

**DOMBIVLI SHIKSHAN PRASARAK MANDAL'S**  
**K.V. PENDHARKAR COLLEGE OF ARTS, SCIENCE AND COMMERCE**  
**(AUTONOMOUS) DOMBIVLI (E), DIST. THANE**  
**(Affiliated to University of Mumbai)**

**Faculty of Commerce**

**DEPARTMENT OF MANAGEMENT STUDIES**  
**(Programme: Bachelor of Management Studies)**

**SYLLABUS FOR**  
**F.Y.B.M.S. (Semester I and II)**  
**Choice Based Credit System (CBCS)**  
**(As per NEP-2020)**  
**(with effect from Academic Year: 2023-2024 )**

### FYBMS List of Courses - Semester I

S.No	Course Title	Course Code	Category	Teaching Hours	Total Marks	Credit
1	Principles of Management	MS23101MM	MM	60	100	04
2	Introduction to Human Resource Management	MS23102MM	MM	30	100	02
3	Introduction to Financial Accounts	MS23103MN	MN	30	100	02
4	Business Statistics	MS23105OE	OE-I	30	50	02
5	Basics in Food & Nutrition	BT23106OE	OE-II	30	50	02
6	Business Communication-I	MS23106VS	VSC & SEC	30	100	02
7	Correspondence & Writing Skill	MS23107SE	VSC & SEC	30	100	02
8	Business Law	MS23108AE	AEC	30	50	02
9	Business Environment (Social Responsibilities Of Business)	MS23109VE	VEC	30	50	02
10	FC-I (Indian Caste System Management & Workforce Diversity)	MS23110IK	IKS	30	50	02

### FYBMS List of Courses - Semester II

S.No	Course Title	Course Code	Category	Teaching Hours	Total Marks	Credit
1	Principles of Marketing Management	MS23201MM	MM	60	100	04
2	Basics of Human Relation Management	MS23202MM	MM	30	100	02
3	Business Economics	MS23203MN	MN	30	100	02
4	Business Mathematics	MS23205OE	OE-I	30	50	02
5	Office Automation	IT23206OE	OE-II	30	50	02
6	Business Communication-II	MS23106VS	VSC & SEC	30	100	02
7	Business Correspondence & Report writing	MS23107SE	VSC & SEC	30	100	02
8	Industrial Law	MS23108AE	AEC	30	50	02
9	FC-II	MS23109VE	VEC	30	50	02
10	OJT/FP/CEP/CC/RP	--	OJT/FP/CEP/CC/RP	30	50	02

# SEMESTER -I

# 1. Principles of Management

## Modules at a Glance

Sr. No.	Modules	Lectures	Credit
1	Nature of Management	15	4
2	Planning and Decision Making	15	
3	Organising	15	
4	Directing, Leadership, Co-ordination and Controlling	15	
TOTAL			

**Objective:** To make the students aware about Management philosophy towards business, customers and employees. Global trends which influence management principles.

**Learning Outcomes:** To be more practical by adding company visits at small level. It will help students to actually understand the role of management and functions of various departments and management

**Total no. of Credits: 04**

	Modules/Units	Lectures (60)
<b>UNIT-I</b>	<b>Nature of Management</b> <ul style="list-style-type: none"> <li>• Management: Concept, Significance, Role &amp; Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid.</li> <li>• Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach</li> </ul>	<b>15</b>
<b>UNIT-II</b>	<b>Planning and Decision Making</b> <ul style="list-style-type: none"> <li>• Planning: Meaning, Importance, Elements, Process, Limitations and MBO.</li> <li>• Decision Making: Meaning, Importance, Process, Techniques of Decision Making</li> </ul>	<b>15</b>
<b>UNIT-III</b>	<b>Organizing</b> <ul style="list-style-type: none"> <li>• Organizing: Concepts, Structure (Formal &amp; Informal, Line &amp; Staff and Matrix), Meaning, Advantages and Limitations</li> <li>• Departmentation: Meaning, Basis and Significance</li> <li>• Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control Centralization vs Decentralization</li> <li>• Delegation: Authority &amp; Responsibility relationship</li> </ul>	<b>15</b>
<b>UNIT-IV</b>	<b>Directing, Leadership, Co-ordination and Controlling</b> <ul style="list-style-type: none"> <li>• Directing: Meaning and Process</li> <li>• Leadership: Meaning, Styles and Qualities of Good Leader</li> <li>• Co-ordination as an Essence of Management</li> <li>• Controlling: Meaning, Process and Techniques</li> <li>• Recent Trends: Green Management &amp; CSR</li> <li>• Environmental and Global context of Management</li> <li>• Organization culture and Environment</li> </ul>	<b>15</b>

	<ul style="list-style-type: none"> <li>• Current trends and issues in Management. Crisis Management at the corporate level</li> </ul>	
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**Job oriented skill development topics :**

1. Planning, Organising, Controlling, Delegation, Leadership
2. Decision making techniques, Management by Objectives
3. Green Management
4. Crisis Management

**Learner space:** Giving them assignment on CSR and about Company, by having company visit.

**Recommended References Books:**

The Practice of Management by Peter F. Drucker.

Management: Tasks, Responsibilities and Practices by Peter. F. Drucker.

People and Performance by Peter F. Drucker.

Management: Global Edition by Stephen P. Robbins and Mary A. Coulter.

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## **2. Fundamentals of Human Resource Management**

**Modules at a Glance**

Sr. No.	Modules	Lectures	Credit points
1	Introduction to Human Resource Management	10	2
2	Human Resource Development	10	
3	Trends In Human Resource Management	10	
		<b>30</b>	

**Objective:** To make the students aware about importance of human resources and their effective management in organizations

**Learning Outcomes:**

*After completion of this course learner will be able:*

- To understand the basics of HRM.
- To study various concepts of Human Resource.
- To explain the importance of human resources and their effective management in organizations
- To describe the meanings of terminology and tools used in managing employees effectively

**Total no. of Credits: 02**

	<b>Modules/Units</b>	<b>Lectures (30)</b>
<b>UNIT-I</b>	<b>Human Resource Management</b> <ul style="list-style-type: none"><li>• Human Resource Management – Concept, Functions, Importance.</li><li>• Human Resource Planning</li><li>• Job Analysis</li><li>• Job design</li><li>• Recruitment &amp; Selection</li></ul>	<b>10</b>
<b>UNIT-II</b>	<b>Human Resource Development</b> <ul style="list-style-type: none"><li>• Human Resource Development- Concept, functions</li><li>• Training &amp; Development</li><li>• Performance Appraisal- Concept, Benefits, Limitations, Methods</li><li>• Career Planning &amp; Succession Planning</li><li>• Mentoring &amp; Counselling</li></ul>	<b>10</b>
<b>UNIT-III</b>	<b>Human Relations</b> <ul style="list-style-type: none"><li>• Human Relations- Concept, Significance</li><li>• Motivation &amp; Leadership</li><li>• Employees Morale</li><li>• Emotional Quotient and Spiritual Quotient</li><li>• Employee Grievance</li></ul>	<b>10</b>

**Learner space:** Case studies can be given to students which will give them insight of topics. Assignment and group projects can be done by students to get real knowledge of projects.

**Recommended References Books:**

- Bernardin, John H: Human Resource Management, Tata McGraw Hill, New Delhi 2004.
- Chhabra, T.N., Human Resource Management, Dhanpat Rai & Co., Delhi.
- M.N. Rudrabasavaraj: Cases in Human Resource Management – Himalaya Publishing House – New Delhi, 1998
- Sadri, J., Sadri, S., Nayak, N., A Strategic Approach to Human Resource Management, JAICO Publishing House.
- Robbins, Stephen P. Organisational Behaviour. Pearson Education, New Delhi

**Recommended ICT Backup:-**

- [Human Resource Management – Open Textbook \(umn.edu\)](#)
- [M01 FOOT0988\\_06\\_SE\\_C01.QXD \(pearsonhighered.com\)](#)
- [Introduction to Human Resource Management - YouTube](#)
- [PowerPoint presentations](#)

**Universities which were referred to modify syllabi in fresh autonomy.**

- Mumbai University
- Pune University

**Pedagogy:** Faculties often use cases, simulations, and projects to achieve learning objectives in the Human Resource Management Subject. Many topics such as Recruitment & selection, Performance Appraisal, Leadership can be taught through role-play method.

Guest lectures can be organized wherein eminent professionals from the industry can share their experiences and enable the aspiring students to broaden their vision.

