

LEARNING OUTCOME BASED CURRICULUM FRAMEWORK

[LOCF]



Sanskar Sarjan Education Society's

**DTSS COLLEGE OF COMMERCE**

[AUTONOMOUS]

PROGRAMME CODE: SFP – MS

**Bachelor of Management Studies**

**[B.M.S]**

w. e. f. 2021-22

## **PROGRAMME STRUCTURE**

**1) Title of the Programme :** Bachelor of Management Studies (B.M.S)

**2) Programme Code :** SFP - MS

**3) Introduction of the Programme :**

Bachelor of Management Studies, commonly known as B.M.S, is a Three Year Undergraduate Programme highlighting the activities and functions under Management and Administration. The Programme covers specialization in the field of Finance, Marketing and Human Resource Management.

**4) Programme Objectives :**

Bachelor of Management Studies offers an in-depth knowledge of skills that are required for management of any organisation. It covers courses Human Resource Management, Entrepreneurship, Business Planning, Financial Markets, Industrial Acts, Employee Engagement, Integrated Marketing Communication, and Business Communication. The Programme offers practical implications of Management in the most strategic manner. The Programme is often considered as a base for pursuing future studies in Management.

**5) System :** Choice Based Credit System [ CBCS]

**6) Duration of the Programme :** 03 Years

**7) Total Number of Semesters :** 06 Semesters

**8) Eligibility Criteria for Admission:**

The learner must have passed the Higher Secondary School Certificate examination conducted by the Maharashtra/ other Indian State Boards or equivalent examination.

**9) Intake capacity :** 60 Learners

**10) Total Credits :** 132 Credits

**11) Teacher's Qualification:** Post Graduation in Commerce & Management, NET /SET Qualified.

**12) Types of Courses :**

Course Type	Total (Sem I to VI)
a. Core Courses	16
b. Elective Courses	12 out of 18
c. Skill/Ability Enhancement Courses	06
d. Multi-disciplinary / Inter-disciplinary courses	06
e. Practical /Projects	06
<b>Total :</b>	<b>46 Courses</b>

13) Total Number of Courses (Semester-wise) :

(I) First Year Bachelor of Management Studies – FY.B.M.S.

SEMESTER	Category of Course	No. of Courses	Credits Allotted	Total Credits
I	A. Core Courses	03	03	09
	B. Elective Courses	02 out of 03	03	06
	C. Skill/Ability Enhancement Courses	01	03	03
	D. Multi-disciplinary / Inter-disciplinary courses	01	02	02
	E. Additional - Practical /Projects	01	02	02
	Total :	08 out of 09		22
II	A. Core Courses	03	03	09
	B. Elective Courses	02 out of 03	03	06
	C. Skill/Ability Enhancement Courses	01	03	03
	D. Multi-disciplinary / Inter-disciplinary courses	01	02	02
	E. Additional - Practical /Projects	01	02	02
	Total :	08 out of 09		22

Course Titles:

Course Category	Credits	Semester – I	Semester – II
Core Courses	03	Managerial Economics - I	Principles of Management
	03	Business Law	Industrial Law
	03	Business Statistics	Business Mathematics
Elective Courses	03	Financial Accounting - I	Financial Accounting - II
	03	Business Environment	Principles of Marketing
	03	Basics of Financial Services	Corporate Finance
Skill/Ability Enhancement Courses	03	Business Communication – I	Business Communication - II
Multi-disciplinary/ Inter-disciplinary courses	02	Organisational Behaviour	Foundation Course and Value Education
Projects/Additional Courses	02	Soft Skills & Language Enhancement-I	Soft Skills & Language Enhancement- II
TOTAL :	22 Credits	08 out of 09 Courses	08 out of 09 Courses

(II) Second Year Bachelor of Management Studies – SY.B.M.S.

SEMESTER	Category of Course	No. of Courses	Credits Allotted	Total Credits
III	A. Core Courses	03	03	09
	B. Elective Courses	02 out of 03	03	06
	C. Skill/Ability Enhancement Courses	01	03	03
	D. Multi-disciplinary / Inter-disciplinary courses	01	02	02
	E. Additional - Practical /Projects	01	02	02
	Total :	08 out of 09		22
IV	A. Core Courses	03	03	09
	B. Elective Courses	02 out of 03	03	06
	C. Skill/Ability Enhancement Courses	01	03	03
	D. Multi-disciplinary / Inter-disciplinary courses	01	02	02
	E. Additional - Practical /Projects	01	02	02
	Total :	08 out of 09		22

Course Titles:

Course Category	Credits	Semester – III	Semester – IV
Core Courses	03	Managerial Economics - II	Strategic Management
	03	Accounting for Managerial Decisions	Equity and Debt Market
	03	Business Planning & Entrepreneurial Management	Production & Total Quality Management
Elective Courses Specialization : FINANCE	03	Cost Accounting	Strategic Cost Management
	03	Auditing	Financial Institution & Markets
	03	Wealth Management	International Finance
Elective Courses Specialization: MARKETING <i>(Part of MU Syllabus but College did not have)</i>	03	Consumer Behaviour	Integrated Marketing Communication
	03	Advertising	Event Marketing
	03	Social Marketing	Tourism Marketing
Elective Courses Specialization: HUMAN RESOURCE MANAGEMENT <i>(Part of MU Syllabus but College did not have)</i>	03	Recruitment & Selection	Training & Development
	03	Motivation & Leadership	Change Management
	03	Employees Relations & Welfare	Conflict & Negotiation
Skill /Ability Enhancement Courses	03	Information Technology - I	Information Technology - II
Multi-disciplinary / Inter-disciplinary courses	02	Foundation Course – II (Environmental Management)	Foundation Course – III (Ethics & Governance)
Projects/Additional Courses	02	Advanced Excel	Dynamic Public Speaking
TOTAL :	22 Credits	08 out of 09 Courses	08 out of 09 Courses

(III) Third Year Bachelor of Management Studies – TY.B.M.S.

SEMESTER	Category of Course	No. of Courses	Credits Allotted	Total Credits
V	A. Core Courses	02	04	08
	B. Elective Courses	02 out of 03	03	06
	C. Skill/Ability Enhancement Courses	01	03	03
	D. Multi-disciplinary /Inter-disciplinary courses	01	02	02
	E. Additional - Practical /Projects	01	03	03
	Total :	07 out of 08		22
VI	A. Core Courses	02	04	08
	B. Elective Courses	02 out of 03	03	06
	C. Skill/Ability Enhancement Courses	01	03	03
	D. Multi-disciplinary / Inter-disciplinary courses	01	02	02
	E. Additional - Practical /Projects	01	03	03
	Total :	07 out of 08		22

Course Titles:

Course Category	Credits	Semester – V	Semester – VI
Core Courses	04	Logistics & Supply Chain Management	Operation Research
	04	Corporate Communication & Public Relations	Customer Relationship Management
Elective Courses <u>Specialization : FINANCE</u>	03	Direct Tax	Indirect Tax
	03	Investment Analysis & Portfolio Management	Strategic Financial Management
	03	Turnaround Management	Financial Analysis & Business Valuation
Elective Courses <u>Specialization: MARKETING</u>	03	E-Commerce & Digital Marketing	Retail Management
	03	Sales & Distribution Management	International Marketing
	03	Services Marketing	Media Planning & Management
Elective Courses <u>Specialization:HUMAN RESOURCE MANAGEMENT</u>	03	Finance & Compensation of HR Professionals	HRM in Service sector
	03	Strategic HRM & HR Policies	Workforce Diversification
	03	Talent & Competency Management	Indian Ethos in Management
Skill /Ability Enhancement Courses	03	Introduction to Logic & Reasoning	Entrepreneurship Management
Multi-disciplinary / Inter-disciplinary courses	02	Brand Management	International Business
Projects/Additional Courses	03	Research Methodology	Project Work
TOTAL :	22 Credits	07 out of 08 Courses	07 out of 08 Courses

14) Evaluation Pattern :

- a. Total Marks : 46 Courses X 100 Marks = 4600 Marks (10 Point Grading)
- b. Passing Criteria : 40 % Marks = 1840 Marks ( 4 Grade Points)
- c. Marking Scheme : 60:40 Pattern (Marks for Total Programme)

MARKING SCHEME	TOTAL MARKS	PASSING MARKS
1) Semester End Exam (S.E.E.) : Written Exam	60 Marks X 46 Courses = 2760 Marks	24 Marks X 46 Courses = 1104 Marks
2) Continuous Internal Assessment (C.I.A.) : Subject Oriented	40 Marks X 46 Courses = 1840 Marks	16 Marks X 46 Courses = 736 Marks
TOTAL :	4600 Marks	1840 Marks

- d. Mode of Evaluation of Answer-book : Online/Offline
- e. Paper Pattern of Theory / Practical – Semester End Exam (S.E.E.): 60 Marks Classification

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

- f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
Subject Oriented Activities – • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
TOTAL	40 Marks

### **15) Programme Outcome (PO) :**

**PO1:** The Programme will make a learner Competent enough to work in the field of Human Resource Management, Logistics, Marketing Management and Financial Management.

**PO2:** It will also promote the learner to take up Post Graduation Courses like M.COM (Business Management/Accountancy), MBA / PGD (Finance/HR/Marketing) as well as Vocational Courses like Digital Marketing, Advertising and Professional Courses like Company Secretary (CS).

**PO3:** The learner would also be in a position to choose a Career option as an Accountant, Human Resource Manager, Analyst, Marketing Manager and many other related jobs.

**PO4:** The learner will be able to attempt Competitive Exams of his/her interest after Graduation.

---

**Section-BMS**

(The Internal Contents of each Subject that are added is highlighted in the main syllabus document.)

- The Following Subjects are shuffled in order to keep a continuity and flow in Subject contents semester-wise and are also adjusted as per the reframed type of Courses.
- The College had only Finance Specialization. As per new structure, the specialization of HRM & Marketing will be introduced.

**Semester-I**

Sr. No	Name of the Subject	Moved from which semester	Shifted to which semester
1	Business Environment	Semester II	Semester I
2	Basics of Financial Services	Semester III	Semester I
<b>Totally New Subjects :</b>			
1	Organizational Behavior		
2	Soft skills and Language Enhancement-I		

**Semester-II**

Sr. No	Name of the Subject	Moved from which semester	Shifted to which semester
1	Financial Accounting-II (for keeping a continuity & applicable for all 3 specializations)	Semester V	Semester II
2	Corporate Finance	Semester III	Semester II
<b>Totally New Subjects :</b>			
1	Foundation Course and Value Education		
2	Soft skills and Language Enhancement-II		



**Semester-III**

<b>Sr. No</b>	<b>Name of the Subject</b>	<b>Moved from which semester</b>	<b>Shifted to which semester</b>
1	Managerial Economics-II	Semester IV	Semester III
2	Auditing	Semester IV	Semester III
3	Wealth Management	Semester V	Semester III
<b>Totally New Subjects :</b>			
1	Advanced Excel		

**Semester-IV**

<b>Sr. No</b>	<b>Name of the Subject</b>	<b>Moved from which semester</b>	<b>Shifted to which semester</b>
1	Strategic Management	Semester III	Semester IV
2	Equity and Debt Market	Semester III	Semester IV
3	International Finance	Semester VI	Semester IV
<b>Totally New Subjects :</b>			
1	Dynamic Public Speaking		

**Semester-V**

<b>Sr. No</b>	<b>Name of the Subject</b>	<b>Moved from which semester</b>	<b>Shifted to which semester</b>
1	Brand Management	Semester VI (was a Marketing Elective)	Semester V
2	Research Methodology	Semester IV	Semester V
<b>Totally New Subjects :</b>			
1	Turnaround Management		
2	Introduction to Logic and Reasoning		

**Semester-VI**

<b>Sr. No</b>	<b>Name of the Subject</b>	<b>Moved from which semester</b>	<b>Shifted to which semester</b>
1	Customer Relationship Management	Semester V	Semester VI
<b>Totally New Subjects :</b>			
1	Financial Analysis and Business Valuation		
2	Entrepreneurship Management		
3	International Business		

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **SEMESTER – I**

#### **COURSE DETAILS**

1) **Title of the Course: Managerial Economics - I**

2) **Course Code : SF-MS-I-C-MEC**

3) **Course Objective:**

The Course will help the learner –

- To learn the working of micro variables of the economy.
- To analyze the working of demand and supply curves, while being able to see the impact of it on the economy.
- To analyze the different types of economies through various predefined characteristics.
- To analyze the supply patterns and understand the scales of economies and the level of diseconomies in an industry.
- To identifying different variables influencing the pricing of a product in a firm; and being able to calculate the price in different working scenarios.

4) **Course Outcome (CO) :**

**CO1** - The learner will be able to analyze different types of economies and the working of demand and supply curves, while being able to see the impact of it on the economy.

**CO2** - The learner will be able to identify different variables which influences the pricing of a product in a firm; and being able to calculate the price in different working scenarios.

**CO3** - The learner will be able to analyze the supply patterns and understand the scales of economies and the level of diseconomies in an industry.

5) **Category of Course : Core Course**

6) **Semester : I**

7) **Total Hours: 60 hours**

8) **Total Credits: 03 Credits**

9) **Evaluation Pattern :**

- a. **Total Marks: 100 Marks (10 Point Grading System)**
- b. **Passing Criteria: 40% Marks (04 Grade Points)**

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
Subject Oriented Activities – • PPT Presentations • Assignments • Case Studies • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Introduction to Business Economics AND Demand Analysis</b>	<b>Introduction: Business Economics- meaning, nature, scope and significance:</b> Introduction & meaning: Nature of business economics, scope of business economics The basics of market demand market supply and equilibrium price, meaning and type of elasticity of demand, their significance. <b>Demand estimation and forecasting: meaning and significance- methods of demand estimation, survey and statistical methods.</b>
<b>II</b>	<b>Supply and Production decisions</b>	<b>Supply and production decisions:</b> Production function, isoquants, properties of isoquant, iso cost line least cost factor combination and expansion path. Short run analysis with law of variable proportions, long run production function and laws of returns to scale, economies and diseconomies of scale.
<b>III</b>	<b>Cost Analysis and Concept of Revenue &amp; Break even Analysis</b>	<b>Cost of production:</b> Various concepts of cost: accounting cost and economic cost, explicit and implicit cost, Private Cost and social cost, sunk cost and incremental cost, fixed cost and variable cost, short run total cost and per unit cost function, long run average cost curve (LAC) & learning curve. <b>Concept of revenue and break even analysis:</b> Concept of revenue. Total revenue, average revenue. Marginal revenue. Relationship between AR & MR curves under perfect competition, Relationship between AR & MR curves under imperfect competition, • Break even analysis.
<b>IV</b>	<b>Market structure and Pricing Practices</b>	<ul style="list-style-type: none"><li>• Decisions under Imperfect Competition, Short run and long run equilibrium of a competitive firm and of industry – monopoly – Short run and long- run equilibrium of a firm under Monopoly</li><li>• Monopolistic competition: Equilibrium of a firm under monopolistic competition,</li><li>• Oligopolistic markets: key attributes of oligopoly – Collusive and non-collusive Oligopoly market – Price</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

		<p>rigidity – Cartels and price leadership models (with practical examples)</p> <ul style="list-style-type: none"><li>• Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, discriminating pricing, multiple – product pricing – transfer pricing (case studies on how pricing methods are used in business world)</li></ul>
--	--	---

### **11) References:**

- M.L.Jhingan, *Micro Economic Theory*, Vrinda Publications Private Limited, Delhi, 2011
- W.Bruce Allen, Neil Doherty, Keith Weigelt, Edwin Mansfield, *Managerial Economics ,Applications, And Causes*, W.W Norton & Company, New York, London, 2005
- Sampat Mukherjee, *Modern Economic Theory*, New Age (P) Limited, New Delhi, 2008
- Rahul.A.Shastri, *Microeconomic Theory*, Universities Press (India) Limited, Hyderabad, 2000.
- S.K.Misra, V .K. Puri, *Modern Microeconomics (Theory and Applications)* Himalaya Publishing House, Delhi, 1996.
- Dr.D.D.Chaturvedi, Dr. S.L. Gupta, *Business Economics (Theory & amp; Applications)* International Book House Pvt. Ltd .New Delhi, 2013.

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Business Law**

**2) Course Code : SF- MS-I-C-BL**

**3) Course Objective:**

The Course will help the learner –

- To understand the basic concept of Business Law.
- To provide a learner with the practical legal knowledge of a general business.
- To study the rights and obligations arising out of Contracts.
- To get better understanding of contract of sales.
- To get detailed knowledge about the application of negotiable instruments and its legal provisions.
- To understand legal nature of Company Law.
- To explain the basic concept related to Consumer Education and Protection.
- To introduce fundamental and legal aspects of intellectual property rights to a learner.

**4) Course Outcome (CO) :**

**CO1** - Learner can acquire knowledge about meaning, types and sources of Business law.

**CO2** - It will help a learner to identify the basic legal principles behind contractual Agreements and gives clarity in understanding how the law of contract affect us on daily basis

**CO3** - A learner will be able to understand the objects of consumer law.

**CO4** - They will get a detailed knowledge about the application of negotiable instruments and intellectual property law principles.

**CO5** - It will get clear knowledge about the concept of company and shares under company law.

**CO6** - It will help to understand the use of memorandum of association and articles of association in a company.

**5) Category of Course : Core Course**

**6) Semester : I**

**7) Total Hours: 60 hours**

**8) Total Credits: 03 Credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments    • Case Studies                      • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>



**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	<b>Introduction, Contract Act, 1872 &amp; Sale of Goods Act, 1930</b>	<ul style="list-style-type: none"><li>• <b>Introduction to Business Law :</b> Meaning and Definitions of Law and Business Law, Scope and Objectives of Business Law, Sources of Business Law, Importance and Problems of Business Law, Requirements of Effective Business Law</li><li>• <b>Contract Act, 1872:</b> Essential elements of Contract; Agreement and Contract – Capacity to Contract, free consent, consideration, lawful objects/ consideration, Breach of contract. Remedies for breach of Contract.</li><li>• <b>Sale of Goods Act, 1930:</b> Scope of Act, Sale and Agreement to sell, essential of a valid Sale Contract – Conditions and warranties – Implied Condition and warranties, Rights of an unpaid seller.</li></ul>
II	<b>Negotiable Instrument Act, 1981 &amp; Consumer Protection Act, 1986</b>	<ul style="list-style-type: none"><li>• <b>Negotiable Instrument Act, 1981:</b> Introduction of Negotiable Instruments– Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonour of Cheque.</li><li>• <b>Consumer Protection Act, 1986:</b> Objects of Consumer Protection- Introduction of Consumers, who is consumer? Meaning of the words “Goods and services” –Meaning of the words “Defects and Deficiencies of goods and services” Consumer disputes and Complaints.</li></ul>
III	<b>Company Law</b>	<b>Company Law:</b> What is company? – Incorporation of company – MOA, AOA, Prospectus, Meetings, Meaning of transfer and transmission of shares.
IV	<b>Intellectual Property Rights(IPR)</b>	IPR definition/ objectives Patent definition. What is patentable? What is not patentable? Invention And its Attributes, Inventors and Applications Trademarks, definition, types of trademarks, infringement and passing off. Copy right definition and subject in which copy right exists, Originality, Meaning and Content, Authors and Owners, Rights and Restrictions. Geographical indications (only short notes)

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **11) References:**

- Aswathappa, K. and Reddy, G. Sudarsana. *Business Regulations*. Mumbai. Himalaya Publishing House Pvt. Ltd. 2015.
- Bulchandani, K.R. *Business Law*. Mumbai. Himalaya Publishing House. 2010.
- Gulshan, S.S. *Company Law*. New Delhi. Excel Books. (2008)
- Gulshan, S.S. Kapoor, G.K. Patiwal, Manisha. and Basu, Sanjibkumar. *Law, Ethics and Communication*. New Delhi. New Age International Publishers. 2008.
- Jagota, Dr. Rajni. *Company Law*. New Delhi. Taxmann Publication. 2020
- Kapoor, N.D. *Business Law*. New Delhi. Sultan Chand and Sons (P.) Ltd. 2019.
- Kuchhal, M.C. *Business Law*. New Delhi. Vikas Publishing House Pvt. Ltd. 2011.
- Nadhani, Asok. *Business and Corporate Laws*. New Delhi. BPB Publications. 2009.
- Singh, Avtar. *Business Law*. Lucknow. EBC Publishing Ltd. 2011.
- Vechalekar, Prof. Dr. N.M. *Business Law*. Pune. Everest Publishing House. 2013.

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Business Statistics**

**2) Course Code : SF-MS-I-C-STAT**

**3) Course Objective:**

The Course will help the learner –

- To familiarize the Learner with various concepts and tools that can be used for effective decision making.
- To develop the Learner ability to deal with numerical and quantitative issues in business.
- To enables the use of statistical, geographical and algebraic techniques wherever relevant.
- To have a proper understanding of statistical applications in economics and Management.

**4) Course Outcome (CO) :**

**CO1** – Quantitative methods are important as it will help the learner to know “How Much” profit the business would earn, whether it is cumulative or not.

**CO2** - It also helps the learner to understand the co-relation of different variables of a business from the view point of a manager.

**5) Category of Course : Core Course**

**6) Semester : I**

**7) Total Hours: 60 hours**

**8) Total Credits: 03 Credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Introduction to Statistics	<ul style="list-style-type: none"><li>• <b>Introduction:</b> Functions/Scope, Importance, Limitations • Data: Relevance of Data(Current Scenario), Type of data(Primary &amp; Secondary), Primary(Census vs Samples, Method of Collection (In Brief), Secondary(Merits, Limitations, Sources) (In Brief)</li><li>• <b>Presentation Of Data:</b> Classification Frequency Distribution – Discrete &amp; Continuous, Tabulation, Graph(Frequency, Bar Diagram, Pie Chart, Histogram, Ogives)</li><li>• <b>Measures Of Central Tendency:</b> Mean(A.M, Weighted, Combined), Median(Calculation and graphical using Ogives), Mode(Calculation and Graphical using Histogram), Comparative analysis of all measures of Central Tendency</li></ul>
II	Measures	<ul style="list-style-type: none"><li>• <b>Measures Of Dispersion:</b> Range with C.R(Co-Efficient Of Range), Quartiles &amp; Quartile deviation with CQ (Co-Efficient Of Quartile), Mean Deviation from mean with CMD (Co-Efficient Of Mean Deviation), Standard deviation with CV(Co-Efficient Of Variance), Skewness&amp; Kurtosis (Only concept)</li><li>• <b>Co-Relation:</b> Karl Pearson, Rank Co-Relation</li><li>• <b>Linear Regression:</b> Least Square Method</li></ul>
III	Time Series and Index Number	<ul style="list-style-type: none"><li>• <b>Time Series:</b> Least Square Method, Moving Average Method, Determination of Season</li><li>• <b>Index Number:</b> Simple(unweighted) Aggregate Method, Weighted Aggregate Method, Simple Average of Price Relatives, Weighted Average of Price Relatives,</li></ul>

## BACHELOR OF MANAGEMENT STUDIES: B.M.S.

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

		Chain Base Index Numbers, Base Shifting, Splicing and Deflating, Cost of Living Index Number
IV	Probability and Decision Theory	<ul style="list-style-type: none"><li>• <b>Probability:</b> Concept of Sample space, Concept of Event, Definition of Probability, Addition &amp; Multiplication laws of Probability, Conditional Probability, Bayes' Theorem(Concept only), Expectation &amp; Variance, Concept of Probability Distribution(Only Concept)</li><li>• <b>Decision Theory:</b> Acts, State of Nature Events, Pay offs, Opportunity loss, Decision Making under Certainty, Decision Making under Uncertainty,</li><li>• <b>Non-Probability:</b> Maximax, Maximin, Minimax, Regret, Laplace &amp; Hurwicz)</li><li>• <b>Probabilistics</b> (Decision Making under risk): EMV, EOL, EVPI</li><li>• <b>Decision Tree</b></li></ul>

### 11) References:

- Biswas. D, *Probability and Statistics*, Kolkata, New Central Book Agency Private Ltd, 2006.
- Dr. J.K. Thukral, *Business Statistics*, New Delhi, Taxman's Publication, 2011.
- G.L.Thirkettle, *Weldon's Business Statistical Method*, Mc Donald and Evans Ltd, 1981.
- Gupta S.P, *Statistical Methods*, New Delhi, Sultan Chand and Sons, Educational Publisher, 2017.
- Gupta S.P, Gupta M.P, *Business Statistics*, New Delhi, Sultan Chand and Sons, Educational Publisher, 2017.
- Gupta S.P, Gupta P.K, Mohan Man, *Quantitative Technique I*, New Delhi, Sultan Chand and Sons, Educational Publisher, 2003.
- Hoga, Mckean, Craig, *Introduction to Mathematical Statistics*, New Delhi, Pearson Education, 2005.
- Kamothi, N.O, *Business Statistics*, Jaipur, Shree Niwas Publication, 2010.

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Financial Accounting - I**

**2) Course Code : SF-MS-I-E- FA**

**3) Course Objective:**

The Course will help the learner –

- To know the meaning of concept, principle and policies being on which accounting science has emerged.
- To know financial position of the business organisation.
- To understand the concept of capital & revenue receipts and expenditures.
- To understand the process of preparing the final accounts of a business organization from trial balance.
- To understand the accounting treatment in case of Hire Purchase Transactions.

**4) Course Outcome (CO) :**

**CO1** –The learner will be able to use various Accounting Standards along with various techniques of preparing financial statements.

**CO2-** Understanding the concept of capital & revenue receipts and expenditures will make learner to identify and classify the capital and revenue receipts while preparing Financial Statements.

**CO3-**The learner will be able to value inventory and effectively maintain the inventory register which is a pre-requisite for any kind of business activity.

**CO4-**Proper understanding of Hire Purchase and its accounting treatment will make learner competent enough dealing in transactions of Hire Purchase in practical life.

**5) Category of Course : Elective Course**

**6) Semester : I**

**7) Total Hours: 60 hours**

**8) Total Credits: 03 Credits**

**9) Evaluation Pattern :**

- a. **Total Marks:** 100 Marks (10 Point Grading System)
- b. **Passing Criteria:** 40% Marks (04 Grade Points)

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>



**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Introduction to Accounting	<ul style="list-style-type: none"><li>• Meaning and Scope of Accounting:</li><li>• Need and development, definition: Book-Keeping and accounting, Persons interested in accounting, Branches of accounting, Objectives of accounting.</li></ul> Accounting principles: <ul style="list-style-type: none"><li>• Introductions to Concepts and conventions.</li><li>• Introduction to Accounting Standards: Meaning and Scope)</li></ul> AS 1 : Disclosure to Accounting Policies AS 9: Revenue Recognition. <b>AS 10: Property ,Plant &amp; Equipment</b> <ul style="list-style-type: none"><li>• International Financial Reporting Standards (IFRS): Introduction to IFRS</li><li>• IAS-1: Presentation of Financial Statements (Introductory Knowledge)</li><li>• IAS-2:Inventories (Introductory Knowledge)</li></ul> Accounting in Computerized Environment: Introduction, Features and application in various areas of Accounting
II	<b>Classification of Receipts &amp; Expenditure, Stock Valuation and Hire Purchase</b>	<ul style="list-style-type: none"><li>• <b>Expenditure:</b> Classification of Expenditure- Capital, Revenue and Deferred Revenue expenditure. Unusual expenses: Effects of error: Criteria test.</li><li>• <b>Receipts:</b> Capital receipt, Revenue receipt, Distinction between capital receipts and revenue receipts.</li><li>• <b>Profit or Loss:</b> Revenue profit or loss, capital profit or loss</li><li>• <b>Stock Valuation</b></li><li>• <b>Hire Purchase Accounting</b></li></ul>
III	Depreciation Accounting & Trial Balance	<b>Depreciation accounting:</b> Practical problem based on depreciation using SLM and WDV methods. (Where Provision for depreciation Account not maintained). <b>Preparation of Trial Balance:</b> Introduction and Preparation of Trial Balance
IV	Final Accounts	Introduction to Final Accounts of a Sole proprietor. Rectification of errors. Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet.

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **11) References:**

- Grewal, T.S. and Gupta, S.C. *Introduction To Accountancy*. New Delhi. S. Chand & Company Ltd 2010.
- Hanif, *Advanced Accounting*. Mumbai. Tata Mc. Grow Hill and Co. Ltd. 2006.
- Lingiseti, Venu. *Accounting and its applications*. Hyderabad. The Icfai University Press. 2009.
- Maheshwari, S.N. *Financial Accounting*. New Delhi. Vikas Publishing House Pvt. Ltd. 2011.
- Mukhopadhyay, Dinabandhu. *Financial Accounting*. New Delhi. S. Chand & Company Ltd. 2011.
- Rao, Thukaram. *Advanced Accountancy*. New Delhi. New Age International (P) Ltd. Publishers. 2005.
- Sujatha, B. *Accounting Standards in India: Towards Coverage*. Hyderabad. The Icfai University Press. 2007.
- Shukla, M.C. *Advanced Accounts*. New Delhi. S. Chand & Company Ltd. 2012.
- Sharma, D.G. *Accounting Standards*. New Delhi. Taxmann Allied Services (P.) Ltd. 2006.
- Wood, Frank. And Sangster, Alan. *Business Accounting*. United Kingdom. Dorling Kindersley (India) Pvt. Ltd. 2010.

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course:** **Business Environment**

**2) Course Code :** SF-MS-I-E- BE

**3) Course Objective:**

The Course will help the learner –

- To analyze the environment of a business from the legal & regulatory, macroeconomic, cultural, political, technological and natural perspectives.
- To critically assess the business environment of an organization using selected strategic tools.
- To Conduct an in-depth analysis of a specific component of the business environment and relate it to their own organization.
- To Construct and present scenarios that synthesize business environment information.

**4) Course Outcome (CO) :**

**CO –** The learner will be able to analyze the environment of a business and Conduct an in-depth analysis of a specific component of the business environment and relate it to their own organization.

**5) Category of Course :** Elective Course

**6) Semester :** I

**7) Total Hours:** 60 hours

**8) Total Credits:** 03 Credits

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Introduction to Business Environment	<ul style="list-style-type: none"><li>• <b>Business:</b> Meaning, Definition, Nature &amp; Scope, Types of Business Organizations</li><li>• <b>Business Environment:</b> Meaning, Characteristics, Scope and Significance, Components of Business Environment</li><li>• <b>Micro and Macro Environment:</b> Definition, Differentiation, Analysis of Business Environment, SWOT Analysis.</li><li>• <b>Introduction to Micro-Environment:</b> <b>Internal Environment:</b> Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity <b>External Environment:</b> Firm, customers, suppliers, distributors, Competitors, Society</li><li>• <b>Introduction to Macro Components:</b> Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal)</li></ul>
II	Political and Legal environment	<ul style="list-style-type: none"><li>• <b>Political Institutions:</b> Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India.</li><li>• <b>Economic environment:</b> economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy</li><li>• Impact of business on Private sector, Public sector and Joint sector</li><li>• Sun-rise sectors of India Economy. Challenges of Indian economy.</li></ul>
III	Social and Cultural Environment, Technological environment and Competitive Environment	<ul style="list-style-type: none"><li>• <b>Social and Cultural Environment:</b> Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business</li><li>• <b>Technological environment:</b> Features, impact of technology on Business</li><li>• <b>Competitive Environment:</b> Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

<b>IV</b>	<b>International Environment</b>	<ul style="list-style-type: none"><li>• <b>International Environment –</b> GATT/ WTO: Objective and Evolution of GATT, Uruguay round, GATT v/s WTO, Functions of WTO, Pros and Cons of WTO. Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model. MNCs: Definition, meaning, merits, demerits, MNCs in India FDI: Meaning, FDI concepts and functions, Need for FDI in developing Countries, Factors influencing FDI, FDI operations in India, Challenges faced by International Business and Investment Opportunities for Indian Industry.</li></ul>
-----------	----------------------------------	--

### **11) References:**

- Aswathappa,K. *Essential of Business Environment*. Himalaya Publication.2001.
- Dr. Bhatnagar, K.C.*Environmental Management*. New Delhi. Global India Publication (P).Ltd.2009.
- ICFAI. *Global Business Environment*. Hyderabad. ICFAI Centre for Management Research .2004.
- Aswathappa, K. *International Business*.New Delhi. McGraw Hill Education.2012.
- ICFAI.*Business Strategy*. Hyderabad. ICFAI Centre for Management Research .2003.
- Hick, Herbet.*Business,An involvement approach*.Kogakusha. Tata McGraw Hill Education. 1975

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **COURSE DETAILS**

1) **Title of the Course:** Basics of Financial Services

2) **Course Code :** SF-MS-I-E- BFS

3) **Course Objective:**

The Course will help the learner –

- To know the core concepts of business finance and its importance in managing a business.
- To 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.
- To prepare Learner who wish to practice personal financial planning.
- To acquire the skills necessary to participate in managing a financial services company.
- To introduce Learner to the world of finance services.
- To acquire knowledge of workings of Indian Banking System.
- To make a learner understand the basic concept of Insurance Sector.
- To get fundamental knowledge about Mutual Funds and study some of the mutual fund schemes.

4) **Course Outcome (CO) :**

**CO1** – Learner will get in depth knowledge and skill which are necessary to become employable in the financial service industry.

**CO2** – Learner will acquire basic understanding of the fundamental concepts and working of financial service institutions.

**CO3** – It will help all learner to differentiate between organized and unorganized financial markets of the Indian financial system.

**CO4** – Learner understands the structure and components of Financial System.

**CO5** – Learner will be able to describe different types of insurance products offered by Insurance companies.

**CO6** – Learner will be able to know core concepts of Commercial Bank, Development Bank and RBI.

**CO7** – Learner will be able to learn the importance of Mutual Funds and how it function in India.

5) **Category of Course :** Elective Course

6) **Semester :** I

7) **Total Hours:** 60 hours

8) **Total Credits:** 03 Credits

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **9) Evaluation Pattern :**

- a. Total Marks:** 100 Marks (10 Point Grading System)
- b. Passing Criteria:** 40% Marks (04 Grade Points)
- c. Marking Scheme :** 60:40 Pattern
  - 60 Marks – Written Semester End Exam (Passing: 24 Marks)
  - 40 Marks – Internal Exam (Passing: 16 Marks)
- d. Mode of Evaluation of Answer-book :** Online/Offline
- e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

### **f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations • Assignments • Case Studies • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>



## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Financial System</b>	<ul style="list-style-type: none"><li>• An overview of Financial System, Financial Markets, Structure of Financial Market (Organized and Unorganized Market), Components of Financial System,</li><li>• 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).</li></ul>
<b>II</b>	<b>Commercial Banks, RBI And Development Banks</b>	<ul style="list-style-type: none"><li>• Concept of Commercial Banks- Functions, Investment Policy of Commercial Banks, Liquidity in Banks, Asset Structure of Commercial Banks, Non-Performing Assets, and Interest Rate reforms, Capital Adequacy Norms.</li><li>• Reserve Bank of India-Organisation &amp; Management, Role And Functions</li><li>• Development Banks-Characteristics of Development Banks, Need And Emergence of Development Financial Institutions In India, Function of Development Banks.</li></ul>
<b>III</b>	<b>Insurance</b>	<ul style="list-style-type: none"><li>• 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</li></ul>
<b>IV</b>	<b>Mutual Funds</b>	<ul style="list-style-type: none"><li>• Mutual Funds: 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.</li></ul>

### **11) References:**

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

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Business Communication - I**

**2) Course Code : SF-MS-I-AB-BC**

**3) Course Objective:**

The Course will help the learner –

- This course will give a comprehensive view of communication, Language and Writing Skills which are pre-requisites in the outside market.
- This course will highlight the role and importance of communication in the business world.

**4) Course Outcome (CO) :**

**CO1** – The learner will be able to develop interpersonal communication skills which can be effectively applied in the outside market.

