks each	12
Q.5 Short Notes: (Any 3 out of 5) – 4 marks each OR Q.5 Two case studies	12

Note: 12 marks question may be divided into sub questions if required.

Q.1 May be objective questions (MCQ / Match the following / True of False / Fill in the blanks) may be divided into sub questions if required.

SEMESTER I

Serial No	Course code	Credits	Course Name
1			SKILL ENHANCEMENT COURSE (SEC)
1.1	BMSS105	02	Foundation Course I

Course Objectives: Foundation Course I

1	To create awareness among students about various social issues and societal problems
2	To generate awareness among students regarding social, linguistic, religious, gender-based and caste-based disparities and physical, social and mental disabilities.
3	To foster interest in students in constitutional safeguards and legal provisions.

SYLLABUS

Module No.	Topics	Number of lectures
1	Overview of Indian Society <ul style="list-style-type: none"> • Multicultural Diversity- Religion and Caste, Population Distribution • Linguistic Diversity • Regional Variation 	5
2	Concept of Disparity- I <ul style="list-style-type: none"> • Disparity: Inequality & Stratification • Gender: Meaning, Gender Identity Gender Inequality • Issues of Gender Disparity (Women) • Disabilities 	15
3	Concept of Disparity - II <ul style="list-style-type: none"> • Caste System • Communalism • Regional and Linguistic Differences 	5
4	The Indian Constitution <ul style="list-style-type: none"> • Philosophy and Structure of the constitution • Fundamental Duties, basic features of the constitution 	10
5	Significant Aspects of the Political Processes <ul style="list-style-type: none"> • Indian Political System • Local Self- Government 	10
	Total Lectures	45

List of reference books:

Foundation Course 1

- “Inequality re-examined” by Amartya Sen
- “Untouchable” by Mulk Raj Anand,
- “Caste: The Origins of Our Discontents” Book by Isabel Wilkerson

- “How Today's Divided Society Endangers Our Future” by Joseph E. Stiglitz
- “Gender Inequality: A Reference Handbook” by David E. Newton
- “Discrimination and Disparities” by Thomas Sowell
- “Social Inequality” by Louise Warwick-Booth
- “Constitution of India - A handbook for students” by Subhash C Kashyap
- “Politics of Inclusion: Castes, Minorities and Affirmative Action” by Zoya Hasan
- “Local Governance in India: Decentralization and Beyond” by Pradeep Sharma and Jayal
- “Religion, Power and Violence: Expression of Politics in Contemporary Times” by Ram Puniyani

FOUNDATION COURSE
SCHEME OF EXAMINATION FOR BMS
SEMESTERS I and II

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

- **Internal Assessment 40 marks**

Description	Marks
One best out of two tests of 20 marks each – Objective Type	20
Presentations	10
Certificate course- (On Social topics)	10
Total	40

- **Semester end examination 60 marks**

PAPER PATTERN

Duration : 2 hours	
	Marks
Q.1 Full Length Question from Module 1	12
Q.2 Full Length Question from Module 2	12
Q.3 Full Length Question from Module 3	12
Q.4 Full Length Question from Module 4	12
Q.5 Short Notes: (Any 3 out of 5) – 4 marks each from Module 5	12
Note: The 12 marks full length question may be sub divided into 2 questions of 6 marks each	
Total Marks	60

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

SIES COLLEGE OF COMMERCE & ECONOMICS

Subject: Foundation of Human Skills

Subject Code: BMS S1 06

Serial No	Course code	Credits	Course Name
1			CORE COURSE (CC)
1.1	BMSS106	03	Foundation of Human Skills

Course Objectives:

1.	To understand basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario
2.	To understand how and why people behave in a said manner either as individuals or in groups
3.	To understand how behaviour affects individual performance and performance of the organization as a whole
4.	To understand how to effectively modify the behaviour for enhanced performance

SYLLABUS

Syllabus	No. of lectures
<p>Module -1</p> <p>Understanding of Human Nature</p> <ul style="list-style-type: none">• Individual Behaviour: Individual differences, factors affecting individual differences, nature and nurture• Personality and attitude: Determinants of personality, Personality traits theory, Big five model, Personality traits important for organizational behaviour like authoritarianism, locus of control, Machiavellianism, introversion-extroversion achievement orientation ,self – esteem, risk taking, self- monitoring and type A and B personalities, Concept of understanding self through JOHARI WINDOWS, Nature and components of attitude, Functions of attitude, Ways of changing attitude, Reading emotions• Thinking, learning and perceptions: Thinking skills, thinking styles and thinking hat, Emotional Intelligence, Cascading model of EQ, 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).	1 5