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### 3. Introduction to Financial Accounts

**Modules at a Glance**

Sr. No.	Modules	Lectures	Credit points
1	Introduction & Accounting Transactions	10	2
2	Rectification of error, Bank reconciliation and Classification of expenses and income	10	
3	Final Accounts	10	
		30	

**Objectives:**

- 1.To understand the basic accounting concepts.
2. To accurately prepare an organization's financial accounts for a specific period.
3. To facilitates the systematic management of the records of the transaction and other financial data.

**Learning Outcomes :**

- Students learn general purpose and functions of Accounting.
- They understand how to keep record for accounting purpose.
- Students learn actual accounting entries, ledger posting, Preparation of Final Accounts with would help them to work in accounts section of a business unit.

**Total no. of Credits : 2**

	Modules/Units	Lectures
Units I	<p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>• Meaning and Scope of Accounting: Need and development, definition: Book Keeping and Accounting, Persons interested in accounting, Branches of accounting, Objectives of accounting</li> <li>• Accounting principles: Introductions to Concepts and conventions.</li> </ul> <p><b>Accounting Transactions :</b></p> <ul style="list-style-type: none"> <li>• Accounting transactions: Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal &amp; ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns; cash book –Triple Column),</li> </ul>	10
Units III	<p><b>Rectification of errors</b></p> <ul style="list-style-type: none"> <li>• Bank Reconciliation Statement</li> <li>• Expenditure : classification of Expenditure – Capital, Revenue, Deferred revenue expenses</li> <li>• Unusual expenses : effects of error , Criteria test</li> </ul>	10

	<ul style="list-style-type: none"> <li>• Receipts : Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts</li> <li>• Profit and Loss : Revenue profit or loss, Capital profit or loss</li> <li>• Practical aspects of the maintaining books of Accounts with vouchers, bills, cash memo, invoices, pass book, cheque book etc.</li> <li>• GST in Journal entry</li> </ul>	
Units III	<p><b>Final Accounts</b></p> <ul style="list-style-type: none"> <li>• Introduction to Final Accounts of a Sole proprietor.</li> <li>• Trading Account, Profit and Loss Account and Balance Sheet.</li> <li>• Preparation and presentation of Final Accounts in Horizontal format</li> <li>• Introduction to schedule 6 of Companies Act, 1956</li> </ul> <p>Vertical Financial Statements</p>	10
		30

**Job oriented skill development topics :**

1. Inventory Valuation
2. Bank Reconciliation Statement
3. Rectification of errors
4. Finalisation of Accounts

**Learner space:**

- ✓ Encouraging students *to work in CA firm or in Accounts section of any business unit* to get actual hands on training and practical experience as how Accounts are actually maintained. (Students can utilize their free time after college hours/ during summer vacation.
- ✓ Suggesting students to learn *Tally software* for maintaining computerized Accounting
- ✓ Asking students to go through the *Annual Reports* of the companies.

**Recommended References Books :**

1. Financial Accounts (a managerial emphasis) – By Ashok Banerjee, Excel Books
2. Fundamental of Accounting and Financial Analysis – By Anil Choudhary, Pearson Education
3. Indian Accounting Standards and IFRS for non-financial executives – By T.P. Ghosh, Taxman
4. Financial Accounting – By Monga, J.R. Ahuja, Girish Ahuja and Ashok Shehgal, Mayur Paper Back, Noida
5. Indian Accounting Standards – Ashish Bhattacharya, Tata Mc. Graw Hill and Co. Ltd., Mumbai
6. Financial Accounting – by Williams, Tata Mc.Graw Hill and Co. Ltd., Mumbai

**Recommended ICT Backup:-**

1. <https://www.youtube.com>
2. [Accounting-Simplified.com](https://www.accounting-simplified.com) |
3. <https://www.toppr.com/guides/accounting-and-auditing/preparation-of-final-accounts-of-sole-proprietor/manufacturing-account/>
4. <https://www.playaccounting.com/explanation/cr-exp/capital-revenue-expenditures/>
5. [https://www.youtube.com/watch?v=3\\_PfoTzSCQE](https://www.youtube.com/watch?v=3_PfoTzSCQE)

**Pedagogy :**

- Some Students who take admission for the course may not be from Commerce background. So they need to give complete introduction of the subject. Basic things , concepts need to be taught.

- Commerce students get revision as these topics are covered in junior college Accountancy subject. But all concepts may not be completely understood by them. So their revision of basic principles, Golden rules of accounting, Passing of journal entries, posting in ledger accounts , preparation of Trial balance Final Accounts.
- Practice through question answer sessions within classroom and homework assignments.
- Filing concept can be shown by a visit to administration department of the college.
- Discussing within the classroom for various different expenses and revenue patterns as per the type of business/ institute/ industry.

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## 4. Business Statistics

### Modules at a Glance

Sr. No.	Modules	Lectures	Credit
1	Introduction to Statistics	10	2
2	Measure of Dispersion, Co-Relation	10	
3	Time Series and Index Number	10	

### **Objective:**

1. To understand the statistical methods of collecting numerical data, its representation, analysis and interpretation .
2. To understand concept of measuring complex data and finding its aggregate value that lies at or near the center of numerical data.
3. To measure the deviation in the numerical values.
4. To understand the measure of relationship between Quantitative variables as well as Qualitative variables.
5. To provide the concept of chance, all possible ways of counting outcomes from certain statistical experiments.

### **Learning Outcomes:**

*After completion of this course learner will be able:*

1. Learner understands the different methods of collecting data and techniques of presentation of numerical data through graphs and diagrams.
2. Learner can understand different statistical techniques to analyse the numerical data.
3. Learners understand how statistical methods help effectively in forecasting the future trend values.
4. Learner can understand the concept of Index numbers which are Economic Indicator of prices of various commodities.

**Total no. of Credits: 02**

	<b>Modules/Units</b>	<b>Lectures (30)</b>
<b>UNIT-I</b>	<b>Introduction to Statistics</b> <b>Introduction:</b> Functions/ Scope, Importance, Limitations <b>Data:</b> Relevance of Data (Current Scenario), Type of data (Primary & Secondary data), Primary (Census vs. sample, Method of collection (In brief)), Secondary (Merits, Limitations, Sources) (In brief) <b>Presentation of Data:</b> Classification- Frequency distribution Graph (Frequency, Bar, Diagram, Pie Chart, Histogram, Ogives) <b>Measures of Central Tendency:</b> Mean Median, (Calculation and graphical using Ogives), Mode (Calculation and graphical using Histogram)	<b>10</b>
<b>UNIT-II</b>	<b>2.Measure of Dispersion, Co-Relation and Regression</b> <b>Measure of Dispersion:</b> Range with CR (Coefficient of Range), Quartiles and Quartile deviation with CQ (Coefficient of Quartile), Mean deviation from Mean with CMD (Coefficient of Mean Deviation, Standard Deviation with CV (Coefficient of Variance)	<b>10</b>
<b>UNIT-III</b>	<b>Time Series and Index Number</b> <b>Time Series:</b> Least Square Method, Moving Average method, Determination of Season <b>Index Number:</b> Simple ( Unweighted ) Aggregate Method, Weighted Aggregate Method, Simple Average of Price Relatives, Weighted Average of Price Relatives.	<b>10</b>

**Learner space: (It is designed to give more exposure to the students who wish to study beyond syllabus. It is extra but passive learning.)**

Educational videos like SPSS tutorials for data analysis will help students to gain the critical analytical skills.

**Recommended References Books:**

- 1)Statistics of Management: Richard Levin & David S. Rubin, Printice Hall Of India, New Delhi
- 2)Fundamentals of Statistics: S C Gupta, Himalaya Publication House. Statistics for Business and Economics: David R Anderson, Dennis J Sweney, Thopmson Publication.
- 3)Business Statistics: Bharadwaj Excel Books, Delhi.

**Recommended ICT Backup:-**

<https://www.khanacademy.org>.

<https://www.wyzant.com>

<https://www.toppr.com>

**Universities which were referred to modify syllabi in fresh autonomy.**

- Mumbai University
- Pune University

**Pedagogy:**

This course is designed for FYBMS class with a view that it helps students in different aspects throughout the whole curriculum. Statistics deals with numerical data, definition of Statistics given by Crosxton Cowdent, ‘Statistic is a science which deals with collection, presentation, analysis, interpretation of numerical data.’ This definition has four different steps; those are carried out in this course through all the units.

