

University of Mumbai



**Revised Syllabus
and
Question Paper Pattern
of Courses
of
Bachelor of Management Studies
(BMS) Programme
Second Year
*Semester III and IV***

**Under Choice Based Credit, Grading and
Semester System**

*(To be implemented from Academic Year- 2017-2018)
Board of Studies-in-Business Management, University of Mumbai*

Bachelor of Management Studies (BMS) Programme

Under Choice Based Credit, Grading and Semester System

Course Structure

SYBMS

(To be implemented from Academic Year- 2017-2018)

| No. of Courses | Semester III | Credits | No. of Courses | Semester IV | Credits |
|----------------------|--|-----------|----------------------|--|-----------|
| 1 | Elective Courses (EC) | | 1 | Elective Courses (EC) | |
| 1 & 2 | *Any one group of courses from the following list of the courses | 06 | 1 & 2 | ** Any one group of courses from the following list of the courses | 06 |
| 2 | Ability Enhancement Courses (AEC) | | 2 | Ability Enhancement Courses (AEC) | |
| 2A | Ability Enhancement Compulsory Courses (AECC) | | 2A | Ability Enhancement Compulsory Courses (AECC) | |
| 3 | Information Technology in Business Management - I | 03 | 3 | Information Technology in Business Management-II | 03 |
| 2B | Skill Enhancement Courses (SEC) | | 2B | Skill Enhancement Courses (SEC) | |
| 4 | Foundation Course – III | 02 | 4 | Foundation course-IV | 02 |
| 3 | Core Courses (CC) | | 3 | Core Courses (CC) | |
| 5 | Business Planning & Entrepreneurial Management | 03 | 5 | Business Economics-II | 03 |
| 6 | Accounting for Managerial Decisions | 03 | 6 | Business Research Methods | 03 |
| 7 | Strategic Management | 03 | 7 | Production & Total Quality Management | 03 |
| Total Credits | | 20 | Total Credits | | 20 |

| *List of Skill Enhancement Courses (SEC) for Semester III (Any One) | | **List of Skill Enhancement Courses (SEC) for Semester II (Any One) | |
|---|--|--|--|
| 1 | Foundation Course (Environmental Management) - III | 1 | Foundation Course (Ethics & Governance) - IV |
| 2 | Foundation Course-Contemporary Issues-III | 2 | Foundation Course-Contemporary Issues-IV |
| 3 | Foundation Course in NSS - III | 3 | Foundation Course in NSS - IV |
| 4 | Foundation Course in NCC - III | 4 | Foundation Course in NCC - IV |
| 5 | Foundation Course in Physical Education- III | 5 | Foundation Course in Physical Education- IV |
| Note: Course selected in Semester I will continue in Semester III & IV | | | |

| *List of group of Elective Courses(EC) for Semester III (Any two) | | ** List of group of Elective Courses(EC) for Semester IV (Any two) | |
|--|---------------------------------|---|--|
| Group A: Finance Electives (Any Two Courses) | | | |
| 1 | Basics of Financial Services | 1 | Financial Institutions & Markets |
| 2 | Introduction to Cost Accounting | 2 | Auditing |
| 3 | Equity & Debt Market | 3 | Strategic Cost Management |
| 4 | Corporate Finance | 4 | Corporate Restructuring |
| Group B:Marketing Electives (Any Two Courses) | | | |
| 1 | Consumer Behaviour | 1 | Integrated Marketing Communication |
| 2 | Product Innovations Management | 2 | Rural Marketing |
| 3 | Advertising | 3 | Event Marketing |
| 4 | Social Marketing | 4 | Tourism Marketing |
| Group C: Human Resource Electives(Any Two Courses) | | | |
| 1 | Recruitment & Selection | 1 | Human Resource Planning & Information System |
| 2 | Motivation and Leadership | 2 | Training & Development in HRM |
| 3 | Employees Relations & Welfare | 3 | Change Management |
| 4 | Organisation Behaviour & HRM | 4 | Conflict & Negotiation |
| Note: Group Selected in Semester III will continue in Semester IV. | | | |

Bachelor of Management Studies (BMS)
Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2017-2018)

Semester III

| No. of Courses | Semester III | Credits |
|----------------------|--|-----------|
| 1 | <i>Elective Courses (EC)</i> | |
| 1 & 2 | *Any one group of courses from the following list of the courses | 06 |
| 2 | <i>Ability Enhancement Courses (AEC)</i> | |
| 2A | <i>Ability Enhancement Compulsory Course (AECC)</i> | |
| 3 | Information Technology in Business Management - I | 03 |
| 2B | <i>*Skill Enhancement Courses (SEC)</i> | |
| 4 | Any one course from the following list of the courses | 02 |
| 3 | <i>Core Courses (CC)</i> | |
| 5 | Business Planning & Entrepreneurial Management | 03 |
| 6 | Accounting for Managerial Decisions | 03 |
| 7 | Strategic Management | 03 |
| Total Credits | | 20 |

| <i>*List of Skill Enhancement Courses (SEC) for Semester III (Any One)</i> | |
|---|--|
| 1 | Foundation Course (Environmental Management) - III |
| 2 | Foundation Course-Contemporary Issues-III |
| 3 | Foundation Course in NSS - III |
| 4 | Foundation Course in NCC - III |
| 5 | Foundation Course in Physical Education - III |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester III
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group A. Finance Electives**

1. Basics of Financial Services

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Financial System | 14 |
| 2 | Commercial Banks, RBI And Development Banks | 16 |
| 3 | Insurance | 15 |
| 4 | Mutual Funds | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|--|
| 1 | The course aims at explaining the core concepts of business finance and its importance in managing a business |
| 2 | The objectives of develop a conceptual frame work of finance function and to acquaint the participants with the tools, types, instruments of financial system in the realm of Indian Financial Market. |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Financial System: |
| | <ul style="list-style-type: none"> • An overview of Financial System, Financial Markets, Structure of Financial Market (Organised and Unorganized Market), Components of Financial System, Major Financial Intermediaries, Financial Products, Function of Financial System, Regulatory Framework of Indian Financial System(Overview of SEBI and RBI-Role and Importance as regulators). |
| 2 | Commercial Banks, RBI And Development Banks |
| | <ul style="list-style-type: none"> • Concept of Commercial Banks- Functions, Investment Policy of Commercial Banks, Liquidity in Banks, Asset Structure of Commercial Banks, Non-Performing Assets, Interest Rate reforms, Capital Adequacy Norms. • Reserve Bank of India-Organisation &Management, Role And Functions • Development Banks-Characteristics of Development Banks, Need And Emergence of Development Financial Institutions In India, Function of Development Banks. |
| 3 | Insurance: |
| | <ul style="list-style-type: none"> • Concept, Basic Characteristics of Insurance, Insurance Company Operations, Principles of Insurance, Reinsurance, Purpose And Need Of Insurance, Different Kinds of Life Insurance Products, Basic Idea About Fire And Marine Insurance and Bancassurance |
| 4 | Mutual Funds: |
| | <ul style="list-style-type: none"> • Concept of Mutual Funds, Growth of Mutual Funds in India, Features and Importance of Mutual Fund. Mutual Fund Schemes, Money Market Mutual Funds, Private Sector Mutual Funds, Evaluation of the Performance Of Mutual Funds, Functioning of Mutual Funds In India. |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester III
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group A. Finance Electives**

2. Introduction to Cost Accounting

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|------------------------|------------------------|
| 1 | Introduction | 15 |
| 2 | Elements of Cost | 20 |
| 3 | Cost Projection | 15 |
| 4 | Emerging Cost Concepts | 10 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|--|
| 1 | This course exposes the students to the basic concepts and the tools used in Cost Accounting |
| 2 | To enable the students to understand the principles and procedure of cost accounting and to apply them to different practical situations |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | Introduction |
| | <ul style="list-style-type: none"> • Meaning, Nature and scope-Objective of Cost Accounting-Financial Accounting v/s Cost Accounting- Advantages and disadvantages of Cost Accounting- Elements of Costs-Cost classification (concept only)- - Installation of Cost Accounting System, Process (Simple and Inter process) and Job Costing (Practical Problems) |
| 2 | Elements of Cost |
| | <ul style="list-style-type: none"> • Material Costing- Stock valuation (FIFO & weighted average method), EOQ, EOQ with discounts, Calculation of Stock levels (Practical Problems) • Labour Costing – (Bonus and Incentive Plans) (Practical Problems) • Overhead Costing (Primary and Secondary Distribution) |
| 3 | Cost Projection |
| | <ul style="list-style-type: none"> • Cost Sheet (Current and Estimated)) (Practical Problems) • Reconciliation of financial accounts and cost accounting (Practical Problems) |
| 4 | Emerging Cost Concepts |
| | Uniform Costing and Interfirm Comparison, Emerging Concepts – Target Costing, Benchmarking, JIT, The Balanced Scorecard; Strategic Based Control; concept, process, implementation of Balanced Scorecard, Challenges in implementation of Balanced Scorecard |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester III
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group A. Finance Electives**

3. Equity and Debt Market

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|----------------------------------|------------------------|
| 1 | Introduction to Financial Market | 15 |
| 2 | Dynamics of Equity Market | 15 |
| 3 | Players in Debt Markets | 15 |
| 4 | Valuation of Equity & Bonds | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|--|
| 1 | This paper will enable the students to understand the evolution of various aspects of financial markets which in turn will help them in framing the financial policies, development of financial instruments and processes and evolving the strategies during crisis. The teaching will be done mainly through materials available on internet and published research papers |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | Introduction to Financial Market |
| | <ul style="list-style-type: none"> • Equity market – meaning & definitions of equity share; Growth of Corporate sector & simultaneous growth of equity shareholders; divorce between ownership and management in companies; development of Equity culture in India & current position. • Debt market – Evolution of Debt markets in India; Money market & Debt markets in India; Regulatory framework in the Indian Debt market. |
| 2 | Dynamics of Equity Market |
| | <ul style="list-style-type: none"> • Primary: <ol style="list-style-type: none"> 1)IPO – methods followed (simple numerical) 2) Book building 3)Role of merchant bankers in fixing the price 4)Red herring prospectus – unique features 5)Numerical on sweat equity, ESOP & Rights issue of shares • Secondary: <ol style="list-style-type: none"> 1)Definition & functions of stock exchanges 2)Evolution & growth of stock exchanges 3)Stock exchanges in India 4)NSE, BSE OTCEI & overseas stock exchanges 5)Recent developments in stock exchanges 6)Stock market Indices |
| 3 | Players in debt markets: |
| | <ul style="list-style-type: none"> • Players in debt markets: <ol style="list-style-type: none"> 1)Govt. securities 2)Public sector bonds & corporate bonds 3)open market operations 4)Security trading corp. of India 5)Primary dealers in Govt. securities • Bonds: <ol style="list-style-type: none"> 1)Features of bonds 2)Types of bonds |
| 4 | Valuation of Equity & Bonds |
| | <ul style="list-style-type: none"> • Valuation of equity: <ol style="list-style-type: none"> 1. Balance sheet valuation 2. Dividend discount model(zero growth, constant growth & multiple growth) 3. Price earning model • Valuation of bonds <ol style="list-style-type: none"> 1. Determinants of the value of bonds 2. Yield to Maturity 3. Interest rate risk 4. Determinants of Interest Rate Risk |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester III
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group A. Finance Electives**

4. Corporate Finance

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--------------------------------|------------------------|
| 1 | Introduction | 15 |
| 2 | Capital Structure and Leverage | 15 |
| 3 | Time Value of Money | 15 |
| 4 | Mobilisation of Funds | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|--|
| 1 | The objectives of develop a conceptual frame work of finance function and to acquaint the participants with the tools techniques and process of financial management in the realm of financial decision making |
| 2 | The course aims at explaining the core concepts of corporate finance and its importance in managing a business |
| 3 | To providing understanding of nature, importance, structure of corporate finance related areas and to impart knowledge regarding source of finance for a business |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Introduction |
| | <ul style="list-style-type: none"> • Introduction To Corporate Finance: Meaning, Principles of Corporate Finance, Significance of Corporate Finance, Amount of Capitalisation, Over Capitalisation and Under Capitalisation, Fixed capital and Working Capital funds. • Introduction to ownership securities– Ordinary Shares, Reference Shares, Creditor Ship Securities, Debtors and Bonds, Convertible Debentures, Concept of Private Placement of Securities. |
| 2 | Capital Structure and Leverage |
| | <ul style="list-style-type: none"> • Introduction to Capital Structure theories, EBIT – EPS analysis for Capital Structure decision. • Cost of Capital – Cost of Debt, Cost of Preference Shares, Cost of Equity Shares and Cost of Retained Earnings, Calculation of Weighted Cost of Capital. • Introduction to concept of Leverage - Operating Leverage, Financial Leverage and Combined Leverage. |
| 3 | Time Value of Money |
| | <ul style="list-style-type: none"> • Introduction to Time Value of Money – compounding and discounting • Introduction to basics of Capital Budgeting (time value of money based methods) – NPV and IRR (Net Present Value and Internal Rate of Return) • Importance of Risk and Return analysis in Corporate Finance |
| 4 | Mobilisation of Funds |
| | <p>Public deposits and RBI regulations, Company deposits and SEBI regulations, Protection of depositors, RBI and public deposits with NBFC's.</p> <p>Foreign capital and collaborations, Foreign direct Investment (FDI)</p> <p>Emerging trends in FDI</p> <p>Global Depository Receipts, Policy development, Capital flows and Equity Debt.</p> <p>Brief introduction & sources of short term Finance Bank Overdraft, Cash Credit, Factoring</p> |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester III
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group B. Marketing Electives**

1. Consumer Behaviour

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Introduction To Consumer Behaviour: | 14 |
| 2 | Individual- Determinants of Consumer Behaviour | 16 |
| 3 | Environmental Determinants of Consumer Behaviour | 15 |
| 4 | Consumer decision making models and New Trends | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|---|
| 1 | The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms |
| 2 | This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour. Students are expected to develop the skill of understanding and analysing consumer information and using it to create consumer- oriented marketing strategies. |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Introduction To Consumer Behaviour: |
| | <ul style="list-style-type: none"> • Meaning of Consumer Behaviour, Features and Importance • Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour • Profiling the consumer and understanding their needs • Consumer Involvement • Application of Consumer Behaviour knowledge in Marketing • Consumer Decision Making Process and Determinants of Buyer Behaviour, factors affecting each stage, and Need recognition. |
| 2 | Individual- Determinants of Consumer Behaviour |
| | <ul style="list-style-type: none"> • Consumer Needs & Motivation (Theories - Maslow, Mc Clelland). • Personality – Concept, Nature of personality, Freudian, non - Freudian and Trait theories, Personality Traits and it's Marketing significance, Product personality and brand personification. • Self Concept – Concept • Consumer Perception • Learning - Theory, Nature of Consumer Attitudes, Consumer Attitude Formation & Change. • Attitude - Concept of attitude |
| 3 | Environmental Determinants of Consumer Behaviour |
| | <ul style="list-style-type: none"> • Family Influences on Buyer Behaviour, • Roles of different members, needs perceived and evaluation rules. • Factors affecting the need of the family, family life cycle stage and size. • Social Class and Influences. • Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behaviour - Reference Groups, Opinion Leaders and Social Influences In-group versus out-group influences, role of opinion leaders in diffusion of innovation and in purchase process. • Cultural Influences on Consumer Behaviour Understanding cultural and sub-cultural influences on individual, norms and their role, customs, traditions and value system. |
| 4 | Consumer decision making models and New Trends |
| | <ul style="list-style-type: none"> • Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making • Diffusion of innovations Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles • E-Buying behaviour The E-buyer vis-a vis the Brick and Mortar buyer, Influences on E-buying |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester III
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group B. Marketing Electives**

2. Product Innovations Management

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Innovations Management | 15 |
| 2 | Managerial Aspects of Innovations functions | 15 |
| 3 | Product innovations, Process Innovations and Innovations Diffusion | 15 |
| 4 | New Product Development Strategy | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|--|
| 1 | To understand the concept of innovations and relevance of innovations in the present day scenario. |
| 2 | To understand the importance of protecting innovations and legal aspects related to innovations |
| 3 | To study product innovations, process innovations and innovations diffusion |
| 4 | To acquaint the students with stages in new product development |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | Innovations Management |
| | <ul style="list-style-type: none"> • Introduction -Innovations Management Innovations: Concept; Features; Types of Innovations; Innovations management; Features of Innovations Management; Significance of innovations; Principles of innovations. • Thinking Tools for Innovations Left and right brain thinking; Creative thinking; Traditional V/S Creative thinking; Intuition; Introduction to creativity; Process of creativity; Creativity methods • Legal Aspects of innovations Safeguarding innovations; Concept of Intellectual Property Rights; Patents; Patenting trends; trademarks; Industrial designs; Copyrights ;Trade secrets |
| 2 | Managerial Aspects of Innovations functions |
| | <ul style="list-style-type: none"> • Organizing for Innovations Introduction; Concepts; Organizational theories and structures; Traits of innovative organization; Factors influencing organizational design and Size decision. • Strategizing Innovations Introduction; Innovations as a strategy component; Developing innovation strategy; Innovation strategies; Market standing based strategies. • Managing Innovations Functions Introduction; Style at the top; Planning; Organizing; Staffing; Controlling; Characteristics of good management • Climate and culture for innovations Introduction; Need for creative organizations; Characteristics of creative organizations; Creating creative organizations – 7s framework; Fostering innovations climate and culture. |
| 3 | Product innovations, Process Innovations and Innovations Diffusion |
| | <ul style="list-style-type: none"> • Introduction to product innovations Types of new products; Technology strategy for product innovation; New product development process; Packaging innovations; Positioning innovations; New product failures; Cases of Innovating companies. • Process Innovations Introduction; Concept of Process; Features of process; Types of process innovations; Process Management; Process improvement methods; Business process reengineering; Benchmarking. • Innovations Diffusion Introduction; Concept of diffusion and adoption; Impact of innovations; Diffusion as an integral part of innovation strategy; Innovations diffusion theories; Factors influencing diffusion strategy; Internalization of innovations. |
| 4 | New Product Development Strategy |
| | <ul style="list-style-type: none"> • New Product Development and Product specifications Concept of new product development, specifications: Establishment of specifications, Establishing Target specifications; Setting the final specifications. • Concept Generation, Selection and Testing 5 step methods of concept generation, Methods for selecting a concept; Benefits of choosing a structured method; Concept screening; Concept scoring, 7- Test method of concept testing. • Product testing Introduction, Purpose of product testing; Overriding concerns of product testing; Major decision in constructing a product test. |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester III
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group B. Marketing Electives**

3. Advertising

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Introduction to Advertising | 15 |
| 2 | Strategy and Planning Process in Advertising | 15 |
| 3 | Creativity in Advertising | 15 |
| 4 | Budget, Evaluation, Current trends and careers in Advertising | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|---|
| 1 | To understand and examine the growing importance of advertising |
| 2 | To understand the construction of an effective advertisement |
| 3 | To understand the role of advertising in contemporary scenario |
| 4 | To understand the future and career in advertising |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | Introduction to Advertising |
| | <ul style="list-style-type: none"> • Definition, Evolution of Advertising, Importance, Scope, Features, Benefits, Five M's of Advertising • Types of Advertising –consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising • Theories of Advertising : Stimulus Theory, AIDA, Hierarchy Effects Model, Means – End Theory, Visual Verbal Imaging, Cognitive Dissonance • Ethics and Laws in Advertising : Puffery, Shock Ads, Subliminal Advertising, Weasel Claim, Surrogate Advertising, Comparative Advertising Code of Ethics, Regulatory Bodies, Laws and Regulation – CSR, Public Service Advertising, Corporate Advertising, Advocacy Advertising • Social, cultural and Economic Impact of Advertising, the impact of ads on Kids, Women and Advertising |
| 2 | Strategy and Planning Process in Advertising |
| | <ul style="list-style-type: none"> • Advertising Planning process & Strategy : Introduction to Marketing Plan, Advertising Plan- Background, situational analysis related to Advertising issues, Marketing Objectives, Advertising Objectives, Target Audience, Brand Positioning (equity, image personality), creative Strategy, message strategy, media strategy, Integration of advertising with other communication tools • Role of Advertising in Marketing Mix : Product planning, product brand policy, price, packaging, distribution, Elements of Promotion, Role of Advertising in PLC • Advertising Agencies – Functions – structure – types - Selection criteria for Advertising agency – Maintaining Agency–client relationship, Agency Compensation. |
| 3 | Creativity in Advertising |
| | <ul style="list-style-type: none"> • Introduction to Creativity – definition, importance, creative process , Creative strategy development – Advertising Campaign – determining the message theme/major selling ideas – introduction to USP – positioning strategies – persuasion and types of advertising appeals – role of source in ads and celebrities as source in Indian ads – execution styles of presenting ads. • Role of different elements of ads – logo, company signature, slogan, tagline, jingle, illustrations, etc – • Creating the TV commercial – Visual Techniques, Writing script, developing storyboard, other elements (Optical, Soundtrack, Music) • Creating Radio Commercial – words, sound, music – scriptwriting the commercial – clarity, coherence, pleasantness, believability, interest, distinctiveness • Copywriting: Elements of Advertisement copy – Headline, sub-headline, Layout, Body copy, slogans. Signature, closing idea, Principles of Copywriting for print, OOH, essentials of good copy, Types of Copy, Copy Research |

| Sr. No. | Modules / Units |
|---------|--|
| 4 | Budget, Evaluation, Current trends and careers in Advertising |
| | <ul style="list-style-type: none"> • Advertising Budget – Definition of Advertising Budget, Features, Methods of Budgeting • Evaluation of Advertising Effectiveness – Pre-testing and Post testing Objectives, Testing process for Advertising effectiveness, Methods of Pre-testing and Post-testing, Concept testing v/s Copy testing • Current Trends in Advertising : Rural and Urban Advertising, Digital Advertising, Content Marketing (Advertorials), retail advertising, lifestyle advertising, Ambush Advertising, Global Advertising – scope and challenges – current global trends • Careers in Advertising : careers in Media and supporting firms, freelancing options for career in advertising, role of Advertising Account Executives, campaign Agency family tree – topmost advertising agencies and the famous advertisements designed by them |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester III
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group B. Marketing Electives**

4. Social Marketing

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Introduction to Social Marketing & Its Environment | 15 |
| 2 | Social Marketing Plan, STP and Marketing Mix | 15 |
| 3 | Managing Behaviour for Social Change & NPO & CSR | 15 |
| 4 | Social marketing – A Sectoral Overview & Careers | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|---|
| 1 | Understand the concept of social marketing, compare and contrast marketing in a profit-oriented corporate and a nonprofit social environment. |
| 2 | Analyze the impact of environment on social marketing & study the various behavior models/frameworks/theories for social change. |
| 3 | To study the basis of Segmentation, Targeting and Positioning and identify marketing mix of social marketing. |
| 4 | To provide an overview of the Not for Profit Sector (NPO) and comment on the CSR provision in the companies act of 2013. |
| 5 | To study overview of social marketing in various key sectors and Identify basic ethical issues in Social marketing and appreciate the careers in Social Marketing |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Introduction to Social Marketing & Its Environment |
| | <p>Definition of Social Marketing, Features, Need for Social Marketing, Evolution of Social Marketing, Social Marketing v/s Commercial Marketing, Challenges of Social Marketing. Social Marketing Unique Value Proposition, Relevance of Social marketing.</p> <p>Environment in Social Marketing, Components, Impact of Environment on Social Marketing.</p> |
| 2 | Social Marketing Plan, STP and Marketing Mix |
| | <ul style="list-style-type: none"> • Social Marketing Plan, Segmentation, Targeting & Positioning Social Marketing Plan, Steps in developing social marketing plan, importance of planning. Segmentation, Basis of Segmentation, Criteria for evaluating segments, Targeting, Selecting Target Audience for Social Marketing, Positioning and Types of positioning. • Social Marketing Mix <ol style="list-style-type: none"> 1. Product: Social Product, Level of Product, Social Product Branding Decision. 2. Price: Monetary and non-monetary incentives for desired behavior, Pricing Objectives, Pricing Strategies. 3. Place: 5 A's of Distribution of Product in social marketing, Types of distribution channel 4. Promotion: Developing a Promotion Mix for social product, Message Strategy, Messenger Strategy, Creativity Strategy, selecting communication channel. |
| 3 | Managing Behaviour for Social Change & NPO & CSR |
| | <ul style="list-style-type: none"> • Managing Behaviour for Social Change Types of Behaviour Objectives, Knowledge objectives and belief objectives, Behaviour Change Models, Theories and Frameworks: Social Norm Theory, The diffusion of innovation model, The health belief model, The ecological model, Theory of reasoned action and theory of planned behaviour. Social Cognitive theory/social learning, The behavioural economics framework and the nudge factor, the science of habit framing, • Not for Profit Organization (NPO) & CSR Meaning, NGO, Voluntary Organization, Third Sector, NPO Sector. Status of Voluntary sector in India. Starting a Voluntary Organization in India: Trust, Society, Section 8 Company under the Companies Act of 2013. CSR, Meaning, Overview of CSR in India, Overview of CSR rules for corporation under Companies Act of 2013, CSR Impact Evaluation. Need for Governance in Not for Profit Sector, Ethics in Social Marketing |
| 4 | Social Marketing – A Sectoral Overview & Careers |
| | <ul style="list-style-type: none"> • Marketing Health • Marketing Education • Marketing Medicare • Marketing Sanitation • Marketing Financial Literacy & Savings • Marketing Digital Literacy • Marketing of Social Issues of Youth. • Social Work as a profession and Social Entrepreneurship, Careers in Social Marketing. |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester III
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group C. Human Resource Electives**

1. Recruitment & Selection

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|----------------|------------------------|
| 1 | Recruitment | 18 |
| 2 | Selection | 15 |
| 3 | Induction | 15 |
| 4 | Soft Skills | 12 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|--|
| 1 | The objective is to familiarize the students with concepts and principles, procedure of Recruitment and Selection in an organization. |
| 2 | To give an in depth insight into various aspects of Human Resource management and make them acquainted with practical aspect of the subject. |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Recruitment |
| | <ul style="list-style-type: none"> • Concepts of Recruitment- -Meaning, Objectives, Scope & Definition, Importance and relevance of Recruitment. • Job Analysis--Concept, Specifications, Description, Process And Methods, Uses of Job Analysis • Job Design--Introduction, Definition, Modern Techniques, Factors affecting Job Design, Contemporary Issues in Job Designing. • Source or Type of Recruitment– a) Direct/Indirect, b)Internal/ External. Internal-Notification, Promotion– Types, Transfer –Types, Reference External-Campus Recruitment, Advertisement, Job Boards Website/Portals, Internship, Placement Consultancies-Traditional (In-House, Internal Recruitment, On Campus, Employment And Traditional Agency). Modern (Recruitment Books, Niche Recruitments, Internet Recruitment, Service Recruitment, Website and Job, Search Engine, Social Recruiting and Candidate Paid Recruiters). • Technique of Recruitment-Traditional Vs Modern Recruitment • Evaluation of Recruitment-Outsourcing Programme |
| 2 | Selection |
| | <ul style="list-style-type: none"> • Selection-Concept of Selection, Criteria for Selection, Process, Advertisement and Application (Blank Format). • Screening-Pre and Post Criteria for Selection, Steps of Selection • Interviewing-Types and Guidelines for Interviewer & Interviewee, Types of Selection Tests, Effective Interviewing Techniques. • Selection Hurdles and Ways to Overcome Them |
| 3 | Induction |
| | <ul style="list-style-type: none"> • Induction-Concept, Types-Formal /Informal, Advantages of Induction ,How to make Induction Effective • Orientation & On boarding-Programme and Types, Process. • Socialisation-Types-Anticipatory, Encounter, Setting in, Socialisation Tactics • Current trends in Recruitment and Selection Strategies– with respect to Service, Finance, I.T., Law And Media Industry |
| 4 | Soft Skills |
| | <ul style="list-style-type: none"> • Preparing Bio-data and C.V. • Social and Soft Skills – Group Discussion &Personal Interview, Video and Tele Conferencing Skills, • Presentation and Negotiation Skills, Aesthetic Skills, • Etiquettes-Different Types and Quitting Techniques. • Exit Interview-Meaning, importance. |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester III
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group C. Human Resource Electives**

2. Motivation & Leadership

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|----------------|------------------------|
| 1 | Motivation -I | 12 |
| 2 | Motivation-II | 15 |
| 3 | Leadership-I | 17 |
| 4 | Leadership-II | 16 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|---|
| 1 | To gain knowledge of the leadership strategies for motivating people and changing organizations |
| 2 | To study how leaders facilitate group development and problem solving and work through problems and issues as well as transcend differences |
| 3 | To acquaint the students about practical approaches to Motivation and Leadership & its application in the Indian context |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Motivation-I |
| | <ul style="list-style-type: none"> • Concept of motivation, Importance, Tools of Motivation. • Theory Z, Equity theory. • Process Theories-Vroom's Expectancy Theory, Valency-Four drive model. |
| 2 | Motivation-II |
| | <ul style="list-style-type: none"> • East v/s West, motivating workers (in context to Indian workers) • The Indian scene – basic differences. • Work –Life balance – concept, differences, generation and tips on work life balance. |
| 3 | Leadership-I |
| | <ul style="list-style-type: none"> • Leadership– Meaning, Traits and Motives of an Effective Leader, Styles of Leadership. • Theories –Trait Theory, Behavioural Theory, Path Goal Theory. • Transactional v/s Transformational leaders. • Strategic leaders– meaning, qualities. • Charismatic Leaders– meaning of charisma, Qualities, characteristics, types of charismatic leaders (socialized, personalized, office-holder, personal, divine) |
| 4 | Leadership-II |
| | <ul style="list-style-type: none"> • Great leaders, their style, activities and skills (Ratan Tata, Narayan Murthy, Dhirubhai Ambani, Bill Gates, Mark Zuckerberg, Donald Trump) • Characteristics of creative leaders and organization methods to enhance creativity (Andrew Dubrein). • Contemporary issues in leadership–Leadership roles, team leadership, mentoring, self leadership, online leadership, finding and creating effective leader. |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
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with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group C. Human Resource Electives**

3. Employees Relations & Welfare

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Overview of Employee Relations and Collective Bargaining | 15 |
| 2 | Overview of Employee Welfare | 15 |
| 3 | Welfare and Work Environment Management | 15 |
| 4 | Workers Participation and Employee Grievance | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|--|
| 1 | To understand the nature and importance of employee relations in an organization |
| 2 | To understand the importance of collective bargaining and Workers participation |
| 3 | To understand the causes and effects of employee grievances as well as the procedure to solve the same |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Overview of Employee Relations and Collective Bargaining |
| | <ul style="list-style-type: none"> • Employee Relations - Meaning, Scope, Elements of Employee Relations, Role of HR in Employee Relations • Employee Relation Policies – Meaning and Scope. • Ways to Improve Employee Relations • Collective Bargaining – Meaning, Characteristics, Need and Importance, Classification of collective bargaining - Distributive bargaining, Integrative bargaining, Attitudinal structuring and Intra-organizational bargaining; Principles of Collective Bargaining, Process, Causes for Failure of Collective Bargaining, Conditions for Successful Collective Bargaining • Collective Bargaining Strategies - Parallel or Pattern Bargaining, Multi-employer or Coalition Bargaining, Multi-unit or Coordinated Bargaining, and Single-unit Bargaining • Current Trends in Collective Bargaining |
| 2 | Overview of Employee Welfare |
| | <ul style="list-style-type: none"> • Meaning, Need for Employee Welfare, Principles of Employee/ Labour Welfare, Scope for Employee/ Labour Welfare in India, Types of Welfare Services – Individual and Group. • Historical Development of Employee/ Labour Welfare in India – Pre and Post-Independence, Employee/ Labour Welfare Practices in India • Approaches to Employee/ Labour Welfare – Paternalistic, Atomistic, Mechanistic, Humanistic approach • Theories of Employee Welfare—Policing Theory, Religion Theory, Philanthropic Theory, Trusteeship Theory, Public Relations Theory, Functional Theory • Administration of Welfare Facilities – Welfare Policy, Organisation of Welfare, Assessment of Effectiveness. |
| 3 | Welfare and Work Environment Management |
| | <ul style="list-style-type: none"> • Agencies for Labour Welfare – Central Government, State Government, Employers, Trade Union • Women Welfare - Meaning, Need for women welfare, Provision of Factories Act as applicable for women welfare • Responsibility of Employers towards labour welfare • Work Environment Management – Meaning, Need for healthy work environment, measures for providing healthy work, Fatigue at work – Meaning, Causes and Symptoms of Fatigue, Boredom at Workplace – Meaning, Hazards at Workplace – Meaning, Types of Hazards – Physical and Social, Hazard Management – Meaning and Process, Hazard Audit - Concept • Accidents and Safety Issues at Workplace – Safety, Safety Culture |
| 4 | Workers Participation and Employee Grievance |
| | <ul style="list-style-type: none"> • Workers Participation in Management – Concept, Pre-requisites, forms & levels of participation, Benefit of Workers Participation in Management, Importance of employee stock option plans as a method of participation. • Employee Grievance – Meaning, Features, Causes and Effects of Employee Grievances, Employee Grievance Handling Procedure, Effective Ways of Handling Grievance • Role of Industrial Relations Manager in Promoting & Establishing Peaceful Employee Relations |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester III
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group C. Human Resource Electives**

4. Organisation Behaviour & HRM

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|------------------------------|------------------------|
| 1 | Organisational Behaviour I | 12 |
| 2 | Organisational Behaviour II | 13 |
| 3 | Human Resource Management-I | 17 |
| 4 | Human Resource Management-II | 18 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|---|
| 1 | The objective of this course is to familiarize the student with the fundamental aspects of Various issues associated with Human Resource Management as a whole. |
| 2 | The course aims to give a comprehensive overview of Organization Behaviour as a separate area of management. |
| 3 | To introduce the basic concepts, functions and processes & create an awareness of the role, functions and functioning of Human Resource Management & OB. |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | Organisational Behaviour-I |
| | <ul style="list-style-type: none"> • Introduction to Organizational Behaviour-Concept, definitions, Evolution of OB • Importance of Organizational Behaviour-Cross Cultural Dynamics, Creating Ethical Organizational Culture& Climate • Individual and Group Behaviour-OB models–Autocratic, Custodial, Supportive, Collegial & SOBC in context with Indian OB • Human Relations and Organizational Behaviour |
| 2 | Organisational Behaviour-II |
| | <ul style="list-style-type: none"> • Managing Communication: Conflict management techniques. • Time management strategies. • Learning Organization and Organizational Design • Rewards and Punishments-Termination, layoffs, Attrition, Retrenchment, Separations, Downsizing |
| 3 | Human Resource Management-I |
| | <ul style="list-style-type: none"> • HRM-Meaning, objectives, scope and functions • HRP-Definition, objectives, importance, factors affecting HRP, Process of HRP, Strategies of HRM , Global HR Strategies • HRD-Concept ,meaning, objectives, HRD functions |
| 4 | Human Resource Management-II |
| | <ul style="list-style-type: none"> • Performance Appraisal: concept, process, methods and problems, KRA'S • Compensation-concept, components of Pay Structure, Wage and salary administration, Incentives and Employee benefits. • Career planning-concept of career Planning, Career stages and carrier planning |

**Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester III
with Effect from the Academic Year 2017-2018**

**2. Ability Enhancement Courses (AEC)
2A. Ability Enhancement Compulsory Course**

3. Information Technology in Business Management-I

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Introduction to IT Support in Management | 15 |
| 2 | Office Automation using MS-Office | 15 |
| 3 | Email, Internet and its Applications | 15 |
| 4 | E-Security | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|---|
| 1 | To learn basic concepts of Information Technology, its support and role in Management, for managers |
| 2 | Module II comprises of practical hands on training required for office automation. It is expected to have practical sessions of latest MS-Office software |
| 3 | To understand basic concepts of Email, Internet and websites, domains and security therein |
| 4 | To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | <p data-bbox="326 191 867 222">Introduction to IT Support in Management</p> <ul style="list-style-type: none"> <li data-bbox="326 239 805 270">• Information Technology concepts Concept of Data, Information and Knowledge Concept of Database <li data-bbox="326 352 1187 384">• Introduction to Information Systems and its major components. Types and Levels of Information systems. Main types of IT Support systems Computer based Information Systems (CBIS) <ul style="list-style-type: none"> <li data-bbox="375 499 1321 531">▪ Types of CBIS - brief descriptions and their interrelationships/hierarchies <li data-bbox="375 537 810 569">▪ Office Automation System(OAS) <li data-bbox="375 575 857 606">▪ Transaction Processing System(TPS) <li data-bbox="375 613 899 644">▪ Management Information System(MIS) <li data-bbox="375 651 805 682">▪ Decision Support Systems (DSS) <li data-bbox="375 688 839 720">▪ Executive Information System(EIS) <li data-bbox="375 726 915 758">▪ Knowledge based system, Expert system <li data-bbox="326 764 976 795">• Success and Failure of Information Technology. Failures of Nike and AT&T <li data-bbox="326 842 683 873">• IT Development Trends. Major areas of IT Applications in Management <li data-bbox="326 919 1045 951">• Concept of Digital Economy and Digital Organization. <li data-bbox="326 957 537 989">• IT Resources Open Source Software - Concept and Applications. Study of Different Operating Systems. (Windows / Linux/ DOS) |
| 2 | <p data-bbox="326 1068 768 1100">Office Automation using MS Office</p> <ul style="list-style-type: none"> <li data-bbox="326 1119 907 1371">• Learn Word: Creating/Saving of Document Editing and Formatting Features Designing a title page, Preparing Index, Use of SmartArt Cross Reference, Bookmark and Hyperlink. Mail Merge Feature. <li data-bbox="326 1377 1395 1713">• Spreadsheet application (e.g. MS-Excel/openoffice.org) Creating/Saving and editing spreadsheets Drawing charts. Using Basic Functions: text, math & trig, statistical, date & time, database, financial, logical Using Advanced Functions : Use of VLookup/HLookup Data analysis – sorting data, filtering data (AutoFilter , Advanced Filter), data validation, what-if analysis (using data tables/scenarios), creating sub-totals and grand totals, pivot table/chart, goal seek/solver, <li data-bbox="326 1719 1395 1929">• Presentation Software Creating a presentation with minimum 20 slides with a script. Presenting in different views, Inserting Pictures, Videos, Creating animation effects on them Slide Transitions, Timed Presentations Rehearsal of presentation |

| Sr. No. | Modules / Units |
|---------|---|
| 3 | Email, Internet and its Applications |
| | <ul style="list-style-type: none"> • Introduction to Email Writing professional emails Creating digitally signed documents. • Use of Outlook : Configuring Outlook, Creating and Managing profile in outlook, Sending and Receiving Emails through outlook Emailing the merged documents. Introduction to Bulk Email software • Internet Understanding Internet Technology Concepts of Internet, Intranet, Extranet Networking Basics, Different types of networks. Concepts (Hubs, Bridges, Routers, IP addresses) Study of LAN, MAN, WAN • DNS Basics. Domain Name Registration, Hosting Basics. • Emergence of E-commerce and M-Commerce Concept of E-commerce and M-Commerce Definition of E-commerce and M-Commerce Business models of e-commerce: models based on transaction party (B2B, B2C, B2G, C2B, C2C, E-Governance) Models based on revenue models, Electronics Funds Transfer, Electronic Data Interchange. |
| 4 | E-Security Systems |
| | <ul style="list-style-type: none"> • Threats to Computer systems and control measures. Types of threats- Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism) Threat Management • IT Risk Definition, Measuring IT Risk, Risk Mitigation and Management • Information Systems Security • Security on the internet Network and website security risks Website Hacking and Issues therein. Security and Email • E-Business Risk Management Issues Firewall concept and component, Benefits of Firewall • Understanding and defining Enterprise wide security framework • Information Security Environment in India with respect to real Time Application in Business Types of Real Time Systems, Distinction between Real Time, On – line and Batch Processing System. Real Time Applications viz. Railway / Airway / Hotel Reservation System, ATMs, EDI Transactions - definition, advantages, examples; E-Cash, Security requirements for Safe E-Payments Security measures in International and Cross Border financial transactions • Threat Hunting Software |

***Revised Syllabus of Courses of Bachelor of Management Studies
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***2. Ability Enhancement Courses (AEC)
2B. Skill Enhancement Courses (SEC)***

**4. Foundation Course –III
Environmental Management**

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Environmental Concepts | 12 |
| 2 | Environment degradation | 11 |
| 3 | Sustainability and role of business | 11 |
| 4 | Innovations in business- an environmental Perspective | 11 |
| Total | | 45 |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | Environmental Concepts: |
| | <ul style="list-style-type: none"> • Environment: Definition and composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere • Biogeochemical cycles - Concept and water cycle • Ecosystem & Ecology; Food chain, food web & Energy flow pyramid • Resources: Meaning, classification(Renewable & non-renewable), types & Exploitation of Natural resources in sustainable manner |
| 2 | Environment degradation |
| | <ul style="list-style-type: none"> • Degradation-Meaning and causes, degradation of land, forest and agricultural land and its remedies • Pollution – meaning, types, causes and remedies (land, air, water and others) • Global warming: meaning, causes and effects. • Disaster Management: meaning, disaster management cycle. • Waste Management: Definition and types -solid waste management anthropogenic waste, e-waste & biomedical waste (consumerism as a cause of waste) |
| 3 | Sustainability and role of business |
| | <ul style="list-style-type: none"> • Sustainability: Definition, importance and Environment Conservation. • Environmental clearance for establishing and operating Industries in India. • EIA, Environmental auditing, ISO 14001 • Salient features of Water Act, Air Act and Wildlife Protection Act. • Carbon bank & Kyoto protocol |
| 4 | Innovations in business- an environmental perspective |
| | <p>Non-Conventional energy sources- Wind, Bio-fuel, Solar, Tidal and Nuclear Energy.</p> <p>Innovative Business Models: Eco-tourism, Green marketing, Organic farming, Eco-friendly packaging, Waste management projects for profits ,other business projects for greener future</p> |

***Revised Syllabus of Courses of Bachelor of Management Studies
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***2. Ability Enhancement Courses (AEC)
2B. Skill Enhancement Courses (SEC)***

Foundation Course- Contemporary Issues- III

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Human Rights Provisions, Violations and Redressal | 12 |
| 2 | Dealing With Environmental Concerns | 11 |
| 3 | Science and Technology I | 11 |
| 4 | Soft Skills for Effective Interpersonal Communication | 11 |
| Total | | 45 |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | Human Rights Violations and Redressal |
| | <p>A. Scheduled Castes- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>B. Scheduled tribes- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>C. Women- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>D. Children- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>E. People with Disabilities, Minorities, and the Elderly population- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (4 Lectures)</p> |
| 2 | Dealing With Environmental Concerns |
| | <p>A. Concept of Disaster and general effects of Disasters on human life- physical, psychological, economic and social effects. (3 Lectures)</p> <p>B. Some locally relevant case studies of environmental disasters. (2 Lectures)</p> <p>C. Dealing with Disasters - Factors to be considered in Prevention, Mitigation (Relief and Rehabilitation) and disaster Preparedness. (3 Lectures)</p> <p>D. Human Rights issues in addressing disasters- issues related to compensation, equitable and fair distribution of relief and humanitarian approach to resettlement and rehabilitation. (3 Lectures)</p> |
| 3 | Science and Technology – I |
| | <p>A. Development of Science- the ancient cultures, the Classical era, the Middle Ages, the Renaissance, the Age of Reason and Enlightenment. (3 Lectures)</p> <p>B. Nature of science- its principles and characteristics; Science as empirical, practical, theoretical, validated knowledge. (2 Lectures)</p> <p>C. Science and Superstition- the role of science in exploding myths, blind beliefs and prejudices; Science and scientific temper- scientific temper as a fundamental duty of the Indian citizen. (3 Lectures)</p> <p>D. Science in everyday life- technology, its meaning and role in development; Interrelation and distinction between science and technology. (3 Lectures)</p> |
| 4 | Soft Skills for Effective Interpersonal Communication |
| | <p>Part A (4 Lectures)</p> <p>I) Effective Listening - Importance and Features.</p> <p>II) Verbal and Non-Verbal Communication; Public-Speaking and Presentation Skills.</p> <p>III) Barriers to Effective Communication; Importance of Self-Awareness and Body Language.</p> <p>Part B (4 Lectures)</p> <p>I) Formal and Informal Communication - Purpose and Types.</p> <p>II) Writing Formal Applications, Statement of Purpose (SOP) and Resume.</p> <p>III) Preparing for Group Discussions, Interviews and Presentations.</p> <p>Part C (3 Lectures)</p> <p>I) Leadership Skills and Self-Improvement - Characteristics of Effective Leadership.</p> <p>II) Styles of Leadership and Team-Building.</p> |

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7. Motilal, Shashi, and Nanda, Bijoy Lakshmi, *Human Rights: Gender and Environment*, Allied Publishers, New Delhi, 2007.
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9. Parsuraman, S., and Unnikrishnan, ed., *India Disasters Report II*, Oxford, New Delhi, 2013
10. Reza, B. K., *Disaster Management*, Global Publications, New Delhi, 2010.
11. Sathe, Satyaranjan P., *Judicial Activism in India*, Oxford University Press, New Delhi, 2003.
12. Singh, Ashok Kumar, *Science and Technology for Civil Service Examination*, Tata McGraw Hill, New Delhi, 2012.
13. Thorpe, Edgar, *General Studies Paper I Volume V*, Pearson, New Delhi, 2017.