<p>Module-2</p> <p>Introduction to Group Behaviour</p> <ul style="list-style-type: none"> ▪ Group Dynamics: Nature, types, group behaviour model(roles, norms, status, process, structures) ▪ Team effectiveness: nature, types of teams, ways of forming an effective team. ▪ Setting goals. <p>• Organizational processes and system.</p> <ul style="list-style-type: none"> ▪ Power and politics: nature, bases of power, politics nature, types, causes of organizational politics, political games. ▪ Persuasion and Impression management ▪ Organizational conflicts and resolution: Conflict features, types, causes leading to organizational conflicts, levels of conflicts, ways to resolve conflicts through five conflicts resolution strategies without comes. 	15
<p>Module-3</p> <p>Organizational Culture and Leadership</p> <ul style="list-style-type: none"> • Organizational Culture: <ul style="list-style-type: none"> ▪ Characteristics of organizational culture. ▪ Types, functions and barriers of organizational culture ▪ Ways of creating and maintaining effective organization culture • Leadership <ul style="list-style-type: none"> ▪ Meaning and Definition ▪ Qualities of a good leader <p>Leadership styles.</p>	
<p>Module-4</p> <p>Organisational Change, Creativity and Development.</p> <ul style="list-style-type: none"> • Organisational change and creativity: <ul style="list-style-type: none"> ▪ Concepts of organizational change, Factors leading/influencing organisational change, Kurt Lewins model of organisational change and development. ▪ Creativity and qualities of a creative person, Ways of enhancing creativity for effective decision making, Creative problem solving. • Organisational Development: Need for organizational development, OD Techniques. 	15
<p>Total No. of lectures</p>	60

REFERENCES

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

SIES COLLEGE OF COMMERCE & ECONOMICS

Subject: Business Economics I

Subject Code: BMS S1 07

COURSE OBJECTIVES:

- 1) To enable the students to understand strategic business decisions and analyse the functioning of the market and pricing decisions.
- 2) To enable students appearing for professional and competitive examinations and pursue post graduate programme.
- 3) To establish a link between basic economic principles and their application.
- 4) To provide business track and forecast business trends and optimize use of resources.

SYLLABUS:

Syllabus	No. of lectures
<u>Module-1</u> Scope and importance of Business Economics: Basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making, The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium	10
<u>Module-2</u> Demand Analysis: Demand Function - nature of demand curve under different markets. Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts Consumer's Surplus.	10

<p>Module-3 Supply and Production Decisions and Cost of Production, Production function:</p> <p>Short run analysis with Law of Variable Proportions- Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- Long run production function and Laws of Returns to Scale - expansion path - Economies and diseconomies of Scale. Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed), LAC and Learning curve - Break even analysis (with business applications)</p>	15
<p>Module-4 Market structure - Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition:</p> <p>Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly Monopolistic competition: Equilibrium of a firm under monopolistic competition, debate over role of advertising, role of social media (topics to be taught using case studies from real life examples) Oligopolistic markets: key attributes of oligopoly – Collusive and non-collusive oligopoly market - Price rigidity - Cartels and price leadership models (with practical examples)</p>	15
<p>Module-5 Pricing Practices:</p> <p>Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple – product pricing - transfer pricing (case studies on how pricing methods are used in business world)</p>	10
Total No. of lectures	60

Exam pattern

60 Marks Theory paper

40 Marks Internal Assessment

20 Marks Objective test(2tests)

15 Marks(Online course /Social service/internship)

05 Marks–Attendance and class participation

Paper pattern

Total Marks: 60marks

Q.1.Explain the terms(Any5 out of 10) (15 marks)

Q.2.a. Answer in brief (10marks)

Q.2.b. Short note (05marks)

Q.3.a. Answer in brief (10marks)

Q.3.b. Short note (05marks)

Q.4. Case study (15marks)

REFERENCE BOOKS

1) Principles of Microeconomics: International Edition with My EconLab CourseCompass with E-Book student Access Code Card Case, Ray Fair, Pearson Prentice Hall, Anthony O'Brien.