Introduction to Statistics is needed to give, its functions, importance, and limitations. This can be made easy through ppt. Then onwards the idea of rest of the units starts, which suggest use of the teaching methodology, whole to partial. Numerical data plays a vital role in the field of Statistics, so it is needed to explain different methods of collecting data briefly. Further synchronizing of complex data is needed through classification which can be done using tabulation, graph and diagrams to make it more effective, it is suggested to make use of Smart notebook math tools. Once data is classified it has many details, hence it is needed to summarize the data and convert it into single representative value through measures of central tendencies. Here third step of definition is carried out which is analysis of data using statistical tools, formulae.

Measure of dispersion measures the spread of data. This is also analytical part. To make this as a effective learning, teacher can group the student and assign the projects which starts from collecting data on a simple variable, for example – weight of a student. Task can be given to do its analysis through calculating Mean, Mode, Median and also deviations which gives students a realistic practical experience.

Bivariate correlation measures the bonding of variables. This can be done using inductive and deductive methods of teaching. Linear Regression gives the mathematical relationship between known and unknown variables on the basis of past experience. Coefficient of determination is the proportion of variance in the dependent variable that is predictable from independent variable(s). Here, teacher can provide variety of realistic problems to determine the Regression equation and most probable value of unknown variable for example – sales and advertising expenditure, number of officers on duty and waiting time of customer in bank.

Time series analysis runs parallel with Regression analysis. Here, one variable is fixed that is time. Hence this abstract idea can be converted into concrete using formula. Here use of ICT tools is suggested for drawing the graph of moving averages.

Index Number is statistical tool of measuring changes in magnitude of groups of relatable variables. It has a huge use in a field of economics so a speaker, may be economic subject teacher and statistic subject teacher can cordially make it inter-disciplinary.

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## 5. BASICS IN FOOD & NUTRITION

### Modules at a Glance

Sr. No.	Modules	Lectures	Credit Points
1	<b>Introduction to Food &amp; Nutrition</b>	10	02
2	<b>Balanced Diet &amp; Meal Planning</b>	10	
3	<b>Nutrition &amp; Food Safety</b>	10	
		<b>30</b>	

**Course Objectives:** To acquaint students with concept of food and nutrition with significance of balanced diet, Management of meal planning and food safety regulations.

#### Learning Outcome:

- By the end of the course the student will be able to understand:
- Describe the concept and significance of food and nutrition.
- Outline the characteristics and composition of balanced diet.
- Discuss the types of nutrition and its significance.

<b>Unit I</b> <b>Introduction to Food &amp; Nutrition</b>	Food- Concept, Components & functions, food groups/commodities, Importance & Significance Nutrition – Concept, Importance & Significance Nutrients – Macronutrients & Micronutrients Interrelation between Food, Nutrition & Health	10 lectures
<b>Unit II</b> <b>Balanced Diet &amp; Meal Planning</b>	Balanced Diet – Definition, Characteristics, Composition, Importance & Significance, Modification as per age group Meal Planning – Definition, Importance & Significance, factors affecting. Modification of meals as per nutritional requirements, Meal planning methods & its management	10 lectures
<b>Unit III</b> <b>Nutrition &amp; Food Safety</b>	Nutrition types and significance – Community Nutrition, Clinical Nutrition, Sports Nutrition. Nutrition & Fitness. Food Safety – Adulteration, Packaging, Preservation	10 lectures

**Learner's space:** Learn and study Nutritional Disorders with Symptoms, Diagnosis and Treatment.

**References:**

- Fundamentals of Food, Nutrition and Diet Therapy by S.R. Mudambi, M. V. Rajagopal, 5th edition, New Age International Publishers.
- Fundamentals of Food Science and Nutrition, By Philippa C Ojimekwe, Nuria Oganezi
- Fundamentals of Nutrition by L. E. Lloyd, B. E. McDonald, E. W. Crampton, 2nd edition, copyright by W. H. Freeman and Company
- Handbook of Food and Nutrition Paperback by Dr. M. Swaminathan
- Fundamentals Of Nutrition And Food Sciences by Neelam Saba, Waheid Khawar Balwan

## ICT backup:

- [www.maxhealthcare.in/blogs/what-is-a-balanced-diet](http://www.maxhealthcare.in/blogs/what-is-a-balanced-diet)
- <https://www.medicalnewstoday.com/articles/160774>
- <https://www.medicalnewstoday.com/articles/160774>
- <https://www.who.int/news-room/fact-sheets/detail/food-safety>
- <https://biologyeducare.com/nutrition/>

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## **6. BUSINESS COMMUNICATION -I**

**Modules at a Glance**

Sr. No.	Modules	Lectures	Credit Points
1	<b>Theory of Communication Concept of</b>	10	02
2	<b>Methods and Obstacles to Communication in</b>	10	
3	<b>Business Ethics in Communication</b>	10	
		<b>30</b>	

**Objective:**To make the learners understand about various aspects of communication on Business world.

**Learning Outcomes:**

- Learners will be able to understand the different channels of communication
- Learners will be able to study the function of communication
- Learners will be able to apply ethics as a principle in their real life activities.

**Total no. of Credits: 02**

<b><u>UNITS</u></b>	<b><u>MODULES DETAILS</u></b>	<b><u>LECTURES</u></b>
<b>I</b>	<b>1. Theory of Communication 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	<b>10</b>

	<p>advancements on Communication.</p> <p><b>2.Channels-</b> Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</p> <p><b>3.Objectives of Communication:</b> Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees.</p>	
<b>II</b>	<p><b>1. Methods and Modes of Communication:</b> Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication, Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing.</p> <p><b>2. Obstacles to Communication in Business World:</b> Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers.</p> <p><b>3. Listening:</b> Importance of Listening Skills, Cultivating good Listening Skills</p>	<b>10</b>
<b>III</b>	<p><b>Introduction to Business Ethics:</b> Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour.</p>	<b>10</b>

**Learners Space:** Activities like Group discussion, Formal communication activity, Chinese whisper etc will fosters collaboration among learners by exchanging ideas and working together and collectively creating new knowledge and problem-solving skill.

**Recommended Reference Books:**

- Understanding Human Communication by George Rodman
- Communication Matters – Connectplus by Kary Floyd
- Introduction to Communication Course Book 1 by S. Steinberg

**Recommended ICT Backup:**

- <https://www.researchgate.net/publication/363485750> **Introduction to Communication**
- <https://open.umn.edu/opentextbooks/textbooks/274>
- [https://www.tutorialspoint.com/effective\\_communication/effective\\_communication\\_introduction.htm](https://www.tutorialspoint.com/effective_communication/effective_communication_introduction.htm)

**Syllabi Referred from:**

- St. Xavier's College (Autonomous)
- K. C. College
- University of Mumbai

**Innovative Pedagogy:**

Students are expected to understand the distinction between broadcast and communication, along with the organisational channels. Pupils can be encouraged to observe the interaction and the challenges that emerge during interaction around them and then share their insights in class as part of a creative study.

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## 7. Correspondence and Writing Skills

**Modules at a Glance**

Sr. No.	Modules	Lectures	Credit Points
1	<b>Correspondence: Theory and Structure</b>	10	02
2	<b>Personnel Correspondence</b>	10	
3	<b>Language and Writing Skills Commercial Terms</b>	10	
		<b>30</b>	

**Objective:** To make the pupils learn about different modes of writing skills as an employee in contemporary world

**Learning Outcomes:**

- Learners will be able to understand the importance of tailoring the letter's content, tone, and language.
- Learners will also understand the importance of capturing the reader's attention by the structure

**Total no. of Credits: 02**

<u>UNITS</u>	<u>MODULES DETAILS</u>	<u>LECTURES</u>
<b>I</b>	Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing,	10
<b>II</b>	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	10
<b>III</b>	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.] Skimming, scanning,	10

	interpretation and public speaking.	
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**Learners Space:** Writing and Assignments work will provide hands on learning/ training skill practice that will help them to develop accurate, comprehensive and error free correspondence knowledge.