**CO2** - The learner will be able to write effective Business / Personal letters.

**CO3-** The learner will be able to develop and deliver effective presentations

**CO4-** The course will make a the learner competent enough in business correspondence

**5) Category of Course : Ability / Skill Enhancement Course**

**6) Semester : I**

**7) Total Hours: 60 Hours**

**8) Total Credits: 03 Credits**

**9) Evaluation Pattern :**

- Total Marks:** 100 Marks (10 Point Grading System)
- Passing Criteria:** 40% Marks (04 Grade Points)
- Marking Scheme : 60:40 Pattern**
  - 60 Marks – Written Semester End Exam (Passing: 24 Marks)
  - 40 Marks – Internal Exam (Passing: 16 Marks)
- Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **10) Modules/Units :**

<b>MODULE NO.</b>	<b>MODULE TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Theory of Communication</b>	<ul style="list-style-type: none"><li>• Concept of Communication: Meaning, Definition, Process, Need, Feedback, Emergence of Communication as a key concept in the Corporate and Global world, Impact of technological advancements on Communication, Channels and Objectives of Communication: Channels</li><li>• Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</li><li>• Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)</li><li>• Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication, Characteristics of Non-verbal Communication, Telephone and SMS Communication (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E-communication Video and Satellite Conferencing</li></ul>
<b>II</b>	<b>Obstacles to Communication in Business World</b>	<ul style="list-style-type: none"><li>• Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</li><li>• Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4</li><li>• Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility</li></ul>
<b>III</b>	<b>Business Correspondence-</b>	<ul style="list-style-type: none"><li>• Theory of Business Letter Writing: Parts, Structure, Layouts— Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing,</li><li>• Personnel Correspondence: <b>Statement of Purpose</b>, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation.</li></ul>
<b>IV</b>	<b>Language and Writing Skills-</b>	<ul style="list-style-type: none"><li>• Commercial Terms used in Business Communication Paragraph Writing: Developing an idea, using appropriate linking devices, etc. [Interpretation of technical data, Composition on a given situation, a short informal report etc.]</li><li>• <b>Basic Grammar (Articles , Parts of Speech)</b></li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **11) References:**

- Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
- Aswalthapa, K (1991) Organisational Behaviour, Himalayan Publication, Mumbai.
- Banerjee, Bani P (2005) Foundation of Ethics in Mangement Excel Books 10.Businessworld Special Collector's Issue: Ethics and the Manager
- Barkar, Alan(1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.
- Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) Public Relations Handbook, TheDartwell Co., Chicago.
- Dayal, Ishwar(9810) Managing Large Organizations: A Comparative Study.
- Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.
- Fisher Dalmar, (1999), Communication in Organisation, Jaico Pub House, Mumbai, Delhi.
- Frailley, L.E. (1982) Handbook of Business Letters, Revised Edn. Prentice Hall Inc.
- French, Astrid (1993) Interpersonal Skills. Sterling Publishers, New delhi
- Gupta, Anand Das (2010) Ethics, Business and Society: Managing Responsibly Response Books  
Gupta, Dipankar (2006) Ethics Incorporated: Top Priority and Bottom Line Response Books
- Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall, New Jersey.
- Lesikar, Raymond V and Petit, John D.(1994) Business Communication: Theory and Application , Richard D. Irwin Inc. Illinois.
- Parry, John (1968) The Psychology of Human Communication.
- Parson, C.J. and Hughes (1970) Written Communication for Business Learner, Great Britain.
- Peterson, Robert A and Ferrell, O.C (2005) Business Ethics: New Challenges for Business Schools and Corporate Leaders Prentice Hall of India Pvt., Ltd
- Stephenson, James (1988) Principles and Practice of Commercial Correspondence, Pilman and Sons Ltd. London.
- Shurter, Robert L. (1971) Written Communication in Business, McGraw Hill, Tokyo

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Organisational Behaviour**

**2) Course Code : SF-MS-I-ID-OB**

**3) Course Objective:**

The Course will help the learner –

- To develop the importance of human behavior.
- To describe how people behave under different conditions and understand why people behave as they do. It will provide the Learner to analyze specific strategic human resources demands for future action.
- To synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behavior and improve results.

**4) Course Outcome (CO) :**

**CO1-** The learner will be able to apply the concept of organizational behavior to understand the behavior of people in the organization.

**CO2-** The learner will be able to analyze the complexities associated with management of individual behavior in the organization.

**CO3-** The learner will be able to analyze the complexities associated with management of the group behavior in the organization.

**CO4-** The learner will be able to understand how organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization

**5) Category of Course : Inter-Disciplinary Course**

**6) Semester : I**

**7) Total Hours: 60 Hours**

**8) Total Credits: 02 Credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations      • Assignments • Case Studies              • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **10) Modules/Units :**

<b>MODULE NO.</b>	<b>MODULE TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Introduction to Behaviour and Organisational Behaviour</b>	<ul style="list-style-type: none"><li>• Individual behaviour: Factors influencing individual differences and Influence of Environment.</li><li>• Personality: Traits and determinants (Big 5 Model) and Johari window.</li><li>• Introduction to Organisational Behaviour: Goal of organisational behaviour and scope of organisational behaviour.</li></ul>
<b>II</b>	<b>Group dynamics</b>	<ul style="list-style-type: none"><li>• Group formation and its types, IQ, EQ and SQ</li><li>• Power and politics</li><li>• Team and types of teams and Negotiations.</li></ul>
<b>III</b>	<b>Organisational Culture and Motivation</b>	<ul style="list-style-type: none"><li>• Work culture, Transmission of culture.</li><li>• Organisational Change:- Factors influencing Organisational change, ways of resistance</li><li>• Motivational Theories: - Maslow theory, ERG, X &amp; Y theory and carrot and stick approach.</li></ul>
<b>IV</b>	<b>Stress and Time Management</b>	<ul style="list-style-type: none"><li>• Stress: Types, causes, consequences and coping.</li><li>• Time Management: Conflict management &amp; Resolution, reasons, types, ways to resolve.</li></ul>

### **11) References:**

- Aswathappa, K. *Organizational Behaviour; Text, Cases and Games*. Mumbai. Himalaya Publishing House Pvt. Ltd. 2011.
- Ghanekar, Dr. Anjali. *Organizational Behaviour; Concept and Cases*. Pune. Everest Publishing House. 2006.
- Luthans, Fred. *Organizational Behaviour*. Singapore. McGraw – Hills Book Co. 1995.
- Luthans, Fred. *Organizational Behaviour*. Singapore. McGraw – Hills Book Co. 2002
- Luthans, Fred. *Organizational Behaviour*. Singapore. McGraw – Hills Book Co. 2004
- Singh, Yogendra. Pandey, Mamta. *Organizational Behaviour*. Delhi. A.I.T.B.S. Publishers. 2004.



## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **COURSE DETAILS**

1) **Title of the Course:** **Soft Skills and Language Enhancement - I**

2) **Course Code :** SF-MS-I-AD-SSLE

3) **Course Objective:**

The Course will help the learner –

- To learn Basic Functional English and build confidence for speaking confidently.
- To enhance the skills required in a candidate for employability.

4) **Course Outcome (CO):**

**CO1** – The learner would be able to speak English confidently in his day to day life and that will also put an impact at his work place.

**CO2** – The learner will acquire knowledge of skills required for employability as well as other soft skills will also be improved.

5) **Category of Course :** Project / Additional Course

6) **Semester :** I

7) **Total Hours:** 60 Hours

8) **Total Credits:** 02 Credits

9) **Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**10) Modules/Units :**

MODULE NO.	MODULE TOPIC	CONTENTS COVERED
I	Introduction to Basic English	<ul style="list-style-type: none"><li>• Parts of speech and Articles</li><li>• Tense</li><li>• Active and Passive Voice</li></ul>
II	Listening, Reading & Speaking Skills	<ul style="list-style-type: none"><li>• Listening</li><li>• Reading</li><li>• Speaking</li></ul>
III	Spellings, Punctuation & Conversation	<ul style="list-style-type: none"><li>• Spellings</li><li>• Punctuation</li><li>• Conversation</li><li>• Narration</li></ul>
IV	Basic Professional Etiquettes	<ul style="list-style-type: none"><li>• Handshake Etiquettes</li><li>• Office / Cubical Etiquettes</li><li>• Meal Etiquettes</li><li>• Business Card Etiquettes</li></ul>

**11) References:**

- McCarthy, Michael and O'Dell, Felicity. *English Vocabulary in Use*.Camridge University Press
- Taylor, John. *The Handbook of Written English*.
- Nanda, J.K. and Paul, D.S. *Spoken English*. New Delhi. Vee Kumar Publications Pvt Ltd
- Taylor, Ken. *Fifty Ways to improve your Business English*. Summer Town Publishing

.....

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **SEMESTER – II**

#### **COURSE DETAILS**

**1) Title of the Course: Principles of Management**

**2) Course Code : SF-MS-II-C-POM**

**3) Course Objective:**

The course will help the learner -

- To provide insights on management principles to facilitate efficient decision making.
- To apply rational decision for efficiency within a business organization.
- To study the functions and principles of management.
- To apply effective resource decision in a proper situation.
- To enable the Learner to study the evolution of management.

**4) Course Outcome (CO) :**

**CO1-** The learner will be able to understand the concepts related to business and he/she will be able to demonstrate and play a significant role in management.

**CO2-** The learner will analyze and effectively apply the knowledge of this Course to diagnose and solve organizational problems along with developing optimal managerial decisions.

**CO3-** The Course will guide the learner to understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.

**5) Category of Course : Core Course**

**6) Semester : II**

**7) Total Hours: 60 Hours**

**8) Total Credits: 03 Credits**

**9) Evaluation Pattern :**

- a. **Total Marks:** 100 Marks (10 Point Grading System)
- b. **Passing Criteria:** 40% Marks (04 Grade Points)
- c. **Marking Scheme** : 60:40 Pattern
  - 60 Marks – Written Semester End Exam (Passing: 24 Marks)
  - 40 Marks – Internal Exam (Passing: 16 Marks)
- d. **Mode of Evaluation of Answer-book** : Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **10) Modules/Units :**

<b>MODULE NO.</b>	<b>MODULE TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Nature of Management</b>	<ul style="list-style-type: none"><li>• Management: Concept, Significance, Role &amp; Skills, Levels of Management, POSDCORB, Managerial Grid.</li><li>• Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.</li></ul>
<b>II</b>	<b>Planning and Decision Making</b>	<ul style="list-style-type: none"><li>• Planning: Meaning, Importance, Elements, Process, Limitations and MBO.</li><li>• Decision Making: Meaning, Importance, Process, Techniques of Decision Making</li></ul>
<b>III</b>	<b>Organizing</b>	<ul style="list-style-type: none"><li>• Organizing: Concepts, Structure (Formal &amp; Informal, Line &amp; Staff and Matrix), Meaning, Advantages and Limitations</li><li>• Departmentation: Meaning, Basis and Significance</li><li>• Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control Centralization vs Decentralization</li><li>• Delegation: Authority &amp; Responsibility relationship.</li></ul>
<b>IV</b>	<b>Directing, Leadership, Co-ordination and Controlling</b>	<ul style="list-style-type: none"><li>• Directing: Meaning and Process</li><li>• Leadership: Meaning, Styles and Qualities of Good Leader</li><li>• Co-ordination as an Essence of Management</li><li>• Controlling: Meaning, Process and Techniques</li><li>• Recent Trends: Green Management &amp; CSR</li></ul>

### **11) References:**

- Tripathi, P.C. *Principles of Management*. New Delhi. Tata McGraw Hill Publication. 2006.
- Prasad, Lallan. *Management Principles and Practices*. New Delhi. S.Chand & Company (P).Ltd.1998.
- Ban, John. *The Essence of Total Quality Management*. New Delhi. Prentice Hall of India (P) .Ltd.1995.
- Le Boeuf, Michael. *The Greatest Management Principle in the world*. Bombay. Jaico Publishing. 1987.
- Koontz, Harold. *Essentials of Management*. New Delhi. Tata McGraw Hill Education. 2013.
- Prasad, L.M. *Principles and Practices of Management*. New Delhi. Sultan Chand & Sons.2006.
- Narain, Laxmi. *Principles and Practices of Public Enterprise Management*. New Delhi. S.Chand & Company.1988.
- Weihrich, Heinz. *Management (A Global, Innovative & Entrepreneurial Perspective)*.New Delhi. McGraw Hill Education.2012.

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Industrial Law**

**2) Course Code : SF-MS-II-C-IL**

**3) Course Objective:**

The Course will help the learner –

- To know the development and the judicial setup of labour laws.
- To learn the salient features of welfare and wage legislations.
- To learn the laws relating to Industrial Relations, social security and working conditions.
- To understand the laws related to working condition in different settings.

**4) Course Outcome (CO) :**

**CO1** – This course will help a learner to understand and apply the concept of various laws in the Industrial sector

**CO2** - In this course, a learner will be able to obtain the concept of the mechanism of settling Disputes and maintaining industrial relations.

**CO3** – A learner can be able to understand the laws related to health and safety of the employees in the industries and help to illustrate the role of Trade Union in the Industrial setups.

**CO4** - They will also get knowledge about the important provisions of Wage legislation in reference to Payment of Wages Act, 1936 and Social security legislations in reference to Employees State Insurance Act 1948, Employees Provident Fund Act 1952 and Payment of Gratuity Act 1972.

**5) Category of Course : Core Course**

**6) Semester : II**

**7) Total Hours: 60 hours**

**8) Total Credits: 03 Credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>



## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Laws Related to Industrial Relations and Industrial Disputes</b>	<ul style="list-style-type: none"><li>• Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure</li><li>• The Trade Union Act, 1926</li></ul>
<b>II</b>	<b>Laws Related to Health, Safety and Welfare</b>	<ul style="list-style-type: none"><li>• The Factory Act 1948: (Provisions related to Health, Safety and Welfare)</li><li>• The Workmen's Compensation Act, 1923 Provisions: □ Introduction: The doctrine of assumed risk, The doctrine of Common Employment, The doctrine of Contributory Negligence □ Definitions □ Employers liability for compensation (S-3 to 13) □ Rules as to Compensation (Sec 4 to Sec 9) (14 A &amp; 17)</li></ul>
<b>III</b>	<b>Social Legislation</b>	<ul style="list-style-type: none"><li>• Employee State Insurance Act 1948: Definition and Employees Provident Fund</li><li>• Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues</li></ul>
<b>IV</b>	<b>Laws Related To Compensation Management</b>	<ul style="list-style-type: none"><li>• The payment of Wages Act 1948: Objectives, Definition, Authorized Deductions</li><li>• Payment of Bonus Act, 1965</li><li>• The Payment Of Gratuity Act, 1972</li></ul>

### **11) References:**

- Arora, Sushma. *Business and Industrial Laws*. New Delhi. Taxman Publications. 2015.
- Chadha, P.R. *Business and Industrial Laws*. New Delhi. Galgotia Publishing Company. 2017.
- Gulshan, S.S. Kapoor, G.K. Patiwal, Manisha. and Basu, Sanjibkumar. *Law, Ethics and Communication*. New Delhi. New Age International Publishers. 2008.
- Malik, P.L. and Malik, Sumeet. *Handbook of Labour and Industrial Law*. Lucknow. EBC Publishing Ltd. 2010.
- Nadhani, Asok. *Business and Corporate Laws*. New Delhi. BPB Publications. 2009.

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Business Mathematics**

**2) Course Code : SF-MS- II- C- BM**

**3) Course Objective:**

- This course aims to equip Learner with a broad based knowledge of mathematics with emphasis on management applications.
- The basic objective of this course is to impart knowledge of different quantitative methods and mathematical tools in business decisions and management.

**4) Course Outcome (CO) :**

**CO1** – The learner will be able to explain and have a good working practice of mathematical tools for taking appropriate decisions in managerial situations.

**CO3** – The learner will be able to compare and analyze business data by gaining knowledge about basic mathematical tools used in business.

**5) Category of Course : Core Course**

**6) Semester : II**

**7) Total Hours: 60 hours**

**8) Total Credits: 03 Credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Elementary Financial Mathematics</b>	<ul style="list-style-type: none"><li>• Simple and Compound Interest: Interest compounded once a year, more than once a year, continuous, nominal and effective rate of interest</li><li>• Annuity-Present and future value-sinking funds</li><li>• Depreciation of Assets: Equated Monthly Installments (EMI) - using flat interest rate and reducing balance method.</li><li>• Functions: Algebraic functions and the functions used in business and economics, Break Even and Equilibrium point.</li><li>• Permutation and Combination: (Simple problems to be solved with the calculator only)</li></ul>
<b>II</b>	<b>Matrices and Determinants</b>	<ul style="list-style-type: none"><li>• Matrices: Some important definitions and some important results. Matrix operation (Addition, scalar multiplication, matrix multiplication, transpose of a matrix)</li><li>• Determinants of a matrix of order two or three: properties and results of Determinants</li><li>• Solving a system of linear equations using Cramer's rule</li><li>• Inverse of a Matrix (up to order three) using ad-joint of a matrix and matrix inversion method</li><li>• Case study: Input Output Analysis</li></ul>
<b>III</b>	<b>Derivatives and Applications of Derivatives •</b>	<p>Introduction and Concept: Derivatives of constant function, logarithmic functions, polynomial and exponential function</p> <ul style="list-style-type: none"><li>• Rules of derivatives: addition, multiplication, quotient</li><li>• Second order derivatives</li><li>• Application of Derivatives: Maxima, Minima, Average Cost and Marginal Cost. Total revenue, Marginal revenue, Average revenue. Average and Marginal profit. Price elasticity of demand</li></ul>
<b>IV</b>	<b>Elementary Probability Distribution</b>	<ul style="list-style-type: none"><li>• Discrete Distribution: Binomial Poisson</li><li>• Continuous Probability Distribution: Normal Distribution</li></ul>

### **11) References:**

- Ramasastry A.S, *Quantitative Methods for Banking and Finance*, Delhi, Macmillan, 2008.
- Verma A.P, *Business Mathematics*, New Delhi, Asian Book Private Limited, 2007.

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Financial Accounting- II**

**2) Course Code : SF-MS-II-E-FA**

**3) Course Objective:**

- To understand the provisions relating to underwriting of shares and debentures
- To develop skills required in preparation of final accounts of Companies
- To study accounting treatment of Investments and foreign currency transactions
- To understand the requirement of ethics in accounting

**4) Course Outcome (CO) :**

**CO1** – The learner will get aware of various term and provisions related to Underwriting of Securities, foreign currency transactions and investment accounting.

**CO2-** The learner will be in a position to prepare and understand Financial Statements of Companies.

**CO3-** The learner will be in a position to behave ethically in accounting field.

**5) Category of Course : Elective Course**

**6) Semester : II**

**7) Total Hours: 60 hours**

**8) Total Credits: 03 Credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	<b>Preparation of Final Accounts of Companies</b>	<ul style="list-style-type: none"><li>Relevant provisions of Companies Act related to preparation of Final Accounts (excluding cash flow statement) Preparation of financial statements as per Companies Act (excluding cash flow statement) AS 1 in relation to final accounts of companies (disclosure of accounting policies)</li></ul>
II	<b>Underwriting of Shares &amp; Debentures</b>	<ul style="list-style-type: none"><li>Introduction, Underwriting, Underwriting Commission Provision of Companies Act with respect to Payment of underwriting commission Underwriters, Sub-Underwriters, Brokers and Manager to Issues Types of underwriting, Abatement Clause Marked, Unmarked and Firm-underwriting applications, Liability of the underwriters in respect of underwriting contract- Practical problems</li></ul>
III	<b>Investment Accounting (w.r.t. Accounting Standard- 13)</b>	<b>Investment Accounting</b> <ul style="list-style-type: none"><li>For shares (variable income bearing securities)</li><li>For Debentures/Preference shares (fixed income bearing securities) Accounting for transactions of purchase and sale of investments with ex and cum interest prices and finding cost of investment sold and carrying cost as per weighted average method (Excl. brokerage). Columnar format for investment account.</li></ul>
IV	<b>Accounting of Transactions of Foreign Currency and Ethical Behaviour for Accountants</b>	<b>Foreign Currency</b> - In relation to purchase and sale of goods, services, assets, loan and credit transactions. Computation and treatment of exchange rate differences <b>Conversion of Financial statement into Reporting Currency.</b> <b>Ethical Behaviour for Accountants-</b> <ul style="list-style-type: none"><li>Introduction, Meaning of ethical behavior Financial Reports – link between law, corporate governance, corporate social responsibility and ethics. Need of ethical behavior in accounting profession.</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **11) References:**

- Grewal, T.S. and Gupta, S.C. Introduction To Accountancy. New Delhi. S. Chand & Company Ltd. 2010.
- Hanif, M. Advanced Accounting. Mumbai. Tata Mc. Grow Hill and Co. Ltd. 2006.
- Lingiseti, Venu. Accounting and its applications. Hyderabad. The Icfai University Press. 2009.
- Maheshwari, S.N. Financial Accounting. New Delhi. Vikas Publishing House Pvt. Ltd. 2011.
- Mukhopadhyay, Dinabandhu. Financial Accounting. New Delhi. S. Chand & Company Ltd. 2011.
- Rao, Thukaram. Advanced Accountancy. New Delhi. New Age International (P) Ltd. Publishers. 2005.
- Sujatha, B. Accounting Standards in India: Towards Coverage. Hyderabad. The Icfai University Press. 2007.
- Shukla, M.C. Advanced Accounts. New Delhi. S. Chand & Company Ltd. 2012.
- Sharma, D.G. Accounting Standards. New Delhi. Taxmann Allied Services (P.) Ltd. 2006.
- Wood, Frank. And Sangster, Alan. Business Accounting. United Kingdom. Dorling Kindersley (India) Pvt. Ltd. 2010.



## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Principles of Marketing**

**2) Course Code : SF-MS-II-E-POMKT**

**3) Course Objective:**

The Course will help the learner –

- To understand the scope of marketing.
- To study consumer and industrial market and understand the value of marketing mix in the marketing planning process.
- With a firm foundation in marketing theory and marketing lexicon.

**4) Course Outcome (CO) :**

**CO1** – The learner will be able to comprehend marketing decision, based upon the combination of product, price, promotion and distribution elements if he wishes to be in the Marketing/Entrepreneurial field.

**CO2-** The learner will be able to apply key framework and methods and can develop analytical skills to solve marketing problems.

**5) Category of Course : Elective Course**

**6) Semester : II**

**7) Total Hours: 60 hours**

**8) Total Credits: 03 Credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Introduction to Marketing</b>	<ul style="list-style-type: none"><li>• Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function</li><li>• Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges.</li><li>• Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing.</li></ul>
<b>II</b>	<b>Marketing Environment, Research and Consumer Behaviour</b>	<ul style="list-style-type: none"><li>• The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.</li><li>• Macro environment: Political Factors; Economic Factors; Socio Cultural Factors, Technological Factors (PEST Analysis)</li><li>• Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research</li><li>• MIS: Meaning, features and Importance</li><li>• Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour</li></ul>
<b>III</b>	<b>Marketing Mix</b>	<ul style="list-style-type: none"><li>• Marketing mix: Meaning –elements of Marketing Mix.</li><li>• Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product.</li><li>• Branding –Packing and packaging – role and importance</li><li>• Pricing – objectives- factors influencing pricing policy and Pricing strategy.</li><li>• Physical distribution – meaning – factor affecting channel selection-types of marketing channels</li><li>• Promotion – meaning and significance of promotion. Promotion tools</li></ul>
<b>IV</b>	<b>Segmentation, Targeting and Positioning and Trends In Marketing</b>	<ul style="list-style-type: none"><li>• Segmentation – meaning , importance , basis</li><li>• Targeting – meaning , types</li><li>• Positioning – meaning – strategies</li><li>• New trends in marketing – E-marketing , Internet marketing and marketing using Social network</li><li>• Social marketing/ Relationship marketing</li><li>• Ambush Marketing , Green Marketing, Gorilla Marketing</li></ul>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

***PROGRAMME CODE: SFP-MS***

***Course Details For Semester: I & II***

\*\*\*\*\*

**11) References:**

- Kotler, Philip, *Marketing Management*, Prentice Hall, New Delhi.
- Stanton, Etzel, Walker, *Fundamentals of Marketing*, Tata-McGraw Hill, New Delhi.
- Saxena, Rajan, *Marketing Management*, Tata-McGraw Hill, New Delhi.
- McCarthy, E.J., *Basic Marketing: A managerial approach*, Irwin, New York.
- Pillai R S, Bagavathi, *Modern Marketing*

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Corporate Finance**

**2) Course Code : SF-MS-II-E-CF**

**3) Course Objective:**

The Course will help the learner –

- To be aware of core concepts of corporate finance and its importance in business.
- To be acquainted with the techniques and process of financial management in the realm of financial decision making.
- To understanding corporate finance to impart knowledge regarding source of finance for a business.

**4) Course Outcome (CO) :**

**CO1** – The learner will be well versed with the knowledge of Corporate Finance which will enable the learner to analyze the financial matters for decision making.

**CO2-** The learner will understand the structure of Capital and use of leverages, the knowledge of which is very much important to deal with present Financial Management.

**CO3 -** The learner will get aware of various types of financing and how to use the techniques of time value of money for decision making process involved in the business.

**5) Category of Course : Elective Course**

**6) Semester : II**

**7) Total Hours: 60 hours**

**8) Total Credits: 03 Credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Introduction	<ul style="list-style-type: none"><li>• <b>Introduction To Corporate Finance:</b> Meaning, Principles of Corporate Finance, Significance of Corporate Finance, Amount of Capitalization, Over Capitalisation and Under Capitalisation, Fixed capital and Working Capital funds.</li><li>• <b>Introduction to ownership securities :</b> Ordinary Shares, Preference Shares, Debtor Ship Securities, Debtors and Bonds, Convertible Debentures, Concept of Private Placement of Securities.</li></ul>
II	Capital Structure and Leverage	<ul style="list-style-type: none"><li>• Introduction to Capital Structure theories, EBIT – EPS analysis for Capital Structure decision.</li><li>• 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.</li><li>• Introduction to concept of Leverage - Operating Leverage, Financial Leverage and Combined Leverage.</li></ul>
III	Time Value of Money	<ul style="list-style-type: none"><li>• Introduction to Time Value of Money – compounding and discounting</li><li>• Introduction to basics of Capital Budgeting (time value of money based methods) – NPV and IRR (Net Present Value and Internal Rate of Return)</li><li>• Importance of Risk and Return analysis in Corporate Finance</li></ul>
IV	Mobilization of Funds	<ul style="list-style-type: none"><li>• Public deposits and RBI regulations, Company deposits and SEBI regulations, Protection of depositors, RBI and public deposits with NBFC's.</li><li>• Foreign capital and collaborations, Foreign direct Investment (FDI), Emerging trends in FDI</li><li>• Global Depositary Receipts, Policy development, Capital flows and Equity Debt.</li><li>• Brief introduction &amp; sources of short term Finance Bank Overdraft, Cash Credit, Factoring</li></ul>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

***PROGRAMME CODE: SFP-MS***

***Course Details For Semester: I & II***

\*\*\*\*\*

**11) References:**

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



## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Business Communication- II**

**2) Course Code : SF-MS-II-AB- BC**

**3) Course Objective:**

- This course will give a comprehensive view of Presentation Skills, Group Communication, Business Correspondence and Language & Writing Skills which are pre-requisites in the outside market.
- This course will make learners to acquire Presentation, Communication and Language & Writing Skills which will make them competent enough to stand in outside market.

**4) Course Outcome (CO) :**

**CO1** – The learner will be able to develop Presentation and Group Communication skills which can be effectively applied in the outside market to deliver effective presentations

**CO2-** The course will make the learner competent enough in business correspondence

**CO3-** The course will make a learner competent in report writing.

**5) Category of Course:** Ability / Skill Enhancement Course.

**6) Semester : II**

**7) Total Hours:** 60 Hours

**8) Total Credits:** 03 Credits

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **10) Modules/Units:**

<b>MODULE NO.</b>	<b>MODULE TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Presentation Skills and Interviews</b>	<ul style="list-style-type: none"><li>• Presentation: 4 Principles of Effective Presentation Effective use of OHP</li><li>• Effective use of Transparencies</li><li>• How to make a Power-Point Presentation</li><li>• Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit</li></ul>
<b>II</b>	<b>Group Communication</b>	<ul style="list-style-type: none"><li>• Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Types of Secretaries &amp; their Functions, Role of the Participants, Drafting of Notice, Agenda and Resolutions</li><li>• Conference: Meaning and Importance of Conference Organizing a Conference, Modern Methods: Video and Tele – Conferencing</li><li>• Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR</li></ul>
<b>III</b>	<b>Business Correspondence</b>	<ul style="list-style-type: none"><li>• Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught in detail:- Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act</li></ul>
<b>IV</b>	<b>Language and Writing Skills</b>	<ul style="list-style-type: none"><li>• Reports: Parts, Types, Feasibility Reports, Investigative Reports</li><li>• Summarization: Identification of main and supporting/sub points Presenting these in a cohesive manner</li></ul>

### **11) References:**

- Agarwal, Anju D A Practical Handbook for Consumers, IBH.1989
- Alien, R.K. Organisational Management through Communication.1970
- Ashley, A Handbook of Commercial Correspondence, Oxford University Press. 1992
- Ecouse Barry, Competitive Communication: A Rhetoric for Modern Business, OUP. 1999
- Ghanekar,A Communication Skills for Effective Management. Everest Publishing House, Pune.1996
- Martson, John E. The Nature of Public Relations, McGraw Hill, New Delhi. 1963
- Majumdar,P.K. Commentary on the Consumer protection Act, Prentice, New Delhi.1992

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Foundation Course and Value Education**

**2) Course Code : SF-MS-II-ID- FC**

**3) Course Objective:**

The Course will help the learner –

- To know multi-cultural diversity of Indian Society
- To make them aware of The Indian Constitution and Fundamental Duties of the Indian Citizen
- To understand Concept of Human Rights and Rights of Citizens in India
- To make them aware of Significant Aspects of Political Processes
- To acquire basic information on Competitive Examinations, it's exam pattern and eligibility criteria
- To understand Concept of Human Values and various values which is to be acquired to be a successful person.

**4) Course Outcome (CO) :**

**CO1** – Learner will get to know multi-cultural diversity of Indian Society

**CO2** – Learner will get aware of The Indian Constitution and Fundamental Duties of the Indian Citizen

**CO3** – Learner will understand Concept of Human Rights and Rights of Citizens in India

**CO4** – Learner will get aware of Significant Aspects of Political Processes

**CO5** – Learner will acquire basic information on Competitive Examinations, it's exam pattern and eligibility criteria

**CO6** – Learner will understand Concept of Human Values and various values which is to be acquired to be a successful person.

**5) Category of Course:** Inter- Disciplinary Course.

**6) Semester : II**

**7) Total Hours:** 60 Hours

**8) Total Credits:** 02 Credits

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations • Assignments • Case Studies • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**10) Modules / Units:**

MODULE NO.	MODULE TOPIC	CONTENTS COVERED
I	Overview of Indian Society and Indian Constitution	<ul style="list-style-type: none"><li>• <b>Overview of Indian Society :</b> Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference</li><li>• <b>Indian Constitution :</b> 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</li></ul>
II	Human Rights & Rights of Citizen in India and Significant aspects of Political Processes	<ul style="list-style-type: none"><li>• <b>Human Rights :</b> Concept of Human Rights; The Universal Declaration of Human Rights and its characteristics</li><li>• <b>Rights of Citizens in India:</b> Fundamental Rights stated in the Indian Constitution, Rights of Consumers, Right to Information, Protection of Citizens / Public Interest.</li><li>• <b>Significant Aspects of Political Processes :</b> 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</li></ul>
III	Introduction to Competitive Exams	<p>Basic information on Competitive Examinations - the pattern and eligibility criteria :</p> <ul style="list-style-type: none"><li>• 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).</li><li>• Examinations conducted for entry into jobs by Union Public Service Commission, Staff Selection Commission (SSC), State Public Service Commissions, Banking and</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

		Insurance sectors, and the National and State Eligibility Tests (NET / SET) for entry into teaching profession.
<b>IV</b>	<b>Value Education</b>	<ul style="list-style-type: none"><li>• Concept of Human Values</li><li>• Types of Values : Social Values, Professional Values, Religious Values, Aesthetic Values, National Integration and International understanding</li><li>• Distinction between Moral Education and Value Education</li><li>• Negative Traits to be avoided : Resentment, Irritating habits, Envy or Jealousy, Self-pity</li></ul>

### **11) References:**

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

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **COURSE DETAILS**

1) **Title of the Course:** **Soft Skills and Language Enhancement- II**

2) **Course Code :** SF-MS-II-AD- SSLE

3) **Course Objective:**

The Course will help the learner –

- To improve his Vocabulary and Writing Skills
- To get accustomed to skills that would help him be employable.
- To improve his Presentation skills and speak in front of Public with confidence.

4) **Course Outcome (CO) :**

**CO1** – The learner will be able to achieve a fluent, powerful and effective Vocabulary.

**CO2** – The learner will be able to speak and write good English with Confidence.

**CO3-** The learner will be better at presentation of work and publicly speaking with confidence.

5) **Category of Course:** Project/ Additional Course.

6) **Semester :** II

7) **Total Hours:** 60 Hours

8) **Total Credits:** 02 Credits

9) **Evaluation Pattern :**

a. **Total Marks:** 100 Marks (10 Point Grading System)

b. **Passing Criteria:** 40% Marks (04 Grade Points)

c. **Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

d. **Mode of Evaluation of Answer-book :** Online/Offline



**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: I & II**

\*\*\*\*\*

### **10) Modules:**

MODULE NO.	MODULE TOPIC
I	Vocabulary Building
II	Writing Skills
III	Employability skills
IV	Presentation & Public Speaking

### **11) References:**

- Norman Lewis .*Word Power made Easy*. Pocket Books.USA.1976.
- McCarthy, Michael and O'Dell, Felicity. *English Vocabulary in Use*.Camridge University Press
- Taylor, John. *The Handbook of Written English*.
- Nanda, J.K. and Paul, D.S. *Spoken English*. New Delhi. Vee Kumar Publications Pvt Ltd
- Taylor, Ken. *Fifty Ways to improve your Business English*. Summer Town Publishing

.....

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **SEMESTER – III**

#### **COURSE DETAILS**

**1) Title of the Course: Business Economics- II**

**2) Course Code : SF-MS-III-C-BEC**

**3) Course Objective:**

The Course will help the learner -

- To know about the determinants of macroeconomic conditions (national output, employment, and inflation), causes of business cycles, and interactions of monetary and financial markets with the real economy, familiarizing themselves in the process with major economic theories of relevance.

**4) Course Outcome (CO) :**

**CO1** – The learner will be able to use the concepts of Macroeconomics and its interrelations with Microeconomics and can apply the principle of Macroeconomics in explaining the behaviour of Macroeconomic variables at national as well as global level.

**5) Category of Course : Core Course**

**6) Semester : III**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.****PROGRAMME CODE: SFP-MS****Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations • Assignments • Case Studies • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	<b>Introduction to Macroeconomic Data and Theory</b>	<ul style="list-style-type: none"><li>• Macroeconomics: Meaning, Scope and Importance.</li><li>• Circular flow of aggregate income and expenditure: closed and open economy models</li><li>• The Measurement of national product: Meaning and Importance - conventional and Green GNP and NNP concepts - Relationship between National Income and Economic Welfare.</li><li>• Short run economic fluctuations : Features and Phases of Trade Cycles</li><li>• 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</li></ul>
II	<b>Money, Inflation and Monetary Policy</b>	<ul style="list-style-type: none"><li>• Money, Inflation and Monetary Policy</li><li>• Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money</li><li>• Demand for Money: Classical and Keynesian approaches and Keynes' liquidity preference theory of interest</li><li>• Money and prices: Quantity theory of money - Fisher's equation of exchange - Cambridge cash balance approach</li><li>• Inflation: Demand Pull Inflation and Cost Push Inflation - Effects of Inflation- Nature of inflation in a developing economy.</li><li>• Monetary policy :Meaning, objectives and instruments, inflation targeting</li></ul>
III	<b>Constituents of Fiscal Policy</b>	<ul style="list-style-type: none"><li>• Role of a Government to provide Public goods-Principles of Sound and Functional Finance</li><li>• Fiscal Policy: Meaning, Objectives - Contra cyclical Fiscal Policy and Discretionary Fiscal Policy</li><li>• Instruments of Fiscal policy : Canons of taxation - Factors influencing incidence of taxation - Effects of taxation</li><li>• 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</li><li>• Union budget -Structure- Deficit concepts-Fiscal Responsibility and Budget Management Act.</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

<b>IV</b>	<b>Open Economy : Theory and Issues of International Trade</b>	<ul style="list-style-type: none"><li>• Open Economy : Theory and Issues of International Trade The basis of international trade : Ricardo's Theory of comparative cost advantage - Heckscher – Ohlin theory of factor endowments - terms of trade - meaning and types - Factors determining terms of trade - Gains from trade - Free trade versus protection</li><li>• Foreign Investment : Foreign Portfolio investment- Benefits of Portfolio capital flows-Foreign Direct Investment - Merits of Foreign Direct Investment - Role of Multinational corporations</li><li>• 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</li></ul>
-----------	--	--

### **11) References:**

- Reference Books Business Economics –II
- Ackley.G (1976), Macro Economic Theory and Policy, Macmillan Publishing Co. New York
- Ahuja. H.L., Modern Economics — S.Chand Company Ltd. New Delhi.
- Bhatia H.L.: Public Finance. Vikas Publishing House Pvt. Ltd
- Dornbush , Fisher and Startz, Macroeconomics, 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.
- Francis Cherunilam International Economics Tata McGraw – Hill Publishing Co. Ltd. New Delhi.
- Gregory .N. Mankiw, Macroeconomics, Fifth Edition (2002) New York:Worth Publishers
- Jhingan, M.L., Principles of Economics — Vrinda Publications (P) Ltd
- Jhingan M.L. – International Economics – Vrinda publication Pvt. Ltd - Delh
- Musgrave, R.A and P.B. Musgrave (1976) : Public Finance in Theory and Practice, Tata McGraw Hill, Kogakusha, Tokyo
- Shapiro, E (1996), Macro-Economic Analysis, Golgotha Publication, New Delhi.
- Singh.S.K. (2014): Public finance in Theory and Practice, S.Chand &co Pvt Ltd, New Delhi
- Salvatore Dominick – International Economics – John Wiley & sons, Inc Singapore
- Vaish .M.C. (2010) Macro Economic Theory 14th edition, Vikas Publishing House(P)Ltd

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Accounting for Managerial Decisions**

**2) Course Code : SF-MS-III-C-AMD**

**3) Course Objective:**

The Course will help the learner –

- To acquire basic accounting fundamentals.
- To develop financial analysis skills among learners
- To know the core concepts of Working Capital & Receivables Management and its importance in managing a business

**4) Course Outcome (CO) :**

**CO1** – The learner will be in a position to analyze the Financial Statement of a concern for future actions

**CO2** - The learner will be able to make and analyze the Cash Flow Statements of a concern

**CO3** - Knowledge of Working Capital and Receivables Management will help learner to manage and fulfill the requirements of business finance effectively

**5) Category of Course : Core Course**

**6) Semester : III**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.****PROGRAMME CODE: SFP-MS****Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>



## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Analysis and Interpretation of Financial statements</b>	<ul style="list-style-type: none"><li>• Vertical Form of Balance Sheet and Profit &amp; Loss A/c</li><li>• Trend Analysis, Comparative Statement &amp; Common Size</li></ul>
<b>II</b>	<b>Ratio analysis and Interpretation</b>	<ul style="list-style-type: none"><li>• Ratio analysis and Interpretation (based on vertical form of financial statements)</li><li>• Balance Sheet Ratios</li><li>• Revenue Statement Ratios</li><li>• Combined Ratios</li></ul>
<b>III</b>	<b>Cash flow statement</b>	<ul style="list-style-type: none"><li>• Preparation of cash flow statement (Accounting Standard 3 - indirect method only)</li></ul>
<b>IV</b>	<b>Working capital and Receivables management</b>	<ul style="list-style-type: none"><li>• <b>Working Capital:</b> Concept, Estimation of requirements in case of Trading &amp; Manufacturing Organizations.</li><li>• <b>Receivables Management :</b> Meaning &amp; Importance, Credit Policy Variables, methods of Credit Evaluation, Monitoring the Debtors Techniques</li></ul>

### **11) References:**

- Srivastava R M, Essentials of Business Finance, Himalaya Publications
- Anthony R N and Reece JS., Accounting Principles , Hoomwood Illinois , Richard D. Irvin
- Bhattacharya SK and Dearden J., Accounting for Management. Text and Cases , New Delhi.
- Hingorani NL and Ramanathan AR, Management Accounting , New Delhi
- Ravi M. Kishore , Advanced management Accounting, Taxmann , New Delhi
- Maheshwari SN - Management and Cost Accounting , Sultan Chand , New Delhi
- Gupta. SP, Management Accounting, Sahitya Bhawan , Agra .