2) Modern Micro Economics by M.L. JHINGAN

3) D. Mithani

SIES COLLEGE OF COMMERCE & ECONOMICS

PROPOSED SYLLABUS UNDER AUTONOMY

Course:BMS

Semester II

Subject: Principles of Marketing

Subject Code: BMS S2 01

Serial No	Course code	Credits	Course Name
1			CORE COURSE (CC)
1.1	BMSS201	03	Principles of Marketing

COURSE OBJECTIVES

1.	To learn about the various concepts of marketing.
2.	To learn about marketing process for different types of products and services
3.	To understand the tools used by marketing managers in decision situations
4.	To understand the marketing environment.

SYLLABUS

Syllabus	No. of lectures
<p>Module -1 Introduction to Marketing:</p> <ul style="list-style-type: none">• Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function• Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges.• Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing.	15
<p>Module-2 Marketing Environment, Research and Consumer Behaviour</p> <ul style="list-style-type: none">• The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.• Macro environment: Political Factors; Economic Factors; Socio Cultural Factors , Technological Factors (PEST Analysis)• Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research.• Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour	15
<p>Module-3 Marketing Mix</p> <ul style="list-style-type: none">• Meaning –elements of Marketing Mix.• Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product.• Service marketing and Service marketing mix• Branding –Packing and packaging – role and importance• Pricing – objectives- factors influencing pricing policy and pricing strategy.• Physical distribution – meaning – factor affecting channel selection-types of marketing channels• Promotion – meaning and significance of promotion. Promotion tools (brief)	15

<p>Module-4 Segmentation, Targeting, Positioning Differentiation and Trends In Marketing</p> <ul style="list-style-type: none"> • Segmentation – meaning, importance, basis • Targeting – meaning, types • Positioning – meaning – strategies • Differentiation – meaning – strategies • New trends in marketing – E-marketing, Internet marketing and Social Media Marketing, trends in digital marketing • Social marketing/ Relationship marketing 	<p>15</p>
--	-----------

REFERENCES

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

A. Internal Assessment 40 marks

Description	Marks
Objective type test (Best of 2, 20 marks each)	20
Any one of the following Online course (MOOC Courses)/ Social Service / Internship	20
Total	40

B. Semester end examination 60 marks

PAPER PATTERN

Duration :2 hours	
Total Marks: 60	
Q.1 Explain the terms (Any 5 out of 8)	15
Q.2 Write Short notes (Any 3 out of 5)	15
Q.3 Answer the following (Any 2 out of 4)	20
Q.4 Case Study	10
Total	60

Passing criteria: 40% marks for passing.

Internals: Minimum 16 out of 40

Externals: Minimum 24 out of 60

SEMESTER II

Serial No	Course code	Credits	Course Name
3			CORE COURSES (EC)
3.1	BMSS202	03	INDUSTRIAL LAW

Course Objectives:

1. Students should be able to elaborate the concept of Industrial Relations.
2. The students should be able to illustrate the role of trade union in the industrial setup.
3. Students should be able to outline the important causes & impact of industrial disputes.
4. Students should be able to elaborate Industrial Dispute settlement procedures.
5. Student should be able to summarize the important provisions of Wage Legislations, in reference to Payment of Wages Act 1936, Minimum Wages Act 1948 & Payment of Bonus Act 1965
6. Student should be able to summarize the important provisions of Social Security Legislations, in reference to Employees State Insurance Act 1948, Employees Provident Fund Act 1952, Payment of Gratuity Act 1972.

Sr. No.	Modules	No. of Lectures
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	UNIT 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

3	UNIT 3 Employee State Insurance Act 1948: Definition and Employees Provident Fund Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues.	15
4	UNIT 4 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
	Total Lectures	60

References:

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

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 FOR BMS- Industrial Law (Business Regulatory Framework) – I

(B) Internal Assessment 40 marks

Description	Marks
Two objectives (multiple choice questions) of 20 marks each – Best of two to be considered	20
One Project or Assignment or Viva	10
Presentation	10
Total	40

C) Semester end examination 60 marks

PROPOSED PAPER PATTERN

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks (Theory Question)	15
Q.2 15 marks OR 15 marks (Theory Question)	15
Q.3 15 marks OR 15 marks (Theory Question)	15
Q.4 15 marks OR 15 marks (Theory 5 marks three question out of five to be attempted)	15
Total	60

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

Business Mathematics
COURSE CODE: BMSS203

COURSE CREDIT: 03

Course Objectives:

1. To acquaint management learners with basic mathematical calculations in business.
2. To explore the various mathematical functions used in business operations.