**Recommended Reference Books:**

- "The Gregg Reference Manual: A Manual of Style, Grammar, Usage, and Formatting" by William A. Sabin
- "The AMA Handbook of Business Letters" by Jeffrey L. Seglin and Edward Coleman
- "Writing That Works: How to Communicate Effectively in Business" by Kenneth Roman and Joel Raphaelson

**Recommended ICT Backup:**

- [https://www.researchgate.net/publication/332859721\\_OFFICIAL\\_WRITINGCORRESPONDENCE](https://www.researchgate.net/publication/332859721_OFFICIAL_WRITINGCORRESPONDENCE)
- <https://www.fxua.edu/docs/wrwc/Writing-Correspondences.pdf>
- [https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/AMA%20Handbook%20of%20Business%20Letters%204%20Ed\(2012\)/Chapter%2010%20Personnel%20letters.pdf](https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/AMA%20Handbook%20of%20Business%20Letters%204%20Ed(2012)/Chapter%2010%20Personnel%20letters.pdf)

**Syllabi Referred from:**

- St. Xavier's College (Autonomous)
- K. C. College
- University of Mumbai

**Innovative Pedagogy:**

Learners are expected to grasp the manner in which letters in business are drafted and how to assemble a professional resume for an employment interview. They are also directed with a variety of letters, which would familiarise them with the real-life writing process of the corporations.

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## 8. BUSINESS LAW - I

### Modules at glance :-

Serial	Modules	lectures	Credit Points
1	Contract Act, 1872 & Sale of Goods Act, 1930	10	02
2	Negotiable Instrument Act, 1981 & Consumer & Protection Act, 1986	10	
3	Company law and Intellectual property rights	10	
<b>Total</b>		<b>30</b>	

### **Objectives:**

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

### **Total no. of Credits: 02**

Units	Modules /Units	Lectures
1	Contract Act,1872:OVERVIEW Essential elements of Contract; Agreement and Contract – Capacity to Contract, Breach of contract. Remedies for breach of Contract.  Sale of Goods Act,1930: OVERVIEW Scope of Act, Sale and Agreement to sell the goods – past, existing and future goods.	10
2	Negotiable Instrument Act,1981:OVERVIEW Introduction of Negotiable Instruments – Characteristics of negotiable instruments Consumer Protection Act, 1986: OVERVIEW of protection of consumer rights	10
3	Company Law: OVERVIEW :- What is a company ? Article of association and Memorandum of Association  Intellectual Property Rights (IPR) :- OVERVIEW - Copy right , Trademark, Patents and Geographical Conditions . What Care should be taken by content creators on social media on the protection of their contents on INSTAGRAM /YOUTUBE .	10

### **Learning Outcomes :**

- 1)Clarity in understanding how the law of contract affects us on daily basis.
- 2) Better understanding of negotiable instruments and inform the rights of a consumer.
- 3)Clarity in understanding the role of companies in business

4) To help the students understand the laws related to trademarks, copyrights and Patents.

**Reference Books :**

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

**Teaching Pedagogy :**

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

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## **9. Business Environment**

**Modules at a Glance**

Sr.	Modules	Lectures	Credit
1	Introduction to Business Environment	10	02
2	Political and Legal environment, Social and	10	
3	International Environment	10	
Total		30	

**Objective:**

- To know the business world at micro and macro level.
- To understand the current trends and required business practices to protect the corporate and natural environment.
- To know the scope of business at local and Global level.

**Learning Outcomes**

- The subject helps to gain idea about the factors affecting business world at internal and external level, local and global level.
- Students learn the effects of Liberalisation, Privatisation and Globalisation on the scope of business.
- Students will understand the environmental issues related to the business practices and would feel more responsible towards protection of Nature while being in Business.

**Credit Points: 2**

	Modules/Units	Lectures
UNIT I	<p><b>1 <u>Introduction</u> :</b> Introduction to Business Environment Business: Meaning, Definition, Nature &amp; Scope, Types of Business Organizations • Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment</p> <ul style="list-style-type: none"><li>• Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis.</li><li>• Introduction to Micro-Environment: Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity External Environment: Firm, customers, suppliers, distributors, Competitors, Society • Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal) Climate change and its impact on Business world .</li></ul>	<b>10</b>
UNIT II	<p><b>2 <u>Political and Legal Environment ,Social and Cultural Environment, Technological environment and Competitive environment</u></b></p> <ul style="list-style-type: none"><li>• Political Institutions: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India.<ul style="list-style-type: none"><li>• Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy</li></ul></li><li>• Impact of business on Private sector, Public sector and Joint sector Sunrise sectors of India Economy. Challenges of Indian economy.</li><li>• Waste Management: Meaning, importance and ways to recycle the wastes.</li><li>• Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business</li><li>• Technological environment: Features, impact of technology on Business.</li><li>• Competitive Environment: Meaning, Competitive Strategies</li></ul>	<b>10</b>
UNIT III	<p><b><u>International Environment</u></b></p> <ul style="list-style-type: none"><li>• International Environment</li><li>• Brief idea of GATT WTO, Functions of WTO, Pros and Cons of WTO.</li><li>• Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, <b>LPG</b> model.</li><li>• MNCs: Definition, meaning, merits, demerits, MNCs in India • FDI: Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India</li></ul>	<b>10</b>

### **Job oriented skill development topics:**

1. SWOT Analysis
2. Technological environment
3. Waste Management
4. Corporate Social Responsibility

### **Learner's space:**

Students are given assignment relating to different industries in the Business world and in group activity they are asked to present the details about the industry. This helps to build confidence to present and know about various industries. This helps to work in the corporate world.

### **Recommended References Books:**

1. Essentials of Business Environment ---K. Aswathappa ,
2. Two decades of LPG ----Dr. Francis Cherunilam
3. Globalisation, Liberalisation, Privatisation and Indian Polity Hardcover – 30 September 2004 by Ramesh Chandra (Author)

### **Pedagogy:**

1. **Unit 1:** Group Discussion giving topic of different industry to different group to discuss the internal and external factors having impact on the industry.
2. **Unit 2:** Suggesting websites to see for waste management options applied by different industries Visit to MIDC area and pollution control Board.
3. **Unit 3:** Giving assignment to study different states and business based there w.r.t. The social and cultural environment and do presentation.
4. **Unit 4:** Suggesting links and websites of various MNCs to know the scope of their business worldwide with class presentation.

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## **10. Foundation Course –I**

### **Modules at a glance**

<b>Sr.</b>	<b>Modules</b>	<b>Lectures</b>	<b>Credit</b>
1	Indian Society – Unity in Diversity and conflict	10	02
2	Concept of Labor force diversity	10	
3	Management of Ancient India & its importance in	10	
		30	

### **Objectives:**

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

### **Learning Outcomes:**

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

**Total no of Credits: 2**

	<b>Modules/Units</b>	<b>Lectures</b>
<b>UNIT-1</b>	<b>Indian Society – Unity in Diversity and conflict</b> Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference.	10
<b>UNIT-2</b>	<b>Concept of Labor force diversity-</b> Meaning of labor force diversity, Features, significance and Dimensions of diversity, advantages of workforce and disadvantages of workforce diversity ,positive and negative effects of workforce diversity in workplace and its impact, Ethical and legal issues in managing diversity.	10
<b>UNIT-3</b>	<b>Management of Ancient India &amp; its importance in modern management system-</b> Indian ethics & features history of ancient Indian ethos- relevance and principles practiced by companies, Management lessons from scriptures- Vedas, Mahabharata, Kuran, Bible, Gurukul system of learning, western vs Ancient Management.	10

**Justification:**

Students will come to know about the multi-culture diversity, linguistic diversity in the Indian society and demographic composition & understanding the concept of diversity as difference. Examine inequalities, learn the structure of the Constitution & the party system in Indian politics and role of women for the same.

**Job oriented skill development topics:**

- Diversity of Indian society, concepts of disparity and inequalities, fundamental rights as the citizen of India.
- Group Communication
- Power point presentation
- Responsibilities and workforce management

**Recommended Reference Books:**

- Social and Economic Problems in India, Naseem Azad, R Gupta Pub ( 2011)
- Indian Society and Culture, Vinita Pandey, Rawat Pub (2016)
- National Humana rights commission- disability Manual
- Regional Inequalities in India Bhat L S SSRD- New Delhi
- Articles on Indian scriptures

**Recommended ICT Backup:**

- <https://youtu.be/4t14QXhzqNU>
- <https://youtu.be?be?Z6sOmuXgq-c>
- <https://youtu.be/vTMURz-M2rU>

- <https://youtu.be/GwHsHsaTL-8>
- <https://youtu.be/igKGyvrBOZA>
- <https://youtu.be/fDB9S1QQk4k>
- <https://youtu.be/aSHkr0lGui8>

**Pedagogy:**

The subject is based on the classroom teaching and assignments. active participation of the students is important as they are going to be involved in the practical learning .Use of technology, Chalk and Talk method, Role Play, Group discussions, Play learn method, case study analysis, Quiz, management games would be conducted in the class to make learning an enjoyable experience.

