

University of Mumbai



Vidya Prasarak Mandal's

**K.G. Joshi College of Arts & N.G. Bedekar College of
Commerce, Thane
(Autonomous)**

(Affiliated to University of Mumbai)

Program: B. M. S. (JBCUCBMS)

Syllabus for F.Y.BMS (Programme at Semester I)

Year of Establishment: 1999-2000

Year of Upgrading: 2021-2022

Preamble

The objective of any programme at Higher Education Institute is to prepare their students for the society at large. The University of Mumbai envisions all its programmes in the best interest of their students and in this endeavour it offers a new vision to all its UnderGraduate courses. It imbibes a Learning Outcome-based Curriculum Framework (LOCF) for all its Under Graduate programmes. The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the undergraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The LOCF approach has been adopted to strengthen students' experiences as they engage themselves in the programme of their choice. The Under-Graduate Programmes will prepare the students for both, academia and employability. Each programme vividly elaborates its nature and promises the outcomes that are to be accomplished by studying the courses. The programmes also state the attributes that it offers to inculcate at the graduation level. The graduate attributes encompass values related to well-being, emotional stability, critical thinking, social justice and also skills for employability. In short, each programme prepares students for sustainability and life-long learning. The new curriculum of Bachelor of Management Studies offer students' core papers that help build their foundation in the area of management. The choice of generic electives and skill enhancement courses enable students to pursue an area of their interest in the field of management. The contents of each course have been carefully designed to prepare students with knowledge and skill sets that will not only make them industry ready but also foster entrepreneurial and innovative thinking. The University of Delhi hopes the LOCF approach of the programme Bachelor of Management Studies will help students in making an informed decision regarding the goals that they wish to pursue in further education and life, at large.



**(Credit Based Semester and Grading System with effect from
the academic year 2021–2022)**

PROGRAMME - OUTCOMES

PO	PO Description
PO1	Knowledge of Business, Management functions and its effective application: Ability to gain and apply knowledge of management principles, concepts and theories.
PO2	Critical Thinking, problem solving and decision making: Ability to analyse Problem and provide effective and meaningful solutions. To increase awareness of the factors influencing decisions & the risks involved.
PO3	Innovation, conceptualisation and creative thinking. To encourage enterprise culture through innovative & creative thinking & develop attitude to provide solutions to the problems in the business world as well as address the needs of the society.
PO4	Team work and Intercultural Competence: An ability to apply managerial skills by working effectively as an individual, as a member of a team or as a leader on multidisciplinary management projects.
PO5	Communication, Interpersonal skills & Social Skills: To develop effective interpersonal skills & display efficient verbal, non-verbal and written communication

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Programme Specific Outcome

- Programme outcomes are a set of competencies which students acquire at the end of graduation. On successful completion, they shall
- Acquire knowledge about management practices which facilitate them to become effective professionals.
- Be capable to pursue higher studies in diverse fields of management such as media studies, business administration, human resource management and financial management.
- Be adequately trained to be entrepreneurs and communicate effectively.
- Develop a positive attitude towards lifelong learning and research.
- Acquire the required skills to develop business models and be responsible global citizens with crosscultural competent behaviour and ethical values.

DISTRIBUTION OF SUBJECT AND CREDITS

Course	Course name	Semester	Course Nomenclature	Course Code	Credits
FYBMS	FYBMS Common Subject	I	1. Foundation of Human Skills	JBCUCBMS101	3
			2 Business Economics-I	JBCUCBMS102	3
			3 Business Communication - I	JBCUCBMS103	3
			4 Foundation Course – I	JBCUCBMS104	2
			5 Introduction to Financial Accounts	JBCUCBMS105	3
			6 Business Law	JBCUCBMS106	3
			7 Business Statistics	JBCUCBMS107	3

DISTRIBUTION OF SUBJECT AND CREDITS

Course	Course name	Semester	Course Nomenclature	Course Code	Credits
FYBMS	FYBMS Common Subject	II	1 Principles of Marketing	JBCUCBMS201	3
			2 Industrial Law	JBCUCBMS202	3
			3 Business Mathematics	JBCUCBMS203	3
			4 Business Communication -II	JBCUCBMS204	3
			5 Business Environment	JBCUCBMS205	3
			6 Principles of Management	JBCUCBMS206	3
			7 Foundation Course - Value Education and Soft Skill – II	JBCUCBMS207	2

Semester I

Course Nomenclature: Foundation of Human Skills

Course Code: JBCUCBMS101

Course Outcomes

1	To enable learners to understand self in organizational context and to understand coworkers' behavior
2	To acquaint the learners with the with the basic ideas, theories, concepts related to Group Behaviour of Individuals
3	To familiarize the learners with the concept of Organizational Culture and elements forming it to make them understand the motivation at work place
4	To familiarize the learners with concept of organizational behaviour and its impact on individual's performance.
5	To make learners understand the stages of evolution of Organizational behaviour and significance of various organization structures.

The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

FYBMS

SEMESTER I

TITLE: FOUNDATION OF HUMAN SKILLS

Module I - Understanding of Human Nature

- **Individual Behaviour:** Concept of a man, individual differences, factors affecting individual differences, Influence of environment

- **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, Readingemotions

- **Thinking, learning and perceptions:** Thinking skills, thinking styles and thinking hat, Managerial skills and development, Learning characteristics, theories of learning (classical conditioning, operant conditioning and social learning approaches), Intelligence, type (IQ, EQ, SQ, at work place), Perception features and factor influencing individual perception, Effects of perceptualerrorinmanagerialdecisionmakingatworkplace.(Errorssuchas Halo effect, stereotyping, prejudice attribution).

Module II - Introduction to Group Behaviour

- **Introduction to GroupBehaviour**
 - **Group Dynamics:** Nature, types, group behaviour model (roles, norms, status, process, structures)
 - **Team effectiveness:** nature, types of teams, ways of forming an effective team.
 - Setting goals.

- **Organizational Processes and System.**
 - **Power and politics:** nature, bases of power, politics nature, types, causes of organizational politics, political games.
 - **Organizational Conflicts and Resolution:** Conflict features, types, causes leading to organizational conflicts, levels of conflicts, ways to resolve conflicts through five conflicts resolution strategies with outcomes.

Module III - Organizational Culture and Motivation at workplace

- **Organizational Culture:**
 - Characteristics of organizational culture.
 - Types, functions and barriers of organizational culture
 - Ways of creating and maintaining effective organization culture
- **Motivation at workplace:** Concept of motivation Theories of motivation in an organisational setup.
 - A. Maslow Need Heirachy
 - F. Hertzberg Dual Factor
 - Mc. Gregor theory X and theoryY.

Ways of motivating through carrot (positive reinforcement) and stick (negative reinforcement) at workplace.