Projects / Assignments (for Internal Assessment)

- i. Projects/Assignments should be drawn for the component on Internal Assessment from the topics in **Module 1 to Module 4**.
- ii. Students should be given a list of possible topics - at least 3 from each Module at the beginning of the semester.
- iii. The Project/Assignment can take the form of Street-Plays / Power-Point Presentations / Poster Exhibitions and similar other modes of presentation appropriate to the topic.
- iv. Students can work in groups of not more than 8 per topic.
- v. Students must submit a hard / soft copy of the Project / Assignment before appearing for the semester end examination.

QUESTION PAPER PATTERN (Semester III)

The Question Paper Pattern for Semester End Examination shall be as follows:

TOTAL MARKS: 75

DURATION: 150 MINUTES

| QUESTION NUMBER | DESCRIPTION | MARKS ASSIGNED |
|-----------------|---|--|
| 1 | i. Question 1 A will be asked on the meaning / definition of concepts / terms from all Modules. ii. Question 1 B will be asked on the topic of the Project / Assignment done by the student during the Semester iii. In all 8 Questions will be asked out of which 5 have to be attempted. | a) Total marks: 15 b) For 1 A, there will be 3 marks for each sub-question. c) For 1 B there will be 15 marks without any break-up. |
| 2 | Descriptive Question with internal option (A or B) on Module 1 | 15 |
| 3 | Descriptive Question with internal option (A or B) on Module 2 | 15 |
| 4 | Descriptive Question with internal option (A or B) on Module 3 | 15 |
| 5 | Descriptive Question with internal option (A or B) on Module 4 | 15 |

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2. Ability Enhancement Courses (AEC)

2B. Skill Enhancement Courses (SEC)

4. Foundation Course in NSS - III

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Value System & Gender sensitivity | 12 |
| 2 | Disaster preparedness & Disaster management | 10 |
| 3 | Health, hygiene & Diseases | 13 |
| 4 | Environment & Energy conservation | 10 |
| Total | | 45 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Value System & Gender sensitivity |
| | <p>UNIT - I – Value System Meaning of value, Types of values- human values and social responsibilities- Indian value system- the concepts and its features</p> <p>UNIT - II - Gender sensitivity and woman empowerment Concept of gender- causes behind gender related problems- measures Meaning of woman empowerment- schemes for woman empowerment in India</p> |
| 2 | Disaster preparedness & Disaster management |
| | <p>UNIT - I - Basics of Disaster preparedness Disaster- its meaning and types Disaster preparedness- its meaning and methods</p> <p>UNIT - II - Disaster management Disaster management- concept- disaster cycle - role of technology in disaster response- role of as first responder – the study of ‘Avhan’ Model</p> |
| 3 | Health, hygiene & Diseases |
| | <p>UNIT - I - Health and hygiene Concept of complete health and maintenance of hygiene</p> <p>UNIT - II - Diseases and disorders- preventive campaigning Diseases and disorders- preventive campaigning in Malaria, Tuberculosis, Dengue, Cancer, HIV/AIDS, Diabetes</p> |
| 4 | Environment & Energy conservation |
| | <p>UNIT - I Environment and Environment enrichment program Environment- meaning, features , issues, conservation of natural resources and sustainability in environment</p> <p>UNIT - II Energy and Energy conservation program Energy- the concept, features- conventional and non- conventional energy Energy conservation- the meaning and importance</p> |

***Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester III
with Effect from the Academic Year 2017-2018***

***2. Ability Enhancement Courses (AEC)
2B. Skill Enhancement Courses (SEC)***

4. Foundation Course in NCC - III

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | National Integration & Awareness | 10 |
| 2 | Drill: Foot Drill | 10 |
| 3 | Adventure Training and Environment Awareness and Conservation | 05 |
| 4 | Personality Development and Leadership | 10 |
| 5 | Specialized subject (ARMY) | 10 |
| | Total | 45 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | National Integration & Awareness |
| | <p>Desired outcome: The students will display sense of patriotism, secular values and shall be transformed into motivated youth who will contribute towards nation building through national unity and social cohesion.</p> <p>The students shall enrich themselves about the history of our beloved country and will look forward for the solutions based on strengths to the challenges to the country for its development.</p> <ul style="list-style-type: none"> • Freedom Struggle and nationalist movement in India. • National interests, Objectives, Threats and Opportunities. • Problems/ Challenges of National Integration. • Unity in Diversity |
| 2 | Drill: Foot Drill |
| | <p>Desired outcome: The students will demonstrate the sense of discipline, improve bearing, smartness, turnout, develop the quality of immediate and implicit obedience of orders, with good reflexes.</p> <ul style="list-style-type: none"> • Side pace, pace forward and to the rear • Turning on the march and whiling • Saluting on the march • Marking time, forward march and halt in quick time • Changing step • Formation of squad and squad drill |
| 3 | Adventure Training, Environment Awareness and Conservation |
| 3A | Adventure Training |
| | <p>Desired outcome: The students will overcome fear & inculcate within them the sense of adventure, sportsmanship, esprit-d-corp and develop confidence, courage, determination, diligence and quest for excellence.</p> <ul style="list-style-type: none"> • Any Two such as – Obstacle course, Slithering, Trekking, Cycling, Rock Climbing, Para Sailing, Sailing, Scuba Diving etc. |
| 3B | Environment Awareness and Conservation |
| | <p>Desired outcome: The student will be made aware of the modern techniques of waste management and pollution control.</p> <ul style="list-style-type: none"> • Waste management • Pollution control, water, Air, Noise and Soil |
| 4 | Personality Development and Leadership |
| | <p>Desired outcome: The student will inculcate officer like qualities with desired ability to take right decisions.</p> <ul style="list-style-type: none"> • Time management • Effect of Leadership with historical examples • Interview Skills • Conflict Motives- Resolution |

| Sr. No. | Modules / Units |
|---------|--|
| 5 | Specialized Subject: Army Or Navy Or Air |
| | <p><u>Army</u> Desired outcome: It will acquaint, expose & provide knowledge about Army/ Navy/ Air force and to acquire information about expanse of Armed Forces ,service subjects and important battles</p> <p>A. Armed Force</p> <ul style="list-style-type: none"> • Task and Role of Fighting Arms • Modes of Entry to Army • Honors and Awards <p>B. Introduction to Infantry and weapons and equipments</p> <ul style="list-style-type: none"> • Characteristics of 5.56mm INSAS Rifle, Ammunition, Fire power, Stripping, Assembling and Cleaning • Organization of Infantry Battalion. <p>C. Military history</p> <ul style="list-style-type: none"> • Study of battles of Indo-Pak War 1965,1971 and Kargil • War Movies <p>D. Communication</p> <ul style="list-style-type: none"> • Characteristics of Walkie-Talkies • Basic RT Procedure • Latest trends and Development (Multi Media, Video Conferencing, IT) <p style="text-align: center;">OR</p> <p><u>Navy</u></p> <p>A. Naval orientation and service subjects</p> <ul style="list-style-type: none"> • Organization of Ship- Introduction on Onboard Organization • Naval Customs and Traditions • Mode of Entry into Indian Navy • Branches of the Navy and their functions • Naval Campaign (Battle of Atlantic, Pearl Harbour, Falkland War/Fleet Review/ PFR/ IFR)s <p>B. Ship and Boat Modelling</p> <ul style="list-style-type: none"> • Types of Models • Introduction of Ship Model- Competition Types of Model Prepare in NSC and RDC • Care and handling of power-tools used- maintenance and purpose of tools |

| Sr. No. | Modules / Units |
|---------|---|
| | <p>C. Search and Rescue</p> <ul style="list-style-type: none"> • Role of Indian Coast Guard related to SAR <p>D. Swimming</p> <ul style="list-style-type: none"> • Floating and Breathing Techniques- Precautions while Swimming <p style="text-align: center;">OR</p> <p><u>AIR</u></p> <p>A. General Service Knowledge</p> <ul style="list-style-type: none"> • Organization Of Air Force • Branches of the IAF. <p>B. Principles of Flight</p> <ul style="list-style-type: none"> • Venturi Effect • Aerofoil • Forces on an Aircraft • Lift and Drag <p>C. Airmanship</p> <ul style="list-style-type: none"> • ATC/RT Procedures • Aviation Medicine <p>D. Aero- Engines</p> <ul style="list-style-type: none"> • Types of Engines • Piston Engines • Jet Engines • Turboprop Engines |

***Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester III
with Effect from the Academic Year 2017-2018***

***2. Ability Enhancement Courses (AEC)
2B. Skill Enhancement Courses (SEC)***

4. Foundation Course in Physical Education - III

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Overview of Nutrition | 10 |
| 2 | Evaluation of Health, Fitness and Wellness | 10 |
| 3 | Prevention and Care of Exercise Injuries | 10 |
| 4 | Sports Training | 15 |
| Total | | 45 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Overview of Nutrition |
| | <ul style="list-style-type: none"> • Introduction to nutrition & its principles • Role of Nutrition in promotion of health • Dietary Guidelines for Good Health • Regulation of water in body and factors influencing body temperature. |
| 2 | Evaluation of Health, Fitness and Wellness |
| | <ul style="list-style-type: none"> • Meaning & Concept of holistic health • Evaluating Personal health-basic parameters • Evaluating Fitness Activities – Walking & Jogging • Myths & mis-conceptions of Personal fitness |
| 3 | Prevention and Care of Exercise Injuries |
| | <ul style="list-style-type: none"> • Types of Exercise Injuries • First Aid- Importance & application in Exercise Injuries • Management of Soft tissues injuries • Management of bone injuries |
| 4 | Sports Training |
| | <ul style="list-style-type: none"> • Definition, aims & objectives of Sports training • Importance of Sports training • Principles of Sports training • Drug abuse & its effects |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester III
With Effect from the Academic Year 2017-2018**

3. Core Courses (CC)

5. Business Planning & Entrepreneurial Management

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Foundations of Entrepreneurship Development | 15 |
| 2 | Types & Classification Of Entrepreneurs | 15 |
| 3 | Entrepreneur Project Development & Business Plan | 15 |
| 4 | Venture Development | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|--|
| 1 | Entrepreneurship is one of the major focus areas of the discipline of Management. This course introduces Entrepreneurship to budding managers. |
| 2 | To develop entrepreneurs & to prepare students to take the responsibility of full line of management function of a company with special reference to SME sector. |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Foundations of Entrepreneurship Development: |
| | <ul style="list-style-type: none"> ● Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur ● Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein Theory of Profit by Knight Theory of Social change by Everett Hagen ● External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal. Role of Entrepreneurial culture in Entrepreneurship Development. |
| 2 | Types & Classification Of Entrepreneurs |
| | <ul style="list-style-type: none"> ● Intrapreneur –Concept and Development of Intrapreneurship ● Women Entrepreneur – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group ● Social entrepreneurship–concept, development of Social entrepreneurship in India. Importance and Social responsibility of NGO’s. ● Entrepreneurial development Program (EDP)– concept, factor influencing EDP. Option available to Entrepreneur. (Ancillarisation, BPO, Franchise, M&A) |
| 3 | Entrepreneur Project Development & Business Plan |
| | <ul style="list-style-type: none"> ● Innovation, Invention, Creativity, Business Idea, Opportunities through change. ● Idea generation– Sources-Development of product /idea, ● Environmental scanning and SWOT analysis ● Creating Entrepreneurial Venture-Entrepreneurship Development Cycle ● Business Planning Process-The business plan as an Entrepreneurial tool, scope and value of Business plan. ● Elements of Business Plan, Objectives, Market and Feasibility Analysis, Marketing, Finance, Organization & Management, Ownership, ● Critical Risk Contingencies of the proposal, Scheduling and milestones. |
| 4 | Venture Development |
| | <ul style="list-style-type: none"> ● Steps involved in starting of Venture ● Institutional support to an Entrepreneur ● Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects ● Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance. ● New trends in entrepreneurship |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester III
with Effect from the Academic Year 2017-2018**

3. Core Courses (CC)

6. Accounting for Managerial Decisions

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Analysis and Interpretation of Financial statements | 15 |
| 2 | Ratio analysis and Interpretation | 15 |
| 3 | Cash flow statement | 15 |
| 4 | Working capital | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|---|
| 1 | To acquaint management learners with basic accounting fundamentals. |
| 2 | To develop financial analysis skills among learners. |
| 3 | The course aims at explaining the core concepts of business finance and its importance in managing a business |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Analysis and Interpretation of Financial statements |
| | <ul style="list-style-type: none"> • Study of balance sheet of limited companies. Study of Manufacturing, Trading, Profit and Loss A/c of Limited Companies • Vertical Form of Balance Sheet and Profit & Loss A/c-Trend Analysis, Comparative Statement & Common Size. |
| 2 | Ratio analysis and Interpretation |
| | <ul style="list-style-type: none"> • Ratio analysis and Interpretation(based on vertical form of financial statements)including conventional and functional classification restricted to: • Balance sheet ratios: Current ratio, Liquid Ratio, Stock Working capital ratio, Proprietary ratio, Debt Equity Ratio, Capital Gearing Ratio. • Revenue statement ratios: Gross profit ratio, Expenses ratio, Operating ratio, Net profit ratio, Net Operating Profit Ratio, Stock turnover Ratio, Debtors Turnover , Creditors Turnover Ratio • Combined ratios: Return on capital Employed (including Long term borrowings), Return on Proprietors fund (Shareholder fund and Preference Capital), Return on Equity Capital, Dividend Payout Ratio, Debt Service Ratio, • Different modes of expressing ratios:-Rate, Ratio, Percentage, Number. Limitations of the use of Ratios. |
| 3 | Cash flow statement |
| | Preparation of cash flow statement(AccountingStandard-3(revised)) |
| 4 | Working capital |
| | <ul style="list-style-type: none"> • Working capital-Concept, Estimation of requirements in case of Trading & Manufacturing Organizations. • Receivables management-Meaning & Importance, Credit Policy Variables, methods of Credit Evaluation(Traditional and Numerical- Credit Scoring); Monitoring the Debtors Techniques [DSO, Ageing Schedule] |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester III
with Effect from the Academic Year 2017-2018**

3. Core Courses (CC)

7. Strategic Management

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--------------------------------|------------------------|
| 1 | Introduction | 12 |
| 2 | Strategy Formulation | 16 |
| 3 | Strategic Implementation | 18 |
| 4 | Strategic Evaluation & Control | 14 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|--|
| 1 | The objective of this course is to learn the management policies and strategies at every Level to develop conceptual skills in this area as well as their application in the corporate world. |
| 2 | The focus is to critically examine the management of the entire enterprise from the Top Management view points. |
| 3 | This course deals with corporate level Policy & Strategy formulation areas. This course aims to developing conceptual skills in this area as well as their application in the corporate world. |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Introduction |
| | <ul style="list-style-type: none"> • Business Policy-Meaning, Nature, Importance • Strategy-Meaning, Definition • Strategic Management-Meaning, Definition, Importance, Strategic management • Process & Levels of Strategy and Concept and importance of Strategic Business Units (SBU's) • Strategic Intent-Mission, Vision, Goals, Objective, Plans |
| 2 | Strategy Formulation |
| | <ul style="list-style-type: none"> • Environment Analysis and Scanning(SWOT) • Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization) • Business Level Strategy(Cost Leadership, Differentiation, Focus) • Functional Level Strategy(R&D, HR, Finance, Marketing, Production) |
| 3 | Strategic Implementation |
| | <ul style="list-style-type: none"> • Models of Strategy making. • Strategic Analysis& Choices &Implementation: BCG Matrix, GE 9Cell, Porter5 Forces, 7S Frame Work • Implementation: Meaning, Steps and implementation at Project, Process, Structural ,Behavioural ,Functional level. |
| 4 | Strategic Evaluation & Control |
| | <p>Strategic Evaluation & Control– Meaning, Steps of Evaluation & Techniques of Control</p> <p>Synergy: Concept , Types , evaluation of Synergy. Synergy as a Component of Strategy & its Relevance.</p> <p>Change Management– Elementary Concept</p> |

Bachelor of Management Studies (BMS)
Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2017-2018)

Semester IV

| No. of Courses | Semester IV | Credits |
|----------------------|--|-----------|
| 1 | <i>Elective Courses (EC)</i> | |
| 1& 2 | *Any one group of courses from the following list of the courses | 06 |
| 2 | <i>Ability Enhancement Courses (AEC)</i> | |
| 2A | <i>Ability Enhancement Compulsory Course (AECC)</i> | |
| 3 | Information Technology in Business Management-II | 03 |
| 2B | <i>**Skill Enhancement Courses (SEC)</i> | |
| 4 | Any one course from the following list of the courses | 02 |
| 3 | <i>Core Courses (CC)</i> | |
| 5 | Business Economics-II | 03 |
| 6 | Business Research Methods | 03 |
| 7 | Production & Total Quality Management | 03 |
| Total Credits | | 20 |

| <i>**List of Skill Enhancement Courses (SEC) for Semester IV (Any One)</i> | |
|---|--|
| 1 | Foundation Course (Ethics & Governance)- IV |
| 2 | Foundation Course- Contemporary Issues- IV |
| 3 | Foundation Course in NSS - IV |
| 4 | Foundation Course in NCC - IV |
| 5 | Foundation Course in Physical Education - IV |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester IV
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group A. Finance Electives**

1. Financial Institutions & Markets

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Financial System in India | 16 |
| 2 | Financial Regulators & Institutions in India (detail discussion on their role and functions) | 16 |
| 3 | Financial Markets (In Details) | 16 |
| 4 | Managing Financial Systems Design | 12 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|---|
| 1 | The Course aims at providing the students basic knowledge about the structure, role and functioning of financial institutions and markets in the financial system in India. |
| 2 | To inculcate understanding relating to managing of financial system |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Financial System in India |
| | <ul style="list-style-type: none"> • Financial System Theoretical Settings – Meaning, Importance, Functions of financial system, Indian financial system from financial neutrality to financial activism and from financial volatility to financial stability. Role of government in Financial development , Phases of Indian financial system since independence (State Domination – 1947-1990, Financial sector reforms 1991 till Financial sector Legislative Reforms Commission 2013) (Only an Overview) Monitoring Framework for financial Conglomerates, • Structure of Indian financial system – Financial Institutions (Banking & Non-Banking), Financial Markets (Organized and Unorganized) Financial Assets/Instruments, Financial Services(Fund based & Free Based) – (In details) • Microfinance - Conceptual Framework – Origin, Definitions, Advantages, Barriers, Microfinance Models in India |
| 2 | Financial Regulators & Institutions in India (detail discussion on their role and functions) |
| | <ul style="list-style-type: none"> • Financial Regulators – Ministry of Finance (Dept of DEA, Expenditure ,Revenue, financial services and disinvestment) RBI- Changing role of RBI in the financial sector, global crisis and RBI, Ministry of Corporate Affairs, SEBI, Pension Fund Regulatory and Development Authority, IRDA. • Financial Institutions- Role, Classification, Role of Commercial banks, IFCI, IDBI, Industrial Credit and Investment Corporation of India, SFC, Investment institutions in India (LIC, GIC) NBFC services provided by NBFC. • Specialized Financial Institutions – EXIM, NABARD, SIDBI, NHB, SIDC, SME Rating agency of India Ltd, IIFCL, IWRFC (Their role, functions and area of concerns) |
| 3 | Financial Markets (In Details) |
| | <ul style="list-style-type: none"> • Indian Money Market – Meaning, Features, Functions, Importance, Defects, Participants, Components (Organized and Unorganized) (in details) and Reforms • Indian Capital Market - Meaning, Features, Functions, Importance, Participants, Instruments, Reforms in Primary and Secondary Market, Stock Indices, NSE, BSE, ADR and GDR • Introduction of Commodity and Derivative Markets • Insurance and Mutual funds – An introduction |
| 4 | Managing Financial Systems Design |
| | <ul style="list-style-type: none"> • Financial System Design – Meaning, Stakeholder Lender Conflict, Manager Stock holder conflict, Conflict Resolution and Financial System Design, Bank oriented systems and Market oriented systems its advantages and drawbacks, Dimensions of well-functioning financial systems • At global level – Financial system designs of Developed countries (Japan, Germany , UK and USA) (Brief Summary) • Case studies relating to disinvestments polices of PSU in India, Global crises and failures in market systems around world |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester IV
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group A. Finance Electives**

2. Auditing

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Introduction to Auditing | 15 |
| 2 | Audit Planning, Procedures and Documentation | 15 |
| 3 | Auditing Techniques and Internal Audit Introduction | 15 |
| 4 | Auditing Techniques: Vouching & Verification | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|---|
| 1 | To enable students get acquaint with the various concepts of auditing. |
| 2 | To ensure students understand and practice the various techniques of auditing while managing their finances |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Introduction to Auditing |
| | <ul style="list-style-type: none"> • Basics – Financial Statements, Users of Information, Definition of Auditing, Objectives of Auditing – Primary and Secondary, Expression of opinion, Detection of Frauds and Errors, Inherent limitations of Audit. Difference between Accounting and Auditing, Investigation and Auditing. • Errors & Frauds – Definitions, Reasons and Circumstances, Types of Error – Commission, Omission, Compensating error. Types of frauds, Risk of fraud and Error in Audit, Auditors Duties and Responsibilities in case of fraud • Principles of Audit – Integrity, Objectivity, Independence, Skills, Competence, Work performed by others, Documentation, Planning, Audi Evidence, Accounting System and Internal Control, Audit Conclusions and Reporting • Types of Audit – Meaning, Advantages, Disadvantages of Balance sheet Audit, Interim Audit, Continuous Audit, Concurrent Audit and Annual Audit |
| 2 | Audit Planning, Procedures and Documentation |
| | <ul style="list-style-type: none"> • Audit Planning – Meaning, Objectives, Factors to be considered, Sources of obtaining information, Discussion with Client, Overall Audit Approach. • Audit Program – Meaning, Factors, Advantages and Disadvantages, Overcoming Disadvantages, Methods of Work , Instruction before commencing Work, Overall Audit Approach • Audit Working Papers - Meaning, importance, Factors determining Form and Contents, Main Functions / Importance, Features, Contents of Permanent Audit File, Temporary Audit File, Ownership, Custody, Access of Other Parties to Audit Working Papers, Auditors Lien on Working Papers, Auditors Lien on Client's Books • Audit Notebook – Meaning, structure, Contents, General Information, Current Information, Importance |
| 3 | Auditing Techniques and Internal Audit Introduction |
| | <ul style="list-style-type: none"> • Test Check - Test Checking Vs Routing Checking, test Check meaning, features, factors to be considered, when Test Checks can be used, advantages disadvantages precautions. • Audit Sampling - Audit Sampling, meaning, purpose, factors in determining sample size -Sampling Risk, Tolerable Error and expected error, methods of selecting Sample Items Evaluation of Sample Results auditors Liability in conducting audit based on Sample • Internal Control - Meaning and purpose, review of internal control, advantages, auditors duties, review of internal control, Inherent Limitations of Internal control, internal control samples for sales and debtors, purchases and creditors, wages and salaries. Internal Checks Vs Internal Control, Internal Checks Vs Test Checks • Internal Audit - Meaning, basic principles of establishing Internal audit, objectives, evaluation of internal Audit by statutory auditor, usefulness of Internal Audit, Internal Audit Vs External Audit,, Internal Checks Vs Internal Audit |

| Sr. No. | Modules / Units |
|---------|---|
| 4 | Auditing Techniques: Vouching & Verification |
| | <ul style="list-style-type: none"> • Audit of Income - Cash Sales, Sales on Approval, Consignment Sales, Sales Returns Recovery of Bad Debts written off, Rental Receipts, Interest and Dividends Received Royalties Received • Audit of Expenditure - Purchases, Purchase Returns, Salaries and Wages, Rent, Insurance Premium, Telephone expense Postage and Courier, Petty Cash Expenses, Travelling Commission Advertisement, Interest Expense • Audit of Assets Book Debts / Debtors, Stocks -Auditors General Duties; Patterns, Dies and Loose Tools, Spare Parts, Empties and Containers Quoted Investments and Unquoted Investment Trade Marks / Copyrights Patents Know-How Plant and Machinery Land and Buildings Furniture and Fixtures • Audit of Liabilities - Outstanding Expenses, Bills Payable Secured loans Unsecured Loans, Contingent Liabilities |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester IV
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group A. Finance Electives**

3. Strategic Cost Management

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Introduction to Strategic Cost Management(Only Theory) | 20 |
| 2 | Activity Based Costing | 20 |
| 3 | Strategic Cost Management performance assessment (Only theory) | 08 |
| 4 | Variance Analysis & Responsibility Accounting (Practical Problems) | 12 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|--|
| 1 | Learners should develop skills of analysis, evaluation and synthesis in cost and management accounting |
| 2 | The subject covers the complex modern industrial organizations within which the various facets of decision-making and controlling operations take place. |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Introduction to Strategic Cost Management(Only Theory) |
| | <ul style="list-style-type: none"> • Strategic Cost Management (SCM): Concept and Philosophy-Objectives of SCM-Environmental influences on cost management practices, Key elements in SCM-Different aspects of Strategic Cost Management: Value Analysis & Value Engineering, Wastage Control, Disposal Management, Business Process Re-engineering, Total Quality Management, Total Productive Maintenance, Energy Audit, Control of Total Distribution Cost & Supply Cost, Cost Reduction & Product Life Cycle Costing(An Overview) |
| 2 | Activity Based Costing |
| | <ul style="list-style-type: none"> • Activity Based Management and Activity Based Budgeting: Concept, rationale, issues, limitations. Design and Implementation of Activity Based Costing (Practical Problems on ABC), Life Cycle Costing, Kaizen Costing, Back Flush Costing. Evaluation criterion; Return on Cash Systems; Transfer Pricing and Divisional Performance. Transfer Pricing in International Business, Marginal Costing and Managerial Decision Mix (Practical Problems) |
| 3 | Strategic Cost Management performance assessment (Only theory) |
| | <ul style="list-style-type: none"> • Cost Audit & Management Audit under companies Act, with reference to strategic assessment of cost & managerial performance- Strategic Cost-Benefit Analysis of different business restructuring propositions-Entrepreneurial approach to cost Management, with reference to core competencies, strategic advantages & long-term perspective of cost Management. Six Sigma, Learning Curve, Praise Analysis and Simulation |
| 4 | Variance Analysis & Responsibility Accounting (Practical Problems) |
| | <ul style="list-style-type: none"> • Standard Costing (Material, Labour, Overhead, Sales & Profit) • Responsibility Accounting –Introduction, Types & Evaluation of Profit Centre and Investment Centre |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester IV
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group A. Finance Electives**

4. Corporate Restructuring

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Corporate Restructuring – Introduction and Concepts (Only Theory) | 15 |
| 2 | Accounting of Internal Reconstruction (Practical and theory) | 15 |
| 3 | Accounting of External Reconstruction (Amalgamation/ Mergers/ Takeovers and Absorption)(Practical and theory) | 15 |
| 4 | Impact of Reorganization on the Company - An Introduction (Only Theory) | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|--|
| 1 | To impart knowledge relating to legal, accounting and practical implementation of corporate restructuring. |
| 2 | The subject covers the complex facets of corporate restructuring process |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | Corporate Restructuring – Introduction and Concepts (Only Theory) |
| | <ul style="list-style-type: none"> • Corporate Restructuring - Historical Background, Meaning of Corporate Restructuring, Corporate Restructuring as a Business Strategy, Need and Scope of Corporate Restructuring. • Planning, Formulation and Execution of Various Restructuring Strategies, Important Aspects to be considered while Planning or Implementing Corporate Restructuring Strategies. • Forms of Restructuring - Merger, Demerger, Reverse merger , Disinvestment , Takeover/acquisition, Joint Venture (JV), Strategic Alliance, Franchising and Slump sale |
| 2 | Accounting of Internal Reconstruction (Practical and theory) |
| | <ul style="list-style-type: none"> • Need for reconstruction and Company Law provisions, Distinction between internal and external reconstructions • Methods including alteration of share capital, variation of share-holder rights, sub division, consolidation, surrender and reissue/cancellation, reduction of share capital, with relevant legal provisions and accounting treatments for same. |
| 3 | Accounting of External Reconstruction (Amalgamation/ Mergers/ Takeovers and Absorption)(Practical and theory) |
| | <ul style="list-style-type: none"> • In the nature of merger and purchase with corresponding accounting treatments of pooling of interests and purchase methods respectively • Computation and meaning of purchase consideration and Problems based on purchase method of accounting only. |
| 4 | Impact of Reorganization on the Company - An Introduction (Only Theory) |
| | <ul style="list-style-type: none"> • Change in the Internal Aspects on Reorganization – Change of Name and Logo, Revised Organization Chart, Communication, Employee Compensation, Benefits and Welfare Activities, Aligning Company Policies, Aligning Accounting and Internal Database Management Systems, Re-Visiting Internal Processes and Re-Allocation of People • Change in External Aspects on Reorganization - Engagement with Statutory Authorities, Revised ISO Certification and Similar Other Certifications, Revisiting past Government approvals, decisions and other contracts. • Impact of Reorganization - Gain or Loss to Stakeholders, Implementation of Objectives, Integration of Businesses and Operations, Post Merger Success and Valuation and Impact on Human and Cultural Aspects. |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester IV
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group B. Marketing Electives**

1. Integrated Marketing Communication

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Introduction to Integrated Marketing Communication | 15 |
| 2 | Elements of IMC – I | 15 |
| 3 | Elements of IMC – II | 15 |
| 4 | Evaluation & Ethics in Marketing Communication | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|---|
| 1 | To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program. |
| 2 | To understand the various tools of IMC and the importance of co-ordinating them for an effective marketing communication program. |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Introduction to Integrated Marketing Communication |
| | <ul style="list-style-type: none"> • Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC. • Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing • Communication process, Traditional and alternative Response Hierarchy Models • Establishing objectives and Budgeting: Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program. |
| 2 | Elements of IMC – I |
| | <ul style="list-style-type: none"> • Advertising – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising. • Sales promotion – Scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages and Disadvantages, Types of Sales Promotion, objectives of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign. |
| 3 | Elements of IMC – II |
| | <ul style="list-style-type: none"> • Direct Marketing - Role of direct marketing in IMC, Objectives of Direct Marketing, Components for Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing • Public Relations and Publicity – Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR ,Managing PR – Planning, implementation, evaluation and Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship • Personal Selling – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling |
| 4 | Evaluation & Ethics in Marketing Communication |
| | <ul style="list-style-type: none"> • Evaluating an Integrated Marketing program – Evaluation process of IMC – Message Evaluations, Advertising tracking research – copy testing – emotional reaction test, cognitive Neuro science – online evaluation, Behavioural Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and facebook likes, response cards, Internet responses, redemption rate Test Markets – competitive responses, scanner data, Purchase simulation tests • Ethics and Marketing communication – stereotyping, targeting vulnerable customers, offensive brand messages – legal issues – Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices • Current Trends in IMC – Internet & IMC, Advertising on internet, PR through Internet Banner, Sales promotion on Internet, direct marketing on internet. |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester IV
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group B. Marketing Electives**

2. Rural Marketing

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|----------------------------|------------------------|
| 1 | Introduction | 15 |
| 2 | Rural Market | 15 |
| 3 | Rural Marketing Mix | 15 |
| 4 | Rural Marketing Strategies | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|---|
| 1 | The objective of this course is to explore the students to the Agriculture and Rural Marketing environment so that they can understand consumer's and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario. |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | Introduction |
| | <ul style="list-style-type: none"> • Introduction to Rural Market, Definition & Scope of Rural Marketing. • Rural Market in India-Size & Scope, Rural development as a core area, Efforts put for Rural development by government (A brief Overview). • Emerging Profile of Rural Markets in India, • Problems of rural market. • Constraints in Rural Marketing and Strategies to overcome constraints |
| 2 | Rural Market |
| | <ul style="list-style-type: none"> • Rural Consumer Vs Urban Consumers– a comparison. • Characteristics of Rural Consumers. • Rural Market Environment: <ul style="list-style-type: none"> a) Demographics– Population, Occupation Pattern, Literacy Level; b) Economic Factors-Income Generation, Expenditure Pattern, Rural Demand and Consumption Pattern, Rural Market Index; Land Use Pattern, c) Rural Infrastructure -Rural Housing, Electrification, Roads • Rural Consumer Behaviour: meaning, Factors affecting Rural Consumer Behaviour-Social factors, Cultural factors, Technological factors, Lifestyle, Personality. |
| 3 | Rural Marketing Mix |
| | <ul style="list-style-type: none"> • Relevance of Marketing mix for Rural market/Consumers. • Product Strategies, Rural Product Categories-FMCGs, Consumer Durables, Agriculture Goods & Services; Importance of Branding, Packaging and Labelling. • Nature of Competition in Rural Markets, the problem of Fake Brands • Pricing Strategies & objectives • Promotional Strategies. Segmentation, Targeting & Positioning for rural market. |
| 4 | Rural Marketing Strategies |
| | <ul style="list-style-type: none"> • Distribution Strategies for Rural consumers. Channels of Distribution- HAATS, Mandis, Public Distribution System, Co-operative society, Distribution Models of FMCG, Companies HUL, ITC etc. Distribution networks, Ideal distribution model for rural markets (Case study based) • Communication Strategy. Challenges in Rural Communication, Developing Effective Communication, Determining Communication Objectives, Designing the Message, Selecting the Communication Channels. Creating Advertisements for Rural Audiences. Rural Media- Mass media, Non-Conventional Media, Personalized media; |

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**Elective Courses (EC)
Group B. Marketing Electives**

3. Event Marketing

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Introduction to Events | 15 |
| 2 | Segmenting, Targeting and Positioning of Events and Concept of Product in Events | 15 |
| 3 | Concept of Pricing and Promotion in Events | 15 |
| 4 | Trends and Challenges in Event Marketing | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|--|
| 1 | To understand basic concepts of Event Marketing. |
| 2 | To impart knowledge to learners about categories of Events. |
| 3 | To understand segmenting, targeting and positioning in the context of Event Marketing. |
| 4 | To familiarize learners with trends and challenges in Event Marketing. |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | Introduction to Events |
| | <ul style="list-style-type: none"> • Definition and Meaning of Event Marketing ; The Evolution of Event Marketing, Advantages of Event Marketing, 5 C's of Events- Conceptualization, costing, canvassing, customization, carrying-out; Event Designing; Reach; Interaction- Interaction Points, Direct Interaction, Indirect Interaction, Interaction Catalysts or Enablers. • Importance of Events as a Marketing Communication Tool; Events as a Marketing Tool: The Varied Marketing Needs Addressed by Events: Brand Building, Focus on Target Market, Implementation of Marketing Plan, Marketing Research, Relationship Building, Creating opportunities for better deals with different media, Events and their Economic implications. • Concept of Event Creativity, Key Elements of Events: Event Infrastructure; Customer Groups; Clients; Event Organizers; Venue; Media |
| 2 | Segmenting, Targeting and Positioning of Events and Concept of Product in Events |
| | <ul style="list-style-type: none"> • Concept of Market in Events; Segmentation and targeting of the Market for events; Positioning of events-Event Property. • Concept of Product in Events: Benefit Levels-Core, generic, expected, augmented; Categories of Events: Competitive Events, Artistic Expression, Cultural Celebrations, Exhibition Events, Charitable Events ,Special Business Events, Retail Events. • Event Variations- Time Frame Based, Concept Based, Artist Based, Client Industry Based |
| 3 | Concept of Pricing and Promotion in Events |
| | <ul style="list-style-type: none"> • Risk Rating, Setting Pricing Objectives, Understanding local legislations and tax laws, Feedback about events from the market, skills required for negotiating the best price, validation against pricing objectives, pricing decisions, Event Charges: Percentage of the total Event Cost, Flat Fee, Package Price, Hourly Rate. • Networking Components: Print Media, Radio, Television, Internet, Outdoor Media, Direct Marketing, Sales Promotion, Public Relations, Merchandising, In-venue Publicity. • Event Sponsorship: Concept of Sponsorship, Sponsorship in a communication context, Synergy between sponsor and Event, Identifying Potential sponsors, Impact Measurement, Practical Sponsor Incentivization, In-Kind Sponsorship. |
| 4 | Trends and Challenges in Event Marketing |
| | <ul style="list-style-type: none"> • e-event marketing, Virtual Events, Societal Event Marketing, Green Event, Cause-Related Event Marketing, Sports Event Marketing. • Safety and Security of Event • Event Crisis Management • Growth of Event Industry in India • Career in Event Marketing |