# SEMESTER –II

# 1. Principles of Marketing Management

## Module at glance

Sr. No.	Modules	Lectures	Credit
1	Introduction to Marketing	15	04
2	Marketing Environment, Research and Consumer Behaviour	15	
3	Marketing Mix	15	
4	Segmentation, Targeting and Positioning and Trends In Marketing	15	
		<b>60</b>	

### Objective :

- To make students understand the importance of marketing and the wide scope of it.
- To know the applicability of marketing mix concept.
- To learn the current trends of marketing for survival and growth in the competitive era.

**Learning Outcomes:** Students get knowledge of practical aspects of marketing skills applied at market place knowing consumer community and market trends.Planning Company visits to visit marketing personnel and understand different marketing strategies applied for different products and services.

### Total no. of Credits: 4

	Modules/Units	Lectures (60)
<b>UNIT-I</b>	<b>1. Introduction to Marketing</b> <ul style="list-style-type: none"> <li>• Introduction to Marketing: Definition, features, advantages and scope of Marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function</li> <li>• Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges.</li> <li>• Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing.</li> </ul>	<b>15</b>
<b>UNIT-II</b>	<b>2. Marketing Environment, Research and Consumer Behaviour</b> <ul style="list-style-type: none"> <li>• The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.</li> <li>• Macro environment: Political Factors; Economic Factors; Socio Cultural Factors , Technological Factors (PEST Analysis)</li> <li>• Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research</li> <li>• MIS: Meaning, features and Importance</li> </ul>	<b>15</b>

	<ul style="list-style-type: none"> <li>Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour.</li> </ul>	
<b>UNIT- III</b>	<b>3. Marketing Mix</b> <ul style="list-style-type: none"> <li>Marketing mix: Meaning –elements of Marketing Mix.</li> <li>Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product.</li> <li>Branding –Packing and packaging – role and importance</li> <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>	<b>15</b>
<b>UNIT- IV</b>	<b>4.Segmentation, Targeting and Positioning and Trends In Marketing</b> <ul style="list-style-type: none"> <li>Segmentation – meaning , importance , basis</li> <li>Targeting – meaning , types</li> <li>Positioning – meaning – strategies</li> <li>New trends in marketing – E-marketing , Internet marketing and marketing using Social network</li> <li>Artificial Intelligence in Marketing</li> <li>Social marketing/ Relationship marketing used to boost up India economy in current pandemic situation.</li> <li>Digital Marketing</li> <li>Case Studies</li> </ul>	<b>15</b>

**Learner space:** Encouraging students to actually work in the market and get exposure by working with marketing department of any business unit during vacations and free time of the day.

**Job oriented skill development topics :**

1. Marketing Research, Management Information System (MIS)
2. Marketing Mix
3. E- Marketing , Digital marketing
4. Social marketing, Relationship marketing
5. Artificial Intelligence

**Recommended References:** Hardcover, 11th Edition, 651 pages, Published February 1st 2005 by Prentice Hall (first published 1980) Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi. • Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi. Pillai R S, Bagavathi, Modern Marketing

**Recommended ICT Backup:**

<https://youtu.be/sR-qL7QdVZQ>

[https://www.google.com/search?rlz=1C1GCEU\\_enIN914IN914&sxsrf=ALeKk01eX17QU5OL807FAvexVeZEbmOtrw:1621012952626&q=Kotler+on+Marketing&stick=H4sIAAAAAAAAAAONgFuLVt9c3NMwwSc\\_NMjI1UuLSz9U3MCsxKDLp1eJxys\\_PD5MSS1PrCxexCrSnV-Sk1qkkJ-n4JtYIJ1akpmXvoOVEQC0VdJfRAAAAA&sa=X&ved=2ahUKEwict7p18nwAhWQb30KHUMLBNIQxA0wKHoECBYQCQ&biw=1367&bih=633#](https://www.google.com/search?rlz=1C1GCEU_enIN914IN914&sxsrf=ALeKk01eX17QU5OL807FAvexVeZEbmOtrw:1621012952626&q=Kotler+on+Marketing&stick=H4sIAAAAAAAAAAONgFuLVt9c3NMwwSc_NMjI1UuLSz9U3MCsxKDLp1eJxys_PD5MSS1PrCxexCrSnV-Sk1qkkJ-n4JtYIJ1akpmXvoOVEQC0VdJfRAAAAA&sa=X&ved=2ahUKEwict7p18nwAhWQb30KHUMLBNIQxA0wKHoECBYQCQ&biw=1367&bih=633#)

[https://www.google.com/search?sa=X&rlz=1C1GCEU\\_enIN914IN914&biw=1367&bih=633&xsrf=ALeKk01U69DxMzH7xGYHkbbmzaCFz-YP4Q:1621012992180&q=Marketing+An+Introduction&stick=H4sIAAAAAAAAAAONgFuLV T9c3NMwwSc\\_NMjI1UuLSz9U3MCsqN82q00Jxys\\_PD5MSS1PrCxexCrpm1iUnVqSmZeu4Jin4JIXUpSfUppckpmft4OVcQIbIwDH-UfITQAAAA&ved=2ahUKEwiix8z818nwAhWbf30KHWp5CDYQ-BYwO3oECAIQRg](https://www.google.com/search?sa=X&rlz=1C1GCEU_enIN914IN914&biw=1367&bih=633&xsrf=ALeKk01U69DxMzH7xGYHkbbmzaCFz-YP4Q:1621012992180&q=Marketing+An+Introduction&stick=H4sIAAAAAAAAAAONgFuLV T9c3NMwwSc_NMjI1UuLSz9U3MCsqN82q00Jxys_PD5MSS1PrCxexCrpm1iUnVqSmZeu4Jin4JIXUpSfUppckpmft4OVcQIbIwDH-UfITQAAAA&ved=2ahUKEwiix8z818nwAhWbf30KHWp5CDYQ-BYwO3oECAIQRg)

**Pedagogy :**

Unit 1- Taking Presentations to improve their communication skills and to remove their stage fear.  
 Unit 2: Visit the company's of different sectors like Tours and Travels, Food and Beverages, Automobile etc. and telling then to make a survey report on it.

Unit 3: News Paper activity : To make a eco-friendly product and do the marketing of same...by giving unique name...by fixing price and with good features.

Unit 4: Telling them to prepare innovative and creative products, services to ideas which will be in future demand for the customers to make them independent entrepreneurs at any circumstances or situation.

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## 2. Basics of Human Relation Management

**Modules at Glance**

Sr. No.	Modules	Lectures	Credit points
1	Understanding of Human Nature&Group Behaviour	10	2
3	Organizational Culture and Motivation at workplace	10	
4	Organisational Change, Creativity and Development and Work Stress	10	
		<b>30</b>	

**Objective:** To make them understand the human psychology and behavior of individual towards individual, society and organization by development of human skills

**Learning Outcomes:** Students will get knowledge about the human behaviour, thinking and group needs of the organization. The behavior pattern and approach of organization towards employees and employees towards organization.

**Total no. of Credits: 02**

	Modules/Units	Lectures (60)
UNIT-I	<b>Understanding of Human Nature</b> <ul style="list-style-type: none"> <li><b>Individual Behaviour:</b> Concept of a man, individual differences, factors affecting individual differences, Influence of environment</li> <li><b>Personality and attitude:</b> Determinants of personality, Personality traits theory, Big five model, Personality traits important for organizational</li> <li><b>Group Dynamics:</b> Nature, types, group behaviour model</li> </ul>	<b>10</b>

	(roles, norms, status, process, structures) <ul style="list-style-type: none"> <li>• <b>Team effectiveness:</b> nature, types of teams, ways of forming an effective team. Setting goals.</li> <li>•</li> </ul>	
<b>UNIT-II</b>	<b>Organizational Culture and Motivation at workplace</b> <b>Organizational Culture:</b> Characteristics of organizational culture. Types, functions and barriers of organizational culture Ways of creating and maintaining effective organization culture <ul style="list-style-type: none"> <li>• <b>Motivation at workplace:</b> Concept of motivation Theories of motivation in an organisational set up. <ul style="list-style-type: none"> <li>• A.Maslow Need Heirachy</li> <li>• F.Hertzberg Dual Factor</li> <li>• Mc.Gregor theory X and theory Y. Ways of motivating through carrot (positive reinforcement) and stick (negative reinforcement) at workplace.</li> </ul> </li> </ul>	<b>10</b>
<b>UNIT-III</b>	<b>Organisational Change, Creativity and Development and Work Stress</b> <b>Organisational change :</b> Workforce Diversity <u>Management, Equality and Inclusion at Work.</u> Kurt Lewins model of organisational change and development, <ul style="list-style-type: none"> <li>• <b>Stress</b>, types of stress, Causes and consequences of job stress, Ways for coping up with job stress</li> </ul>	<b>10</b>

**Learner space:** They are given a project to give presentation on various eminent personalities around the world.

**Recommended References Books:**

Organizational Behaviour – S. Robbins, Prentice Hall.