Module IV - Organizational Behaviour

- **Introduction to Organizational Behaviour**
 - Concept, Nature, Foundation, Discipline and Scope of Organizational Behaviour.
- **Evolution of Organizational Behaviour**
 - Evolution-Stages, Human Relations Approach- Hawthorne Experiments, Models of Organization Behaviour
- **Organization Design**
 - Key Factors, Steps in organization Structure, Organizations for Future - Types

REFERENCES

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

Semester I

Course Nomenclature: Business Economics - I

Course Code: JBCUCBMS102

Course Outcomes

1	Students get the knowledge about Economics at Micro level
2	Students will learn the Relationship between various policies of business .
3	Students get to know the aspects of economics in day to day life.
4	The objective of this course is to acquaint the students with the business economic principles and theories as are applicable in today's business
5	One can also develop the skills to examine economic issues from all angles and to come up with appropriate solutions

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SEMESTER I

TITLE: BUSINESS ECONOMICS – I

Course Code: JBCUCBMS102

1 Unit-1 Introduction of Business Economics and Demand Analysis

(10)

Scope and Importance of Business Economics – Definition, Characteristics and Significance of Business Economics, basic tools, Basic economic relations, Functional relations - Objectives of a Firm: Profit, Sales and Growth Maximization-Types of Profit. Meaning & Nature of Demand, Law of Demand, Elasticity of Demand, Types of Elasticity of demand., Importance of Elasticity of Demand, Methods of Measurement of Elasticity of Demand- Income method, Cross method, Promotional method.

Demand Estimation and forecasting: Meaning, Importance, Need and significance – methods of demand estimation: survey and statistical methods. Demand Forecasting methods for consumer goods (Customer Survey, Barometric Method)

2 Supply and Production Decisions and Cost of Production

(10)

Supply & Law of supply,

Production function: short run analysis with Law of Variable Proportions - isoquants, ridge lines and Long run production function and Laws of Returns to Scale – expansion path – Economies and diseconomies of Scale.

Cost Concepts Real cost and Money Cost, Economic and Accounting Cost, Social and Private cost, Fixed and variable cost, Opportunity Cost, Total and Marginal Cost, Implicit and Explicit cost

3 UNIT-III Market structure and Revenue Analysis: Perfect competition, Monopoly, Monopolistic Competition and Oligopoly

(15)

Concepts of Revenue Total Revenue, Average Revenue, Marginal Revenue

Perfect Competition: Concept, Features, Short run and Long run equilibrium of a firm under Perfect competition.

Monopoly: Concept, Features, Difference between Perfect competition and Monopoly, Types of Monopoly, Short run and Long run equilibrium of a firm under Monopoly

Monopolistic competition: Concept, Features, Difference between Perfect Competition and Monopolistic Competition Equilibrium of a firm under Monopolistic competition, Role of Advertising

(Topics to be taught by using real life examples and case studies) Nature of demand curve under different markets. Relationship between AR and MR under Perfect Competition Market.

Oligopoly: Concept, features, Difference between Monopoly and Oligopoly, Price Rigidity. Price Leadership, Barometric price leadership.
(with practical examples)

4 Pricing Practices

(15)

Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, Difference between multiple product pricing and transfer pricing, Dumping (case studies on how pricing methods are used in today's business world)

5 V Welfare Economics

(10)

Meaning, definition & Scope of Welfare economics, Basic Principles of Welfare Economics
Concept of Social goods (Public goods) & Private goods

REFERENCES

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

Semester I

Course Nomenclature: Business Communication - I

Course Code: JBCUCBMS103

Course Outcomes

1	Students learn the basics of development of communication skills in the business world.
2	Students grasp the essentials of using modern technology effortlessly to enhance verbal communication.
3	Students are introduced to technically sound methods of written correspondence.

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SEMESTER I

TITLE: BUSINESS COMMUNICATION - I

Theory of Communication

(15)

Concept of Communication:

Meaning, Definition, Process, Need, Feedback, Emergence of Communication as a key concept in the Corporate and Global world, Impact of technological advancements on Communication

Channels and Objectives of Communication: Channels-

Formal and Informal - Vertical, Horizontal, Diagonal, Grapevine

Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)

Methods and Modes of Communication:

Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette

Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given)

Facsimile Communication [Fax]

Computers and E- communication Video and Satellite Conferencing

2. Obstacles to Communication in Business World

(15)

Problems in Communication /Barriers to Communication:

Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers

Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4

Introduction to Business Ethics:

Concept and Interpretation, Importance of Business Ethics, 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

3. Business Correspondence

(15)

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)]

4. Language and Writing Skills

(15)

Activities

Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling.

Tutorial Activities: Speaking skills, Writing skills, Soft skills, Emotional Intelligence / EQ, Conflict Management & Time Management

REFERENCES

- Agarwal, AnjuD(1989) A Practical Handbook for Consumers, IBH.
- Alien, R.K.(1970) Organisational Management through Communication.
- Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
- Aswalthapa, K (1991)Organisational Behaviour, Himalayan Publication, Mumbai.
- Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
- Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing.
- Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi

Semester I
Course Nomenclature: Foundation Course - I

Course Code: JBCUCBMS104

Course Outcomes

1	To acquaint students with diverse nature of Indian society
2	To provide broad outline of Indian Constitution, its preamble, features, etc.
3	To make students aware both about fundamental rights and duties
4	To make the students understand natural and man-made disparities

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SEMESTER I

TITLE: FOUNDATION COURSE - I

Foundation Course-I

Semester1

Unit I: Diverse nature of Indian Society	09
1. Multi-cultural diversity with special reference to religion and caste	
2. Linguistic diversity	
3. Regional Variations based on rural, urban and tribal characteristics	
Unit II: Disparities in Indian Society	09
1. Communal Conflicts	
2. Caste Conflicts	
3. Linguistic and regional conflicts	
Unit III: Contemporary Indian Society- Issues and Challenges	09
1. Concept of Gender	
2. Multiplicity of Gender Identities	
3. Changing nature of the institution of family	
Unit IV: Introduction to the Constitution	09
1. Philosophy of the Constitution(with reference to the Preamble)	
2. Basic Structure and Features of the Constitution	
3. Fundamental Duties of the Indian Citizen	
Unit V: Nature of Political Parties in India	09
1. Classification of political parties	

2. Salient features of party system in India
3. Problems faced by political parties

REFERENCES

- Social and Economic Problems in India, Naseem Azad, R Gupta Pub (2011)
- Indian Society and Culture, Vinita Padey, Rawat Pub (2016)
- Social Problems in India, Ram Ahuja, Rawat Pub (2014)
- Faces of Feminine in Ancient ,medival and Modern India, Mandakranta Bose Oxford University Press
- National Humana rights commission- disability Manual
- Rural, Urban Migration : Trends, challenges & Strategies, S Rajagopalan, ICFAI- 2012

Modality of Assessment for Foundation Course Only

A. Internal Assessment : 40% - 40 Marks

Serial No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment/Project	15
3	Class Participation	05
	Total:	40

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

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Time: 2 hours

- NB.
1. All questions are compulsory.
 2. Each question has internal options.
 3. Figures to the right indicate marks.