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Equity & Debt Market**

**2) Course Code : SF-MS-III-C-EDM**

**3) Course Objective:**

The Course will help the learner –

- To understand the evaluation of various aspects of financial markets.
- To study financial policies and development of financial instruments.
- To examine process and evolving the strategies during crisis.

**4) Course Outcome (CO) :**

**CO1** – The learner will help them develop good understanding of primary market and secondary market in equity market.

**CO2** – The learner will understand the role and functioning of the market.

**CO3** – The learner will be aware of the legislative, executive and judicial functions of such regulatory authorities.

**5) Category of Course : Core Course**

**6) Semester : III**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Introduction to Financial Market	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.
II	Dynamics of Equity Market	<ul style="list-style-type: none"><li>Primary:<ol style="list-style-type: none"><li>1)IPO – methods followed (simple numerical)</li><li>2) Book building</li><li>3)Role of merchant bankers in fixing the price</li><li>4)Red herring prospectus – unique features</li><li>5)Numerical on sweat equity, ESOP &amp; Rights issue of shares</li></ol></li><li>Secondary: <ol style="list-style-type: none"><li>1) Definition &amp; functions of stock exchanges</li><li>2) Evolution &amp; growth of stock exchanges</li><li>3)Stock exchanges in India</li><li>4)NSE, BSE OTCEI &amp; overseas stock exchanges</li><li>5)Recent developments in stock exchanges</li><li>6)Stock market Indices</li></ol></li></ul>
III	Players in debt markets	<ul style="list-style-type: none"><li>Players in debt markets:<ol style="list-style-type: none"><li>1)Govt. securities</li><li>2)Public sector bonds &amp; corporate bonds</li><li>3)open market operations</li><li>4)Security trading corp. of India</li><li>5)Primary dealers in Govt. securities</li></ol></li><li>Bonds:<ol style="list-style-type: none"><li>1)Features of bonds</li><li>2)Types of bonds</li></ol></li></ul>
IV	Valuation of Equity & Bonds	<ul style="list-style-type: none"><li>Valuation of equity:<ol style="list-style-type: none"><li>1. Balance sheet valuation</li><li>2. Dividend discount model (zero growth, constant growth &amp; multiple growth)</li><li>3. Price earning model</li></ol></li><li>Valuation of bonds<ol style="list-style-type: none"><li>1. Determinants of the value of bonds</li><li>2. Yield to Maturity</li><li>3. Interest rate risk</li><li>4. Determinants of Interest Rate Risk</li></ol></li></ul>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**11) References:**

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

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course:** Information Technology - I

**2) Course Code :** SF-MS-III-AB-IT

**3) Course Objective:**

The Course will help the learner –

- To learn basic concepts of Information Technology, its support and role in Management, for managers
- To understand basic concepts of Email, Internet and websites, domains and security therein
- To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features

**4) Course Outcome (CO) :**

**CO1** – Learners would know about the use of commercial activity using electronic media.

**CO2** - Learners know about the basic working of different technology and latest MS-Office software

**CO3** – Learners would learn to make documents, presentations and spreadsheets.

**5) Category of Course :** Skill /Ability Enhancement Course

**6) Semester :** III

**7) Total Hours:** 60 hours

**8) Total Credits:** 3 credits

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.****PROGRAMME CODE: SFP-MS****Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Introduction to IT Support in Management	<ul style="list-style-type: none"><li>• <b>Information Technology concepts</b> Concept of Data, Information and Knowledge Concept of Database</li><li>• <b>Introduction to Information Systems and its major components.</b><ul style="list-style-type: none"><li>• Types and Levels of Information systems. Main types of IT Support systems, Computer based Information Systems (CBIS)</li><li>• Types of CBIS - brief descriptions and their interrelationships/hierarchies Office Automation System(OAS)</li><li>• Transaction Processing System(TPS)</li><li>• Management Information System(MIS)</li><li>• Decision Support Systems (DSS)</li><li>• Executive Information System(EIS)</li><li>• Knowledge based system, Expert system</li></ul></li><li>• <b>Success and Failure of Information Technology.</b> Failures of Nike and AT&amp;T</li><li>• <b>IT Development Trends.</b> Major areas of IT Applications in Management</li><li>• <b>Concept of Digital Economy and Digital Organization.</b></li><li>• <b>IT Resources</b> Open Source Software - Concept and Applications. Study of Different Operating Systems. (Windows / Linux/ DOS)</li></ul>
II	Office Automation using MS-Office	<p><b>Learn Word:</b> 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.</p> <p>• <b>Spreadsheet application (e.g. MS-Excel/openoffice.org)</b> Creating/Saving and editing spreadsheets, Drawing charts. Using Basic Functions: text, math &amp; trig, statistical, date &amp; time, database, financial, logical, Using Advanced Functions : Use of VLOOKUP/HLookup</p>



## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

		<p>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,</p> <ul style="list-style-type: none"><li>• <b>Presentation Software</b></li></ul> <p>Creating a presentation with minimum 20 slides with a script. Presenting indifferent views, Inserting Pictures, Videos, Creating animation effects on them , Slide Transitions, Timed Presentations ,Rehearsal of presentation</p>
<b>III</b>	<b>Email, Internet and its Applications:</b>	<ul style="list-style-type: none"><li>• <b>Introduction to Email</b></li></ul> <p>Writing professional emails, Creating digitally signed documents.</p> <ul style="list-style-type: none"><li>• <b>Use of Outlook:</b> Configuring Outlook, Creating and Managing profile in outlook, Sending and Receiving Emails through outlook, Emailing the merged documents. Introduction to Bulk Email software</li></ul> <ul style="list-style-type: none"><li>• <b>Internet:</b> Understanding Internet Technology</li></ul> <p>Concepts of Internet, Intranet, Extranet, Networking Basics, Different types of networks. Concepts (Hubs, Bridges, Routers, IP addresses), Study of LAN, MAN, WAN</p> <ul style="list-style-type: none"><li>• <b>DNS Basics.</b></li></ul> <p>Domain Name Registration, Hosting Basics.</p> <ul style="list-style-type: none"><li>• <b>Emergence of E-commerce and M-Commerce</b></li></ul> <p>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, Electronic Funds Transfer, Electronic Data Interchange..</p>
<b>IV</b>	<b>E-Security</b>	<ul style="list-style-type: none"><li>• <b>Threats to Computer systems and control measures.</b></li></ul> <p><b>Types of threats-</b> Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism) Threat Management</p> <ul style="list-style-type: none"><li>• <b>IT Risk:-</b> Definition, Measuring IT Risk, Risk Mitigation and Management</li></ul> <ul style="list-style-type: none"><li>• <b>Information Systems Security</b></li></ul> <ul style="list-style-type: none"><li>• <b>Security on the internet</b></li></ul> <p>Network and website security risks Website Hacking and Issues therein. Security and Email</p> <ul style="list-style-type: none"><li>• <b>E-Business Risk Management Issues</b></li></ul> <p>Firewall concept and component, Benefits of Firewall</p>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

		<ul style="list-style-type: none"><li>• <b>Understanding and defining Enterprise wide security framework</b></li><li>• <b>Information Security Environment in India with respect to real Time Application in Business</b></li></ul> <p>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</p> <p>Security measures in International and Cross Border financial transactions</p> <ul style="list-style-type: none"><li>• <b>Threat Hunting Software</b></li></ul>
--	--	--

### **11) References:**

- Information Technology for Management, 6TH ED (With CD By Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)
- Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch
- Tata McGraw Hill Joseph, P.T. : E-commerce An Indian Perspective (Ch-13,Ch-14)
- Computer Viruses and Related Threats: A Management Guide (Ch-2, Ch-3) By John P. Wack, Lisa J Carnahan(EBook:<https://play.google.com/books/reader?id=tsP15h9gr8MC&printsec=frontcover&output=reader&hl=en&pg=GBS.PR7.w.2.1.0>)
- Electronic Commerce - Technologies & Applications.Bharat, Bhaskar
- <https://play.google.com/books/reader?id=F1zbUaBtk7IC&printsec=frontcover&output=reader&hl=en&pg=GBS.PP1>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Foundation Course – II (Environmental Management)**

**2) Course Code : SF-MS-III-ID-FC**

**3) Course Objective:**

The Course will help the learner –

- To get an awareness of the environment as a whole and its related problem.
- To develop the ability to evaluate measures for the improvement and protection of environment.

**4) Course Outcome (CO) :**

**CO1** – The learner will be able to apply knowledge for the protection and improvement of the environment.

**CO2** – The learner will be able to monitor and design the various pollution control system.

**CO3** – The learner will be able to select and use suitable waste treatment techniques.

**5) Category of Course : Multi-disciplinary / Inter-disciplinary course**

**6) Semester : III**

**7) Total Hours: 60 hours**

**8) Total Credits: 2 credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**10) Modules / Units :**

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

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

***PROGRAMME CODE: SFP-MS***

***Course Details For Semester: III & IV***

\*\*\*\*\*

**11) References:**

- N.K. Uberoi (2002), Environment Management, Delhi, Excel Books
- Bala Krishnamoorthy (2005), Environmental Management - Text & Cases, Prentice Hall of India
- Environmental Management- National and global Perspectives, (2004), Swapan C. Deb, JAICO
- Dr.Anand S. Bal (2009) Environmental Management, Himalaya Publishing House

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Advanced Excel**

**2) Course Code: SF-MS-III-AD-AEX**

**3) Course Objective:**

**The course will help the learner to -**

- Enter and edit data.
- Format data and cells.
- Construct formulas, including the use of built-in functions, and relative and absolute references.
- Create Pivot tables and charts.
- Convert text and validate and consolidate data.
- Import and Export Data

**4) Course Outcome (CO):**

**CO1-** The learner will be able to master Microsoft Excel from Beginner to Advanced

**CO2-** The learner will be able to build a solid understanding on the Basics of Microsoft Excel

**CO3-** The learner will be able to learn the most common Excel functions used in the Office

**CO4-** The learner will be able to maintain large sets of Excel data in a list or table

**CO5-** The learner will be able to create dynamic reports by mastering one of the most popular tools, PivotTables

**5) Category of Course : Additional Course**

**6) Semester: III**

**7) Total Hours: 60 hours**

**8) Total Credits: 2 credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>



## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Introduction to Excel and Logical Functions</b>	<ol style="list-style-type: none"><li>1. Using Basic Functions</li><li>2. Formatting and Proofing</li><li>3. Mathematical functions</li><li>4. Protecting files</li><li>5. Date and time functions</li><li>6. Printing workbook</li><li>7. What if analysis</li><li>8. If analysis</li><li>9. Nested Ifs</li><li>10. Complex if functions</li></ol>
<b>II</b>	<b>Data Validations and Look Up functions</b>	<ul style="list-style-type: none"><li>• Manage primary and secondary axis.</li><li>• Dynamic Dropdown</li><li>• V Lookup and H Look functions</li><li>• Index and match</li><li>• Nested V Lookup</li><li>• Worksheet linking</li></ul>
<b>III</b>	<b>Pivot Tables</b>	<ul style="list-style-type: none"><li>• Creating pivot tables</li><li>• Advance value field setting</li><li>• Grouping based on numbers and dates</li><li>• Array functions</li><li>• Using array formulas</li><li>• Array with if and lookup functions</li></ul>
<b>IV</b>	<b>Chart and Slicers</b>	<ul style="list-style-type: none"><li>• Bar Chart, Pie Chart, Line chart, etc</li><li>• Filter data using slicers</li><li>• Manage primary and secondary axis</li><li>• Excel Dashboard</li><li>• Planning a dash board</li><li>• Adding tables and charts to dashboard</li><li>• Adding dynamic content to dashboard</li></ul>

### **11) References:**

- Microsoft Excel 2016 Bible: The Comprehensive Tutorial Resource.
- Excel 2016 ALL-IN-ONE for Dummies.
- Excel: QuickStart Guide from Beginner to Expert.
- Excel 2016: Pivot Table Data Crunching. ...
- Power Pivot and Power BI: The Excel User's Guide to DAX, Power Query, Power BI, and Power Pivot.
- Microsoft Excel Dashboards and Reports

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **SPECIALIZATION: FINANCE**

#### **ELECTIVE COURSE DETAILS (SEM- III)**

**1) Title of the Course: Cost Accounting- I**

**2) Course Code : SF-MS-III-E (F)-COST**

**3) Course Objective:**

- This course exposes the Learners to the basic concepts and the tools used in Cost Accounting.
- It will enable the Learners to understand the principles and procedure of cost accounting and to apply them to different practical situations.
- It will enable the Learners to understand inventory control and preparation of stock ledger.
- To understand attendance, payroll procedures, calculation of remuneration and incentive plans in preparation of labour cost statement.
- It will enable the Learners to understand analysis of overheads, allocation, absorption and apportionment of overheads.
- It will enable the Learners to understand Classification of Costs and preparation of Cost Sheet.
- It will enable the Learners to reconcile Cost and Financial Accounts
- To understand Uniform Costing and Inter-Firm Comparison and other Emerging Cost Concepts.

**4) Course Outcome (CO) :**

**CO1** –Learners will understand various elements of costs and tolls for costing, cost allocation and cost management.

**CO2** - Learners will understand the process costing-Equivalent Units of Production and Inter-process Profit.

**CO3** – Learner will be able to understand how to allocate Cost in a Manufacturing Concern with respect to Material, Labour & Overheads.

**CO4** – Learners will be able to classify costs and prepare cost sheet.

**CO5** – Learners will be able to reconcile cost and financial statements.

**CO6** –Learners can obtain in-depth knowledge about Uniform Costing and Inter- Firm Comparison other Emerging Cost Concepts.

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**5) Category of Course :** Elective Course (Specialization : FINANCE)

**6) Semester :** III

**7) Total Hours:** 60 hours

**8) Total Credits:** 3 credits

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

<b>ASSESSMENT</b>	<b>MARKS</b>
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

### **10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Introduction</b>	<ul style="list-style-type: none"><li>• 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)</li></ul>
<b>II</b>	<b>Elements of Cost</b>	<ul style="list-style-type: none"><li>• Material Costing- Stock valuation (FIFO &amp; weighted average method), EOQ, EOQ with discounts, Calculation of Stock levels (Practical Problems)</li><li>• Labour Costing – (Bonus and Incentive Plans) (Practical Problems)</li><li>• Overhead Costing (Primary and Secondary Distribution)</li></ul>
<b>III</b>	<b>Cost Projection</b>	<ul style="list-style-type: none"><li>• Cost Sheet (Current and Estimated) ) ( Practical Problems)</li><li>• Reconciliation of financial accounts and cost accounting (Practical Problems)</li></ul>
<b>IV</b>	<b>Emerging Cost Concepts</b>	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

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **11) References :**

- Arora, M.N. *Cost Accounting; Principles and Practice*. New Delhi. Vikas Publishing House Pvt. Ltd. 2011.
- Arora, M.N. *Cost and Management Accounting; Theory, Problems and Solutions*. Mumbai. Himalaya Publishing House. 2016.
- Kishore, R.M. *Cost Accounting*. New Delhi. Taxmann Publication. 2008.
- Kishore, R.M. *Cost and Management Accounting*. New Delhi. Taxmann Publication. 2006.
- Khanna, B.S. Pandey, I.M. Abuja, G.K. and Batra, S.C.L. *Practical Costing*. New Delhi. S. Chand and Company Ltd. 2010.
- Shukla, M.C. Grewal, T.S. and Gupta, Dr. M.P. *Cost Accounting; Text and Problems*. New Delhi. S Chand and Company. 2007.

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **SPECIALIZATION: FINANCE**

### **ELECTIVE COURSE DETAILS (SEM- III)**

**1) Title of the Course: Introduction to Audit**

**2) Course Code : SF-MS-III-E(F)-AUD**

**3) Course Objective:**

The Course will help the learner –

- To get acquainted with the various concepts of auditing.
- To understand and practice the various techniques of auditing while managing their finances.
- To study verification and vouching technique of auditing.

**4) Course Outcome (CO) :**

**CO1** – The learner will get basic knowledge about auditing.

**CO2** - The learner will understand the Techniques, procedure, planning about auditing.

**CO3** – The learner will understand different types of audit & their responsibility.

**5) Category of Course : Elective Course (Specialization : FINANCE)**

**6) Semester : III**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Introduction to Auditing	<ul style="list-style-type: none"><li>• 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.</li><li>• Errors &amp; 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</li><li>• Principles of Audit – Integrity, Objectivity, Independence, Skills, Competence, Work performed by others, Documentation, Planning, Audit Evidence, Accounting System and Internal Control, Audit Conclusions and Reporting</li><li>• Types of Audit – Meaning, Advantages, Disadvantages of Balance sheet Audit, Interim Audit, Continuous Audit, Concurrent Audit and Annual Audit</li></ul>
II	Audit Planning, Procedures and Documentation	<ul style="list-style-type: none"><li>• Audit Planning – Meaning, Objectives, Factors to be considered, Sources of obtaining information, Discussion with Client, Overall Audit Approach.</li><li>• Audit Program – Meaning, Factors, Advantages and Disadvantages, Overcoming Disadvantages, Methods of Work , Instruction before commencing Work, Overall Audit Approach</li><li>• 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</li><li>• Audit Notebook – Meaning, structure, Contents, General Information, Current Information, Importance</li></ul>
III	Auditing Techniques and Internal Audit Introduction	<ul style="list-style-type: none"><li>• Test Check - Test Checking Vs Routing Checking, test Check meaning, features, factors to be considered, when Test Checks can be used, advantages disadvantages precautions.</li></ul>



## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

		<ul style="list-style-type: none"><li>• 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</li><li>• 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</li><li>• 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</li></ul>
<b>IV</b>	<b>Auditing Techniques: Vouching &amp; Verification</b>	<ul style="list-style-type: none"><li>• 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</li><li>• 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</li><li>• 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</li><li>• Audit of Liabilities - Outstanding Expenses, Bills Payable Secured loans Unsecured Loans, Contingent Liabilities</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **11) References:**

- Bansal, Surbhi. *Advanced Auditing & Professional Ethics*. Delhi. Bestword Publication Pvt Ltd. 2014.
- Basu, Sanjib. *Auditing: Principles & Techniques*. India. Pearson India. 2004.
- Dalal, Chetan. *Fraud Detection: A Practical Approach For Auditors*. Mumbai. Finesse Graphics & Prints Pvt. Ltd. 2006.
- Garg, Pankaj. *Auditing & Assurance*. New Delhi. Taxmann Publication (P) Ltd. 2014.
- Jha, Aruna. *Learners Workbook On Auditing*. New Delhi. Taxman Allied Services (P.) Ltd. 2007.
- Jha, Aruna. *Auditing*. Taxmann Publications (p.) Ltd. 2013.
- Nadhani, Asok. K. *Auditing And Assurance*. India. Bpb Publications. 2009.
- Rawat, D.S. *Learners's Guide To Auditing Standards*. New Delhi. Taxmann Publications (p.) Ltd. 2014.
- Sharma, Dr. N. K. *Auditing Theory And Practice*. Jaipur. Shree Niwas Publications. 2009.
- Tandan, B.N. And Sudharsanam. *A Handbook Of Practical Auditing*. New Delhi. S. Chand & Company Ltd. 2012.

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **SPECIALIZATION: FINANCE**

#### **ELECTIVE COURSE DETAILS (SEM- III)**

**1) Title of the Course: Wealth Management**

**2) Course Code : SF-MS-III-E(F)-WM**

**3) Course Objective:**

- To make aware the learner about various aspects related to wealth management
- To study the relevance and importance of wealth management
- To understand various components of retirement planning
- To acquaint the learners with issues and challenges in wealth management

**4) Course Outcome (CO) :**

**CO1** – The learner will understand the various aspects of Wealth Management with respect to Insurance, Investment, Tax, Estate and Retirement Planning

**CO2** – The learner will develop Financial Analysis skills.

**CO3** – The learner will be able to guide and make a plan related to Insurance, Investment, Tax, Estate and Retirement Planning.

**5) Category of Course : Elective Course (Specialization : FINANCE)**

**6) Semester : III**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 Credits**

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Introduction	<ul style="list-style-type: none"><li>• <b>Introduction To Wealth Management:</b> Meaning, Scope, Components, Process of Wealth Management, Needs &amp; Expectation of Clients, Code of Ethics for Wealth Manager</li><li>• <b>Personal Financial Statement Analysis:</b> Financial Literacy, Financial Goals and Planning, Cash Flow Analysis, Building Financial Plans, Life Cycle Management.</li><li>• <b>Economic Environment Analysis:</b> Interest Rate, Yield Curves, Real Return, Key Indicators-Leading, Lagging, Concurrent</li></ul>
II	Insurance Planning and Investment Planning	<ul style="list-style-type: none"><li>• <b>Insurance Planning:</b> Meaning, Basic Principles of Insurance, Functions and Characteristics of Insurance, Rights and Responsibilities of Insurer and Insured, Types of life Insurance Policies, Types of General Insurance Policies, Health Insurance – Mediclaim – Calculation of Human Life Value - Belt Method/CPT</li><li>• <b>Investment Planning:</b> Types of Investment Risk, Risk Profiling of Investors &amp; Asset Allocation (Life Cycle Model), Asset Allocation Strategies (Strategic, Tactical, Life-Cycle based), Goal-based Financial Planning, Active &amp; Passive Investment Strategies</li></ul>
III	Financial Mathematics/ Tax and Estate Planning	<ul style="list-style-type: none"><li>• <b>Financial Mathematics:</b> Calculation of Returns (CAGR ,Post-tax Returns etc.), Total Assets, Net Worth Calculations, Financial Ratios</li><li>• <b>Tax and Estate Planning:</b> Tax Planning Concepts, Assessment Year, Financial Year, Income Tax Slabs, TDS, Advance Tax, LTCG, STCG, Carry Forward &amp; Set-off, Estate Planning Concepts –Types of Will – Requirements of a Valid Will– Trust – Deductions - Exemptions</li></ul>
IV	Retirement Planning/ Income Streams & Tax Savings Schemes	<ul style="list-style-type: none"><li>• <b>Retirement Planning:</b> Understanding of different Salary Components, Introduction to Retirement Planning, Purpose &amp; Need,</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

		<p>Life Cycle Planning, Financial Objectives in Retirement Planning, Wealth Creation (Factors and Principles), Retirement (Evaluation &amp; Planning), Pre &amp; Post-Retirement Strategies - Tax Treatment</p> <ul style="list-style-type: none"><li>• <b>Income Streams &amp; Tax Savings Schemes:</b> Pension Schemes, Annuities- Types of Annuities, Various Income Tax Savings Schemes</li></ul>
--	--	---

### **11) References:**

- Harold Even sky, Wealth Management, McGraw Hill Publication
- NCFM, CFP, IIBF, etc., Wealth Management modules
- Harold Even sky, The new wealth Management, CFA Institute Investment Series Publication

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **SPECIALIZATION: MARKETING**

#### **ELECTIVE COURSE DETAILS (SEM- III)**

**1) Title of the Course: Consumer Buying Behaviour**

**2) Course Code : SF-MS-III-E(M)-CBB**

**3) Course Objective:**

The course gives an understanding of how a consumer selects, purchases, uses and disposes of products and services is pertinent to successfully managing the marketing function and also learn the role of consumer behaviour within marketing.

**4) Course Outcome (CO) :**

The learner will be able to -

**CO1-** Develop an understanding about the consumer decision making process and its applications in marketing function of firms.

**CO2-** Get basic knowledge about issues and dimensions of Consumer Behaviour.

**CO3-** Learners are expected to develop the skill of understanding and analyzing consumer information and using it to create consumer- oriented marketing strategies.

**5) Category of Course : Elective Course (Specialization : MARKETING)**

**6) Semester : III**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>



**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	<b>Introduction To Consumer Behaviour:</b>	<ul style="list-style-type: none"><li>• Meaning of Consumer Behaviour, Features and Importance</li><li>• Types of Consumer (Institutional &amp; Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour</li><li>• Profiling the consumer and understanding their needs</li><li>• Consumer Involvement</li><li>• Application of Consumer Behaviour knowledge in Marketing</li><li>• Consumer Decision Making Process and Determinants of Buyer Behaviour, factors affecting each stage, and Need recognition.</li></ul>
II	<b>Individual- Determinants of Consumer Behaviour</b>	<ul style="list-style-type: none"><li>• Consumer Needs &amp; Motivation (Theories - Maslow, Mc Cleland).</li><li>• Personality – Concept, Nature of personality, Freudian, non – Freudian and Trait theories, Personality Traits and its Marketing significance,</li><li>• Product personality and brand personification.</li><li>• Self-Concept</li><li>• Consumer Perception</li><li>• Learning - Theory, Nature of Consumer Attitudes, Consumer Attitude</li><li>• Formation &amp; Change.</li><li>• Attitude - Concept of attitude</li></ul>
III	<b>Environmental Determinants of Consumer Behaviour</b>	<ul style="list-style-type: none"><li>• Family Influences on Buyer Behaviour,</li><li>• Roles of different members, needs perceived and evaluation rules.</li><li>• Factors affecting the need of the family, family life cycle stage and size.</li><li>• Social Class and Influences.</li><li>• Group Dynamics &amp; Consumer Reference Groups, Social Class &amp; Consumer</li><li>• 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.</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

		<ul style="list-style-type: none"><li>• Cultural Influences on Consumer Behaviour Understanding cultural and sub-cultural influences on individual, norms and their role, customs, traditions and value system.</li></ul>
<b>IV</b>	<b>Consumer decision making models and New trends</b>	<ul style="list-style-type: none"><li>• Consumer Decision making models: Howard Sheth Model, Engel Blackwell,</li><li>• Miniard Model, Nicosia Models of Consumer Decision Making</li><li>• Diffusion of innovations Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles</li><li>• E-Buying behaviour The E-buyer vis-a vis the Brick and Mortar buyer, Influences on E-buying</li></ul>

### **11) References:**

- Solomon, M.R, 2009. Consumer Behaviour –New Delhi, Buying, Having, and Being. (8th ed.)
- Blackwell, R.D., Miniard, P.W., & Engel, J. F, 2009. Consumer Behaviour. New Delhi, Cengage Learning.
- Hawkins, D.I., Best, R. J., Coney, K.A., & Mukherjee, A, 2007, New Delhi, Consumer Behaviour Building, New York, McGraw-Hill College
- Kotler, P. & Keller, K. L, 2012. Marketing Management (Global Edition) (14th ed.) New Delhi, Pearson
- Nair, Suja R, 2004- Consumer Behavior in Indian Perspective, New Delhi, Himalaya Publishing

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **SPECIALIZATION: MARKETING**

### **ELECTIVE COURSE DETAILS (SEM- III)**

**1) Title of the Course:** Advertising

**2) Course Code :** SF-MS-III-E(M)-ADV

**3) Course Objective:**

The Course will help the learner –

- To understand and examine the growing importance of advertising
- To understand the construction of an effective advertisement
- To understand the role of advertising in contemporary scenario
- To understand the future and career in advertising

**4) Course Outcome (CO) :**

**CO1** – Learner will understand and examine the growing importance of advertising in communication mix.

**CO2** - Learner will understand the construction of an effective advertisement in various media.

**CO3** – Learner will understand the role and issues of advertising in contemporary society.

**5) Category of Course :** Elective Course (Specialization : MARKETING)

**6) Semester :** III

**7) Total Hours:** 60 hours

**8) Total Credits:** 3 credits

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Introduction to Advertising	<ul style="list-style-type: none"><li>• Definition, Evolution of Advertising, Importance, Scope, Features, Benefits, Five M's of Advertising</li><li>• Types of Advertising –consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising</li><li>• Theories of Advertising : Stimulus Theory, AIDA, Hierarchy Effects Model, Means – End Theory, Visual Verbal Imaging, Cognitive Dissonance</li><li>• 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</li><li>• Social, cultural and Economic Impact of Advertising, the impact of ads on Kids, Women and Advertising</li></ul>
II	Strategy and Planning Process in Advertising	<ul style="list-style-type: none"><li>• Advertising Planning process &amp; 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</li><li>• Role of Advertising in Marketing Mix : Product planning, product brand policy, price, packaging, distribution, Elements of Promotion, Role of Advertising in PLC</li><li>• Advertising Agencies – Functions – structure – types - Selection criteria for Advertising agency – Maintaining Agency–client relationship, Agency Compensation.</li></ul>
III	Creativity in Advertising	<ul style="list-style-type: none"><li>• 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</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

		<p>advertising appeals – role of source in ads and celebrities as source in Indian ads – execution styles of presenting ads.</p> <ul style="list-style-type: none"><li>• Role of different elements of ads – logo, company signature, slogan, tagline, jingle, illustrations, etc –</li><li>• Creating the TV commercial – Visual Techniques, Writing script, developing storyboard, other elements (Optical, Soundtrack, Music)</li><li>• Creating Radio Commercial – words, sound, music – scriptwriting the commercial – clarity, coherence, pleasantness, believability, interest, distinctiveness</li><li>• 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</li></ul>
<b>IV</b>	<b>Budget, Evaluation, Current trends and careers in Advertising</b>	<ul style="list-style-type: none"><li>• Advertising Budget – Definition of Advertising Budget, Features, Methods of Budgeting</li><li>• 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</li><li>• 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</li><li>• 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</li></ul>

### **11) References:**

- Belch, Michael, “Advertising and Promotion: An integrated marketing communications perspective” Tata McGraw Hill 2010
- Mohan, Manendra “Advertising Management Concept and Cases”, Tata McGraw Hill 2008
- Kleppner, Russell J; Thomac, Lane W , “Advertising Procedure”, Prentice Hall 1999
- Shimp, Terence, “Advertising and promotion :An IMC Approach”, Cengage Learning 2007

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

***PROGRAMME CODE: SFP-MS***

***Course Details For Semester: III & IV***

\*\*\*\*\*

- Sharma, Sangeeta and Singh, Raghuvir “Advertising planning and Implementation”, Prentice Hall of India 2006
- Clow ,Kenneth E and Baack, Donald E “Inetegrated Advertising Promotion and Marketing Communication”, Pearson Edu 2014
- Duncan,Tom,“Principles of Advertising and IMC”,Tata McGraw Hill Pub 2006

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **SPECIALIZATION: MARKETING**

### **ELECTIVE COURSE DETAILS (SEM- III)**

**1) Title of the Course: Social Marketing**

**2) Course Code : SF-MS-III-E(M)-SOMKT**

**3) Course Objective:**

The Course will help the learner –

- To understand the concept of social marketing, compare and contrast marketing in a profit-oriented corporate and a nonprofit social environment.
- To analyze the impact of environment on social marketing & study the various behavior models/frameworks/theories for social change.
- To study the basis of Segmentation, Targeting and Positioning and identify marketing mix of social marketing.

**4) Course Outcome (CO) :**

**CO1** – The learner will understand the concept of social media and marketing.

**CO2** – This will help the learner to learn the new trends in social marketing.

**CO3** – The learner gets depth knowledge about careers in marketing.

**5) Category of Course : Elective Course (Specialization : MARKETING)**

**6) Semester : III**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 credits**

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline



**BACHELOR OF MANAGEMENT STUDIES: B.M.S.****PROGRAMME CODE: SFP-MS****Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations      • Assignments • Case Studies              • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	<b>Introduction to Social Marketing &amp; Its Environment</b>	<ul style="list-style-type: none"><li>• 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. Environment in Social Marketing, Components, Impact of Environment on Social Marketing.</li></ul>
II	<b>Social Marketing Plan, STP and Marketing Mix</b>	<ul style="list-style-type: none"><li>• Social Marketing Plan, Segmentation, Targeting &amp; 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.</li><li>• Social Marketing Mix<ol style="list-style-type: none"><li>1. Product: Social Product, Level of Product, Social Product Branding Decision.</li><li>2. Price: Monetary and non-monetary incentives for desired behavior, Pricing Objectives, Pricing Strategies.</li><li>3. Place: 5 A's of Distribution of Product in social marketing, Types of distribution channel</li><li>4. Promotion: Developing a Promotion Mix for social product, Message Strategy, Messenger Strategy, Creativity Strategy, selecting communication channel.</li></ol></li></ul>
III	<b>Managing Behaviour for Social Change &amp; NPO &amp; CSR</b>	<ul style="list-style-type: none"><li>• 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,</li><li>• Not for Profit Organization (NPO) &amp; CSR Meaning, NGO, Voluntary Organization, Third Sector, NPO Sector. Status of Voluntary sector in India. Starting</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

		a Voluntary Organization in India: Trust, Society, Section & 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 Notfor Profit Sector, Ethics in Social Marketing
<b>IV</b>	<b>Social Marketing – A Sectoral Overview &amp; Careers</b>	<ul style="list-style-type: none"><li>•Marketing Health</li><li>• Marketing Education</li><li>• Marketing Medicare</li><li>• Marketing Sanitation</li><li>• Marketing Financial Literacy &amp; Savings</li><li>• Marketing Digital Literacy</li><li>• Marketing of Social Issues of Youth</li></ul>

### **11) References:**

- Andresen, A & Kotler, P .2008. *Strategic Marketing for Nonprofit Organizations*. 7th International Edition. Upper Saddle River NJ: Prentice Hall.
- Andresen, A.R. 2006. *Social Marketing in the 21st century*. London, UK: Sage.
- Nancy, Lee. And Sameer, Deshpande.2013.*Social Marketing in India*. SAGE Publications.
- S, M Jha. 2012. *Social Marketing*. 2nd Edition. Himalaya Publishing House.
- Nancy, R. Lee. And Philip, Kotler.2011*Social Marketing: Influencing Behaviors for Good*. 4th Edition. SAGE Publications.
- French, J. it all.2010. *Social Marketing and Public Health, Theory and Practice*, UK: Oxford Press.
- Weinrich, HK. 2011. *Hands-on social marketing: a step-by-step guide to designing change for good*. Second Edition. Sage Thousand Oaks.

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **SPECIALIZATION: HUMAN RESOURCE MANAGEMENT**

#### **ELECTIVE COURSE DETAILS (SEM- III)**

**1) Title of the Course: Recruitment & Selection**

**2) Course Code : SF-MS-III-E(HR)-REC**

**3) Course Objective:**

- The objective is to familiarize the Learners with concepts and principles, procedure of Recruitment and Selection in an organization.
- It gives an in depth insight into various aspects of Human Resource management and make them acquainted with practical aspect of the subject.

**4) Course Outcome (CO) :**

**CO1-** Learner can learn the skills and knowledge needed to conduct full and fair recruitment and selection in the HR Profile.

**5) Category of Course :** Elective Course (Specialization : HUMAN RESOURCE MANAGEMENT)

**6) Semester : III**

**7) Total Hours:** 60 hours

**8) Total Credits:** 3 Credits

**9) Evaluation Pattern :**

- Total Marks:** 100 Marks (10 Point Grading System)
- Passing Criteria:** 40% Marks (04 Grade Points)
- Marking Scheme :** 60:40 Pattern
  - 60 Marks – Written Semester End Exam (Passing: 24 Marks)
  - 40 Marks – Internal Exam (Passing: 16 Marks)
- Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.****PROGRAMME CODE: SFP-MS****Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Recruitment</b>	<ul style="list-style-type: none"><li>• Concepts of Recruitment- -Meaning, Objectives, Scope &amp; Definition, Importance and relevance of Recruitment.</li><li>• Job Analysis--Concept, Specifications, Description, Process And Methods, Uses of Job Analysis</li><li>• Job Design--Introduction, Definition, Modern Techniques, Factors affecting Job Design, Contemporary Issues in Job Designing.</li><li>• 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).</li><li>• Technique of Recruitment-Traditional Vs Modern Recruitment</li><li>• Evaluation of Recruitment-Outsourcing Programme</li></ul>
<b>II</b>	<b>Selection</b>	<ul style="list-style-type: none"><li>• Selection-Concept of Selection, Criteria for Selection, Process, Advertisement and Application (Blank Format).</li><li>• Screening-Pre and Post Criteria for Selection, Steps of Selection</li><li>• Interviewing-Types and Guidelines for Interviewer &amp; Interviewee, Types of Selection Tests, Effective Interviewing Techniques.</li><li>• Selection Hurdles and Ways to Overcome Them</li></ul>
<b>III</b>	<b>Induction</b>	<ul style="list-style-type: none"><li>• Induction-Concept, Types-Formal /Informal, Advantages of Induction, How to make Induction Effective Orientation &amp; On boarding-Programme and Types, Process.</li><li>• Socialization-Types-Anticipatory, Encounter, Setting in, Socialization Tactics</li><li>• Current trends in Recruitment and Selection Strategies– with respect to Service, Finance, I.T., Law And Media Industry</li></ul>
<b>IV</b>	<b>Soft Skills</b>	<ul style="list-style-type: none"><li>• Preparing Bio-data and C.V.</li><li>• Social and Soft Skills – Group Discussion &amp;Personal Interview, Video and Tele Conferencing Skills,</li><li>• Presentation and Negotiation Skills, Aesthetic Skills,</li><li>• Etiquettes-Different Types and Quitting Techniques.</li><li>• Exit Interview-Meaning, importance.</li></ul>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

***PROGRAMME CODE: SFP-MS***

***Course Details For Semester: III & IV***

\*\*\*\*\*

**11) References:**

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

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**SPECIALIZATION: HUMAN RESOURCE MANAGEMENT**

**ELECTIVE COURSE DETAILS (SEM- III)**

**1) Title of the Course: Motivation & Leadership**

**2) Course Code : SF-MS-III-E(HR)-MOT**

**3) Course Objective:**

The Course will help the learner –

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

**4) Course Outcome (CO) :**

**CO1** – At the end of this course, Learners should be able to: Recognize and describe the role of leaders in business and other types of organizations and Identify and add to his or her own repertory of effective leader behaviors, and to better articulate a personal leadership development agenda.

**5) Category of Course : Elective Course (Specialization : HUMAN RESOURCE MANAGEMENT)**

**6) Semester : III**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 credits**

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline



**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations      • Assignments • Case Studies              • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Motivation -I</b>	Concept of motivation, Importance, Tools of Motivation. Theory Z, Equity theory. Process Theories-Vroom's Expectancy Theory, Valence-Four drive model.
<b>II</b>	<b>Motivation-II</b>	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.
<b>III</b>	<b>Leadership-I</b>	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)
<b>IV</b>	<b>Leadership-II</b>	• 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.

### **11) References:**

- Stephen P. Robbins, Timothy A. Judge (Author) - Organizational behaviour (15th Edition), Prentice Hall Publication
- Niraj Kumar- Organisational Behaviour: A New Look (Concept, Theory & Cases), Himalaya Publishing House
- Strategic Leadership – Sahu & Bharati – Excel Books
- Peter I. Dowling & Denise 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.)

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **SPECIALIZATION: HUMAN RESOURCE MANAGEMENT**

#### **ELECTIVE COURSE DETAILS (SEM- III)**

**1) Title of the Course: Employees Relations & Welfare**

**2) Course Code : SF-MS-III-E(HR)-ERW**

**3) Course Objective:**

The Course will help the learner –

- To understand the nature and importance of employee relations in an organization.
- To understand the importance of collective bargaining and Workers participation.
- To understand the causes and effects of employee grievances as well as the procedure to solve the same.

**4) Course Outcome (CO) :**

**CO1** – Learners will be able understand the elements and role of HR in employee relations.

**CO2** - They will be able to apply the theories of employee's welfare and learn the different approaches to employee's welfare in the industries.

**CO3** – They will get to know what are the responsibilities of employer towards labour welfare in the industries.

**CO4** – Learners will obtain in depth knowledge about workers participation in management.

**CO5** – They will be able to understand the cause and effects of employee grievance and find effective ways of handling those grievance.

**5) Category of Course :** Elective Course (Specialization : HUMAN RESOURCE MANAGEMENT)

**6) Semester : III**

**7) Total Hours:** 60 hours

**8) Total Credits:** 3 credits

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**d. Mode of Evaluation of Answer-book : Online/Offline**

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
Subject Oriented Activities – • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Overview of Employee Relations and Collective Bargaining	<ul style="list-style-type: none"><li>• Employee Relations - Meaning, Scope, Elements of Employee Relations, Role of HR in Employee Relations</li><li>• Employee Relation Policies – Meaning and Scope.</li><li>• Ways to Improve Employee Relations</li><li>• 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</li><li>• Collective Bargaining Strategies - Parallel or Pattern Bargaining, Multi-employer or Coalition Bargaining, Multi-unit or Coordinated Bargaining, and Single-unit Bargaining</li><li>• Current Trends in Collective Bargaining</li></ul>
II	Overview of Employee Welfare	<ul style="list-style-type: none"><li>• Meaning, Need for Employee Welfare, Principles of Employee/ Labour Welfare, Scope for Employee/ Labour Welfare in India, Types of Welfare Services –Individual and Group.</li><li>• Historical Development of Employee/ Labour Welfare in India – Pre and Post-Independence, Employee/ Labour Welfare Practices in India</li><li>• Approaches to Employee/ Labour Welfare – Paternalistic, Atomistic, Mechanistic, Humanistic approach</li><li>• Theories of Employee Welfare–Policing Theory, Religion Theory, Philanthropic Theory, Trusteeship Theory, Public Relations Theory, Functional Theory</li><li>• Administration of Welfare Facilities – Welfare Policy, Organisation of Welfare, Assessment of Effectiveness.</li></ul>
III	Welfare and Work Environment Management	<ul style="list-style-type: none"><li>• Agencies for Labour Welfare – Central Government, State Government, Employers, Trade Union</li><li>• Women Welfare - Meaning, Need for women welfare, Provision of Factories Act as applicable for women welfare</li><li>• Responsibility of Employers towards labour welfare</li><li>• Work Environment Management – Meaning, Need for healthy work environment, measures for providing healthy</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

		<p>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</p> <ul style="list-style-type: none"><li>• Accidents and Safety Issues at Workplace – Safety, Safety Culture</li></ul>
<b>IV</b>	<b>Workers Participation and Employee Grievance</b>	<ul style="list-style-type: none"><li>• Workers Participation in Management – Concept, Pre-requisites, forms &amp; levels of participation, Benefit of Workers Participation in Management, Importance of Employee stock option plans as a method of participation.</li><li>• Employee Grievance – Meaning, Features, Causes and Effects of Employee Grievances, Employee Grievance Handling Procedure, Effective Ways of Handling Grievance</li><li>• Role of Industrial Relations Manager in Promoting &amp; Establishing Peaceful Employee Relations</li></ul>

### **11) References:**

- Personnel Management and Industrial relations – P. C. Shejwalkar and S. B. Malegaonkar
- Labour Management relations in India – K.M. Subramanian
- Trade Unionism Myth and Reality, New Delhi, Oxford University Press, 1982
- Dynamic Personnel Administration – Prof. M.N. Rudrabasavraj.

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **SEMESTER –IV**

### **COURSE DETAILS**

**1) Title of the Course:** Strategic Management

**2) Course Code :** SF-MS-IV-C-SM

**3) Course Objective:**

The Course will help the learner –

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

**4) Course Outcome (CO) :**

**CO1** – It empowers Learners to develop and prepare organizational strategies that will be effective for the current business environment

**CO2** - Learners would be able to devise strategic approaches for managing a business successfully.

**CO3** – Learners would develop skills for applying these concepts to the solution of business problems.

**5) Category of Course :** Core Course

**6) Semester :** IV

**7) Total Hours:** 60 hours

**8) Total Credits:** 3 credits

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**d. Mode of Evaluation of Answer-book : Online/Offline**

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
Subject Oriented Activities – • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>



## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Introduction to Strategic Management</b>	<ul style="list-style-type: none"><li>• Business Policy-Meaning, Nature, Importance</li><li>• Strategy-Meaning, Definition</li><li>• Strategic Management-Meaning, Definition, Importance, Strategic management</li><li>• Process &amp; Levels of Strategy and Concept and importance of Strategic Business Units (SBU's)</li><li>• Strategic Intent-Mission, Vision, Goals, Objective, Plans</li></ul>
<b>II</b>	<b>Strategy Formulation</b>	<ul style="list-style-type: none"><li>• Environment Analysis and Scanning(SWOT )</li><li>• Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization)</li><li>• Business Level Strategy(Cost Leadership, Differentiation, Focus)</li><li>• Functional Level Strategy(R&amp;D, HR, Finance, Marketing, Production)</li></ul>
<b>III</b>	<b>Strategic Implementation</b>	<ul style="list-style-type: none"><li>• Models of Strategy making.</li><li>• Strategic Analysis&amp; Choices &amp;Implementation: BCG Matrix, GE 9Cell, Porter's Forces, 7S Frame Work</li><li>• Implementation: Meaning, Steps and implementation at Project, Process, Structural, Behavioral, Functional level.</li></ul>
<b>IV</b>	<b>Strategic Evaluation &amp; Control</b>	<ul style="list-style-type: none"><li>• <b>Strategic Evaluation &amp; Control</b>– Meaning, Steps of Evaluation &amp; Techniques of Control Synergy: Concept, Types, evaluation of Synergy. Synergy as a Component of Strategy &amp; its Relevance. Change Management– Elementary Concept</li></ul>

### **11) References:**

- Strategic Management, 12th Ed. Concepts and Cases, Arthur A. Jr. and A. . J. Strickland
- Management Policy and Strategic Management (Concepts, Skills and Practices) , R.M.Shrivastava
- Business Policy and Strategic Management – P. SubbaRao
- Strategic Planning Formulation of Corporate Strategy , Ramaswamy

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Business Planning & Entrepreneurial Management**

**2) Course Code : SF-MS-IV-C-BPEM**

**3) Course Objective:**

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

**4) Course Outcome (CO) :**

**CO1-** Learner will be able to assess the commercial viability of new business opportunities.

**CO2-** Learner will be able to possess the necessary skills to become successful entrepreneurs

**CO3-** Learner will be able to Plan, organize, and execute a project or new venture with the goal of bringing new products and service to the market.

**5) Category of Course : Core Course**

**6) Semester : IV**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	<b>Foundation of Entrepreneurship Development:</b>	<ul style="list-style-type: none"><li>• Foundations of Entrepreneurship Development:</li><li>• Concept and Need of Entrepreneurship Development</li><li>• Definition of Entrepreneur, Entrepreneurship,</li><li>• Importance and significance of growth of entrepreneurial activities</li><li>• Characteristics and qualities of entrepreneur</li><li>• Theories of Entrepreneurship:</li><li>• Innovation Theory by Schumpeter &amp; Imitating</li><li>• Theory of High Achievement by McClelland</li><li>• X-Efficiency Theory by Leibenstein</li><li>• Theory of Profit by Knight</li><li>• Theory of Social change by Everett Hagen</li><li>• External Influences on Entrepreneurship Development:</li><li>• Socio-Cultural, Political, Economical, Personal.</li><li>• Role of Entrepreneurial culture in Entrepreneurship Development.</li></ul>
II	<b>Types &amp; Classification Of Entrepreneurs</b>	<ul style="list-style-type: none"><li>• Intrapreneur –Concept and Development of Intrapreneurship</li><li>• Women Entrepreneur – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group</li><li>• Social entrepreneurship–concept, development of Social entrepreneurship in India. Importance and Social responsibility of NGO's.</li><li>• Entrepreneurial development Program (EDP) – concept, factor influencing EDP. Option available to Entrepreneur. (Ancillarisation, BPO, Franchise, M&amp;A)</li></ul>
III	<b>Entrepreneur Project Development &amp; Business Plan</b>	<ul style="list-style-type: none"><li>• Innovation, Invention, Creativity, Business Idea, Opportunities through change.</li><li>• Idea generation– Sources-Development of product /idea, Environmental scanning and SWOT analysis</li><li>• Creating Entrepreneurial Venture-Entrepreneurship Development Cycle</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

		<ul style="list-style-type: none"><li>• Business Planning Process-The business plan as an Entrepreneurial tool, scope and value of Business plan.</li><li>• Elements of Business Plan, Objectives, Market and Feasibility Analysis, Marketing, Finance, Organization &amp; Management, Ownership, Critical Risk Contingencies of the proposal, Scheduling and milestones.</li></ul>
<b>IV</b>	<b>Venture Development</b>	<ul style="list-style-type: none"><li>• Steps involved in starting of Venture</li><li>• Institutional support to an Entrepreneur</li><li>• Venture funding, requirements of Capital (Fixed and working)</li><li>• Sources of finance, problem of Venture set-up and prospects</li><li>• Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance.</li><li>• New trends in entrepreneurship</li></ul>

### **11) References:**

- Dynamics of Entrepreneurial Development Management - Vasant Desai, Himalaya Publishing House.
- Entrepreneurial Development - S.S. Khanna
- Entrepreneurship & Small Business Management - CL Bansal, Haranand Publication
- Entrepreneurial Development in India - Sami Uddin, Mittal Publication

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Production & Total Quality Management**

**2) Course Code : SF-MS-IV-C-PTQM**

**3) Course Objective:**

- To acquaint learners with the basic management decisions with respect to production and quality management
- To make the learners understand the designing aspect of production systems
- To enable the learners apply what they have learnt practically.

**4) Course Outcome (CO) :**

**CO1-** Learners can implement the principles of TQM in manufacturing and service-based organization for continuous quality improvement

**CO2-** Learners can apply the PDCA cycles to various organization process

**CO3-** Learners can apply various quality improvement techniques

**5) Category of Course : Core Course**

**6) Semester : IV**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 credits**

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Production Management</b>	<ul style="list-style-type: none"><li>• Production Management</li><li>• Objectives, Components–Manufacturing systems: Intermittent and Continuous Production Systems.</li><li>• Product Development, Classification and Product Design.</li><li>• Plant location &amp; Plant layout– Objectives, Principles of good product layout, and types of layout.</li><li>• Importance of purchase management.</li></ul>
<b>II</b>	<b>Materials Management</b>	<ul style="list-style-type: none"><li>• Materials Management:</li><li>• Concept, Objectives and importance of materials management</li><li>• Various types of Material Handling Systems.</li><li>• Inventory Management:</li><li>• Importance–Inventory Control Techniques ABC, VED, FSN, GOLF, XYZ, SOS, HML.</li><li>• EOQ: Assumptions limitations &amp; advantages of Economic Order Quantity,</li><li>• Simple numerical on EOQ, Lead Time, Reorder Level, Safety Stock.</li></ul>
<b>III</b>	<b>Basics Of Productivity &amp; TQM</b>	<ul style="list-style-type: none"><li>• Basics Of Productivity &amp; TQM:</li><li>• 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:</li><li>• Edward Deming, J. Juran, Kaizen, P. Crosby’s philosophy.</li><li>• Product &amp; Service Quality Dimensions, SERVQUAL</li><li>• Characteristics of Quality, Quality Assurance, Quality Circle: Objectives Of Quality Circles, Ishikawa Fish Bone, Applications in Organizations. Simple numerical on productivity</li></ul>
<b>IV</b>	<b>Quality Improvement Strategies &amp; Certifications</b>	<ul style="list-style-type: none"><li>• Quality Improvement Strategies &amp; Certifications:</li><li>• Lean Thinking, Kepner Tregor Methodology of problem solving, Sigma features, Enablers, Goals, DMAIC/DMADV. TAGUCHI’S QUALITY ENGINEERING, ISO 9000, ISO 1400, QS9000. Malcolm</li><li>• Baldrige National Quality Award (MBNQA)</li></ul>



**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

***PROGRAMME CODE: SFP-MS***

***Course Details For Semester: III & IV***

\*\*\*\*\*

**11) References:**

- Production and Operations Management: R. Paneerselvam
- Production (Operations) Management: L.C. Jhamb
- K. Ashwathappa and K .Shridhar Bhatt ; Production and Operations management
- Productivity Management: Concepts and Techniques, Sawhney S.C., Tata McGraw Hill
- Srinivas Gondhalekar and Uday Salunkhe, “Productivity Techniques”, Himalaya Publishing House
- Gerard Leone and Richard D. Rahn, “Productivity Techniques”, Jaico Book House
- John S. Oakland, “TQM: Text with Cases”, Butterworth-Heinemann
- David J. Sumanth, “Total Productivity Management (TMgt): A systematic and quantitative approach to compete in quality, price and time”, St. Lucie Press

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Information Technology - II**

**2) Course Code : SF-MS-IV-AB-IT**

**3) Course Objective:**

The Course will help the learner –

- To understand managerial decision-making and to develop perceptive of major functional area of MIS
- To have 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.
- To understand relationship between database management and data warehouse approaches, the requirements and applications of data warehouse.
- To learn outsourcing concepts. BPO/KPO industries, their structures, Cloud computing.

**4) Course Outcome (CO) :**

**CO1** – Learners would know about the use of commercial activity using electronic media.

**CO2** - Learners know about the basic working of different technology and new trends in commerce using electronic media

**CO3** – Learners would learn to make documents, presentations and spreadsheets.

**5) Category of Course : Skill /Ability Enhancement Course**

**6) Semester : IV**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 credits**

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Management Information System</b>	<b>Overview of MIS:-</b> Definition, Characteristics <b>Subsystems of MIS</b> (Activity and Functional subsystems) <b>Structure of MIS</b> <b>Reasons for failure of MIS.</b> <b>Understanding Major Functional Systems:-</b> Marketing & Sales Systems, Finance & Accounting Systems Manufacturing & Production Systems, Human Resource Systems ,Inventory Systems <b>Sub systems, description and organizational levels</b> <b>Decision support system:-</b> Definition, Relationship with MIS <b>Evolution of DSS, Characteristics, classification, objectives, components, applications of DSS</b>
<b>II</b>	<b>ERP/E-SCM/E-CRM</b>	<b>Concepts of ERP</b> <b>Architecture of ERP:-</b> Generic modules of ERP <b>Applications of ERP</b> <b>ERP Implementation concepts:-</b> ERP lifecycle <b>Concept of ERP</b> (extended ERP) <b>Features of commercial ERP software:-</b> Study of SAP, Oracle Apps, MS Dynamics NAV, PeopleSoft <b>Concept of e-CRM:-</b> E-CRM Solutions and its advantages, How technology helps? <b>CRM Capabilities</b> and customer Life cycle, Privacy Issues and CRM <b>Data Mining and CRM:-</b> CRM and workflow Automation <b>Concept of E-SCM:-</b> Strategic advantages, benefits of E-SCM Components and Chain Architecture <b>Major Trends in e-SCM</b> <b>Case studies ERP/SCM/CRM</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

<b>III</b>	<b>Introduction to Data base and Data warehouse:</b>	<p><b>Introduction to DBMS:</b> Meaning of DBMS, Need for using DBMS. Concepts of tables, records, attributes, keys, integrity constraints, schema architecture, data independence.</p> <p><b>Data Warehousing and Data Mining:</b> 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</p> <p><b>Data Mining:</b> The scope and the techniques used</p> <p><b>Business Applications of Data warehousing and Data mining</b></p>
<b>IV</b>	<b>Outsourcing</b>	<p><b>Introduction to Outsourcing:</b> Meaning of Outsourcing, Need for outsourcing, Scope of Outsourcing.</p> <p>Outsourcing : IT and Business Processes</p> <p><b>Business Process Outsourcing (BPO):</b> Introduction</p> <p><b>BPO Vendors:</b> How does BPO Work?, BPO Service scope, Benefits of BPO, BPO and IT Services, Project Management approach in BPO, BPO and IT-enabled services</p> <p><b>BPO Business Model:</b> Strategy for Business Process Outsourcing, Process of BPO, ITO Vs BPO</p> <p><b>BPO to KPO:</b> Meaning of KPO, KPO vs BPO, KPO : Opportunity and Scope, KPO challenges, KPO Indian Scenario</p> <p><b>Outsourcing in Cloud Environment:</b> Cloud computing offerings</p> <p><b>Traditional Outsourcing Vs. Cloud Computing</b></p>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **11) References:**

- Information Technology for Management, 6TH ED (With CD By Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)
- Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch
- Tata McGraw Hill Joseph, P.T. : E-commerce An Indian Perspective (Ch-13,Ch-14)
- Computer Viruses and Related Threats: A Management Guide (Ch-2, Ch-3) By John P. Wack, Lisa J Carnahan
- (EBook:<https://play.google.com/books/reader?id=tsP15h9gr8MC&printsec=frontcover&output=readerhl=en&pg=GBS.PR7.w.2.1.0>)
- Electronic Commerce - Technologies & Applications. Bharat, Bhaskar
- <https://play.google.com/books/reader?id=F1zbUaBtk7IC&printsec=frontcover&output=reader&hl=en&pg=GBS.PP1>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Foundation Course – III (Ethics & Governance)**

**2) Course Code : SF-MS-IV-ID-FC**

**3) Course Objective:**

The Course will help the learner –

- To understand significance of ethics and ethical practices in business which are indispensable for the progress of a country
- To learn the applicability of ethics in functional areas
- To Identify ethical dilemmas and understand their implications
- To enable learners, understand the scope of Corporate Governance

**4) Course Outcome (CO) :**

**CO1-** The learner would be able to apply theoretical and practical approaches to business ethics, CSR and CG relevant to contemporary environment.

**CO2-** The learner would be able to promote ethical standards at work place and provide a consistent example of desired ethical conduct.

**CO3-** The learner would be able to demonstrate a critical appreciation of importance of corporate responsibility and how it relates to corporate strategy.

**5) Category of Course : Multi-disciplinary / Inter-disciplinary course**

**6) Semester : IV**

**7) Total Hours: 60 hours**

**8) Total Credits: 2 credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>



**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Introduction to Business Ethics	<ul style="list-style-type: none"><li>• Definition, Meaning, Nature of Ethics, Meaning of Moral &amp; Ethics.</li><li>• Types of Ethics, Importance of Ethics, Business Ethics -Meaning and Nature.</li><li>• Importance of Ethics in Business, Areas of Business Ethics, Meaning of Functional</li><li>• Ethics, Types of Ethics According to Functions of Business- Marketing Ethics, Foreign Trade Ethics and Ethics Relating to Copyright.</li><li>• Ethics relating to Free and Perfect Competitive Market.</li></ul>
II	Application of Ethical Theories in Business	<ul style="list-style-type: none"><li>• Ethical Decision Making: Decision Making (Normal Dilemmas And Problems): (I) Utilitarianism (J. Bentham And J.S. Mill), (Ii) Deontology (I. Kant) Virtue Ethics (Aristotle). Gandhian Approach in Management and Trusteeship, Importance and Relevance of Trusteeship Principle in Modern Business. Ethical Issues in Functional Areas of Business. Ethics in Advertising (Truth in Advertising). Ethical Issues in Finance,</li></ul>
III	Introduction to Corporate Governance	<ul style="list-style-type: none"><li>• Definition &amp; Conceptual Framework of Corporate Governance, Business Ethics - an important dimension to Corporate Governance, Fair and Unfair Business</li><li>• Practices. Theoretical Basis of Corporate Governance, Mechanism- Corporate Governance Systems, Indian Model of Governance, Good Corporate Governance,</li><li>• Obligations Towards Society and Stake holders. Theories underlying Corporate Governance (Stake holder's theory and Stewardship theory, Agency theory, Separation of Ownership and Control, Corporate Governance Mechanism: Process, Indian Model, OECD, and Emphasis on Corporate Governance, (Transparency Accountability and Empowerment).</li></ul>
IV	Genesis and Implementation of corporate Governance in India:	<ul style="list-style-type: none"><li>• Introduction principles – Arthashastra and Good Governance in ancient India, Protection of Interest of Customer and Investors, Historical perspective of</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

		<ul style="list-style-type: none"><li>• Corporate Governance and Issues in Corporate Governance.</li><li>• Values: Meaning, Types Teaching from Scriptures like Gita, Quran, Bible Value Systems in Business.</li><li>• Implementation of Corporate Governance</li><li>• Role of Board of Directors and Board Structure, Role of the Non- executive Director, Role of Auditors, SEBI Growth of Corporate Governance. Role of Government, Corporate Governance in India. Accounting Standards and Accounting disclosures. Finance Reporting and Corporate Governance, Non</li><li>• Accounting Regulations in Corporate Governance, Corporate Governance &amp; CSR, Family Owned Business - Background, Family Businesses in India, Need for Professionalization and Transparency in Family Business.</li></ul>
<b>V</b>	<b>Global Scenario</b>	<ul style="list-style-type: none"><li>• Business Ethics in Global Economy.</li><li>• Ethics in the Context of Global Economy, Relationship between Business Ethics &amp; Business Development, Role of Business Ethics in Building a Civilized Society.</li><li>• Corporate Governance and Issues Related to Scams</li><li>• Corruption: Meaning, Causes, Effects.</li><li>• Frauds and Scams in Banks, Insurance Companies, Financial Institutions, Measures to Overcome Fraud and Corruption, Zero Tolerance of Corruption.</li></ul>

### **11) References:**

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

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Dynamic Public Speaking**

**2) Course Code : SF-MS-IV-AD-DPS**

**3) Course Objective:**

The Course will help the learner to substantially increase his/her confidence and presence as a dynamic speaker.

**4) Course Outcome (CO) :**

**CO1-** The learner will be able to prepare effective speeches for various purposes

**CO2-** The learner will be able to develop delivery techniques for voice, movement, and gesture

**CO3-** The learner will be able to Master Speechwriting techniques for storytelling, argument, style, topic framing, and discussing evidence.

**5) Category of Course : Additional Course**

**6) Semester : IV**

**7) Total Hours: 60 hours**

**8) Total Credits: 2 credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.****PROGRAMME CODE: SFP-MS****Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Introduction to Public Speaking</b>	<ul style="list-style-type: none"><li>• Public Speaking</li><li>• Importance of Public Speaking</li><li>• Fundamentals of Public Speaking</li></ul>
<b>II</b>	<b>Essentials Skills for Dynamic Public Speaking</b>	<ul style="list-style-type: none"><li>• Type of Audience</li><li>• Topic Selection and Content of Speech</li><li>• Attention Grabbing opening</li><li>• Presenters Style</li><li>• Audience – Centric</li><li>• Connecting with Audience</li><li>• Visually Pleasing Presentations</li><li>• Delivering Persuasive Message</li><li>• Self-appraisal</li></ul>
<b>III</b>	<b>Different Types / Techniques of Public Speaking</b>	<ul style="list-style-type: none"><li>• Speaking to inform / Informative Technique</li><li>• Speaking to persuade / Persuasive</li><li>• Speaking to Inspire: Ceremonial and Motivational Speech / Ceremonial Technique</li><li>• Speaking to action / Demonstrative Technique</li></ul>
<b>IV</b>	<b>Practical</b>	Practical Sessions on Public Speaking

### **11) References:**

- Gall, Carmine. *Talk Like TED*. St. Martin's Press.2014.
- Lucas Stephen E... *The Art of Public Speaking*. McGraw Hill Education.1983
- Dale Carnegie. *How to Develop Self-Confidence & Influence People by Public Speaking*.1956.
- Dan O'Hair, Hannah Rubenstein, and Rob Stewart. *A Pocket Guide to Public Speaking*.2003
- Reddy Ramakrishna. *Public Speaking Essentials: Six Steps to Sizzle on Stage*.2016.

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **SPECIALIZATION: FINANCE**

#### **ELECTIVE COURSE DETAILS (SEM- IV)**

**1) Title of the Course: Strategic Cost Management**

**2) Course Code : SF-MS-IV-E(F)-SCM**

**3) Course Objective:**

The Course will help the learner –

- To develop skills of analysis, evaluation and synthesis in cost and management accounting
- To cover the complex modern industrial organizations within which the various facets of decision-making and controlling operations take place.
- To study the relevant concept of activity based costing and activity based management
- To study concept of marginal costing and how to apply it in managerial decision making.
- To study the concept and process of managerial decision making.
- To study relevant information regarding cost audit and management audit.
- To study the importance of standard costing.
- To study the concept of divisional performance in responsibility accounting.

**4) Course Outcome (CO) :**

**CO1** – Learners will get detailed knowledge about the important concept of strategic cost management with its objective, philosophies and different aspects.

**CO2** – Learners will be able to understand the concept Activity Based Costing and Activity Based Management and also elaborate the steps of activity based costing.

**CO3** – Learners will be able to apply marginal costing in managerial decision making.

**CO4** – Learners will be able to implement budgetary control system in the business operation and ascertain performance evaluation by using standard costing.

**CO5** – Learners will be able to evaluate the profit center and investment center in responsibility accounting.

**5) Category of Course : Elective Course (Specialization : FINANCE)**

**6) Semester : IV**

**7) Total Hours: 60 hours**

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**8) Total Credits:** 3 credits

**9) Evaluation Pattern :**

- a. **Total Marks:** 100 Marks (10 Point Grading System)
- b. **Passing Criteria:** 40% Marks (04 Grade Points)
- c. **Marking Scheme :** 60:40 Pattern
  - 60 Marks – Written Semester End Exam (Passing: 24 Marks)
  - 40 Marks – Internal Exam (Passing: 16 Marks)
- d. **Mode of Evaluation of Answer-book :** Online/Offline
- e. **Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

<b>ASSESSMENT</b>	<b>MARKS</b>
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

### **10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Introduction to Strategic Cost Management(Only Theory)</b>	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)
<b>II</b>	<b>Activity Based Costing</b>	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)
<b>III</b>	<b>Strategic Cost Management performance assessment (Only theory )</b>	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-



**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

		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
<b>IV</b>	<b>Variance Analysis &amp; Responsibility Accounting (Practical Problems)</b>	Standard Costing (Material, Labour, Overhead, Sales & Profit)  Responsibility Accounting –Introduction, Types & Evaluation of Profit Centre and Investment Centre

**11) References:**

- Dr. Girish Jakhotiya-Strategic Financial Management
- Lall, B.M. and Jain, I.C. – Cost Accounting: Principles and Practice, Prentice Hall, Delhi
- Welsch, Glenn A., Ronald W. Hilton and Paul N. Gordan – Budgeting, Profit and Control, Prentice Hall, Del
- John K Shank & Vijay Govindaraja, Strategic Cost Management - The new tool for Competitive Advantage, Free Press

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **SPECIALIZATION: FINANCE**

### **ELECTIVE COURSE DETAILS (SEM- IV)**

**1) Title of the Course: Financial Institution & Markets**

**2) Course Code : SF-MS-IV-E(F)-FIM**

**3) Course Objective:**

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

**4) Course Outcome (CO) :**

**CO1** – The learner would be able to define the functions of financial markets and intermediary institutions, also can Compute economic value of bonds & stocks.

**5) Category of Course :** Elective Course (Specialization : FINANCE)

**6) Semester : IV**

**7) Total Hours:** 60 hours

**8) Total Credits:** 3 credits

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations      • Assignments • Case Studies              • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Financial System in India	<ul style="list-style-type: none"><li>Financial System in India</li><li>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,</li><li>Structure of Indian financial system – Financial Institutions ( Banking &amp; Non-Banking ), Financial Markets ( Organized and Unorganized) Financial Assets/Instruments, Financial Services( Fund based &amp; Free Based) – ( In details)</li><li>Microfinance - Conceptual Framework – Origin, Definitions, Advantages, Barriers, Microfinance Models in India</li></ul>
II	Financial Regulators & Institutions in India (detail discussion on their role and functions )	<ul style="list-style-type: none"><li>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.</li><li>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.</li><li>Specialized Financial Institutions – EXIM, NABARD, SIDBI, NHB, SIDC, SME Rating agency of India Ltd, IIFCL, IWRFC ( Their role, functions and area of concerns)</li></ul>
III	Financial Markets (In Details)	<ul style="list-style-type: none"><li>Indian Money Market – Meaning, Features, Functions, Importance, Defects, Participants, Components ( Organized and Unorganized) ( in details) and Reforms</li><li>Indian Capital Market - Meaning, Features, Functions, Importance, Participants, Instruments, Reforms in Primary and Secondary Market, Stock Indices, NSE, BSE, ADR and GDR</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

		<ul style="list-style-type: none"><li>• Introduction of Commodity and Derivative Markets</li><li>• Insurance and Mutual funds – An introduction</li></ul>
<b>IV</b>	<b>Managing Financial Systems Design</b>	<ul style="list-style-type: none"><li>• 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</li><li>• At global level – Financial system designs of Developed countries ( Japan, Germany , UK and USA) ( Brief Summary)</li><li>• Case studies relating to disinvestments policies of PSU in India, Global crises and failures in market systems around world</li></ul>

### **11) References:**

- M. Bhole, Financial Institutions and Markets, TATA McGraw Hill
- V. A. Avadhani, Marketing of Financial Services, Himalaya Publishers, Mumbai
- Vasant Desai, Indian Financial Systems, Himalaya Publishers
- Gordon and Natarajan, Financial Services, Himalaya Publishers
- Meir Khan, Financial Institutions and Markets, Oxford Press
- Financial Markets and Institutions-Dr. S. Gurusamy, Tata McGraw Hill.
- The Indian Financial System-Dr. Bharti Pathak, Pearson.
- Indian Financial System-M.Y.Khan, Mc.Graw Hill
- Machiraju, H.R., Indian Financial System, Vikas Publications

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **SPECIALIZATION: FINANCE**

### **ELECTIVE COURSE DETAILS (SEM- IV)**

**1) Title of the Course: International Finance**

**2) Course Code : SF-MS-IV-E(F)-IF**

**3) Course Objective:**

- To familiarize with the fundamental aspects of various issues associated with International Finance
- To get a comprehensive overview of International Finance as a separate area in International Business
- To get introduced to the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalized Market.

**4) Course Outcome (CO) :**

**CO1-** The learner will be able to learn the scope of International Finance and to understand the challenges faced

**CO2-** The learner will learn concepts of International Monetary System.

**CO3-** The learner will understand the functions of foreign exchange market and understand the factors affecting exchange rate.

**CO4 -** The learner will be able to get an overview of currency options, equity market and capital budgeting.

**CO5 -** The learner will know types of risk, types of taxation and Project Appraisal approach.

**5) Category of Course: Elective Course (Specialization : FINANCE)**

**6) Semester : IV**

**7) Total Hours: 60 Hours**

**8) Total Credits: 3 Credits**

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**d. Mode of Evaluation of Answer-book : Online/Offline**

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
Subject Oriented Activities – • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**10) Modules/Units:**

MODULE NO.	MODULE TOPIC	CONTENTS COVERED
I	Fundamentals of International Finance.	<ul style="list-style-type: none"><li>• <b><u>Introduction to International Finance:</u></b> Meaning/Importance of International Finance, Scope of International Finance, Globalization of the World Economy, Goals of International Finance, The Emerging Challenges in International Finance.</li><li>• <b><u>Balance of Payment:</u></b> Introduction to Balance of Payment, Accounting Principles in Balance of Payment, Components of Balance of Payments, Balance of Payment Identity Indian Heritage in Business, Management, Production and Consumption.</li><li>• <b><u>International Monetary Systems:</u></b> Evolution of International Monetary System , Gold Standard System , Bretton Woods System, Flexible Exchange Rate Regimes – 1973 to Present, Current Exchange Rate Arrangements, European Monetary System, Fixed &amp; Flexible Exchange Rate System.</li><li>• <b><u>An introduction to Exchange Rates:</u></b> Foreign Bank Note Market, Spot Foreign Exchange Market, Exchange Rate Quotations, Direct &amp; Indirect Rates, Cross Currency Rates, Spread &amp; Spread %, Factors Affecting Exchange Rates</li></ul>
II	Foreign Exchange Markets, Exchange Rate Determination & Currency Derivatives	<ul style="list-style-type: none"><li>• <b><u>Foreign Exchange Markets:</u></b> Introduction to Foreign Exchange Markets, Structure of Foreign Exchange Markets, Types of Transactions &amp; Settlement Date, Exchange Rate Quotations &amp; Arbitrage, Forward Quotations (Annualized Forward Margin)</li><li>• <b><u>International Parity Relationships &amp; Foreign Exchange Rate:</u></b> Interest Rate Parity, Purchasing Power Parity &amp; Fishers Parity, Forecasting Exchange Rates (Efficient Market Approach, Fundamental Approach, Technical Approach, Performance of the Forecasters), Global Financial Markets &amp; Interest Rates (Domestic &amp; Offshore Markets, Money Market Instruments)</li><li>• <b><u>Currency &amp; Interest Rate Futures:</u></b> Introduction to Currency Options (Option on Spot, Futures &amp; Futures Style Options), Futures Contracts, Markets &amp; the Trading Process, Hedging &amp; Speculation with Interest Rate Futures, Currency Options in India.</li></ul>



## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

<b>III</b>	<b>World Financial Markets &amp; Institutions &amp; Risks</b>	<ul style="list-style-type: none"><li>• <b><u>Euro Currency Bond Markets:</u></b> Introduction to Euro Currency Market, Origin of Euro Currency Market, Euro Bond Market (Deposit, Loan, Notes Market), Types of Euro Bonds, Innovation in the Euro Bond Markets, Competitive Advantages of Euro Banks, Control Regulation of Euro Bond Market</li><li>• <b><u>International Equity Markets &amp; Investments:</u></b> Introduction to International Equity Market, International Equity Market Benchmarks, Risk &amp; Return from Foreign Equity Investments, Equity Financing in the International Markets, Depository Receipts – ADR, GDR, IDR</li><li>• <b><u>International Foreign Exchange Markets:</u></b> Meaning of International Foreign Exchange Market, FERA v/s FEMA, Scope &amp; Significance of Foreign Exchange Markets, Role of Forex Manager, FDI v/s FPI, Role of FEDAI in Foreign Exchange Market</li><li>• <b><u>International Capital Budgeting:</u></b> Meaning of Capital Budgeting, Capital Budgeting Decisions, Incremental Cash Flows, Cash Flows at Subsidiary and Parent Company, Repatriation of Profits, Capital Budgeting Techniques – NPV.</li></ul>
<b>IV</b>	<b>Foreign Exchange Risk, Appraisal &amp; Tax Management.</b>	<ul style="list-style-type: none"><li>• <b><u>Foreign Exchange Risk Management:</u></b> Introduction to Foreign Exchange Risk Management, Types of Risk, Trade &amp; Exchange Risk, Portfolio Management in Foreign Assets, Arbitrage Speculation</li><li>• <b><u>International Tax Environment:</u></b> Meaning of International Tax Environment, Objectives of Taxation, Types of Taxation, and Benefits towards Parties doing Business Internationally, Tax Havens Tax Liabilities.</li><li>• <b><u>International Project Appraisal:</u></b> Meaning of Project Appraisal, Review of Net Present Value Approach (NPV), Option Approach to Project Appraisal, Project Appraisal in the International Context, Practice of Investment Appraisal</li></ul>

### **11) References:**

- P G Apte, International Financial Management, 5th Edition, The McGraw Hill
- Cheol . S. Eun & Bruce G. Resnick, International Finance Management
- Maurice D. Levi, International Finance – Special Indian Edition
- Prakash G. Apte, International Finance – A Business Perspective
- V A. Aadhani, International Finance

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **SPECIALIZATION: MARKETING**

#### **ELECTIVE COURSE DETAILS (SEM- IV)**

**1) Title of the Course: Integrated Marketing Communication**

**2) Course Code : SF-MS-IV-E(M)-IMC**

**3) Course Objective:**

The Course will help the learner –

- To equip the Learners with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program.
- To understand the various tools of IMC and the importance of coordinating them for an effective marketing communication program.

**4) Course Outcome (CO) :**

**CO1** –Learner can understand the nature of IMC and describe its environment

**CO2** - Learner can Analyze and evaluate the cost effectiveness of various forms of media

**CO3-** Learner can explain the behavioral factors that influence the effectiveness of communications

**5) Category of Course :** Elective Course (Specialization : MARKETING)

**6) Semester : IV**

**7) Total Hours:** 60 hours

**8) Total Credits:** 3 Credits

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.****PROGRAMME CODE: SFP-MS****Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations      • Assignments • Case Studies              • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	<b>Introduction to Integrated Marketing Communication</b>	<ul style="list-style-type: none"><li>• Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC.</li><li>• Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing</li><li>• Communication process, Traditional and alternative Response Hierarchy Models</li><li>• Establishing objectives and Budgeting: Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program.</li></ul>
II	<b>Elements of IMC – I</b>	<ul style="list-style-type: none"><li>• Advertising – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising.</li><li>• 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.</li></ul>
III	<b>Elements of IMC – II</b>	<ul style="list-style-type: none"><li>• 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</li><li>• 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</li><li>• Personal Selling – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

<b>IV</b>	<b>Evaluation &amp; Ethics in Marketing Communication</b>	<ul style="list-style-type: none"><li>• Evaluating an Integrated Marketing program – Evaluation process of IMC – Message Evaluations, Advertising tracking research – copy testing – emotional reaction test, cognitive Neuro science – online evaluation, Behavioral 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</li><li>• Ethics and Marketing communication – stereotyping, targeting vulnerable customers, offensive brand messages – legal issues – Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices</li><li>• Current Trends in IMC – Internet &amp; IMC, Advertising on internet, PR through Internet Banner, Sales promotion on Internet, direct marketing on internet.</li></ul>
-----------	---	---

### **11) References:**

- Belch, Michael, Belch, George “Advertising and Promotion: An integrated marketing communications perspective” Tata McGraw Hill 2010
- Clow, Kenneth E ; Back, Donald E “Integrated Advertising Promotion and Marketing Communication”, Pearson Edu 2014
- Duncan, Tom, “Principles of Advertising and IMC”, Tata McGraw Hill Pub 2006
- Shah, Kruti ; D’Souza, Allan, “Advertising and IMC”, Tata McGraw Hill 2014
- Shimp, Terence, “Advertising and promotion: An IMC Approach”, Cengage Learning. 2007
- Dutta, Kirti, “Integrated Marketing Communication” Oxford University Press, 2016
- Gopalakrishnan, P S, “Integrated Marketing Communication: Concepts and Cases”, ICFAI University Press, 2008

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **SPECIALIZATION: MARKETING**

### **ELECTIVE COURSE DETAILS (SEM- IV)**

**1) Title of the Course: Event Marketing**

**2) Course Code : SF-MS-IV-E(M)-EVENT**

**3) Course Objective:**

The Course will help the learner –

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

**4) Course Outcome (CO) :**

**CO1** – Enables the Learners to enquire the scope of event management practice and come up with new methodologies of working.

**CO2-** Learner will identify business opportunities, developing creative outcomes and build a viable business model and business plan.

**CO3-** Learner will develop good communication skills in order to efficiently interact with clients and articulate ideas and get trained in effective decision-making skills.

**5) Category of Course : Elective Course (Specialization : MARKETING)**

**6) Semester : IV**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 credits**

**9) Evaluation Pattern :**

- a. Total Marks:** 100 Marks (10 Point Grading System)
- b. Passing Criteria:** 40% Marks (04 Grade Points)
- c. Marking Scheme :** 60:40 Pattern
  - 60 Marks – Written Semester End Exam (Passing: 24 Marks)
  - 40 Marks – Internal Exam (Passing: 16 Marks)
- d. Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.****PROGRAMME CODE: SFP-MS****Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Introduction to Events</b>	<ul style="list-style-type: none"><li>• Definition and Meaning of Event Marketing ; The Evolution of Event Marketing,</li><li>• 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.</li><li>• 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.</li><li>• Concept of Event Creativity, Key Elements of Events: Event Infrastructure; Customer Groups; Clients; Event Organizers; Venue; Media</li></ul>
<b>II</b>	<b>Segmenting, Targeting and Positioning of Events and Concept of Product in Events</b>	<ul style="list-style-type: none"><li>• Concept of Market in Events; Segmentation and targeting of the Market for events; Positioning of events-Event Property.</li><li>• 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.</li><li>• Event Variations- Time Frame Based, Concept Based, Artist Based, Client Industry Based</li></ul>
<b>III</b>	<b>Concept of Pricing and Promotion in Events</b>	<ul style="list-style-type: none"><li>• 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.</li><li>• Networking Components: Print Media, Radio, Television, Internet, Outdoor Media, Direct Marketing, Sales Promotion, Public Relations, Merchandising, In-venue Publicity.</li></ul>



## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

		<ul style="list-style-type: none"><li>• 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.</li></ul>
<b>IV</b>	<b>Trends and Challenges in Event Marketing</b>	<ul style="list-style-type: none"><li>• E-event marketing, Virtual Events, Societal Event Marketing, Green Event, Cause-Related Event Marketing, Sports Event Marketing.</li><li>• Safety and Security of Event</li><li>• Crisis Management</li><li>• Growth of Event Industry in India</li><li>• Career in Event Marketing</li></ul>

### **11) References:**

- Preston C.A., “Event Marketing: How to successfully promote Events, Festivals, Conventions, and Expositions”, Wiley, Second Edition, 2015
- Gaur Sanjaya Singh and Sanjay V Saggere, “Event Marketing and Management”, Vikas Publishing House Pvt. Ltd. , 2003
- Sharma Diwakar, “Event Planning & Management”, Deep and Deep Publications Pvt. Ltd., 2005
- Hoyle Leonard H., “Event Marketing-How to successfully Promote Events, Festivals, Conventions and Expositions”, Wiley, 2009
- Genadinik Alex, “Event Planning-Management and Marketing for Successful Events”, Create Space Independent Publishing Platform, 2015
- Harichandan C.P., “Event Management”, Global Vision Publishing House, 2010
- Goyal K. Swarup, “Event Management”, Adhyayan Publishers, 2013

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **SPECIALIZATION: MARKETING**

### **ELECTIVE COURSE DETAILS (SEM- IV)**

**1) Title of the Course: Tourism Marketing**

**2) Course Code : SF-MS-IV-E(M)-TOUR**

**3) Course Objective:**

- To understand basic concepts and strategies of Tourism Marketing.
- To impart knowledge to learners about types of tourism.
- To understand segmentation and Marketing mix in the context of Tourism Marketing
- To familiarize learners with trends and challenges in Tourism Marketing

**4) Course Outcome (CO) :**

**CO1** – By the end of this course, learners would be able to: understand fundamentals of tourism from the management, marketing and financial perspectives.

**CO2-** Learner will understand the concepts of travel and tourism, the framework of the system, types and forms of tourism as well as the impact on tourism.

**5) Category of Course :** Elective Course (Specialization : MARKETING)

**6) Semester : IV**

**7) Total Hours:** 60 hours

**8) Total Credits:** 3 credits

**9) Evaluation Pattern :**

- Total Marks:** 100 Marks (10 Point Grading System)
- Passing Criteria:** 40% Marks (04 Grade Points)
- Marking Scheme :** 60:40 Pattern
  - 60 Marks – Written Semester End Exam (Passing: 24 Marks)
  - 40 Marks – Internal Exam (Passing: 16 Marks)
- Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Introduction to Tourism Marketing</b>	<p>Meaning of Tourism &amp; 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.</p> <ul style="list-style-type: none"><li>• Tourism Marketing Meaning, Objectives of Tourism Marketing, Importance of Tourism Marketing, Problems of Tourism Marketing.</li><li>• Phases of Tourism: Economic Approach, Environmental Approach, Cost Benefit Approach.</li><li>• 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.</li></ul>
<b>II</b>	<b>Tourism Market Segmentation &amp; Product Mix of Tourism Marketing</b>	<p>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</p> <ul style="list-style-type: none"><li>• 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 &amp; Waterways, Airways Amenities: Meaning, Amenities &amp; Facilities at the destination.</li><li>• Marketing Strategy: Hard v/s Soft Tourism Strategy.</li><li>• 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.</li></ul>
<b>III</b>	<b>Concept of Pricing, Place, Promotion and Expanded marketing mix for tourism marketing</b>	<ul style="list-style-type: none"><li>• Price: Meaning, Factors Influencing Tourism Pricing, Tourism Pricing Objectives, Tourism Pricing Policies</li><li>• Place: Meaning, Factors Influencing Tourism Distribution, Tourism Distribution System, Middlemen in Tourism Industry,</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

		<p>Functions of Middlemen, Travel Guide Meaning, Essential of an ideal travel guide.</p> <ul style="list-style-type: none"><li>• 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</li><li>• People: Moment of Truth in Tourism, Employee as an element of people mix, Internal Marketing, Objectives of Internal Marketing, Internal marketing Process.</li><li>• Process: Meaning, Factors to be considered while designing the service process, Tourism Service Blueprinting: Meaning, Steps, Benefits of Blueprinting • Physical Evidence for Tourism</li></ul>
<b>IV</b>	<b>Global tourism, tourism organizations and Challenges for Indian Tourism Industry</b>	<p>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.</p> <ul style="list-style-type: none"><li>• Status of tourism in developing countries.</li><li>• India as a Tourist Destination: A conceptual framework, Destination Image, Building Brand India; Incredible India Campaign • Challenges for Indian Tourism Industry</li><li>• 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 (TAAD), Indian Association of Tour Operators (IATO), Ministry of Tourism, Government of India, India Tourism Development Corporation.</li></ul>

### **11) References:**

- S.M.Jha, Tourism Marketing, Himalaya Publishing House, Second Edition, 2011
- Prasanna Kumar, Marketing of Hospitality and Tourism Services, Tata McGraw Hill, 2010
- Kshitiz Sharma, Introduction to Tourism Management, McGraw Hill Education (India) Pvt. Ltd, 2014
- Sunil Kabia, Tourism and the developing countries, Mohit Publications, First edition, 2005
- M.V.Kulkarni, Tourism marketing, Everest Publishing House, First edition, 2005
- Alan A. Lew, A companion to tourism, Blackwell Publishing
- Krishnan K Kamra, Tourism: An Overview

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **SPECIALIZATION: HUMAN RESOURCE MANAGEMENT**

#### **ELECTIVE COURSE DETAILS (SEM- IV)**

**1) Title of the Course: Training & Development**

**2) Course Code : SF-MS-IV-E(HR)-TD**

**3) Course Objective:**

The Course will help the learner –

- To observe, interpret the issues and modify his approach and behavior.
- To rapidly progress as technology has changed not only in the physical facilities but also in the abstract qualities required of the men who are using them.

**4) Course Outcome (CO) :**

**CO1** – This Course will attempt to orient the Learners to tailor themselves to meet the specific needs of the organizations in training and development activities

**CO2** – Learners will get acquainted with the recent trends, innovations and methodology that has changed HRM due to the advent of technology and dynamics of the businesses.

**5) Category of Course :** Elective Course (Specialization : HUMAN RESOURCE MANAGEMENT)

**6) Semester : IV**

**7) Total Hours:** 60 hours

**8) Total Credits:** 3 credits

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.****PROGRAMME CODE: SFP-MS****Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Overview of Training</b>	<ul style="list-style-type: none"><li>• Overview of training– concept, scope, importance, objectives, features, need and assessment of training.</li><li>• Process of Training–Steps in Training, identification of Job Competencies, criteria for identifying Training Needs (Person Analysis, Task Analysis, and Organisation Analysis), Types– On the Job &amp;Off the Job Method.</li><li>• Assessment of Training Needs, Methods &amp; Process of Needs Assessment.</li><li>• Criteria &amp; designing-Implementation– an effective training program.</li></ul>
<b>II</b>	<b>Overview of Development</b>	<ul style="list-style-type: none"><li>• Overview of development– concept, scope, importance &amp; need and features, Human Performance Improvement</li><li>• Counselling techniques with reference to development employees, society and organization.</li><li>• Career development– Career development cycle, model for planned self-development, succession planning.</li></ul>
<b>III</b>	<b>Concept of Management Development</b>	<ul style="list-style-type: none"><li>• Concept of Management Development.</li><li>• Process of MDP.</li><li>• Programs &amp; methods, importance, evaluating a MDP.</li></ul>
<b>IV</b>	<b>Performance measurement, Talent management &amp; Knowledge management</b>	<ul style="list-style-type: none"><li>• Performance measurements– Appraisals, pitfalls &amp; ethics of appraisal.</li><li>• Talent management –Introduction ,Measuring Talent Management, Integration &amp; future of TM, Global TM &amp; 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</li></ul>

### **11) References:**

- Brinkerhoff, Robert, .Achieving Results from Training How to evaluate HRD to Strengthen programs and Increase impact. 1987, Jossey bass, San Francisco.
- Craig, Robert L. Training and Development Handbook. , 3rd ed. 1987. McGraw Hill, New York
- Employee Training And Development - Raymond Noe
- Every Trainers Handbook- Devendra Agochia
- 360 Degree Feedback, Competency Mapping And Assessment Centre- Radha Sharma
- Training And Development- S.K. Bhatia.



**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**SPECIALIZATION: HUMAN RESOURCE MANAGEMENT**

**ELECTIVE COURSE DETAILS (SEM- IV)**

**1) Title of the Course: Change Management**

**2) Course Code : SF-MS-IV-E(HR)-CHANGE**

**3) Course Objective:**

- To prepare Learners as organizational change facilitators using the knowledge and techniques of behavioural science.
- To make Learners understand various forces for organizational change
- To introduce Learners to the concept of resistance to change and also share insights on how to manage such resistance

**4) Course Outcome (CO) :**

**CO1** –Learners will know the concept of organizational change and adapt himself using the knowledge and techniques of behavioral science.

**CO2** - Learners understand various influencing factors for organizational change.

**CO3** –Learners will learn how to overcome resistance to change in an organization.

**5) Category of Course : Elective Course (Specialization : HUMAN RESOURCE MANAGEMENT)**

**6) Semester : IV**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations      • Assignments • Case Studies              • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Introduction	<ul style="list-style-type: none"><li>• Introduction &amp; levels of change. Importance, imperatives of change, Forces of change. Causes-social, economic, technological and organizational.</li><li>• Organizational culture &amp; change.</li><li>• Types &amp; Models of change –Kurt Lewin's change model, Action research, Expanded Process Model., A.J. Leavitts model.</li></ul>
II	Impact of Change	<ul style="list-style-type: none"><li>• Change &amp; its implementation- individual change: concept, need, importance &amp; risk of not having individual perspective. Team Change –concept, need, importance &amp; limitation</li><li>• Change &amp; its impact– Resistance to change &amp; sources-sources of individual resistance, sources of organizational resistance</li></ul>
III	Resistance to Change	<ul style="list-style-type: none"><li>• Overcoming Resistance to change – Manifestations of resistance, Six box model</li><li>• Minimizing RTC.</li><li>• OD Interventions to overcome change-meaning and importance, Team intervention, Role analysis Technique, Coaching &amp; mentoring, T-group, Job expectations technique, Behaviour modification, and managing role stress.</li></ul>
IV	Effective Implementation of Change	<ul style="list-style-type: none"><li>• Effective implementation of change–change agents and effective change programs.</li><li>• Systematic approach to change, client &amp; consultant relationship</li><li>• Classic skills for leaders</li><li>• Case study on smart change leaders</li></ul>

**11) References:**

- Organisational Development by French and Bell
- An experiential approach to O.D. by Harvey and Brown
- Consultants and Consulting Styles by Dharani Sinha P.
- Kavita Singh- Organization change
- S.K. Bhatia- Organisational Change-
- K.Ashwathapa- Management & OB, HRM.
- Radha Sharma- Training & Development.

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

### **SPECIALIZATION: HUMAN RESOURCE MANAGEMENT**

#### **ELECTIVE COURSE DETAILS (SEM- IV)**

**1) Title of the Course: Conflict & Negotiation**

**2) Course Code : SF-MS-IV-E(HR)-CONF**

**3) Course Objective:**

The Course will help the learner –

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

**4) Course Outcome (CO) :**

**CO1** –The learner will learn the study of the theory, processes, and practices of negotiation, conflict resolution, and relationship management

**CO2** –To learner would be able to examine effective and ineffective strategies, relating to negotiations

**CO3** – The learner would be able to understand principles of negotiation and apply to a vast and diverse range of personal, business and public situations.

**5) Category of Course : Elective Course (Specialization : HUMAN RESOURCE MANAGEMENT)**

**6) Semester : IV**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 Credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

**10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Overview of Conflict</b>	<ul style="list-style-type: none"><li>• Meaning of Conflict, Nature, and Transitions in Conflict Thought – Traditional View, Human Relations View, and Interactionist View. Functional and Dysfunctional Conflict, Levels of Conflicts, Process of Conflicts.</li><li>• Meaning of Industrial/ Organizational Conflict, Causes, Benefits and Limitations of Conflicts to the Organization.</li><li>• Conflict Outcomes - win-lose, lose-lose, compromise, win-win. Five belief domains of Conflicts – Superiority, Injustice, Vulnerability, Distrust, Helplessness</li></ul>
<b>II</b>	<b>Conflict Management</b>	<ul style="list-style-type: none"><li>• Meaning of Conflict management, Need and Importance of Conflict management, Conflict Resolution Strategies - Competing, Accommodating, Avoiding, Compromising, and Collaborative. Strategies for resolving conflicts at – Intra-personal, Inter-personal, Intragroup and Inter group levels.</li><li>• Prevention of Industrial Conflicts – Labour welfare officer, Tripartite and Bipartite Bodies, Standing Orders, Grievance Procedure, Collective Bargaining.</li><li>• Settlement of Conflicts – Investigation, Mediator, Conciliation, Voluntary arbitration, compulsory arbitration, labour courts, industrial tribunals, national tribunals</li></ul>
<b>III</b>	<b>Overview of Negotiation</b>	<ul style="list-style-type: none"><li>• Negotiation - Meaning, Importance of Negotiation, Process, Factors/ Elements affecting negotiation, Challenges for an Effective Negotiation</li><li>• Role of Communication, Personality and Emotions in Negotiation.</li><li>• Distributive and Integrative Negotiation (concepts)</li><li>• Cross-Cultural Negotiation – Meaning, Factors influencing cross-cultural negotiations, Ways to resolve Cross Cultural negotiation.</li><li>• Types of Negotiations in Corporate/ Work Place – Day to Day, Employer – Employee, Negotiation between Colleagues, Commercial Negotiation, Legal Negotiations</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: III & IV**

\*\*\*\*\*

		<ul style="list-style-type: none"><li>• International Negotiations - Meaning, Factors affecting negotiation</li></ul>
<b>IV</b>	<b>Managing Negotiations, Ethics in Negotiation and 3D Negotiation</b>	<ul style="list-style-type: none"><li>• Third Party Negotiation<ol style="list-style-type: none"><li>1. Mediation - Meaning, Role of Mediator</li><li>2. Arbitration – Meaning, Role of Arbitrator</li><li>3. Conciliation – Meaning, Role of Conciliator</li><li>4. Consultation – Meaning, Role of Consultant</li></ol></li><li>• Skills for Effective Negotiation</li><li>• Negotiation as an Approach to Manage Conflicts.</li><li>• Ethics in Negotiation – Meaning, Need, Ethically Ambiguous Negotiation Tactics.</li><li>• Culture and Negotiation – Meaning, Influence of culture on negotiations</li><li>• 3D Negotiation – Meaning, The 3 Dimensions for successful negotiations</li></ul>

### **11) References:**

- Lewicki, Saunders & Barry - Negotiation (Tata Mc Graw Hill, 5th Ed.)
- B. D. Singh - Negotiation Made Simple (Excel Books, 1st Ed.)
- Consultants and Consulting Styles by Dharani Sinha P.
- Kavita Singh- Organization change
- S.K. Bhatia- Organisational Change
- K.Ashwathapa- Management & OB, HRM.

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **SEMESTER- V**

#### **COURSE DETAILS**

**1) Title of the Course: Logistics & Supply Chain Management**

**2) Course Code : SF-MS-V-C-LSCM**

**3) Course Objective:**

- To provide Learners with basic understanding of concepts of logistics and supply chain management.
- To provide an insight in to the nature of supply chain, its functions and supply chain systems.
- To understand global trends in logistics and supply chain management.

**4) Course Outcome (CO) :**

**CO1** – The learner will learn the basic concept of logistics and supply chain management.

**CO2** – This will help the learner to evaluate the demand forecasting.

**CO3** – It will help the learner to understand global trends in logistics and supply chain management.

**5) Category of Course : Core Course**

**6) Semester : V**

**7) Total Hours: 60 hours**

**8) Total Credits: 4 credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**



**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Overview of Logistics and Supply Chain Management	<p>a) Introduction to Logistics Management</p> <ul style="list-style-type: none"><li>• Meaning, Basic Concepts of Logistics- Logistical Performance Cycle, Inbound Logistics, In process Logistics, Outbound Logistics, Logistical Competency, Integrated Logistics, Reverse Logistics and Green Logistics</li><li>• Objectives of Logistics, Importance of Logistics, Scope of Logistics, Logistical Functions/Logistic Mix, Changing Logistics Environment</li></ul> <p>b) Introduction to Supply Chain Management</p> <ul style="list-style-type: none"><li>• Meaning, Objectives, Functions, Participants of Supply Chain, Role of Logistics in Supply Chain, Comparison between Logistics and Supply Chain Management, Channel Management and Channel Integration</li></ul> <p>c) Customer Service: Key Element of Logistics</p> <ul style="list-style-type: none"><li>• Meaning of Customer Service, Objectives, Elements, Levels of customer service, Rights of Customers</li></ul> <p>d) Demand Forecasting</p> <ul style="list-style-type: none"><li>• Meaning, Objectives, Approaches to Forecasting, Forecasting Methods, Forecasting Techniques, (Numerical on Simple Moving Average, Weighted Moving Average)</li></ul>
II	Elements of Logistics Mix	<p>a) Transportation</p> <ul style="list-style-type: none"><li>• Introduction, Principles and Participants in Transportation, Transport Functionality, Factors Influencing Transportation Decisions, Modes of Transportation- Railways, Roadways, Airways, Waterways, Ropeways, Pipeline, Transportation Infrastructure, Intermodal Transportation</li></ul> <p>b) Warehousing</p> <ul style="list-style-type: none"><li>• Introduction, Warehouse Functionality, Benefits of Warehousing, Warehouse Operating Principles, Types of Warehouses, Warehousing Strategies, Factors affecting Warehousing</li></ul> <p>c) Materials Handling</p> <ul style="list-style-type: none"><li>• Meaning, Objectives, Principles of Materials Handling, Systems of Materials Handling, Equipments used for</li></ul>

## BACHELOR OF MANAGEMENT STUDIES: B.M.S.

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

		<p>Materials Handling, Factors affecting Materials Handling Equipment</p> <p>d) Packaging</p> <ul style="list-style-type: none"> <li>• Introduction, Objectives of Packaging, Functions/Benefits of Packaging, Design Considerations in Packaging, Types of Packaging Material, Packaging Costs</li> </ul>
<b>III</b>	<b>Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis</b>	<p>a) Inventory Management • Meaning, Objectives, Functions, Importance, Techniques of Inventory Management (Numerical - EOQ and Reorder levels)</p> <p>b) Logistics Costing</p> <ul style="list-style-type: none"> <li>• Meaning, Total Cost Approach, Activity Based Costing, Mission Based Costing</li> </ul> <p>c) Performance Measurement in Supply Chain</p> <ul style="list-style-type: none"> <li>• Meaning, Objectives of Performance Measurement, Types of Performance Measurement, Dimensions of Performance Measurement, Characteristics of Ideal Measurement System</li> </ul> <p>d) Logistical Network Analysis</p> <ul style="list-style-type: none"> <li>• Meaning, Objectives, Importance, Scope, RORO/LASH</li> </ul>
<b>IV</b>	<b>Recent Trends in Logistics and Supply Chain Management</b>	<p>a) Information Technology in Logistics</p> <ul style="list-style-type: none"> <li>• Introduction, Objectives, Role of Information Technology in Logistics and Supply Chain Management, Logistical Information System, Principles of Logistical Information System, Types of Logistical Information System, Logistical Information Functionality, Information Technology Infrastructure</li> </ul> <p>b) Modern Logistics Infrastructure</p> <ul style="list-style-type: none"> <li>• Golden Quadrilateral, Logistics Parks, Deep Water Ports, Dedicated Freight Corridor, Inland Container Depots/Container Freight Stations, Maritime Logistics, Double Stack Containers/Unit Trains</li> </ul> <p>c) Logistics Outsourcing</p> <ul style="list-style-type: none"> <li>• Meaning, Objectives, Benefits/Advantages of Outsourcing, Third Party Logistics Provider, Fourth Party Logistics Provider, Drawbacks of Outsourcing, Selection of Logistics Service Provider, Outsourcing-Value Proposition</li> </ul> <p>d) Logistics in the Global Environment</p> <ul style="list-style-type: none"> <li>• Managing the Global Supply Chain, Impact of Globalization on Logistics and Supply Chain Management, Global Logistics Trends, Global Issues and Challenges in Logistics and Supply Chain Management</li> </ul>

\*\*\*\*\*

**11) References:**

- David Simchi, Levi. and Philip, Kaminshy. *Designing & Managing the Supply Chain - Concepts, Strategies and Case Studies Logistics.*
- Donald Waters. *An Introduction to Supply Chain.*
- Martin, Christopher. *Logistics & Supply Chain Management - Strategies for Reducing Cost & Improving Services.*
- Vinod, Sople. *Logistic Management - The Supply Chain Imperative.*
- Donald J, Bowersox. and David J, Closs. *Logistic Management - The Integrated Supply Chain Process.*
- Alan, Rushton. *The Handbook of Logistics and Distribution Management Understanding the Supply Chain.*
- Donald, J. Bowersox & David J, Closs. *Logistical Management-The Integrated Supply Chain Process.* McGraw Hill Education.
- Ronald H, Ballou. & Samir K, Srivastava. *Business Logistics/ Supply Chain Management.* Pearson.
- Donald J, Bowersox. And David J, Closs. *Supply Chain Logistics Management.* The McGraw Hill Companies.

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Corporate Communication & Public Relations**

**2) Course Code : SF-MS-V-C-CCPR**

**3) Course Objective:**

- To provide the Learners with basic understanding of the concepts of corporate communication and public relations
- To introduce the various elements of corporate communication and consider their roles in managing organizations
- To examine how various elements of corporate communication must be coordinated to communicate effectively
- To develop critical understanding of the different practices associated with corporate communication

**4) Course Outcome (CO) :**

**CO1**– Learner will be able to comprehend various aspects of corporate communication

**CO2** – Learner will be able to understand various aspects and theories of Public Relations

**CO3** – Learner able to understand various mass media laws and use of technology in CCPR

**5) Category of Course : Core Course**

**6) Semester : V**

**7) Total Hours: 60 hours**

**8) Total Credits: 4 credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Foundation of Corporate Communication	<ul style="list-style-type: none"><li>• Corporate Communication: Scope and Relevance Introduction, Meaning, Scope, Corporate Communication in India, Need/ Relevance of Corporate Communication in Contemporary Scenario</li><li>• Keys concept in Corporate Communication Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors Influencing Corporate Image, Corporate Reputation: Meaning, Advantages of Good Corporate Reputation</li><li>• Ethics and Law in Corporate Communication Importance of Ethics in Corporate Communication, Corporate Communication and Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Digital Piracy, RTI</li></ul>
II	Understanding Public Relations	<ul style="list-style-type: none"><li>• Fundamental of Public Relations: Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business</li><li>• Emergence of Public Relations: Tracing Growth of Public Relations, Public Relations in India, Reasons for Emerging International Public Relations</li><li>• Public Relations Environment: Introduction, Social and Cultural Issues, Economic Issues, Political Issues, Legal Issues</li><li>• Theories used in Public Relations: Systems Theory, Situational Theory, Social Exchange Theory, Diffusion Theory</li></ul>
III	Functions of Corporate Communication and Public Relations	<ul style="list-style-type: none"><li>• Media Relations: Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations</li><li>• Employee Communication: Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

		<ul style="list-style-type: none"><li>• Crisis Communication: Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building</li><li>• Financial Communication: Introduction, Tracing the Growth of Financial Communication in India, Audiences for Financial Communication, Financial Advertising</li></ul>
<b>IV</b>	<b>Emerging Technology in Corporate Communication and Public Relations</b>	<ul style="list-style-type: none"><li>• Contribution of Technology to Corporate Communication Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, Functions of Communication Technology in Corporate Communication, Types of Communication Technology, New Media: Web Conferencing, Really Simple Syndication (RSS)</li><li>• Information Technology in Corporate Communication Introduction, E-media Relations, E-internal Communication, E-brand Identity and Company Reputation</li><li>• Corporate Blogging Introduction, Defining Corporate Blogging, Characteristics of a Blog, Types of Corporate Blogs, Role of Corporate Blogs, Making a Business Blog</li></ul>

### **11) References:**

- Richard R. Dolphin, The Fundamentals of Corporate Communication
- Joep Cornelissen, Corporate Communications: Theory and Practice
- James L.Horton, Integrating Corporate Communication: The Cost Effective Use of Message & Medium
- Sandra Oliver, Handbook of Corporate Communication & Public Relations A Cross-Cultural Approach
- Rosella Gambetti, Stephen Quigley, Managing Corporate Communication
- Joseph Fernandez, Corporate Communications: A 21st Century Primer
- C.B.M. van Riel, Chris Blackburn, Principles of Corporate Communication
- Jaishri Jethwaney, Corporate Communication: Principles and Practice



## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Introduction to Logic & Reasoning**

**2) Course Code: SF-MS-V-AB-LAR**

**3) Course Objective:**

The Course will help the learner –

- To identify the core skills associated with critical thinking.
- To construct a logically sound and well-reasoned argument.
- To avoid the various fallacies that can arise through the misuse of logic.

**4) Course Outcome (CO):**

After reading this course, learner would able to-

**CO1** – Understand and explain the importance of critical thinking

**CO2** - Demonstrate the difference between deductive and inductive reasoning

**CO3** – Have a base of analytical thought process which would be a help in qualifying Competitive Exams.

**5) Category of Course: Skill/Ability Enhancement Course**

**6) Semester: V**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.****PROGRAMME CODE: SFP-MS****Course Details For Semester: V & VI**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Number and Letter Series	<ul style="list-style-type: none"><li>• Types of Number Series</li><li>• One Line Series</li><li>• Two Line Series</li><li>• Letter Series</li></ul>
II	Coding-Decoding and Relationship	<ul style="list-style-type: none"><li>• Letter Coding</li><li>• Letter and Numerical Coding</li><li>• Coding using Position Number of alphabet</li><li>• Substitution Coding</li><li>• Artificial Language coding</li><li>• Relationships</li></ul>
III	Logical Diagram and Venn Diagram	<ul style="list-style-type: none"><li>• Venn Diagrams</li><li>• Relationship diagrams</li></ul>
IV	Ranking and Sitting Arrangement	<ul style="list-style-type: none"><li>• Ranking</li><li>• Seating Arrangements</li></ul>

**11) References:**

- *General Paper 1 Teaching and Research Aptitude.* Arihant Publications (India) Limited, Meerut (UP)

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Brand Management**

**2) Course Code : SF-MS-V-ID-BRAND**

**3) Course Objective:**

The Course will help the learner –

- To understand the meaning and significance of Brand Management
- To Know how to build, sustain and grow brands
- To know the various sources of brand equity

**4) Course Outcome (CO) :**

**CO1** – Learner gets knowledge of the nature and processes of branding and brand management

**CO2** - Learner can do brand management activity in an organisation and analyze how it relates to other business areas.

**CO3** – Learner can analyze and discuss contemporary brand related problems and develop appropriate strategies and initiatives.

**5) Category of Course : Multi-disciplinary / Inter-disciplinary course**

**6) Semester : V**

**7) Total Hours: 60 hours**

**8) Total Credits: 2 credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Introduction to Brand Management</b>	<ul style="list-style-type: none"><li>• Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand Building including Brand Building Blocks, Brand Positioning: Meaning, Importance, Basis</li></ul>
<b>II</b>	<b>Planning and Implementing Brand Marketing Programs</b>	<ul style="list-style-type: none"><li>• Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements</li><li>• Integrating Marketing Programs and Activities</li><li>• Personalizing Marketing: Experiential Marketing, One to One Marketing, Permission Marketing</li><li>• Product Strategy: Perceived Quality and Relationship Marketing</li><li>• Pricing Strategy: Setting Prices to Build Brand Equity</li><li>• Channel Strategy: Direct, Indirect Channels</li><li>• Promotion Strategy: Developing Integrated Marketing Communication Programs</li><li>• Leveraging Secondary Brand Associations to Build Brand Equity: Companies, Countries, Channel of Distribution, Co-branding, Characters, Events.</li></ul>
<b>III</b>	<b>Measuring and Interpreting Brand Performance</b>	<p>a) The Brand Value Chain b) Measuring Sources of Brand Equity:</p> <ul style="list-style-type: none"><li>• Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association</li><li>• Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses</li></ul> <p>c) Young and Rubicam's Brand Asset Valuator d) Measuring Outcomes of Brand Equity</p> <ul style="list-style-type: none"><li>• Comparative Methods: Brand based Comparative Approaches, Marketing Based Comparative Approaches, Conjoint Analysis</li><li>• Holistic Methods: Residual Approaches, Valuation Approaches: Historical Perspectives and Interbrand's Brand Valuation Methodology</li></ul>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

<b>IV</b>	<b>Growing and Sustaining Brand Equity</b>	<p>a) Designing &amp; Implementing Branding Strategies:</p> <ul style="list-style-type: none"><li>• Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matrix, Breadth of a Branding Strategy, Depth of a Branding Strategy</li><li>• Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels</li><li>• Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing</li></ul> <p>b) Brand Extensions:</p> <ul style="list-style-type: none"><li>• Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity</li></ul> <p>c) Managing Brands over Time: Reinforcing Brands, Revitalising Brands</p> <p>d) Building Global Customer Based Brand Equity</p>
-----------	--	---

**11) References:**

- Keller Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity
- Keller Kevin Lane, Strategic Brand Management-2008
- Elliot, Richard, Strategic Brand Management-2008
- Kapferer, Jean-Noel, Strategic Brand Management-2000
- Kishen, Ram, Strategic Brand Management- 2013
- Keller Kevin Lane, Strategic Brand Management 4e-2015

**COURSE DETAILS**

**1) Title of the Course: Research Methodology**

**2) Course Code : SF-MS-V-AD-RM**

**3) Course Objective:**

The Course will help the learner –

- To study analytical abilities and research skills.
- To learn how to conduct a Research and its methodology.

**4) Course Outcome (CO) :**

**CO1** – This will help them to prepare different report as per requirement of organisation.

**CO2** – The learner will acquire the basic concept of research.

**CO3** – The learner will be able to do analysis with different statistical tools.

**5) Category of Course : Project / Additional Course**

**6) Semester : V**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 credits**

**9) Evaluation Pattern :**

- a. Total Marks:** 100 Marks (10 Point Grading System)
- b. Passing Criteria:** 40% Marks (04 Grade Points)
- c. Marking Scheme : 60:40 Pattern**
  - 60 Marks – Written Semester End Exam (Passing: 24 Marks)
  - 40 Marks – Internal Exam (Passing: 16 Marks)
- d. Mode of Evaluation of Answer-book :** Online/Offline



**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Introduction to business research methods	<ul style="list-style-type: none"><li>• Meaning and objectives of research</li><li>• Types of research– a) Pure, Basic and Fundamental b) Applied, c) Empirical d) Scientific &amp; Social e) Historical f) Exploratory g) Descriptive h) Causal</li><li>• Concepts in Research: Variables, Qualitative and Quantitative Research</li><li>• Stages in research process.</li><li>• Characteristics of Good Research</li><li>• Hypothesis-Meaning, Nature, Significance, Types of Hypothesis, Sources.</li><li>• 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.</li><li>• Sampling– a) meaning of sample and sampling, b) methods of sampling-i) Non Probability Sampling– Convenient, Judgment, Quota, Snow ball</li><li>• ii) Probability– Simple Random, Stratified, Cluster, Multi Stage.</li></ul>
II	Data collection and Processing	<ul style="list-style-type: none"><li>• Types of data and sources-Primary and Secondary data sources</li><li>• Methods of collection of primary data</li><li>• Observation- i) structured and unstructured, ii) disguised and undisguised, iii) mechanical observations (use of gadgets)</li><li>• Experimental i) Field ii) Laboratory</li><li>• Interview – i) Personal Interview ii) focused group, iii) in-depth interviews - Method,</li><li>• Survey– Telephonic survey, Mail, E-mail, Internet survey, Social media, and Media listening.</li><li>• Survey instrument– i) Questionnaire designing.</li><li>• Types of questions– i) structured/ close ended and ii) unstructured/ open ended, iii) Dichotomous, iv) Multiple Choice Questions.</li><li>• g) Scaling techniques-i) Likert scale, ii) Semantic Differential scale</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

<b>III</b>	<b>Data analysis and Interpretation</b>	<ul style="list-style-type: none"><li>• Processing of data– i) Editing- field and office editing, ii)coding– meaning and essentials, iii) tabulation – note</li><li>• Analysis of data-Meaning, Purpose, types.</li><li>• Interpretation of data-Essentials, importance and Significance of processing data</li><li>• Multivariate analysis– concept only</li><li>• Testing of hypothesis– concept and problems– i) chi square test, ii) Zandt-test (for large and small sample)</li></ul>
<b>IV</b>	<b>Advanced techniques in Report Writing</b>	<ul style="list-style-type: none"><li>• 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</li><li>• Ethics and research</li><li>• Objectivity, Confidentiality and anonymity in Research</li><li>• Plagiarism</li></ul>

### **11) References:**

- Paul E, Green.and Donald S, Tull. *Research for Marketing Decisions*.
- Harper W.et all. *Marketing Research- Text and Cases*.
- O.R, Krishnaswamy. *Research methodology in Social sciences*. Himalaya Publication.
- Donald R, Cooper. And Pamela Schindler. *Business Research Methods*. Tata McGraw Hill.
- Naresh K, Malhotra. And Pearson. *Marketing research and applied orientation*.
- Levin and Reuben. *Statistics for management*. Prentice Hall.
- S, Shajahan. *Research Methods for Management*: Jaico Publishing

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **SPECIALIZATION: FINANCE**

#### **ELECTIVE COURSE DETAILS (SEM- V)**

**1) Title of the Course: Direct Tax**

**2) Course Code : SF-MS-V-E(F)-DT**

**3) Course Objective:**

- To get aware of the various provisions of Income Tax Law in India
- To develop the understanding of the various provisions of Income Tax Law
- To acquire the ability to analyze and interpret the provisions of Income Tax Law
- To develop the ability to apply the knowledge of Income Tax provisions in making basic Computation of Total Income

**4) Course Outcome (CO) :**

**CO1** - The learner will understand the Basic concepts of Income Tax Act

**CO2** - The learner will be able to determine Residential Status of a person in India on the basis of which the learner will be able determine the Scope of Total Income

**CO3** - The learner will understand five heads of income and will be able to classify all the incomes in the respective heads

**CO4** - The learner will understand the benefits of Deductions available under Chapter VI-A of Income Tax and will be able to make basic Computation of Total Income after taking available deductions

**5) Category of Course :** Elective Course (Specialization: FINANCE)

**6) Semester : V**

**7) Total Hours:** 60 hours

**8) Total Credits:** 3 Credits

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	<b>Definitions, Basis of Charge and Exclusions from Total Income</b>	<ul style="list-style-type: none"><li>• <b>Definitions u/s 2 :</b> Assessee, Assessment Year, Assessment, Annual value, Business, Capital asset, Income, Person, Previous Year, Transfer</li><li>• <b>Basis of Charge :</b> Section 3 to 9 - Previous Year, Residential Status, Scope Of Total Income, Deemed Income</li><li>• <b>Exclusions from Total Income:</b> Section 10 - restricted to, Agricultural Income, Sums Received from HUF by Member, Share of Profit from Firm, Casual &amp; Non – Recurring Receipts, Scholarships, Income of Minor Child, Allowance to Members of Parliament and Legislative Assembly.</li></ul> <p><b>Note -Exemptions related to specific Heads of Income to be covered with Relevant Provisions.</b></p>
II	<b>Heads of Income</b>	<ul style="list-style-type: none"><li>• <b>Income from Salary :</b> Section 15 – 17, Including Section 10 relating to House Rent Allowance, Travel Concession, Special Allowance, Gratuity, Pension, Leave Encashment, Compensation, Voluntary Retirement, Payment from Provident Fund</li><li>• <b>Income From House Property :</b> Section 22 – 27, Including Section 2 – Annual Value</li><li>• <b>Profits &amp; Gains From Business &amp; Profession :</b> Section 28-32, 36, 37, 40, 40A, 43B, 44AD, 44ADA &amp; 44AE including : Section 2 – Business</li><li>• <b>Capital Gains :</b> Section 45, 48, 49, 50, 54 and 55</li><li>• <b>Income from Other Sources:</b> Section 56 – 59</li></ul>
III	<b>Deductions under Chapter VI - A</b>	<ul style="list-style-type: none"><li>• <b>80 A</b> - Restriction on claim in Chapter VI- A deductions</li><li>• <b>80 C</b> - Payment of LIC/PF and other eligible investments</li><li>• <b>80CCC</b> - Contribution to certain Pension Fund</li><li>• <b>80D</b> - Medical Insurance Premium</li><li>• <b>80 DD</b> - Maintenance and medical treatment of handicapped dependent</li><li>• <b>80E</b> - Interest on Educational Loan</li><li>• <b>80 TTA</b> - Interest on Saving Bank account</li><li>• <b>80U</b> - Deduction in the case of totally blind or physically handicapped or mentally retarded resident person</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

<b>IV</b>	<b>Computation of Total Income</b>	<ul style="list-style-type: none"><li>• Computation of Total Income of Individual and HUF with respect to above heads and deductions</li></ul>
<b>Note :</b> Relevant Law / Statute / Rules in force and relevant Standards in force on 1st April immediately preceding commencement of Academic Year is applicable for ensuring examination after relevant year. The syllabus is restricted to study of particular section/s, specifically mentioned rules and notification.		

### **11) References :**

- V. K. Singhania, *Direct Taxes Law & Practice*, Taxmann
- Ahuja, Gupta, *Systematic Approach to Direct Tax*, Bharat Law House
- V. K. Singhania, *Income Tax Ready Reckoner*, Taxmann
- T. N. Manoharan, *Direct Tax Laws*, Snow White

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **SPECIALIZATION: FINANCE**

#### **ELECTIVE COURSE DETAILS (SEM- V)**

**1) Title of the Course: Investment Analysis & Portfolio Management**

**2) Course Code: SF-MS-V-E(F)-IAPM**

**3) Course Objective:**

- To provide knowledge to the Learners about basic principles of Investment Analysis
- To provide knowledge to the Learners about techniques of Investment analysis and Portfolio Management.
- To help learner examine the relationships between returns and risks.
- To help learning analysis and evaluate ordinary shares and fixed income securities.

**4) Course Outcome (CO):**

On successful completion of the course Learners will be able to:

**CO1-** Examine the relationships between returns and risks.

**CO2** -Demonstrate knowledge and skills in the core investment concepts, collecting financial information from electronic databases and employing analytical tools to value financial securities.

**CO3** - Demonstrate critical thinking, analytical and problem-solving skills in the context of investment theories and practices.

**CO4** - Analyse and evaluate ordinary shares and fixed income securities.

**5) Category of Course:** Elective Course (Specialization: FINANCE)

**6) Semester :** V

**7) Total Hours:** 60 hours

**8) Total Credits:** 3 credits

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)



**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**d. Mode of Evaluation of Answer-book: Online/Offline**

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Introduction to Investment Environment	<b><u>Introduction to Investment Environment</u></b> Introduction, Investment Process, Criteria for Investment, Types of Investors, Investment V/s Speculation V/s Gambling, Investment Avenues, Factors, Influencing Selection of Investment Alternatives <b><u>Capital Market in India</u></b> Introduction, Concepts of Investment Banks its Role and Functions, Stock, Market Index, The NASDAQ, SDL, NSDL, Benefits of Depository Settlement, Online Share Trading and its Advantages, Concepts of Small cap, Large cap, Midcap and Penny stocks
II	Risk and Return Relationship	<ul style="list-style-type: none"><li>• Meaning, Types of Risk- Systematic and Unsystematic risk,</li><li>• Measurement of Beta, Standard Deviation, Variance, Reduction of Risk through Diversification.</li><li>• Practical Problems on Calculation of Standard Deviation, Variance and Beta.</li></ul>
III	Portfolio Management and Security Analysis	<b><u>a) Portfolio Management:</u></b> Meaning and Concept, Portfolio Management Process, Objectives, Basic Principles, Factors affecting Investment Decisions in Portfolio Management, Portfolio Strategy Mix. <b><u>b) Security Analysis:</u></b> Fundamental Analysis, Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis - Basic Principles of Technical Analysis. Uses of Charts: Line Chart, Bar Chart, Candlestick Chart, Mathematical Indicators: Moving Averages, Oscillators.
IV	Theories, Capital Asset Pricing Model and Portfolio Performance Measurement	<b><u>a) Theories:</u></b> Dow Jones Theory, Elloit Wave Theory, Efficient Market Theory <b><u>b) Capital Asset Pricing Model:</u></b> Assumptions of CAPM, CAPM Equation, Capital Market Line, Security Market Line <b><u>c) Portfolio Performance Measurement:</u></b> Meaning of Portfolio Evaluation, Sharpe's Ratio (Basic Problems), Treynor's Ratio (Basic Problems), Jensen's Differential Returns (Basic Problems)

**11) References:**

- Kevin. S, Security Analysis and Portfolio Management
- Donald Fischer & Ronald Jordon, Security Analysis & Portfolio Management
- Prasanna Chandra, Security Analysis & Portfolio Management
- Sudhindhra Bhatt, Security Analysis and Portfolio Management.

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **SPECIALIZATION: FINANCE**

#### **ELECTIVE COURSE DETAILS (SEM- V)**

**1) Title of the Course: Turnaround Management**

**2) Course Code : SF-MS-V-E(F)-TM**

**3) Course Objective:**

- To understand the concept of Business
- To enable Learners to understand the need of revival of sick business units.
- To understand different approaches for growth and survival in an organisation.
- To make Learners aware of the different turnaround strategies.
- To give an overview of the recent business scenario.
- To get in-depth knowledge on Leadership and Turnaround Management.

**4) Course Outcome (CO) :**

**CO1-**After the completion of this course, a learner will be able to understand about different types of business organisation with its importance and features.

**CO2 -** A learner can use different types of approaches for growth and survival in a business organization.

**CO3-** It will help a learner to identify the reason for failing performance in the market and rectify them.

**CO4 -** It will help a learner to understand and apply different turnaround strategies in an organization.

**CO5 -** A learner will acquire in-depth knowledge about recent business scenario.

**CO6-** Learners will understand and be able to use different styles of decision making in the turnaround process.

**CO7-** It will enable a learner to understand a leader's psychological role in the turnaround process.

**5) Category of Course : Elective Course (Specialization : FINANCE)**

**6) Semester : V**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 credits**

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **9) Evaluation Pattern :**

- a. Total Marks:** 100 Marks (10 Point Grading System)
- b. Passing Criteria:** 40% Marks (04 Grade Points)
- c. Marking Scheme :** 60:40 Pattern
  - 60 Marks – Written Semester End Exam (Passing: 24 Marks)
  - 40 Marks – Internal Exam (Passing: 16 Marks)
- d. Mode of Evaluation of Answer-book :** Online/Offline
- e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

<b>ASSESSMENT</b>	<b>MARKS</b>
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

### **10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Introduction to Business</b>	<ul style="list-style-type: none"><li>• Meaning, Definition, Features, Importance, Symptoms, Types of Business Organization.</li><li>• Different approaches for Growth and Survival. Internal Strategies External Strategies Survival Strategies</li></ul>
<b>II</b>	<b>Industrial Sickness</b>	<ul style="list-style-type: none"><li>• Meaning and Internal /External Reasons of Industrial Sickness Symptoms of Industrial Sickness Measures to Overcome Sickness by Government and Stakeholders Role of BIFR in Sick Industries</li></ul>
<b>III</b>	<b>Turnaround Management Strategies</b>	<ul style="list-style-type: none"><li>• Meaning and Internal /External Reasons of Industrial Sickness Symptoms of Industrial Sickness Measures to Overcome Sickness by Government and Stakeholders Role of BIFR in Sick Industries</li></ul>
<b>IV</b>	<b>Business Scenario, Leadership and Turnaround Management</b>	<ul style="list-style-type: none"><li>• Features, Advantages, Disadvantages, Types and Present Status of: Outsourcing Networking Franchising</li></ul>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

		Free lancing Self-Financing Start up Outfitting the Management Team, Personal Characteristic, Focusing on Present Operations, Focus on Needs in Turnarounds, Styles of Decision Making in the Turnaround Process, Organizational Change. Quality in the Managerial Process, Dilemma of Management, Turnaround Management as a Skill.
--	--	--

**11) References:**

- Practical Shutdown & Turnaround Management for k, Engineers & Managers (English, Paperback, IDC Technologies Pvt Ltd.)
- Managing Corporate Turnaround Text & cases Ram AvtarYadav Concept Publishing Co.
- Business Process Reengineering,O.P.Agrawal
- The Turnaround Experience – Feddrick Zimerman

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **SPECIALIZATION: MARKETING**

#### **ELECTIVE COURSE DETAILS (SEM - V)**

**1) Title of the Course: E-Commerce & Digital Marketing**

**2) Course Code : SF-MS-V-E(M)-ECOM**

**3) Course Objective:**

The Course will help the learner –

- To understand increasing significance of E-Commerce and its applications in Business and Various Sectors
- To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business
- To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organization

**4) Course Outcome (CO) :**

**CO1** –It helps learner recognize e-marketing concepts, theories, and context: e-business models, performance metrics, online advertising, and principles and practices of e-commerce and m-commerce, and its implication on marketing strategy

**CO2** – Learner can use new media such as mobile, online search, and social networking sites, and be able to apply measurement techniques to evaluate digital marketing efforts.

**CO3** – Learner will acquire analytical skills to develop digital marketing strategy effectively.

**5) Category of Course : Elective Course (Specialization: MARKETING)**

**6) Semester : V**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 Credits**

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**d. Mode of Evaluation of Answer-book : Online/Offline**

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>



**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Introduction to E-commerce	<ul style="list-style-type: none"><li>• Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages &amp; Limitations of E-Commerce, Traditional Commerce &amp; E-Commerce</li><li>• Ecommerce Environmental Factors: Economic, Technological, Legal, Cultural &amp; Social</li><li>• Factors Responsible for Growth of E-Commerce, Issues in Implementing Ecommerce, Myths of E-Commerce</li><li>• Impact of E-Commerce on Business, Ecommerce in India • Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism, Government, Education</li><li>• Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce</li></ul>
II	E-Business & Applications	<ul style="list-style-type: none"><li>• E-Business: Meaning, Launching an E-Business, Different phases of Launching an E-Business</li><li>• Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, Enterprise Resource Planning</li><li>• Bricks and Clicks business models in E-Business: Brick and Mortar, Pure Online, Bricks and Clicks, Advantages of Bricks &amp; Clicks Business Model, Superiority of Bricks and Clicks E-Business Applications: E-Procurement, E-Communication, EDelivery, E-Auction, E-Trading.</li><li>• Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI.</li><li>• Website : Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle Approach for Building a Website, Different Ways of Building a Website</li></ul>
III	Payment, Security, Privacy & Legal Issues in E-Commerce	<ul style="list-style-type: none"><li>• Issues Relating to Privacy and Security in E-Business</li><li>• Electronic Payment Systems: Features, Different Payment Systems: Debit Card, Credit Card, Smart Card, E-cash, E-Cheque, E-wallet, And Electronic Fund Transfer.</li><li>• Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types, Advantages and Disadvantages of Payment Gateway.</li><li>• Types of Transaction Security</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

		<ul style="list-style-type: none"><li>• E-Commerce Laws: Need for E-Commerce laws, E-Commerce laws in India, Legal Issues in E-commerce in India, IT Act 2000</li></ul>
<b>IV</b>	<b>Digital Marketing</b>	<ul style="list-style-type: none"><li>• Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing.</li><li>• Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing, Content Marketing &amp; Content Influencer Marketing, Campaign Marketing, Email Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts &amp; Vodcasts.</li><li>• Digital marketing on various Social Media platforms.</li><li>• Online Advertisement, Online Marketing Research, Online PR • Web Analytics</li><li>• Promoting Web Traffic</li><li>• Latest developments and Strategies in Digital Marketing</li></ul>

### **11) References:**

- D Nidhi ,E-Commerce Concepts and Applications, ,Edn 2011, International Book house P.ltd
- Bajaj Kamlesh K,E-Commerce- The cutting edge of Business
- Whiteley David, E-Commerce Technologies and Applications-2013
- E-Business & E-Commerce Management 3rd Ed, Pearson Education Kalokota & Robinson,
- E-Business 2.0 Road map for Success, Pearson Education Elias M. Awad ,Electronic Commerce, 3rd Edition, Pearson Education
- Erfan Turban et.al ,Electronic Commerce - A Managerial Perspective, Pearson Education
- R. Kalokota, Andrew V. Winston, Electronic Commerce - A Manger's Guide, Pearson Education
- Tripathi, E-Commerce, Jaico Publishing House, Mumbai, Edn. 2010

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **SPECIALIZATION: MARKETING**

#### **ELECTIVE COURSE DETAILS (SEM - V)**

**1) Title of the Course: Sales & Distribution Management**

**2) Course Code : SF-MS-V-E(M)-SDM**

**3) Course Objective:**

The Course will help the learner –

- To develop understanding of the sales & distribution processes in organizations
- To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management

**4) Course Outcome (CO) :**

**CO1** –Learners develop understanding of the Sales & Distribution processes in organizations

**CO2** – Learner is familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales force and distribution channel management

**5) Category of Course : Elective Course (Specialization: MARKETING)**

**6) Semester : V**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Introduction	<p>a) Sales Management:</p> <ul style="list-style-type: none"><li>• Meaning, Role of Sales Department, Evolution of Sales Management</li><li>• Interface of Sales with Other Management Functions</li><li>• Qualities of a Sales Manager</li><li>• Sales Management: Meaning, Developments in Sales Management- Effectiveness to Efficiency, Multidisciplinary Approach, Internal Marketing, Increased Use of Internet, CRM, Professionalism in Selling.</li><li>• Structure of Sales Organization – Functional, Product Based, Market Based, Territory Based, Combination or Hybrid Structure</li></ul> <p>b) Distribution Management:</p> <ul style="list-style-type: none"><li>• Meaning, Importance, Role of Distribution, Role of Intermediaries, Evolution of Distribution Channels.</li></ul> <p>c) Integration of Marketing, Sales and Distribution</p>
II	Market Analysis and Selling	<p>a) Market Analysis:</p> <ul style="list-style-type: none"><li>• Market Analysis and Sales Forecasting, Methods of Sales Forecasting Types of Sales Quotas – Value Quota, Volume Quota, Activity Quota, Combination Quota</li><li>• Factors Determining Fixation of Sales Quota</li><li>• Assigning Territories to Salespeople</li></ul> <p>b) Selling:</p> <ul style="list-style-type: none"><li>• Process of Selling, Methods of Closing a Sale, Reasons for Unsuccessful Closing</li><li>• Theories of Selling – Stimulus Response Theory, Product Orientation Theory, Need Satisfaction Theory</li><li>• Selling Skills – Communication Skill, Listening Skill, Trust Building Skill, Negotiation Skill, Problem Solving Skill, Conflict Management Skill</li><li>• Selling Strategies – Softsell Vs. Hardsell Strategy, Client Centered Strategy, Product-Price Strategy, Win-Win Strategy, Negotiation Strategy</li><li>• Difference Between Consumer Selling and Organizational Selling</li><li>• Difference Between National Selling and International Selling</li></ul>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

<b>III</b>	<b>Distribution Channel Management</b>	<ul style="list-style-type: none"><li>• Management of Distribution Channel – Meaning &amp; Need</li><li>• Channel Partners- Wholesalers, Distributors and Retailers &amp; their Functions in Distribution Channel, Difference Between a Distributor and a Wholesaler</li><li>• Choice of Distribution System – Intensive, Selective, Exclusive</li><li>• Factors Affecting Distribution Strategy – Locational Demand, Product Characteristics, Pricing Policy, Speed or Efficiency, Distribution Cost</li><li>• Factors Affecting Effective Management Of Distribution Channels</li><li>• Channel Design</li><li>• Channel Policy</li><li>• Channel Conflicts: Meaning, Types – Vertical, Horizontal, Multichannel, Reasons for Channel Conflict</li><li>• Resolution of Conflicts: Methods – Kenneth Thomas's Five Styles of Conflict Resolution</li><li>• Motivating Channel Members</li><li>• Selecting Channel Partners</li><li>• Evaluating Channels</li><li>• Channel Control</li></ul>
<b>IV</b>	<b>Performance Evaluation, Ethics and Trends</b>	<p>a) Evaluation &amp; Control of Sales Performance: Sales Performance – Meaning Methods of Supervision and Control of Sales Force Sales Performance Evaluation Criteria- Key Result Areas (KRAs) Sales Performance Review Sales Management Audit</p> <p>b) Measuring Distribution Channel Performance: Evaluating Channels- Effectiveness, Efficiency and Equity Control of Channel – Instruments of Control – Contract or Agreement, Budgets and Reports, Distribution Audit</p> <p>c) Ethics in Sales Management</p> <p>d) New Trends in Sales and Distribution Management</p>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

***PROGRAMME CODE: SFP-MS***

***Course Details For Semester: V & VI***

\*\*\*\*\*

### **11) References:**

- A. Nag, Sales And Distribution Management, Mcgraw Hill, 2013 Edition
- Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Sales Management, Pearson Education, 5<sup>th</sup> Edition
- Krishna K. Havaldar, Vasant M. Cavale, Sales And Distribution Management – Text & Cases, Mcgraw Hill Education, 2nd Edition, 2011
- Dr.Matin Khan, Sales And Distribution Management, Excel Books, 1st Edition
- Kotler & Armstrong, Principles Of Marketing – South Asian Perspective, Pearson Education, 13th Edition Customer Relationship Management

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **SPECIALIZATION: MARKETING**

#### **ELECTIVE COURSE DETAILS (SEM - V)**

**1) Title of the Course: Services Marketing**

**2) Course Code : SF-MS-V-E(M)-SERV**

**3) Course Objective:**

The Course will help the learner –

- To understand distinctive features of services and key elements in services marketing
- To provide insight into ways to improve service quality and productivity
- To understand marketing of different services in Indian context

**4) Course Outcome (CO) :**

**CO1** – Learner will understand distinctive features of services and key elements in services marketing and to provide insight into ways to improve service quality and productivity

**CO2** - Learner will understand marketing of different services in Indian context

**CO3** – Learner will get an overview and insight into new and innovative services that have mushroomed due to the advent of technology and to study the current trends in existing services

**5) Category of Course : Elective Course (Specialization: MARKETING)**

**6) Semester : V**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 credits**

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline



**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Introduction of Services Marketing</b>	<ul style="list-style-type: none"><li>• Services Marketing Concept, Distinctive Characteristics of Services, Services Marketing Triangle, Purchase Process for Services, Marketing Challenges of Services</li><li>• Role of Services in Modern Economy, Services Marketing Environment</li><li>• Goods vs Services Marketing, Goods Services Continuum</li><li>• Consumer Behaviour, Positioning a Service in the Market Place</li><li>• Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty</li><li>• Type of Contact: High Contact Services and Low Contact Services</li><li>• Sensitivity to Customers' Reluctance to Change</li></ul>
<b>II</b>	<b>Key Elements of Services Marketing Mix</b>	<ul style="list-style-type: none"><li>• The Service Product, Pricing Mix, Promotion &amp; Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service Mapping-Flowcharting</li><li>• Branding of Services – Problems and Solutions</li><li>• Options for Service Delivery</li></ul>
<b>III</b>	<b>Managing Quality Aspects of Services Marketing</b>	<ul style="list-style-type: none"><li>• Improving Service Quality and Productivity</li><li>• Service Quality – GAP Model, Benchmarking, Measuring Service Quality -Zone of Tolerance and Improving Service Quality</li><li>• The SERVQUAL Model</li><li>• Defining Productivity – Improving Productivity</li><li>• Demand and Capacity Alignment</li></ul>
<b>IV</b>	<b>Marketing of Services</b>	<ul style="list-style-type: none"><li>• International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing</li><li>• Factors favouring Transnational Strategy</li><li>• Elements of Transnational Strategy</li><li>• Recent Trends in Marketing Of Services in: Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry</li><li>• Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector</li></ul>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

***PROGRAMME CODE: SFP-MS***

***Course Details For Semester: V & VI***

\*\*\*\*\*

**11) References:**

- Valarie A. Zeuhaml & Mary Jo Bitner, Service Marketing, Tata McgrawHill, 6th Edition
- Christoper Lovelock, JochenWirtz, Jayanta Chatterjee, Service Marketing People, Technology, Strategy A South Asian Perspective, Pearson Education, 7th Edition
- Ramneek Kapoor, Justin Paul & Biplab Halder, Services Marketing-Concepts And Practices, McgrawHill, 2011
- Harsh V. Verma, Services Marketing Text & Cases, Pearson Education, 2nd Edition
- K. Ram Mohan Rao, Services Marketing, Pearson Education, 2nd Edition, 2011
- C. Bhattacharjee, Service Sector Management, Jaico Publishing House, Mumbai, 2008
- Govind Apte, Services Marketing, Oxford Press, 2004

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **SPECIALIZATION: HUMAN RESOURCE MANAGEMENT**

#### **ELECTIVE COURSE DETAILS (SEM- V)**

**1) Title of the Course: Finance & Compensation of HR Professionals**

**2) Course Code : SF-MS-V-E(HR)-FCOMP**

**3) Course Objective:**

- To orient learners with financial concepts to enable them to make prudent HR decisions
- To understand the various compensation plans.
- To study the issues related to compensation management and understand the legal framework of compensation management

**4) Course Outcome (CO) :**

**CO1** – Learner will understand the various dimensions of Compensation Management used by the companies to attract, retain, motivate and to reward employee performance.

**CO2** - Learner will get familiarized with the role of various bodies involved in Compensation Management in any organisation.

**5) Category of Course :** Elective Course (Specialization: HUMAN RESOURCE MANAGEMENT)

**6) Semester : V**

**7) Total Hours:** 60 hours

**8) Total Credits:** 3 Credits

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Compensation Plans and HR Professionals	<ul style="list-style-type: none"><li>• Meaning, Objectives of Compensation Plans, Role of HR Professionals in Compensation Plans, Types of Compensation: Financial and non-financial, Factors Influencing Compensation Tools: Job based and Skill based, Models: Distributive Justice</li><li>• Model and Labour Market Model, Dimensions of Compensation 3 Ps Compensation Concept, Benefits of Compensation: Personal, Health and Safety, Welfare, Social Security Pay Structure: Meaning, Features, Factors, Designing the Compensation System, Compensation Scenario in India.</li></ul>
II	Incentives and Wages	<ul style="list-style-type: none"><li>• Incentive Plans – Meaning and Types: Piecework, Team, Incentives for Managers and Executives, Salespeople, Merit pay, Scanlon Pay, Profit Sharing Plan, ESOP, Gain Sharing, Earning at Risk plan, Technology and Incentives. Prerequisites of an Effective Incentive System Wage Differentials: Concepts, Factors contributing to Wage Differentials, Types of Wage Differentials, Importance of Wage Differentials, Elements of a Good Wage Plan. Theories of Wages: Subsistence Theory, Wage Fund Theory, Marginal Productivity Theory, Residual Claimant Theory, Bargaining Theory.</li></ul>
III	Compensation to Special Groups and Recent Trends	<ul style="list-style-type: none"><li>• Compensation for Special Groups: Team Based pay, Remunerating Professionals, Contract Employees, Corporate Directors, CEOs, Expatriates and Executives. Human Resource Accounting – Meaning, Features, Objectives and Methods</li><li>• Recent Trends: Golden Parachutes, e-Compensation, Salary Progression Curve,</li><li>• Competency and Skill based, broad banding and New Pay, Cafeteria approach – Features, Advantages and Disadvantages.</li></ul>
IV	Legal and Ethical issues in Compensation	<ul style="list-style-type: none"><li>• Legal Framework of Compensation in India: Wage Policy in India, Payment of Bonus Act 1965, Equal Remuneration Act 1976, Payment of Wages Act 1936, Payment of Gratuity Act 1972, Employee Compensation Act 1923, Employees Provident Funds</li></ul>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

		and Miscellaneous Provision Act 1952. Pay Commissions, Wage Boards, Adjudication, Legal considerations, COBRA requirement, Pay Restructuring in Mergers and Acquisitions, Current Issues and Challenges in Compensation Management, Ethics in Compensation Management
--	--	---

**11) References:**

- Gary Dessler, Biju Varkkey, Human Resource Management, Pearson, 12th edition
- Mick Marchington and Adrian Wilkinson, Human Resource Management at Work – People
- Management and Development- IIIrd Edition,
- Shashi K. Gupta, Rosy Joshi, Human Resource Management, Kalyani Publishers
- Gary Dessler, Framework for HRM, 3rd Edition, Pearson Education
- Ashwathappa, Human Resource Management
- Luis.R.Gomez, David.B.Balkin, Robert. L. Cardy, Managing Human Resources – IVth Edition, (Eastern Economy Edition) Milkovich, George T, Newman J.M, Compensation, Tata Mc Graw Hill.
- Henderson, R.O, Compensation Management, Pearson Edition
- BD Singh, Compensation and Reward Management, Excel Books.
- Karen Permant, Joe Knight, Financial Intelligence for HR Professionals
- Sharma A.M, Understanding Wage system, Himalaya Publishing House, Mumbai

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **SPECIALIZATION: HUMAN RESOURCE MANAGEMENT**

#### **ELECTIVE COURSE DETAILS (SEM- V)**

**1) Title of the Course:** Strategic HRM & HR Policies

**2) Course Code :** SF-MS-V-E(HR)-SPOLI

**3) Course Objective:**

The Course will help the learner –

- To understand human resource management from a strategic perspective
- To link the HRM functions to corporate strategies in order to understand HR as a strategic resource
- To understand the relationship between strategic human resource management and organizational performance

**4) Course Outcome (CO) :**

**CO1** – Helps Learners to apply the theories and concepts relevant to strategic human resource management in contemporary organizations

**CO2** - To understand the purpose and process of developing Human Resource Policies

**5) Category of Course :** Elective Course (Specialization: HUMAN RESOURCE MANAGEMENT)

**6) Semester :** V

**7) Total Hours:** 60 hours

**8) Total Credits:** 3 credits

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline



**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>S.HRM - An Overview</b>	Strategic Human Resource Management (SHRM) – Meaning, Features, Evolution, Objectives, Advantages, Barriers to SHRM, SHRM v/s Traditional HRM, Steps in SHRM, Roles in SHRM - Top Management, Front-line Management, HR, Changing Role of HR Professionals, Models of SHRM – High Performance Working Model, High Commitment Management Model, High Involvement Management Model HR Environment –Environmental trends and HR Challenges Linking SHRM and Business Performance
<b>II</b>	<b>HR Strategies</b>	Developing HR Strategies to Support Organizational Strategies, Resourcing Strategy – Meaning and Objectives, Strategic HR Planning – Meaning, Advantages, Interaction between Strategic Planning and HRP, Managing HR Surplus and Shortages, Strategic Recruitment and Selection – Meaning and Need, Strategic Human Resource Development – Meaning, Advantages and Process, Strategic Compensation as a Competitive Advantage, Rewards Strategies – Meaning, Importance, Employee Relations Strategy, Retention Strategies, Strategies for Enhancing Employee Work Performance
<b>III</b>	<b>HR Policies</b>	Human Resource Policies – Meaning, Features, Purpose of HR Policies, Process of Developing HR Policies, Factors affecting HR Policies, Areas of HR Policies in Organization, Requisites of a Sound HR Policies – Recruitment, Selection, Training and Development, Performance Appraisal, Compensation, Promotion, Outsourcing, Retrenchment, Barriers to Effective Implementation of HR Policies and Ways to Overcome These Barriers, Need for Reviewing and Updating HR Policies, Importance of Strategic HR Policies to Maintain Workplace Harmony
<b>IV</b>	<b>Recent Trends in SHRM</b>	Employee Engagement – Meaning, Factors Influencing Employee Engagement, and Strategies for Enhancing Employee Engagement Contemporary Approaches to HR Evaluation – Balance Score Card, HR Score Card Benchmarking and Business Excellence Model Competency based HRM – Meaning, Types of Competencies, Benefits of Competencies for Effective Execution of HRM Functions. Human Capital Management –Meaning and Role New Approaches to Recruitment – Employer Branding, Special Event Recruiting, Contest Recruitment, e – Recruitment Strategic International

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

		Human Resource Management – Meaning and Features, International SHRM Strategic Issues, Approaches to Strategic International HRM.
--	--	---

### **11) References:**

- Michael Armstrong, Angela Baron, Handbook of Strategic HRM, Jaico publishing House
- Armstrong M.-Strategic Human Resource Management\_ A Guide to Action (2006)
- Strategic Human Resource Management, Tanuja Agarwal
- Strategic Human Resource Management, Jeffrey A. Mello
- Gary Dessler, Human Resource Management, PHI, New Delhi, 2003
- Charles R. Greer, Strategic Human Resource Management, Pearson Education, 2003
- Rajib Lochan Dhar, Strategic Human Resource Management, Excel Books, NewDelhi, 2008

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **SPECIALIZATION: HUMAN RESOURCE MANAGEMENT**

#### **ELECTIVE COURSE DETAILS (SEM- V)**

**1) Title of the Course: Talent & Competency Management**

**2) Course Code : SF-MS-V-E(HR)-TALCOM**

**3) Course Objective:**

The Course will help the learner –

- To understand key talent management & competency management concepts
- To understand the concept and importance of competency mapping
- To understand the role of talent management and competency management in building sustainable competitive advantage to an organization
- To know the ethical and legal obligations associated with talent management

**4) Course Outcome (CO) :**

**CO1** – Learner will understand how to build a robust development plan that will accelerate professional development.

**CO2** - Learner can identify a variety of best practice methodologies to develop professionals.

**CO3-** Learner can develop and facilitate team building activities that promote trust, collaboration, communication and conflict resolution.

**CO4-** Learner will know how organizations are using employee engagement surveys to understand the drivers of their employees' satisfiers and dissatisfies.

**5) Category of Course :** Elective Course (Specialization: HUMAN RESOURCE MANAGEMENT)

**6) Semester : V**

**7) Total Hours:** 60 hours

**8) Total Credits:** 3 credits

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**d. Mode of Evaluation of Answer-book : Online/Offline**

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Introduction to Talent Management	<ul style="list-style-type: none"><li>• Talent Management – Meaning, History, Scope of Talent Management, Need of Talent Management</li><li>• Benefits and Limitations of Talent Management</li><li>• Principles of Talent Management</li><li>• Source of Talent Management</li><li>• Talent Gap – Meaning, Strategies to Fill Gaps</li><li>• The Talent Value Chain</li><li>• Role of HR in Talent Management</li><li>• Role of Talent Management in building Sustainable Competitive Advantage to an Organization</li></ul>
II	Talent Management System	<ul style="list-style-type: none"><li>• Talent Management System – Meaning, Key Elements of Talent Management System</li><li>• Critical Success Factors to Create Talent Management System</li><li>• Building Blocks for Talent Management - Introduction, Effective Talent</li><li>• Management System, Building Blocks of Effective Talent Management System</li><li>• Life Cycle of Talent Management - Meaning, Steps in Talent Management</li><li>• Process, Importance of Talent Management Process, Essentials of Talent</li><li>• Management Process</li><li>• Approaches to Talent Management</li><li>• Talent Management Strategy – Meaning, Developing a Talent Management</li><li>• Strategy, Mapping Business Strategies and Talent Management Strategies</li><li>• Talent Management and Succession Planning</li></ul>
III	Contemporary Issues and Current Trends in Talent Management	<ul style="list-style-type: none"><li>• Role of Information Technology in Effective Talent Management Systems,</li><li>• Talent Management Information System, Creating Business Value through</li><li>• Information Technology, Five Steps to a Talent Management Information Strategy</li><li>• Contemporary Talent Management Issues, Talent Management Challenges</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

		<ul style="list-style-type: none"><li>• Current Trends in Talent Management</li><li>• Best Practices of Talent Management</li><li>• Ethical and Legal Obligations Associated with Talent Management</li><li>• Talent Management in India</li></ul>
<b>IV</b>	<b>Competency Management and Competency Mapping</b>	<ul style="list-style-type: none"><li>• Concept of Competency and Competence, Competence v/s Competency</li><li>• Types of Competencies, Benefits and Limitations of implementing competencies</li><li>• Iceberg Model of Competency</li><li>• Competency Management – Meaning, Features and Objectives</li><li>• Benefits and Challenges of Competency Management</li><li>• Competency Development – Meaning, Process</li><li>• Competency Mapping - Meaning, Features, Need and importance of competency mapping</li><li>• Methods of Competency Mapping, Steps in Competency Mapping</li></ul>

### **11) References:**

- Dessler Gary, A Framework for Human Resource Management, Pearson Publication, 7th Edition.
- Dessler Gary, Varkkey Biju, Fundamentals of Human Resource Management, Pearson Publication, 14th Edition Rao VSP, Human Resource Management, Vikas Publishing, New Delhi
- K. Aswathappa – Human Resources and Personnel Management, Tata McGraw Hill
- Robbins SP, Timothy A, Judge & Sanghi Seema, Organizational Behaviour, Pearson Education, New Delhi, 13th edition.
- Lance A Berger, Dorothy R Berger, Talent Management Hand Book, McGraw Hill
- Hasan, M., Singh, A. K., Dhamija, S. (eds.), Talent management in India: Challenges and opportunities, Atlantic Publication
- Seema Sanghi: The Handbook of Competency Mapping: Understanding, Designing and Implementing Competency Models in Organizations, Sage Publishing

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **SEMESTER –VI**

#### **COURSE DETAILS**

**1) Title of the Course: Operation Research**

**2) Course Code : SF-MS-VI-C-OR**

**3) Course Objective:**

- To help Learners to understand operations research methodologies
- To help Learners to solve various problems practically
- To make Learners proficient in case analysis and interpretation

**4) Course Outcome (CO) :**

**CO1-** Learner will be able to Formulate and solve mathematical model (linear programming problem) for a physical situation like production, distribution of goods and economics.

**CO2-** Learner will be able to Use appropriate techniques to represent and analyze projects with a view to managing resources, minimizing costs, and coping with uncertainty.

**CO3-** Learner will be able to solve numerical on Transportation Models and Assignment Models.

**5) Category of Course : Core Course**

**6) Semester : VI**

**7) Total Hours: 60 hours**

**8) Total Credits: 4 credits**

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline



**BACHELOR OF MANAGEMENT STUDIES: B.M.S.****PROGRAMME CODE: SFP-MS****Course Details For Semester: V & VI**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Introduction to Operational Research and Linear Programming</b>	<p><b>Introduction To Operations Research</b></p> <ul style="list-style-type: none"><li>• Operations Research - Definition, Characteristics of OR, OR Techniques, Areas of Application, Limitations of OR.</li></ul> <p><b>Linear Programming Problems: Introduction and Formulation</b></p> <ul style="list-style-type: none"><li>• Introduction to Linear Programming</li><li>• Applications of LP</li><li>• Components of LP</li><li>• Requirements for Formulation of LP Problem</li><li>• Assumptions Underlying Linear Programming</li><li>• Steps in Solving LP Problems</li><li>• LPP Formulation (Decision Variables, Objective Function, Constraints, Non-Negativity Constraints)</li></ul> <p><b>Linear Programming Problems: Graphical Method</b></p> <ul style="list-style-type: none"><li>• Maximization &amp; Minimization Type Problems. (Max. Z &amp; Min. Z)</li><li>• Two Decision Variables and Maximum Three Constraints Problem</li><li>• Constraints can be “less than or equal to”, “greater than or equal to” or a combination of both the types i.e. mixed constraints.</li><li>• Concepts: Feasible Region of Solution, Unbounded Solution, Redundant Constraint, Infeasible Solution, Alternative Optima.</li></ul> <p><b>Linear Programming Problems: Simplex Method</b></p> <ul style="list-style-type: none"><li>• Only Maximization Type Problems. (Only Max. Z). No Minimization problems.</li><li>• (No Min. Z) Numericals on Degeneracy in Maximization Simplex Problems. Two or Three Decision Variables and Maximum Three Constraints Problem. (Upto Maximum Two Iterations)</li><li>• All Constraints to be “less than or equal to” Constraints. (“Greater than or Equal to” Constraints not included.)</li><li>• Concepts : Slack Variables, Surplus Variables, Artificial Variables, Duality, Product Mix and Profit, Feasible and Infeasible Solution, Unique or Alternate</li></ul>

## BACHELOR OF MANAGEMENT STUDIES: B.M.S.

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

		<ul style="list-style-type: none"> <li>• Optimal Solution, Degeneracy, Non Degenerate, Shadow Prices of Resources, Scarce and Abundant Resources, Utilized and Unutilized Capacity of Resources,</li> <li>• Percentage Utilization of Resources, Decision for Introduction of a New Product.</li> </ul>
<b>II</b>	<b>Assignment and Transportation Models</b>	<p><b>Assignment Problem – Hungarian Method</b></p> <ul style="list-style-type: none"> <li>• Maximization &amp; Minimization Type Problems.</li> <li>• Balanced and Unbalanced Problems.</li> <li>• Prohibited Assignment Problems, Unique or Multiple Optimal Solutions.</li> <li>• Simple Formulation of Assignment Problems.</li> <li>• Maximum 5 x 5 Matrix. Up to Maximum Two Iterations after Row and Column</li> <li>• Minimization.</li> </ul> <p><b>Transportation Problems</b></p> <ul style="list-style-type: none"> <li>• Maximization &amp; Minimization Type Problems.</li> <li>• Balanced and Unbalanced problems.</li> <li>• Prohibited Transportation Problems, Unique or Multiple Optimal Solutions.</li> <li>• Simple Formulation of Transportation Problems.</li> <li>• Initial Feasible Solution (IFS) by: <ul style="list-style-type: none"> <li>• a. North West Corner Rule (NWCR)</li> <li>• b. Least Cost Method (LCM)</li> <li>• c. Vogel's Approximation Method (VAM)</li> </ul> </li> <li>• Maximum 5 x 5 Transportation Matrix.</li> <li>• Finding Optimal Solution by Modified Distribution (MODI) Method. (u, v and <math>\Delta</math>)</li> <li>• Maximum Two Iterations (i.e. Maximum Two Loops) after IFS.</li> </ul>
<b>III</b>	<b>Network Analysis</b>	<ul style="list-style-type: none"> <li>• Critical Path Method (CPM)</li> <li>• Concepts: Activity, Event, Network Diagram, Merge Event, Burst Event,</li> <li>• Concurrent and Burst Activity,</li> <li>• Construction of a Network Diagram. Node Relationship and Precedence</li> <li>• Relationship.</li> <li>• Principles of Constructing Network Diagram.</li> <li>• Use of Dummy Activity</li> <li>• Numerical Consisting of Maximum Ten ( 10) Activities.</li> <li>• Critical Path, Sub-critical Path, Critical and Non-critical Activities, Project</li> </ul>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

		<ul style="list-style-type: none"><li>• Completion Time.</li><li>• Forward Pass and Backward Pass Methods.</li><li>• Calculation of EST, EFT, LST, LFT, Head Event Slack, Tail Event Slack, Total Float,</li><li>• Free Float, Independent Float and Interfering Float</li><li>• b) Project Crashing</li><li>• Meaning of Project Crashing.</li><li>• Concepts: Normal Time, Normal Cost, Crash Time, Crash Cost of Activities.</li><li>• Cost Slope of an Activity.</li><li>• Costs involved in Project Crashing: Numericals with Direct, Indirect, Penalty, crash cost and Total Costs.</li><li>• Time – Cost Trade off in Project Crashing.</li><li>• Optimal (Minimum) Project Cost and Optimal Project Completion Time.</li><li>• Process of Project Crashing.</li><li>• Numerical Consisting of Maximum Ten (10) Activities.</li><li>• Numerical based on Maximum Four (04) Iterations of Crashing</li><li>• c) Program Evaluation and Review Technique (PERT)</li><li>• Three Time Estimates of PERT: Optimistic Time (a), Most Likely Time (m) and</li><li>• Pessimistic Time (b).</li><li>• Expected Time (te) of an Activity Using Three Time Estimates.</li><li>• Difference between CPM and PERT.</li><li>• Numerical Consisting of Maximum Ten (10) Activities.</li><li>• Construction of PERT Network using te values of all Activities.</li><li>• Mean (Expected) Project Completion Time.</li><li>• Standard Deviation and Variance of Activities.</li><li>• Project Variance and Project Standard Deviation.</li><li>• ‘Prob. Z’ Formula.</li><li>• Standard Normal Probability Table. Calculation of Probability from the Probability Table using ‘Z’ Value and Simple Questions related to PERT Technique.</li><li>• Meaning, Objectives, Importance, Scope, RORO/LASH</li></ul>
<b>IV</b>	<b>Job Sequencing and Theory of Games</b>	<ul style="list-style-type: none"><li>• Job Sequencing Problem</li><li>• Processing Maximum 9 Jobs through Two Machines only.</li><li>• Processing Maximum 6 Jobs through Three Machines only.</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

		<ul style="list-style-type: none"><li>• Calculations of Idle Time, Elapsed Time etc.</li><li>• b) Theory of Games</li><li>• Introduction</li><li>• Terminology of Game Theory: Players, Strategies, Play, Payoff, Payoff matrix,</li><li>• Maximin, Maximax, Saddle Point.</li><li>• Types of Games.</li><li>• Numericals based on:</li><li>• Two Person Zero Sum Games including strictly determinable and Fair Game</li><li>• - Pure Strategy Games (Saddle Point available). Principles of Dominance method.</li></ul>
--	--	---

### **11) References:**

- Dr. Mrs. Anjali Ghanekar, Essentials of Organisation Development, Everest Publishing House
- French, W.L. and Bell, C.H., Organisation Development, Prentice-Hall, New Delhi, 1995.
- Harvey, D.F. and Brown, D.R., An Experimental Approach to Organization Development, Prentice-Hall, Englewood Cliffs, N.J., 1990
- Cummings, T. G. & Worley, C. G. (2009). Organization Development and Change (9th edition). Canada: South-Western Cengage Learning
- Thomas G. Cummings and Christopher G. Worley, Organization Development and Change, Thomson South-Western, 8th Edition 2004.
- Cummings, T. G., Theory of Organization Development and Change, South Western.
- Ramanarayan, S. and Rao, T.V., Organization Development: Accelerating Learning and Transformation, 2nd Edition, Sage India, 2011.
- Richard L, Organisation, Theory, Change and Design, India Edition (Cengage Learning)
- Garath R Jones, Mary Mathew, Organisation Theory, Design and Change: Sixth Edition, Pearson
- Wendell L French, Cecil H Bell, Jr, Veena Vohra, Organisation Development, Sixth Edition, Pearson Education

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Customer Relationship Management**

**2) Course Code : SF-MS-VI-C-CRM**

**3) Course Objective:**

The Course will help the learner –

- To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management.
- To get an insight into CRM marketing initiatives, customer service and designing CRM strategy.
- To understand new trends in CRM, challenges and opportunities for organizations.

**4) Course Outcome (CO) :**

**CO1** – The learner will understand importance and role of CRM in organisation.

**CO2** – Learner would acquire knowledge of different computer software in CRM.

**CO3** – The learner will learn new trends, challenges and opportunities under CRM

**5) Category of Course : Core Course**

**6) Semester : VI**

**7) Total Hours: 60 hours**

**8) Total Credits: 4 credits**

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Introduction to Customer Relationship Management</b>	<ul style="list-style-type: none"><li>• Concept, Evolution of Customer Relationships: Customers as strangers, acquaintances, friends and partners</li><li>• Objectives, Benefits of CRM to Customers and Organisations, Customer Profitability Segments, Components of CRM: Information, Process, Technology and People, Barriers to CRM</li><li>• Relationship Marketing and CRM: Relationship Development Strategies: Organizational Pervasive Approach, Managing Customer Emotions, Brand Building through Relationship Marketing, Service Level Agreements, Relationship Challenges</li></ul>
<b>II</b>	<b>CRM Marketing Initiatives, Customer Service and Data Management</b>	<ul style="list-style-type: none"><li>• CRM Marketing Initiatives: Cross-Selling and Up-Selling, Customer Retention, Behaviour Prediction, Customer Profitability and Value Modeling, Channel Optimization, Personalization and Event-Based Marketing</li><li>• CRM and Customer Service: Call Center and Customer Care: Call Routing, Contact Center Sales-Support, Web Based Self Service, Customer Satisfaction Measurement, Call-Scripting, Cyber Agents and Workforce Management</li><li>• CRM and Data Management: Types of Data: Reference Data, Transactional Data, Warehouse Data and Business View Data, Identifying Data Quality Issues, Planning and Getting Information Quality, Using Tools to Manage Data, Types of Data Analysis: Online Analytical Processing (OLAP), Clickstream Analysis, Personalisation and Collaborative Filtering, Data Reporting</li></ul>
<b>III</b>	<b>CRM Strategy, Planning, Implementation and Evaluation</b>	<ul style="list-style-type: none"><li>• Understanding Customers: Customer Value, Customer Care, Company Profit Chain: Satisfaction, Loyalty, Retention and Profits</li><li>• Objectives of CRM Strategy, The CRM Strategy Cycle: Acquisition, Retention and Win Back, Complexities of CRM Strategy</li><li>• Planning and Implementation of CRM: Business to Business CRM, Sales and CRM, Sales Force Automation, Sales Process/ Activity Management, Sales Territory Management, Contact Management, Lead Management, Configuration Support, Knowledge Management CRM Implementation: Steps- Business Planning, Architecture and</li></ul>



## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

		Design, Technology Selection, Development, Delivery and Measurement <ul style="list-style-type: none"><li>• CRM Evaluation: Basic Measures: Service Quality, Customer Satisfaction and Loyalty, Company 3E Measures: Efficiency, Effectiveness and Employee Change</li></ul>
<b>IV</b>	<b>CRM New Horizons</b>	<ul style="list-style-type: none"><li>• e-CRM: Concept, Different Levels of E- CRM, Privacy in E-CRM:</li><li>• Software App for Customer Service: Activity Management, Agent Management, Case Assignment, Contract Management, Customer Self Service, Email Response Management, Escalation, Inbound Communication Management, Invoicing, Outbound Communication Management, Queuing and Routing, Scheduling</li><li>• Social Networking and CRM</li><li>• Mobile-CRM</li><li>• CRM Trends, Challenges and Opportunities</li><li>• Ethical Issues in CRM</li></ul>

### **11) References:**

- Baran ,Roger J. & Robert J, Galka. 2014. *Customer Relationship Management: The Foundation of Contemporary Marketing Strategy*. Routledge Taylor & Francis Group.
- Anderson, Kristin and Carol, Kerr. 2002. *Customer Relationship Management*. Tata McGraw-Hill.
- Ed, Peele. *Customer Relationship Management*. Pearson Education.
- Bhasin Jaspreet, Kaur. 2012. *Customer Relationship Management*. Dreamtech Press.
- Judith W, Kincaid. 2006. *Customer Relationship Management Getting it Right*. Pearson Education.
- Jill, Dyche.2007. *The CTM Handbook: A Business Guide to Customer Relationship Management*. Pearson Education.
- Valarie A ,Zeithmal.et.all. 2010. *Services Marketing Integrating Customer Focus Across the Firm*. Tata McGraw Hill.
- Urvashi, Makkar and Harinder Kumar, Makkar. 2013. *Customer Relationship Management*. McGraw Hill Education.

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Entrepreneurship Management**

**2) Course Code : SF-MS-VI-AB-EM**

**3) Course Objective:**

The Course will help the learner –

- To understand basic concepts in the area of Entrepreneurship.
- To understand the role and importance of entrepreneurship for Economic development.
- In developing personal creativity and entrepreneurial initiative.
- Elaboration of business ideas.
- Understanding the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.

**4) Course Outcome (CO) :**

**CO1-** The learner will be able to analyze the business environment in order to identify business opportunities

**CO2-** The learner will be able to evaluate the effectiveness of different entrepreneurial strategies

**CO3-** The learner will be able to specify the basic performance indicators of entrepreneurial activity and can market and manage small business ventures by interpreting their own business plan.

**5) Category of Course : Skill /Ability Enhancement Course**

**6) Semester : VI**

**7) Total Hours: 60 Hours**

**8) Total Credits: 3 Credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **10) Modules/Units :**

<b>MODULE NO.</b>	<b>MODULE TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>The Entrepreneur</b>	<ul style="list-style-type: none"><li>• Entrepreneur: Meaning, Nature, origin and development of entrepreneurship in India, Need and Importance, Core elements, Principles, Essentials, Types, Functions, Concept of entrepreneurship management, Motives behind being an entrepreneur, Entrepreneurial Process</li><li>• Theories of Entrepreneurship: Innovation Theory of Schumpeter, Need for Achievement Theory of McClelland, Risk Bearing Theory of knight, Hagen's Theory of Entrepreneurship, Economic Theory of Entrepreneurship</li><li>• Entrepreneurial Values and Attitudes, Dominant characteristics of successful entrepreneurs, Internal and external factors for entrepreneurial motivation</li><li>• Entrepreneurial Skills, Identifying business opportunities, Role of creativity in Entrepreneurship, the creative process, the Innovation process, types of innovation, sources of innovation, principles of innovation, Sources of Business Ideas.</li></ul>
<b>II</b>	<b>Business Planning</b>	<p>Forms of Entrepreneurial structures:</p> <ul style="list-style-type: none"><li>• Sole Proprietorship-meaning, merits and limitations.</li><li>• Partnership-Meaning, Forms, merits and limitations.</li><li>• Corporations-Meaning, merits and limitations.</li><li>• Limited Liability partnerships and corporations.</li><li>• Franchising-Meaning, types, merits and limitations.</li></ul> <p>a) Critical Factors for starting a new enterprise: Personal, Environmental, Sociological factors. Problems of a New Venture- Financial, administrative, marketing, production and other problems.</p> <p>b) Business Plan: Meaning, Benefits, Developing a business plan, Environment scanning, Elements/Areas to be covered in a Business Plan, Project Report preparation, Contents of a Project Report.</p>
<b>III</b>	<b>Key Areas of New Ventures</b>	<ul style="list-style-type: none"><li>• Marketing: New Product Development, Marketing Strategy for the new venture, Branding strategies, Distribution strategies, Pricing Strategies, Promotion strategies for new venture, Concept of Marketing Mix and Market segmentation, Marketing Plan</li></ul>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

		<ul style="list-style-type: none"><li>• Operations: Size and location of Enterprise, Layout, Inventory Control, Quality Control.</li><li>• Finance: Sources of long term and short term finance, Debt fund-Meaning, Merits and limitations, Equity Fund-Meaning, merits and limitations, Concept of Break Even analysis, Venture Capital-Meaning, Merits and Limitations, Criteria for Evaluating New Venture Proposals by Venture Capitalist</li><li>• Human Resource: Personnel Function, Important Labor Laws: Industrial Disputes Act, Factories Act, Provident Fund Act, Employee State Insurance Act, Payment of Wages Act, Minimum Wages Act, Payment of Gratuity Act, other related Acts and Role of HRD in new ventures.</li></ul>
<b>IV</b>	<b>Evolving Concepts in Entrepreneurship</b>	<ul style="list-style-type: none"><li>• Social Entrepreneurship: Meaning, Social responsibility of an entrepreneur.</li><li>• Barriers to entrepreneurship: Environmental, economic, non-economic, personal and entrepreneurial barriers.</li><li>• Intrapreneurship: Meaning, Characteristics, Intrapreneur Activities, types of Corporate Entrepreneurs, Corporate V/s Intrapreneurial culture, Climate, Fostering Intrapreneurial culture, Promoting intrapreneurship- Pinchot's Spontaneous teams and Formal Venture teams, establishing intrapreneurial ventures.</li><li>• Ethics and Entrepreneurship: Defining Ethics, Approaches to Managerial ethics, ethics and business decisions, Ethical practices and code of conduct, Ethical considerations in corporate entrepreneurship.</li><li>• Institutional Support to Entrepreneurs: Importance, Incentives and facilities, Entrepreneurship Development Institute of India (EDI), NSIC, Small Industries Development Organization (SIDO), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Others, Key features of National Policy on Skill Development and Entrepreneurship 2015.</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **11) References:**

- S.L. Gupta and Dr. Arun Mittal, Entrepreneurship Development by International Books House Ltd.
- Vasant Desai, Dynamics of Entrepreneurial Development
- Willaim D. Bygrave and Andrew Zacharakis, The Portable MBA in Entrepreneurship by, Fourth edition, John Wiley and Sons.
- S.S. Khanka, Entrepreneurship Development, Sultanchand and Sons Ltd.
- C.B. Gupta and N.P. Shrinivasan, Entrepreneurship Development Sultan chand and sons
- Sharma Sudhir, Singh Balraj, Singhal Sandeep (2005), “Entrepreneurship Development”, Wisdom Publications, Delhi.
- Badi R.V., Badi N.V. (2010), “Entrepreneurship”, Vrinda Publications (P) Ltd., Delhi.
- Desai Vasant (2009), “The Dynamics of Entrepreneurial Development and Management Planning for Future Sustainable Growth”, Himalaya Publishing House, India.
- Vasishth Neeru (2008), “Business Organization”, Taxmann Allied Services (P.) Ltd.,

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: International Business**

**2) Course Code : SF-MS-VI-ID-INB**

**3) Course Objective:**

The Course will help the learner with –

- Basic and broad knowledge in International business, its environment, strategies and management.
- Ability to apply concepts, principles and theories to simple business situations.

**4) Course Outcome (CO) :**

**CO1** – Learners will possess knowledge of current theory and techniques of the major business discipline.

**CO2** – Learners will exhibit the leadership capacity and teamwork skills for business decision making.

**CO3** – Learners will understand the ethical implication of business decision making and recognize ethical dilemmas.

**CO4** – Learners will be able to demonstrate the ability to communicate effectively.

**CO5** – Learners will demonstrate critical thinking skills by having an understanding of global perspectives.

**5) Category of Course : Multi-disciplinary/ Inter-disciplinary course**

**6) Semester : VI**

**7) Total Hours: 60 hours**

**8) Total Credits: 2 credits**

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>



**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Introduction to International Business</b>	Introduction to International Business- Importance, Nature and Scope of International Business, Drivers of International Business, Evolution of International Business, Strategies of Going International, Globalization, Multi-National Corporations- Nature, Goals of MNCs, India's Presence- Advantages and Disadvantages of MNCs International Business Environment: Economic, Political, Cultural and Legal Environments in International Business
<b>II</b>	<b>International Institutions and Economic Regional Groupings</b>	Institutional Support to International Business, Role of World Bank, IMF, ILO, UNCTAD, UNIDO and ADB in International Business, World Trade Organisation (WTO), Origin, Objectives, Functions ,GATT and WTO, Principles of WTO, Transparency, MFN Treatment, National Treatment, Free Trade, Dismantling Trade Barriers, Rule Based Trading System, Treatment for LDCs ,Competition Principle, Environment Protection, Key Subjects in WTO, Agriculture, TRIPS, TRIMS, GATS, Implications for India Integration between Countries: Levels of Integration, Growth of Trading Blocs, Impact of Integration, Major Regional Trading Groups, The European Union, NAFTA, APEC, ASEAN, MERCOSUR, BRICS, SAARC, OPEC
<b>III</b>	<b>International Marketing, Human Resource Management</b>	International Marketing, Domestic and International Marketing, Compared Benefits of International Marketing, Major Activities, International Market Assessment, International Product Strategies, Pricing Issues and Decisions, Dumping, Promotion Issues and Policies. International Human Resource Management, Nature, Growing Interest in IHRM, DHRM and IHRM compared, Managing International HR activities, Expatriation and Repatriation of employees
<b>IV</b>	<b>Preliminaries for Export Import and Documentation &amp;Export Import Procedures and Foreign Trade Policy</b>	Meaning and Definition of Export, Methods of Exporting, Registration Formalities for Exports, Export Licensing, Selection of Export Product, Identification of Market for Exports – Export Pricing Quotations, FOB &

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

		CIF, Meaning and Definition of Imports, Liberalization of Imports, Negative list of Imports ,Categories of Importers, Special Schemes for Importers. Aligned Documentation System – Commercial Invoice , Shipping Bill , Certificate of Origin, Consular Invoice, Mate's Receipt, Bill of Lading, GR Form, ISO 9000, Procedure for obtaining ISO 9000, BIS 14000 Certification ,Import Documentation, Transport Documents - Bill of Entry, Certificate of Inspection, Certificate of Measurements, Freight Declaration & Steps in Export Procedure , Export Contract, Forward Cover, Export Finance, Institutional Framework for Export Finance, Excise Clearance, Pre-shipment Inspection, Methods of Pre-shipment Inspection, Role of Clearing and Forwarding Agents, Shipping and Customs Formalities, Customs EDI System, Negotiation of Documents, Realization of Exports Proceeds. Pre-Import Procedure- Steps in Import Procedure, Legal Dimensions of Import Procedure, and Customs Formalities for Imports, Warehousing of Imported Goods, Exchange Control Provisions for Imports & Retirement of Export Documents. Foreign Trade Policy Highlights (latest), Duty Drawback, Deemed Exports, ASIDE, MAI & MDA, Star Export Houses, Town of Export Excellence, and EPCG Scheme.
--	--	--

### **11) References:**

- Economic Survey, Govt. of India. Various issues
- Export-import Policy and Other Documents, Govt. of India
- Czinkota, Michael R, 8th Edition, Publisher Wiley, 2010
- Hill, Charles W. L., International Business, McGraw Hill, 2011, New York.
- Aswathappa K ,International Business, Tata McGraw Hill Education,

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **COURSE DETAILS**

**1) Title of the Course: Project Work**

**2) Course Code : SF-MS-VI-P-PRO**

**3) Course Objective:**

The Course will help the learner –

- To understand the concept of research and Internship.
- To study collection of data, processing of data, analysis of data and interpretation of data.

**4) Course Outcome (CO) :**

**CO1** – The learner will prepare the project on research or Internship.

**CO2** – The learner will acquire the knowledge about the research methodology.

**CO3** – It will help the learner in analysis of data and interpret the findings and conclusion.

**5) Category of Course : Projects/Additional Course**

**6) Semester : VI**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- **60 Marks – Project Book & External Viva (Passing: 24 Marks)**
- **40 Marks - Project Book & Internal Viva (Passing: 16 Marks)**

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	<b>General guidelines for preparation of project work based on Research Methodology</b>	<ul style="list-style-type: none"><li>• 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.</li><li>• 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.</li><li>• 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.</li><li>• 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.</li><li>• 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.</li></ul>
II	<b>Guidelines for Internship based project work</b>	<ul style="list-style-type: none"><li>• Executive Summary: A bird's eye view of your entire presentation has to be precisely offered under this category.</li><li>• Introduction on the Company: A Concise representation of company/ organization defining</li></ul>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

***PROGRAMME CODE: SFP-MS***

***Course Details For Semester: V & VI***

\*\*\*\*\*

		<p>its scope, products/ services and its SWOT analysis.</p> <ul style="list-style-type: none"><li>• Statement and Objectives: The mission and vision of the organization need to be stated enshrining its broad strategies.</li><li>• 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.</li><li>• Challenges: The challenges confronted while churning out theoretical knowledge into practical world.</li><li>• Conclusion: A brief overview of your experience and suggestions to bridge the gap between theory and practice.</li></ul>
--	--	--

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **SPECIALIZATION: FINANCE**

#### **ELECTIVE COURSE DETAILS (SEM - VI)**

**1) Title of the Course: Indirect Tax**

**2) Course Code: SF-MS-VI-E(F)-IDT**

**3) Course Objective:**

The Course will help the learner to acquire the ability and analyze and interpret the provisions of the goods and services tax and recommend solution to practical problems.

**4) Course Outcome (CO):**

After studying this course, learner will be able to-

**CO1** – Explain the Concept of GST and need of GST in India

**CO2** – Understand and analyze the taxable event under GST Supply – it's Meaning and Scope

**CO3** – Describe the Intra State Supply, Inter State supply and provisions pertaining to levy and collection of GST.

**CO4** – Provide an overview of the Goods and Services exempt from GST.

**CO5** – Explain the provisions relating to determination of place of supply of Goods and Services, both in case of domestic as well as cross-border transactions and analyze the same to determine the place of supply of given situation.

**CO6** – Apply the concepts relating to time of supply of goods and/ or services in problem solving.

**CO7** – Compute the Value of supply in different scenarios

**CO8**- Explain when a person becomes liable to get registered under GST, scenarios when registration is compulsory and identify the person not liable to get registered.

**CO9** – Identify the persons eligible to file various statements/ returns as also the forms prescribed therefore and explain the periodicity for filing such returns.

**CO10** – Explain the provisions relating to revised tax invoice, Bill of supply, receipt voucher, refund voucher, payment voucher, etc.

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**5) Category of Course:** Elective Course (Specialization : FINANCE)

**6) Semester:** VI

**7) Total Hours:** 60 hours

**8) Total Credits:** 3 credits

**9) Evaluation Pattern:**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

<b>ASSESSMENT</b>	<b>MARKS</b>
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

### **10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Introduction to Indirect Taxation and GST</b>	<ul style="list-style-type: none"><li>• Basics for Indirect Taxation.</li><li>• Introduction to GST</li><li>• Definitions</li><li>• Levy and Collection of GST.</li></ul>
<b>II</b>	<b>Concept of Supply</b>	<ul style="list-style-type: none"><li>• Taxable Event Supply</li><li>• Place of Supply</li><li>• Time of Supply</li><li>• Value of Supply</li></ul>
<b>III</b>	<b>Registration and Computation of GST</b>	<ul style="list-style-type: none"><li>• Registration under GST</li><li>• Computation and Payment of GST</li></ul>
<b>IV</b>	<b>Documentation and Filing of Returns</b>	<ul style="list-style-type: none"><li>• Documentation</li><li>• Returns</li></ul>

### **11) References:**

- Indirect Taxes: Law and Practice by V.S. Datey, Taxmann
- Indirect Taxes by V.S. Balchandra, Sultan Chand and Sons, New Delhi
- GST Law & practice with Customs & FTP by V.S. Datey, Taxmann
- GST & customs Law by K.M. Bansal, University Edition
- GST Law & practice with Customs & FTP by Vineet Sodhani, Snow White Publications
- GST Law & practice with Customs & FTP by Sanjiv Agarwal, Snow White Publications
- Indirect taxes (Containing GST, Customs & FTP) by MOhd. Rafi, Bharat Publications



## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **SPECIALIZATION: FINANCE**

#### **ELECTIVE COURSE DETAILS (SEM - VI)**

**1) Title of the Course: Strategic Financial Management**

**2) Course Code: SF-MS-VI-E(F)-SFM**

**3) Course Objective:**

The Course will help the learner –

- To match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability.
- Changing scenario in Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable
- To acquaint learners with contemporary issues related to financial management making.

**4) Course Outcome (CO):**

After studying this course, learner will be able to-

**CO1** – Understand Theories on Dividend policies and Practical considerations in Dividend Policies.

**CO2** - Evaluate investment projects using various capital budgeting techniques like Payback period, NPV, ARR, IRR, etc.

**CO3** – Calculate shareholders value and Corporate Governance.

**CO4** – Estimate the working capital requirements for business entity.

**5) Category of Course:** Elective Course (Specialization : FINANCE)

**6) Semester:** VI

**7) Total Hours:** 60 hours

**8) Total Credits:** 3 credits

**9) Evaluation Pattern:**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**d. Mode of Evaluation of Answer-book : Online/Offline**

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 arks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies        • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Dividend Decision and XBRL	a) Dividend Decision: <ul style="list-style-type: none"><li>• Meaning and Forms of Dividend, Dividend-Modigliani and Miller's Approach, Walter Model, Gordon Model,</li><li>• Factors determining Dividend Policy, Types of Dividend Policy</li></ul> b) XBRL: <ul style="list-style-type: none"><li>• Introduction, Advantages and Disadvantages, Features and Users</li></ul>
II	Capital Budgeting and Capital Rationing	a) Capital Budgeting: <ul style="list-style-type: none"><li>• Risk and Uncertainty in Capital Budgeting, Risk Adjusted Cut off Rate, Certainty Equivalent Method, Sensitivity Technique, Probability Technique, Standard Deviation Method, Co-efficient of Variation Method, Decision Tree Analysis, Construction of Decision Tree.</li></ul> b) Capital Rationing: <ul style="list-style-type: none"><li>• Meaning, Advantages, Disadvantages, Practical Problems</li></ul>
III	Shareholder Value and Corporate Governance/Corporate Restructuring	a) Shareholder Value and Corporate Governance: Financial Goals and Strategy, Shareholder Value Creation: EVA and MVA Approach, Theories of Corporate Governance, Practices of Corporate Governance in India b) Corporate Restructuring: Meaning, Types, Limitations of Merger, Amalgamation, Acquisition, Takeover, Determination of Firm's Value, Effect of Merger on EPS and MPS, Pre Merger and Post-Merger Impact.
IV	Financial Management in Banking Sector and Working Capital Financing	a) Financial Management in Banking Sector: An Introduction, Classification of Investments, NPA & their Provisioning, Classes of Advances, Capital Adequacy Norms, Rebate on Bill Discounting, Treatment of Interest on Advances b) Working Capital Financing: Maximum Permissible Bank Finance (Tandon Committee), Cost of issuing Commercial Paper and Trade Credit, Matching Approach, Aggressive Approach, Conservative Approach

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

***PROGRAMME CODE: SFP-MS***

***Course Details For Semester: V & VI***

\*\*\*\*\*

**11) References:**

- C. Paramasivan & T. Subramanian, Financial Management
- IM Pandey, Financial Management
- Ravi Kishor, Financial Management
- Khan & Jain, Financial Management
- Van Horne & Wachowiz, Fundamentals of Financial Management
- Prasanna Chandra, Strategic Financial Management

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **SPECIALIZATION: FINANCE**

#### **ELECTIVE COURSE DETAILS (SEM - VI)**

**1) Title of the Course: Financial Analysis and Business Valuation**

**2) Course Code : SF-MS-VI-E(F)-FABV**

**3) Course Objective:**

The Course will help the learner –

- To understand the concepts of Financial Analysis and Valuation relating to Business
- To understand the various models techniques used for Financial Analysis and Business Valuation purpose
- To develop the skills required for Financial Analysis and Business Valuation

**4) Course Outcome (CO) :**

**CO1** – The learner will get familiarized with the models and techniques of Financial Analysis and Business Valuation

**CO2** – The learner will acquire the necessary skills required for Financial Analysis and Business Valuation which can be applied by him / her in practical life

**5) Category of Course :** Elective Course (Specialization : FINANCE)

**6) Semester : VI**

**7) Total Hours:** 60 hours

**8) Total Credits:** 3 Credits

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.****PROGRAMME CODE: SFP-MS****Course Details For Semester: V & VI**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	<b>Financial Modeling for Project Appraisal</b>	<ul style="list-style-type: none"><li>• Financial Modeling – concepts and application</li><li>• Financial statements module area</li><li>• Use of functions -NPV and IRR</li><li>• Forecasting Techniques</li></ul>
II	<b>Financial Analysis, Growth Analysis and Sustainable Earning</b>	<ul style="list-style-type: none"><li>• <b>Financial Analysis</b> Financial Analysis, Financial Statement Analysis, Analysis of Balance Sheet Analysis of Income Statement Analysis of Statement of Shareholder Equity Analysis of Cash flow Statement Analysis of Profitability</li><li>• <b>Growth Analysis and Sustainable Earning</b> Concept of Growth Analysis Analysis of changes in profitability and sustainable earnings Evaluation of P/B ratios and P/E ratios</li></ul>
III	<b>Basics of Valuation and Valuation Models</b>	<ul style="list-style-type: none"><li>• <b>Basics of Valuation</b> Introduction to valuation Value, Distinction between Price and Value Foundation of Business Valuation Purpose of business valuation Valuation Bias Uncertainties in Business Valuation Role of valuation in business acquisition, legal and tax purposes, efficient market hypothesis</li><li>• <b>Valuation Models</b> Introduction to valuation models : asset based approach, Income based approach, market based approach Discounted cash flow valuation Relative valuation Free Cash Flow valuation</li></ul>
IV	<b>Valuation of Assets and Liabilities</b>	<ul style="list-style-type: none"><li>• Valuation of Fixed Assets, Valuation of Inventories and Valuation of Investment</li><li>• Valuation of Shares</li><li>• Valuation of Goodwill, Patents, Copyrights, Brands, Real Estate</li><li>• Valuation of Liabilities</li></ul>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

***PROGRAMME CODE: SFP-MS***

***Course Details For Semester: V & VI***

\*\*\*\*\*

**11) References:**

- Thomas Copeland- Wiley, Valuation : Measuring and Managing the value of Companies:
- Rovert F Reilly and Robert Swhweish , The Handbook of Advance Business Valuation, Mc Graw hill
- Pitabas Mohanty, Business Valuation, Taxmann
- Tim Koller, Valuation- Measuring and Managing the value of Companies, Mc Kinsey & Co



## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **SPECIALIZATION: MARKETING**

#### **ELECTIVE COURSE DETAILS (SEM - VI)**

**1) Title of the Course: Retail Management**

**2) Course Code : SF-MS-VI-E(M)-RET**

**3) Course Objective:**

The Course will help the learner –

- To study retail management concepts and operations.
- To provide understanding of retail management and types of retailers.
- To develop an understanding of retail management terminology including merchandize management, store management and retail strategy.

**4) Course Outcome (CO) :**

**CO1** – The learner will understand concept and operation of retail management.

**CO2** – The learner will get to know different types of retailers and the career opportunities in retail management.

**5) Category of Course : Elective Course (Specialization : MARKETING)**

**6) Semester : VI**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Retail Management- An overview	<p>a) Retail Management:</p> <ul style="list-style-type: none"><li>• Introduction and Meaning, Significance, Factors Influencing Retail Management, Scope of Retail Management</li></ul> <p>b) Retail Formats:</p> <ul style="list-style-type: none"><li>• Concept of Organized Retailing: Factors Responsible for the Growth of Organized Retail in India, Multichannel Retailing: Meaning and Types, E-tailing: Meaning, Advantages and Limitations</li></ul> <p>c) Emerging Trends in Retailing</p> <ul style="list-style-type: none"><li>• Impact of Globalization on Retailing</li><li>• I.T in Retail: Importance, Advantages and Limitations, Applications of I.T. in Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels</li><li>• FDI in Retailing: Meaning, Need for FDI in Indian Retail Scenario</li><li>• Franchising: Meaning, Types, Advantages and Limitations, Franchising in India</li><li>• Green Retailing</li><li>• Airport Retailing</li></ul>
II	Retail Consumer and Retail Strategy	<p>a) Retail Consumer/Shopper</p> <ul style="list-style-type: none"><li>• Meaning of Retail Shopper, Factors Influencing Retail Shoppers, Changing Profile of Retail Shoppers, Market Research as a Tool for Understanding Retail Markets and Shoppers</li></ul> <p>b) CRM in Retail:</p> <ul style="list-style-type: none"><li>• Meaning, Objectives • Customer Retention Approaches: Frequent Shopper Programme, Special Customer Services, Personalization, Community</li></ul> <p>c) Retail Strategy:</p> <ul style="list-style-type: none"><li>• Meaning, Steps in Developing Retail Strategy, Retail Value Chain</li></ul> <p>d) Store Location Selection:</p> <ul style="list-style-type: none"><li>• Meaning, Types of Retail Locations, Factors Influencing Store Location</li></ul> <p>e) HRM in Retail:</p> <ul style="list-style-type: none"><li>• Meaning, Significance, Functions</li><li>• Organization Structure in Retail: Meaning, Factors Influencing Designing Organization Structure, Organization</li></ul>

## BACHELOR OF MANAGEMENT STUDIES: B.M.S.

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

		Structure for Small Stores/Single Stores/Independent Retailers and Retail Store Chain/Department Store
<b>III</b>	<b>Merchandise Management and Pricing</b>	<p>a) Merchandise Management</p> <ul style="list-style-type: none"> <li>• Concept, Types of Merchandise, Principles of Merchandising, Merchandise Planning- Meaning and Process, Merchandise Category – Meaning, Importance, Components, Role of Category Captain, Merchandise Procurement/Sourcing Meaning, Process, Sources for Merchandise</li> </ul> <p>b) Buying Function:</p> <ul style="list-style-type: none"> <li>• Meaning, Buying Cycle, Factors Affecting Buying Functions, Functions of Buying for Different Types of Organizations Young and Rubicam's Brand Asset Valuator- Independent Store, Retail Chain, Non-store Retailer</li> </ul> <p>c) Concept of Lifestyle Merchandising</p> <p>d) Private Label</p> <ul style="list-style-type: none"> <li>• Meaning, Need and Importance, Private Labels in India</li> </ul> <p>e) Retail Pricing</p> <ul style="list-style-type: none"> <li>• Meaning, Considerations in Setting Retail Pricing</li> <li>• Pricing Strategies: High/ Low Pricing: Meaning, Benefits, Everyday Low Pricing: Meaning, Benefits, Market Skimming, Market Penetration, Leader Pricing, Odd Pricing, Single Pricing, Multiple Pricing, Anchor Pricing</li> <li>• Variable Pricing and Price Discrimination- Meaning Types: Individualized Variable Pricing/First Degree Price Self-Selected Variable Pricing/ Second Degree Price Discrimination Clearance and Promotional Markdowns, Coupons, Price Bundling, Multiple – Unit Pricing Variable Pricing by Market Segment/ Third Degree Price Discrimination</li> </ul>
<b>IV</b>	<b>Managing and Sustaining Retail</b>	<p>a) Retail Store Operations:</p> <ul style="list-style-type: none"> <li>• Meaning, Responsibilities of Store Manager, The 5S's of Retail Operations (Systems, Standards, Stock, Space, Staff)</li> </ul> <p>b) Store Design and Layout:</p> <ul style="list-style-type: none"> <li>• Store Design- Meaning, Objectives, Principles, Elements of Exterior and Interior Store Design, Store Atmospherics and Aesthetics</li> <li>• Store Layout- Meaning, Types: Grid, Racetrack, Free Form</li> <li>• Signage and Graphics: Meaning, Significance, Concept of Digital Signage</li> <li>• Feature Areas: Meaning, Types: Windows, Entrances, Freestanding Displays, End Caps, Promotional Aisles, Walls, Dressing Rooms, Cash Wraps</li> </ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

		<p>C) Visual Merchandising and Display:</p> <ul style="list-style-type: none"><li>• Visual Merchandising- Meaning, Significance, Tools Used for Visual Merchandising</li><li>• The Concept of Planogram</li><li>• Display- Meaning, Methods of Display, Errors in Creating Display</li></ul> <p>d) Mall Management</p> <ul style="list-style-type: none"><li>• Meaning and Components: Positioning, Zoning, Promotion and Marketing, Facility Management, Finance Management</li></ul> <p>e) Legal and Ethical Aspects of Retailing</p> <ul style="list-style-type: none"><li>• Licenses/Permissions Required to Start Retail Store in India</li><li>• Ethical Issues in Retailing</li></ul> <p>Career Options in Retailing</p>
--	--	---

### **11) References:**

- Michael, Levy. & Barton A, Weitz. *“Retailing Management”*. Tata Mc Graw Hill.
- Gibson G, Vedamani. *“Retail Management- Functional Principles and Practices”*. Mumbai. Jaico Publishing House.
- Jim. *“Retail Strategies-understanding why we shop”*. Mumbai. Jaico Publishing House.
- Dunne, Lusch. *“Retail Management”*. South Western Cengage Learning.
- K.S, Menon. *“Store Management”*. Macmillan India Ltd.
- Keith, Lincoln. And Lars, Thomessen. *“Retailization -Brand Survival in the Age of Retailer Power”*. Kogan Page Ltd.
- Swapna, Pradhan. *“Retailing Management–Text and Cases”*. 4th Edn. Tata Mc Graw Hill.
- Bajaj, Tulli. & Shrivastava. *“Retail Management”*. Oxford University Press.
- Kishore, Biyani. *“It Happens in India”, & “ The Wall Mart Story”*
- Store, Manager. *Organiser / Planner- DMS Retail*.
- Dr. RamKishen, Y. *“International Retail Marketing Strategies”*. Mumbai. Jaico Publishing House.

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **SPECIALIZATION: MARKETING**

#### **ELECTIVE COURSE DETAILS (SEM - VI)**

**1) Title of the Course: International Marketing**

**2) Course Code : SF-MS-VI-E(M)-IM**

**3) Course Objective:**

The Course will help the learner –

- To understand International Marketing, its Advantages and Challenges.
- To provide an insight on the dynamics of International Marketing Environment.
- To understand the relevance of International Marketing Mix decisions and recent developments in Global Market.

**4) Course Outcome (CO) :**

**CO1** – Learner will develop a market oriented, global, entrepreneurial, and sustainable mindset, see dynamic business environments as opportunities, and be able to make strategic marketing decisions in such environments.

**5) Category of Course : Elective Course (Specialization : MARKETING)**

**6) Semester : VI**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 credits**

**9) Evaluation Pattern :**

**a. Total Marks: 100 Marks (10 Point Grading System)**

**b. Passing Criteria: 40% Marks (04 Grade Points)**

**c. Marking Scheme : 60:40 Pattern**

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book : Online/Offline**

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.****PROGRAMME CODE: SFP-MS****Course Details For Semester: V & VI**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies         • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	<b>Introduction to International Marketing &amp; Trade</b>	<p>Introduction of International Marketing:</p> <ul style="list-style-type: none"><li>• Meaning, Features of International Marketing, Need and Drivers of International Marketing, Process of International Marketing, Phases of International Marketing, Benefits of International Marketing, Challenges of International Marketing, Difference between Domestic and International Marketing, Different Orientations of International Marketing : EPRG Framework, Entering International Markets :Exporting, Licensing, Franchising, Mergers and Acquisition, Joint Ventures, Strategic Alliance, Wholly Owned Subsidiaries, Contract Manufacturing and Turnkey Projects, Concept of Globalization b) Introduction to International Trade:</li><li>• Concept of International Trade, Barriers to Trade: Tariff and Non-Tariff, Trading Blocs : SAARC, ASEAN, NAFTA, EU, OPEC</li></ul>
II	<b>International Marketing Environment and Marketing Research</b>	<p>a) International Marketing Environment:</p> <ul style="list-style-type: none"><li>• Economic Environment : International Economic Institution (World Bank, IMF, IFC) ,International Economic Integration (Free Trade Agreement, Customs Union, Common Market, Economic Union)</li><li>• Political and Legal Environment: Political System (Democracy, Authoritarianism, Communism), Political Risk, Political Instability, Political Intervention. Legal Systems (Common Law, Civil Law, Theocratic Law), Legal Differences, Anti-Dumping Law and Import License.</li><li>• Cultural Environment : Concept , Elements of Culture (Language, Religion, Values and Attitude , Manners and Customs, Aesthetics and Education) , HOFSTEDE's Six Dimension of Culture , Cultural Values ( Individualism v/s Collectivism)</li></ul> <p>b) Marketing Research:</p> <p>Introduction, Need for Conducting International Marketing Research, International Marketing Research Process, Scope of International Marketing Research, IT in Marketing Research</p>
III	<b>International Marketing Mix</b>	<p>a) International Product Decision</p> <p>b) International Product Line Decisions, Product Standardization v/s Adaptation Argument, International</p>



**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

		<p>Product Life Cycle, Role of Packaging and Labelling in International Markets, Branding Decisions in International Markets, International Market Segmentation and Targeting, International Product Positioning</p> <p>c) International Pricing Decision:</p> <ul style="list-style-type: none"><li>• Concept of International Pricing, Objectives of International Pricing, Factors Affecting International Pricing</li><li>• International Pricing Methods: Cost Based, Demand Based, Competition Based , Value Pricing, Target Return Pricing and Going Rate Pricing</li><li>• International Pricing Strategies : Skimming Pricing, Penetration Pricing , Predatory Pricing</li><li>• International Pricing Issues : Gray Market , Counter Trade, Dumping, Transfer Pricing c) International Distribution Decisions</li><li>• Concept of International Distribution Channels, Types of International Distribution Channels, Factors Influencing Selection of International Distribution Channel d) International Promotion Decisions</li><li>• Concept of International Promotion Decision</li><li>• Planning International Promotional Campaigns: Steps - Determine the Target Audience, Determine Specific Campaigns, Determine Budget, Determine Message, Determine Campaign Approach and Determine Campaign Effectiveness</li><li>• Standardization V/S Adaptation of International Promotional Strategies</li><li>• International Promotional Tools/Elements</li></ul>
<b>IV</b>	<b>Developments in International Marketing</b>	<p>a) Introduction -Developing International Marketing Plan: Preparing International Marketing Plan, Examining International Organisational Design, Controlling International Marketing Operations, Devising International Marketing Plan</p> <p>b) International strategies:Need for International Strategies, Types of International Strategies</p> <p>c) International Marketing of Services: Concept of International Service Marketing, Features of International Service Marketing, Need of International Service Marketing, Drivers of Global Service Marketing, Advantages and Disadvantages of Global Service Marketing, Service Culture</p>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **11) References:**

- Dr. Shakeel Ahmad Siddiqui, International Marketing, Dreamtech press , Edition 2011
- Philip R.Cateora, John L. Graham, Prashanth Salwan, International Marketing , Tata Mcgraw hill Education Private limited, New Delhi, Thirteenth Edition .
- RajGopal, International Marketing, Vikas Publishing House Pvt. Ltd., Edition 2007.
- Sak Onkvisit, John J.Shaw, International Marketing Analysis and Strategy, Pearson Publication, Third Edition
- Francis Cherunilam, International Business, PHI Learning Private Limited New Delhi, Fifth Edition .
- Justin Paul and Ramneek Kapoor, International Marketing Text and Cases, Tata Mcgraw Hill Education Private Limited New Delhi, Second Edition.
- Rakesh Mohan Joshi, International Marketing, Oxford University Press, Second Edition
- Philip R. Cateora, John L. Graham, International Marketing, Tata Mcgraw Hill, Twelfth Edition
- Rakesh Mohan Joshi, International Marketing Oxford University Press, First Edition
- Michael R. Czinkota, Iikka A Ronkainen, International Marketing, Cengage Learning Edition 2007
- Gerald Albaun, Edwin Duerr, Jesper Strandskov, International Marketing and Export Management, Pearson Publication , Fifth Edition

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **SPECIALIZATION: MARKETING**

#### **ELECTIVE COURSE DETAILS (SEM - VI)**

**1) Title of the Course: Media Planning & Management**

**2) Course Code : SF-MS-VI-E(M)-MEDIA**

**3) Course Objective:**

The Course will help the learner –

- To understand Media Planning, Strategy and Management with reference to current business scenario.
- To know the basic characteristics of all media to ensure most effective use of advertising budget.
- To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.

**4) Course Outcome (CO) :**

**CO1** – Learner will understand the Media planning process, different media available like print media, Television, Outdoor, Radio, Online media and process of media buying

**CO2** - Learner can identify media metrics, benchmarking metrics, Plan metrics

**CO3** – Learner knows how to design a media budget.

**5) Category of Course : Elective Course (Specialization : MARKETING)**

**6) Semester : VI**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 credits**

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Overview of Media and Media Planning	<p>a) Overview of Media and Media Planning:</p> <ul style="list-style-type: none"><li>• Meaning of Media &amp; Features of Media, Meaning of Media Planning , Scope of Media planning , Media Planning Elements, Role of Media in Business, Media Planning Process, Impact of Marketing Objectives on Media Planning, Factors Influencing Media Planning Decisions, Role and Importance of Media in Consumer Buying Decision, Role of Media Planner, Challenges of Media Planning, Organization Structure of Media Company, Regulatory Framework and Legal Aspects in Media Planning</li></ul> <p>b) Media Research:</p> <ul style="list-style-type: none"><li>• Meaning, Role and Importance</li></ul> <p>Sources of Media Research : Audit Bureau of Circulation, Press Audits, National Readership Survey/IRS, Businessmen's Readership Survey, TRP, National Television Study, ADMAR Satellite Cable Network Study, Reach and Coverage Study, CIB Listenership Survey</p>
II	Media Mix & Media Strategy	<p>a) Media Mix:</p> <p>Meaning, Need for Media Mix, Identifying Audience for Mass Media , Factors Affecting Media Mix Decision, Types of Media Mix Decisions: Broad Media Classes, Media Vehicles, Media Units, Deciding Ideal Media Mix</p> <p>b) Media Choices:</p> <p>Print Meaning- Factors Affecting Selection of Print Media Decisions , Types of Print Media, Advantages and Limitations</p> <p>Television- Meaning, Factors Affecting Selection of Television Media Decisions, Advantages and Limitations</p> <p>Radio- Meaning, Factors Affecting Selection of Radio Media Decision, Advantages and Limitations</p> <p>Out of Home (OOH)- Meaning, Types of OOH, Factors Affecting OOH Planning Decision, Advantages and Limitations</p> <p>c) Emerging Media:</p> <p>Online, Mobile, Gaming, In flight, In Store, Interactive Media</p> <p>d) Media Strategy:</p> <p>Meaning, Need for Media Strategy, Situation Analysis for Media Strategy and its Components</p>

## BACHELOR OF MANAGEMENT STUDIES: B.M.S.

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

		<ul style="list-style-type: none"> <li>Steps in Formulating Media Strategies: Defining the Target Group, Market Prioritization, Media Weights, Media Mix, Media Scheduling.</li> </ul>
<b>III</b>	<b>Media Budgeting, Buying &amp; Scheduling</b>	<p>a) Media Budget</p> <ul style="list-style-type: none"> <li>Meaning, Factors to be considered while Framing a Budget: Advertising Task, Competitive Framework, Market Dominance, Market Coverage, Media Cost, Market Task, Pricing, Frequency of Purchase</li> <li>Importance of Media Budget.</li> <li>Methods of Setting Media Budget - Status Quo, Inflation Adjusted, Advertising Sales, Case Rate &amp; Advertising Margin Method, Share of Market, Yardstick Method, Effective Frequency &amp; Reach Method &amp; Margin Analysis ROI Based Approach, Experimental Approach, Break Even Planning.</li> </ul> <p>b) Media Buying:</p> <ul style="list-style-type: none"> <li>Meaning, Role of Media Buyer, Objectives of Media Buying, Buying Process: Buying Brief, Environmental Analysis, Science and Art of Buying, Benchmarking Buying Plan Presentation Deal Management and Post Buy</li> <li>Buying brief: Concept &amp; Elements of Buying Brief, Art of Media Buying – Negotiation in Media Buying, Plan Presentation and Client Feedback</li> <li>Criteria in Media Buying</li> </ul> <p>c) Media Scheduling</p> <ul style="list-style-type: none"> <li>Meaning, Importance</li> <li>Factors Affecting Scheduling: Sales Pattern, Purchase Cycle, Product Availability, Competitive Activity, Marketing Task, Budget Constraints, Target Group.</li> <li>Scheduling Patterns – Continuity, Flighting, Pulsing</li> <li>Scheduling Strategies for Creating Impact: Road Block, Day or Day part</li> <li>Emphasis, Multiple Spotting, Teasers</li> </ul>
<b>IV</b>	<b>Media Measurement, Evaluation</b>	<p>a) Media Measurement:</p> <ul style="list-style-type: none"> <li>Basic Metrics: Reach, Cumulative/Frequency Reach, Discrete &amp; Cumulative distribution, Average Opportunity to See (AOTS), Effective frequency/Reach</li> <li>Television Metrics: Dairy v/s Peoplemeter, TRP, TVR, Program Reach &amp; Time Spent, Stickiness Index, Ad Viewership</li> <li>Radio Metrics: Arbitron Radio Rating</li> </ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

		<ul style="list-style-type: none"><li>• Print Metrics: Circulation, Average Issue Readership (AIR), Total or Claimed Reader, Sole or Solus reader.</li><li>• OOH Metrics: Traffic Audit Bureau (TAB)<ul style="list-style-type: none"><li>b) Benchmarking Metrics: share, Profile, and Selectivity Index</li><li>c) Plan Metrics:</li></ul></li><li>• Gross Rating Points (GRP), Gross Impressions (GI), Share of Voice (SOV).<ul style="list-style-type: none"><li>d) Evaluating Media Buys</li></ul></li><li>• Evaluating Television Media Buying: Dysfunctional Card Rate, Secondary and Effective Rate, Deal Composition, Cost Per Rating Point(CPRP), Reach Delivered by the Buy, Visibility Spots, Bonus Percentage, Upgrades and Spot Fixing, Sponsorships</li><li>• Evaluating Print Media Buying: Discount on Rate Card, Negotiated Rate, Cost Per Thousand (CPT), Market Share Incentives, Readership v/s Circulation Track, Growth Incentives, Combination Rate Incentives, Full Page Discounts and Size Upgrades, Discount for Colour Ads, Date Flexibility Incentives, Positioning, Innovations.</li><li>• Evaluating Other Media Buys: Radio Buys, Outdoor Buys, Cinema Buys, Internet Buys, and Mobile Buys</li></ul>
--	--	--

### **11) References:**

- Arpita Menon , Media Planning and Buying, Tata McGraw Hill Education Private Limited , Second Edition 2010
- Jack Z Sissors and Roger B. Baron, Advertising Media Planning, McGraw Hill Education India Pvt. Limited, Seventh Edition.
- Larry Percy and Richard Elliott, Strategic Advertising Management , Oxford University Press, Second Edition
- Larry d. Kelly and Donald W.Jugeneimer, Advertising Media Planning , PHI learning Private Limited
- Dennis .F.Herrick, Media Management in Age of Giants, Surjeet Publications
- Charles Warner and Joseph Buchman, Media selling ,Surjeet Publication,3rd edition

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **SPECIALIZATION: HUMAN RESOURCE MANAGEMENT**

#### **ELECTIVE COURSE DETAILS (SEM - VI)**

**1) Title of the Course: HRM in Service sector**

**2) Course Code : SF-MS-VI-E(HR)-SSEC**

**3) Course Objective:**

The Course will help the learner –

- To understand the concept and growing importance of HRM in service sector
- To understand how to manage human resources in service sector
- To understand the significance of human element in creating customer satisfaction through service quality
- To understand the Issues and Challenges of HR in various service sectors

**4) Course Outcome (CO) :**

**CO1** – Learner understands the concept and growing importance of HRM in service sector

**CO2** – Learner will know how to manage human resources in service sector

**CO3** – Learner will understand the significance of human element in creating customer satisfaction through service quality

**CO4** – Learner will come to know about the Issues and Challenges of HR in various service sectors

**5) Category of Course :** Elective Course (Specialization : HUMAN RESOURCE MANAGEMENT)

**6) Semester : VI**

**7) Total Hours:** 60 hours

**8) Total Credits:** 3 credits

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline



**BACHELOR OF MANAGEMENT STUDIES: B.M.S.****PROGRAMME CODE: SFP-MS****Course Details For Semester: V & VI**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
Subject Oriented Activities – • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Service Sector Management- An Overview	<ul style="list-style-type: none"><li>• <b>Services</b> - Meaning, Features, Classification of Services: End User, Degree of Tangibility, People Based Services, Expertise Required, Orientation Towards Profit, By Location</li><li>• <b>Service Sector Management</b> – Meaning, Significance of Service Sector, Reason for Growth in Service Sector</li><li>• <b>Service Organization</b> - Importance of Layout and Design of Service Organization, Servicescape</li><li>• <b>Service Culture in Organization</b> – Meaning, Developing Service Culture in Organization</li><li>• <b>Relationship Marketing</b> – Meaning, Need and Importance in Service Sector Organizations, Six Market Model</li><li>• <b>Role of Service Employee</b></li><li>• <b>Role of Customers in Service Process</b>– Customers as Productive Resources, Customers as Contributors to Service Quality, Customers as Competitors</li><li>• <b>Service Encounter and Moment of Truth</b> –Meaning, Nature, Elements of Service Encounter</li></ul>
II	Managing Human Element in Service Sector	<ul style="list-style-type: none"><li>• <b>Human Element in Service Sector</b> – Introduction, Role and Significance</li><li>• <b>The Services Triangle</b></li><li>• <b>Front Line Employees /Boundary Spanners</b>– Meaning, Issues Faced by Front Line Employees: Person/ Role Conflicts, Organization/ Client Conflict, Interclient Conflict</li><li>• <b>Emotional Labour</b> – Meaning, Strategies for Managing Emotional Labour</li><li>• <b>Recruitment in Service Sector</b>– Recruiting Right People, Recruitment Procedures and Criteria, Challenges in Recruitment in Service Sector</li><li>• <b>Selection of Employees in Service Sector</b> – Interviewing Techniques: Abstract Questioning, Situational Vignette, Role Playing</li><li>• <b>Develop People to Deliver Service Quality</b></li><li>• <b>Compensating Employees in Service Sector</b> Motivating Employees for Services Empowerment of Service Workers – Meaning, Advantages and Limitations</li></ul>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

<b>III</b>	<b>Issues and Challenges of HR in Service Sector</b>	<ul style="list-style-type: none"><li>• <b>Quality Issues in Services:</b> Meaning and Dimensions of Service Quality, The Service – Gap Model, Reasons and Strategies to fill the Gaps</li><li>• <b>Delivering Services through Agents and Brokers</b> - Meaning, Advantages, Challenges, Strategies for Effective Service Delivery through Agents and Brokers</li><li>• <b>HRM in Public Sector Organizations and Non – Profit Sector in India</b></li><li>• <b>Issues and Challenges of HR in Specific Services:</b></li><li>• <b>Business and Professional Services:</b> Banking and Insurance, Legal, Accountancy</li><li>• <b>Infrastructure:</b> Roads, Railways, Power</li><li>• <b>Public Services:</b> Police, Defense, Disaster Management</li><li>• <b>Trade Services:</b> Wholesale and Retail, Advertising, Maintenance and Repairs</li><li>• <b>Personnel Services:</b> Education, Health Care, Hotels</li><li>• <b>Social and Charitable Services</b></li></ul>
<b>IV</b>	<b>HRP Evaluation, Attrition, Retention &amp; Globalization</b>	<ul style="list-style-type: none"><li>• <b>Human Resource Planning Evaluation in Service Sector</b> – Meaning, HRP Evaluation Process, Purpose of HRP Evaluation in Service Sector, Issues Influencing HRP Evaluation in Service Sector</li><li>• <b>Service Leadership</b> – Meaning, Integrating Marketing Operation and Human Resources, Creating a Leading Service Organization, The Service – Profit Chain Model</li><li>• <b>Attrition in Service Sector</b> –Meaning, Reasons for Attrition in Service Sector, Cycle of Failure, Cycle of Mediocrity and Cycle of Success</li><li>• <b>Retaining the Best People in Service Sector</b> – Including Employees in Company’s Vision, Treat Employees as Customers, Measure and Reward String Service Performers</li><li>• <b>Globalization of Services-</b> Meaning, Reasons for Globalization of Services, Impact of Globalization on Indian Service Sector. Organisational Effectiveness, Ways to Enhance Organisational Effectiveness</li></ul>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**11) References:**

- C. Bhattacharjee: Service Sector Management, An Indian Perspective, Jaico Publishing House
- Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee: Services Marketing, Pearson
- Christopher Lovelock: Services Marketing, People, Technology, Strategy, Pearson Education Asia
- James A. Fitzsimmons, Mona J, Fitzsimmons: Service Management , Operations, Strategy, Information Technology, Tata McGraw – Hill
- Zeithmal, Bitner, Gremler, Pandit: Services Marketing, Tata McGraw – Hill
- Lovelock, Wirtz: Services Marketing, Pearson Education, 5th Edition
- K. Rao: Services Marketing, Pearson Education
- Ramneek Kapoor, Justin Paul, Biplab Halder: Services Marketing

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **SPECIALIZATION: HUMAN RESOURCE MANAGEMENT**

#### **ELECTIVE COURSE DETAILS (SEM - VI)**

**1) Title of the Course: Workforce Diversification**

**2) Course Code : SF-MS-VI-E(HR)-WD**

**3) Course Objective:**

The Course will help the learner –

- To understand the nature of workforce diversity
- To familiarize the learners with the strategies to deal with work force diversity
- To understand the impact of technology in managing workforce diversification
- To be able to interlink between workforce diversification and HRM functions

**4) Course Outcome (CO) :**

**CO1 – Learner can** conceptualize and justify diversity management at workplace.

**CO2 – Learner can** manage workforce diversity along with facing the Challenges and utilizing opportunities.

**5) Category of Course : Elective Course (Specialization : HUMAN RESOURCE MANAGEMENT)**

**6) Semester : VI**

**7) Total Hours: 60 hours**

**8) Total Credits: 3 Credits**

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
<b>Q.1.</b>	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	<b>15 Marks</b>
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
<b>Q.2.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.3.</b>	A.	Full Length Question	08 Marks	<b>15 Marks</b>
	B.	Full Length Question	07 Marks	
	<b>OR</b>			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
<b>Q.4.</b>	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	<b>15 Marks</b>

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**10) Modules / Units :**

<b>MODULE NO.</b>	<b>TOPIC</b>	<b>CONTENTS COVERED</b>
<b>I</b>	<b>Workforce Diversity - An Overview</b>	<ul style="list-style-type: none"><li>• Workforce Diversity - Meaning, Features and Significance</li><li>• Dimensions of Workforce Diversity</li><li>• Advantages and Limitations of having a diverse workforce Positive and Negative effects of workforce diversity in workplace</li></ul>
<b>II</b>	<b>Workforce Diversity and HRM Functions</b>	<ul style="list-style-type: none"><li>• Steps to Recruiting and Retaining a Diverse Workforce Diversity and HRM Functions – Diversity and Recruitment, Diversity and Supervision, Diversity and Training, Diversity and Compensation, Diversity and Performance Management, Diversity and Work life Balance Role of Recruiter in Hiring Diversified Workforce</li><li>• Workforce Diversity – Key to Organizational Performance</li><li>• Workforce Diversity as a Determinant of Sustainable Competitive Advantage</li></ul>
<b>III</b>	<b>Strategies to Manage Diversity</b>	<ul style="list-style-type: none"><li>• Organizational Strategies for Managing Workforce Diversity –Workplace Inclusion Strategies through Corporate Leadership, Diversity Training and Mentoring Diversity Management Programmes – Concept</li><li>• Corporate Culture and Diversity at workplace</li><li>• Techniques of Managing Work Force Diversity</li><li>• Approaches to Diversity Management System</li></ul>
<b>IV</b>	<b>Issues in Managing Diversity and Recent Trends</b>	<ul style="list-style-type: none"><li>• Best Practices in Achieving Workforce Diversity Diversity and Multi-culturism</li><li>• Global workforce diversity management</li><li>• Recent Trends of Diversity</li><li>• Role of Technology in Handling Workforce Diversity</li><li>• Workforce Diversity Management for Creativity and Innovation</li><li>• Ethical and Legal Issues in Managing Diversity</li></ul>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**11) References:**

- Dessler Gary, A Framework for Human Resource Management, Pearson Publication, 7th Edition.
- Handbook of Research on Workforce Diversity in a Global Society, edited by Scott, Chaunda L.
- Diversity in the Workforce: Current Issues and Emerging Trends edited by Marilyn Y. Byrd, Chaunda L. Scott
- Managing Diversity: Human Resource Strategies for Transforming the Workplace Ellen Ernst Kossek, Sharon A. Lobel
- Workforce Diversity Management: Challenges, Competencies and Strategies - Bahaudin Mujtaba
- Handbook of Research on Organizational Culture and Diversity in the Modern, edited by Christiansen, Bryan, Chandan, Harish C.



## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

### **SPECIALIZATION: HUMAN RESOURCE MANAGEMENT**

#### **ELECTIVE COURSE DETAILS (SEM - VI)**

**1) Title of the Course: Indian Ethos in Management**

**2) Course Code : SF-MS-VI-E(HR)-ETHOS**

**3) Course Objective:**

The Course will help the learner –

- To understand the concept of Indian Ethos in Management
- To link the Traditional Management System to Modern Management System
- To understand the Techniques of Stress Management
- To understand the Evolution of Learning Systems in India

**4) Course Outcome (CO) :**

**CO1-** Learner re-lives learning the Indian Ethos for having a balanced lifestyle in order to manage.

**CO3-** Learner can applying value-based management and ethical practices at workplace.

**5) Category of Course :** Elective Course (Specialization : HUMAN RESOURCE MANAGEMENT)

**6) Semester : VI**

**7) Total Hours:** 60 hours

**8) Total Credits:** 3 credits

**9) Evaluation Pattern :**

**a. Total Marks:** 100 Marks (10 Point Grading System)

**b. Passing Criteria:** 40% Marks (04 Grade Points)

**c. Marking Scheme :** 60:40 Pattern

- 60 Marks – Written Semester End Exam (Passing: 24 Marks)
- 40 Marks – Internal Exam (Passing: 16 Marks)

**d. Mode of Evaluation of Answer-book :** Online/Offline

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**e. Paper Pattern of Semester End Exam (S.E.E.): 60 Marks Classification**

Question No.	Sub-Question	Type of Question	Sub-Question Marks	Total Marks
Q.1.	A.	Objectives : (Any 8 out of 10) FIB/MCQ/T or F/MTC	08 Marks	15 Marks
	B.	Objectives : (Any 7 out of 10) FIB/MCQ/T or F/MTC	07 Marks	
Q.2.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.3.	A.	Full Length Question	08 Marks	15 Marks
	B.	Full Length Question	07 Marks	
	OR			
	C.	Full Length Question	08 Marks	
	D.	Full Length Question	07 Marks	
Q.4.	-----	Short Notes/Short Sums: (Any 3 out of 4)	05 Marks Each	15 Marks

**f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification**

ASSESSMENT	MARKS
Internal Written Exam	15 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations    • Assignments • Case Studies            • Field Research	15 Marks
Class Participation & Attendance	10 Marks
<b>TOTAL</b>	<b>40 Marks</b>

**BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

**10) Modules / Units :**

MODULE NO.	TOPIC	CONTENTS COVERED
I	Indian Ethos – An Overview	a) Indian Ethos <ul style="list-style-type: none"><li>Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices</li></ul> b) Management Lessons from Scriptures: <ul style="list-style-type: none"><li>Management Lessons from Vedas, Management Lessons from Mahabharata, Management Lessons from Bible, Management Lessons from Quran, Management Lessons from Kautilya's Arthashastra</li><li>Indian Heritage in Business, Management, Production and Consumption.</li><li>Ethics v/s Ethos</li><li>Indian Management v/s Western Management</li></ul>
II	Work Ethos and Values	a) Work Ethos: <ul style="list-style-type: none"><li>Meaning, Levels, Dimensions, Steps, Factors Responsible for Poor Work Ethos</li></ul> b) Values: <ul style="list-style-type: none"><li>Meaning, Features, Values for Indian Managers, Relevance of Value Based Management in Global Change, Impact of Values on Stakeholders: Employees, Customers, Government, Competitors and Society.</li><li>Values for Managers, Trans-Cultural Human Values in Management and Management Education, Secular v/s Spiritual Values in Management,</li><li>Importance of Value System in Work Culture</li></ul>
III	Stress Management	a) Stress Management: <ul style="list-style-type: none"><li>Meaning, Types of Stress at Work, Causes of Stress, Consequences of Stress</li></ul> b) Stress Management Techniques: <ul style="list-style-type: none"><li>Meditation : Meaning, Techniques, Advantages, Mental Health and its Importance in Management, Brain Storming, Brain Stilling, Yoga: Meaning, Significance</li></ul> c) Leadership: <ul style="list-style-type: none"><li>Meaning, Contemporary Approaches to Leadership, Joint Hindu Family</li><li>Business – Leadership Qualities of Karta</li></ul>

## **BACHELOR OF MANAGEMENT STUDIES: B.M.S.**

**PROGRAMME CODE: SFP-MS**

**Course Details For Semester: V & VI**

\*\*\*\*\*

		d) Motivation: Meaning, Indian Approach to Motivation, Techniques
<b>IV</b>	<b>Indian Systems of Learning</b>	<p>Learning: Meaning, Mechanisms</p> <ul style="list-style-type: none"><li>• Gurukul System of Learning : Meaning, Features, Advantages, Disadvantages</li><li>• Modern System of Learning: Meanings, Features, Advantages, Disadvantages</li><li>• Karma: Meaning, Importance of Karma to Managers, Nishkama Karma</li><li>• Laws of Karma: The Great Law, Law of Creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection</li><li>• Corporate Karma: Meaning, Methodology, Guidelines for good Corporate Karma</li><li>• Self-Management: Personal growth and Lessons from Ancient Indian Education System</li><li>• Personality Development: Meaning, Determinants, Indian Ethos and Personality Development</li></ul>

### **11) References:**

- R Nandagopal, Ajith Sankar RN: Indian Ethics and Values in Management, Tata Mc Graw Hill
- Bhatta, S.K., Business Ethics & Managerial Values.
- Dave, Nalini V: Vedanta and Mana
- Chakraborty, S.K.: Foundation of Managerial Work-Contributions from Indian Thought, Himalaya Publication House, Delhi 1998
- Chakraborty, S.K.: Managerial Effectiveness and Quality of Work life – Indian Insights, Tata McGraw Hill Publishing Company, New Delhi – 1987
- Chakraborty, S.K.: Management by Values, Oxford University Press 1991.
- Nandagopal, Ajith Shankar, Indian Ethos and Values in Management, Tata Mc Graw Hill, 2010
- Khandelwal Indian Ethos and Values for Managers, Himalaya Publishing House, 2009
- Biswanath Ghosh, Ethics In Management and Indian Ethos, Vikas Publishing House, 2009
- Joseph Des Jardins, An Introduction to Business Ethics , Tata Mc Graw Hill, 2009
- S K Chakraborty, Management by Values, Oxford University Press, New Delhi, 2008