Organizational Behaviour – John W.

Organizational Behaviour – Fred Luthans, McGraw Hill, Newyork

Essentials of Management – Koontz, Harold, Tata McGraw Hill.

**Recommended ICT Backup:-**

<https://www.youtube.com/watch?v=gHnsLB8MSGA>  
[powerpoint presentations](#)

**Pedagogy:** This subject believe in developing an individual with strong fundamental and conceptual skills and capability, combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals. The learning process involves extensive classroom instructions, face-to-face, e-learning, case analysis, and individual projects.

- **The classroom instruction** is the primary vehicle of learning. It gives strong **theoretical and conceptual** inputs. The curriculum and the depth of coverage are similar to that of the best business schools.
- The **Face-to-face Active interaction** and participation of students are encouraged. The present developments in each of the specific areas are discussed using case study.
- **Teaching language (English):** English language learning (ESL) and Periodic presentations by individuals and groups are conducted. This also helps in enhancing communication skills.
- **Guest lectures** - eminent professionals from the industry share their experiences and enable the aspiring students to broaden their vision.
- **Case method** is extensively used for the student to experience the simulated environment of the corporate world and for developing decision making skills. The cases are carefully

selected to be contemporaneous and illustrating the use of relevant principles and tools in a complex setting.

- Group Discussions among various student groups on current affairs, to understand their thinking.

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### 3. Business Economics – I

**Modules at a Glance**

Sr. No.	Modules	No. of	Credits
1	INTRODUCTION TO BUSINESS ECONOMICS	10	02
2	PRODUCTION DECISIONS AND COST OF PRODUCTION	10	
3	MARKET STRUCTURE	10	
Total		30	

**Objectives :**

1. To understand the behaviour of consumers.
2. To make students understand measurement of the cost of living or standard of living in terms of index numbers.
3. To make students learn ranking of utility based on consumer preferences.

**Learning Outcomes :**

1. Learners understand the behaviour of an individual consumer while buying a product.
2. Learner can measure the utility of the product based on consumer preferences.
3. Ordinal Approach can be used for Research study.

**Total credit points : 2**

MODULE	CONTENT
<b>1. INTRODUCTION TO BUSINESS ECONOMICS</b>	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
<b>2. PRODUCTION DECISIONS AND COST OF</b>	Production function:  Short run analysis with Law of Variable Proportions- Production

<b>PRODUCTION</b>	<p>function with two variable inputs- isoquants, long run production function and Laws of Returns to Scale</p> <p>Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed), LAC - Break even analysis (with business applications)</p>
<b>3. MARKET STRUCTURE:</b>	<p>Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition, Short run and long run equilibrium of a competitive firm and of industry - Monopoly - short run and long- run equilibrium of a firm under Monopoly</p> <p>Monopolistic competition: Equilibrium of a firm under monopolistic competition</p> <p>(Topics to be taught using case studies from real life examples)</p> <p>Oligopolistic markets: key attributes of oligopoly</p>

**Recommended Books:**

1. Managerial Economics – Analysis, Problem and Cases - Mehta, P.L (S. Chand & Sons, N. Delhi, 2000)
2. Managerial Economics - Hirchey .M., , Thomson South western (2003)
3. Managerial Economics in a global economy - Salvatore, D. (Thomson South Western Singapore, 2001)
4. Principles of Economics - Frank Robert.H, Bernanke. Ben S., (Tata McGraw Hill (ed.3)
5. Principles of Economics - Gregory Mankiw., Thomson South western (2002 reprint)
6. Economics - Samuelson & Nordhas (Tata McGraw Hills, New Delhi, 2002)
7. Managerial Economics cases and concepts - Pal Sumitra, (Macmillan, New Delhi,2004)
8. Micro economics – HL Ahuja

**ICT Backup:**

- <https://www.khanacademy.org/economics-finance-domain/microeconomics>  
<https://courses.lumenlearning.com/wmopen-microeconomics/>
- <https://ocw.mit.edu/courses/economics/14-01sc-principles-of-microeconomics-fall-2011/>

**Pedagogy:**

The subject is based on the classroom teaching and assignments. Active participation by the students is important as they are going to involve in practical learning as case study, team projects, research study, presentations and quiz are main pedagogy instruments.

Ordinal Approach will be covered by survey method and by Questionnaire Method.

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## 4. Business Mathematics

### Modules at a Glance

Sr. No.	Modules	Lectures	Credit
1	Elementary Financial Mathematics	10	2
2	Matrices and Determinants	10	
3	Numerical Analysis [Interpolation]	10	
Total		30	

### **Objective:**

1. To understand the critical reasoning through which learners can acquire specific measurable knowledge and skill.
2. To understand the concept of annuity for calculating EMI of loan using reducing balance method and flat interest method.
3. To understand how to fit a polynomial to given set of numerical data, how to estimate approximate intermediate value of dependent variable using Interpolation techniques.

### **Learning Outcomes:**

*After completion of this course learner will be able:*

1. Learner can manage portfolio at initial level in future.
2. Learner can pursue stock market related courses.
3. Learner can use Mathematical ideas to real world problems.

**Total no. of Credits: 02**

	<b>Modules/Units</b>	<b>Lectures (30)</b>
<b>UNIT-I</b>	<b>Elementary Financial Mathematics</b> <ul style="list-style-type: none"> <li>• <b>Simple and Compound Interest:</b> Interest compounded once a year, more than once a year, continuous, nominal and effective rate of interest</li> <li>• <b>Annuity:</b> Present and future value-sinking funds</li> <li>• <b>Shares:</b> Concept of shares, face value, market value, dividend, equity shares, preferential shares, bonus shares, simple examples.</li> </ul>	<b>10</b>
<b>UNIT-II</b>	<b>Matrices and Determinants</b> <ul style="list-style-type: none"> <li>• <b>Matrices:</b> Some important definitions and some important results. Matrix operation (Addition, scalar multiplication, matrix multiplication, transpose of a matrix)</li> <li>• <b>Determinants of a matrix of order two or three:</b> Properties and results of Determinants</li> <li>• Solving a system of linear equations using Cramer's rule</li> </ul>	<b>10</b>

<b>UNIT-III</b>	<b>Numerical Analysis [Interpolation]</b> <ul style="list-style-type: none"> <li>• <b>Introduction and concept:</b> Finite differences – forward difference operator – Newton’s forward difference formula with simple examples</li> <li>• Backward Difference Operator. Newton’s backward interpolation formula with simple examples</li> </ul>	<b>10</b>

**Learner space:** Actuarial science is a discipline that assesses financial risk in the insurance and financial fields, using mathematical and statistical methods. Students can expose to this field, initially by collecting all prerequisites.

**Recommended References Books:**

- Mathematics for Economics and Finance, Martin Anthony, Norman Biggs, Cambridge lowprice editions, 2000.
- Business Mathematics, D.C. Sancheti, V.K. Kapoor, Sultan Chand & Sons Publications, 2006.
- Business Mathematics, J.K. Singh, 2009, Himalaya Publishing House.
- Mathematics for Business and Economics, J.D. Gupta, P.K. Gupta, Man Mohan, Tata McGrawHill Publishing Company Ltd.

**Recommended ICT Backup:-**

- <https://www.investopedia.co>
- <https://www.khanacademy.org>
- <https://www.mathstips.com>

**Universities which were referred to modify syllabi in fresh autonomy.**

- Mumbai University
- Pune University

**Pedagogy:** This course is designed for FYBMS in semester II

Numbers are the most versatile entities often used in many ways to explain the world around us. Traditional knowledge in textbooks (concepts vs. procedure) can be overcome by justifying real-life problems.

Simple Interest, Compound Interest and Annuity are a need of competitive world. It is suggested to approach it through constructing the formulae and then solving the problems, using appropriate formula. Learners can be given a small project to calculate EMI on their parent’s loan. Field visits can be arranged for learners; it may be bank or any financial institute to give them realistic experience.