1. Full length question (from Unit I) 12

OR

1. A. Short question (from Unit I) 6
B. Short question (from Unit I) 6

2. Full length question (from Unit II) 12

OR

2. A. Short question (from Unit II) 6

B. Short question (from Unit II)

6

3. Full length question (from Unit III)

12

OR

3. A. Short question (from Unit III)

6

B. Short question (from Unit III)

6

4. Full length question (from Unit IV)

12

OR

4. A. Short question (from Unit IV)

6

B. Short question (from Unit IV)

6

5. Full length question (from Unit IV)

12

OR

5. A. Short question (from Unit IV)

6

B. Short question (from Unit IV)

6

Semester I

Course Nomenclature: Introduction to Financial Accounts

Course Code: JBCUCBMS105

Course Outcomes

1	This subject is intended to introduce the basic theory, concepts and practice of financial accounting.
2	It includes the preparation of accounting statements, but their uses and limitations will also be emphasised.
3	To enable students to understand information contained in the published financial statements of companies and other organisations.



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SEMESTER I

TITLE: INTRODUCTION TO FINANCIAL ACCOUNTS

1. Introduction (15)

- Meaning and Scope of Accounting: Need and development, definition: Book-Keeping and accounting, Persons interested in accounting, Branches of accounting, Objectives of accounting
- Accounting principles: Introductions to Concepts and conventions.
- Introduction to Accounting Standards: Meaning and Scope)
 - AS 1 : Disclosure to Accounting Policies
 - AS 6: Depreciation Accounting.
 - AS 9: Revenue Recognition.
 - AS 10: Accounting For Fixed Assets.
- International Financial Reporting Standards (IFRS): Introduction to IFRS
 - IAS-1: Presentation of Financial Statements (Introductory Knowledge)
 - IAS-2: Inventories (Introductory Knowledge)
- Accounting in Computerized Environment: Introduction, Features and application in various areas of Accounting

2. Accounting Transactions (15)

- Accounting transactions: Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal & ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book –Triple Column), Bank Reconciliation Statement.
- Expenditure: Classification of Expenditure- Capital, revenue and Deferred Revenue expenditure Unusual expenses: Effects of error: Criteria test.
- Receipts: Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts.
- Profit or Loss: Revenue profit or loss, capital profit or loss

3. Trial Balance & Final Account (15)

- Preparation of Trial Balance: Introduction and Preparation of Trial Balance
- Preparation and presentation of Final Accounts in horizontal format

4. Final Accounts (15)

- Introduction to Schedule 6 of Companies Act ,1956

REFERENCES

- Financial Accounts (a managerial emphasis): By Ashok Banerjee – Excel books
- Fundamental of Accounting and Financial Analysis : By Anil Choudhary (Pearson education)
- Indian Accounting Standards and IFRS for non-financial executives : By T.P. Ghosh– Taxman
- Financial Accounting for Business Managers: By Ashish K. Bhattacharya.
- Introduction to Accountancy by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advanced Accountancy by R.L Gupta and M. Radhaswamy, S. Chand and Company (P) Ltd., New Delhi
- Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumba



Semester I

Course Nomenclature: Business Law

Course Code: JBCUCBMS106

Course Outcomes

1	Business Law subject will help to demonstrate BMS students an informed understanding of the law and social responsibility relevant to managing an organization domestically and internationally.
2	Business Law helps BMS students to explain the corporate governance system, including the law related to agency.
3	BMS students will be able to explain how those in control of the organization's assets, operations and management take into consideration the company's local and global impacts on society in their decision making.

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SEMESTER I

TITLE: BUSINESS LAW

1. Contract Act, 1872 & Sale of Goods Act, 1930 (15)

- Contract Act, 1872: Essential elements of Contract; Agreement and Contract – Capacity to Contract, free consent, consideration, lawful objects/ consideration, Breach of contract. Remedies for breach of Contract.
- Sale of Goods Act, 1930: Scope of Act, Sale and Agreement to sell, essential of a valid Sale Contract – Conditions and warranties – Implied Condition and warranties, Rights of an unpaid seller.

2. Negotiable Instrument Act, 1911 & Consumer Protection Act, 1986 . (15)

- Negotiable Instrument Act, 1911: Introduction of Negotiable Instruments – Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonour of Cheque.
- Consumer Protection Act, 1986:
 - (a) Salient Features of Act
 - (b) Definition – Appropriate Laboratory, Complainant, Complaint, Consumer, Consumer Dispute, Consumer Rights, Defect, Deficiency, Goods, Manufacturer, Person, Restrictive Trade Practice, Service, Unfair Trade Practice
 - (c) Consumer Protection Councils
 - (d) Central Consumer Protection Authority
 - (e) Consumer Redressal Commission

3. Company Law (15)

- Company Law: What is company? – Incorporation of company – MOA, AOA, Prospectus, Meetings, Meaning of transfer and transmission of shares.

4. Intellectual Property Rights(IPR) (15)

- Trademarks, definition, types of trademarks, infringement and passing off.
- Copy right definition and subject in which copy right exists, Originality, Meaning and Content, Authors and Owners, Rights and Restrictions.
- Geographical indications (only short notes)

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



Semester I

Course Nomenclature: Business Statistics

Course Code: JBCUCBMS107

Course Outcomes

1	Students learn Basics of data science and data analysis like Averages and forecasting techniques.
2	The subject helps the students to understand data based results and to develop logical and analytical skills
3	It is also pre-requisite for the 6th sem subject Operations Research and hence students become expert in applied statistical methods.



FYBMS

SEMESTER I

TITLE: BUSINESS STATISTICS

1. Introduction to Statistics (15)

- Introduction: Functions/Scope, Importance, Limitations
- Data: Relevance of Data(Current Scenario), Type of data(Primary & Secondary), Primary(Census vs Samples, Method of Collection (In Brief), Secondary(Merits, Limitations, Sources) (In Brief)
- Presentation Of Data:Classification – Frequency Distribution – Discrete & Continuous, Tabulation, Graph(Frequency, Bar Diagram, Pie Chart, Histogram, Ogives)
- Measures Of Central Tendency:Mean(A.M, Weighted, Combined), Median(Calculation and graphical using Ogives), Mode(Calculation and Graphical using Histogram), Comparative analysis of all measures of Central Tendency

2. Measures of Dispersion, Co-Relation and Linear Regression (15)

- Measures Of Dispersion: Range with C.R(Co-Efficient Of Range), Quartiles & Quartile deviation with CQ (Co-Efficient Of Quartile), Mean Deviation from mean with CMD (Co-Efficient Of Mean Deviation), Standard deviation with CV(Co-Efficient Of Variance), Skewness& Kurtosis (Only concept)
- Co-Relation: Karl Pearson, Rank Co-Relation
- Linear Regression: Least Square Method

3. Time Series and Index Number (15)

- Time Series: Least Square Method, Moving Average Method, Determination of Season
- Index Number: Simple(unweighted) Aggregate Method, Weighted Aggregate Method, Simple Average of Price Relatives, Weighted Average of Price Relatives, Chain Base Index Numbers, Base Shifting, Splicing and Deflating, Cost of Living Index Number

4. Probability and Probability Distributions (15)

Concept of Sample Space, Concept of Event, Definition of Probability, Addition and Multiplication Laws of Probability, Conditional Probability, Bayes' Theorem (Concept only), Expectation and Variance, Concept of Probability Distribution (only Concept)

Concept of Permutations and Combinations. Introduction to probability distributions. Binomial and Normal Distribution (Concept only)

REFERENCES

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



Semester II

Course Nomenclature: Principles of Marketing

Course Code: JBCUCBMS201

Course Outcomes

1	Use an understanding of marketing and the market driven enterprise to differentiate market? driven enterprises from non-market driven enterprises in a market economy as a foundation for future course work and employer selection.
2	Identify some of the basic approaches to formulating a marketing strategy in order to participate effectively when working with marketing policy coordinators.
3	Identify key stages of the market planning process in order to create marketing plans through development of key sections common to most plans, as well as execution of rudimentary primary and secondary research

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SEMESTER II TITLE: Principles of Marketing



1. Introduction to Marketing (15)

- Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function
- Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges.
- Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing.