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**Elective Courses (EC)
Group B. Marketing Electives**

4. Tourism Marketing

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Introduction to Tourism Marketing | 15 |
| 2 | Tourism Market Segmentation & Product Mix of Tourism Marketing | 15 |
| 3 | Concept of Pricing, Place, Promotion and Expanded marketing mix for tourism marketing | 15 |
| 4 | Global tourism, tourism organizations and Challenges for Indian Tourism Industry | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|---|
| 1 | To understand basic concepts and strategies of Tourism Marketing. |
| 2 | To impart knowledge to learners about types of tourism. |
| 3 | To understand segmentation and Marketing mix in the context of Tourism Marketing. |
| 4 | To familiarize learners with trends and challenges in Tourism Marketing. |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Introduction to Tourism Marketing |
| | <ul style="list-style-type: none"> • Meaning of Tourism & Tourist, Features of Tourism, Purpose of Tourism, Adverse Effects of Tourism, Factors Influencing growth of Tourism, Classification of Tourism; Types of Tourism: Health, adventure, rural, cultural, religious, eco-Tourism, wedding Tourism, cruise Tourism. • Tourism Marketing Meaning, Objectives of Tourism Marketing, Importance of Tourism Marketing, Problems of Tourism Marketing. • Phases of Tourism: Economic Approach, Environmental Approach, Cost Benefit Approach. • Tourism Planning: Process, Study of market, Levels of tourism planning, Organization of a tour. Tour Operators and Travel Agents: functions, types, distribution network, Travel agency operations, Travel Organization-Individual and group, travel itinerary. Travel Formalities and Documentation. |
| 2 | Tourism Market Segmentation & Product Mix of Tourism Marketing |
| | <ul style="list-style-type: none"> • Tourism Market Segmentation: Meaning, Need for Market Segmentation in Tourism Importance of Market Segmentation in Tourism Bases for Segmentation in Tourism Tourist Typology: Cohens Typology, Plog's Typology • 4 'A's of Tourism Attraction: Meaning, Typology of Attraction, Natural, Artificial, Cultural, Social, Managed Attraction for Tourist, Peter's Inventory of Tourist Accommodation: Meaning, Typology of Accommodation Accessibility: Meaning, Transportation System for Tourism, Surface Transport, Railways and its contribution to tourism, Sea & Waterways, Airways Amenities: Meaning, Amenities & Facilities at the destination. • Marketing Strategy: Hard v/s Soft Tourism Strategy. • Product Mix of Tourism Marketing: Meaning, Tourism Destination Life Cycle, Factors for tourism destination selection, launching a new tourism product, Tourism Product and Package Tour, Itinerary meaning, Types of Itinerary, Drawing a Itinerary for Tourist, Reservation meaning, Sources of reservation, Modes of Reservation, Ticketing Procedure |
| 3 | Concept of Pricing, Place, Promotion and Expanded marketing mix for tourism marketing |
| | <ul style="list-style-type: none"> • Price: Meaning, Factors Influencing Tourism Pricing, Tourism Pricing Objectives, Tourism Pricing Policies • Place: Meaning, Factors Influencing Tourism Distribution, Tourism Distribution System, Middlemen in Tourism Industry, Functions of Middlemen, Travel Guide Meaning, Essential of an ideal travel guide. • Promotion: Tourism Advertising, Tourism Publicity, Tourism Public Relation, Tourism Sales promotion Technique, Personal Selling in Tourism, Skills required for Selling Tourism Product, Electronics Channel of Tourism • People: Moment of Truth in Tourism, Employee as an element of people mix, Internal Marketing, Objectives of Internal Marketing, Internal marketing Process. • Process: Meaning, Factors to be considered while designing the service process, Tourism Service Blueprinting: Meaning, Steps, Benefits of Blueprinting • Physical Evidence for Tourism |

| Sr. No. | Modules / Units |
|---------|---|
| 4 | Global Tourism, Tourism Organizations and Challenges for Indian Tourism Industry |
| | <ul style="list-style-type: none"> • Global Tourism Market: Overview of Tourism Market of America, Mauritius, Asia Pacific, Thailand, Vietnam, China, Singapore, Middle East and Gulf, UK and other European Countries. • Status of tourism in developing countries. • India as a Tourist Destination: A conceptual framework, Destination Image, Building Brand India; Incredible India Campaign • Challenges for Indian Tourism Industry • Tourism Organizations: World Trade Organization (WTO), International Civil Aviation Organization (ICAO), International Air Transport Association (IATA), Pacific Asia Travel Association (PATA), Universal Federation of Travel Agents Association (UFTAA), Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO), Ministry of Tourism, Government of India, India Tourism Development Corporation. |

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**Elective Courses (EC)
Group C. Human Resource Electives**

1. Human Resource Planning and Information System

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Overview of Human Resource Planning (HRP) | 15 |
| 2 | Job Analysis, Recruitment and Selection | 15 |
| 3 | HRP Practitioner, Aspects of HRP and Evaluation | 15 |
| 4 | Human Resource Information Systems | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|---|
| 1 | To Understand the Concept and Process of HRP |
| 2 | To Understand Ways of matching Job Requirements and Human Resource Availability |
| 3 | To Explore the concept of Strategic HRP |
| 4 | To Understand the applications of HRIS |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Overview of Human Resource Planning (HRP) |
| | <p>a) Overview of Human Resource Planning (HRP):</p> <p>Human Resource Planning–Meaning, Features, Scope, Approaches, Levels of HRP, Types, Tools, Activities for HRP, Requirements for Effective HR Planning.</p> <p>Process of HRP- Steps in HRP, HR Demand Forecasting–Factors, Techniques – (Concepts Only) Managerial Judgement, Ratio Trend Analysis, Regression Analysis, Work Study Technique, Delphi Technique. HR Supply Forecasting– Factors, Techniques – (Concepts Only) Skills Inventories, Succession Plans, Replacement Charts, Staffing Tables.</p> <ul style="list-style-type: none"> • Barriers in Effective Implementation of HRP and Ways to Overcome Them. • Strategic Human Resource Planning –Meaning and Objectives. • Link between Strategic Planning and HRP through Technology. • HR Policy –Meaning, Importance. • HR Programme-Meaning and Contents. |
| 2 | Job Analysis, Recruitment and Selection |
| | <p>a) Job Analysis, Recruitment and Selection:</p> <ul style="list-style-type: none"> • Job Analysis-Meaning, Features, Advantages. • Job Design: Concept, Issues. • Job Redesign –Meaning, Process, Benefits. <p>Matching Human Resource Requirement and Availability through:</p> <p>Retention- Meaning, Strategies, Resourcing- Meaning, Types. Flexibility – Flexible work practices, Downsizing- Meaning, Reasons, Layoff – Meaning, Reasons.</p> <ul style="list-style-type: none"> • Recruitment - Meaning and Factors affecting Recruitment, Ethical Issues in Recruitment and Selection. • Employee Selection Tests: Meaning, Advantages and Limitations. • Human Resource Audit: Meaning, Need, Objectives, Process, Areas. |
| 3 | HRP Practitioner, Aspects of HRP and Evaluation |
| | <p>a) HRP Practitioner, Aspects of HRP and Evaluation:</p> <ul style="list-style-type: none"> • HRP Practitioner: Meaning, Role. • HRP Management Process: <ul style="list-style-type: none"> ▪ Establish HRP Department Goals and Objectives ▪ Creating HRP Department Structure ▪ Staffing the HRP Department ▪ Issuing Orders ▪ Resolving Conflicts ▪ Communicating ▪ Planning for Needed Resources ▪ Dealing with Power and Politics -Meaning and Types of Power • HRP as Tool to Enhance Organisational Productivity • Impact of Globalisation on HRP. |

| | |
|----------|--|
| | <ul style="list-style-type: none"> • Aspects of HRP : Performance Management, Career Management, Management Training and Development, Multi Skill Development • Return on Investment in HRP- Meaning and Importance. • HRP Evaluation- Meaning, Need, Process, Issues to be considered during HRP Evaluation. • Selected Strategic Options and HRP Implications: Restructuring and its Impact on HRP, Mergers and Acquisitions and its Impact on HRP, Outsourcing and its Impact on HRP. |
| 4 | Human Resource Information Systems |
| | <ul style="list-style-type: none"> • Human Resource Information Systems: • Data Information Needs for HR Manager – Contents and Usage of Data. • HRIS-Meaning, Features, Evolution, Objectives, Essentials, Components, Functions, Steps in designing of HRIS, HRIS Subsystems, Mechanisms of HRIS, Benefits, Limitations, Barriers in Effective Implementation of HRIS. • Security Issues in Human Resource Information Systems. • HRIS for HRP • Trends in HRIS |

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**Elective Courses (EC)
Group C. Human Resource Electives**

2. Training & Development in HRM

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Overview of Training | 15 |
| 2 | Overview of development | 15 |
| 3 | Concept of Management development | 15 |
| 4 | Performance measurement, Talent management & Knowledge management | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|---|
| 1 | This paper is not pure academic oriented but practice based. It has been designed, keeping in view the needs of the organizations. Successful managerial performance depends on the individual's ability to observe, interpret the issues and modify his approach and behaviour. All organizations need to pay adequate attention to equip their employees. Rapid progress in technology has changed not only in the physical facilities but also in the abstract qualities required of the men who are using them. This paper will attempt to orient the students to tailor themselves to meet the specific needs of the organizations in training and development activities. |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Overview of Training |
| | <ul style="list-style-type: none"> • Overview of training– concept, scope, importance, objectives, features, need and assessment of training. • Process of Training–Steps in Training, identification of Job Competencies, criteria for identifying Training Needs (Person Analysis, Task Analysis, Organisation Analysis), Types–On the Job &Off the Job Method. • Assessment of Training Needs, Methods & Process of Needs Assessment. • Criteria &designing-Implementation– an effective training program. |
| 2 | Overview of Development |
| | <ul style="list-style-type: none"> • Overview of development– concept, scope, importance & need and features, Human Performance Improvement • Counselling techniques with reference to development employees, society and organization. • Career development– Career development cycle, model for planned self development, succession planning. |
| 3 | Concept of Management Development |
| | <ul style="list-style-type: none"> • Concept of Management Development. • Process of MDP. • Programs &methods, importance, evaluating a MDP. |
| 4 | Performance measurement, Talent management & Knowledge management |
| | <ul style="list-style-type: none"> • Performance measurements– Appraisals, pitfalls &ethics of appraisal. • Talent management –Introduction ,Measuring Talent Management, Integration & future of TM, Global TM &knowledge management— OVERVIEW -Introduction: History, Concepts, • Knowledge Management: Definitions and the Antecedents of KM Information Management to Knowledge Management , Knowledge Management: What Is and What Is Not?, Three stages of KM, KM Life Cycle |

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**Elective Courses (EC)
Group C. Human Resource Electives**

3. Change Management

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|------------------------------------|------------------------|
| 1 | Introduction | 15 |
| 2 | Impact of Change | 15 |
| 3 | Resistance to Change | 15 |
| 4 | Effective Implementation of Change | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|---|
| 1 | The objective of this paper is to prepare students as organizational change facilitators using the knowledge and techniques of behavioural science. |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | Introduction |
| | <ul style="list-style-type: none"> • Introduction & levels of change. Importance, imperatives of change, Forces of change. Causes-social, economic, technological and organizational. • Organizational culture & change. • Types & Models of change – Kurt Lewin's change model, Action research, Expanded Process Model., A.J. Leavitt's model. |
| 2 | Impact of Change |
| | <ul style="list-style-type: none"> • Change & its implementation.– individual change: concept, need, importance & risk of not having individual perspective. Team Change – concept, need, importance & limitation • Change & its impact– Resistance to change & sources-sources of individual resistance, sources of organizational resistance |
| 3 | Resistance to Change |
| | <ul style="list-style-type: none"> • Overcoming Resistance to change – Manifestations of resistance, Six box model • Minimizing RTC. • OD Interventions to overcome change-meaning and importance, Team intervention, Role analysis Technique, Coaching & mentoring, T-group, Job expectations technique, Behaviour modification, Managing role stress. |
| 4 | Effective implementation of change |
| | <ul style="list-style-type: none"> • Effective implementation of change–change agents and effective change programs. • Systematic approach to change, client & consultant relationship • Classic skills for leaders • Case study on smart change leaders, caselets on Action research. |

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**Elective Courses (EC)
Group C. Human Resource Electives**

4. Conflict & Negotiation

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Overview of Conflict | 15 |
| 2 | Conflict Management | 15 |
| 3 | Overview of Negotiation | 15 |
| 4 | Managing Negotiations, Ethics in Negotiation and 3D Negotiation | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|--|
| 1 | To understand the nature of conflicts, their causes and outcomes |
| 2 | To study the aspects of conflict management and how to handle them effectively |
| 3 | To get insight into negotiations and negotiation process |
| 4 | To understand the role of third party negotiation and skills for effective negotiation |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | <p data-bbox="326 191 597 222">Overview of Conflict</p> <ul data-bbox="326 237 1396 541" style="list-style-type: none"> • Meaning of Conflict, Nature, Transitions in Conflict Thought – Traditional View, Human Relations View, Interactionist View. Functional and Dysfunctional Conflict, Levels of Conflicts, Process of Conflicts. • Meaning of Industrial/ Organizational Conflict, Causes, Benefits and Limitations of Conflicts to the Organization. • Conflict Outcomes - win-lose, lose-lose, compromise, win-win. • Five belief domains of Conflicts – Superiority, Injustice, Vulnerability, Distrust, Helplessness |
| 2 | <p data-bbox="326 558 613 590">Conflict Management</p> <ul data-bbox="326 604 1396 976" style="list-style-type: none"> • Meaning of Conflict management, Need and Importance of Conflict management, Conflict Resolution Strategies - Competing, Accommodating, Avoiding, Compromising, Collaborative. Strategies for resolving conflicts at – Intra-personal, Inter-personal, Intra-group and Inter group levels. • Prevention of Industrial Conflicts – Labour welfare officer, Tripartite and Bipartite Bodies, Standing Orders, Grievance Procedure, Collective Bargaining. • Settlement of Conflicts – Investigation, Mediator, Conciliation, Voluntary arbitration, compulsory arbitration, labour courts, industrial tribunals, national tribunals |
| 3 | <p data-bbox="326 999 651 1031">Overview of Negotiation</p> <ul data-bbox="326 1045 1396 1417" style="list-style-type: none"> • Negotiation - Meaning, Importance of Negotiation, Process, Factors/ Elements affecting negotiation, Challenges for an Effective Negotiation • Role of Communication, Personality and Emotions in Negotiation. • Distributive and Integrative Negotiation (concepts) • Cross-Cultural Negotiation – Meaning, Factors influencing cross-cultural negotiations, Ways to resolve Cross Cultural negotiation. • Types of Negotiations in Corporates/ Work Place – Day to Day, Employer – Employee, Negotiation between Colleagues, Commercial Negotiation, Legal Negotiations • International Negotiations - Meaning, Factors affecting negotiation |
| 4 | <p data-bbox="326 1440 1190 1472">Managing Negotiations, Ethics in Negotiation and 3D Negotiation</p> <ul data-bbox="326 1486 1396 1906" style="list-style-type: none"> • Third Party Negotiation <ol data-bbox="386 1528 998 1675" style="list-style-type: none"> 1. Mediation - Meaning, Role of Mediator 2. Arbitration – Meaning, Role of Arbitrator 3. Conciliation – Meaning, Role of Conciliator 4. Consultation – Meaning, Role of Consultant • Skills for Effective Negotiation • Negotiation as an Approach to Manage Conflicts. • Ethics in Negotiation – Meaning, Need, Ethically Ambiguous Negotiation Tactics. • Culture and Negotiation – Meaning, Influence of culture on negotiations • 3D Negotiation – Meaning, The 3 Dimensions for successful negotiations |

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**2. Ability Enhancement Courses (AEC)
2A. Ability Enhancement Compulsory Course**

3. Information Technology in Business Management-II

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|--------------|--|-----------------|
| 1 | Management Information system | 15 |
| 2 | ERP/E-SCM/E-CRM | 15 |
| 3 | Introduction to databases and data warehouse | 15 |
| 4 | Outsourcing | 15 |
| Total | | 60 |

Objectives

| SN | Objectives |
|----|--|
| 1 | To understand managerial decision-making and to develop perceptiveness of major functional areas of MIS |
| 2 | To provide conceptual study of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Key issues in implementation. This module provides understanding about emerging MIS technologies like ERP, CRM, SCM and trends in enterprise applications. |
| 3 | To learn and understand relationship between database management and data warehouse approaches, the requirements and applications of data warehouse |
| 4 | To learn outsourcing concepts. BPO/KPO industries, their structures, Cloud computing |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | Management Information System |
| | <ul style="list-style-type: none"> • Overview of MIS Definition, Characteristics • Subsystems of MIS (Activity and Functional subsystems) • Structure of MIS • Reasons for failure of MIS. • Understanding Major Functional Systems Marketing & Sales Systems Finance & Accounting Systems Manufacturing & Production Systems Human Resource Systems Inventory Systems • Sub systems, description and organizational levels • Decision support system Definition Relationship with MIS • Evolution of DSS, Characteristics, classification, objectives, components, applications of DSS |
| 2 | ERP/E-SCM/E-CRM |
| | <ul style="list-style-type: none"> • Concepts of ERP • Architecture of ERP Generic modules of ERP • Applications of ERP • ERP Implementation concepts ERP lifecycle • Concept of XRP (extended ERP) • Features of commercial ERP software Study of SAP, Oracle Apps, MS Dynamics NAV, Peoplesoft • Concept of e-CRM E-CRM Solutions and its advantages, How technology helps? • CRM Capabilities and customer Life cycle Privacy Issues and CRM • Data Mining and CRM CRM and workflow Automation • Concept of E-SCM Strategic advantages, benefits E-SCM Components and Chain Architecture • Major Trends in e-SCM • Case studies ERP/SCM/CRM |

| Sr. No. | Modules / Units |
|---------|---|
| 3 | Introduction to Data base and Data warehouse |
| | <ul style="list-style-type: none"> • Introduction to DBMS Meaning of DBMS, Need for using DBMS. Concepts of tables, records, attributes, keys, integrity constraints, schema architecture, data independence. • Data Warehousing and Data Mining Concepts of Data warehousing, Importance of data warehouse for an organization Characteristics of Data warehouse Functions of Data warehouse Data warehouse architecture Business use of data warehouse Standard Reports and queries • Data Mining The scope and the techniques used • Business Applications of Data warehousing and Data mining |
| 4 | Outsourcing |
| | <ul style="list-style-type: none"> • Introduction to Outsourcing Meaning of Outsourcing, Need for outsourcing Scope of Outsourcing. Outsourcing : IT and Business Processes • Business Process Outsourcing (BPO) Introduction • BPO Vendors How does BPO Work? BPO Service scope Benefits of BPO BPO and IT Services Project Management approach in BPO BPO and IT-enabled services • BPO Business Model Strategy for Business Process Outsourcing Process of BPO ITO Vs BPO • BPO to KPO Meaning of KPO KPO vs BPO KPO : Opportunity and Scope KPO challenges KPO Indian Scenario • Outsourcing in Cloud Environment Cloud computing offerings • Traditional Outsourcing Vs. Cloud Computing |

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**2. Ability Enhancement Courses (AEC)
2B. Skill Enhancement Courses (SEC)**

**4. Foundation Course –IV
Ethics & Governance**

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Introduction to Ethics and Business Ethics | 12 |
| 2 | Ethics in Marketing, Finance and HRM | 11 |
| 3 | Corporate Governance | 11 |
| 4 | Corporate Social Responsibility (CSR) | 11 |
| Total | | 45 |

Objectives

| SN | Objectives |
|-----------|--|
| 1 | To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country |
| 2 | To learn the applicability of ethics in functional areas like marketing, finance and human resource management |
| 3 | To understand the emerging need and growing importance of good governance and CSR by organisations |
| 4 | To study the ethical business practices, CSR and Corporate Governance practiced by various organisations |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Introduction to Ethics and Business Ethics |
| | <ul style="list-style-type: none"> • Ethics: Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition • Business Ethics: Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences Myths about Business Ethics Ethical Performance in Businesses in India |
| 2 | Ethics in Marketing, Finance and HRM |
| | <ul style="list-style-type: none"> • Ethics in Marketing: Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements • Ethics In Finance: Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Major Corporate Scams in India, Role of SEBI in Ensuring Corporate Governance, Cadbury Committee Report, 1992 • Ethics in Human Resource Management: Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership |
| 3 | Corporate Governance |
| | <ul style="list-style-type: none"> • Concept, History of Corporate Governance in India, Need for Corporate Governance • Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Benefits of Good Governance, Issues in Corporate Governance • Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory • Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading |
| 4 | Corporate Social Responsibility (CSR) |
| | <ul style="list-style-type: none"> • Meaning of CSR, Evolution of CSR, Types of Social Responsibility • Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract • Need for CSR • CSR Principles and Strategies • Issues in CSR • Social Accounting • Tata Group’s CSR Rating Framework • Sachar Committee Report on CSR • Ethical Issues in International Business Practices • Recent Guidelines in CSR • Society’s Changing Expectations of Business With Respect to Globalisation • Future of CSR |

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***2. Ability Enhancement Courses (AEC)
2B. Skill Enhancement Courses (SEC)***

Foundation Course- Contemporary Issues- IV

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Significant, Contemporary Rights of Citizens | 12 |
| 2 | Approaches to understanding Ecology | 11 |
| 3 | Science and Technology –II | 11 |
| 4 | Introduction to Competitive Exams | 11 |
| | Total | 45 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Significant, Contemporary Rights of Citizens |
| | <p>A. Rights of Consumers-Violations of consumer rights and important provisions of the Consumer Protection Act, 2016; Other important laws to protect consumers; Consumer courts and consumer movements. (3 Lectures)</p> <p>B. Right to Information- Genesis and relation with transparency and accountability; important provisions of the Right to Information Act, 2005; some success stories. (3 Lectures)</p> <p>C. Protection of Citizens'/Public Interest-Public Interest Litigation, need and procedure to file a PIL; some landmark cases. (3 Lectures)</p> <p>D. Citizens' Charters, Public Service Guarantee Acts. (3 Lectures)</p> |
| 2 | Approaches to understanding Ecology |
| | <p>A. Understanding approaches to ecology- Anthropocentrism, Biocentrism and Eco centrism, Ecofeminism and Deep Ecology. (3 Lectures)</p> <p>B. Environmental Principles-1: the sustainability principle; the polluter pays principle; the precautionary principle. (4 Lectures)</p> <p>C. Environmental Principles-2: the equity principle; human rights principles; the participation principle. (4 Lectures)</p> |
| 3 | Science and Technology –II |
| | <p>Part A:Some Significant Modern Technologies, Features and Applications (7 Lectures)</p> <p>i. Laser Technology- Light Amplification by Stimulated Emission of Radiation; use of laser in remote sensing, GIS/GPS mapping, medical use.</p> <p>ii. Satellite Technology- various uses in satellite navigation systems, GPS, and imprecise climate and weather analyses.</p> <p>iii. Information and Communication Technology- convergence of various technologies like satellite, computer and digital in the information revolution of today's society.</p> <p>iv. Biotechnology and Genetic engineering- applied biology and uses in medicine, pharmaceuticals and agriculture; genetically modified plant, animal and human life.</p> <p>v. Nanotechnology- definition: the study, control and application of phenomena and materials at length scales below 100 nm; uses in medicine, military intelligence and consumer products.</p> <p>Part B:Issues of Control, Access and Misuse of Technology. (4 Lectures)</p> |

| Sr. No. | Modules / Units |
|---------|--|
| 4 | Introduction to Competitive Exams |
| | <p>Part A. Basic information on Competitive Examinations- the pattern, eligibility criteria and local centres:</p> <ul style="list-style-type: none"> i. Examinations conducted for entry into professional courses - Graduate Record Examinations (GRE), Graduate Management Admission Test (GMAT), Common Admission Test (CAT) and Scholastic Aptitude Test (SAT). ii. Examinations conducted for entry into jobs by Union Public Service Commission, Staff Selection Commission (SSC), State Public Service Commissions, Banking and Insurance sectors, and the National and State Eligibility Tests (NET / SET) for entry into teaching profession. <p>Part B. Soft skills required for competitive examinations- (7 Lectures)</p> <ul style="list-style-type: none"> i. Information on areas tested: Quantitative Ability, Data Interpretation, Verbal Ability and Logical Reasoning, Creativity and Lateral Thinking ii. Motivation: Concept, Theories and Types of Motivation iii. Goal-Setting: Types of Goals, SMART Goals, Stephen Covey's concept of human endowment iv. Time Management: Effective Strategies for Time Management v. Writing Skills: Paragraph Writing, Report Writing, Filing an application under the RTI Act, Consumer Grievance Letter. |

References

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2. Bajpai, Asha, *Child Rights in India*, Oxford University Press, New Delhi, 2010.
3. Bhatnagar Mamta and Bhatnagar Nitin, *Effective Communication and Soft Skills*, Pearson India, New Delhi, 2011.
4. G Subba Rao, *Writing Skills for Civil Services Examination*, Access Publishing, New Delhi, 2014
5. Kaushal, Rachana, *Women and Human Rights in India*, Kaveri Books, New Delhi, 2000.
6. Mohapatra, Gaur Krishna Das, *Environmental Ecology*, Vikas, Noida, 2008.
7. Motilal, Shashi, and Nanda, Bijoy Lakshmi, *Human Rights: Gender and Environment*, Allied Publishers, New Delhi, 2007.
8. Murthy, D. B. N., *Disaster Management: Text and Case Studies*, Deep and Deep Publications, New Delhi, 2013.
9. Parsuraman, S., and Unnikrishnan, ed., *India Disasters Report II*, Oxford, New Delhi, 2013
10. Reza, B. K., *Disaster Management*, Global Publications, New Delhi, 2010.
11. Sathe, Satyaranjan P., *Judicial Activism in India*, Oxford University Press, New Delhi, 2003.
12. Singh, Ashok Kumar, *Science and Technology for Civil Service Examination*, Tata McGraw Hill, New Delhi, 2012.
13. Thorpe, Edgar, *General Studies Paper I Volume V*, Pearson, New Delhi, 2017.

Projects / Assignments (for Internal Assessment)

- i. Projects/Assignments should be drawn for the component on Internal Assessment from the topics in **Module 1 to Module 4**.
- ii. Students should be given a list of possible topics - at least 3 from each Module at the beginning of the semester.
- iii. The Project/Assignment can take the form of Street-Plays / Power-Point Presentations / Poster Exhibitions and similar other modes of presentation appropriate to the topic.
- iv. Students can work in groups of not more than 8 per topic.
- v. Students must submit a hard / soft copy of the Project / Assignment before appearing for the semester end examination.

QUESTION PAPER PATTERN (Semester III)

The Question Paper Pattern for Semester End Examination shall be as follows:

TOTAL MARKS: 75

DURATION: 150 MINUTES

| QUESTION NUMBER | DESCRIPTION | MARKS ASSIGNED |
|-----------------|---|--|
| 1 | i. Question 1 A will be asked on the meaning / definition of concepts / terms from all Modules. ii. Question 1 B will be asked on the topic of the Project / Assignment done by the student during the Semester iii. In all 8 Questions will be asked out of which 5 have to be attempted. | a) Total marks: 15 b) For 1 A, there will be 3 marks for each sub-question. c) For 1 B there will be 15 marks without any break-up. |
| 2 | Descriptive Question with internal option (A or B) on Module 1 | 15 |
| 3 | Descriptive Question with internal option (A or B) on Module 2 | 15 |
| 4 | Descriptive Question with internal option (A or B) on Module 3 | 15 |
| 5 | Descriptive Question with internal option (A or B) on Module 4 | 15 |

***Revised Syllabus of Courses of Bachelor of Management Studies
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***2. Ability Enhancement Courses (AEC)
2B. Skill Enhancement Courses (SEC)***

4. Foundation Course in NSS - IV

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Entrepreneurship Development | 10 |
| 2 | Rural Resource Mobilization | 10 |
| 3 | Ideal village & stake of GOS and NGO | 13 |
| 4 | Institutional Social Responsibility and modes of Awareness | 12 |
| Total | | 45 |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | Entrepreneurship Development |
| | UNIT - I Entrepreneurship development Entrepreneurship development- its meaning and schemes Government and self-employment schemes for Entrepreneurship development UNIT - II - Cottage Industry Cottage Industry- its meaning, its role in development process Marketing of cottage products and outlets |
| 2 | Rural Resource Mobilization |
| | UNIT - I - Rural resource mobilization- A case study of eco-village, eco-tourism, agro-tourism UNIT - II - Micro financing with special reference to self-help groups |
| 3 | Ideal village & stake of GOS and NGO |
| | UNIT - I - Ideal village Ideal village- the concept Gandhian Concept of Ideal village Case studies on Ideal village UNIT - II - Government Organisations(GOs) and Non-Government Organisations (NGOs) The concept and functioning |
| 4 | Institutional Social Responsibility and modes of Awareness |
| | UNIT - I - Institutional Social Responsibilities Concept and functioning- case study of adapted village UNIT - II - Modes of awareness through fine Arts Skills Basics of performing Arts as tool for social awareness, street play, creative dance, patriotic song, folk songs and folk dance. Rangoli, posters, flip charts, placards, etc. |

***Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester IV
with Effect from the Academic Year 2017-2018***

***2. Ability Enhancement Courses (AEC)
2B. Skill Enhancement Courses (SEC)***

4. Foundation Course in NCC - IV

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Disaster Management, Social Awareness and Community Development | 10 |
| 2 | Health and Hygiene | 10 |
| 3 | Drill with Arms | 05 |
| 4 | Weapon Training | 10 |
| 5 | Specialized Subject: Army Or Navy Or Air | 10 |
| | Total | 45 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Disaster Management, Social Awareness and Community Development |
| | <p>Disaster Management: Desired outcome: The student shall gain basic information about civil defence organisation / NDMA & shall provide assistance to civil administration in various types of emergencies during natural / manmade disasters</p> <ul style="list-style-type: none"> • Fire Services & Fire fighting • Assistance during Natural / Other Calamities: Flood / Cyclone/ Earth Quake/ Accident etc. <p>Social Awareness and Community Development: Desired outcome: The student shall have an understanding about social evils and shall inculcate sense of whistle blowing against such evils and ways to eradicate such evils.</p> <ul style="list-style-type: none"> • NGOs: Role & Contribution • Drug Abuse & Trafficking • Corruption • Social Evil viz. Dowry/ Female Foeticide/Child Abuse & trafficking etc. • Traffic Control Org. & Anti drunken Driving |
| 2 | Health and Hygiene |
| | <p>Desired outcome: The student shall be fully aware about personal health and hygiene lead a healthy life style and foster habits of restraint and self awareness.</p> <ul style="list-style-type: none"> • Hygiene and Sanitation (Personal and Food Hygiene) • Basics of Home Nursing & First-Aid in common medical emergencies • Wound & Fractures |
| 3 | Drill with Arms |
| | <p>Desired outcome: The students will demonstrate the sense of discipline, improve bearing, smartness, and turnout, and develop the quality of immediate and implicit obedience of orders, with good reflexes.</p> <ul style="list-style-type: none"> • Getting on Parade with Rifle and Dressing at the Order • Dismissing and Falling Out • General Salute, Salami Shastra • Squad Drill • Short/Long tail from the order and vice-versa • Examine Arms |
| 4 | Weapon Training |
| | <p>Desired outcome: The student shall have basic knowledge of weapons and their use and handling.</p> <ul style="list-style-type: none"> • The lying position, Holding and Aiming- I • Trigger control and firing a shot • Range procedure and safety precautions • Theory of Group and Snap Shooting • Short range firing, Aiming- II -Alteration of sight |

| Sr. No. | Modules / Units |
|---------|---|
| 5 | Specialized Subject: Army Or Navy Or Air |
| | <p>Army</p> <p>Desired outcome: The training shall instill patriotism, commitment and passion to serve the nation motivating the youth to join the defence forces. It will also acquaint, expose & provide basic knowledge about armed, naval and air-force subjects</p> <p>A. Map reading</p> <ul style="list-style-type: none"> • Setting a Map, finding North and own position • Map to ground, Ground to Map • Point to Point March <p>B. Field Craft and Battle Craft</p> <ul style="list-style-type: none"> • Observation, Camouflage and Concealment • Field Signals • Types of Knots and Lashing <p>C. Introduction to advanced weapons and role of technology (To be covered by the guest lecturers)</p> <p style="text-align: center;"><i>OR</i></p> <p>Navy</p> <p>A. Naval Communication</p> <ul style="list-style-type: none"> • Semaphore <ul style="list-style-type: none"> ▪ Phonetic Alphabets ▪ Radio Telephony Procedure ▪ Wearing of National Flag, Ensign and Admiral's Flag. <p>B. Seamanship</p> <ul style="list-style-type: none"> • Anchor work <ul style="list-style-type: none"> ▪ Types of Anchor, Purpose and Holding ground • Boat work <ul style="list-style-type: none"> ▪ Demonstrate Rigging a whaler and enterprise boat- Parts of Sail and Sailing Terms ▪ Instructions in Enterprise Class Board including theory of Sailing, Elementary Sailing Tools ▪ Types of Power Boats Used in the Navy and their uses, Knowledge of Anchoring, Securing and Towing a Boat <p>C. Introduction to advanced weapons and role of technology (To be covered by the guest lecturers)</p> |

| Sr. No. | Modules / Units |
|---------|--|
| | <p style="text-align: center;"><i>OR</i></p> <p>Air</p> <p>A. Air frames</p> <ul style="list-style-type: none">• Fuselage• Main and Tail Plain <p>B. Instruments</p> <ul style="list-style-type: none">• Introduction to RADAR <p>C. Aero modelling</p> <ul style="list-style-type: none">• Flying/ Building of Aero models <p>D. Introduction to advanced weapons and role of technology (To be covered by the guest lecturers)</p> |

***Revised Syllabus of Courses of Bachelor of Management Studies
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***2. Ability Enhancement Courses (AEC)
2B. Skill Enhancement Courses (SEC)***

4. Foundation Course in Physical Education - IV

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Stress Management | 10 |
| 2 | Awards, Scholarship & Government Schemes | 10 |
| 3 | Yoga Education | 10 |
| 4 | Exercise Scheduling/Prescription | 15 |
| Total | | 45 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Stress Management |
| | <ul style="list-style-type: none"> • Meaning & concept of Stress • Causes of Stress • Managing Stress • Coping Strategies |
| 2 | Awards, Scholarship & Government Schemes |
| | <ul style="list-style-type: none"> • State & National level Sports Awards • State Sports Policy & Scholarship Schemes • National Sports Policy & Scholarship Schemes • Prominent Sports Personalities |
| 3 | Yoga Education |
| | <ul style="list-style-type: none"> • Differences between Yogic Exercises & non- Yogic exercises • Contribution of Yoga to Sports • Principles of Asanas & Bandha • Misconceptions about Yoga |
| 4 | Exercise Scheduling/Prescription |
| | <ul style="list-style-type: none"> • Daily Routine Prescription. • Understanding Activity level & Calorie requirement. • Adherence & Motivation for exercise. • Impact of Lifestyle on Health |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
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3. Core Courses (CC)

5. Business Economics- II

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Introduction to Macroeconomic Data and Theory | 15 |
| 2 | Money, Inflation and Monetary Policy | 15 |
| 3 | Constituents of Fiscal Policy | 15 |
| 4 | Open Economy : Theory and Issues of International Trade | 15 |
| | Total | 60 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Introduction to Macroeconomic Data and Theory |
| | <ul style="list-style-type: none"> • Macroeconomics: Meaning, Scope and Importance. • Circular flow of aggregate income and expenditure: closed and open economy models • The Measurement of national product: Meaning and Importance - conventional and Green GNP and NNP concepts - Relationship between National Income and Economic Welfare. • Short run economic fluctuations : Features and Phases of Trade Cycles • The Keynesian Principle of Effective Demand: Aggregate Demand and Aggregate Supply - Consumption Function - Investment function - effects of Investment Multiplier on Changes in Income and Output |
| 2 | Money, Inflation and Monetary Policy |
| | <ul style="list-style-type: none"> • Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money • Demand for Money : Classical and Keynesian approaches and Keynes' liquidity preference theory of interest • Money and prices : Quantity theory of money - Fisher's equation of exchange - Cambridge cash balance approach • Inflation: Demand Pull Inflation and Cost Push Inflation - Effects of Inflation- Nature of inflation in a developing economy. • Monetary policy : Meaning, objectives and instruments, inflation targeting |
| 3 | Constituents of Fiscal Policy |
| | <ul style="list-style-type: none"> • Role of a Government to provide Public goods- Principles of Sound and Functional Finance • Fiscal Policy: Meaning, Objectives - Contra cyclical Fiscal Policy and Discretionary Fiscal Policy • Instruments of Fiscal policy : Canons of taxation - Factors influencing incidence of taxation - Effects of taxation Significance of Public Expenditure - Social security contributions- Low Income Support and Social Insurance Programmes - Public Debt - Types, Public Debt and Fiscal Solvency, Burden of debt finance • Union budget -Structure- Deficit concepts-Fiscal Responsibility and Budget Management Act. |
| 4 | Open Economy : Theory and Issues of International Trade |
| | <ul style="list-style-type: none"> • The basis of international trade : Ricardo's Theory of comparative cost advantage - The Heckscher – Ohlin theory of factor endowments- terms of trade - meaning and types Factors determining terms of trade - Gains from trade - Free trade versus protection • Foreign Investment : Foreign Portfolio investment- Benefits of Portfolio capital flows- Foreign Direct Investment - Merits of Foreign Direct Investment - Role of Multinational corporations • Balance of Payments: Structure -Types of Disequilibrium - Measures to correct disequilibrium in BOP. • Foreign Exchange and foreign exchange market : Spot and Forward rate of Exchange - Hedging, Speculation and Arbitrage -Fixed and Flexible exchange rates- Managed flexibility |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
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3. Core Courses (CC)

6. Business Research Methods

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Introduction to business research methods | 18 |
| 2 | Data collection and Processing | 14 |
| 3 | Data analysis and Interpretation | 16 |
| 4 | Advanced techniques in Report Writing | 12 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|--|
| 1 | The course is designed to inculcate the analytical abilities and research skills among the students. |
| 2 | The course intends to give hands on experience and learning in Business Research. |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | Introduction to business research methods |
| | <ul style="list-style-type: none"> • Meaning and objectives of research • Types of research– a)Pure, Basic and Fundamental b) Applied, c)Empirical d) Scientific & Social e)Historical f) Exploratory g) Descriptive h)Causal • Concepts in Research: Variables, Qualitative and Quantitative Research • Stages in research process. • Characteristics of Good Research • Hypothesis-Meaning, Nature, Significance, Types of Hypothesis, Sources. • Research design– Meaning, Definition, Need and Importance, Steps in research design, Essentials of a good research design, Areas / Scope of research design and Types-Descriptive, Exploratory and causal. • Sampling– <ul style="list-style-type: none"> a) meaning of sample and sampling, b) methods of sampling-i)Non Probability Sampling– Convenient, Judgment, Quota, Snow ball ii) Probability– Simple Random, Stratified, Cluster, Multi Stage. |
| 2 | Data collection and Processing |
| | <ul style="list-style-type: none"> • Types of data and sources-Primary and Secondary data sources • Methods of collection of primary data <ul style="list-style-type: none"> a) Observation- i)structured and unstructured, ii) disguised and undisguised, iii)mechanical observations (use of gadgets) b) Experimental i)Field ii) Laboratory c) Interview – i) Personal Interview ii)focused group, iii) in- depth interviews - Method, d) Survey– Telephonic survey, Mail, E-mail, Internet survey, Social media, and Media listening. e) Survey instrument– i) Questionnaire designing. f) Types of questions– i) structured/ close ended and ii) unstructured/ open ended, iii) Dicotomous, iv) Multiple Choice Questions. f) Scaling techniques-i) Likert scale, ii) Semantic Differential scale |
| 3 | Data analysis and Interpretation |
| | <ul style="list-style-type: none"> • Processing of data– i) Editing- field and office editing, ii)coding– meaning and essentials, iii) tabulation – note • Analysis of data-Meaning, Purpose, types. • Interpretation of data-Essentials, importance and Significance of processing data • Multivariate analysis– concept only • Testing of hypothesis– concept and problems– i)chi square test, ii) Zandt-test (for large and small sample) |
| 4 | Advanced techniques in Report Writing |
| | <ul style="list-style-type: none"> • Report writing – i) Meaning , importance, functions of reports, essential of a good report, content of report , steps in writing a report, types of reports, Footnotes and Bibliography • Ethics and research • Objectivity, Confidentiality and anonymity in Research • Plagiarism |

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
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3. Core Courses (CC)

7. Production & Total Quality Management

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Production Management | 14 |
| 2 | Materials Management | 16 |
| 3 | Basics Of Productivity & TQM | 16 |
| 4 | Quality Improvement Strategies & Certifications | 14 |
| Total | | 60 |

Objectives

| SN | Objectives |
|-----------|--|
| 1 | To acquaint learners with the basic management decisions with respect to production and quality management |
| 2 | To make the learners understand the designing aspect of production systems |
| 3 | To enable the learners apply what they have learnt theoretically. |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | Production Management |
| | <p>Production Management</p> <ul style="list-style-type: none"> • Objectives, Components–Manufacturing systems: Intermittent and Continuous Production Systems. • Product Development, Classification and Product Design. • Plant location & Plant layout– Objectives, Principles of good product layout, types of layout. • Importance of purchase management. |
| 2 | Materials Management |
| | <ul style="list-style-type: none"> • Materials Management: Concept, Objectives and importance of materials management Various types of Material Handling Systems. • Inventory Management: Importance–Inventory Control Techniques ABC, VED, FSN, GOLF, XYZ, SOS, HML. EOQ: Assumptions limitations & advantages of Economic Order Quantity, Simple numerical on EOQ , Lead Time, Reorder Level, Safety Stock. |
| 3 | Basics Of Productivity &TQM |
| | <ul style="list-style-type: none"> • Basics Of Productivity &TQM: Concepts of Productivity, modes of calculating productivity. Importance Of Quality Management, factors affecting quality; TQM– concept and importance, Cost of Quality, Philosophies and Approaches To Quality: Edward Deming, J. Juran , Kaizen , P. Crosby’s philosophy. • Product & Service Quality Dimensions, SERVQUAL Characteristics of Quality, Quality Assurance, Quality Circle : Objectives Of Quality Circles, Ishikawa Fish Bone, Applications in Organizations. Simple numerical on productivity |
| 4 | Quality Improvement Strategies &Certifications |
| | <ul style="list-style-type: none"> • Quality Improvement Strategies &Certifications: Lean Thinking, Kepner Tregor Methodology of problem solving, Sigma features, Enablers, Goals, DMAIC/DMADV. <p>TAGUCHI’S QUALITYENGINEERING,ISO 9000,ISO 1400, QS9000. Malcolm Baldrige National Quality Award(MBNQA), Deming’s Application Prize.</p> |

Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
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Reference Books

Reference Books

Basics of Financial Services

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

Introduction to Cost Accounting

1. Cost Accounting-Principles and Practice; Arora M.N: Vikas, New Delhi.
2. Cost Accounting; Jain S.P. and Narang K.L: Kalyani New Delhi.
3. Principles of Management Accounting; Anthony Robert, Reece, et at: Richard D. Irwin Inc. Illinois.
4. Cost Accounting - A Managerial Emphasis; Prentice-Hall of India, Horngren, Charles, Foster and Datar: New Delhi

Equity and Debt Market

1. Allen, Larry (1750-2000). The Global Financial System.
2. Ian H. Giddy (1994). Global Financial Markets. Houghton Mifflin.
3. Saunders, Anthony & Cornett, Marica Millon. Financial markets & institutions: A modern perspective: TMIT
4. LM Bhole. Financial institutions & markets: Structure, growth & innovations. TMH (5th ed.)
5. Chandra, P. (2011).Corporate Valuation and Value Creation, (1st ed). TMH

Corporate Finance

1. Foster, George Financial Statement Analysis, 2nd ed., Pearson Education Pvt Ltd
2. Damodaran, A. (2008). Damodaran on Valuation, Security Analysis for Investment and Corporate Finance (2nd ed.). Wiley India Pvt. Ltd.
3. Chandra, P. (2011).Corporate Valuation and Value Creation, (1st ed). TMH
4. Weston, Chung, Hoag, Mergers, Restructuring and Corporate Control, Prentice Hall Of India.
5. M.Y. Khan and P.K. Jain - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi.
6. Prasanna Chandra - Financial Management - Tata - McGraw Hill

Consumer Behaviour

1. Schiffman, L.G., Kanuk, L.L., & Kumar, S.R. (2011). Consumer Behaviour. (10th ed.). Pearson.
2. Solomon, M.R. (2009). Consumer Behaviour – Buying, Having, and Being. (8th ed.) New Delhi: Pearson .
3. Blackwell, R.D., Miniard, P.W., & Engel, J. F. (2009). Consumer Behaviour. New Delhi: Cengage Learning.
4. Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A. (2007). Consumer Behaviour – Building Marketing Strategy. (9th ed.). Tata McGraw Hill.
5. Loudan, David L and Bitta, A.J. Della Consumer Behaviour
6. Kotler, P. & Keller, K. L. (2012). Marketing Management (Global Edition) (14th ed.). Pearson
7. Nair, Suja R- Consumer Behaviour in Indian Perspective

Product Innovations Management

1. Dr. C.S.G. Krishnamacharyulu and Dr. R. Lalitha, Innovation Management, Himalaya Publishing House, First Edition 2007
2. Karl Ulrich, Product design and Development, McGraw hill, 4 Edition.
3. Michael Baker and Susan Hart, Product strategy and Management, Pearson Education, 2nd Edition
4. Jacob Goldenberg and David Mazursky, Creativity in product innovation, Cambridge University Press, 2002
5. Robert G. Cooper and Scott J. Edgett, Product innovation and technology strategy, Product Development Institute Inc., 2009
6. Allan Afuah, Innovation Management: Strategies Implementation & Profits, Oxford University Press, 2009

Advertising

1. Belch, Michael, “Advertising and Promotion: An integrated marketing communications perspective” Tata Mcgraw Hill 2010
2. Mohan, Manendra “Advertising Management Concept and Cases”, Tata Mcgraw Hill 2008
3. Kleppner, Russell J; Thomac, Lane W , “Advertising Procedure”, Prentice Hall 1999
4. Shimp, Terence, “Advertising and promotion :An IMC Approach”, Cengage Learning 2007
5. Sharma, Sangeeta and Singh, Raghuvir “Advertising planning and Implementation”, Prentice Hall of India 2006
6. Clow , Kenneth E and Baack, Donald E “Inetegrated Advertising Promotion and Marketing Communication”, Pearson Edu 2014
7. Duncan, Tom, “Principles of Advertising and IMC”, Tata Mcgraw Hill Pub 2006

Social Marketing

1. Andreasen A & Kotler P (2008), Strategic Marketing for Nonprofit Organisations 7th International Edition, Upper Saddle River NJ: Prentice Hall.
2. Andreasen, A.R. (2006). Social Marketing in the 21st century. London, UK: Sage.
3. Social Marketing in India, Nancy Lee and Sameer Deshpande, SAGE Publications, 2013
4. Social Marketing, S M Jha, Himalaya Publishing House, 2012, (2nd Edition)
5. Social Marketing: Influencing Behaviors for Good, Nancy R. Lee, Philip Kotler, SAGE Publications, 2011 (4th Edition)
6. French, J., Blairs-Stevens, C., McVey, D., and Merritt, R., (2010), Social Marketing and Public Health, Theory and Practice, Oxford Press, UK.
7. French, J., Blairs-Stevens, C., McVey, D., and Merritt, R., (2010), Social Marketing and Public Health, Theory and Practice, Oxford Press, UK.
8. Weinrich, HK 2011, Hands-on social marketing: a step-by-step guide to designing change for good, Second Edition, Sage Thousand Oaks, CA

Recruitment & Selection

1. Dipak Kumar Bhattacharya - Human Resource Management
2. Arun Monappa- Managing Human Resource .
3. C.B. Memoria -Personnel Management-
4. Armstrong, Michael & Baron Angela. (2005). *Handbook of Strategic HRM* (1st ed.). New Delhi: Jaico Publishing House.
5. Mello, Jeffrey A. (2007). *Strategic Human Resource Management* (2nd ed.). India: Thomson South Western.

Motivation & Leadership

1. Stephen P. Robbins, Timothy A. Judge (Author) - Organizational behaviour (15th Edition), Prentice Hall Publication.
2. Niraj Kumar- Organisational Behaviour: A New Looks (Concept, Theory & Cases), Himalaya Publishing House
3. Strategic Leadership – Sahu & Bharati – Excel Books
4. Peter I. Dowling & Denice E. (2006). International HRM (1st ed.). New Delhi. Excel Books.
5. French Wendell, Bell Cecil and Vohra Veena. (2004). Organization Development, Behavioral Science Interventions for Organization Improvement. (6th ed.)

Employees Relations & Welfare

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3. *Tata McGraw Hill Joseph, P.T. : E-commerce An Indian Perspective (Ch-13,Ch-14)*
4. *Computer Viruses and Related Threats: A Management Guide (Ch-2, Ch-3)* By John P. Wack, Lisa J. Carnahan
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4. Hingorani NL and ramanthan AR - *Management Accounting* , New Delhi
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***Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester IV
with effect from the Academic Year 2017-2018***

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1. CA Surbhi Bansal – Audit and Assurance
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3. Dr.SMeenakumari – Fundamentals of Auditing
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4. Kavita Singh- Organization change
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1. Information Technology for Management, 6TH ED (With CD)
By Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)
2. Microsoft Office Professional 2013 Step by Step
By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch
3. Tata McGraw Hill Joseph, P.T. : E-commerce An Indian Perspective (Ch-13,Ch-14)
4. Computer Viruses and Related Threats: A Management Guide (Ch-2, Ch-3) By John P. Wack, Lisa J. Carnahan
5. (E-Book :
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2. Production (Operations) Management: L.C. Jhamb
3. K. Ashwathappa and K .Shridhar Bhatt ; Production and Operations management
4. Productivity Management: Concepts and Techniques, Sawhney S.C., Tata McGraw Hill
5. Srinivas Gondhalekar and Uday Salunkhe, “Productivity Techniques”, Himalaya Publishing House
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7. John S. Oakland, “TQM: Text with Cases”, Butterworth-Heinemann
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**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester III and IV
with effect from the Academic Year 2017-2018**

Scheme of Evaluation

The performance of the learners will be evaluated in two Components. One component will be the Internal Assessment component carrying 25% marks and the second component will be the Semester-wise End Examination component carrying 75% marks. The allocation of marks for the Internal Assessment and Semester End Examinations will be as shown below:-

A) Internal Assessment: 25 %

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 <i>(½ Mark each)</i> | 05 Marks |
| | Answer in One or Two Lines (Concept based Questions) <i>(01 Mark each)</i> | 05 Marks |
| | Answer in Brief (Attempt Any Two of the Three) <i>(05 Marks each)</i> | 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 |

Question Paper Pattern

(Internal Assessment- Courses with Practical Courses)

| Sr. No. | Particular | Marks |
|---------|--|----------|
| 1 | Semester End Practical Examination (20 Marks) | |
| | Journal | 05 Marks |
| | Viva | 05 Marks |
| | Laboratory Work | 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 articulation and exhibit of leadership qualities in organizing related academic activities | 05 Marks |

B) Semester End Examination: 75 %

- i) Duration: The examination shall be of 2 ½ Hours duration
- ii) Theory question paper pattern
 - There shall be five questions each of 15 marks.
 - 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. 10 out of 25) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 30 Out of 75) 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.

Question Paper Pattern (Practical Courses)

Maximum Marks: 75

Questions to be set: 05

Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

| Question No | Particular | Marks |
|-------------|--|----------------------|
| Q-1 | 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 Marks |
| Q-2 | Full Length Practical Question OR | 15 Marks |
| Q-2 | Full Length Practical Question | 15 Marks |
| Q-3 | Full Length Practical Question OR | 15 Marks |
| Q-3 | Full Length Practical Question | 15 Marks |
| Q-4 | Full Length Practical Question OR | 15 Marks |
| Q-4 | Full Length Practical Question | 15 Marks |
| Q-5 | A) Theory questions B) Theory questions OR | 08 Marks 07 Marks |
| Q-5 | Short Notes To be asked 05 To be answered 03 | 15 Marks |

Note:

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

Question Paper Pattern (Theoretical Courses)

Maximum Marks: 75

Questions to be set: 05

Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

| Question No | Particular | Marks |
|-------------|--|----------------------|
| Q-1 | 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 Marks |
| Q-2 | Full Length Question OR | 15 Marks |
| Q-2 | Full Length Question | 15 Marks |
| Q-3 | Full Length Question OR | 15 Marks |
| Q-3 | Full Length Question | 15 Marks |
| Q-4 | Full Length Question OR | 15 Marks |
| Q-4 | Full Length Question | 15 Marks |
| Q-5 | A) Theory questions B) Theory questions OR | 08 Marks 07 Marks |
| Q-5 | Short Notes To be asked 05 To be answered 03 | 15 Marks |

Note:

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

**Revised Syllabus of Courses of B.Com. Programme at Semester I
with Effect from the Academic Year 2016-2017**

Skill Enhancement Courses (SEC)

6. Foundation Course - I

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Overview of Indian Society | 05 |
| 2 | Concept of Disparity- 1 | 10 |
| 3 | Concept of Disparity-2 | 10 |
| 4 | The Indian Constitution | 10 |
| 5 | Significant Aspects of Political Processes | 10 |
| Total | | 45 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Overview of Indian Society |
| | 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 |
| 2 | Concept of Disparity- 1 |
| | Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities |
| 3 | Concept of Disparity-2 |
| | Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences |
| 4 | The Indian Constitution |
| | Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution |
| 5 | Significant Aspects of Political Processes |
| | The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics |

Topics for Project Guidance: Growing Social Problems in India:

- Substance abuse- impact on youth & challenges for the future
- HIV/AIDS- awareness, prevention, treatment and services
- Problems of the elderly- causes, implications and response
- Issue of child labour- magnitude, causes, effects and response
- Child abuse- effects and ways to prevent
- Trafficking of women- causes, effects and response

Note:

Out of the 45 lectures allotted for 5 units for Semester I, about 15 lectures may be allotted for project guidance

**Revised Syllabus of Courses of B.Com. Programme at Semester II
with Effect from the Academic Year 2016-2017**

Skill Enhancement Courses (SEC)

6. Foundation Course - II

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Globalisation and Indian Society | 07 |
| 2 | Human Rights | 10 |
| 3 | Ecology | 10 |
| 4 | Understanding Stress and Conflict | 10 |
| 5 | Managing Stress and Conflict in Contemporary Society | 08 |
| | Total | 45 |

| Sr. No | Modules /Units |
|--------|---|
| 1 | Globalisation and Indian Society |
| | Understanding the concepts of liberalization, privatization and globalization;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 to globalization; rise in corporate farming and increase in farmers' suicides. |
| 2 | Human Rights |
| | 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 |
| 3 | Ecology |
| | Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life;Sustainable development- concept and components; poverty and environment |
| 4 | Understanding Stress and Conflict |
| | Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict |
| 5 | Managing Stress and Conflict in Contemporary Society |
| | 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 |

**Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester I
with Effect from the Academic Year 2016-2017**

Skill Enhancement Courses (SEC)

5. Foundation Course -I

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Overview of Indian Society | 05 |
| 2 | Concept of Disparity- 1 | 10 |
| 3 | Concept of Disparity-2 | 10 |
| 4 | The Indian Constitution | 10 |
| 5 | Significant Aspects of Political Processes | 10 |
| Total | | 45 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Overview of Indian Society |
| | 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 |
| 2 | Concept of Disparity- 1 |
| | Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities |
| 3 | Concept of Disparity-2 |
| | Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences |
| 4 | The Indian Constitution |
| | Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution |
| 5 | Significant Aspects of Political Processes |
| | The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics |

**Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester II
with Effect from the Academic Year 2016-2017**

Skill Enhancement Courses (SEC)

5. Foundation Course – II

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Globalisation and Indian Society | 07 |
| 2 | Human Rights | 10 |
| 3 | Ecology | 10 |
| 4 | Understanding Stress and Conflict | 10 |
| 5 | Managing Stress and Conflict in Contemporary Society | 08 |
| Total | | 45 |

| Sr. No | Modules /Units |
|--------|---|
| 1 | Globalisation and Indian Society |
| | Understanding the concepts of liberalization, privatization and globalization;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 to globalization; rise in corporate farming and increase in farmers' suicides. |
| 2 | Human Rights |
| | 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 |
| 3 | Ecology |
| | Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life;Sustainable development- concept and components; poverty and environment |
| 4 | Understanding Stress and Conflict |
| | Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict |
| 5 | Managing Stress and Conflict in Contemporary Society |
| | 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 |

| | | | |
|--|---------------------------|-----------------------------|--------------|
| B. Sc. (Information Technology) | | Semester – II | |
| Course Name: Green Computing | | Course Code: USIT205 | |
| Periods per week (1 Period is 50 minutes) | | 5 | |
| Credits | | 2 | |
| | | Hours | Marks |
| Evaluation System | Theory Examination | 2½ | 75 |
| | Internal | -- | 25 |

| Unit | Details | Lectures |
|-------------|---|-----------------|
| I | <p>Overview and Issues: Problems: Toxins, Power Consumption, Equipment Disposal, Company's Carbon Footprint: Measuring, Details, reasons to bother, Plan for the Future, Cost Savings: Hardware, Power.</p> <p>Initiatives and Standards: Global Initiatives: United Nations, Basel Action Network, Basel Convention, North America: The United States, Canada, Australia, Europe, WEEE Directive, RoHS, National Adoption, Asia: Japan, China, Korea.</p> | 12 |
| II | <p>Minimizing Power Usage: Power Problems, Monitoring Power Usage, Servers, Low-Cost Options, Reducing Power Use, Data De-Duplication, Virtualization, Management, Bigger Drives, Involving the Utility Company, Low-Power Computers, PCs, Linux, Components, Servers, Computer Settings, Storage, Monitors, Power Supplies, Wireless Devices, Software.</p> <p>Cooling: Cooling Costs, Power Cost, Causes of Cost, Calculating Cooling Needs, Reducing Cooling Costs, Economizers, On-Demand Cooling, HP's Solution, Optimizing Airflow, Hot Aisle/Cold Aisle, Raised Floors, Cable Management, Vapour Seal, Prevent Recirculation of Equipment Exhaust, Supply Air Directly to Heat Sources, Fans, Humidity, Adding Cooling, Fluid Considerations, System Design, Datacentre Design, Centralized Control, Design for Your Needs, Put Everything Together.</p> | 12 |
| III | <p>Changing the Way of Work: Old Behaviours, starting at the Top, Process Reengineering with Green in Mind, Analysing the Global Impact of Local Actions, Steps: Water, Recycling, Energy, Pollutants, Teleworkers and Outsourcing, Telecommuting, Outsourcing, how to Outsource.</p> <p>Going Paperless: Paper Problems, The Environment, Costs: Paper and Office, Practicality, Storage, Destruction, Going Paperless, Organizational Realities, Changing Over, Paperless Billing, Handheld Computers vs. the Clipboard, Unified Communications, Intranets, What to Include, Building an Intranet, Microsoft Office SharePoint Server 2007, Electronic Data Interchange (EDI), Nuts and Bolts, Value Added Networks, Advantages, Obstacles.</p> | 12 |

| | | |
|-----------|--|-----------|
| IV | <p>Recycling: Problems, China, Africa, Materials, Means of Disposal, Recycling, Refurbishing, Make the Decision, Life Cycle, from beginning to end, Life, Cost, Green Design, Recycling Companies, Finding the Best One, Checklist, Certifications, Hard Drive Recycling, Consequences, cleaning a Hard Drive, Pros and cons of each method, CDs and DVDs, good and bad about CD and DVDs disposal, Change the mind-set, David vs. America Online</p> <p>Hardware Considerations: Certification Programs, EPEAT, RoHS, Energy Star, Computers, Monitors, Printers, Scanners, All-in-Ones, Thin Clients, Servers, Blade Servers, Consolidation, Products, Hardware Considerations, Planned Obsolescence, Packaging, Toxins, Other Factors, Remote Desktop, Using Remote Desktop, Establishing a Connection, In Practice</p> | 12 |
| V | <p>Greening Your Information Systems: Initial Improvement Calculations, Selecting Metrics, Tracking Progress, Change Business Processes, Customer Interaction, Paper Reduction, Green Supply Chain, Improve Technology Infrastructure, Reduce PCs and Servers, Shared Services, Hardware Costs, Cooling.</p> <p>Staying Green: Organizational Check-ups, Chief Green Officer, Evolution, Sell the CEO, SMART Goals, Equipment Check-ups, Gather Data, Tracking the data, Baseline Data, Benchmarking, Analyse Data, Conduct Audits, Certifications, Benefits, Realities, Helpful Organizations.</p> | 12 |

| Books and References: | | | | | |
|------------------------------|---|--|---|----------------|-------------|
| Sr. No. | Title | Author/s | Publisher | Edition | Year |
| 1. | Green IT | Toby Velte, Anthony Velte, Robert Elsenpeter | McGraw Hill | | 2008 |
| 2. | Green Data Center: Steps for the Journey | Alvin Galea, Michael Schaefer, Mike Ebbers | Shroff Publishers and Distributers | | 2011 |
| 3. | Green Computing and Green IT Best Practice | Jason Harris | Emereo | | |
| 4. | Green Computing Tools and Techniques for Saving Energy, Money and Resources | Bud E. Smith | CRC Press | | 2014 |

| | | | |
|--|------------------------------|-----------------------------|--------------|
| B. Sc. (Information Technology) | | Semester – II | |
| Course Name: Green Computing Practical | | Course Code: USIT2P5 | |
| Periods per week (1 Period is 50 minutes) | | 3 | |
| Credits | | 2 | |
| | | Hours | Marks |
| Evaluation System | Practical Examination | 2½ | 50 |
| | Internal | -- | -- |

| | |
|------------------------------|--|
| Project and Viva Voce | |
| 1. | A project should be done based on the objectives of Green Computing. A report of minimum 50 pages should be prepared. The report should have a font size of 12, Times new roman and 1.5 line spacing. The headings should have font size 14. The report should be hard bound. |
| 2. | The project can be done individually or a group of two students. |
| 3. | The students will have to present the project during the examination. |
| 4. | A certified copy of the project report is essential to appear for the examination. |

| | | | |
|--|------------------------------|-----------------------------|--------------|
| B. Sc. (Information Technology) | | Semester – V | |
| Course Name: Project Dissertation | | Course Code: USIT5P1 | |
| Periods per week (1 Period is 50 minutes) | | 3 | |
| Credits | | 2 | |
| | | Hours | Marks |
| Evaluation System | Practical Examination | 2½ | 50 |
| | Internal | -- | -- |

The details are given in Appendix – I

2. Practical of Data collection, Data curation and management for Large-scale Data system (such as MongoDB)
3. Practical of Principal Component Analysis
4. Practical of Clustering
5. Practical of Time-series forecasting
6. Practical of Simple/Multiple Linear Regression
7. Practical of Logistics Regression
8. Practical of Hypothesis testing
9. Practical of Analysis of Variance
10. Practical of Decision Tree

Course:
USCSP603

(Credits : 01 Lectures/Week: 03)
Project Implementation

Please Refer to Project Implementation Guidelines

Course:
USCSP604

(Credits : 01 Lectures/Week: 03)
Practical of Skill Enhancement

USCS607 : Ethical Hacking

1. Use Google and Whois for Reconnaissance
2. a) Use CrypTool to encrypt and decrypt passwords using RC4 algorithm
b) Use Cain and Abel for cracking Windows account password using Dictionary attack and to decode wireless network passwords
3. a) Run and analyze the output of following commands in Linux – ifconfig, ping, netstat, traceroute
b) Perform ARP Poisoning in Windows
4. Use NMap scanner to perform port scanning of various forms – ACK, SYN, FIN, NULL, XMAS
5. a) Use Wireshark (Sniffer) to capture network traffic and analyze
b) Use Nemesy to launch DoS attack
6. Simulate persistent cross-site scripting attack
7. Session impersonation using Firefox and Tamper Data add-on

CRUD operation.

8. Implement a typical service and a typical client using WCF.
9. Use WCF to create a basic ASP.NET Asynchronous JavaScript and XML (AJAX) service.
10. Demonstrates using the binding attribute of an endpoint element in WCF.

Course:
USCSP503

(Credits : 01 Lectures/Week: 03)
Project Implementation

Please Refer to Project Implementation Guidelines

Course:
USCSP504

(Credits : 01 Lectures/Week: 03)
Practical of Skill Enhancement

USCS507 : Game Programming

1. Setup DirectX 11, Window Framework and Initialize Direct3D Device
2. Buffers, Shaders and HLSL (Draw a triangle using Direct3D 11)
3. Texturing (Texture the Triangle using Direct 3D 11)
4. Lightning (Programmable Diffuse Lightning using Direct3D 11)
5. Specular Lightning (Programmable Spot Lightning using Direct3D 11)
6. Loading models into DirectX 11 and rendering.

Perform following Practical using online content from the Unity Tutorials Web--sites:

<https://unity3d.com/learn/tutorials/s/interactive-tutorials>

7. <https://unity3d.com/learn/tutorials/s/2d-ufo-tutorial>
8. <https://unity3d.com/learn/tutorials/s/space-shooter-tutorial>
9. <https://unity3d.com/learn/tutorials/s/roll-ball-tutorial>
10. <https://unity3d.com/learn/tutorials/topics/vr/introduction?playlist=22946>

Project Dissertation Semester V and Project Implementation Semester VI

Chapter 1 to 4 should be submitted in Semester V in spiral binding. These chapter have also to be included in Semester VI report. Semester VI report has to be hard bound with golden embossing. Students will be evaluated based on the dissertation in semester V and dissertation and viva voce in Semester VI.

I. OBJECTIVES

- Describe the Systems Development Life Cycle (SDLC).
- Evaluate systems requirements.
- Complete a problem definition.
- Evaluate a problem definition.
- Determine how to collect information to determine requirements.

- Perform and evaluate feasibility studies like cost-benefit analysis, technical feasibility, time feasibility and Operational feasibility for the project.
- Work on data collection methods for fact finding.
- Construct and evaluate data flow diagrams.
- Construct and evaluate data dictionaries.
- Evaluate methods of process description to include structured English, decision tables and decision trees.
- Evaluate alternative tools for the analysis process.
- Create and evaluate such alternative graphical tools as systems flow charts and state transition diagrams.
- Decide the S/W requirement specifications and H/W requirement specifications.
- Plan the systems design phase of the SDLC.
- Distinguish between logical and physical design requirements.
- Design and evaluate system outputs.
- Design and evaluate systems inputs.
- Design and evaluate validity checks for input data.
- Design and evaluate user interfaces for input.
- Design and evaluate file structures to include the use of indexes.
- Estimate storage requirements.
- Explain the various file update processes based on the standard file organizations.
- Decide various data structures.
- Construct and evaluate entity-relationship (ER) diagrams for RDBMS related projects.
- Perform normalization for the unnormalized tables for RDBMS related projects
- Decide the various processing systems to include distributed, client/server, online and others.
- Perform project cost estimates using various techniques.
- Schedule projects using both GANTT and PERT charts.
- Perform coding for the project.
- Documentation requirements and prepare and evaluate systems documentation.
- Perform various systems testing techniques/strategies to include the phases of testing.
- Systems implementation and its key problems.

- Generate various reports.
- Be able to prepare and evaluate a final report.
- Brief the maintenance procedures and the role of configuration management in operations.
- To decide the future scope and further enhancement of the system.
- Plan for several appendices to be placed in support with the project report documentation.
- Decide the various processing systems to include distributed, client/server, online and others.
- Perform project cost estimates using various techniques.
- Schedule projects using both GANTT and PERT charts.
- Perform coding for the project.
- Documentation requirements and prepare and evaluate systems documentation.
- Perform various systems testing techniques/strategies to include the phases of testing.
- Systems implementation and its key problems.
- Generate various reports.
- Be able to prepare and evaluate a final report.
- Brief the maintenance procedures and the role of configuration management in operations.
- To decide the future scope and further enhancement of the system.
- Plan for several appendices to be placed in support with the project report documentation.
- Work effectively as an individual or as a team member to produce correct, efficient, well-organized and documented programs in a reasonable time.
- Recognize problems that are amenable to computer solutions, and knowledge of the tool necessary for solving such problems.
- Develop of the ability to assess the implications of work performed.
- Get good exposure and command in one or more application areas and on the software
- Develop quality software using the software engineering principles
- Develop of the ability to communicate effectively.

II. Type of the Project

The majority of the students are expected to work on a real-life project preferably in some industry/ Research and Development Laboratories/Educational Institution/Software Company. Students are encouraged to work in the areas listed below . However, it is *not mandatory* for a

student to work on a real-life project. The student can formulate a project problem with the help of her/his Guide and submit the project proposal of the same. **Approval of the project proposal is mandatory.** If approved, the student can commence working on it, and complete it. Use the latest versions of the software packages for the development of the project.

III. SOFTWARE AND BROAD AREAS OF APPLICATION

| | |
|---|--|
| FRONT END / GUI Tools | .Net Technologies,Java |
| DBMS/BACK END | Oracle, SQL Plus, MY SQL, SQL Server, |
| LANGUAGES | C, C++, Java, VC++, C#, R,Python |
| SCRIPTING LANGUAGES | PHP,JSP, SHELL Scripts (Unix), Tcl/TK, |
| .NET Platform | F#,C#. Net, Visual C#. Net, ASP.Net |
| MIDDLE WARE (COMPONENT) TECHNOLOGIES | COM/DCOM, Active-X, EJB |
| UNIX INTERNALS | Device Drivers, RPC, Threads, Socket programming |
| NETWORK/WIRELESS TECHNOLOGIES | - |
| REALTIME OPERATING SYSTEM/ EMBEDDED SKILLS | LINUX, Raspberry Pi, Arduino, 8051 |
| APPLICATION AREAS | Financial / Insurance / Manufacturing / Multimedia / Computer Graphics / Instructional Design/ Database Management System/ Internet / Intranet / Computer Networking-Communication Software development/ E-Commerce/ ERP/ MRP/ TCP-IP programming / Routing protocols programming/ Socket programming. |

IV.Introduction

The project report should be documented with scientific approach to the solution of the problem that the students have sought to address. The project report should be prepared in order to solve the problem in a methodical and professional manner, making due references to appropriate techniques, technologies and professional standards. The student should start the documentation process from the first phase of software development so that one can easily identify the issues to be focused upon in the ultimate project report. The student should also include the details from

the project diary, in which they will record the progress of their project throughout the course. The project report should contain enough details to enable examiners to evaluate the work. The important points should be highlighted in the body of the report, with details often referred to appendices.

1.1 PROJECT REPORT:

Title Page

Original Copy of the Approved Proforma of the Project Proposal

Certificate of Authenticated work

Role and Responsibility Form

Abstract

Acknowledgement

Table of Contents

Table of Figures

CHAPTER 1: INTRODUCTION

1.1 Background

1.2 Objectives

1.3 Purpose, Scope, and Applicability

1.3.1 Purpose

1.3.2 Scope

1.3.3 Applicability

1.4 Achievements

1.5 Organisation of Report

CHAPTER 2: SURVEY OF TECHNOLOGIES

CHAPTER 3: REQUIREMENTS AND ANALYSIS

3.1 Problem Definition

3.2 Requirements Specification

3.3 Planning and Scheduling

3.4 Software and Hardware Requirements

3.5 Preliminary Product Description

3.6 Conceptual Models

CHAPTER 4: SYSTEM DESIGN

4.1 Basic Modules

4.2 Data Design

4.2.1 Schema Design

4.2.2 Data Integrity and Constraints

4.3 Procedural Design

4.3.1 Logic Diagrams

4.3.2 Data Structures

4.3.3 Algorithms Design

4.4 User interface design

4.5 Security Issues

4.6 Test Cases Design

The documentation should use tools like star UML, Visuo for windows, Rational Rose for design as part of Software Project Management Practical Course. The documentation should be spiral bound for semester V and the entire documentation should be hard bound during semester VI.

CHAPTER 5: IMPLEMENTATION AND TESTING

5.1 Implementation Approaches

5.2 Coding Details and Code Efficiency

5.2.1 Code Efficiency

5.3 Testing Approach

5.3.1 Unit Testing

5.3.2 Integrated Testing

5.3.3 Beta Testing

5.4 Modifications and Improvements

5.5 Test Cases

CHAPTER 6: RESULTS AND DISCUSSION

6.1 Test Reports

6.2 User Documentation

CHAPTER 7: CONCLUSIONS

7.1 Conclusion

7.1.1 Significance of the System

7.2 Limitations of the System

7.3 Future Scope of the Project

REFERENCES

GLOSSARY

APPENDIX A

APPENDIX B

V. EXPLANATION OF CONTENTS

Title Page

Sample format of Title page is given in Appendix 1 of this block. Students should follow the given format.

Original Copy of the Approved Proforma of the Project Proposal

Sample Proforma of Project Proposal is given in Appendix 2 of this block. Students should follow the given format.

Certificate of Authenticated work

Sample format of Certificate of Authenticated work is given in Appendix 3 of this block. Students should follow the given format.

Role and Responsibility Form

Sample format for Role and Responsibility Form is given in Appendix 4 of this block. Students should follow the given format.

Abstract

This should be one/two short paragraphs (100-150 words total), summarising the project work. It is important that this is not just a re-statement of the original project outline. A suggested flow is background, project aims and main achievements. From the abstract, a reader should be able to ascertain if the project is of interest to them and, it should present results of which they may wish to know more details.

Acknowledgements

This should express student's gratitude to those who have helped in the preparation of project.

Table of Contents: The table of contents gives the readers a view of the detailed structure of the report. The students would need to provide section and subsection headings with associated pages. The formatting details of these sections and subsections are given below.

Table of Figures: List of all Figures, Tables, Graphs, Charts etc. along with their page numbers in a table of figures.

Chapter 1: Introduction

The introduction has several parts as given below:

Background: A description of the background and context of the project and its relation to work already done in the area. Summarise existing work in the area concerned with the project work.

Objectives: Concise statement of the aims and objectives of the project. Define exactly what is going to be done in the project; the objectives should be about 30 /40 words.

Purpose, Scope and Applicability: The description of Purpose, Scope, and Applicability are given below:

- **Purpose:** Description of the topic of the project that answers questions on why this project is being done. How the project could improve the system its significance and theoretical framework.
- **Scope:** A brief overview of the methodology, assumptions and limitations. The students should answer the question: What are the main issues being covered in the project? What are the main functions of the project?
- **Applicability:** The student should explain the direct and indirect applications of their work. Briefly discuss how this project will serve the computer world and people.

Achievements: Explain what knowledge the student achieved after the completion of the work. What contributions has the project made to the chosen area? Goals achieved - describes the

degree to which the findings support the original objectives laid out by the project. The goals may be partially or fully achieved, or exceeded.

Organisation of Report: Summarising the remaining chapters of the project report, in effect, giving the reader an overview of what is to come in the project report.

Chapter 2: Survey of Technologies

In this chapter Survey of Technologies should demonstrate the students awareness and understanding of Available Technologies related to the topic of the project. The student should give the detail of all the related technologies that are necessary to complete the project. The should describe the technologies available in the chosen area and present a comparative study of all those Available Technologies. Explain why the student selected the one technology for the completion of the objectives of the project.

Chapter 3: Requirements and Analysis

Problem Definition: Define the problem on which the students are working in the project.

Provide details of the overall problem and then divide the problem in to sub-problems. Define each sub-problem clearly.

Requirements Specification: In this phase the student should define the requirements of the system, independent of how these requirements will be accomplished. The Requirements Specification describes the things in the system and the actions that can be done on these things. Identify the operation and problems of the existing system.

Planning and Scheduling: Planning and scheduling is a complicated part of software development. Planning, for our purposes, can be thought of as determining all the small tasks that must be carried out in order to accomplish the goal. Planning also takes into account, rules, known as constraints, which, control when certain tasks can or cannot happen. Scheduling can be thought of as determining whether adequate resources are available to carry out the plan. The student should show the Gantt chart and Program Evaluation Review Technique (PERT).

Software and Hardware Requirements: Define the details of all the software and hardware needed for the development and implementation of the project.

- Hardware Requirement: In this section, the equipment, graphics card, numeric co-processor, mouse, disk capacity, RAM capacity etc. necessary to run the software must be noted.
- Software Requirements: In this section, the operating system, the compiler, testing tools, linker, and the libraries etc. necessary to compile, link and install the software must be listed.

Preliminary Product Description: Identify the requirements and objectives of the new system. Define the functions and operation of the application/system the students are developing as project.

Conceptual Models: The student should understand the problem domain and produce a model of the system, which describes operations that can be performed on the system, and the allowable sequences of those operations. Conceptual Models could consist of complete Data Flow Diagrams, ER diagrams, Object-oriented diagrams, System Flowcharts etc.

Chapter 4: System Design

Describes desired features and operations in detail, including screen layouts, business rules, process diagrams, pseudocode and other documentation.

Basic Modules: The students should follow the divide and conquer theory, so divide the overall problem into more manageable parts and develop each part or module separately. When all modules are ready, the student should integrate all the modules into one system. In this phase, the student should briefly describe all the modules and the functionality of these modules.

Data Design: Data design will consist of how data is organised, managed and manipulated.

- Schema Design: Define the structure and explanation of schemas used in the project.
- Data Integrity and Constraints: Define and explain all the validity checks and constraints provided to maintain data integrity.

Procedural Design: Procedural design is a systematic way for developing algorithms or procedurals.

- Logic Diagrams: Define the systematical flow of procedure that improves its comprehension and helps the programmer during implementation. e.g., Control Flow Chart, Process Diagrams etc.
- Data Structures: Create and define the data structure used in procedures.
- Algorithms Design: With proper explanations of input data, output data, logic of processes, design and explain the working of algorithms.

User Interface Design: Define user, task, environment analysis and how to map those requirements in order to develop a “User Interface”. Describe the external and internal components and the architecture of user interface. Show some rough pictorial views of the user interface and its components.

Security Issues: Discuss Real-time considerations and Security issues related to the project and explain how the student intends avoiding those security problems. What are the security policy plans and architecture?

Test Cases Design: Define test cases, which will provide easy detection of errors and mistakes with in a minimum period of time and with the least effort. Explain the different conditions in which the students wish to ensure the correct working of the project.

Chapter 5: Implementation and Testing

Implementation Approaches: Define the plan of implementation, and the standards the students have used in the implementation.

Coding Details and Code Efficiency: Students not need include full source code, instead, include only the important codes (algorithms, applets code, forms code etc). The program code should contain comments needed for explaining the work a piece of code does. Comments may be needed to explain why it does it, or, why it does a particular way.

The student can explain the function of the code with a shot of the output screen of that program code.

- Code Efficiency: The student should explain how the code is efficient and how the students have handled code optimisation.

Testing Approach: Testing should be according to the scheme presented in the system design chapter and should follow some suitable model – e.g., category partition, state machine-based. Both functional testing and user-acceptance testing are appropriate. Explain the approach of testing.

- Unit Testing: Unit testing deals with testing a unit or module as a whole. This would test the interaction of many functions but, do confine the test within one module.
- Integrated Testing: Brings all the modules together into a special testing environment, then checks for errors, bugs and interoperability. It deals with tests for the entire application. Application limits and features are tested here.

Modifications and Improvements: Once the students finish the testing they are bound to be faced with bugs, errors and they will need to modify your source code to improve the system. Define what modification are implemented in the system and how it improved the system.

Chapter 6: Results and Discussion

Test Reports: Explain the test results and reports based on the test cases, which should show that the project is capable of facing any problematic situation and that it works fine in different conditions. Take the different sample inputs and show the outputs.

User Documentation: Define the working of the software; explain its different functions, components with screen shots. The user document should provide all the details of the product in such a way that any user reading the manual, is able to understand the working and functionality of the document.

Chapter 7: Conclusions

Conclusion: The conclusions can be summarised in a fairly short chapter (2 or 3 pages). This chapter brings together many of the points that would have made in the other chapters.

Limitations of the System: Explain the limitations encountered during the testing of the project that the students were not able to modify. List the criticisms accepted during the demonstrations of the project.

Future Scope of the Project describes two things: firstly, new areas of investigation prompted by developments in this project, and secondly, parts of the current work that was not completed due to time constraints and/or problems encountered.

REFERENCES

It is very important that the students acknowledge the work of others that they have used or adapted in their own work, or that provides the essential background or context to the project. The use of references is the standard way to do this. Please follow the given standard for the references for books, journals, and online material. The citation is mandatory in both the reports.

E.g:

Linhares, A., & Brum, P. (2007). Understanding our understanding of strategic scenarios: What role do chunks play? *Cognitive Science*, 31(6), 989-1007.
<https://doi.org/doi:10.1080/03640210701703725>

Lipson, Charles (2011). Cite right : A quick guide to citation styles; MLA, APA, Chicago, the sciences, professions, and more (2nd ed.). Chicago [u.a.]: University of Chicago Press. p. 187. ISBN 9780226484648.

Elaine Ritchie, J Knite. (2001). *Artificial Intelligence, Chapter 2 ,p.p 23 - 44.* Tata McGrawHill.

GLOSSARY

If you the students any acronyms, abbreviations, symbols, or uncommon terms in the project report then their meaning should be explained where they first occur. If they go on to use any of them extensively then it is helpful to list them in this section and define the meaning.

APPENDICES

These may be provided to include further details of results, mathematical derivations, certain illustrative parts of the program code (e.g., class interfaces), user documentation etc.

In particular, if there are technical details of the work done that might be useful to others who wish to build on this work, but that are not sufficiently important to the project as a whole to

justify being discussed in the main body of the project, then they should be included as appendices.

VI. SUMMARY

Project development usually involves an engineering approach to the design and development of a software system that fulfils a practical need. Projects also often form an important focus for discussion at interviews with future employers as they provide a detailed example of what the students are capable of achieving. In this course the students can choose your project topic from the lists given in Unit 4: Category-wise Problem Definition.

VII. FURTHER READINGS

1. Modern Systems Analysis and Design; Jeffrey A. Hoffer, Joey F. George, Joseph,S. Valacich; Pearson Education; Third Edition; 2002.
2. ISO/IEC 12207: Software Life Cycle Process
(<http://www.software.org/quagmire/descriptions/iso-iec12207.asp>).
3. IEEE 1063: Software User Documentation (<http://ieeexplore.ieee.org>).
4. ISO/IEC: 18019: Guidelines for the Design and Preparation of User Documentation for Application Software.
5. <http://www.sce.carleton.ca/squall>.
6. <http://en.tldp.org/HOWTO/Software-Release-Practice-HOWTO/documentation.html>.
7. <http://www.sei.cmu.edu/cmm/>

| |
|---|
| PROFORMA FOR THE APPROVAL PROJECT PROPOSAL |
|---|

(Note: All entries of the proforma of approval should be filled up with appropriate and complete information. Incomplete proforma of approval in any respect will be summarily rejected.)

PNR No.:

Rollno: _____

1. Name of the Student

2. Title of the Project

3. Name of the Guide

4. Teaching experience of the Guide _____

5. Is this your first submission? Yes No

Signature of the Student

Signature of the Guide

Date:

Date:

Signature of the Coordinator

Date:

(All the text in the report should be in times new roman)

TITLE OF THE PROJECT
(NOT EXCEEDING 2 LINES, 24 BOLD,
ALL CAPS)

A Project Report (12 Bold)
Submitted in partial fulfillment of the
Requirements for the award of the Degree of (size-12)

**BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)(14 BOLD,
CAPS)**

By(12 Bold)

Name of The Student (size-15, title case)

Seat Number (size-15)

Under the esteemed guidance of (13 bold)

Mr./Mrs. Name of The Guide (15 bold, title case)

Designation (14 Bold, title case)

COLLEGE LOGO

DEPARTMENT OF INFORMATION TECHNOLOGY(12 BOLD, CAPS)

COLLEGE NAME (14 BOLD, CAPS)

(Affiliated to University of Mumbai) (12, Title case, bold, italic)

CITY, PIN CODE(12 bold, CAPS)

MAHARASHTRA (12 bold, CAPS)

YEAR (12 bold)

COLLEGE NAME (14 BOLD, CAPS)
(Affiliated to University of Mumbai) (13, bold, italic)
CITY-MAHARASHTRA-PINCODE(13 bold, CAPS)

DEPARTMENT OF INFORMATION TECHNOLOGY (14 BOLD, CAPS)

College Logo

CERTIFICATE (14 BOLD, CAPS, underlined, centered)

This is to certify that the project entitled, "**Title of The Project** ", is bonafied work of **NAME OF THE STUDENT** bearing Seat.No: (**NUMBER**) submitted in partial fulfillment of the requirements for the award of degree of BACHELOR OF SCIENCE in INFORMATION TECHNOLOGY from University of Mumbai. (12, times new roman, justified)

Internal Guide (12 bold)

Coordinator

(Don't write names of lecturers or HOD)

External Examiner

Date:

College Seal

**Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2017-2018**

**2 Ability Enhancement Courses (AEC)
2B * Skill Enhancement Courses (SEC) Group B**

6. Foundation Course- Contemporary Issues- III

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Human Rights Provisions, Violations and Redressal | 12 |
| 2 | Dealing With Environmental Concerns | 11 |
| 3 | Science and Technology I | 11 |
| 4 | Soft Skills for Effective Interpersonal Communication | 11 |
| Total | | 45 |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | <p>Human Rights Violations and Redressal</p> <p>A. Scheduled Castes- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>B. Scheduled tribes- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>C. Women- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>D. Children- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>E. People with Disabilities, Minorities, and the Elderly population- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (4 Lectures)</p> |
| 2 | <p>Dealing With Environmental Concerns</p> <p>A. Concept of Disaster and general effects of Disasters on human life- physical, psychological, economic and social effects. (3 Lectures)</p> <p>B. Some locally relevant case studies of environmental disasters. (2 Lectures)</p> <p>C. Dealing with Disasters - Factors to be considered in Prevention, Mitigation (Relief and Rehabilitation) and disaster Preparedness. (3 Lectures)</p> <p>D. Human Rights issues in addressing disasters- issues related to compensation, equitable and fair distribution of relief and humanitarian approach to resettlement and rehabilitation. (3 Lectures)</p> |
| 3 | <p>Science and Technology – I</p> <p>A. Development of Science- the ancient cultures, the Classical era, the Middle Ages, the Renaissance, the Age of Reason and Enlightenment. (3 Lectures)</p> <p>B. Nature of science- its principles and characteristics; Science as empirical, practical, theoretical, validated knowledge. (2 Lectures)</p> <p>C. Science and Superstition- the role of science in exploding myths, blind beliefs and prejudices; Science and scientific temper- scientific temper as a fundamental duty of the Indian citizen. (3 Lectures)</p> <p>D. Science in everyday life- technology, its meaning and role in development; Interrelation and distinction between science and technology. (3 Lectures)</p> |
| 4 | <p>Soft Skills for Effective Interpersonal Communication</p> <p>Part A (4 Lectures)</p> <p>I) Effective Listening - Importance and Features.</p> <p>II) Verbal and Non-Verbal Communication; Public-Speaking and Presentation Skills.</p> <p>III) Barriers to Effective Communication; Importance of Self-Awareness and Body Language.</p> <p>Part B (4 Lectures)</p> <p>I) Formal and Informal Communication - Purpose and Types.</p> <p>II) Writing Formal Applications, Statement of Purpose (SOP) and Resume.</p> <p>III) Preparing for Group Discussions, Interviews and Presentations.</p> <p>Part C (3 Lectures)</p> <p>I) Leadership Skills and Self-Improvement - Characteristics of Effective Leadership.</p> <p>II) Styles of Leadership and Team-Building.</p> |

References

1. Asthana, D. K., and Asthana, Meera, *Environmental Problems and Solutions*, S. Chand, New Delhi, 2012.
2. Bajpai, Asha, *Child Rights in India*, Oxford University Press, New Delhi, 2010.
3. Bhatnagar Mamta and Bhatnagar Nitin, *Effective Communication and Soft Skills*, Pearson India, New Delhi, 2011.
4. G Subba Rao, *Writing Skills for Civil Services Examination*, Access Publishing, New Delhi, 2014
5. Kaushal, Rachana, *Women and Human Rights in India*, Kaveri Books, New Delhi, 2000.
6. Mohapatra, Gaur Krishna Das, *Environmental Ecology*, Vikas, Noida, 2008.
7. Motilal, Shashi, and Nanda, Bijoy Lakshmi, *Human Rights: Gender and Environment*, Allied Publishers, New Delhi, 2007.
8. Murthy, D. B. N., *Disaster Management: Text and Case Studies*, Deep and Deep Publications, New Delhi, 2013.
9. Parsuraman, S., and Unnikrishnan, ed., *India Disasters Report II*, Oxford, New Delhi, 2013
10. Reza, B. K., *Disaster Management*, Global Publications, New Delhi, 2010.
11. Sathe, Satyaranjan P., *Judicial Activism in India*, Oxford University Press, New Delhi, 2003.
12. Singh, Ashok Kumar, *Science and Technology for Civil Service Examination*, Tata McGraw Hill, New Delhi, 2012.
13. Thorpe, Edgar, *General Studies Paper I Volume V*, Pearson, New Delhi, 2017.

Projects / Assignments (for Internal Assessment)

- i. Projects/Assignments should be drawn for the component on Internal Assessment from the topics in **Module 1 to Module 4**.
- ii. Students should be given a list of possible topics - at least 3 from each Module at the beginning of the semester.
- iii. The Project/Assignment can take the form of Street-Plays / Power-Point Presentations / Poster Exhibitions and similar other modes of presentation appropriate to the topic.
- iv. Students can work in groups of not more than 8 per topic.
- v. Students must submit a hard / soft copy of the Project / Assignment before appearing for the semester end examination.

QUESTION PAPER PATTERN (Semester III)

The Question Paper Pattern for Semester End Examination shall be as follows:

TOTAL MARKS: 75

DURATION: 150 MINUTES

| QUESTION NUMBER | DESCRIPTION | MARKS ASSIGNED |
|-----------------|--|---|
| 1 | <ol style="list-style-type: none">i. Question 1 A will be asked on the meaning / definition of concepts / terms from all Modules.ii. Question 1 B will be asked on the topic of the Project / Assignment done by the student during the Semesteriii. In all 8 Questions will be asked out of which 5 have to be attempted. | <ol style="list-style-type: none">a) Total marks: 15b) For 1 A, there will be 3 marks for each sub-question.c) For 1 B there will be 15 marks without any break-up. |
| 2 | Descriptive Question with internal option (A or B) on Module 1 | 15 |
| 3 | Descriptive Question with internal option (A or B) on Module 2 | 15 |
| 4 | Descriptive Question with internal option (A or B) on Module 3 | 15 |
| 5 | Descriptive Question with internal option (A or B) on Module 4 | 15 |

**Revised Syllabus of Courses of B.Com. Programme at Semester IV
with Effect from the Academic Year 2017-2018**

**2 Ability Enhancement Courses (AEC)
2B * Skill Enhancement Courses (SEC) Group B**

6. Foundation Course- Contemporary Issues- IV

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Significant, Contemporary Rights of Citizens | 12 |
| 2 | Approaches to understanding Ecology | 11 |
| 3 | Science and Technology –II | 11 |
| 4 | Introduction to Competitive Exams | 11 |
| Total | | 45 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Significant, Contemporary Rights of Citizens |
| | <p>A. Rights of Consumers-Violations of consumer rights and important provisions of the Consumer Protection Act, 2016; Other important laws to protect consumers; Consumer courts and consumer movements. (3 Lectures)</p> <p>B. Right to Information- Genesis and relation with transparency and accountability; important provisions of the Right to Information Act, 2005; some success stories. (3 Lectures)</p> <p>C. Protection of Citizens'/Public Interest-Public Interest Litigation, need and procedure to file a PIL; some landmark cases. (3 Lectures)</p> <p>D. Citizens' Charters, Public Service Guarantee Acts. (3 Lectures)</p> |
| 2 | Approaches to understanding Ecology |
| | <p>A. Understanding approaches to ecology- Anthropocentrism, Biocentrism and Eco centrism, Ecofeminism and Deep Ecology. (3 Lectures)</p> <p>B. Environmental Principles-1: the sustainability principle; the polluter pays principle; the precautionary principle. (4 Lectures)</p> <p>C. Environmental Principles-2: the equity principle; human rights principles; the participation principle. (4 Lectures)</p> |
| 3 | Science and Technology –II |
| | <p>Part A:Some Significant Modern Technologies, Features and Applications (7 Lectures)</p> <p>i. Laser Technology- Light Amplification by Stimulated Emission of Radiation; use of laser in remote sensing, GIS/GPS mapping, medical use.</p> <p>ii. Satellite Technology- various uses in satellite navigation systems, GPS, and imprecise climate and weather analyses.</p> <p>iii. Information and Communication Technology- convergence of various technologies like satellite, computer and digital in the information revolution of today's society.</p> <p>iv. Biotechnology and Genetic engineering- applied biology and uses in medicine, pharmaceuticals and agriculture; genetically modified plant, animal and human life.</p> <p>v. Nanotechnology- definition: the study, control and application of phenomena and materials at length scales below 100 nm; uses in medicine, military intelligence and consumer products.</p> <p>Part B:Issues of Control, Access and Misuse of Technology. (4 Lectures)</p> |

| Sr. No. | Modules / Units |
|---------|--|
| 4 | Introduction to Competitive Exams |
| | <p>Part A. Basic information on Competitive Examinations- the pattern, eligibility criteria and local centres:</p> <ul style="list-style-type: none"> i. Examinations conducted for entry into professional courses - Graduate Record Examinations (GRE), Graduate Management Admission Test (GMAT), Common Admission Test (CAT) and Scholastic Aptitude Test (SAT). ii. Examinations conducted for entry into jobs by Union Public Service Commission, Staff Selection Commission (SSC), State Public Service Commissions, Banking and Insurance sectors, and the National and State Eligibility Tests (NET / SET) for entry into teaching profession. <p>Part B. Soft skills required for competitive examinations- (7 Lectures)</p> <ul style="list-style-type: none"> i. Information on areas tested: Quantitative Ability, Data Interpretation, Verbal Ability and Logical Reasoning, Creativity and Lateral Thinking ii. Motivation: Concept, Theories and Types of Motivation iii. Goal-Setting: Types of Goals, SMART Goals, Stephen Covey's concept of human endowment iv. Time Management: Effective Strategies for Time Management v. Writing Skills: Paragraph Writing, Report Writing, Filing an application under the RTI Act, Consumer Grievance Letter. |

References

1. Asthana, D. K., and Asthana, Meera, *Environmental Problems and Solutions*, S. Chand, New Delhi, 2012.
2. Bajpai, Asha, *Child Rights in India*, Oxford University Press, New Delhi, 2010.
3. Bhatnagar Mamta and Bhatnagar Nitin, *Effective Communication and Soft Skills*, Pearson India, New Delhi, 2011.
4. G Subba Rao, *Writing Skills for Civil Services Examination*, Access Publishing, New Delhi, 2014
5. Kaushal, Rachana, *Women and Human Rights in India*, Kaveri Books, New Delhi, 2000.
6. Mohapatra, Gaur Krishna Das, *Environmental Ecology*, Vikas, Noida, 2008.
7. Motilal, Shashi, and Nanda, Bijoy Lakshmi, *Human Rights: Gender and Environment*, Allied Publishers, New Delhi, 2007.
8. Murthy, D. B. N., *Disaster Management: Text and Case Studies*, Deep and Deep Publications, New Delhi, 2013.
9. Parsuraman, S., and Unnikrishnan, ed., *India Disasters Report II*, Oxford, New Delhi, 2013
10. Reza, B. K., *Disaster Management*, Global Publications, New Delhi, 2010.
11. Sathe, Satyaranjan P., *Judicial Activism in India*, Oxford University Press, New Delhi, 2003.
12. Singh, Ashok Kumar, *Science and Technology for Civil Service Examination*, Tata McGraw Hill, New Delhi, 2012.
13. Thorpe, Edgar, *General Studies Paper I Volume V*, Pearson, New Delhi, 2017.

University of Mumbai



**Revised Syllabus
and
Question Paper Pattern
of Courses of
Bachelor of Commerce Programme
Second Year
Semester III and IV**

**Under Choice Based Credit, Grading and
Semester System**

To be implemented from Academic Year 2017-2018

Faculty of Commerce

S.Y.B.Com

(To be implemented from Academic Year- 2017-2018)

| No. of Courses | Semester III | Credits | No. of Courses | Semester IV | Credits |
|----------------------|---|-----------|----------------------|---|-----------|
| 1 | <i>Elective Courses (EC)</i> | | 1 | <i>Elective Courses (EC)</i> | |
| 1A | <i>Discipline Specific Elective(DSE) Courses</i> | | 1A | <i>Discipline Specific Elective(DSE) Courses</i> | |
| 1Aa | <i>Discipline Specific Elective(DSE) Courses</i> | | 1Aa | <i>Discipline Specific Elective(DSE) Courses</i> | |
| 1 | Accountancy and Financial Management III | 03 | 1 | Accountancy and Financial Management IV | 03 |
| 1Ab | <i>Discipline Specific Elective(DSE) Courses</i> | | 1Ab | <i>Discipline Specific Elective(DSE) Courses</i> | |
| 2 | *Any one course from the following list of the courses | 03 | 2 | *Any one course from the following list of the courses | 03 |
| 1B | <i>Discipline Related Elective(DRE) Courses</i> | | 1B | <i>Discipline Related Elective(DRE) Courses</i> | |
| 3 | Commerce III | 03 | 3 | Commerce IV | 03 |
| 4 | Business Economics III | 03 | 4 | Business Economics IV | 03 |
| 2 | <i>Ability Enhancement Courses (AEC)</i> | | 2 | <i>Ability Enhancement Courses (AEC)</i> | |
| 2A | <i>*Skill Enhancement Courses (SEC) Group A</i> | | 2A | <i>**Skill Enhancement Courses (SEC) Group A</i> | |
| 5 | *Any one course from the following list of the courses | 03 | 5 | *Any one course from the following list of the courses | 03 |
| 2B | <i>*Skill Enhancement Courses (SEC) Group B</i> | | 2B | <i>**Skill Enhancement Courses (SEC) Group B</i> | |
| 6 | Any one course from the following list of the courses | 02 | 6 | Any one course from the following list of the courses | 02 |
| 3 | <i>Core Courses (CC)</i> | | 3 | <i>Core Courses (CC)</i> | |
| 7 | Business Law I | 03 | 7 | Business Law II | 03 |
| Total Credits | | 20 | Total Credits | | 20 |

| <i>1Ab *List of Discipline Specific Elective (DSE) Courses for Semester III (Any One)</i> | | <i>1Ab *List of Discipline Specific Elective(DSE) Courses for Semester IV (Any One)</i> | |
|--|---|--|---|
| 1 | Financial Accounting and Auditing - Introduction to Management Accounting | 1 | Financial Accounting and Auditing - Auditing |
| 2 | Business Management - Marketing Management | 2 | Business Management- Marketing Management |
| 3 | Banking & Finance- Introduction to Banking in India | 3 | Banking & Finance- Introduction to Banking in India |
| 4 | Commerce- International Business Relations | 4 | Commerce- International Business Relations |

| *List of Skill Enhancement Courses (SEC) Group A for Semester III (Any One) | | *List of Skill Enhancement Courses (SEC) Group A for Semester IV (Any One) | |
|--|--|---|--|
| 1 | Advertising I | 1 | Advertising II |
| 2 | Field Sales Management I | 2 | Field Sales Management II |
| 3 | Public Relations I | 3 | Public Relations II |
| 4 | Mass Communication I | 4 | Mass Communication II |
| 5 | Travel & Tourism Management Paper I | 5 | Travel & Tourism Management II |
| 6 | Journalism I | 6 | Journalism II |
| 7 | Company Secretarial Practice I | 7 | Company Secretarial Practice II |
| 8 | Rural Development I | 8 | Rural Development II |
| 9 | Co-operation I | 9 | Co-operation II |
| 10 | Mercantile Shipping I | 10 | Mercantile Shipping II |
| 11 | Indian Economic Problem I | 11 | Indian Economic Problem II |
| 12 | Computer Programming I | 12 | Computer Programming II |
| 13 | Logistic and Supply Chain Management I | 13 | Logistic and Supply Chain Management I |
| 14 | Economic System I | 14 | Economic System II |

Note: Course selected in Semester III will continue in Semester IV

| *List of Skill Enhancement Courses (SEC) Group B for Semester III (Any One) | | ** List of Skill Enhancement Courses (SEC) Group B for Semester IV (Any One) | |
|--|---|---|--|
| 1 | Foundation Course- Contemporary Issues - III | 1 | Foundation Course- Contemporary Issues - IV |
| 2 | Foundation Course in NSS - III | 2 | Foundation Course in NSS - IV |
| 3 | Foundation Course in NCC - III | 3 | Foundation Course in NCC - IV |
| 4 | Foundation Course in Physical Education - III | 4 | Foundation Course in Physical Education - IV |

Note: Course selected in Semester III will continue in Semester IV

B.Com. Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2017-2018)

Semester III

| No. of Courses | Semester III | Credits |
|----------------------|--|-----------|
| 1 | Elective Courses (EC) | |
| 1A | Discipline Specific Elective(DSE) Courses | |
| 1Aa | Discipline Specific Elective(DSE) Courses | |
| 1 | Accountancy and Financial Management III | 03 |
| 1Ab | Discipline Specific Elective(DSE) Courses | |
| 2 | *Any one course from the following list of the courses | 03 |
| 1B | Discipline Related Elective(DRE) Courses | |
| 3 | Commerce III | 03 |
| 4 | Business Economics III | 03 |
| 2 | Ability Enhancement Courses (AEC) | |
| 2A | *Skill Enhancement Courses (SEC) Group A | |
| 5 | *Any one course from the following list of the courses | 03 |
| 2B | *Skill Enhancement Courses (SEC) Group B | |
| 6 | Any one course from the following list of the courses | 02 |
| 3 | Core Courses (CC) | |
| 7 | Business Law I | 03 |
| Total Credits | | 20 |

| 1Ab *List of Discipline Specific Elective (DSE) Courses for Semester III (Any One) | |
|---|---|
| 1 | Financial Accounting and Auditing - Introduction to Management Accounting |
| 2 | Business Management - Marketing Management |
| 3 | Banking & Finance- Introduction to Banking in India |
| 4 | Commerce- International Business Relations |

***List of Skill Enhancement Courses (SEC) Group A
for Semester III (Any One)**

| | |
|----|--|
| 1 | Advertising I |
| 2 | Field Sales Management I |
| 3 | Public Relations I |
| 4 | Mass Communication I |
| 5 | Travel & Tourism Management Paper I |
| 6 | Journalism I |
| 7 | Company Secretarial Practice I |
| 8 | Rural Development I |
| 9 | Co-operation I |
| 10 | Mercantile Shipping I |
| 11 | Indian Economic Problem I |
| 12 | Computer Programming I |
| 13 | Logistic and Supply Chain Management I |
| 14 | Economic System I |

Note: Course selected in Semester III will continue in Semester IV

**** List of Skill Enhancement Courses (SEC) Group B**

| | |
|---|---|
| 1 | Foundation Course – Contemporary Issues- III |
| 2 | Foundation Course in NSS - III |
| 3 | Foundation Course in NCC - III |
| 4 | Foundation Course in Physical Education - III |

Note: Course selected in Semester III will continue in Semester IV

**Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2017-2018**

Elective Courses (EC)

Discipline Specific Elective (DSE) Courses

1Aa. Accountancy and Financial Management III

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Partnership Final Accounts based on Adjustment of Admission or Retirement/Death of a Partner during the year | 15 |
| 2 | Piecemeal Distribution of Cash | 15 |
| 3 | Amalgamation of Firms | 15 |
| 4 | Conversion / Sale of a Partnership Firm into a Ltd. Company | 15 |
| Total | | 60 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Partnership Final Accounts based on Adjustment of Admission or Retirement/Death of a Partner during the year |
| | i) Simple final accounts questions to demonstrate the effect on final Accounts when a partner is admitted during the year or when partner Retires / dies during the year. ii) Allocation of gross profit prior to and after admission / retirement / death when stock on the date of admission / retirement is not given and apportionment of other expenses based on time / Sales/other given basis. iii) Ascertainment of gross profit prior to and after admission/retirement/death when stock on the date of admission/retirement is given and apportionment of other expenses based on time / Sales / other given basis Excluding Questions where admission / retirement / death takes place in the same year. |
| 2 | Piecemeal Distribution of Cash |
| | i) Excess Capital Method only ii) Asset taken over by a partner iii) Treatment of past profits or past losses in the Balance sheet iv) Contingent liabilities / Realization expenses / amount kept aside for expenses and adjustment of actual v) Treatment of secured liabilities vi) Treatment of preferential liabilities like Govt. dues / labour dues etc. Excluding : Insolvency of partner and Maximum Loss Method |
| 3 | Amalgamation of Firms |
| | i) Realization method only ii) Calculation of purchase consideration iii) Journal / ledger accounts of old firms iv) Preparing Balance sheet of new firm v) Adjustment of goodwill in the new firm vi) Realignment of capitals in the new firm by current accounts / cash or a combination thereof Excluding Common transactions between the amalgamating firms |
| 4 | Conversion / Sale of a Partnership Firm into a Ltd. Company |
| | (i) Realisation method only (ii) Calculation of New Purchase consideration, Journal / Ledger Accounts of old firms. Preparing Balance sheet of new company |

Reference Text :

1. Ashish K. Bhattacharyya – “Financial Accounting for Business Managers”, Prentice Hall of India Pvt. Ltd.
2. Shashi K. Gupta – “Contemporary Issues in Accounting”, Kalyani Publishers.
3. R. Narayanaswamy – “Financial Accounting”, Prentice Hall of India, New Delhi
4. Ashok Sehgal – “Fundamentals of Financial Accounting”, Taxmann’s Publishers

Question Paper Pattern (Theoretical Courses)

Maximum Marks: 100

Questions to be set: 06

Duration: 03 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

| Question No | Particular | Marks |
|-------------|--|----------------------|
| Q-1 | Objective Questions A) Sub Questions to be asked 12 and to be answered any 10 B) Sub Questions to be asked 12 and to be answered any 10 (*Multiple choice / True or False / Match the columns/Fill in the blanks) | 20 Marks |
| Q-2 | Full Length Question OR | 15 Marks |
| Q-2 | Full Length Question | 15 Marks |
| Q-3 | Full Length Question OR | 15 Marks |
| Q-3 | Full Length Question | 15 Marks |
| Q-4 | Full Length Question OR | 15 Marks |
| Q-4 | Full Length Question | 15 Marks |
| Q-5 | Full Length Question OR | 15 Marks |
| Q-5 | Full Length Question | 15 Marks |
| Q-6 | A) Theory questions B) Theory questions OR | 10 Marks 10 Marks |
| Q-6 | Short Notes To be asked 06 To be answered 04 | 20 Marks |

Note:

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

***Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2017-2018***

Elective Courses (EC)

Discipline Specific Elective (DSE) Courses

**1Ab. Financial Accounting and Auditing – Introduction
to Management Accounting**

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---------------------------------------|------------------------|
| 1 | Introduction to Management Accounting | 10 |
| 2 | Ratio Analysis and Interpretation | 15 |
| 3 | Working Capital Management | 10 |
| 4 | Capital Budgeting | 10 |
| Total | | 45 |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | Introduction to Management Accounting |
| | <p>A. Introduction to Management Accounting – Meaning, Nature, Scope, Functions, Decision Making Process, Financial Accounting V/s Management Accounting</p> <p>B. Analysis and Interpretation of Financial Statements</p> <p>i) Study of Balance sheet and Income statement / Revenue statements in vertical form suitable for analysis</p> <p>ii) Relationship between items in Balance Sheet and Revenue statement</p> <p>iii) Tools of analysis of Financial Statements (i) Trend analysis (ii) Comparative Statement (iii) Common Size Statement</p> <p>Note : (i) Problems based on trend analysis (ii) Short Problems on Comparative and Common sized statements</p> |
| 2 | Ratio Analysis and Interpretation |
| | <p>(Based on Vertical Form of Financial statements) – Meaning, classification, Du Point Chart, advantages and Limitations)</p> <p>A. Balance Sheet Ratios :</p> <p>i) Current Ratio</p> <p>ii) Liquid Ratio</p> <p>iii) Stock Working Capital Ratio</p> <p>iv) Proprietary Ratio</p> <p>v) Debt Equity Ratio</p> <p>vi) Capital Gearing Ratio</p> <p>B. Revenue Statement Ratio:</p> <p>i) Gross Profit Ratio</p> <p>ii) Expenses Ratio</p> <p>iii) Operating Ratio</p> <p>iv) Net Profit Ratio</p> <p>v) Net Operating Profit Ratio</p> <p>vi) Stock Turnover Ratio</p> <p>A. Combined Ratio :</p> <p>i) Return on capital employed (Including Long Term Borrowings)</p> <p>ii) Return on proprietor's Fund (Shareholders Fund and Preference Capital)</p> <p>iii) Return on Equity Capital</p> <p>iv) Dividend Payout Ratio</p> <p>v) Debt Service Ratio</p> <p>vi) Debtors Turnover</p> <p>vii) Creditors Turnover</p> <p>(Practical Question on Ratio Analysis)</p> |
| 3 | Working Capital Management : (Practical Questions) |
| | <p>A. Concept, Nature of Working Capital , Planning of Working Capital</p> <p>B. Estimation / Projection of Working Capital Requirement in case of Trading and Manufacturing Organization</p> <p>C. Operating Cycle</p> |

| Sr. No. | Modules / Units |
|---------|---|
| 4 | Capital Budgeting |
| | A. Introduction: B. The classification of capital budgeting projects C. Capital budgeting process D. Capital budgeting techniques - Payback Period, Accounting Rate of Return, Net Present Value, The Profitability Index, Discounted Payback. (Excluding calculation of cash flow) |

Reference Text :

1. Cost and Management Accounting - Colinn Dury 7th Edition
2. Cost and Management Accounting- Dbarshi Bhattacharyya pearson Publications 2013 edition
3. Management Accounting - M.Y.Khan
4. Management Accounting - I.M.pandey

Question Paper Pattern (Theoretical Courses)

Maximum Marks: 100

Questions to be set: 06

Duration: 03 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

| Question No | Particular | Marks |
|-------------|--|----------------------|
| Q-1 | Objective Questions C) Sub Questions to be asked 12 and to be answered any 10 D) Sub Questions to be asked 12 and to be answered any 10 (*Multiple choice / True or False / Match the columns/Fill in the blanks) | 20 Marks |
| Q-2 | Full Length Question OR | 15 Marks |
| Q-2 | Full Length Question | 15 Marks |
| Q-3 | Full Length Question OR | 15 Marks |
| Q-3 | Full Length Question | 15 Marks |
| Q-4 | Full Length Question OR | 15 Marks |
| Q-4 | Full Length Question | 15 Marks |
| Q-5 | Full Length Question OR | 15 Marks |
| Q-5 | Full Length Question | 15 Marks |
| Q-6 | C) Theory questions D) Theory questions OR | 10 Marks 10 Marks |
| Q-6 | Short Notes To be asked 06 To be answered 04 | 20 Marks |

Note:

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

***Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2017-2018***

Elective Courses (EC)

Discipline Specific Elective (DSE) Courses

1Ab. Business Management-Marketing Management

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Marketing Management and Marketing Environment | 10 |
| 2 | Understanding Competition and Strategic Marketing | 15 |
| 3 | Product | 10 |
| 4 | Pricing | 10 |
| Total | | 45 |

| Sr. No. | Modules / Units |
|----------|--|
| 1 | Marketing Management and Marketing Environment |
| | <ul style="list-style-type: none"> Marketing management : Definition, need and importance of marketing management Functions of Marketing Management Micro and Macro Environment with specific reference to India Emerging Marketing opportunities in India – Marketing at the bottom of the pyramid, growing middle class International marketing environment |
| 2 | Understanding Competition and Strategic Marketing |
| | <ul style="list-style-type: none"> Marketing strategy : Definition and Features Steps in strategic marketing planning process SWOT Analysis Michael Porter’s Five Forces Model Analyzing competition |
| 3 | Product |
| | <ul style="list-style-type: none"> Definition, Product Levels – Customer Value Hierarchy Product Classification : Based on durability and tangibility, consumer goods classification and industrial goods classification Product Life Cycle : Stages and features of each stage Product Positioning : Meaning and Importance Steps in Product Positioning |
| 4 | Pricing |
| | <ul style="list-style-type: none"> Meaning and objective of Pricing Factors affecting pricing decisions Methods of pricing : Mark-up pricing, Target-return Pricing, Perceived-value Pricing, Value Pricing, Going-Rate Pricing and Auction Pricing Steps in Pricing |

Reference Books:

1. Philip Kotler (2003). Marketing Management : Eleventh Edition. New Delhi : Pearson Education
2. V. S. Ramaswani and S Namakumari (2002). Marketing : Planning, Implementation and Control (3rd Edition) New Delhi, Macmillan India
3. Michael Porter – Competitive Advantage
4. Theodore Levitt – Marketing Management
5. Fundamentals of Marketing – William Stanton
6. Customer Driven Services Management (1999) Response Books

Question Paper Pattern (Theoretical Courses)

Maximum Marks: 100

Questions to be set: 06

Duration: 03 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

| Question No | Particular | Marks |
|-------------|--|----------------------|
| Q-1 | Objective Questions E) Sub Questions to be asked 12 and to be answered any 10 F) Sub Questions to be asked 12 and to be answered any 10 (*Multiple choice / True or False / Match the columns/Fill in the blanks) | 20 Marks |
| Q-2 | Full Length Question OR | 15 Marks |
| Q-2 | Full Length Question | 15 Marks |
| Q-3 | Full Length Question OR | 15 Marks |
| Q-3 | Full Length Question | 15 Marks |
| Q-4 | Full Length Question OR | 15 Marks |
| Q-4 | Full Length Question | 15 Marks |
| Q-5 | Full Length Question OR | 15 Marks |
| Q-5 | Full Length Question | 15 Marks |
| Q-6 | E) Theory questions F) Theory questions OR | 10 Marks 10 Marks |
| Q-6 | Short Notes To be asked 06 To be answered 04 | 20 Marks |

Note:

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

**Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)-
1B Discipline Related Elective (DRE) Courses**

3. Commerce –III

(Management: Functions and Challenges)

Course Objectives:

- To make the learners aware about conceptual knowledge and evolution of Management.
- To familiarize the learners with the functions in Management.

| Sr. No. | Modules | No. of Lectures |
|---------|----------------------------|-----------------|
| 1 | Introduction To Management | 11 |
| 2 | Planning & Decision Making | 10 |
| 3 | Organising | 12 |
| 4 | Directing And Controlling | 12 |
| | Total | 45 |

| Sr. No. | Modules |
|---------|---|
| 1 | Introduction To Management (11) |
| | <ul style="list-style-type: none"> • Management- Concept, Nature, Functions, Managerial Skills & Competencies • Evolution of Management Thoughts Classical Approach: Scientific Management – F.W.Taylor’s Contribution Classical Organisation Theory: HenriFayol’s Principles Neo Classical: Human Relations Approach – EltonMayo’sHawthorne experiments • Modern Management Approach-PeterDrucker’s Dimensions of Management, Indian Management Thoughts: Origin & Significance of Indian Ethos to Management. |
| 2 | Planning & Decision Making (10) |
| | <ul style="list-style-type: none"> • Planning - Steps, Importance, Components, Coordination – Importance • M.B.O -Process, Advantages, Management By Exception- Advantages; Management Information System- Concept, Components • Decision Making - Techniques, Essentials of a Sound Decision Making, Impact of Technology on Decision Making. |
| 3 | Organising (12) |
| | <ul style="list-style-type: none"> • Organising-Steps, Organisation Structures – Features of Line & Staff Organisation, Matrix Organisation , Virtual Organisation, Formalv/s Informal Organisation. • Departmentation -Meaning -Bases,Span of Management- Factors Influencing Span of Management, Tall and Flat Organisation. • Delegation of Authority- Process, Barriers to Delegation, Principles of Effective Delegation. Decentralisation:Factors Influencing Decentralisation, Centralization v/s Decentralisation |
| 4 | Directing And Controlling (12) |
| | <ul style="list-style-type: none"> • Motivation – Concept, Importance, Influencing factors. Importance of Communication, Barriers to effective Communication • Leadership- Concept,Functions, Styles, Qualities of a good leader. • Controlling – Concept, Steps, Essentials of good control system, Techniques of Controlling -PERT, CPM, Budgetary Control, Management Audit. |

SEMESTER – III REFERENCE BOOKS:

REFERENCES

1. Management Today Principles & Practice- Gene Burton, ManabThakur, Tata McGraw-Hill, Publishing Co.Ltd.
2. Management – James A.F. Stoner, Prentice Hall, Inc .U.S.A.
3. Management : Global Prospective –Heinz Weihrich & Harold Koontz, Tata McGraw- Hill, Publishing Co.Ltd.
4. Essential of Database Management Systems -Alexis Leon , Mathews Leon Vijay Nicole, Imprints Pvt Ltd.
5. Management –Task ,Resp, Practices – PetaDruche “willian Heinemann LTD.

PAPER PATTERN
COMMERCE PAPER I & II
SEMESTER - III & IV
W.E.F. 2017-2018

Q.1 Multiple Choice Questions

(A) Select the most appropriate answer from the option given below 10

(Any Ten out of Twelve)

(B) State whether the following statements are True or False 10

(Any Ten out of Twelve)

Q.2 Answer **Any Two** of the following **Out of Three** questions - Module - I 15

a.

b.

c.

Q.3 Answer **Any Two** of the following **Out of Three** questions - Module - II 15

a.

b.

c.

Q.4 Answer **Any Two** of the following **Out of Three** questions - Module - III 15

a.

b.

c.

Q.5 Answer **Any Two** of the following **Out of Three** questions - Module - IV 15

a.

b.

c.

Q.6 Write notes on **Any Four out of Six**

**Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)-
1B Discipline Related Elective (DRE) Courses**

4. Business Economics III

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Overview of Macroeconomics | 10 |
| 2 | Basic concepts of Keynesian Economics | 10 |
| 3 | Post Keynesian developments in Macro economics | 10 |
| 4 | Money, prices and Inflation | 15 |
| Total | | 45 |

BUSINESS ECONOMICS III

ELEMENTS OF MACROECONOMICS

Preamble

An overall approach to macroeconomics is to examine the economy as a whole. This course is an introduction to the basic analytical tools of macro economics to evaluate macro economic conditions such as inflation, unemployment and growth. It is designed to make system of overall economy understandable and relevant. The aim is to provide a clear explanation of many aspects of aggregate economic variables to inspire a consistent way of thinking about key macroeconomic phenomena. It intends to familiarize the commerce students with basic concepts of macroeconomics and with certain common features of economic occurrence in the real world.

| Sr. No. | Modules / Units |
|---------|--|
| 1 | INTRODUCTION |
| | <ul style="list-style-type: none"> • Macroeconomics: Meaning, Scope and Importance. • Circular flow of aggregate income and expenditure and its Importance- closed and open economy models • The Measurement of National Product: Meaning and Importance of National Income Accounting- conventional and Green GNP and NNP concepts -National Income and Economic Welfare. • Trade Cycles: Features and Phases • Classical Macro economics : Say's law of Markets - Features, Implications and Criticism |
| 2 | BASIC CONCEPTS OF KEYNESIAN ECONOMICS |
| | <ul style="list-style-type: none"> • The Principle of Effective Demand: Aggregate Demand and Aggregate Supply • Consumption Function: Properties, Assumptions and Implications • Investment function and Marginal Efficiency of capital • Investment Multiplier effect on Income and Output: Assumptions, Working, Leakages, Criticism and Importance - paradox of thrift • Relevance of Keynesian theory tools to the developing countries <p>Liquidity Preference Theory of Interest</p> |
| 3 | POST KEYNESIAN DEVELOPMENTS IN MACRO ECONOMICS |
| | <ul style="list-style-type: none"> • The IS-LM model of integration of commodity and money markets • Inflation and unemployment : Philips curve • Stagflation : meaning, causes, and consequences • Supply side economics |
| 4 | MONEY, PRICES AND INFLATION |
| | <ul style="list-style-type: none"> • Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money • Demand for Money : Classical and Keynesian approaches and Keynes' liquidity preference theory of interest - Friedman's restatement of Demand for money • Money and prices : Quantity theory of money - Fisher's equation of exchange - Cambridge cash balance approach • Inflation : Demand Pull Inflation and Cost Push Inflation - Effects of Inflation- Nature of inflation in a developing economy - policy measures to curb inflation- monetary policy and inflation targeting |

Reference Books

Ackley.G (1976), Macro Economic Theory and Policy, Macmillan Publishing Co. New York

Ahuja. H.L., Modern Economics — S.Chand Company Ltd. New Delhi.

Blanchard Olivier (2000), Macro Economics, Englewood Elitt, Prentice Hall

Bouman John, Principles of Macro Economics

Dornbush , Rudiger, Fisher Stanley and Startz, Richards Macroeconomics, Nineth edition
2004 Tata-Mac Graw Hill, New Delhi.

Dwivedi, D.N. (2001), Macro Economics: Theory and Policy, Tata-Mac Graw Hill, New Delhi.

Friedman Hilton (1953) Essays in Positive Economics, University of Chicago Press, London.

Gregory .N. Mankiw, Macroeconomics, Fifth Edition (2002) New York:Worth Publishers

Jhingan, M.L., Principles of Economics — Vrinda Publications (P) Ltd.

Shapiro, E (1996), Macro-Economic Analysis , Galgotia Publication, New Delhi.

Vaish .M.C. (2010) Macro Economic Theory 14th edition, Vikas Publishing House(P)Ltd

QUESTION PAPER PATTERN
Business Economics Semester III

Maximum Marks: 100 Marks

Time: 3 Hours

Note: 1) Attempt all Questions

2) All Questions carry equal marks

3) Attempt any two questions out of three in each of question 2, 3, 4 & 5

| Question No | Particulars | Marks |
|-----------------------|---|--|
| Q-1 | Objective Questions: A) Conceptual questions (Any Five out of Eight) (Two from each module) B) Multiple Choice Questions (10 questions at least two from each Module) | 20Marks 10 Marks 10 Marks |
| Q-2 (from Module I) | A) Full Length Question B) Full Length Question C) Full Length Question | 20Marks |
| Q-3 (from Module II) | A) Full Length Question B) Full Length Question C) Full Length Question | 20Marks |
| Q-4 (from Module III) | A) Full Length Question B) Full Length Question C) Full Length Question | 20Marks |
| Q-5 (from Module IV) | A) Full Length Question B) Full Length Question C) Full Length Question | 20Marks |

**Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2017-2018**

**2 Ability Enhancement Courses (AEC)
2A * Skill Enhancement Courses (SEC) Group A**

5. Advertising - I

Course Objective:

1. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.
2. It aims to orient learners towards the practical aspects and techniques of advertising.
3. It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising

| Sr. No. | Modules | No. of Lectures |
|--------------|--|-----------------|
| 1 | Introduction to Advertising | 12 |
| 2 | Advertising Agency | 11 |
| 3 | Economic & Social Aspects of Advertising | 11 |
| 4 | Brand Building and Spécial Purpose Advertising | 11 |
| Total | | 45 |

| Sr. No. | Modules |
|---------|--|
| 1 | Introduction to Advertising |
| | <ul style="list-style-type: none"> • Integrated Marketing Communications (IMC)- Concept, Features, Elements, Role of advertising in IMC • Advertising: Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers. • Classification of advertising: Geographic, Media, Target audience and Functions. |
| 2 | Advertising Agency |
| | <ul style="list-style-type: none"> • Ad Agency: Features, Structure and services offered, Types of advertising agencies , Agency selection criteria • Agency and Client: Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation • Careers in advertising: Skills required for a career in advertising, Various Career Options, Freelancing Career Options - Graphics, Animation, Modeling, Dubbing. |
| 3 | Economic & Social Aspects of Advertising |
| | <ul style="list-style-type: none"> • Economic Aspects: Effect of advertising on consumer demand, monopoly and competition, Price. • Social aspects: Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture. • Pro Bono/Social advertising: Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Self-Regulatory body- Role of ASCI (Advertising Standard Council of India) |
| 4 | Brand Building and Special Purpose Advertising |
| | <ul style="list-style-type: none"> • Brand Building: The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises. • Special purpose advertising: Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising. • Trends in Advertising: Media, Ad spends, Ad Agencies, Execution of advertisements |

Revised Syllabus of Courses of SYB. Com
Programme at Semester III & IV
with effect from the Academic Year 2017-2018

Reference Books

Advertising

1. Advertising and Promotion : An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education
2. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education
3. Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education Limited
4. Kleppner’s Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011 – Pearson Education Limited
5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall
6. Advertising Management, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education
7. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing
8. Brand Equity & Advertising- Advertising’s role in building strong brands, 2013- David A. Aker, Alexander L. Biel, Psychology Press
9. Brand Positioning – Strategies for Competitive Advantage, Subroto Sengupta, 2005, Tata McGraw Hill Publication.
10. The Advertising Association Handbook - J. J. D. Bullmore, M. J. Waterson, 1983 - Holt Rinehart & Winston
11. Integrated Advertising, Promotion, and Marketing Communications, Kenneth E. Clow and Donald E. Baack, 5th Edition, 2012 – Pearson Education Limited
12. Kotler Philip and Eduardo Roberto, Social Marketing, Strategies for Changing Public Behaviour, 1989, The Free Press, New York.
13. Confessions of an Advertising Man, David Ogilvy, 2012, Southbank Publishing
14. Advertising, 10th Edition, 2010 - Sandra Moriarty, Nancy D Mitchell, William D. Wells, Pearson

PAPER PATTERN
ADVERTISING PAPER I & II
SEMESTER - III & IV
W.E.F. 2017-2018

Q.1 Multiple Choice Questions

(A) Select the most appropriate answer from the option given below 10

(Any Ten out of Twelve)

(B) State whether the following statements are True or False 10

(Any Ten out of Twelve)

Q.2 Answer **Any Two** of the following **Out of Three** questions - Module - I 15

a.

b.

c.

Q.3 Answer **Any Two** of the following **Out of Three** questions - Module - II 15

a.

b.

c.

Q.4 Answer **Any Two** of the following **Out of Three** questions - Module - III 15

a.

b.

c.

Q.5 Answer **Any Two** of the following **Out of Three** questions - Module - IV 15

a.

b.

c.

Q.6 Write notes on **Any Four out of Six** 20

**Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2017-2018**

**2 Ability Enhancement Courses (AEC)
2A * Skill Enhancement Courses (SEC) Group A**

5. Field Sales Management – I

Course Objective:

1. To understand the concept of field sales management.
2. To Make Learners aware about practical applications of sales management.

| Sr. No. | Modules | No. of Lectures |
|----------------|------------------------|------------------------|
| 1 | Field Sales Management | 11 |
| 2 | Sales Organisation | 11 |
| 3 | Sales Policies | 11 |
| 4 | Sales Force Management | 12 |
| Total | | 45 |

| Sr. No. | Modules |
|---------|---|
| 1 | Field Sales Management |
| | <ul style="list-style-type: none"> • Introduction to Sales Management – Meaning & Concept – Nature, Objectives of Salesmanship, Function of Sales Management, Sales Management as a career option. • Field Sales Management – Introduction, Concept of Personal Selling & Advertising, Difference between selling and Marketing, Difference between Advertising & Personal Selling , Changing face of Personal Selling. • Sales Manager – Qualities & Qualification of Sales Manager – Essentials for a Successful Sales Manager – Duties & Responsibilities of a Sales Manager. |
| 2 | Sales Organisation |
| | <ul style="list-style-type: none"> • Meaning, Nature, Characteristics of a Sales Organization, Need & Objectives of Sales Organization. • Structure of Sales Organization, Types of Sales Organizations and factors affecting structure of Sales Organization. • Centralization & Decentralization of Sales Organization, Merits and Demerits. |
| 3 | Sales Policies |
| | <ul style="list-style-type: none"> • Product Policies – Branding , Promotional Policies – Promotional Measure • Pricing Policies – Methods of Pricing, Factors, Strategies • Place / Distribution Policies – Channels of Distribution-Types (Consumer & Industrial Goods) , Factors affecting selection of channel of distribution |
| 4 | Sales Force Management |
| | <ul style="list-style-type: none"> • Recruitment and Selection of Salesforce – Concept, Sources of Recruitment Steps in selection process, Training of Salesforce -Methods • Compensating & Motivating the Sales Team -Methods of Compensation, Monetary and Non-Monetary tools of Motivation. • Evaluating Sales Force Performance, Functions, Sales records, Reporting, Performance Appraisal of Sales Force. |

Reference Books

Field Sales Management

1. Philip Kotler – Marketing Management, 11th ed. Pearson Publication.
2. Porter, Michel E. Competitive Strategy, New York: The Free Press, 1980.
3. Tirodkar, Field Sales Management, Vani Publication, Pune.
4. Richard R Still, Edward W. Candiff, Sales Management.
5. M.D.Pestonjee, Motivation & Job Satisfaction.
6. Tom Reilly, Value Added Selling
7. Helen Woodruffe, Services Marketing, Macmillan Publication.
8. V.S.Ramaswamy, S.Namakumari, Marketing Management, Global Prospective – Indian Concept, Macmillan Publication

PAPER PATTERN
FIELD SALES MANAGEMENT PAPER I & II
SEMESTER - III & IV
W.E.F. 2017-2018

Q.1 Multiple Choice Questions

(A) Select the most appropriate answer from the option given below 10

(Any Ten out of Twelve)

(B) State whether the following statements are True or False 10

(Any Ten out of Twelve)

Q.2 Answer **Any Two** of the following **Out of Three** questions - Module - I 15

a.

b.

c.

Q.3 Answer **Any Two** of the following **Out of Three** questions - Module - II 15

a.

b.

c.

Q.4 Answer **Any Two** of the following **Out of Three** questions - Module - III 15

a.

b.

c.

Q.5 Answer **Any Two** of the following **Out of Three** questions - Module - IV 15

a.

b.

c.

Q.6 Write notes on **Any Four out of Six** 20

**Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2017-2018**

**2 Ability Enhancement Courses (AEC)
2A * Skill Enhancement Courses (SEC) Group A**

5. Company Secretarial Practice - I

Course Objective:

- To provide the learners an insight about Company Secretarial Practices.
- To make the learners understand the role of Company Secretary towards Company's statutory provisions, rules and regulations.
- To make the learners understand the various aspects of Company Management, meetings and reports.

| Sr. No. | Modules | No. of Lectures |
|--------------|-------------------------------------|-----------------|
| 1 | Introduction to Company | 12 |
| 2 | Company Secretary Practices | 12 |
| 3 | Company Documentation and Formation | 12 |
| 4 | Secretarial Correspondence | 10 |
| Total | | 45 |

| Sr. No. | Modules |
|---------|--|
| 1 | Introduction to Company |
| | <ul style="list-style-type: none"> • Introduction to Company – Features, Types -As per Company’s Act, 2013. • Company Secretary – Qualities, Qualifications, Appointment procedure, Resignation & Removal. • Role of Company Secretary–Rights, Responsibilities, Liabilities of Company Secretary, Career options of Company Secretary. |
| 2 | Company Secretary Services |
| | <ul style="list-style-type: none"> • Advisory Services – Role of Company Secretary as an advisor to Chairman, Secretary as an liaison officer between the (a) Company and Stock Exchange (b) Company and Depository Participants (c) Company and Register of Companies (ROC). • Representation Services of Company Secretary at different forums- Company Law Board, Consumer Forum, SEBI, Arbitration & conciliation services, Cyber Law compliance, Secretarial Standards – Advantages, Secretarial Standards by ICSI, Secretarial Standards -1- 10. • Secretarial Audit – Procedure and Stages, Need and Importance, Scope. |
| 3 | Company Documentation and Formation |
| | <ul style="list-style-type: none"> • Memorandum of Association (MOA) - Clauses, Alteration of MOA, Ultra Vires. Articles of Association (AOA) – Contents, Prospectus – Statement in Lieu of Prospectus, Contents, Misleading Prospectus. • Company Formation –Stages,Secretarial Duties at each stage in public company and private company. • Conversion & Reconversion of Private and Public Company – Secretarial Procedure. |
| 4 | Secretarial Correspondence |
| | <ul style="list-style-type: none"> • Correspondence– Shareholders, Debenture Holders, Registrar of Companies, Stock Exchange & penalties thereon • Correspondence with SEBI, Company Law Board and penalties thereon, Role of technology in Secretarial Correspondence • Specimens– Letter to shareholders - Rights Issue, Bonus Issue, Letter toROC-Alteration of MOA/AoA, Letter to Stock Exchange –Listing of shares, Letters to Government- Reconversion/Conversion, Letter to Bank – Overdraft Facility |

COMPANY SECRETARIAL PRACTICE

REFERENCES

Readings:

1. M. C.Bhandari : Guide to Company Law Procedure; Wadhwa& Company, Agra&Nagpur
2. K. V.Shanbhogue : Company Law Practice; BharatLaw House, New Delhi – 34
3. M. L.Sharma : Company Procedures and Register of Companies , Tax Publishers, Delhi
4. A. M.Chakborti, : Company Notices, Meetings and
B. P.Bhargava Resolutions, Taxmann, New Delhi
5. A.Ramaiya : Guide to the Companies Act,
Wadhwa& Company, Nagpur
6. R.Suryanarayanan : Company Notices, Meetings and
Resolutions, Kamal Law House, Kolkatta
7. D. K. Jain : E- Filling of Forms & returns
8. Taxmann : E-Company forms
9. V.K.Gaba : Depository Participants (Law & Practice)
10. ICSI Publications : Meetings
11. B. K.Sengupta : Company Law
12. D. K. Jain : Company Law Procedures

References:

1. M. C.Bhandari : Guide to Memorandum, Articles and
R.D.Makheeja Incorporation of Companies ;
Wadhwa& Company, Agra&Nagpur
2. Taxman : Company Law, Digest

Journals:

1. Chartered Secretary : ICSI Publication
2. Student Company Secretary : ICSI Publication
3. Company Law Journal : L.M.Sharma, Post Box No. 2693,
New Delhi – 110005.
4. Corporate Law Adviser : Corporate Law Advisers, Post Bag
No. 3, VasantVihar, New Delhi

PAPER PATTERN

COMPANY SECRETARIAL PRACTICE - PAPER I & II

SEMESTER - III & IV

W.E.F. 2017-2018

Q.1 Multiple Choice Questions

(A) Select the most appropriate answer from the option given below 10

(Any Ten out of Twelve)

(B) State whether the following statements are True or False 10

(Any Ten out of Twelve)

Q.2 Answer Any Two of the following Out of Three questions - Module - I 15

a.

b.

c.

Q.3 Answer Any Two of the following Out of Three questions - Module - II 15

a.

b.

c.

Q.4 Answer Any Two of the following Out of Three questions - Module - III 15

a.

b.

c.

Q.5 Answer Any Two of the following Out of Three questions - Module - IV 15

a.

b.

c.

Q.6 Write notes on Any Four out of Six 20

**Revised Syllabus of Courses of B.Com. Programme at Semester III
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**2 Ability Enhancement Courses (AEC)
2A * Skill Enhancement Courses (SEC) Group A**

5. Computer Programming Paper I

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--------------------------------|------------------------|
| 1 | Hardware | 15 |
| 2 | Software | 15 |
| 3 | Introduction To C Programming | 15 |
| 4 | C – Decision / Loop Statements | 15 |
| 5 | Laboratory Training | 15 |
| | Total | 75 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | UNIT – I : HARDWARE |
| | Evolution of Computers – Generations, Types of Computers, Computer System, Characteristics, Basic Components of a Digital Computer – Control Unit, ALU, Input / Output, Functions and Memory, Memory Addressing Capability of a CPU, Binary number system, Binary addition (1's complement, 2's Complement), Binary to decimal and Decimal to Binary Conversion, Octal Number, Hexadecimal System, World length of a computer, processing speed of a computer. |
| 2 | UNIT – II : SOFTWARE |
| | Software and its Need, Types of Software – System Software, Application software, System Software – Operating System, Utility Program, Algorithms, Flow Charts – Symbols, Rules for making Flow chart, Programming languages, Assemblers, Compilers and Interpreter, Computer Applications in Business. |
| 3 | UNIT – III : INTRODUCTION TO C PROGRAMMING |
| | Structure of C program, Keywords, identifies, constants, variables, data types, type modifier, type conversion, types of operator and expressions, Input and Output functions in C (print(), scanf(), getchar(), putchar(), gets(), puts()). Storage class specifiers Header files(stdio.h,math.j,conop.j) |
| 4 | UNIT – IV : C – DECISION / LOOP STATEMENTS |
| | Decision Statement – if-else statement, break, continue, goto, switch() case and nested if statement. Loop control statements – for(), while(), do-while loop() and nested loops. |
| 5 | LABORATORY TRAINING |
| | Lab 1 : Writing algorithms and drawing flowcharts (Input-process-output). Lab 2 : Writing algorithms and drawing flowcharts (Input-decision-process-output). Lab 3 : Writing algorithms and drawing flowcharts (Simple Loops). Lab 4 : Loading a C editor program-Entering and compiling a simple C-program. Lab 5 : C-program to input name-and sales & then print name and commission. Lab 6 : C-program to compute commission, discount etc using if() condition. Lab 7 : Computing income tax based on given criterion. Lab 8 : Printing numbers and summing number using loops. Lab 9 : Printing interest and depreciation tables. |

QUESTION PAPER PATTERN

Maximum Marks : 75

Questions to be set : 05

Duration : $2\frac{1}{2}$ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

| Question No | Particulars | Marks |
|-------------|---|----------|
| Q. 1. | Objective Questions A. Sub Questions to be asked 10 and to be solved any 08 B. Sub Questions to be asked 10 and to be solved any 07 (* Multiple choice / True or False / Match the columns) | 15 Marks |
| Q. 2. | Full Length Question | 15 Marks |
| Q. 2. | OR Full Length Question | 15 Marks |
| Q. 3. | Full Length Question | 15 Marks |
| Q.3. | OR Full Length Question | 15 Marks |
| Q. 4. | Full Length Question | 15 Marks |
| Q. 4. | OR Full Length Question | 15 Marks |
| Q. 5. | Full Length Question | 15 Marks |
| Q. 5. | OR Short Notes To be asked 05 To be answered 03 | 15 Marks |

Note : Full length question of 15 marks may be divided into two sub questions of 08 and 07 marks.

**Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2017-2018**

**2 Ability Enhancement Courses (AEC)
2B * Skill Enhancement Courses (SEC) Group B**

6. Foundation Course- Contemporary Issues- III

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Human Rights Provisions, Violations and Redressal | 12 |
| 2 | Dealing With Environmental Concerns | 11 |
| 3 | Science and Technology I | 11 |
| 4 | Soft Skills for Effective Interpersonal Communication | 11 |
| Total | | 45 |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | Human Rights Violations and Redressal |
| | <p>A. Scheduled Castes- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>B. Scheduled tribes- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>C. Women- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>D. Children- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>E. People with Disabilities, Minorities, and the Elderly population- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (4 Lectures)</p> |
| 2 | Dealing With Environmental Concerns |
| | <p>A. Concept of Disaster and general effects of Disasters on human life- physical, psychological, economic and social effects. (3 Lectures)</p> <p>B. Some locally relevant case studies of environmental disasters. (2 Lectures)</p> <p>C. Dealing with Disasters - Factors to be considered in Prevention, Mitigation (Relief and Rehabilitation) and disaster Preparedness. (3 Lectures)</p> <p>D. Human Rights issues in addressing disasters- issues related to compensation, equitable and fair distribution of relief and humanitarian approach to resettlement and rehabilitation. (3 Lectures)</p> |
| 3 | Science and Technology – I |
| | <p>A. Development of Science- the ancient cultures, the Classical era, the Middle Ages, the Renaissance, the Age of Reason and Enlightenment. (3 Lectures)</p> <p>B. Nature of science- its principles and characteristics; Science as empirical, practical, theoretical, validated knowledge. (2 Lectures)</p> <p>C. Science and Superstition- the role of science in exploding myths, blind beliefs and prejudices; Science and scientific temper- scientific temper as a fundamental duty of the Indian citizen. (3 Lectures)</p> <p>D. Science in everyday life- technology, its meaning and role in development; Interrelation and distinction between science and technology. (3 Lectures)</p> |
| 4 | Soft Skills for Effective Interpersonal Communication |
| | <p>Part A (4 Lectures)</p> <p>I) Effective Listening - Importance and Features.</p> <p>II) Verbal and Non-Verbal Communication; Public-Speaking and Presentation Skills.</p> <p>III) Barriers to Effective Communication; Importance of Self-Awareness and Body Language.</p> <p>Part B (4 Lectures)</p> <p>I) Formal and Informal Communication - Purpose and Types.</p> <p>II) Writing Formal Applications, Statement of Purpose (SOP) and Resume.</p> <p>III) Preparing for Group Discussions, Interviews and Presentations.</p> <p>Part C (3 Lectures)</p> <p>I) Leadership Skills and Self-Improvement - Characteristics of Effective Leadership.</p> <p>II) Styles of Leadership and Team-Building.</p> |

References

1. Asthana, D. K., and Asthana, Meera, *Environmental Problems and Solutions*, S. Chand, New Delhi, 2012.
2. Bajpai, Asha, *Child Rights in India*, Oxford University Press, New Delhi, 2010.
3. Bhatnagar Mamta and Bhatnagar Nitin, *Effective Communication and Soft Skills*, Pearson India, New Delhi, 2011.
4. G Subba Rao, *Writing Skills for Civil Services Examination*, Access Publishing, New Delhi, 2014
5. Kaushal, Rachana, *Women and Human Rights in India*, Kaveri Books, New Delhi, 2000.
6. Mohapatra, Gaur Krishna Das, *Environmental Ecology*, Vikas, Noida, 2008.
7. Motilal, Shashi, and Nanda, Bijoy Lakshmi, *Human Rights: Gender and Environment*, Allied Publishers, New Delhi, 2007.
8. Murthy, D. B. N., *Disaster Management: Text and Case Studies*, Deep and Deep Publications, New Delhi, 2013.
9. Parsuraman, S., and Unnikrishnan, ed., *India Disasters Report II*, Oxford, New Delhi, 2013
10. Reza, B. K., *Disaster Management*, Global Publications, New Delhi, 2010.
11. Sathe, Satyaranjan P., *Judicial Activism in India*, Oxford University Press, New Delhi, 2003.
12. Singh, Ashok Kumar, *Science and Technology for Civil Service Examination*, Tata McGraw Hill, New Delhi, 2012.
13. Thorpe, Edgar, *General Studies Paper I Volume V*, Pearson, New Delhi, 2017.

Projects / Assignments (for Internal Assessment)

- i. Projects/Assignments should be drawn for the component on Internal Assessment from the topics in **Module 1 to Module 4**.
- ii. Students should be given a list of possible topics - at least 3 from each Module at the beginning of the semester.
- iii. The Project/Assignment can take the form of Street-Plays / Power-Point Presentations / Poster Exhibitions and similar other modes of presentation appropriate to the topic.
- iv. Students can work in groups of not more than 8 per topic.
- v. Students must submit a hard / soft copy of the Project / Assignment before appearing for the semester end examination.

QUESTION PAPER PATTERN (Semester III)

The Question Paper Pattern for Semester End Examination shall be as follows:

TOTAL MARKS: 75

DURATION: 150 MINUTES

| QUESTION NUMBER | DESCRIPTION | MARKS ASSIGNED |
|-----------------|---|--|
| 1 | i. Question 1 A will be asked on the meaning / definition of concepts / terms from all Modules. ii. Question 1 B will be asked on the topic of the Project / Assignment done by the student during the Semester iii. In all 8 Questions will be asked out of which 5 have to be attempted. | a) Total marks: 15 b) For 1 A, there will be 3 marks for each sub-question. c) For 1 B there will be 15 marks without any break-up. |
| 2 | Descriptive Question with internal option (A or B) on Module 1 | 15 |
| 3 | Descriptive Question with internal option (A or B) on Module 2 | 15 |
| 4 | Descriptive Question with internal option (A or B) on Module 3 | 15 |
| 5 | Descriptive Question with internal option (A or B) on Module 4 | 15 |

**Revised Syllabus of Courses B.Com Programme at Semester III
with Effect from the Academic Year 2017-2018**

2. Ability Enhancement Courses (AEC)

2B. Skill Enhancement Courses (SEC)

6. Foundation Course in NSS - III

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Value System & Gender sensitivity | 12 |
| 2 | Disaster preparedness & Disaster management | 10 |
| 3 | Health, hygiene & Diseases | 13 |
| 4 | Environment & Energy conservation | 10 |
| Total | | 45 |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | Value System & Gender sensitivity |
| | UNIT - I – Value System Meaning of value, Types of values- human values and social responsibilities- Indian value system- the concepts and its features UNIT - II - Gender sensitivity and woman empowerment Concept of gender- causes behind gender related problems- measures Meaning of woman empowerment- schemes for woman empowerment in India |
| 2 | Disaster preparedness & Disaster management |
| | UNIT - I - Basics of Disaster preparedness Disaster- its meaning and types Disaster preparedness- its meaning and methods UNIT - II - Disaster management Disaster management- concept- disaster cycle - role of technology in disaster response- role of as first responder – the study of ‘Avhan’ Model |
| 3 | Health, hygiene & Diseases |
| | UNIT - I - Health and hygiene Concept of complete health and maintenance of hygiene UNIT - II - Diseases and disorders- preventive campaigning Diseases and disorders- preventive campaigning in Malaria, Tuberculosis, Dengue, Cancer, HIV/AIDS, Diabetes |
| 4 | Environment & Energy conservation |
| | UNIT - I Environment and Environment enrichment program Environment- meaning, features , issues, conservation of natural resources and sustainability in environment UNIT - II Energy and Energy conservation program Energy- the concept, features- conventional and non- conventional energy Energy conservation- the meaning and importance |

**Revised Syllabus of Courses of B.Com Programme at Semester III
with Effect from the Academic Year 2017-2018**

**2. Ability Enhancement Courses (AEC)
2B. Skill Enhancement Courses (SEC)**

6. Foundation Course in NCC - III

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | National Integration & Awareness | 10 |
| 2 | Drill: Foot Drill | 10 |
| 3 | Adventure Training and Environment Awareness and Conservation | 05 |
| 4 | Personality Development and Leadership | 10 |
| 5 | Specialized subject (ARMY) | 10 |
| | Total | 45 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | National Integration & Awareness |
| | <p>Desired outcome: The students will display sense of patriotism, secular values and shall be transformed into motivated youth who will contribute towards nation building through national unity and social cohesion.</p> <p>The students shall enrich themselves about the history of our beloved country and will look forward for the solutions based on strengths to the challenges to the country for its development.</p> <ul style="list-style-type: none"> • Freedom Struggle and nationalist movement in India. • National interests, Objectives, Threats and Opportunities. • Problems/ Challenges of National Integration. • Unity in Diversity |
| 2 | Drill: Foot Drill |
| | <p>Desired outcome: The students will demonstrate the sense of discipline, improve bearing, smartness, turnout, develop the quality of immediate and implicit obedience of orders, with good reflexes.</p> <ul style="list-style-type: none"> • Side pace, pace forward and to the rear • Turning on the march and whiling • Saluting on the march • Marking time, forward march and halt in quick time • Changing step • Formation of squad and squad drill |
| 3 | Adventure Training, Environment Awareness and Conservation |
| 3A | Adventure Training |
| | <p>Desired outcome: The students will overcome fear & inculcate within them the sense of adventure, sportsmanship, esprit-d-corp and develop confidence, courage, determination, diligence and quest for excellence.</p> <ul style="list-style-type: none"> • Any Two such as – Obstacle course, Slithering, Trekking, Cycling, Rock Climbing, Para Sailing, Sailing, Scuba Diving etc. |
| 3B | Environment Awareness and Conservation |
| | <p>Desired outcome: The student will be made aware of the modern techniques of waste management and pollution control.</p> <ul style="list-style-type: none"> • Waste management • Pollution control, water, Air, Noise and Soil |
| 4 | Personality Development and Leadership |
| | <p>Desired outcome: The student will inculcate officer like qualities with desired ability to take right decisions.</p> <ul style="list-style-type: none"> • Time management • Effect of Leadership with historical examples • Interview Skills • Conflict Motives- Resolution |

| Sr. No. | Modules / Units |
|---------|--|
| 5 | Specialized Subject: Army Or Navy Or Air |
| | <p><u>Army</u> Desired outcome: It will acquaint, expose & provide knowledge about Army/ Navy/ Air force and to acquire information about expanse of Armed Forces ,service subjects and important battles</p> <p>A. Armed Force</p> <ul style="list-style-type: none"> • Task and Role of Fighting Arms • Modes of Entry to Army • Honors and Awards <p>B. Introduction to Infantry and weapons and equipments</p> <ul style="list-style-type: none"> • Characteristics of 5.56mm INSAS Rifle, Ammunition, Fire power, Stripping, Assembling and Cleaning • Organization of Infantry Battalion. <p>C. Military history</p> <ul style="list-style-type: none"> • Study of battles of Indo-Pak War 1965,1971 and Kargil • War Movies <p>D. Communication</p> <ul style="list-style-type: none"> • Characteristics of Walkie-Talkies • Basic RT Procedure • Latest trends and Development (Multi Media, Video Conferencing, IT) <p style="text-align: center;">OR</p> <p><u>Navy</u></p> <p>A. Naval orientation and service subjects</p> <ul style="list-style-type: none"> • Organization of Ship- Introduction on Onboard Organization • Naval Customs and Traditions • Mode of Entry into Indian Navy • Branches of the Navy and their functions • Naval Campaign (Battle of Atlantic, Pearl Harbour, Falkland War/Fleet Review/ PFR/ IFR)s <p>B. Ship and Boat Modelling</p> <ul style="list-style-type: none"> • Types of Models • Introduction of Ship Model- Competition Types of Model Prepare in NSC and RDC • Care and handling of power-tools used- maintenance and purpose of tools |

| Sr. No. | Modules / Units |
|---------|---|
| | <p>C. Search and Rescue</p> <ul style="list-style-type: none"> • Role of Indian Coast Guard related to SAR <p>D. Swimming</p> <ul style="list-style-type: none"> • Floating and Breathing Techniques- Precautions while Swimming <p style="text-align: center;">OR</p> <p><u>AIR</u></p> <p>A. General Service Knowledge</p> <ul style="list-style-type: none"> • Organization Of Air Force • Branches of the IAF. <p>B. Principles of Flight</p> <ul style="list-style-type: none"> • Venturi Effect • Aerofoil • Forces on an Aircraft • Lift and Drag <p>C. Airmanship</p> <ul style="list-style-type: none"> • ATC/RT Procedures • Aviation Medicine <p>D. Aero- Engines</p> <ul style="list-style-type: none"> • Types of Engines • Piston Engines • Jet Engines • Turboprop Engines |

**Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2017-2018**

**2 Ability Enhancement Courses (AEC)
2B * Skill Enhancement Courses (SEC) Group B**

6.Foundation Course in Physical Education Paper-III

Modules at a Glance

| Sr. No. | Modules | No of Lectures |
|----------------|--|-----------------------|
| 1 | Overview of Nutrition | 10 |
| 2 | Evaluation of Health, Fitness and Wellness | 10 |
| 3 | Prevention and Care of Exercise Injuries | 10 |
| 4 | Sports Training | 15 |
| Total | | 45 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Overview of Nutrition |
| | <ul style="list-style-type: none"> • Introduction to nutrition & its principles • Role of Nutrition in promotion of health • Dietary Guidelines for Good Health • Regulation of water in body and factors influencing body temperature. |
| 2 | Evaluation of Health, Fitness and Wellness |
| | <ul style="list-style-type: none"> • Meaning & Concept of holistic health • Evaluating Personal health-basic parameters • Evaluating Fitness Activities – Walking & Jogging • Myths & mis-conceptions of Personal fitness |
| 3 | Prevention and Care of Exercise Injuries |
| | <ul style="list-style-type: none"> • Types of Exercise Injuries • First Aid- Importance & application in Exercise Injuries • Management of Soft tissues injuries • Management of bone injuries |
| 4 | Sports Training |
| | <ul style="list-style-type: none"> • Definition, aims & objectives of Sports training • Importance of Sports training • Principles of Sports training • Drug abuse & its effects |

R. _____: The Scheme of Examination:

The performance of the learners shall be evaluated in two components: Internal Assessment with 25% marks by way of continuous evaluation and by Semester End Examination with 75% marks by conducting the theory examination.

INTERNAL ASSESSMENT:- It is defined as the assessment of the learners on the basis of continuous evaluation as envisaged in the credit based system by way of participation of learners in various academic and correlated activities in the given semester of the programme.

A) Internal Assessment – 25%

25 Marks

| Sr. No. | Particulars | Marks | |
|---------|--|----------|----------|
| 1 | A project to be prepared by an individual learner or a group of learners in not more than five learners in a group. It is to be evaluated by the teacher concerned. | 20 Marks | |
| | Hard Copy of the project* | | 10 Marks |
| | Presentation | | 05 Marks |
| | Viva/Interaction | | 05 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 | |

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared.

SEMESTER END EXAMINATION:- It is defined as the examination of the learners on the basis of performance in the semester end theory / written examinations.

B) Semester End Examinations – 75%

75 Marks

The assessment of Part 'A' i.e. Internal Assessment and Part 'B' i.e. Semester End Examination as mentioned above for the Semesters I to IV shall be processed by the Colleges / Institutions of their learners and issue the grade cards to them after the conversion of marks into grade as per the procedure.

INTERNAL ASSESSMENT (PRACTICUM)
(25 Marks)

SEMESTER –III

(Continuous Evaluation during practical sessions conducted for 27 hours)

- a. A learner willing to participate in inter-collegiate/ inter university competitions of any game and sports conducted by the University of Mumbai will be evaluated for 15 marks on the basis of his attendance, sincerity and performance during the training / practice / coaching sessions / camps conducted by the college/University for at least 10 days. It is expected that the colleges should organize training / practice / coaching sessions / camps of various games and sports as per the choice of the learner. However, due to unavailability of the same in his / her college if a learner participates in the training / practice / coaching sessions / camps organized by other organizations or clubs of sports and games, may be considered for evaluation for 15 marks on the basis of the proofs of attendance and participation submitted by a learner.

- b. A learner will be taught the following yogic practices by conducting practicals for at least 10 sessions (one hour each) and will be assessed by the concern teacher for marks out of **10** on the basis of his attendance, sincerity and performance.

- **Yogic Practices** :- Shirshasana, Sarvangasana, Matsyasana, Halasana, Bhujangasana, Shalabhasana, Dhanurasana, Ardhamatsendrasana, Pashchimotanasana, Mayurasana, Shavasana, Yoga Mudra & Uddiyan Bandh, Nauli, Kapalbhathi, Ujjayyi Pranayam, Bhastrika, Omkar and Dhyana.

(Note:- The above yoga practical sessions should be conducted in a such way that every learner must realize its effects as well as should make it as a part of his/her life style).

**Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2017-2018**

**2 Ability Enhancement Courses (AEC)
2B * Skill Enhancement Courses (SEC) Group B**

7. Business Law - I

Course Objective:

- To provide a conceptual study about the framework of Indian Business Laws.
- To orient students about the legal aspects of business
- To familiarize the students with case law studies related to Business Laws of Semester III and IV.

| Sr. No. | Modules | No. of Lectures |
|--------------|--|-----------------|
| 1 | Indian Contract Act – 1872 Part -I | 12 |
| 2 | Indian Contract Act – 1872 Part -II | 12 |
| 3 | Special Contracts | 12 |
| 4 | The Sale Of Goods Act - 1930 | 12 |
| 5 | The Negotiable Instruments (Ammended) Act 2015 | 12 |
| Total | | 60 |

| Sr. No. | Modules |
|---------|---|
| 1 | Indian Contract Act – 1872 Part –I |
| | <ul style="list-style-type: none"> • Contract – Definition of Contract and Agreement, Essentials of Valid Contract, Classification of Contracts. • Offer and Acceptance – Rules of valid offer and acceptance, Counter offer, standing or open offer, distinguish between offer and invitation to offer. Concept of Communication and Revocation of offer and acceptance (sec. 3,5) • Capacity to Contract (S. 10-12) – Minor, Unsound Mind, Disqualified Persons. • Consideration (S. 2 & 25) – Concept and Importance of consideration, Legal rules of Consideration, Exceptions to the Rule, ‘No Consideration No Contract’(Ss. 25) Unlawful Consideration (S 23) |
| 2 | Indian Contract Act – 1872 Part –II |
| | <ul style="list-style-type: none"> • Consent (Ss.13, 14-18, 39.53, 55, 66)-Agreements in which consent is not free - Coercion, Undue Influence, Misrepresentation Fraud, Mistake. • Void Agreements (S. 24-30) – Concept, Void Agreements under Indian Contract Act. • Contingent Contract (S. 31), Quasi Contract (S.68-72), Concept of E-Contract& Legal Issues in formation and discharge of E- Contract. Concept of Performance of Contract (S 37) • Modes of Discharge of Contract, Remedies on breach of Contract.(73-75) |
| 3 | Special Contracts |
| | <ul style="list-style-type: none"> • Law of Indemnity & Guarantee (Ss. 124-125, Ss. 126-129, 132-147) – Concept, Essentials elements of Indemnity and Guarantee, Contract of Indemnity vs. Guarantee, Modes of Discharge of Surety. • Law of Bailment (S. 148, 152-154, 162, 172, 178, 178A, 179) – Concept, Essentials of Bailment, Kinds of Bailment, Rights and Duties of Bailor and Bailee • Law of Pledge – Concept, Essentials of valid Pledge, Lien - concept, Difference between Pledge and Lien, Rights of Pawnor & Pawnee.(Ss.173, 174, 177) • Law of Agency (Ss. 182-185, 201-209) – Concept, Modes of creation of Agency, Modes of termination of Agency, Rights& Duties of Principal and Agent. |

| | |
|----------|--|
| 4 | The Sale Of Goods Act - 1930 |
| | <ul style="list-style-type: none"> • Contract of Sale (S.2) – Concept, Essentials elements of contract of sale, Distinction between Sale and Agreement to sell (S.4) Distinguish between Sale and Hire Purchase Agreement, Types of Goods. Effects of destruction of Goods (Ss. 6,7.8), • Conditions & Warranties (Ss. 11-25 & 62, 63) – Concept, Distinguish between Conditions and Warranties, Implied Conditions & Warranties, Concept of Doctrine of Caveat Emptor –Exceptions. • Property – Concept , Rules of transfer of property (Ss. 18-26) • Unpaid Seller (Ss. 45-54, 55 & 56)- Concept, Rights of an unpaid seller, Remedies for Breach of contract of Sale (Ss. 55-61),Auction sale – Concept, Legal Provisions. (S. 64) |
| 5 | The Negotiable Instruments (Ammended) Act 2015 |
| | <ul style="list-style-type: none"> • Negotiable Instruments – Concept (S13), Characteristics, Classification of Negotiable Instruments (Ss. 11, 12, 17-20, 42, 43, 104,134,135) Maturity of Instruments. • Promissory Note and Bill of Exchange (Ss. 4,5, 108-116)- Concept, Essentials of Promissory Note, Bill of Exchange (Ss. 4,5), Essential features of promissory note and Bill of exchange, Kinds Promissory note and Bill of exchange, Cheque (S.6)– Concept, Types & Crossing of Cheque, Distinguish between Bill of Exchange & Cheque, Dishonour of Cheque – Concept & Penalties (Ss. 138, 139,142) • Miscellaneous Provisions (S. 8-10, 22, 99-102, 118-122, 134-137) –Parties to Negotiable instruments Holder, Holder in due course, Rights & Privileges of Holder in due course, Payment in due course, Noting & Protest (99-104A) |

SEMESTER – III REFERENCE BOOKS:

REFERENCES

1. Law of Contract: Avatar Singh, Eastern Book Company.
2. Merchantile Law: by M.C.Kucchal.
3. Business Law : N.D.Kapoor
4. The Law of Contract: An Outline by Dr. Nilima Chandiramani, Avinash Publications.
5. Law of Sale of Goods and Partnership: A Concise Study by Dr. Nilima Chandiramani, Shroff Publishers.
6. The Sale of Goods Act: P. Ramanatha Aiyar, University Book Agency.
7. The Negotiable Instruments Act: Bhashyam & Adiga, Bharat Law House.
8. The Negotiable Instruments Act: Avatar Singh, Eastern Book Company
9. Khergamvala on the Negotiable Instruments (Amendment) Act, 2015, Lexis Nexis

PAPER PATTERN

S.Y.B.COM

SEMESTER III & IV

BUSINESS LAW PAPER I & II

(100 Marks Paper Per Semester)

- 1. Question paper to have Five Questions
(One from Each Module) 20 Marks Each**
- 2. All Questions to be Compulsory.**
- 3. Each Question to have Four Sub Questions of Ten Marks Each
(Students to answer any Two out of Four)**

Question Paper Pattern (Practical Courses)

Maximum Marks: 100

Questions to be set: 06

Duration: 03 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

| Question No | Particular | Marks |
|-------------|--|----------------------|
| Q-1 | Objective Questions A) Sub Questions to be asked 12 and to be answered any 10 B) Sub Questions to be asked 12 and to be answered any 10 (*Multiple choice / True or False / Match the columns/Fill in the blanks) | 20 Marks |
| Q-2 | Full Length Practical Question OR | 15 Marks |
| Q-2 | Full Length Practical Question | 15 Marks |
| Q-3 | Full Length Practical Question OR | 15 Marks |
| Q-3 | Full Length Practical Question | 15 Marks |
| Q-4 | Full Length Practical Question OR | 15 Marks |
| Q-4 | Full Length Practical Question | 15 Marks |
| Q-5 | Full Length Practical Question OR | 15 Marks |
| Q-5 | Full Length Practical Question | 15 Marks |
| Q-6 | A) Theory questions B) Theory questions OR | 10 Marks 10 Marks |
| Q-6 | Short Notes To be asked 06 To be answered 04 | 20 Marks |

Note:

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

Question Paper Pattern (Theoretical Courses)

Maximum Marks: 100

Questions to be set: 06

Duration: 03 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

| Question No | Particular | Marks |
|-------------|--|----------------------|
| Q-1 | Objective Questions G) Sub Questions to be asked 12 and to be answered any 10 H) Sub Questions to be asked 12 and to be answered any 10 (*Multiple choice / True or False / Match the columns/Fill in the blanks) | 20 Marks |
| Q-2 | Full Length Question OR | 15 Marks |
| Q-2 | Full Length Question | 15 Marks |
| Q-3 | Full Length Question OR | 15 Marks |
| Q-3 | Full Length Question | 15 Marks |
| Q-4 | Full Length Question OR | 15 Marks |
| Q-4 | Full Length Question | 15 Marks |
| Q-5 | Full Length Question OR | 15 Marks |
| Q-5 | Full Length Question | 15 Marks |
| Q-6 | G) Theory questions H) Theory questions OR | 10 Marks 10 Marks |
| Q-6 | Short Notes To be asked 06 To be answered 04 | 20 Marks |

Note:

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

B.Com. Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2017-2018)

Semester IV

| No. of Courses | Semester IV | Credits |
|----------------------|--|-----------|
| 1 | Elective Courses (EC) | |
| 1A | Discipline Specific Elective(DSE) Courses | |
| 1Aa | Discipline Specific Elective(DSE) Courses | |
| 1 | Accountancy and Financial Management IV | 03 |
| 1Ab | Discipline Specific Elective(DSE) Courses | |
| 2 | *Any one course from the following list of the courses | 03 |
| 1B | Discipline Related Elective(DRE) Courses | |
| 3 | Commerce IV | 03 |
| 4 | Business Economics IV | 03 |
| 2 | Ability Enhancement Courses (AEC) | |
| 2A | *Skill Enhancement Courses (SEC) Group A | |
| 5 | *Any one course from the following list of the courses | 03 |
| 2B | *Skill Enhancement Courses (SEC) Group B | |
| 6 | Any one course from the following list of the courses | 02 |
| 3 | Core Courses (CC) | |
| 7 | Business Law II | 03 |
| Total Credits | | 20 |

| 1Ab *List of Discipline Specific Elective (DSE) Courses for Semester IV (Any One) | |
|--|---|
| 1 | Financial Accounting and Auditing - Auditing |
| 2 | Business Management- Marketing Management |
| 3 | Banking & Finance- Introduction to Banking in India |
| 4 | Commerce- International Business Relations |

***List of Skill Enhancement Courses (SEC) Group A
for Semester IV (Any One)**

| | |
|----|--|
| 1 | Advertising II |
| 2 | Field Sales Management II |
| 3 | Public Relations II |
| 4 | Mass Communication II |
| 5 | Travel & Tourism Management II |
| 6 | Journalism II |
| 7 | Company Secretarial Practice II |
| 8 | Rural Development II |
| 9 | Co-operation II |
| 10 | Mercantile Shipping II |
| 11 | Indian Economic Problem II |
| 12 | Computer Programming II |
| 13 | Logistic and Supply Chain Management I |
| 14 | Economic System II |

Note: Course selected in Semester III will continue in Semester IV

**** List of Skill Enhancement Courses (SEC) Group B**

| | |
|---|--|
| 1 | Foundation Course- Contemporary Issues - IV |
| 2 | Foundation Course in NSS - IV |
| 3 | Foundation Course in NCC - IV |
| 4 | Foundation Course in Physical Education - IV |

Note: Course selected in Semester III will continue in Semester IV

**Revised Syllabus of Courses of B.Com. Programme at Semester IV
with Effect from the Academic Year 2017-2018**

Elective Courses (EC)

Discipline Specific Elective (DSE) Courses

1Aa. Accountancy and Financial Management IV

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Introduction to Company Accounts | 15 |
| 2 | Redemption of Preference Shares | 15 |
| 3 | Redemption of Debentures | 15 |
| 4 | Ascertainment and Treatment of Profit Prior to Incorporation | 15 |
| Total | | 60 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Introduction to Company Accounts |
| | <p>Introduction of basic terms: Types of companies, nature and formation of companies, Shares, Debentures, Share Capital, Reserves and surplus, types of assets and liabilities, dividend, format of Balance Sheet (Only theory)</p> <p>Issue of shares: Different modes IPO, Private Placements, Preferential, Rights, ESO, SWEAT and ESCROW account, Issue of shares at par, premium and discount, Under subscription and Over subscription of shares, forfeiture and reissue of forfeited shares, issue of shares for consideration other than cash. (Only theory)</p> <p>Issue of Debentures: types of Debentures, Issue of debentures at par, premium and discount, Issue of Debentures with consideration of Redemption, Issue of debentures for cash receivable in instalments or at a time Issue of debentures for consideration other than cash. (Only theory)</p> |
| 2 | Redemption of Preference Shares |
| | <p>Provision of the Companies Act for redemption of Preference Shares (Sec 55 of the Companies Act, 2013), Companies (Share and Debentures) Rules.</p> <p>Methods of Redemption of fully paid up Preference Shares as per Companies Act, 2013: The proceed of a fresh issue of shares, the capitalisation of undistributed profits and a combination of both, calculation of minimum fresh issue to provide the fund for redemption, (Question on entries and/or Balance Sheet)</p> <p>Note: Companies governed by Section 133 of the Companies Act, 2013 and comply with the accounting standards prescribed for them. Hence, the balance in security premium account not to be utilised for premium payable on redemption of preference shares.</p> |
| 3 | Redemption of Debentures |
| | <p>Introduction : Provisions of Section 71 (1) and (4) of the Companies Act, 2013, Creation and investment of DRR including The Companies (Share Capital and Debentures) Rules, 2014, the methods of writing-off discount/loss on issue of debentures; Terms of issue of debentures</p> <p>Methods of redemption of debentures: By payment in lumpsum and by payment in instalments (excluding from by purchase in open market), Conversion. (Question on entries. ledgers and/or Balance Sheet and /or redemption of preference shares)</p> |
| 4 | Ascertainment and Treatment of Profit Prior to Incorporation |
| | <p>(i) Principles for ascertainment</p> <p>Preparation of separate combined, columnar Profit and Loss A/c including different basis of allocation of expenses and income</p> |

Note: The Law and Standards in force on 1st April immediately preceding the commencement of Academic year will be applicable for ensuing Examinations

Reference Text :

1. Introduction to Accountancy T.S. Grewal S. Chand and Co. (P) Ltd., New Delhi
2. Advanced Accounts Shukla and Grewal S. Chand and Co. (P) Ltd., New Delhi
3. Advanced accountancy R.L. Gupta and M. Radhaswamy S. Chand and Co. (P) Ltd., New Delhi
4. Modern Accountancy Mukerjee and Hanif Tata Mc. Grow Hill and Co. Ltd., Mumbai
5. Financial Accountancy LesileChandWichkPretice Hall of India AdinBakley (P) Ltd.

Question Paper Pattern (Theoretical Courses)

Maximum Marks: 100

Questions to be set: 06

Duration: 03 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

| Question No | Particular | Marks |
|-------------|--|----------------------|
| Q-1 | Objective Questions I) Sub Questions to be asked 12 and to be answered any 10 J) Sub Questions to be asked 12 and to be answered any 10 (*Multiple choice / True or False / Match the columns/Fill in the blanks) | 20 Marks |
| Q-2 | Full Length Question OR | 15 Marks |
| Q-2 | Full Length Question | 15 Marks |
| Q-3 | Full Length Question OR | 15 Marks |
| Q-3 | Full Length Question | 15 Marks |
| Q-4 | Full Length Question OR | 15 Marks |
| Q-4 | Full Length Question | 15 Marks |
| Q-5 | Full Length Question OR | 15 Marks |
| Q-5 | Full Length Question | 15 Marks |
| Q-6 | I) Theory questions J) Theory questions OR | 10 Marks 10 Marks |
| Q-6 | Short Notes To be asked 06 To be answered 04 | 20 Marks |

Note:

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

**Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Discipline Specific Elective (DSE) Courses**

1Ab. Financial Accounting and Auditing VI – Auditing

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Introduction to Auditing | 10 |
| 2 | Audit Planning, Procedures and Documentation | 10 |
| 3 | Auditing Techniques and Internal Audit Introduction | 15 |
| 4 | Auditing Techniques : Vouching & Verification | 10 |
| Total | | 45 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Introduction to Auditing |
| | <p>A. Basics – Financial Statements, Users of Information, Definition of Auditing, Objectives of Auditing, Inherent limitations of Audit, Difference between Accounting and Auditing, Investigation and Auditing.</p> <p>B. Errors & Frauds – Definitions, Reasons and Circumstances, Types of Error, Types of frauds, Risk of fraud and Error in Audit, Auditors Duties and Responsibilities in case of fraud.</p> <p>C. Principles of Audit, Materiality, True and Fair view</p> <p>D. Types of Audit – Meaning, Advantages, Disadvantages of Balance sheet Audit, Interim Audit, Continuous Audit, Concurrent Audit and Annual Audit, Statutory Audit</p> |
| 2 | Audit Planning, Procedures and Documentation |
| | <p>A. Audit Planning – Meaning, Objectives, Factors to be considered, Sources of obtaining information, Discussion with Client, Overall Audit Approach</p> <p>B. Audit Program – Meaning, Factors, Advantages and Disadvantages, Overcoming Disadvantages, Methods of Work, Instruction before commencing Work, Overall Audit Approach.</p> <p>C. Audit Working Papers – Meaning, importance, Factors determining Form and Contents, Main Functions / Importance, Features, Contents of Permanent Audit File, Temporary Audit File, Ownership, Custody, Access of Other Parties to Audit Working Papers, Auditors Lien on Working Papers, Auditors Lien on Client’s Books.</p> |
| 3 | Auditing Techniques and Internal Audit Introduction |
| | <p>A. Test Check – Test Checking Vs Routing Checking, test Check meaning, features, factors to be considered, when Test Checks can be used, advantages, disadvantages, precautions.</p> <p>B. Audit Sampling – Audit Sampling, meaning, purpose, factors in determining sample size – Sampling Risk, Tolerable Error and expected error, methods of selecting Sample Items Evaluation of Sample Results auditors Liability in conducting audit based on Sample</p> <p>C. Internal Control – Meaning and purpose, review of internal control, advantages, auditors duties, review of internal control, Inherent Limitations of Internal control, internal control samples for sales and debtors, purchases and creditors, wages and salaries. Internal Checks Vs Internal Control, Internal Checks Vs Test Checks.</p> <p>D. Internal Audit : Meaning, basic principles of establishing Internal audit, objectives, evaluation of internal Audit by statutory auditor, usefulness of Internal Audit, Internal Audit Vs External Audit, Internal Checks Vs Internal Audit</p> |

| Sr. No. | Modules / Units |
|---------|---|
| 4 | Auditing Techniques : Vouching & Verification |
| | <p>A. Audit of Income : Cash Sales, Sales on Approval, Consignment Sales, Sales Returns Recovery of Bad Debts written off, Rental Receipts, Interest and Dividends Received Royalties Received</p> <p>B. Audit of Expenditure : Purchases, Purchase Returns, Salaries and Wages, Rent, Insurance Premium, Telephone expense Postage and Courier, Petty Cash Expenses, Travelling Commission Advertisement, Interest Expense</p> <p>C. Audit of Assets Book Debts / Debtors, Stocks – Auditors General Duties; Patterns, Dies and Loose Tools, Spare Parts, Empties and Containers Quoted Investments and Unquoted Investment Trade Marks / Copyrights Patents Know-How Plant and Machinery Land and Buildings Furniture and Fixtures</p> <p>D. Audit of Liabilities : Outstanding Expenses, Bills Payable Secured loans Unsecured Loans, Contingent Liabilities</p> |

Note: The Law and Standards in force on 1st April immediately preceding the commencement of Academic year will be applicable for ensuing Examinations

Question Paper Pattern (Theoretical Courses)

Maximum Marks: 100

Questions to be set: 06

Duration: 03 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

| Question No | Particular | Marks |
|-------------|--|----------------------|
| Q-1 | Objective Questions K) Sub Questions to be asked 12 and to be answered any 10 L) Sub Questions to be asked 12 and to be answered any 10 (*Multiple choice / True or False / Match the columns/Fill in the blanks) | 20 Marks |
| Q-2 | Full Length Question OR | 15 Marks |
| Q-2 | Full Length Question | 15 Marks |
| Q-3 | Full Length Question OR | 15 Marks |
| Q-3 | Full Length Question | 15 Marks |
| Q-4 | Full Length Question OR | 15 Marks |
| Q-4 | Full Length Question | 15 Marks |
| Q-5 | Full Length Question OR | 15 Marks |
| Q-5 | Full Length Question | 15 Marks |
| Q-6 | K) Theory questions L) Theory questions OR | 10 Marks 10 Marks |
| Q-6 | Short Notes To be asked 06 To be answered 04 | 20 Marks |

Note:

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

***Revised Syllabus of Courses of B.Com. Programme at Semester IV
with Effect from the Academic Year 2017-2018***

Elective Courses (EC)

Discipline Specific Elective (DSE) Courses

1Ab. Business Management-Marketing Management

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Distribution | 10 |
| 2 | Promotion | 15 |
| 3 | Understanding Buyer Behaviour | 10 |
| 4 | Marketing of services and Rural Marketing | 10 |
| Total | | 45 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Distribution |
| | <ul style="list-style-type: none"> • Types of middlemen • Factors affecting channel by middlemen • Functions performed by middlemen • Logistics : Meaning and components • E-marketing : Meaning, merits and demerits of e-marketing • Online retailing – successful online retailers in India and abroad |
| 2 | Promotion |
| | <ul style="list-style-type: none"> • Elements of promotion mix • Objectives of promotion and marketing communication • Factors affecting promotion mix decisions • Steps in designing a marketing communication program • Role of Social Media in marketing communication |
| 3 | Understanding Buyer Behaviour |
| | <ul style="list-style-type: none"> • Comparing consumer markets (individuals and households) with organizational buyers (Industrial / Business houses) • Factors affecting consumer behaviour • Steps in consumer purchase decision process (with respect to high involvement and low involvement products) • Factors affecting organizational buyer behaviour • Steps in the organizational purchase decision process (with respect to different buying situations) |
| 4 | Marketing of services and Rural Marketing |
| | <ul style="list-style-type: none"> • Services : definition and features • Marketing mix for services marketing • Managing service quality and productivity • Rural market scenario in India • Factors contributing to the growth of rural markets in India • Challenge of Rural Marketing • Strategies to cope with the challenges of rural marketing. |

Reference Books:

1. Philip Kotler (2003). Marketing Management : Eleventh Edition. New Delhi : Pearson Education
2. V. S. Ramaswani and S Namakumari (2002). Marketing : Planning, Implementation and Control (3rd Edition) New Delhi, Macmillan India
3. Michael Porter – Competitive Advantage
4. Theodore Levitt – Marketing Management
5. Fundamentals of Marketing – William Stanton
6. Customer Driven Services Management (1999) Response Books

Question Paper Pattern (Theoretical Courses)

Maximum Marks: 100

Questions to be set: 06

Duration: 03 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

| Question No | Particular | Marks |
|-------------|--|----------------------|
| Q-1 | Objective Questions M) Sub Questions to be asked 12 and to be answered any 10 N) Sub Questions to be asked 12 and to be answered any 10 (*Multiple choice / True or False / Match the columns/Fill in the blanks) | 20 Marks |
| Q-2 | Full Length Question OR | 15 Marks |
| Q-2 | Full Length Question | 15 Marks |
| Q-3 | Full Length Question OR | 15 Marks |
| Q-3 | Full Length Question | 15 Marks |
| Q-4 | Full Length Question OR | 15 Marks |
| Q-4 | Full Length Question | 15 Marks |
| Q-5 | Full Length Question OR | 15 Marks |
| Q-5 | Full Length Question | 15 Marks |
| Q-6 | M) Theory questions N) Theory questions OR | 10 Marks 10 Marks |
| Q-6 | Short Notes To be asked 06 To be answered 04 | 20 Marks |

Note:

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

**Revised Syllabus of Courses of B.Com. Programme at Semester IV
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)-
1B Discipline Related Elective (DRE) Courses**

**3. Commerce – IV
(Management: Production & Finance)**

Course Objectives: -

1. To acquaint the learners with the basic concepts of Production Management, Inventory Management & Quality Management.
2. To provide basic knowledge about Indian Financial Systems.
3. To update the learners with the recent trends in Finance.

| Sr. No. | Modules | No. of Lectures |
|----------------|-----------------------------------|------------------------|
| 1 | Production & Inventory Management | 11 |
| 2 | Quality Management | 10 |
| 3 | Indian Financial System | 12 |
| 4 | Recent Trends In Finance | 12 |
| | Total | 45 |

| Sr. No. | Modules |
|---------|---|
| 1 | Production & Inventory Management |
| | <ul style="list-style-type: none"> ● Production Management: Objectives, Scope Production Planning & Control : Steps, Importance ● Production Systems: Concept, Types - Continuous and Intermittent. Productivity: Concept, Factors Influencing Productivity, Measures for improving Productivity. ● Inventory Management- Objectives, Inventory Control- Techniques. Scientific Inventory Control System - Importance |
| 2 | Quality Management |
| | <ul style="list-style-type: none"> ● Introduction to Quality: Dimensions of Quality, Cost of Quality: Types – Internal Failure Cost, External Failure Cost, Appraisal Cost, Prevention Cost, Quality Circle: Features. ● Quality Management Tools: TQM – Importance, Six Sigma – Process, ISO 9000 – Certification Procedure, Kaizen – Process ● Service Quality Management: Importance, SERVQUAL Model, Measures to improve service quality. |
| 3 | Indian Financial System |
| | <ul style="list-style-type: none"> ● Indian Financial Market: Structure, Primary Market – IPO Procedure Dematerialisation: Process, Role of Depositories : NSDL and CDSL ● SEBI: Functions of SEBI, Investors protection measures of SEBI. Stock Exchange – Functions, Speculators. ● Credit Rating: Advantages, Credit Rating Agencies in India - CRISIL, CARE, and ICRA. |
| 4 | Recent Trends In Finance |
| | <ul style="list-style-type: none"> ● Mutual Funds- Advantages and Limitations, Types, Factors responsible for growth of mutual funds – Systematic Investment Plan. ● Commodity Market: Categories, Derivatives Market: Types, Participants, Types of Derivative Instruments. ● Start-up Ventures – Concept, Sources of Funding, Micro Finance – Importance, Role of Self Help Groups. |

SEMESTER – IV REFERENCE BOOKS:

REFERENCES

1. Production and Operations Management –Prof.L.C.Jhamb, Event Publishing House.
2. Production Planning & Control- Prof.L.C.Jhamb, Event Publishing House
3. Production & Operation Management (Text & Cases)- K.Ashwathappa&G.Sudeshana Reddy, Himalaya Publication.
4. Launching New Ventues : An EnterpreneurialApproach-KathleenR.Allen, Cengage Learning
5. Essentials of Inventory Management-MaxMuller,Amacon Publishes
6. Indian Financial System—BharathiPathiak, Pearson Publication
7. Financial Institutions and Markets : Structure Growth& Innovations – L.M.Bhole , Jitendra Mahakad, Tata McGraw Hill.
- 8.The IndianFinancial System and Financial Market Operator-VasantDesai, Himalaya Publishing
9. Indian Financial System – M.Y.Khan, Tata McGraw –Hill
- 10.Production and Operations Management –Anandkumar Sharma, Anmol Publication
11. Mutual Funds in India: Emerging Issues-NaliniPravaTripathy, Excel Books New Delhi.
12. Start up Stand up: A step by stepguide to Growing your Business,NandiniVaidyanathan, Jaico Publishing House,Mumbai
13. A Trades Guide to Indian Commodities Market-Vijay L. Bhambwani, Network 18 Publication Ltd.

PAPER PATTERN
COMMERCE PAPER I & II
SEMESTER - III & IV
W.E.F. 2017-2018

Q.1 Multiple Choice Questions

(A) Select the most appropriate answer from the option given below 10

(Any Ten out of Twelve)

(B) State whether the following statements are True or False 10

(Any Ten out of Twelve)

Q.2 Answer **Any Two** of the following **Out of Three** questions - Module - I 15

a.

b.

c.

Q.3 Answer **Any Two** of the following **Out of Three** questions - Module - II 15

a.

b.

c.

Q.4 Answer **Any Two** of the following **Out of Three** questions - Module - III 15

a.

b.

c.

Q.5 Answer **Any Two** of the following **Out of Three** questions - Module - IV 15

a.

b.

c.

Q.6 Write notes on **Any Four out of Six**

**Revised Syllabus of Courses of B.Com. Programme at Semester IV
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)-
1B Discipline Related Elective (DRE) Courses**

**4. Business Economics IV
Foundation of Public Finance**

Modules at a Glance

| Sr. No. | Modules | No.of Lectures |
|----------------|--|-----------------------|
| 1 | Introduction to Public Finance | 10 |
| 2 | Public revenue | 10 |
| 3 | Public Expenditure and Debt | 10 |
| 4 | Fiscal Management and Financial Administration | 15 |
| | Total | 45 |

Business Economics IV

Foundation of Public Finance

Preamble

Public Finance Issues are central to economic and Political discourse worldwide, as one of the primary functions of government is to generate resources from its people to spend money for improving the lives of its people. The primary objective of this course is to provide students with the tools to understand the underlying concepts and practical tradeoffs entailed in Public finance policy alternatives.

It is strongly recommended to analyze Union budget of ongoing financial year in the class room.

| Sr. no | Modules / Units |
|--------|---|
| 1 | The Role Of Government In An Economy |
| | <ul style="list-style-type: none"> • Meaning and Scope of Public finance. • Major fiscal functions : allocation function, distribution function & stabilization function • Principle of Maximum Social Advantage: Dalton and Musgrave Views - the Principle in Practice, Limitations. • Relation between Efficiency, Markets and Governments • The concept of Public Goods and the role of Government |
| 2 | Public Revenue |
| | <ul style="list-style-type: none"> • Sources of Public Revenue :tax and non-tax revenues • Objectives of taxation - Canons of taxation - Types of taxes : direct and indirect - Tax Base and Rates of taxation : proportional, progressive and regressive taxation • Shifting of tax burden: Impact and incidence of taxation - Processes- factors influencing incidence of taxation • Economic Effects of taxation: on Income and Wealth, Consumption, Savings, Investments and Production. • Redistributive and Anti – Inflationary nature of taxation and their implications • |
| 3 | Public Expenditure And Public Debt |
| | <ul style="list-style-type: none"> • Public Expenditure: Canons - classification - economic effects of public spending - on production, consumption, distribution, employment and stabilization - Theories of Public Expenditure: Wagner’s Hypothesis and Wiseman Peacock Hypothesis - Causes for Public Expenditure Growth. • Significance of Public Expenditure: Social security contributions- Low Income Support and Social Insurance Programmes. • Public Debt :Classification - Burden of Debt Finance : Internal and External- Public Debt and Fiscal Solvency |
| 4 | Fiscal Management and Financial Administration |
| | <ul style="list-style-type: none"> • Fiscal Policy: Meaning, Objectives, constituents and Limitations. • Contra cyclical Fiscal Policy and Discretionary Fiscal Policy :Principles of Sound and Functional Finance • Budget- Meaning objectives and types - Structure of Union budget - Deficit concepts-Fiscal Responsibility and Budget Management Act. • Intergovernmental Fiscal Relations: fiscal federalism and fiscal decentralization - central-state financial relations - 14th Finance Commission recommendations |

| Reference Books | |
|------------------------|--|
| | Ahuja H.L. : Modern Economics, 19th edition, 2015, S.Chand&co Pvt Ltd, New Delhi |
| | Bhatia H.L.: Public Finance. Vikas Publishing House Pvt. Ltd. |
| | David N. Hyman : Public Finance A Contemporary Application of theory of policy, Krishna Offset, Delhi |
| | Hoiughton E.W.(1998) : Public Finance, Penguin, Baltimore |
| | Hajela T.N: Public Finance – Ane Books Pvt.Ltd |
| | Jha, R (1998) : Modern Public Economics, Route Ledge, London |
| | Musgrave, R.A and P.B. Musgrave (1976) : Public Finance in Theory and Practice, Tata McGraw Hill, Kogakusha, Tokyo |
| | Mithani, D.M (1998) : Modern Public Finance, Himalaya Publishing House, Mumbai |

QUESTION PAPER PATTERN

Business Economics Semester IV

Maximum Marks: 100 Marks

Time: 3 Hours

Note: 1) Attempt all Questions

2) Attempt any two out of three questions from each of question no. 2, 3, 4 & 5

| Question No | Particulars | Marks |
|-----------------------|---|--|
| Q-1 | Objective Questions: A) Conceptual questions (Any Five out of Eight) (Two from each module) B) Multiple Choice questions (10 questions - at least two from each Module) | 20Marks 10 Marks 10 Marks |
| Q-2 (from Module I) | A) Full Length Question B) Full Length Question C) Full Length Question | 20Marks |
| Q-3 (from Module II) | A) Full Length Question B) Full Length Question C) Full Length Question | 20Marks |
| Q-4 (from Module III) | A) Full Length Question B) Full Length Question C) Full Length Question | 20Marks |
| Q-5 (from Module IV) | A) Full Length Question B) Full Length Question C) Full Length Question | 20Marks |

**Revised Syllabus of Courses of B.Com. Programme at Semester IV
with Effect from the Academic Year 2017-2018**

**2 Ability Enhancement Courses (AEC)
2A * Skill Enhancement Courses (SEC) Group A**

5. Advertising - II

Course Objective:

1. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.
2. It aims to orient learners towards the practical aspects and techniques of advertising.
3. It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Media in Advertising | 11 |
| 2 | Planning Advertising Campaign | 11 |
| 3 | Execution and Evaluation of Advertising | 11 |
| 4 | Fundamentals of Creativity in Advertising | 12 |
| Total | | 45 |

| Sr. No. | Modules |
|---------|---|
| 1 | Media in Advertising |
| | <ul style="list-style-type: none"> • Traditional Media: Print, Broadcasting, Out-Of-Home advertising and films - advantages and limitations of all the above traditional media • New Age Media: Digital Media / Internet Advertising – Forms, Significance and Limitations • Media Research: Concept, Importance, Tool for regulation - ABC and Doordarshan Code |
| 2 | Planning Advertising Campaigns |
| | <ul style="list-style-type: none"> • Advertising Campaign: Concept, Advertising Campaign Planning -Steps Determining advertising objectives - DAGMAR model • Advertising Budgets: Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs • Media Planning: Concept, Process, Factors considered while selecting media, Media Scheduling Strategies |
| 3 | Fundamentals of Creativity in Advertising |
| | <ul style="list-style-type: none"> • Creativity: Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization • Creative aspects: Buying Motives - Types, Selling Points- Features, Appeals – Types, Concept of Unique Selling Proposition (USP) • Creativity through Endorsements: Endorsers – Types, Celebrity Endorsements – Advantages and Limitations, High Involvement and Low Involvement Products |
| 4 | Execution and Evaluation of Advertising |
| | <ul style="list-style-type: none"> • Preparing print ads: Essentials of Copywriting, Copy – Elements, Types, Layout- Principles, Illustration - Importance. • Creating broadcast ads: Execution Styles, Jingles and Music – Importance, Concept of Storyboard • Evaluation: Advertising copy, Pre-testing and Post-testing of Advertisements – Methods and Objectives |

Revised Syllabus of Courses of SYB. Com
Programme at Semester III & IV
with effect from the Academic Year 2017-2018

Reference Books

Advertising

15. Advertising and Promotion : An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education
16. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education
17. Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education Limited
18. Kleppner’s Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011 – Pearson
a. Education Limited
19. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall
20. Advertising Management, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education
21. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing
22. Brand Equity & Advertising- Advertising’s role in building strong brands, 2013- David A. Aker, Alexander L. Biel, Psychology Press
23. Brand Positioning – Strategies for Competitive Advantage, Subroto Sengupta, 2005, Tata McGraw Hill Publication.
24. The Advertising Association Handbook - J. J. D. Bullmore, M. J. Waterson, 1983 - Holt Rinehart & Winston
25. Integrated Advertising, Promotion, and Marketing Communications, Kenneth E. Clow and Donald E. Baack, 5th Edition, 2012 – Pearson Education Limited
26. Kotler Philip and Eduardo Roberto, Social Marketing, Strategies for Changing Public Behaviour, 1989, The Free Press, New York.
27. Confessions of an Advertising Man, David Ogilvy, 2012, Southbank Publishing
28. Advertising, 10th Edition, 2010 - Sandra Moriarty, Nancy D Mitchell, William D. Wells, Pearson

PAPER PATTERN

ADVERTISING PAPER I & II

SEMESTER - III & IV

W.E.F. 2017-2018

Q.1 Multiple Choice Questions

(A) Select the most appropriate answer from the option given below 10

(Any Ten out of Twelve)

(B) State whether the following statements are True or False 10

(Any Ten out of Twelve)

Q.2 Answer Any Two of the following Out of Three questions - Module - I 15

a.

b.

c.

Q.3 Answer Any Two of the following Out of Three questions - Module - II 15

a.

b.

c.

Q.4 Answer Any Two of the following Out of Three questions - Module - III 15

a.

b.

c.

Q.5 Answer Any Two of the following Out of Three questions - Module - IV 15

a.

b.

c.

Q.6 Write notes on Any Four out of Six 20

**Revised Syllabus of Courses of B.Com. Programme at Semester IV
with Effect from the Academic Year 2017-2018**

**2 Ability Enhancement Courses (AEC)
2A * Skill Enhancement Courses (SEC) Group A**

5. Field Sales Management - II

Course Objective:

4. This course will prepare learners to understand the concept of Field Sales Management and Sales Organization.
5. To make learners understand various sales policies and learn the various aspects of sales force management

| Sr. No. | Modules | No. of Lectures |
|----------------|-----------------------------------|------------------------|
| 1 | Sales Planning & Forecasting I | 11 |
| 2 | Sales Planning & Forecasting II | 11 |
| 3 | Sales Budget & Control | 11 |
| 4 | Recent Issues In Sales Management | 12 |
| Total | | 45 |

| Sr. No. | Modules | |
|---------|--|-----------|
| 1 | SALES PLANNING & FORECASTING I | 11 |
| | <ul style="list-style-type: none"> • Sales Plan – Steps in developing an effective Sales Plan. • Planning Function of Sales Management – Sales Call Planning, Setting Quantitative Performance Standards. • Sales Forecasting – Meaning, Objectives & Factors affecting Sales Forecasting. • Sales Forecasting Techniques (Qualitative & Quantitative) | |
| 2 | SALES PLANNING & FORECASTING II | 11 |
| | <ul style="list-style-type: none"> • Concept of Sales Territory, Reasons for establishing sales territories • Salesman’s Report & its types • Concept of Quotas & Targets, Reasons for fixing targets. • Methods of fixing Quotas & Targets | |
| 3 | SALES BUDGET & CONTROL | 11 |
| | <ul style="list-style-type: none"> • Meaning of Sales Budget, Objectives of Sales Budget, Procedure to prepare Sales Budget. • Sales Control – Concept and steps in Control Process Sales Analysis & Marketing Cost Analysis Sales Audit - Concept, Importance of Sales Audit, • Procedure of Conducting Sales Audit | |
| 4 | RECENT ISSUES IN SALES MANAGEMENT | 12 |
| | <ul style="list-style-type: none"> • Ethical & Legal issues in Sales Management • Use of Technology in Sales Management (Telemarketing, E-Marketing, M-Marketing, Digitalization) • Relationship Selling Process & Consumer Education (Value Added Selling) • Challenges in Sales Management. | |

**Revised Syllabus of Courses of SYB. Com
Programme at Semester IV
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Reference Books

Field Sales Management - II

1. Philip Kotler – Marketing Management, 11th ed. Pearson Publication.
2. Porter, Michel E. Competitive Strategy, New York: The Free Press, 1980.
3. Richard R Still, Edward W. Candiff, Sales Management.
4. M.D.Pestonjee, Motivation & Job Satisfaction.
5. Tom Reilly, Value Added Selling
6. Helen Woodruffe, Services Marketing, Macmillan Publication.
7. V.S.Ramaswamy, S.Namakumari, Marketing Management, Global Prospective –Indian Concept, Macmillan Publication

PAPER PATTERN
FIELD SALES MANAGEMENT PAPER I & II
SEMESTER - III & IV
W.E.F. 2017-2018

Q.1 Multiple Choice Questions

(A) Select the most appropriate answer from the option given below 10

(Any Ten out of Twelve)

(B) State whether the following statements are True or False 10

(Any Ten out of Twelve)

Q.2 Answer **Any Two** of the following **Out of Three** questions - Module - I 15

a.

b.

c.

Q.3 Answer **Any Two** of the following **Out of Three** questions - Module - II 15

a.

b.

c.

Q.4 Answer **Any Two** of the following **Out of Three** questions - Module - III 15

a.

b.

c.

Q.5 Answer **Any Two** of the following **Out of Three** questions - Module - IV 15

a.

b.

c.

Q.6 Write notes on **Any Four out of Six** 20

**Revised Syllabus of Courses of B.Com.Programme at Semester IV
with Effect from the Academic Year 2017-2018**

**2 Ability Enhancement Courses (AEC)
2A * Skill Enhancement Courses (SEC) Group A**

5. Company Secretarial Practice - II

| Sr. No. | Modules | No. of Lectures |
|----------------|--------------------------------------|------------------------|
| 1 | Management of Companies | 11 |
| 2 | Company Meetings | 11 |
| 3 | Dematerialisation and Online Trading | 11 |
| 4 | Reports and Winding Up | 12 |
| Total | | 45 |

| Sr. No. | Modules |
|---------|---|
| 1 | Management of Companies |
| | <ul style="list-style-type: none"> • Directors – Appointment, Duties, Role, Directors Report, Director Identification Number (DIN). • Types of Directors , Role of CEO, Non- Executive Directors, Independent Director • Auditor- Appointment, Duties, Rights & Powers, Audit report. |
| 2 | Company Meetings |
| | <ul style="list-style-type: none"> • Types of Company meeting, Secretarial Duties – Before, During and after company meeting – Annual General Meeting, Extra-Ordinary General Meeting, Board Meeting. • Notices, agenda, Chairman, Quorum& Proxy – Concept and Statutory Provisions • Motion, Resolution, Minutes – Concept, Types Voting, Minutes – Concept, Methods. |
| 3 | Dematerialisation and Online Trading |
| | <ul style="list-style-type: none"> • Dematerialisation – Need and Importance, Secretarial Duties, Procedures, Participants. • Online Trading – Concept, Advantages & Disadvantages, Bombay Stock Exchange Online Trading (BOLT), BOSS. • Listing of securities – Procedure, Advantages, Secretarial Duties, Scrips – Types. |
| 4 | Reports and Winding Up |
| | <ul style="list-style-type: none"> • Company Reports – Types, Secretarial Duties with regard to payment of dividend, Interest, Charges & penalties. • Winding up of a Company – Procedure, & Statutory Provisions, Secretarial role in winding up. • Specimen – Notice & Agenda of Annual General Meeting, Notice & Agenda of Board Meeting prior to Annual General Meeting, Resolution for appointment of Company Secretary, Special Resolution for alteration of Memorandum of Association, Minutes of Board Meeting prior to Annual General Meeting, Minutes of Annual General Meeting. |

COMPANY SECRETARIAL PRACTICE

REFERENCES

Readings:

- | | | |
|--------------------------------------|---|---|
| 13. M. C.Bhandari | : | Guide to Company Law Procedure; Wadhwa& Company, Agra&Nagpur |
| 14. K. V.Shanbhogue | : | Company Law Practice; BharatLaw House, New Delhi – 34 |
| 15. M. L.Sharma | : | Company Procedures and Register of Companies , Tax Publishers, Delhi |
| 16. A. M.Chakborti, B. P.Bhargava | : | Company Notices, Meetings and Resolutions, Taxmann, New Delhi |
| 17. A.Ramaiya | : | Guide to the Companies Act, Wadhwa & Company, Nagpur |
| 18. R.Suryanarayanan | : | Company Notices, Meetings and Resolutions, Kamal Law House, Kolkatta |
| 19. D. K. Jain | : | E- Filling of Forms & returns |
| 20. Taxmann | : | E-Company forms |
| 21. V.K.Gaba | : | Depository Participants (Law & Practice) |
| 22. ICSI Publications | : | Meetings |
| 23. B. K.Sengupta | : | Company Law |
| 24. D. K. Jain | : | Company Law Procedures |

References:

- | | | |
|----------------------------------|---|---|
| 3. M. C.Bhandari R.D.Makheeja | : | Guide to Memorandum, Articles and Incorporation of Companies ; Wadhwa& Company, Agra&Nagpur |
| 4. Taxman | : | Company Law, Digest |

Journals:

- | | | |
|------------------------------|---|---|
| 5. Chartered Secretary | : | ICSI Publication |
| 6. Student Company Secretary | : | ICSI Publication |
| 7. Company Law Journal | : | L.M.Sharma, Post Box No. 2693, New Delhi – 110005. |
| 8. Corporate Law Adviser | : | Corporate Law Advisers, Post Bag No. 3, VasantVihar, New Delhi |

PAPER PATTERN

COMPANY SECRETARIAL PRACTICE - PAPER I & II

SEMESTER - III & IV

W.E.F. 2017-2018

Q.1 Multiple Choice Questions

(A) Select the most appropriate answer from the option given below 10

(Any Ten out of Twelve)

(B) State whether the following statements are True or False 10

(Any Ten out of Twelve)

Q.2 Answer Any Two of the following Out of Three questions - Module - I 15

a.

b.

c.