3. To explain the core concepts and different strategic applications of business mathematics and its involvement in evaluation of business operations.
4. To acquaint with the basic calculations involved in shares and mutual funds.

Syllabus:

Sr. No.	MODULES	Number of lectures
1	<p>Module 1: Elementary Financial Mathematics</p> <ul style="list-style-type: none"> • Simple and Compound Interest: Interest compounded once a year, more than once a year, continuous, nominal, and effective rate of interest • Annuity-Present and future value, Sinking funds • Equated Monthly Instalments (EMI)- using flat interest rate and reducing balance method • Depreciation of Assets • Functions: Algebraic functions and the functions used in business and economics, Break Even and Equilibrium point • Permutation and Combination: (Simple problems to be solved with the calculator only) 	12
2	<p>Module 2: Matrices and Determinants</p> <ul style="list-style-type: none"> • Some important definitions and some important results. Matrix operation (Addition, scalar multiplication, matrix multiplication, transpose of a matrix), Inverse of a Matrix (up to order three) using ad-joint of a matrix and matrix inversion method. <u>(Excluding Reduction Method)</u> • Determinants of a matrix of order two or three: properties and results of Determinants • Solving a system of linear equations using Cramer's rule • Case study: Input Output Analysis 	14
3	<p>Module 3: Derivatives and Applications of Derivatives</p> <ul style="list-style-type: none"> • Introduction and Concept: Derivatives of constant function, logarithmic functions, polynomial and exponential function • Rules of derivatives: addition, multiplication, quotient 	12

	<ul style="list-style-type: none"> • Second order derivatives • Application of Derivatives: Maxima, Minima, Average Cost and Marginal Cost. Total revenue, Marginal revenue, Average revenue. Average and Marginal profit. Price elasticity of demand 	
4	<p>Module 4: Numerical Analysis [Interpolation]</p> <ul style="list-style-type: none"> • Introduction and concept: Finite differences, forward difference operator, Newton's forward difference formula with simple examples • Backward Difference Operator, Newton's backward interpolation formula with simple examples 	10
5	<p>Module 5: Mathematics for Financial Instruments</p> <ul style="list-style-type: none"> • Shares- Concept, face value, market value, dividend, Equity shares, preference shares, bonus shares, brokerage on shares, Return on Investments for Shares • Mutual Fund- Simple problems on calculation of net income after considering entry load, exit load, dividend, change in net asset value, Return on Investment in Mutual Funds 	12
	Total Lectures	60

Reference Books:

- Mathematics for Economics and Finance, Martin Anthony, Norman Biggs, 19th edition, 2012.
- Business Mathematics, D.C. Sancheti, V.K. Kapoor, Sultan Chand & Sons Publications, 2006.
- Business Mathematics, J.K. Singh, 2009, Himalaya Publishing House.
- Mathematics of Finance 2nd Edition Schaum's Outline Series Peter Zima, Robert Browns Tata Mc Graw Hill Publishing Company Ltd, 2011
- Mathematics for Economics and Business, RS Bhardwaj, 2010, Excel Books
- Business Mathematics, Zameerudin, Qazi, V.K. Khanna & S.K. Bhambri, Vikas Publishing House Pvt. Ltd, New Delhi, 2009.

- Investments by J.C. Francis & R.W. Taylor, Schaum's Outlines, Tata McGraw Hill Edition, 2000
- Indian Mutual Funds Handbook: By Sundar Shankaran, Vision Books, 2016

SCHEME OF EXAMINATION FOR BUSINESS STATISTICS AND BUSINESS MATHEMATICS

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

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

(A) Internal Assessment 40 marks:-

Description	Marks
Best of Two Tests of 20 marks each	20
Two Assignments of 10 marks each	20
Total	40

Note:

The first assignment will comprise of Modules 1, 2 and 3.

The second assignment will comprise of Modules 4 and 5.

(C) Semester end examination 60 marks

PAPER PATTERN:-

PROPOSED PAPER PATTERN

Duration: 2 hours	
Total Marks: 60	
Q.1. Answer the following (Any 2 out of 4) a) 6 marks b) 6 marks c) 6 marks d) 6 marks	12

Q.2. Answer the following (Any 2 out of 4) a) 6 marks b) 6 marks c) 6 marks d) 6 marks	12
Q.3. Answer the following (Any 2 out of 4) a) 6 marks b) 6 marks c) 6 marks d) 6 marks	12
Q.4. Answer the following (Any 2 out of 4) a) 6 marks b) 6 marks c) 6 marks d) 6 marks	12
Q.5. Answer the following (Any 2 out of 4) (a) 6 marks (b) 6 marks (c) 6 marks (d) 6 marks	12

Note: Questions are Module wise. Q.1 is from Module 1, Q.2. is from Module 2, Q.3. is from Module 3, Q.4. is from Module 4 and Q.5. is from Module 5.