2. Marketing Environment, Research and Consumer Behaviour (15)

- 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
- MIS: Meaning, features and Importance
- Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour

3. Marketing Mix (15)

- Marketing mix: Meaning –elements of Marketing Mix.
- Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product.
- Branding –Packing and packaging – role and importance
- Pricing – objectives- factors influencing pricing policy and Pricing strategy.
- Physical distribution – meaning – factor affecting channel selection-types of marketing channels
- Promotion – meaning and significance of promotion. Promotion tools (brief)

4. Segmentation, Targeting and Positioning and Trends In Marketing (15)

- New trends in marketing – E-marketing , Internet marketing and marketing using Social network
- Social marketing/ Relationship marketing
- Careers in marketing – meaning, Traditional marketing roles, Digital marketing career options
- Permission Marketing: – meaning, role , benefits

REFERENCES

- Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
- Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
- Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
- McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.
- Pillai R S, Bagavathi, Modern Marketing
- Eric Siebert (**Author**): Careers in Marketing: The Comprehensive Guide to Traditional and Digital Marketing Careers, 31 March 2016
- Seth Godin (**Author**): *Permission Marketing: Turning Strangers into Friends, and Friends into Customers*. 6 May 1999

Semester II

Course Nomenclature: Industrial Law

Course Code: JBCUCBMS202

Course Outcomes

1	Business Law subject will help to demonstrate BMS students an informed understanding of the law and social responsibility relevant to managing an organization domestically and internationally.
2	Business Law helps BMS students to explain the corporate governance system, including the law related to agency.
3	BMS students will be able to explain how those in control of the organization's assets, operations and management take into consideration the company's local and global impacts on society in their decision making.



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SEMESTER II

TITLE: Industrial Law

1 Laws Related to Industrial Relations and Industrial Disputes

(15)

- Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure
- The Trade Union Act, 1926

2. Laws Related to Health, Safety and Welfare

(15)

- The Factory Act 1948: (Provisions related to Health, Safety and Welfare)
- The Workmen's Compensation Act, 1923 Provisions:
 - Introduction: The doctrine of assumed risk, The doctrine of Common Employment, The doctrine of Contributory Negligence
 - Definitions
 - Employers liability for compensation (S-3 to 13)
 - Rules as to Compensation (Sec 4 to Sec 9) (14 A & 17)

3. Social Legislation

(15)

- Employee State Insurance Act 1948: Definition and Employees Provident Fund
- Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues

4. Laws Related To Compensation Management

(15)

- The payment of Wages Act 1948: Objectives, Definition, Authorised Deductions
- Payment of Bonus Act, 1965
- The Payment Of Gratuity Act, 1972

REFERENCES

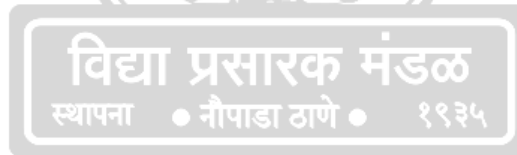
- Industrial and Labour Laws, Dr. Sanjeev Kumar, Bharat Law HP Ltd
- Labour and Industrial Laws, S.N Misra, Central Law Publication
- Labour and Industrial Laws, P.K.Padhi, Eastern Economy Edition
- Commercial and Industrial Law, S.K. Dasgupta, Sterling Publishers Pvt. Ltd
- Industrial Law, Mr. N.D. 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

Semester II
Course Nomenclature: Business Mathematics

Course Code: JBCUCBMS203

Course Outcomes

1	Appreciate business mathematics concepts that are encountered in the real world, understand and be able to communicate the underlying business concepts and mathematics involved to help another person gain insight into the situation.
2	Work with simple and compound interest, annuities, payroll preparation, pricing, invoice preparation, trade discounts, taxes, and depreciation problems in various situations and use correct mathematical terminology, notation, and symbolic processes in order to be prepared for future coursework in business and mathematics that requires the use of and an understanding of the concepts of business mathematics.
3	Appreciate business mathematics concepts that are encountered in the real world, understand and be able to communicate the underlying business concepts and mathematics involved to help another person gain insight into the situation.



FYBMS

SEMESTER II

TITLE: Business Mathematics

1. Elementary Financial Mathematics

(15)

- Simple and Compound Interest: Interest compounded once a year, more than once a year, continuous, nominal and effective rate of interest
- Annuity-Present and future value-sinking funds
- Depreciation of Assets: Equated Monthly Installments (EMI)- using flat interest rate and reducing balance method.
- Functions: Algebraic functions and the functions used in business and economics, Break Even and Equilibrium point.
- Permutation and Combination: (Simple problems to be solved with the calculator only)

2. Matrices and Determinants

(15)

- Matrices: Some important definitions and some important results. Matrix operation (Addition, scalar multiplication, matrix multiplication, transpose of a matrix)
- Determinants of a matrix of order two or three: properties and results of Determinants
- Solving a system of linear equations using Cramer's rule
- Inverse of a Matrix (up to order three) using ad-joint of a matrix and matrix inversion method
- Case study: Input Output Analysis

3. Derivatives and Applications of Derivatives

(15)

- Introduction and Concept: Derivatives of constant function, logarithmic functions, polynomial and exponential function
- Rules of derivatives: addition, multiplication, quotient
- Second order derivatives
- Application of Derivatives: Maxima, Minima, Average Cost and Marginal Cost. Total revenue, Marginal revenue, Average revenue. Average and Marginal profit. Price elasticity of demand