Q.3 Answer Any Two of the following Out of Three questions - Module - II 15

a.

b.

c.

Q.4 Answer Any Two of the following Out of Three questions - Module - III 15

a.

b.

c.

Q.5 Answer Any Two of the following Out of Three questions - Module - IV 15

a.

b.

c.

Q.6 Write notes on Any Four out of Six 20

**Revised Syllabus of Courses of B.Com. Programme at Semester IV
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**2 Ability Enhancement Courses (AEC)
2A * Skill Enhancement Courses (SEC) Group A**

5. Computer Programming Paper II

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|------------------------------------|------------------------|
| 1 | Computer Communication Systems | 15 |
| 2 | Principles Of DBMS | 15 |
| 3 | Case Study Of DBMS Using MS-ACCESS | 15 |
| 4 | MS-ACCESS QUERIES | 15 |
| 5 | Laboratory Training | 15 |
| Total | | 75 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | UNIT – I :Computer Communication Systems |
| | The Internet, internet connections, ISO's Open system interconnection reference model, The TCP/IP stack, E-mail, Internet addresses, Internet Protocol, SMTP, MIME POP, IMAP, Domain Name system, Telnet, FTP, WWW, Browsers, HTML, http, JAVA,. Intranet, Intranet Services and their advantages. Extranets. Search Engine and Web Crawlers |
| 2 | UNIT – II :Principles Of DBMS |
| | What is a database, Relational databases (Relation, Attribute, Instance, Relationship, Join), Database capabilities (Data definition, data manipulation, Access as an RDBMs) |
| 3 | UNIT – III : CASE STUDY OF DBMS USING MS-ACCESS |
| | <p>MS-Office workspace basics, Exploring the Office menu, Working with ribbon, Opening an access database Exploring database objects, Creating database, Changing views. Printing database objects. Saving and closing database file. Working with datasheets, Moving among records, Updating records, adding records to a table, Finding records, sorting records, Filtering records, Using the PIVOT chart View, Saving and closing tables.</p> <p>Adding a table to a database, Adding fields to a table, adding a Lookup field, setting a Primary key, Using the input mask wizard. Saving design changes, Importing data (From Excel).</p> |
| 4 | UNIT – IV : MS-ACCESS QUERIES |
| | <p>What is a Query, Creating a query, working with queries, saving and running a query, creating calculated fields, using aggregate functions, Understanding query properties, Joining Tables. What is a Form, Using the form tool, Creating a form with form wizard, Working in design view, Changing the form layout, Using calculated controls, Working with records on a Form.</p> <p>What is a report tool, Printing report, saving a report, designing a report, changing report layout, creating mailing labels.</p> |

QUESTION PAPER PATTERN

Maximum Marks : 75

Questions to be set : 05

Duration : $2\frac{1}{2}$ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

| Question No | Particulars | Marks |
|-------------|---|----------|
| Q. 1. | Objective Questions A. Attempt any eight sub-questions from the following : (True / False) any 08 B. Attempt any seven sub-questions from the following : (Multiple Choice)any 07 | 15 Marks |
| Q. 2. | A. Attempt any one sub-question from a, b (Unit – I) B. Attempt any one sub-question from c, d (Unit – I) | 16 Marks |
| Q. 3. | A. Attempt any one sub-question from a, b (Unit – II) B. Attempt any one sub-question from c, d (Unit – II) | 14 Marks |
| Q. 4. | A. Attempt any one sub-question from a, b (Unit – III) B. Attempt any one sub-question from c, d (Unit – III) | 16 Marks |
| Q. 5. | A. Attempt any one sub-question from a, b (Unit – IV) B. Attempt any one sub-question from c, d (unit IV) | 14 Marks |

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**2 Ability Enhancement Courses (AEC)
2B * Skill Enhancement Courses (SEC) Group B**

6. Foundation Course- Contemporary Issues- IV

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Significant, Contemporary Rights of Citizens | 12 |
| 2 | Approaches to understanding Ecology | 11 |
| 3 | Science and Technology –II | 11 |
| 4 | Introduction to Competitive Exams | 11 |
| Total | | 45 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Significant, Contemporary Rights of Citizens |
| | <p>A. Rights of Consumers-Violations of consumer rights and important provisions of the Consumer Protection Act, 2016; Other important laws to protect consumers; Consumer courts and consumer movements. (3 Lectures)</p> <p>B. Right to Information- Genesis and relation with transparency and accountability; important provisions of the Right to Information Act, 2005; some success stories. (3 Lectures)</p> <p>C. Protection of Citizens'/Public Interest-Public Interest Litigation, need and procedure to file a PIL; some landmark cases. (3 Lectures)</p> <p>D. Citizens' Charters, Public Service Guarantee Acts. (3 Lectures)</p> |
| 2 | Approaches to understanding Ecology |
| | <p>A. Understanding approaches to ecology- Anthropocentrism, Biocentrism and Eco centrism, Ecofeminism and Deep Ecology. (3 Lectures)</p> <p>B. Environmental Principles-1: the sustainability principle; the polluter pays principle; the precautionary principle. (4 Lectures)</p> <p>C. Environmental Principles-2: the equity principle; human rights principles; the participation principle. (4 Lectures)</p> |
| 3 | Science and Technology –II |
| | <p>Part A:Some Significant Modern Technologies, Features and Applications (7 Lectures)</p> <p>i. Laser Technology- Light Amplification by Stimulated Emission of Radiation; use of laser in remote sensing, GIS/GPS mapping, medical use.</p> <p>ii. Satellite Technology- various uses in satellite navigation systems, GPS, and imprecise climate and weather analyses.</p> <p>iii. Information and Communication Technology- convergence of various technologies like satellite, computer and digital in the information revolution of today's society.</p> <p>iv. Biotechnology and Genetic engineering- applied biology and uses in medicine, pharmaceuticals and agriculture; genetically modified plant, animal and human life.</p> <p>v. Nanotechnology- definition: the study, control and application of phenomena and materials at length scales below 100 nm; uses in medicine, military intelligence and consumer products.</p> <p>Part B:Issues of Control, Access and Misuse of Technology. (4 Lectures)</p> |

| Sr. No. | Modules / Units |
|---------|--|
| 4 | Introduction to Competitive Exams |
| | <p>Part A. Basic information on Competitive Examinations- the pattern, eligibility criteria and local centres:</p> <ul style="list-style-type: none"> i. Examinations conducted for entry into professional courses - Graduate Record Examinations (GRE), Graduate Management Admission Test (GMAT), Common Admission Test (CAT) and Scholastic Aptitude Test (SAT). ii. Examinations conducted for entry into jobs by Union Public Service Commission, Staff Selection Commission (SSC), State Public Service Commissions, Banking and Insurance sectors, and the National and State Eligibility Tests (NET / SET) for entry into teaching profession. <p>Part B. Soft skills required for competitive examinations- (7 Lectures)</p> <ul style="list-style-type: none"> i. Information on areas tested: Quantitative Ability, Data Interpretation, Verbal Ability and Logical Reasoning, Creativity and Lateral Thinking ii. Motivation: Concept, Theories and Types of Motivation iii. Goal-Setting: Types of Goals, SMART Goals, Stephen Covey's concept of human endowment iv. Time Management: Effective Strategies for Time Management v. Writing Skills: Paragraph Writing, Report Writing, Filing an application under the RTI Act, Consumer Grievance Letter. |

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3. Bhatnagar Mamta and Bhatnagar Nitin, *Effective Communication and Soft Skills*, Pearson India, New Delhi, 2011.
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11. Sathe, Satyaranjan P., *Judicial Activism in India*, Oxford University Press, New Delhi, 2003.
12. Singh, Ashok Kumar, *Science and Technology for Civil Service Examination*, Tata McGraw Hill, New Delhi, 2012.
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Projects / Assignments (for Internal Assessment)

- i. Projects/Assignments should be drawn for the component on Internal Assessment from the topics in **Module 1 to Module 4**.
- ii. Students should be given a list of possible topics - at least 3 from each Module at the beginning of the semester.
- iii. The Project/Assignment can take the form of Street-Plays / Power-Point Presentations / Poster Exhibitions and similar other modes of presentation appropriate to the topic.
- iv. Students can work in groups of not more than 8 per topic.
- v. Students must submit a hard / soft copy of the Project / Assignment before appearing for the semester end examination.

QUESTION PAPER PATTERN (Semester III)

The Question Paper Pattern for Semester End Examination shall be as follows:

TOTAL MARKS: 75

DURATION: 150 MINUTES

| QUESTION NUMBER | DESCRIPTION | MARKS ASSIGNED |
|-----------------|---|--|
| 1 | i. Question 1 A will be asked on the meaning / definition of concepts / terms from all Modules. ii. Question 1 B will be asked on the topic of the Project / Assignment done by the student during the Semester iii. In all 8 Questions will be asked out of which 5 have to be attempted. | a) Total marks: 15 b) For 1 A, there will be 3 marks for each sub-question. c) For 1 B there will be 15 marks without any break-up. |
| 2 | Descriptive Question with internal option (A or B) on Module 1 | 15 |
| 3 | Descriptive Question with internal option (A or B) on Module 2 | 15 |
| 4 | Descriptive Question with internal option (A or B) on Module 3 | 15 |
| 5 | Descriptive Question with internal option (A or B) on Module 4 | 15 |

***Revised Syllabus of Courses of B.Com Programme at Semester IV
with Effect from the Academic Year 2017-2018***

2. Ability Enhancement Courses (AEC)

2B. Skill Enhancement Courses (SEC)

6. Foundation Course in NSS - IV

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Entrepreneurship Development | 10 |
| 2 | Rural Resource Mobilization | 10 |
| 3 | Ideal village & stake of GOS and NGO | 13 |
| 4 | Institutional Social Responsibility and modes of Awareness | 12 |
| Total | | 45 |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | Entrepreneurship Development |
| | UNIT - I Entrepreneurship development Entrepreneurship development- its meaning and schemes Government and self-employment schemes for Entrepreneurship development UNIT - II - Cottage Industry Cottage Industry- its meaning, its role in development process Marketing of cottage products and outlets |
| 2 | Rural Resource Mobilization |
| | UNIT - I - Rural resource mobilization- A case study of eco-village, eco-tourism, agro-tourism UNIT - II - Micro financing with special reference to self-help groups |
| 3 | Ideal village & stake of GOS and NGO |
| | UNIT - I - Ideal village Ideal village- the concept Gandhian Concept of Ideal village Case studies on Ideal village UNIT - II - Government Organisations(GOs) and Non-Government Organisations (NGOs) The concept and functioning |
| 4 | Institutional Social Responsibility and modes of Awareness |
| | UNIT - I - Institutional Social Responsibilities Concept and functioning- case study of adapted village UNIT - II - Modes of awareness through fine Arts Skills Basics of performing Arts as tool for social awareness, street play, creative dance, patriotic song, folk songs and folk dance. Rangoli, posters, flip charts, placards, etc. |

**Revised Syllabus of Courses OF B.Com Programme at Semester IV
with Effect from the Academic Year 2017-2018**

2. Ability Enhancement Courses (AEC)

2B. Skill Enhancement Courses (SEC)

6. Foundation Course in NCC - IV

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Disaster Management, Social Awareness and Community Development | 10 |
| 2 | Health and Hygiene | 10 |
| 3 | Drill with Arms | 05 |
| 4 | Weapon Training | 10 |
| 5 | Specialized Subject: Army Or Navy Or Air | 10 |
| | Total | 45 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Disaster Management, Social Awareness and Community Development |
| | <p>Disaster Management: Desired outcome: The student shall gain basic information about civil defence organisation / NDMA & shall provide assistance to civil administration in various types of emergencies during natural / manmade disasters</p> <ul style="list-style-type: none"> • Fire Services & Fire fighting • Assistance during Natural / Other Calamities: Flood / Cyclone/ Earth Quake/ Accident etc. <p>Social Awareness and Community Development: Desired outcome: The student shall have an understanding about social evils and shall inculcate sense of whistle blowing against such evils and ways to eradicate such evils.</p> <ul style="list-style-type: none"> • NGOs: Role & Contribution • Drug Abuse & Trafficking • Corruption • Social Evil viz. Dowry/ Female Foeticide/Child Abuse & trafficking etc. • Traffic Control Org. & Anti drunken Driving |
| 2 | Health and Hygiene |
| | <p>Desired outcome: The student shall be fully aware about personal health and hygiene lead a healthy life style and foster habits of restraint and self awareness.</p> <ul style="list-style-type: none"> • Hygiene and Sanitation (Personal and Food Hygiene) • Basics of Home Nursing & First-Aid in common medical emergencies • Wound & Fractures |
| 3 | Drill with Arms |
| | <p>Desired outcome: The students will demonstrate the sense of discipline, improve bearing, smartness, and turnout, and develop the quality of immediate and implicit obedience of orders, with good reflexes.</p> <ul style="list-style-type: none"> • Getting on Parade with Rifle and Dressing at the Order • Dismissing and Falling Out • General Salute, Salami Shastra • Squad Drill • Short/Long tail from the order and vice-versa • Examine Arms |
| 4 | Weapon Training |
| | <p>Desired outcome: The student shall have basic knowledge of weapons and their use and handling.</p> <ul style="list-style-type: none"> • The lying position, Holding and Aiming- I • Trigger control and firing a shot • Range procedure and safety precautions • Theory of Group and Snap Shooting • Short range firing, Aiming- II -Alteration of sight |

| Sr. No. | Modules / Units |
|---------|--|
| 5 | Specialized Subject: Army Or Navy Or Air |
| | <p>Army Desired outcome: The training shall instill patriotism, commitment and passion to serve the nation motivating the youth to join the defence forces. It will also acquaint, expose & provide basic knowledge about armed, naval and air-force subjects</p> <p>A. Map reading</p> <ul style="list-style-type: none"> • Setting a Map, finding North and own position • Map to ground, Ground to Map • Point to Point March <p>B. Field Craft and Battle Craft</p> <ul style="list-style-type: none"> • Observation, Camouflage and Concealment • Field Signals • Types of Knots and Lashing <p>C. Introduction to advanced weapons and role of technology (To be covered by the guest lecturers)</p> <p style="text-align: center;">OR</p> <p>Navy</p> <p>A. Naval Communication</p> <ul style="list-style-type: none"> • Semaphore <ul style="list-style-type: none"> ▪ Phonetic Alphabets ▪ Radio Telephony Procedure ▪ Wearing of National Flag, Ensign and Admiral's Flag. <p>B. Seamanship</p> <ul style="list-style-type: none"> • Anchor work <ul style="list-style-type: none"> ▪ Types of Anchor, Purpose and Holding ground • Boat work <ul style="list-style-type: none"> ▪ Demonstrate Rigging a whaler and enterprise boat- Parts of Sail and Sailing Terms ▪ Instructions in Enterprise Class Board including theory of Sailing, Elementary Sailing Tools ▪ Types of Power Boats Used in the Navy and their uses, Knowledge of Anchoring, Securing and Towing a Boat <p>C. Introduction to advanced weapons and role of technology (To be covered by the guest lecturers)</p> |

| Sr. No. | Modules / Units |
|---------|--|
| | <p style="text-align: center;"><i>OR</i></p> <p>Air</p> <p>A. Air frames</p> <ul style="list-style-type: none">• Fuselage• Main and Tail Plain <p>B. Instruments</p> <ul style="list-style-type: none">• Introduction to RADAR <p>C. Aero modelling</p> <ul style="list-style-type: none">• Flying/ Building of Aero models <p>D. Introduction to advanced weapons and role of technology (To be covered by the guest lecturers)</p> |

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**2 Ability Enhancement Courses (AEC)
2B * Skill Enhancement Courses (SEC) Group B**

6.Foundation Course in Physical Education Paper-IV

Modules at a Glance

| Sr. No. | Modules | No of Lectures |
|----------------|--|-----------------------|
| 1 | Stress Management | 10 |
| 2 | Awards, Scholarship & Government Schemes | 10 |
| 3 | Yoga Education | 10 |
| 4 | Exercise Scheduling/Prescription | 15 |
| Total | | 45 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Stress Management |
| | <ul style="list-style-type: none"> • Meaning & concept of Stress • Causes of Stress • Managing Stress • Coping Strategies |
| 2 | Awards, Scholarship & Government Schemes |
| | <ul style="list-style-type: none"> • State & National level Sports Awards • State Sports Policy & Scholarship Schemes • National Sports Policy & Scholarship Schemes • Prominent Sports Personalities |
| 3 | Yoga Education |
| | <ul style="list-style-type: none"> • Differences between Yogic Exercises & non- Yogic exercises • Contribution of Yoga to Sports • Principles of Asanas&Bandha • Misconceptions about Yoga |
| 4 | Exercise Scheduling/Prescription |
| | <ul style="list-style-type: none"> • Daily Routine Prescription. • Understanding Activity level & Calorie requirement. • Adherence & Motivation for exercise. • Impact of Lifestyle on Health |

R. _____: The Scheme of Examination:

The performance of the learners shall be evaluated in two components: Internal Assessment with 25% marks by way of continuous evaluation and by Semester End Examination with 75% marks by conducting the theory examination.

INTERNAL ASSESSMENT:- It is defined as the assessment of the learners on the basis of continuous evaluation as envisaged in the credit based system by way of participation of learners in various academic and correlated activities in the given semester of the programme.

A) Internal Assessment – 25%

25 Marks

| Sr. No. | Particulars | Marks | |
|---------|--|----------|----------|
| 1 | A project to be prepared by an individual learner or a group of learners in not more than five learners in a group. It is to be evaluated by the teacher concerned. | 20 Marks | |
| | Hard Copy of the project* | | 10 Marks |
| | Presentation | | 05 Marks |
| | Viva/Interaction | | 05 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 | |

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared.

SEMESTER END EXAMINATION:- It is defined as the examination of the learners on the basis of performance in the semester end theory / written examinations.

B) Semester End Examinations – 75%

75 Marks

The assessment of Part 'A' i.e. Internal Assessment and Part 'B' i.e. Semester End Examination as mentioned above for the Semesters I to IV shall be processed by the Colleges / Institutions of their learners and issue the grade cards to them after the conversion of marks into grade as per the procedure.

INTERNAL ASSESSMENT (PRACTICUM)
(25 Marks)

SEMESTER -III

(Continuous Evaluation during practical sessions conducted for 27 hours)

- a) A learner willing to participate in inter-collegiate/ inter university competitions of any game and sports conducted by the University of Mumbai will be evaluated for 15 marks on the basis of his attendance, sincerity and performance during the training / practice / coaching sessions / camps conducted by the college/University for at least 10 days. It is expected that the colleges should organize training / practice / coaching sessions / camps of various games and sports as per the choice of the learner. However, due to unavailability of the same in his / her college if a learner participates in the training / practice / coaching sessions / camps organized by other organizations or clubs of sports and games, may be considered for evaluation for 15 marks on the basis of the proofs of attendance and participation submitted by a learner.
- b) A learner will be practically taught different exercises including Suryanamaskara for developing their Motor Performance Components by conducting practical sessions for at least 10 hours (one hour each) and will be assessed by the concern teacher for **marks out of 10** on the basis of his attendance, sincerity and performance.

Question Paper Pattern

Maximum Marks: 75

Questions to be Set: 05

Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

| Question No | Particular | Marks |
|-------------|---|----------|
| Q-1 | 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 Marks |
| Q-2 | Full Length Question | 15 Marks |
| Q-2 | OR Full Length Question | 15 Marks |
| Q-3 | Full Length Question | 15 Marks |
| Q-3 | OR Full Length Question | 15 Marks |
| Q-4 | Full Length Question | 15 Marks |
| Q-4 | OR Full Length Question | 15 Marks |
| Q-5 | Full Length Question | 15 Marks |
| Q-5 | OR Short Notes To be asked 05 To be answered 03 | 15 Marks |

Note: Full length question of 15 marks may be divided into two sub questions of 08 and 07 marks.

➤ **Standard of Passing the Examination**

- A learner shall have to obtain a minimum of 40 % marks in aggregate to qualify the each course where the course consists of internal assessment and semester end examination.
- A learner shall obtain a minimum of 40 % marks(i.e. **10** out of **25**) in the internal assessment and obtain a minimum of 40 % marks (i.e. **30** out of **75**) in semester end

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Core Courses (CC)

7. Business Law II

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Indian Companies Act – 2013 Par T –I | 12 |
| 2 | Indian Companies Act – 2013, Par T –II | 12 |
| 3 | Indian Partnership Act – 1932 | 12 |
| 4 | Consumer Protection Act, 1986 & Competition Act 2002 | 12 |
| 5 | Intellectual Property Rights | 12 |
| Total | | 60 |

| Sr. No. | Modules |
|---------|---|
| 1 | Indian Companies Act – 2013 Par T –I |
| | <ul style="list-style-type: none"> • Company –Concept, Features, Role of Promoters (S. 2(69) S. 92), Duties and liabilities of the Promoter Effects of Pre-Incorporation contracts, Consequences of non-registration, and Lifting of Corporate Veil. • Classification of Companies Distinction between Private Company and Public Company, Advantages and disadvantages of Private company and Public Company. –Common Procedure for Incorporation of Company, • Memorandum of Association (MOA) & Article of Association(AOA) – Concept , Clauses of MOA, AOA- Contents, Doctrine of constructive notice, Doctrine of Ultra Vires, Doctrine of Indoor Management. • Prospectus – Concept, Kinds, Contents, Private Placement |
| 2 | Indian Companies Act – 2013, Par T –II |
| | <ul style="list-style-type: none"> • Member of a Company –Concept, Who can become a member, Modes of acquiring membership, Cessation of membership, Right & Liabilities of Members. • Director – Qualifications& Disqualification, Classification, Director Identification Number (DIN), Legal Position of Directors. • Meetings – Types, Legal Provisions of Statutory Meeting, Annual General Meeting, Extra-Ordinary Meeting, Board Meeting. |
| 3 | Indian Partnership Act – 1932 |
| | <ul style="list-style-type: none"> • Partnership – Concept, Essentials, True Test of Partnership, Partnership Deed, Types of Partnership, Rights and Duties of Partners, Distinguish between Partnership & Hindu Undivided Family (HUF). • Dissolution – Concept, Modes of Dissolution, Consequences of Dissolution. • Limited Liability Partnership (LLP) 2008 – Concept, Characteristics, Advantages & Disadvantages, Procedure for Incorporation. • Extent of L.L.P.- Conversion of LLP, Mutual rights & duties of partners, Winding up of LLP, Distinction between LLP and Partnership. |
| 4 | Consumer Protection Act, 1986 & Competition Act 2002 |
| | <ul style="list-style-type: none"> • Consumer Protection Act – Concept , Objects, Reasons for enacting the Consumer Protection Act, Definition of Consumer, Consumer Dispute, Complaint, Complainant, Defect, Deficiency, Consumer Dispute, Unfair Trade Practices, Goods and Services. • Consumer Protection Councils & Redressal Agencies – District, State & National. • Competition Act 2002 – Concept, Salient Features, Objectives & Advantages. • Abuse of Dominant Position, Competition Commission of India, Anti-Competition Agreements, |

| Sr. No. | Modules |
|---------|---|
| 5 | INTELLECTUAL PROPERTY RIGHTS 12 |
| | <ul style="list-style-type: none"> • Intellectual Property Right (IPR) – Concept, Nature, Introduction & background of IPR in India. • IPR relating to Patents – Concepts of Invention and discovery, Comparison (S2 (j)), Concept of Patents, General principles applicable to working of patented inventions, Term of Patent. Infringement of Patent Rights & Remedies. (Ss. 104-115) • IPR relating to Copyrights- Concept of Copyright (Ss. 14, 16, 54,) Concept of author and authorised acts, (S.2) Ownership of Copy right (S.17) Duration or term of Copy right. (S. 22-27), Original work and fair use, Rights of Copyright holder, Infringement of Copyrights & Remedies. (Ss. 51, 52) • IPR relating to Trademarks –Concept, Functions of Trade Mark, types, trademarks that cannot be registered, Registration of Trade Marks and rights of the proprietor of Trade Marks. Procedure for registration of Trade Marks., Infringement of Trademarks & Remedies. |

SEMESTER – IV REFERENCE BOOKS:

REFERENCES

1. Guide to the Companies Act,2013 by A Ramaiya , Lexis Nexis.
2. Company Law by G.K.Kapoor.
3. Company Law by N.D.Kapoor.
4. Company Law by P.C. Tulsian.
5. Law and practice of Intellectual Property in India by Dr.Vikas Vashishth,Bharat Law House.
6. Law of Partnership along with Limited Liability Partnership by Avatar Singh , Eastern Book Company.
7. Laws Relating to Intellectual Property, Universal Law Publishing Co. Dr. B.L.Wadhera
8. Consumer Protection Law and Practice by Dr.V.K.Agarwal, Bharat Law House.
9. Competition Law by Avatar Singh, Eastern Book Company
10. Competition Law in India by T. Ramappa, Oxford University Press.
11. Intellectual Property Rights by Narayan.
12. Laws Relating to Intellectual Property, Universal Law Publishing Co. Dr. B.L.Wadhera

**PAPER PATTERN
S.Y.B.COM
SEMESTER III &IV**

BUSINESS LAW PAPER I & II

(100 Marks Paper Per Semester)

- 1. Question paper to have Five Questions
(One from Each Module) 20 Marks Each**
- 2. All Questions to be Compulsory.**
- 3. Each Question to have Four Sub Questions of Ten Marks Each
(Students to answer any Two out of Four)**

Question Paper Pattern (Practical Courses)

Maximum Marks: 100

Questions to be set: 06

Duration: 03 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

| Question No | Particular | Marks |
|-------------|--|----------------------|
| Q-1 | Objective Questions C) Sub Questions to be asked 12 and to be answered any 10 D) Sub Questions to be asked 12 and to be answered any 10 (*Multiple choice / True or False / Match the columns/Fill in the blanks) | 20 Marks |
| Q-2 | Full Length Practical Question OR | 15 Marks |
| Q-2 | Full Length Practical Question | 15 Marks |
| Q-3 | Full Length Practical Question OR | 15 Marks |
| Q-3 | Full Length Practical Question | 15 Marks |
| Q-4 | Full Length Practical Question OR | 15 Marks |
| Q-4 | Full Length Practical Question | 15 Marks |
| Q-5 | Full Length Practical Question OR | 15 Marks |
| Q-5 | Full Length Practical Question | 15 Marks |
| Q-6 | C) Theory questions D) Theory questions OR | 10 Marks 10 Marks |
| Q-6 | Short Notes To be asked 06 To be answered 04 | 20 Marks |

Note:

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

Question Paper Pattern (Theoretical Courses)

Maximum Marks: 100

Questions to be set: 06

Duration: 03 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

| Question No | Particular | Marks |
|-------------|--|----------------------|
| Q-1 | Objective Questions O) Sub Questions to be asked 12 and to be answered any 10 P) Sub Questions to be asked 12 and to be answered any 10 (*Multiple choice / True or False / Match the columns/Fill in the blanks) | 20 Marks |
| Q-2 | Full Length Question OR | 15 Marks |
| Q-2 | Full Length Question | 15 Marks |
| Q-3 | Full Length Question OR | 15 Marks |
| Q-3 | Full Length Question | 15 Marks |
| Q-4 | Full Length Question OR | 15 Marks |
| Q-4 | Full Length Question | 15 Marks |
| Q-5 | Full Length Question OR | 15 Marks |
| Q-5 | Full Length Question | 15 Marks |
| Q-6 | O) Theory questions P) Theory questions OR | 10 Marks 10 Marks |
| Q-6 | Short Notes To be asked 06 To be answered 04 | 20 Marks |

Note:

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

***Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester III
with Effect from the Academic Year 2017-2018***

***2. Ability Enhancement Courses (AEC)
2B. Skill Enhancement Courses (SEC)***

**4. Foundation Course –III
Environmental Management**

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|---|------------------------|
| 1 | Environmental Concepts | 12 |
| 2 | Environment degradation | 11 |
| 3 | Sustainability and role of business | 11 |
| 4 | Innovations in business- an environmental Perspective | 11 |
| Total | | 45 |

| Sr. No. | Modules / Units |
|---------|--|
| 1 | Environmental Concepts: |
| | <ul style="list-style-type: none"> • Environment: Definition and composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere • Biogeochemical cycles - Concept and water cycle • Ecosystem & Ecology; Food chain, food web & Energy flow pyramid • Resources: Meaning, classification(Renewable & non-renewable), types & Exploitation of Natural resources in sustainable manner |
| 2 | Environment degradation |
| | <ul style="list-style-type: none"> • Degradation-Meaning and causes, degradation of land, forest and agricultural land and its remedies • Pollution – meaning, types, causes and remedies (land, air, water and others) • Global warming: meaning, causes and effects. • Disaster Management: meaning, disaster management cycle. • Waste Management: Definition and types -solid waste management anthropogenic waste, e-waste & biomedical waste (consumerism as a cause of waste) |
| 3 | Sustainability and role of business |
| | <ul style="list-style-type: none"> • Sustainability: Definition, importance and Environment Conservation. • Environmental clearance for establishing and operating Industries in India. • EIA, Environmental auditing, ISO 14001 • Salient features of Water Act, Air Act and Wildlife Protection Act. • Carbon bank & Kyoto protocol |
| 4 | Innovations in business- an environmental perspective |
| | <p>Non-Conventional energy sources- Wind, Bio-fuel, Solar, Tidal and Nuclear Energy.</p> <p>Innovative Business Models: Eco-tourism, Green marketing, Organic farming, Eco-friendly packaging, Waste management projects for profits ,other business projects for greener future</p> |

**Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester IV
with Effect from the Academic Year 2017-2018**

**2. Ability Enhancement Courses (AEC)
2B. Skill Enhancement Courses (SEC)**

**4. Foundation Course –IV
Ethics & Governance**

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|--|------------------------|
| 1 | Introduction to Ethics and Business Ethics | 12 |
| 2 | Ethics in Marketing, Finance and HRM | 11 |
| 3 | Corporate Governance | 11 |
| 4 | Corporate Social Responsibility (CSR) | 11 |
| Total | | 45 |

Objectives

| SN | Objectives |
|-----------|--|
| 1 | To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country |
| 2 | To learn the applicability of ethics in functional areas like marketing, finance and human resource management |
| 3 | To understand the emerging need and growing importance of good governance and CSR by organisations |
| 4 | To study the ethical business practices, CSR and Corporate Governance practiced by various organisations |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Introduction to Ethics and Business Ethics |
| | <ul style="list-style-type: none"> • Ethics: Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition • Business Ethics: Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences Myths about Business Ethics Ethical Performance in Businesses in India |
| 2 | Ethics in Marketing, Finance and HRM |
| | <ul style="list-style-type: none"> • Ethics in Marketing: Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements • Ethics In Finance: Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Major Corporate Scams in India, Role of SEBI in Ensuring Corporate Governance, Cadbury Committee Report, 1992 • Ethics in Human Resource Management: Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership |
| 3 | Corporate Governance |
| | <ul style="list-style-type: none"> • Concept, History of Corporate Governance in India, Need for Corporate Governance • Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Benefits of Good Governance, Issues in Corporate Governance • Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory • Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading |
| 4 | Corporate Social Responsibility (CSR) |
| | <ul style="list-style-type: none"> • Meaning of CSR, Evolution of CSR, Types of Social Responsibility • Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract • Need for CSR • CSR Principles and Strategies • Issues in CSR • Social Accounting • Tata Group’s CSR Rating Framework • Sachar Committee Report on CSR • Ethical Issues in International Business Practices • Recent Guidelines in CSR • Society’s Changing Expectations of Business With Respect to Globalisation • Future of CSR |

University of Mumbai



**Bachelor of Management Studies
Programme
Guidelines for Project Work
at
Third Year
Semester VI**

**Under Choice Based Credit, Grading and
Semester System**

(To be implemented from Academic Year 2018-2019)

Board of Studies-in-Business Management

Introduction

Inclusion of project work in the course curriculum of the Bachelor of Management Studies programme is one of the ambitious aspects in the programme structure. The main objective of inclusion of project work is to inculcate the element of research analyse and scientific temperament challenging the potential of learner as regards to his/ her eager to enquire and ability to interpret particular aspect of the study. It is expected that the guiding teacher should undertake the counselling sessions and make the awareness among the learners about the methodology of formulation, preparation and evaluation pattern of the project work.

- There are two modes of preparation of project work
 1. Project work based on research methodology in the study area
 2. Project work based on internship in the study area

Guidelines for preparation of Project Work

1. General guidelines for preparation of project work based on Research Methodology

- The project topic may be undertaken in any area of Elective Courses.
- Each of the learner has to undertake a Project individually under the supervision of a teacher-guide.
- The learner shall decide the topic and title which should be specific, clear and with definite scope in consultation with the teacher-guide concerned.
- University/college shall allot a guiding teacher for guidance to the students based on her / his specialization.
- The project report shall be prepared as per the broad guidelines given below:
 - Font type: Times New Roman
 - Font size: 12-For content, 14-for Title
 - Line Space : 1.5-for content and 1-for in table work
 - Paper Size: A4
 - Margin : in Left-1.5, Up-Down-Right-1
 - The Project Report shall be bounded.
 - The project report should be 80 to 100 pages

Format

1st page (Main Page)

Title of the problem of the Project

**A Project Submitted to
University of Mumbai for partial completion of the degree of
Bachelor of Management Studies
Under the Faculty of Commerce**

By

Name of the Learner

Under the Guidance of

Name of the Guiding Teacher

Name and address of the College

Month and Year

2nd Page

This page to be repeated on 2nd page (i.e. inside after main page)

On separate page

Index

| Chapter No. 1 (sub point 1.1, 1.1.1, And so on) | Title of the Chapter | Page No. |
|---|----------------------|----------|
| Chapter No. 2 | Title of the Chapter | |
| Chapter No. 3 | Title of the Chapter | |
| Chapter No. 4 | Title of the Chapter | |
| Chapter No. 5 | Title of the Chapter | |

List of tables, if any, with page numbers.

List of Graphs, if any, with page numbers.

List of Appendix, if any, with page numbers.

Abbreviations used:

Structure to be followed to maintain the uniformity in formulation and presentation of Project Work

(Model Structure of the Project Work)

- **Chapter No. 1: Introduction**

In this chapter Selection and relevance of the problem, historical background of the problem, brief profile of the study area, definition/s of related aspects, characteristics, different concepts pertaining to the problem etc can be incorporated by the learner.

- **Chapter No. 2: Research Methodology**

This chapter will include Objectives, Hypothesis, Scope of the study, limitations of the study, significance of the study, Selection of the problem, Sample size, Data collection, Tabulation of data, Techniques and tools to be used, etc can be incorporated by the learner.

- **Chapter No. 3: Literature Review**

This chapter will provide information about studies done on the respective issue. This would specify how the study undertaken is relevant and contribute for value addition in information/ knowledge/ application of study area which ultimately helps the learner to undertake further study on same issue.

- **Chapter No. 4: Data Analysis, Interpretation and Presentation**

This chapter is the core part of the study. The analysis pertaining to collected data will be done by the learner. The application of selected tools or techniques will be used to arrive at findings. In this, table of information's, presentation of graphs etc. can be provided with interpretation by the learner.

- **Chapter No. 5: Conclusions and Suggestions**

In this chapter of project work, findings of work will be covered and suggestion will be enlisted to validate the objectives and hypotheses.

Note: If required more chapters of data analysis can be added.

- **Bibliography**
- **Appendix**

On separate page

Name and address of the college

Certificate

This is to certify that Ms/Mr _____ has worked and duly completed her/his Project Work for the degree of Bachelor of Management Studies under the Faculty of Commerce in the subject of _____ and her/his project is entitled, “ _____ *Title of the Project* _____ ” under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her/ his own work and facts reported by her/his personal findings and investigations.



Name and Signature of
Guiding Teacher

Date of submission:

On separate page

Declaration by learner

I the undersigned Miss / Mr. _____ *Name of the learner* _____ here by,
declare that the work embodied in this project work titled “ _____
_____ *Title of the Project* _____ ”,
forms my own contribution to the research work carried out under the guidance of
_____ *Name of the guiding teacher* _____ is a result of my own research work and has
not been previously submitted to any other University for any other Degree/ Diploma
to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly
indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and
presented in accordance with academic rules and ethical conduct.

Name and Signature of the learner

Certified by

Name and signature of the Guiding Teacher

On separate page

Acknowledgment

(Model structure of the acknowledgement)

To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

I take this opportunity to thank the **University of Mumbai** for giving me chance to do this project.

I would like to thank my **Principal**, _____ for providing the necessary facilities required for completion of this project.

I take this opportunity to thank our **Coordinator** _____, for her moral support and guidance.

I would also like to express my sincere gratitude towards my project guide _____ whose guidance and care made the project successful.

I would like to thank my **College Library**, for having provided various reference books and magazines related to my project.

Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially **my Parents and Peers** who supported me throughout my project.

2. Guidelines for Internship based project work

- Minimum 20 days/ 100 hours of Internship with an Organisation/ NGO/ Charitable Organisation/ Private firm.
- The theme of the internship should be based on any study area of the elective courses
- Experience Certificate is Mandatory
- A project report has to be brief in content and must include the following aspects:
 - **Executive Summary:**
A bird's eye view of your entire presentation has to be precisely offered under this category.
 - **Introduction on the Company:**
A Concise representation of company/ organization defining its scope, products/ services and its SWOT analysis.
 - **Statement and Objectives:**
The mission and vision of the organization need to be stated enshrining its broad strategies.
 - **Your Role in the Organisation during the internship:**
The key aspects handled, the department under which you were deployed and brief summary report duly acknowledged by the reporting head.
 - **Challenges:**
The challenges confronted while churning out theoretical knowledge into practical world.
 - **Conclusion:**
A brief overview of your experience and suggestions to bridge the gap between theory and practice.
- The project report based on internship shall be prepared as per the broad guidelines given below:
 - Font type: Times New Roman
 - Font size: 12-For content, 14-for Title
 - Line Space : 1.5-for content and 1-for in table work
 - Paper Size: A4
 - Margin : in Left-1.5, Up-Down-Right-1
 - The Project Report shall be bounded.
 - The project report should be of minimum 50 pages

Evaluation pattern of the project work

| The Project Report shall be evaluated in two stages viz. | |
|--|-----------------|
| • Evaluation of Project Report (Bound Copy) | 60 Marks |
| ▪ Introduction and other areas covered | 20 Marks |
| ▪ Research Methodology, Presentation, Analysis and interpretation of data | 30 Marks |
| ▪ Conclusion & Recommendations | 10 Marks |
| • Conduct of Viva-voce | 40 Marks |
| ▪ In the course of Viva-voce, the questions may be asked such as importance / relevance of the study, objective of the study, methodology of the study/ mode of Enquiry (question responses) | 10 Marks |
| ▪ Ability to explain the analysis, findings, concluding observations, recommendation, limitations of the Study | 20 Marks |
| ▪ Overall Impression (including Communication Skill) | 10 Marks |

Note:

- *The guiding teacher along with the external evaluator appointed by the University/ College for the evaluation of project shall conduct the viva-voce examination as per the evaluation pattern*

Passing Standard

- Minimum of Grade E in the project component
- In case of failing in the project work, the same project can be revised for ATKT examination.
- Absence of student for viva voce: If any student fails to appear for the viva voce on the date and time fixed by the department such student shall appear for the viva voce on the date and time fixed by the Department, such student shall appear for the viva voce only along with students of the next batch.