Conduct of Examination:

1. Internal examination in the form of MCQs to be conducted online.
2. Under challenging situation, all examinations (including submission of assignments) will be conducted through online mode or as directed by the State government and UGC.

SEMESTER II

Course Name : Business Communication

COURSE CODE : BMSS204

COURSE CREDITS : 03

Sr.No.	Module	Number of lectures
1	Presentation Skills Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP Effective use of Transparencies How to make a Power-Point Presentation	10
2	Group Communication Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR	15
3	Business Correspondence Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught in detail:- Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.]	10
4	Language and writing skills Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesive manner	10
	TOTAL	45

References : ‘Business Communication’ by Dr. Nina Roy Choudhury & Lekha Nambiar, Vipul Prakashan, Mumbai.

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 FOR B.Com (Self-finance)

(A) Internal Assessment 40 marks

SEMESTER – II

Description	Marks
MCQ & Short notes	20
Testing Oral Capacity - Group discussion, Debates - PPT Presentation on topic of choice - Open book test -	15
Attendance / OR?	05
TOTAL	40

B) Semester end examination 60 marks

PAPER PATTERN

Duration : 2 hours

Total Marks : 60

Q.1 Objectives	12
Q.2 Theory Question	12
Q.3 Theory Question	12
Q.4 Correspondence (3 out of 5) – 4 marks each	12
Q.5 Short Notes: (Any 3 out of 5) – 4 marks each OR Q.5 Two case studies	12

Note: 12 marks question may be divided into sub questions if required.

Q.1 May be objective questions (MCQ / Match the following / True of False / Fill in the blanks) may be divided into sub questions if required.

SEMESTER II

Serial No	Course code	Credits	Course Name
1			SKILL ENHANCEMENT COURSE (SEC)
1.1	BMSS205	02	Foundation Course II

Course Objectives: Foundation Course II

1	To orient students with the concepts of liberalization, privatization and globalization along with its impact
2	To introduce the concept of Human Rights and Fundamental Rights stated in the Constitution

3	To improve understanding of the importance of environment and its preservation
4	To equip students with an understanding of stress and its coping mechanisms

SYLLABUS:

ModuleNo.	Modules	Number of lectures
1	Globalisation and Indian Society Understanding the concepts of liberalization, privatization and globalization; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming; increase in farmers suicides	7
2	Human Rights Concept of Human Rights; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution; LGBTQ Rights	10
3	Ecology Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment	10
4	Understanding Stress and Conflict Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and Prejudice as significant factors in causing conflicts in society; Aggression and Violence as public expressions of conflict	10
5	Managing Stress and conflict in contemporary society Types of conflicts and use of coping mechanisms for managing stress; Maslow's Theory of Self- Actualisation; Different methods of responding to conflicts in society; Conflict- resolution and efforts towards building peace and harmony in society	8
	Total Lectures	45

List of reference books:

Foundation Course II

“Globalization in India” by Suman Gupta, Tapan Basu

“Globalization Impact on Indian Economy Society and Culture” by I.L.N. Chandra Sekhar Rao

“LGBT Rights in Human Rights perspectives” by Dr. Sukanta Sarkar

“Nonviolent Communication: A Language of Life: Life-Changing Tools for Healthy Relationships” by Marshall B. Rosenberg, Deepak Chopra

“The Headspace Guide to Meditation and Mindfulness” by Andy Puddicombe

“Don't Bite the Hook” by Pema Chodron

“The Handbook of Conflict Resolution” by Peter T. Coleman, Morton Deutsch, Eric C. Marcus

“Resolving Structural Conflicts” by Richard E. Rubenstein

SEMESTER II

Serial No	Course code	Credits	Course Name
3			CORE COURSES (CC)
6	BMSS206	03	Business Environment

COURSE 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: BMSS206

COURSE CREDIT: 03

Sr.No.	Modules	Number of lectures
1	<p>UNIT 1 INTRODUCTION TO BUSINESS ENVIRONMENT</p> <p>1. Business: Meaning, Definition, Nature & Scope, Types of Business Organizations</p> <p>2. Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment</p> <p>3. Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis.</p> <p>4. Introduction to Micro-Environment: Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity</p>	12