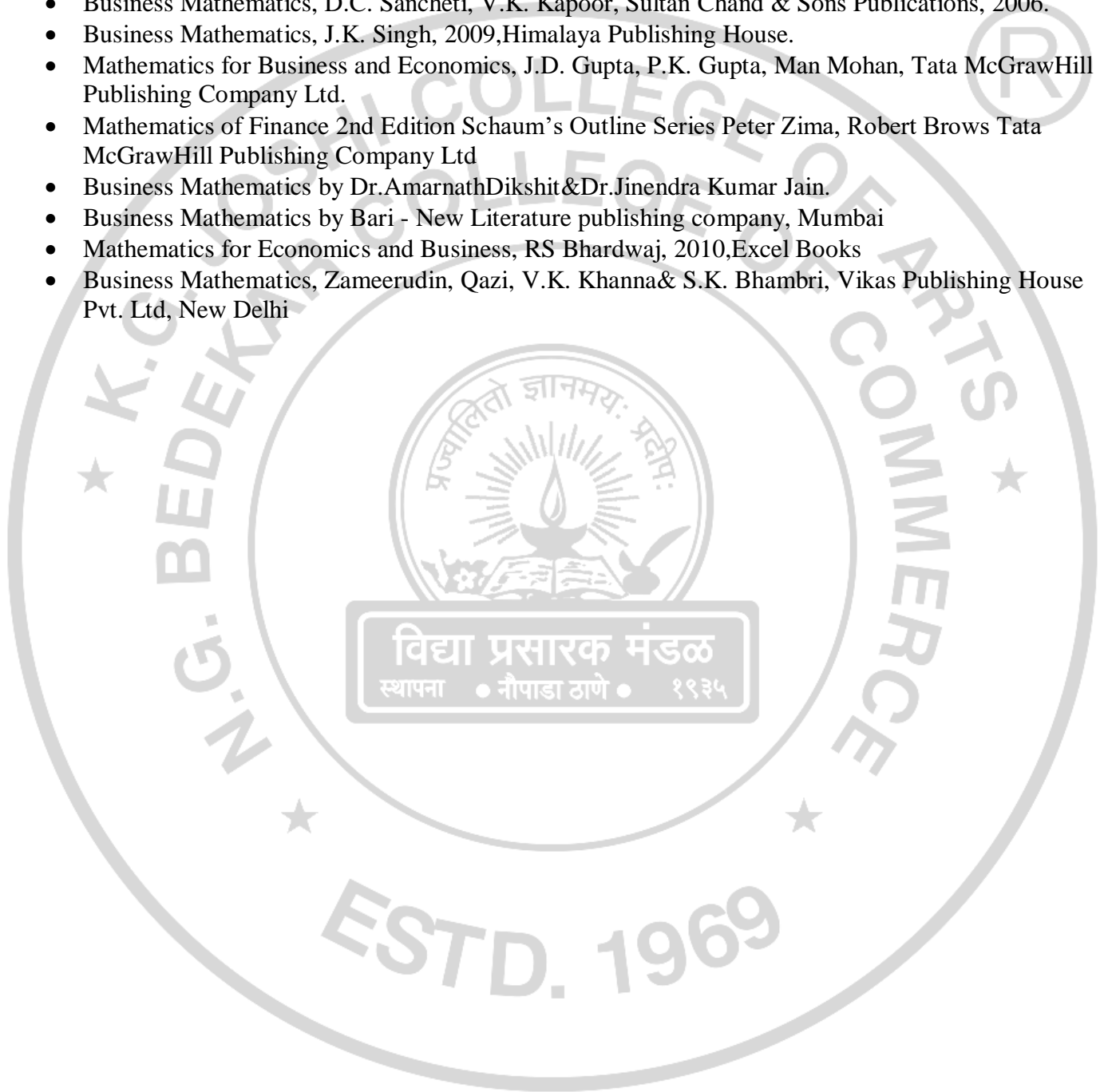
4. Numerical Analysis [Interpolation]

(15)

- Forward and Backward Difference Operator. Newton's backward interpolation formula with simple examples

REFERENCES

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- 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.
- Mathematics of Finance 2nd Edition Schaum's Outline Series Peter Zima, Robert Browns Tata McGrawHill Publishing Company Ltd
- Business Mathematics by Dr.AmarnathDikshit&Dr.Jinendra Kumar Jain.
- Business Mathematics by Bari - New Literature publishing company, Mumbai
- 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



Semester II
Course Nomenclature: Business Communication - II

Course Code: JBCUCBMS204

Course Outcomes

1	Students learn the theoretical aspects of day-to-day workings of an business organization.
2	Students are made aware of job market expectations and accordingly vital tips for personality development are given.
3	Students further enhance their knowledge of written business correspondence through the art of letter writing.



FYBMS

SEMESTER II

TITLE: Business Communication - II

1. Presentation Skills

(15)

- 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

2. Group Communication

(15)

- **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

3. Business Correspondence

(15)

- 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.]

4. Language and Writing Skills

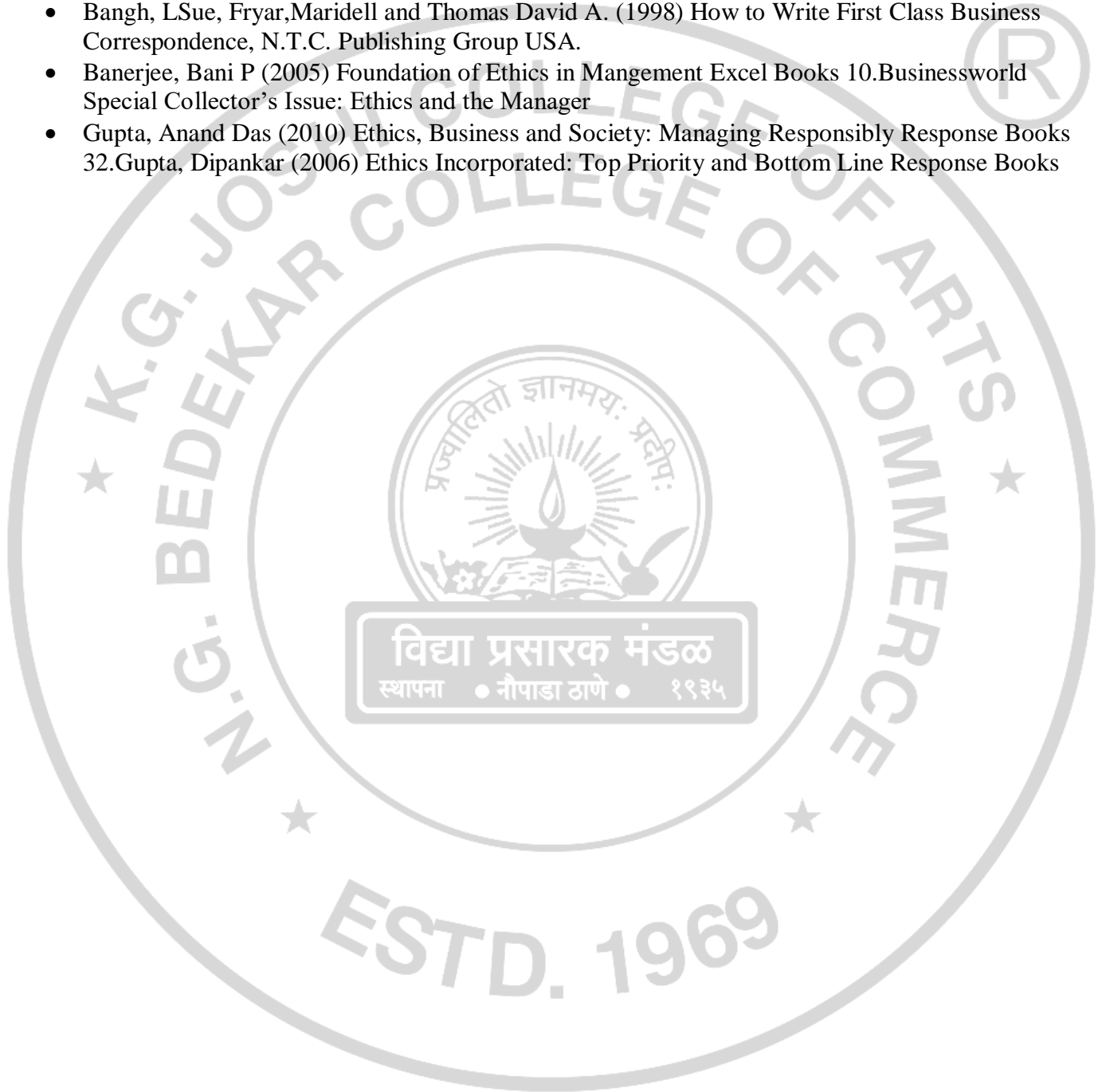
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- Summarisation: Identification of main and supporting/sub points, Presenting these in a cohesive manner
- Report Writing
- Tutorial Activities: Students' Presentations, Group Discussions, E – learning, Mock Interviews, Mock Meetings / Conferences, Book Reviews / Reading Comprehension