Shares, this unit is introduced for learner to understand the stock market, it is needed to explain basic terms and types of shares. This can be done through ppt. Problems to calculate dividend, rate of returns from the share required for understanding purpose. A speaker can be invited to give true insight to the topic as well as it is suggested to take learners for field visit to BSE for getting realistic experience.

Matrices and Determinants are abstracts concepts which can be made concrete by definitions, types of matrices through examples and algebra of matrices. Applications of matrices play vital roles in solving simultaneous equations. So it is needed to explain learners to translate economic

problem into mathematical model of simultaneous equations then how to solve it using concepts of matrices.

Numerical Analysis, interpolation is a type of estimation, a method of constructing new data points within the range of discrete sets of known data points. It is needed to estimate the value of that function for an intermediate value of independent variable. It needs construction of difference tables. It is recommended to approach this concept through the art of reading the lines between the difference tables. Newton's interpolation formulae are used to estimate population of town in decennial census for any required year between the ranges of data, for estimating total revenue for the given demand, estimating premium at the given age, etc. It is suggested to take realistic problems for estimating value of dependent variable.

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## 5. Office Automation

*Learning outcomes:*

*Students will be able to*

- Indicate the names and functions of the Word interface components.
- Create, edit, save, and print documents to include documents with lists and tables.
- Format text and to use styles.
- Add a header and footer to a document.
- Add a footnote to a document.
- Add a graphic to a document.
- Work with Cells and Worksheets.
- Calculate Your Data.
- Format your Workbook.
- Add Charts and Graphics.
- Collaborate with Others.
- Analyze your Data.
- Create, edit, save, and print presentations.
- Format presentations.
- Add a graphic to a presentation.
- Create and manipulate simple slide shows with outlines and notes.

### Modules at a Glance

Unit	Details	No. of Lectures
I	<b>Word Processing; MS Word:</b> Features, Creating, Saving and Opening Documents in Word, Interface, Toolbars, Ruler, Menus, Keyboard 100 Shortcut, Editing, Previewing, Printing, & Formatting a Document, Advanced Features of MS Word, Find & Replace, Using	(10)

	Thesaurus, Using Auto- Multiple Functions, Mail Merge, Handling Graphics, Tables & Charts, Converting a word document into various formats like- Text, Rich Text format, Word perfect, HTML,PDF etc..	
<b>II</b>	<p><b>Worksheet- MS-Excel:</b> Worksheet basics, creating worksheet, entering into worksheet, heading information, data, text, dates, alphanumeric values, saving &amp; quitting worksheet,</p> <p><b>Using Basic Functions: sum,avg,count,max,min</b></p> <p><b>Mathematical Function:</b> Sumif,sumifs,if,nested if,AND,OR,NOT</p> <p><b>Text Function:</b> Upper,lower,left,mid,right,trim,concat Sorting data Graph,charts</p>	<b>(10)</b>
<b>III</b>	<p><b>MS Power Point:</b> Creating slide show with animations. Autocentnt Wizard,creating a lank presentation, autolayout, Power point screen:screen layout and Views, insert a new slide,applying design template, changing slide layout,reordering and hiding slides, slide show and editing custom slide. Resizing a text box ,Text box properties,Delete a text bo,Bulleed lists,Numbered lists,Adding notes,Video and Audio, Adding text Editing options,Formatting text,Replace fonts,Line spacing ,Change case Spelling check, Color schemes , Adding clip art,Adding an image from a file Editing graphic,AutoShapes,WordArt,Backgrounds, Action buttons Slide animation Animation preview Slide transitions Slide show options Slide master Header and footer Slide numbers Date and time</p>	<b>(10)</b>

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## **6. Business Communication – II**

### **Modules at a Glance**

Sr. No.	Modules	Lectures	Credit Points
1	<b>Presentations</b>	10	02
2	<b>Group Communication</b>	10	
3	<b>Public Relation Communication</b>	10	
		30	

**Objective:** To make the learners aware about the contemporary tools and skills of communication

**Learning Outcomes:**

- Learners will be able to learn presentations tools as the present demand of global market
- Learners will be able to enables collaboration among team members, allowing them to share ideas, knowledge, and perspectives

**Credit Points: 2**

UNITS	MODULE DETAILS	LECTURES
I	<b>Presentations:</b> Principles of Effective Presentation: Meaning, Importance, Steps For effective presentation, how to make a Power-Point Presentation Presentation Process: Brain storming, mind map, concept map, chunking etc., executing, impressing: use of templates, visual communication, effective use of graphics.	10
II	<b>1. Interviews:</b> Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit <b>2. Meetings:</b> 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 <b>3. Conference:</b> Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing	10
III	<b>Public Relations:</b> Meaning, Functions of PR Department, External and Internal Measures of PR providing real-world examples and practical advice.	10

**Learners Space:** Assignments and Live practice aids on presentations and group discussions will lead the learners to learn visualize tools of PowerPoint and ideas effectively with different communication.

**Recommended Reference Books:**

- "Small Group Communication: Theory and Practice" by Randy Y. Hirokawa and David W. Johnson
- "Working in Groups: Communication Principles and Strategies" by Isa N. Engleberg and Dianna R. Wynn
- "Effective Public Relations" by Scott M. Cutlip, Allen H. Center, and Glen M. Broom

**Recommended ICT Backup:**

[https://dopttrg.nic.in/otrainingStatic/UNDPProject/undp\\_modules/PublicRelationsNDLM.pdf](https://dopttrg.nic.in/otrainingStatic/UNDPProject/undp_modules/PublicRelationsNDLM.pdf)

<http://osou.ac.in/eresources/osou-djmc-public-relation-english.pdf>

[https://www.researchgate.net/publication/314759571\\_Public\\_Relations](https://www.researchgate.net/publication/314759571_Public_Relations)

**Syllabi Referred from:**

- St. Xavier's College (Autonomous)
- K. C. College
- University of Mumbai

**Innovative Pedagogy:**

The students may be called for to create presentations in which they will learn regarding the latest technical features of Powerpoint in addition the methods to give presentations. Moreover, Pupils will be taught skills to prepare for an interview, arrange and attend meeting, conferences in the organisation through hands-on training with faculty members via Mock interview conduction in the classroom, and classmates transforming into Team members for discussion.

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## **7. Business Correspondence and Report Writing**

### **Module at a Glance**

Sr. No.	Modules	Lectures	Credit Points
1	<b>Business Correspondence: Trade Letters</b>	10	02
2	<b>Report Writing Skills</b>	10	
3	<b>Summarization</b>	10	
		30	

**Objective:** to make the learners build and maintain positive relationships with customers, clients, partners, or stakeholders through business correspondence letters

### **Learning Outcomes:**

- Learners will gain an understanding of the purpose of trade letters in business transactions
- Learners will develop problem-solving and conflict resolution skills
- Learners will also gain an understanding of cross-cultural communication

### **Credit Points: 2**

UNITS	MODULE DETAILS	LECTURES
<b>I</b>	<b>Trade Letters:</b> Order, Credit and Status Enquiry, Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act.	<b>12</b>
<b>II</b>	<b>Reports:</b> Parts, Types, Feasibility Reports, Investigative Reports	<b>10</b>
<b>III</b>	<b>Summarisation:</b> Purpose and Context, Identification of main and supporting/sub points Presenting these in a cohesive manner, Structure, Tone and Style, Conclusion or Recommendations.	<b>08</b>

**Learners Space:** Writing and Assignments work will provide hands on learning/ training skill practice that will help them to develop accurate, comprehensive and error free business correspondence expertise.

### **Recommended Reference Books:**

- "Business Correspondence and Report Writing" by R.C. Sharma and Krishna Mohan

- "The Gregg Reference Manual: A Manual of Style, Grammar, Usage, and Formatting" by William A. Sabin

**Recommended ICT Backup:**

- [https://www.ebookbou.edu.bd/Books/Text/SOB/pgdm/pgdm\\_2305/Unit-02.pdf](https://www.ebookbou.edu.bd/Books/Text/SOB/pgdm/pgdm_2305/Unit-02.pdf)
- [http://vikramuniv.ac.in/files/wp-content/uploads/B.com\\_h\\_Bus.letters\\_reports\\_Dr.Neha\\_Mathur-1.pdf](http://vikramuniv.ac.in/files/wp-content/uploads/B.com_h_Bus.letters_reports_Dr.Neha_Mathur-1.pdf)
- <http://www.gasckl.ac.in/notes/BBA/II%20Yr%20BBA%20UNIT%20II%20Cmmunications.pdf>

**Syllabi Referred from:**

- St. Xavier's College (Autonomous)
- K. C. College
- University of Mumbai

**Innovative Pedagogy:**

Through the Drafting of various letters activity, the learner will become acquainted with the organization's external correspondence. Furthermore, they will be exercised through assignment the company's requirement of the hour work, which is report writing, which will enable them to develop their ability to write.

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## 8. Industrial Law

**Modules at a Glance**

Sr. No.	Modules	No. of Lectures	Credits
1	<b>Laws Related to Industrial Relations and Industrial Disputes</b>	10	2
2	<b>Laws Related to Health, Safety and Welfare</b>	10	
3	<b>Laws Related To Compensation Management</b>	10	

**Objectives :**

To make them understand about the legal aspects in industrial sector.

**Learning outcomes :**

- 1) Realise the importance of workers health, safety & welfare.
- 2) Understand the importance of monetary and non-monetary benefits.

<b>FY BMS – SEMISTER – II</b>		
<b>Industrial Law</b>		
<b>Chapter</b>	<b>Content</b>	<b>Lectures (30)</b>
<b>1</b>	<b>Laws Related to Industrial Relations and Industrial Disputes</b>	<b>10</b>
	• Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts	
<b>2</b>	<b>Laws Related to Health, Safety and Welfare</b>	<b>10</b>
	• The Factory Act 1948: (Provisions related to Health, Safety and Welfare) • The Workmen’s Compensation Act, 1923 Provisions	
<b>3</b>	<b>Laws Related To Compensation Management</b>	<b>10</b>
	• The payment of Wages Act 1948: Objectives, Authorized Deductions • Payment of Bonus Act, 1965 • The Payment Of Gratuity Act, 1972	

**Justification:**

- a) Not make any changes in ‘Industrial law’ syllabus. All acts relates with industrial law are inter-connected. Not possible to omit any topic from existing syllabus.
- b) More importance gives to project work, assignment work and Power Point Presentation, to get students involvement.

**Recommended Reference Books:**

- Labour and Industrial law – A comprehensive Encyclopaedia
- Bare Act: With Short Comments –Professional Book Publishers
  1. Industrial Disputes Act, 1947
  2. The Factory Act 1948
  3. Employee State Insurance Act 1948

**Recommended ICT Backup:**

- Industrial Dispute Act  
<https://www.youtube.com/watch?v=dPupXa-PXHA>
- Factory Act  
<https://youtu.be/g4PiUCSMhME>

**Pedagogy:**

The subject is based on the classroom teaching and assignments. Active participation by the student is important as they are going to involve in practical learning as case study, internship project, team projects and role play and quiz are main pedagogy instruments.

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## **9. Foundation Course –I**

### **Modules at a glance**

<b>Sr.No</b>	<b>Modules</b>	<b>Lectures</b>	<b>Credit</b>
1	Globalisation and Indian Society	10	02
2	Human Rights	10	
3	Understanding Stress, Stress management and	10	
		30	

### **Objectives:**

- To make students aware about the basic knowledge relating to Human rights, and several problems associated with Indian society.
- To make students more known regarding stress and conflicts.

### **Learning Outcomes:**

- Efficient stress management skills and how to handle stress
- Human rights and hoe a person can use its human rights.
- Effects of globalisation and its importance in industry and changes in Society.

### **Total no of Credits: 2**

	<b>Modules/Units</b>	<b>Lectures</b>
<b>UNIT-1</b>	<b>Globalisation and Indian Society:</b> Understanding the concepts of liberalization, privatization and obalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due lo globalization; rise in corporate farming and increase in farmers' suicides.	10
<b>UNIT-2</b>	<b>Human Rights</b> Concept of Human Rights; origin and evolution of the concept;The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution	10

<b>UNIT- 3</b>	<p><b>Understanding Stress, Stress management and Conflictt in Contemporary Society:</b></p> <p>Causes of stress and conflict in individuals and society;</p> <p>Agents of socialization, Types of conflicts and use of coping mechanisms for managing individual 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.</p>	10
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**Job oriented skill development topics:**

- Handling work pressure.
- Rights which can be used by employee at workplace according to human rights
- Understanding about global changes in the industries n impact on society as awhile

**Recommended Reference Books:**

- How to Have a Beautiful Mind- Edward De Bono. (Ebury Press).
- F.C. II–Mascarenhas&Mody (Marvel Publication).
- F.C. II–MichealVaz, Meeta Seta &Madhu Nair ( MananPrakashan).
- Foundation Course in Contemporary Issues- II, P.G. Shinde, Sheth Publication.
- Foundation Course-II in Contempromy Issues, Pragati Publications.
- Deshpande, Satish 2003. Contemporary India- A Sociological View.

**Recommended ICT Backup:**

- <https://youtu.be/nDgIVseTkuE>
- <https://youtu.be/HAUAd-gUDIU>
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**Pedagogy:**

The subject is based on the classroom teaching and assignments. active participation of the students is important as they are going to be involved in the practical learning .Use of technology, Chalk and Talk method, Role Play, Group discussions, Play learn method, case study analysis, Quiz, management games would be conducted in the class to make learning an enjoyable experience.

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# Evaluation Scheme:

## 1. Subjects of 100 Marks:

- a. Internal Examination : 40 Marks
- b. External Examination : 60 Marks

## 2. Subjects of 50 Marks:

- a. Internal Examination : 20 Marks
- b. External Examination : 30 Marks

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## Subjects of 100 Marks

- Internal Exam pattern : 40 Marks

SN	Particulars	Marks	Weightage
1	Internal written paper Objectives ; ½ mark each (5 marks ) One sentence answers ; 1 mark each (5 marks ) Short answers / Short notes ; 5 marks each (10 marks)	20	50%
2	Assignments/ Quiz/ Mini Research Project	10	25%
3	Presentations / Viva	05	12.5%
4	Attendance, Class participation	05	12.5%

### Passing Standard :

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination.

The learners shall obtain minimum of 40% marks (i.e. 16 out of 40) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and minimum of Grade E to pass a particular semester.

A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together.

• **External Exam pattern : 60 Marks – For Theory Subjects:**

**Total 60 Marks**

**Duration: 2 Hours**

Question No.	Particulars	Marks
1 (From Unit I)	Select any Two of the following:	12
	a) Descriptive Question (6M)	
	b) Descriptive Question (6M)	
	c) Explain the Terms in 6-8 line (2M each) i) ii) iii)	
2 (From Unit II)	Select any Two of the following:	12
	a) Descriptive Question (6M)	
	b) Descriptive Question (6M)	
	c) Explain the Terms in 6-8 line (2M each) i) ii) iii)	
3 (From Unit III)	Select any Two of the following:	12
	a) Descriptive Question (6M)	
	b) Descriptive Question (6M)	
	c) Explain the Terms in 6-8 line (2M each) i) ii) iii)	
4 (From Unit IV)	Select any Two of the following:	12
	a) Descriptive Question (6M)	
	b) Descriptive Question (6M)	
	c) Explain the Terms in 6-8 line (2M each) i) ii) iii)	
5 (From All Unit)	a) Objective Question (6M) (FIB / MTF / MCQ / TorF)	12
	b) Case Study (6M)	

- **External Exam pattern : 60 Marks – For Practical Subjects:**

**Total 60 Marks**

**Duration: 2 Hours**

Question No.	Particulars	Marks
1 (From Unit I)	Select any Two of the following:	12
	a) Descriptive or Practical Question (6M)	
	b) Descriptive or Practical Question (6M)	
	or	
	c) Descriptive or Practical Question (12M)	
2 (From Unit II)	Select any Two of the following:	12
	a) Descriptive or Practical Question (6M)	
	b) Descriptive or Practical Question (6M)	
	or	
	c) Descriptive or Practical Question (12M)	
3 (From Unit III)	Select any Two of the following:	12
	a) Descriptive or Practical Question (6M)	
	b) Descriptive or Practical Question (6M)	
	or	
	c) Descriptive or Practical Question (12M)	
4 (From Unit IV)	Select any Two of the following:	12
	a) Descriptive or Practical Question (6M)	
	b) Descriptive or Practical Question (6M)	
	or	
	c) Descriptive or Practical Question (12M)	
5 (From All Unit)	a) Objective Question (6M)	12
	(FIB / MTF / MCQ / TorF)	
	b) Case Study (6M)	