	<p>External Environment: Firm, customers, suppliers, distributors, Competitors, Society</p> <p>5.Introduction to Macro Components: Demographic, Cultural, International, STEEPLE (Social, Technological, Economic, Environmental, Political, Legal, Ethical)</p>	
2	<p>UNIT 2 POLITICAL AND LEGAL ENVIRONMENT</p> <p>1.Political Institutions: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India.</p> <p>2. Economic environment: Economic system and Economic policies. Concept of Capitalism, Socialism and Mixed Economy.</p> <p>3. Sun-rise sectors of India Economy. Challenges of Indian economy.</p>	12
3	<p>UNIT 3 SOCIAL AND CULTURAL ENVIRONMENT, TECHNOLOGICAL ENVIRONMENT</p> <p>1. Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Responsibility of Business.</p> <p>2. Technological environment: Features, Impact of technology on Business</p>	12
4	<p>UNIT 4 COMPETITIVE ENVIRONMENT AND STARTUPS</p> <p>1. Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies</p> <p>2. Startups : New Business vs. Startups - Meaning, Sources of finance for business</p>	12
5	<p>UNIT 5 INTERNATIONAL ENVIRONMENT</p> <p>1. International Environment – GATT/ WTO: Objective and Evolution of GATT, Uruguay round, GATT v/s WTO, Functions of WTO, Pros and Cons of WTO.</p> <p>MNCs: Definition, meaning, merits, demerits, MNCs in India, foreign market entry strategies</p> <p>FDI: Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India.</p> <p>2. Challenges faced by International Business and Investment Opportunities for Indian Industry.</p>	12
	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

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
2 multiple choice tests of 20 marks each - 1 Best of 2 will be considered	20
Presentation/Viva/Debate/Group Discussion/Project/Open Book Exam	20
Total	40

(B) Semester end examination 60 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks Case Study OR Q.5 Short Notes: (Any 3 out of 5) – 5 marks each	15
TOTAL	60
Note: 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

Subject: Principles of Management

Subject Code: BMS S2 07

SerialNo	Course code	Credits	Course Name
1			CORE COURSE (CC)
1.1	BMSS207	03	Principles of Management

COURSE OBJECTIVES

1.	To familiarize students with the need for traits and competencies required by managers
2.	To understand the basic Principles of Management
3.	To understand applications of Principles of Management to various scenarios.
4.	To know about the development of Management theories for effective application in business scenarios

SYLLABUS

Syllabus	No. of lectures
Module -1 Nature of Management <ul style="list-style-type: none">• Management: Concept, Significance, Role & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid.• Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.	15
Module-2 Planning and Decision Making <ul style="list-style-type: none">• Planning: Meaning, Importance, Elements, Process, Limitations and MBO.• Decision Making: Meaning, Importance, Process, Techniques of Decision Making.	15
Module-3 Organizing <ul style="list-style-type: none">• Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations• Departmentation: Meaning, Basis and Significance• Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control, Centralization vs Decentralization• Delegation: Authority & Responsibility relationship	15

<p>Module-4 Directing, Motivation, Co- ordination and Controlling</p> <ul style="list-style-type: none"> ▪ Directing: Meaning and Process ▪ Motivation at workplace: Concept of motivation Theories of motivation in an organisational set up. <ul style="list-style-type: none"> • A.Maslow Need Heirachy • F.Hertzberg Dual Factor • Mc.Gregor theory X and theory Y. • Ways of motivating through carrot (positive reinforcement) and stick (negative reinforcement) at workplace. ▪ Co-ordination as an Essence of Management ▪ Controlling: Meaning, Process and Techniques • Recent Trends: Green Management & CSR 	
--	--

REFERENCES

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

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

Descripti on	Marks
Objective type test (Best of 2, 20 marks each)	20

Any one of the following Online course (MOOC Courses)/ Social Service / Internship	20
Total	40

B. Semester end examination 60 marks

PAPER PATTERN

Duration :2 hours	
Total Marks: 60	
Q.1 Explain the terms (Any 5 out of 8)	15
Q.2 Write Short notes (Any 3 out of 5)	15
Q.3 Answer the following (Any 2 out of 4)	20
Q.4 Case Study	10
Total	60

Passing criteria: 40% marks for passing.

Internals: Minimum 16 out of 40

Externals: Minimum 24 out of 60