REFERENCES

- Agarwal, Anju D (1989) A Practical Handbook for Consumers, IBH.
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- Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
- Aswalthapa, K (1991)OrganisationalBehaviour, Himalayan Publication, Mumbai.
- Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
- Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing.
- Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.
- Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA.
- Banerjee, Bani P (2005) Foundation of Ethics in Mangement Excel Books 10.Businessworld Special Collector's Issue: Ethics and the Manager
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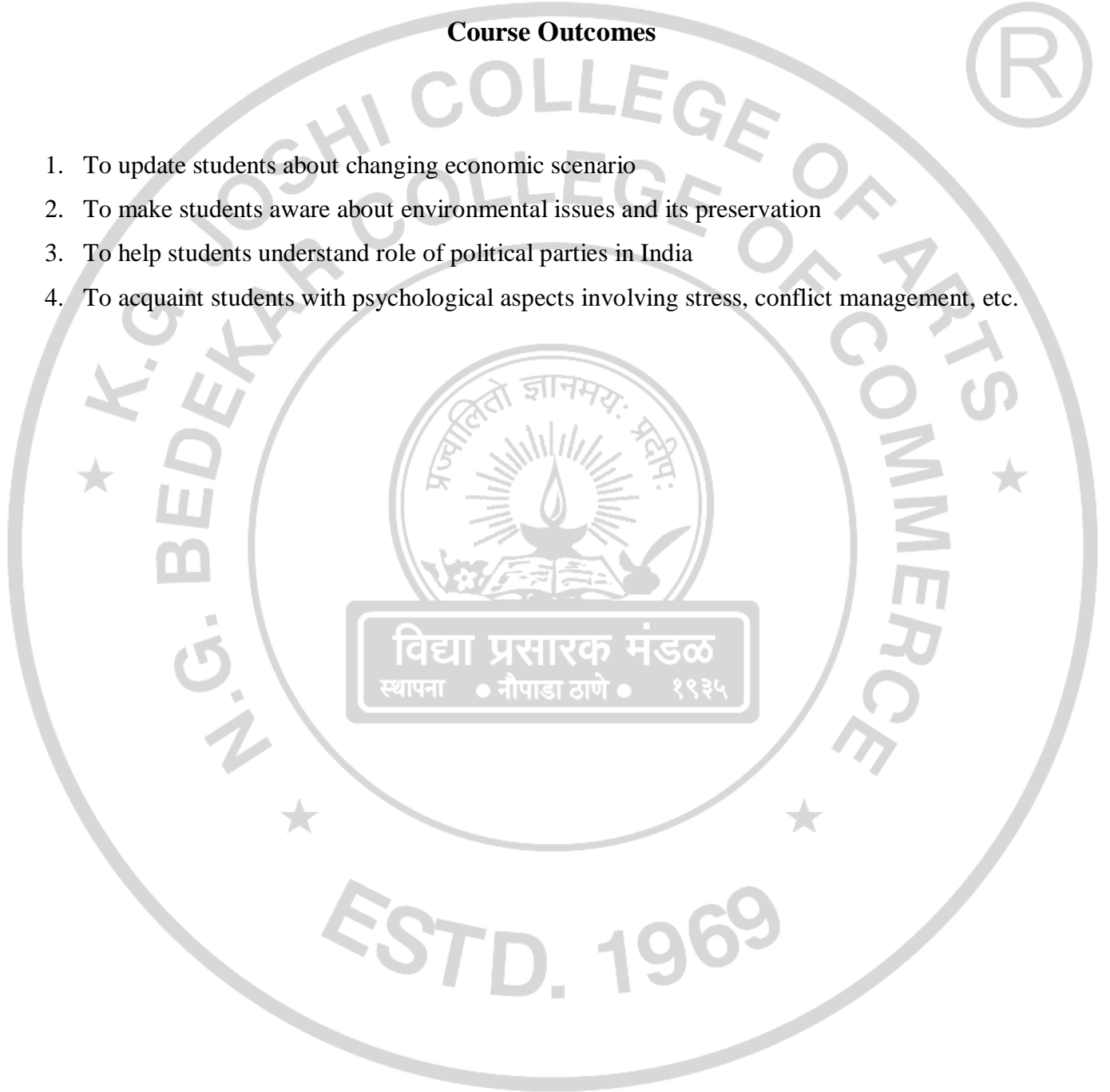
Semester II

Course Nomenclature: Foundation Course – II

Course Code: JBCUCBMS205

Course Outcomes

1. To update students about changing economic scenario
2. To make students aware about environmental issues and its preservation
3. To help students understand role of political parties in India
4. To acquaint students with psychological aspects involving stress, conflict management, etc.



FYBMS

SEMESTER II

TITLE: Foundation Course – II

Unit I: Globalization: Impact on the Society **09**

1. Understanding the concept of Liberalization, Privatization and Globalization
2. Impact of Globalization
3. Global- Local Debate

Unit II: Human Rights **09**

1. Concept and features of Human Rights
2. The Universal Declaration of Human Rights: Classification and Importance
3. Human Rights constituents with special reference to Fundamental Rights stated in the Constitution

Unit III: Ecology **09**

1. Ecosystem
2. Food webs and Food chains
3. Causes of environmental degradation and Concept of Sustainable Development

Unit IV: Understanding Stress **09**

1. Causes of Stress
2. Effects of Stress
3. Stress Management

Unit V: Understanding Psychological Conflicts **09**

1. Types of conflicts
2. Conflict Resolution
3. Maslow's Theory of Self-Actualization

REFERENCES

- Vaz, M., & Seta, M. (2020). *Foundation Course I FYBCOM/BA/BSC, FYBAF/BMS/BFM/BBI Semester I* (Fifth Edition). Manan Prakashan.
- Mascarenhas, & Mody. (2017). *Foundation Course Semester II* (Second Edition). Marvel Publications.
- Michael Vaz & Meeta Seta. (2019). *Foundation Course Semester II* (Fourth Edition). Manan Prakashan.
- P.G. Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course—Semester-I*. Sheth Publications.
- P.G. Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course—Semester- II*. Sheth Publications.

Modality of Assessment

A. Internal Assessment : 40% - 40 Marks

Serial No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment/Project	15
3	Class Participation	05
	Total:	40

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

NB. 1. All questions are compulsory.

2. Each question has internal options.
3. Figures to the right indicate marks.

1. Full length question (from Unit I) 12

OR

1. A. Short question (from Unit I) 6
- B. Short question (from Unit I) 6

2. Full length question (from Unit II) 12

OR

2. A. Short question (from Unit II) 6
- B. Short question (from Unit II) 6

3. Full length question (from Unit III) 12

OR

3. A. Short question (from Unit III) 6
- B. Short question (from Unit III) 6

4. Full length question (from Unit IV) 12

OR

4. A. Short question (from Unit IV) 6
- B. Short question (from Unit IV) 6

5. Full length question (from Unit IV) 12

OR

5. A. Short question (from Unit IV) 6
- B. Short question (from Unit IV) 6

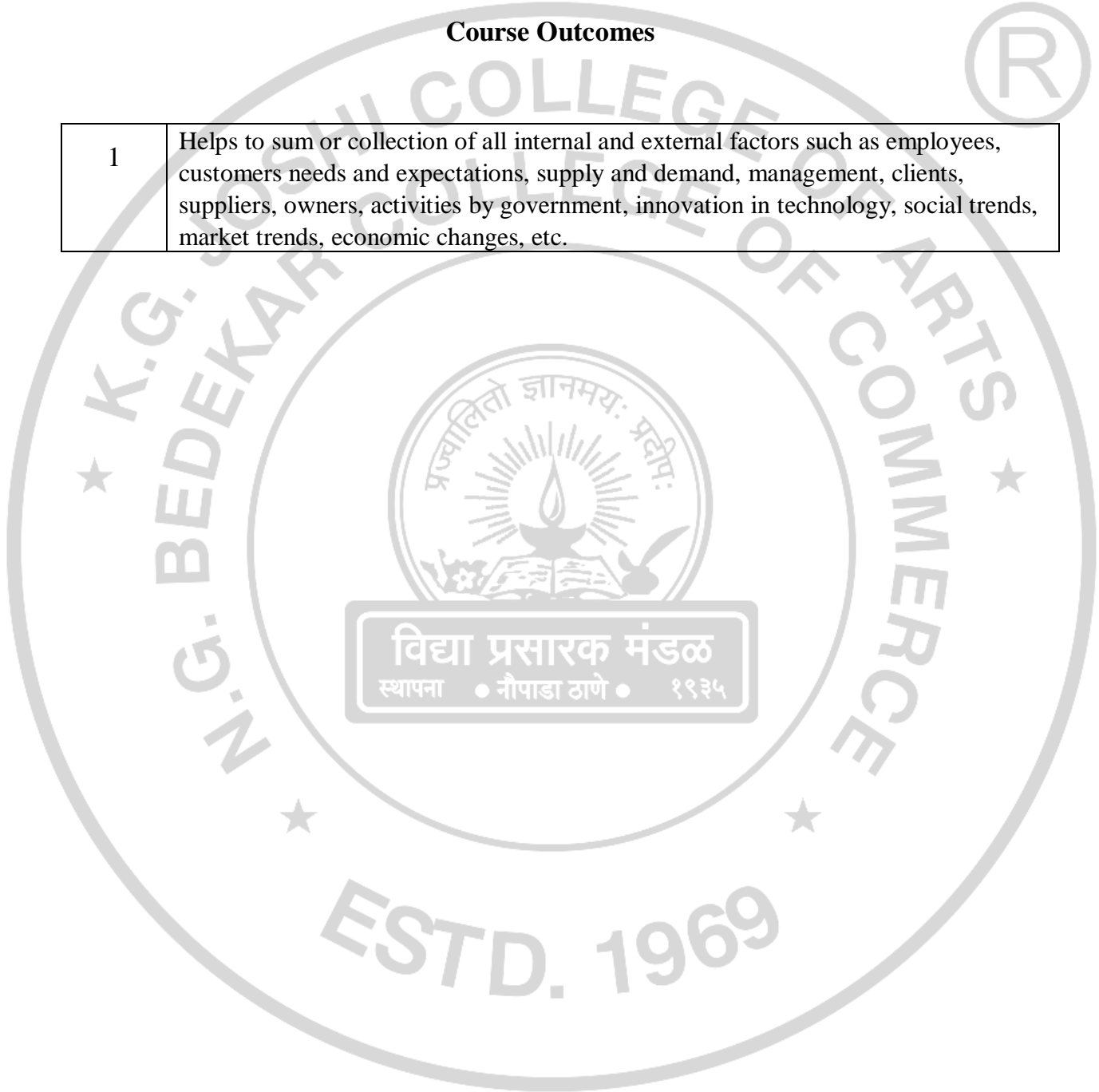
Semester II

Course Nomenclature: Business Environment

Course Code: JBCUCBMS206

Course Outcomes

1	Helps to sum or collection of all internal and external factors such as employees, customers needs and expectations, supply and demand, management, clients, suppliers, owners, activities by government, innovation in technology, social trends, market trends, economic changes, etc.
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FYBMS

SEMESTER II

TITLE: Business Environment

1. Introduction to Business Environment

(15)

- Business: Meaning, Definition, Nature & Scope, Types of Business Organizations
- Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment
- Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis.
- Introduction to Micro-Environment:
 - Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity
 - External Environment: Firm, customers, suppliers, distributors, Competitors, Society
- Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal)

2. Political and Legal environment

(15)

- Political Institutions: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India.
- Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy
- Impact of business on Private sector, Public sector and Joint sector • Sun-rise sectors of India Economy. Challenges of Indian economy.

3. Social and Cultural Environment, Technological environment and Competitive Environment

- Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business
- Technological environment: Features, impact of technology on Business
- Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies

4. International Environment

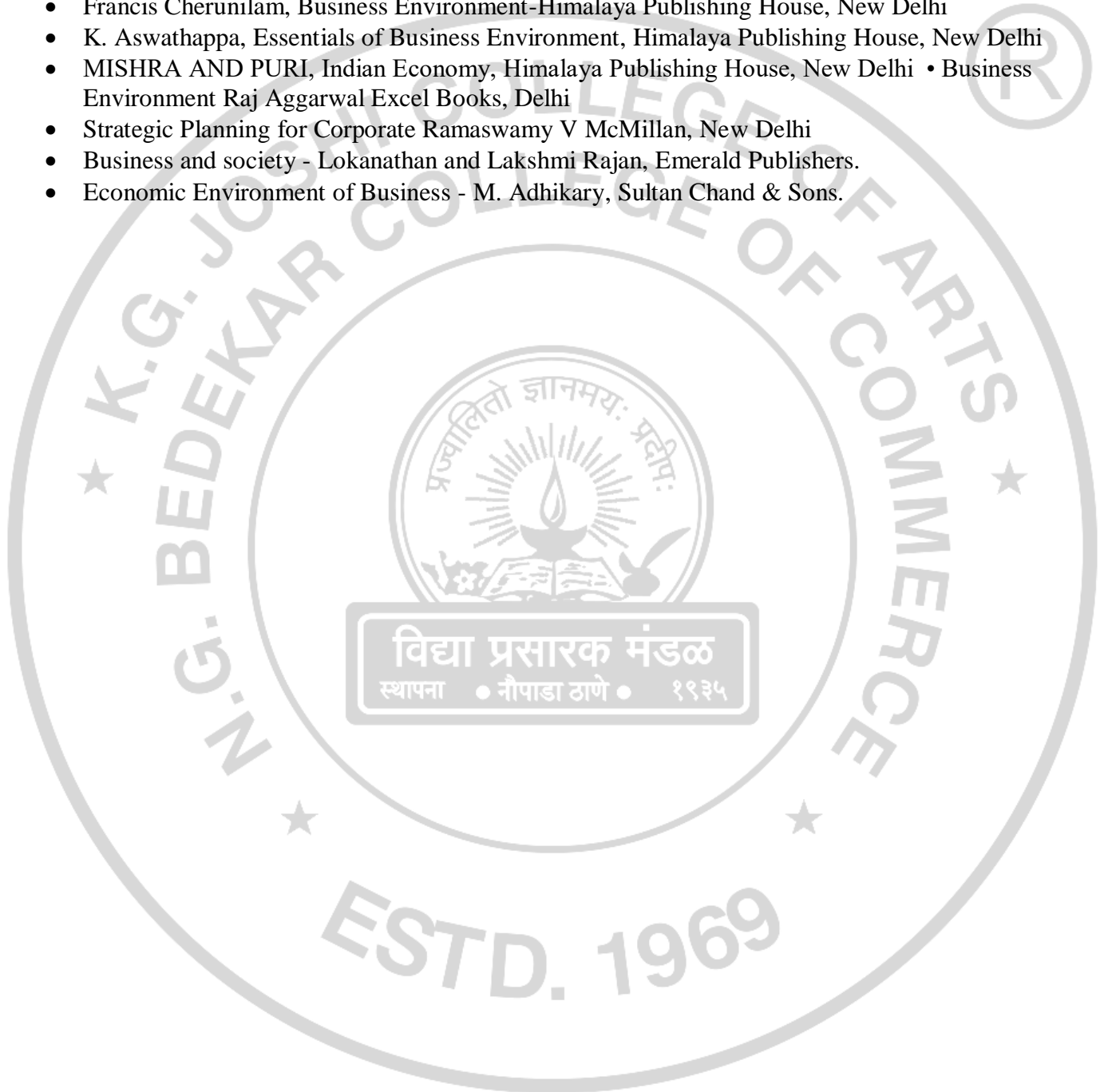
(15)

- FDI: Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India,

- Challenges faced by International Business and Investment Opportunities for Indian Industry.

REFERENCES

- Morrison J, The International Business Environment, Palgrave
- Francis Cherunilam, Business Environment-Himalaya Publishing House, New Delhi
- K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi
- MISHRA AND PURI, Indian Economy, Himalaya Publishing House, New Delhi • Business Environment Raj Aggarwal Excel Books, Delhi
- Strategic Planning for Corporate Ramaswamy V McMillan, New Delhi
- Business and society - Lokanathan and Lakshmi Rajan, Emerald Publishers.
- Economic Environment of Business - M. Adhikary, Sultan Chand & Sons.



Semester II

Course Nomenclature: Principles of Management

Course Code: JBCUCBMS207

Course Outcomes

1	Students have learnt practical knowledge planning, Organising, Implementing, staffing, coordinating, Controlling, Motivating and other area of Management
2	Development of Human skills and conceptual skills as per industry requirements as understanding of various functions of Management
3	This course helped students to understand basic management skills useful in industries as well as how business organizations work.



FYBMS

SEMESTER II

TITLE: Principles of Management

Module I - Nature of Management

- **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.
 - **Planning and Decision Making**
 - **Planning:** Meaning, Importance, Elements, Process, Limitations and MBO.
- Decision Making:** Meaning, Importance, Process, Techniques of Decision Making.

Module II- Organizing

- **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

Module III – Directing, Leadership, Co-ordination and Controlling

- **Directing:** Meaning and Process
- **Leadership:** Meaning, Styles and Qualities of Good Leader
- **Co-ordination** as an Essence of Management
- **Controlling:** Meaning, Process and Techniques

Module IV – Entrepreneurship and Recent Trends in Management

- **Entrepreneurship** – Meaning, Concept, Characteristics/Attributes of Entrepreneur
- **Recent Trends** - Green Management & CSR
- **Managing Global Businesses** – Meaning of terms Globalization, Liberalization and Privatization, Differences between traditional business and globalized businesses

REFERENCES

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- Principles of Management , Tripathi Reddy , Tata Mc Grew Hill
- Management Text & Cases , VSP Rao , Excel Books, Delhi
- Management Concepts and OB , P S Rao & N V Shah , Ajab Pustakalaya
- Essentials of Management , Koontz II & W , Mc. Grew Hill , New York
- Principles of Management-Text and Cases –Dr..M.Sakthivel Murugan, New Age Publications

Modality of Assessment

The performance of the learners will be evaluated in two Components. One component will be the Internal Assessment component carrying 40% marks and the second component will be the Semester-wise End Examination component carrying 60% marks. The allocation of marks for the Internal Assessment and Semester End Examinations will be as shown below:-

A) Internal Assessment: 40%

Question Paper Pattern

(Internal Assessment- Courses without Practical Courses)

Sr. No.	Particular	Marks
1	One class test (20 Marks)	
	Match the Column/ Fill in the Blanks/ Multiple Choice Questions (½ Mark each)	05 Marks
	Answer in One or Two Lines (Concept based Questions) (01 Mark each)	05 Marks
	Answer in Brief (Attempt Any Two of the Three) (05 Marks each)	10 Marks
2	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks
3	Active participation and Submissions of Assignments, Presentations, Case studies, Group Discussions, Journals as per the subject related academic activities.	15 Marks

B) Semester End Examination: 60%

- i) Duration: The examination shall be of 2 Hours duration
- ii) Theory question paper pattern
 - There shall be four questions each of 15marks.
 - All questions shall be compulsory with internal choice within the questions.
 - Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the topic.

(Detail question paper pattern has been given separately)

❖ 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.

A. Internal Assessment: 40% - 40 Marks

Serial No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment/Project	15
3	Class Participation	05
	Total:	40

External Examination: 60%- 60Marks

Semester End Theory Examination Time:2 hours

- NB. 1. All questions are compulsory.
 2. Each question has internal options.
 3. Figures to the right indicate marks.

Q1. Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks)	15
Q2. Full Length Question OR Full Length Question	15 15
Q3. Full Length Question OR Full Length Question	15 15
Q4. A) Theory questions B) Theory questions OR Short Notes To be asked 05 To be answered 03	8 7 15

Note: Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks.