

Deccan Education Society's

Kirti M. Doongursee College of Arts, Science and Commerce (AUTONOMOUS)



Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for
Program: Bachelor of Commerce
Course: F.Y.B.M.S.
Subject: Management Studies

Choice Based Credit System (CBCS)
with effect from
Academic Year 2022-2023



Bachelor of Management Studies (BMS) Programme

Course Structure

FYBMS

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
1	Elective Courses (EC)		1	Elective Courses (EC)	
1	Introduction to Financial Accounts	03	1	Principles of Marketing	03
2	Business Law	03	2	Industrial Law	03
3	Business Statistics	03	3	Business Mathematics	03
2	Ability Enhancement Courses (AEC)		2	Ability Enhancement Courses (AEC)	
2A	Ability Enhancement Compulsory Course (AECC)		2A	Ability Enhancement Compulsory Course (AECC)	
4	Business Communication - I	03	4	Business Communication -II	03
2B	*Skill Enhancement Courses (SEC)		2B	**Skill Enhancement Courses (SEC)	
5	Any one course from the following list of courses	02	5	Any one course from the following list of the courses	02
3	Core Courses (CC)		3	Core Courses (CC)	
6	Foundation of Human Skills	03	6	Business Environment	03
7	Business Economics-I	03	7	Principles of Management	03
Total Credits		20	Total Credits		20

*List of Skill Enhancement Courses (SEC) for Semester I (Any One)		**List of Skill Enhancement Courses (SEC) for Semester II (Any One)	
1	Foundation Course – I	1	Foundation Course - Value Education and Soft Skill – II
2	Foundation Course in NSS - I	2	Foundation Course in NSS - II
3	Foundation Course in NCC - I	3	Foundation Course in NCC - II
4	Foundation Course in Physical Education - I	4	Foundation Course in Physical Education - II

Note: Course selected in Semester I will continue in Semester II

Bachelor of Management Studies (BMS) Programme Semester I

No. of Courses	Semester I	Credits
1	<i>Elective Courses (EC)</i>	
1	Introduction to Financial Accounts	03
2	Business Law	03
3	Business Statistics	03
2	<i>Ability Enhancement Courses (AEC)</i>	
2A	<i>Ability Enhancement Compulsory Course (AECC)</i>	
4	Business Communication – I	03
2B	<i>*Skill Enhancement Courses (SEC)</i>	
5	Any one course from the following list of the courses	02
3	<i>Core Courses (CC)</i>	
6	Foundation of Human Skills	03
7	Business Economics-I	03
Total Credits		20
<i>*List of Skill Enhancement Courses (SEC) for Semester I (Any One)</i>		
1	Foundation Course – I	
2	Foundation Course in NSS – I	
3	Foundation Course in NCC – I	
4	Foundation Course in Physical Education - I	

Elective Courses (EC)

Course Code	Course Title	Credits	Lectures/Week
KUBMS22101	INTRODUCTION TO FINANCIAL ACCOUNTS	3	4

About the Course:

Financial accounting is a specific branch of accounting which includes recording, summarizing, and reporting the myriad of business transactions arising from various business operations over a period of time.

Course Objectives:

1. To acquire conceptual and basic knowledge regarding financial accounting, accounting principles and standards.
2. To learn the practical aspects of accounting transactions, depreciation accounting with regards to fixed assets.
3. To have a practical idea for preparing trial balance, final accounts and rectification of errors.
4. To gain basic knowledge about schedule 6 of Companies Act 1956 and presentation of the final accounts in horizontal format.

Learning Outcomes:

After completion of the course, learners would be able to:

- Understand the concepts of traditional accounting standards and principles and also the recently introduced IFRS standards in accounting.
- Apply the theoretical concepts of accounting transactions, depreciation, rectification of errors into practical aspects via solving sums and numericals.
- Understand the different concepts, terminologies and various formats used as a part of financial accounting in various organisations.
- Identify the difference and gain knowledge regarding the preparation, publication and presentation of final accounts for Companies as well as for other organisations.

Sr. No.	Modules at a glance	No. of Lectures
1	Introduction	15
2	Accounting Transactions	15
3	Depreciation Accounting & Trial Balance	15
4	Final Accounts	15
Total		60

Sr. No.	Modules / Units
1	Introduction
	<ul style="list-style-type: none"> ● Meaning and Scope of Accounting: Need and development, definition: Book-Keeping and accounting, Persons interested in accounting, Branches of accounting, Objectives of accounting ● Accounting principles: Introductions to Concepts and conventions. ● Introduction to Accounting Standards: Meaning and Scope) <ul style="list-style-type: none"> ▪ AS 1 : Disclosure to Accounting Policies ▪ AS 6: Depreciation Accounting. ▪ AS 9: Revenue Recognition. ▪ AS 10: Accounting For Fixed Assets. ● International Financial Reporting Standards (IFRS): Introduction to IFRS <ul style="list-style-type: none"> ▪ IAS-1: Presentation of Financial Statements (Introductory Knowledge) ▪ IAS-2: Inventories (Introductory Knowledge) ● Accounting in Computerized Environment: Introduction, Features and application in various areas of Accounting
2	Accounting Transactions
	<ul style="list-style-type: none"> ● Accounting transactions: Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal & ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book –Triple Column), Bank Reconciliation Statement. ● Expenditure: Classification of Expenditure- Capital, revenue and Deferred Revenue expenditure Unusual expenses: Effects of error: Criteria test. ● Receipts: Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts. ● Profit or Loss: Revenue profit or loss, capital profit or loss
3	Depreciation Accounting & Trial Balance
	<p>Depreciation accounting: Practical problem based on depreciation using SLM and RBM methods. (Where Provision for depreciation Account not maintained).</p> <p>Preparation of Trial Balance: Introduction and Preparation of Trial Balance</p>
4	Final Accounts
	<ul style="list-style-type: none"> ● Introduction to Final Accounts of a Sole proprietor. ● Rectification of errors. ● Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet. ● Preparation and presentation of Final Accounts in horizontal format ● Introduction to Schedule 6 of Companies Act ,1956

Reference Books:

1. *Fundamental of Accounting and Financial Analysis : By Anil Choudhary (Pearson education)*
2. *Indian Accounting Standards and IFRS for non-financial executives : By T.P. Ghosh– Taxman*
3. *Financial Accounting for Business Managers: By Ashish K. Bhattacharya.*
4. *Tulsian, P.C. Financial Accounting. Tata McGra'w Hill, New Delhi*
5. *Jain. S.P., and Narang. K.L. Financial Accounting. Kalyani Publishers, New Delhi.*
6. *ICAI Ready Reckoner*
7. *S. N. Maheswari. Advanced Accountancy. Himalaya Publishing Company*

Elective Courses (EC)

Course Code	Course Title	Credits	Lectures /Week
KUCBL22102	BUSINESS LAW	3	4
About the Course:			
Business law covers two distinctive areas: the regulation of commercial entities by the laws of company, partnership, agency, and bankruptcy and the regulation of commercial transactions by the laws of contract and related fields.			
Course Objectives:			
<ul style="list-style-type: none"> ● To demonstrate an understanding of the legal environment in business. ● To apply basic legal knowledge to business transactions and situations. ● To communicate effectively using standard business and legal terminologies. 			
Learning Outcomes:			
After successful completion of this course, students would be able to			
<ul style="list-style-type: none"> ● Decipher the law and social responsibility relevant to managing an organization within and outside India. ● Legal framework in which IPR such as Trademark, Patenting, and Copyright are issued and operate in India. ● Understand the meaning of a typical Company and its intricate commercial details. ● Acquainted with the corporate governance systems, including the law related to agency, Contract Act, Sale Act and Promissory Note. 			

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Contract Act, 1872 & Sale of Goods Act, 1930	15
2	Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986	15
3	Company Law	15
4	Intellectual Property Rights(IPR)	15
Total		60

Sr. No.	Modules / Units
1	Contract Act, 1872 & Sale of Goods Act, 1930
	<ul style="list-style-type: none"> ● Contract Act, 1872: Essential elements of Contract; Agreement and Contract – Capacity to Contract, free consent, consideration, lawful objects/ consideration, Breach of contract. Remedies for breach of Contract. ● Sale of Goods Act,1930: Scope of Act, Sale and Agreement to sell, essential of a valid Sale Contract – Conditions and warranties – Implied Condition and warranties, Rights of an unpaid seller.
2	Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986
	<ul style="list-style-type: none"> ● Negotiable Instrument Act,1981: Introduction of Negotiable Instruments – Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonour of Cheque. ● Consumer Protection Act, 1986: 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.
3	Company Law
	<ul style="list-style-type: none"> ● Company Law: What is company? – Incorporation of company – MOA, AOA, Prospectus, Meetings, Meaning of transfer and transmission of shares.
4	Intellectual Property Rights (IPR)
	<ul style="list-style-type: none"> ● Intellectual Property Rights (IPR) <ul style="list-style-type: none"> ▪ 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)

Reference Books:

1. *Industrial and Labour Laws, Dr. Sanjeev Kumar, Bharat Law HP Ltd*
2. *Labour and Industrial Laws, S.N Misra, Central Law Publication*
3. *Labour and Industrial Laws, P.K.Padhi, Eastern Economy Edition*
4. *Commercial and Industrial Law, S.K. Dasgupta, Sterling Publishers Pvt. Ltd*
5. *Industrial Law, Mr. N.D. Kapoor, Sultan Chand*
6. *Employee’s Provident Fund, Chopra D.S, Labour Law Agency*
7. *Industrial Law, Mr. P.L. Mallick, Sultan Chand*
8. *Essence of Personnel Management and Industrial Relations, Cowling, Prentice – Hall*

Elective Courses (EC)

Course Code	Course Title	Credits	Lectures /Week
KUCBS22103	Business Statistics	3	4
About the Course: This course serves as a learning step towards the use of various statistical tools and techniques used in the analysis of various business aspects that support management decision making.			
Course Objectives: <ul style="list-style-type: none"> • To develop the students' potency for dealing with numerical, quantitative and statistical aspects of business operations and management. • To effectively use statistical, graphical and algebraic techniques for finding solutions to given or upcoming business issues. • To have a proper understanding of statistical applications in economics and management. 			
Learning Outcomes: After successful completion of this course, students would be able to <ul style="list-style-type: none"> • Describe and state important statistical concepts, terminology used for business studies. • Elaborate the uses, limitations and challenges while implementing the concept of business statistics to real business situations. • Conduct a basic data analysis of a real life situation using statistical tools and techniques and also analyzing and interpreting the resultant outputs. • Understand the issues and problems associated with sampling. 			

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Statistics	15
2	Measures of Dispersion, Co-Relation and Linear Regression	15
3	Time Series and Index Number	15
4	Probability and Decision Theory	15
Total		60

Sr. No.	Modules / Units
1	Introduction to Statistics
	<ul style="list-style-type: none"> ● Introduction: Functions/Scope, Importance, Limitations ● Data: Relevance of Data (Current Scenario), Type of data (Primary & Secondary), Primary (Census vs Samples, Method of Collection (In Brief), Secondary(Merits, Limitations, Sources) (In Brief) ● Presentation Of Data: Classification – Frequency Distribution – Discrete & Continuous, Tabulation, Graph(Frequency, Bar Diagram, Pie Chart, Histogram, Ogives) ● Measures Of Central Tendency: Mean (A.M, Weighted, Combined), Median(Calculation and graphical using Ogives), Mode (Calculation and Graphical using Histogram), Comparative analysis of all measures of Central Tendency
2	Measures of Dispersion, Co-Relation and Linear Regression
	<ul style="list-style-type: none"> ● Measures Of Dispersion: Range with C.R(Co-Efficient Of Range), Quartiles & Quartile deviation with CQ (Co-Efficient Of Quartile), Mean Deviation from mean with CMD (Co-Efficient Of Mean Deviation), Standard deviation with CV(Co-Efficient Of Variance), Skewness& Kurtosis (Only concept) ● Co-Relation: Karl Pearson, Rank Co-Relation ● Linear Regression: Least Square Method
3	Time Series and Index Number
	<ul style="list-style-type: none"> ● Time Series: Least Square Method, Moving Average Method, Determination of Season ● Index Number: Simple(unweighted) Aggregate Method, Weighted Aggregate Method, Simple Average of Price Relatives, Weighted Average of Price Relatives, Chain Base Index Numbers, Base Shifting, Splicing and Deflating, Cost of Living Index Number
4	Probability and Decision Theory
	<ul style="list-style-type: none"> ● Probability: Concept of Sample space, Concept of Event, Definition of Probability, Addition & Multiplication laws of Probability, Conditional Probability, Bayes' Theorem(Concept only), Expectation & Variance, Concept of Probability Distribution(Only Concept) ● Decision Theory: Acts, State of Nature Events, Pay offs, Opportunity loss, Decision Making under Certainty, Decision Making under Uncertainty, ● Non-Probability: Maximax, Maximin, Minimax, Regret, Laplace & Hurwicz) ● Probabilistic (Decision Making under risk): EMV, EOL, EVPI ● Decision Tree

Reference Books:

1. *Jk Sharma Business Mathematics, Dreamtech Press*
2. *R.S. Soni, Essential Business Mathematics & Business Statistics, Anne Books*
3. *Business Mathematics, J.K. Singh, 2009, Himalaya Publishing House.*
4. *Mathematics for Business and Economics, J.D. Gupta, P.K. Gupta, Man Mohan, Tata McGrawHill Publishing Company Ltd.*
5. *Mathematics of Finance 2nd Edition Schaum's Outline Series Peter Zima, Robert Browns Tata McGrawHill Publishing Company Ltd*
6. *Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.*
7. *Business Mathematics by Bari - New Literature publishing company, Mumbai*

Ability Enhancement Courses (AEC)

Course Code	Course Title	Credits	Lectures/ Week
KUCBC22104	Business Communication - 1	3	4
About the Course:			
The course Business Communications helps students understand the role and significance of maintaining an effective communication at workplaces in order to reduce any form or errors arising out communication gaps and there by smoothen the process of achieving organizational goals.			
Course Objectives:			
<ul style="list-style-type: none"> ● To familiarize the students with the ideology of formal and business communications. ● To apply relevant and pertinent communication skills across various organizational settings, purposes, and audiences. ● To apply critical thinking skills to include innovative thinking, alongside visionary analytical, evaluation and synthesis of information in writing documents and correspondence. ● To recognize the different elements & layers of communication, channels of communication and barriers to effective communication faced in real life situation. ● To express themselves effectively in regular as well as unique real world business interactions. 			
Learning Outcomes:			
After successful completion of this course, students would be able to			
<ul style="list-style-type: none"> ● Possess detailed understanding of various means of verbal and non - verbal forms of professional communication in the business world. ● Using various training models the learner will be able to develop communication skills, namely – professional business writing, presentations and attending an interview. ● The student will demonstrate effective written communication skills by composing a professional quality business document, business letters and correspondences. ● The student will demonstrate knowledge of use of latest technology in communication. ● Make constructive use of technology to communicate effectively in various scenarios in the business world. 			

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Theory of Communication	15
2	Obstacles to Communication in Business World	15
3	Business Correspondence	15
4	Language and Writing Skills	15
Total		60

Sr. No.	Modules / Units
1	Theory of Communication
	<p>Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication</p> <p>Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</p> <p>Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees(A brief introduction to these objectives to be given)</p> <p>Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing</p>
2	Obstacles to Communication in Business World
	<p>Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</p> <p>Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4</p> <p>Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour</p>
3	Business Correspondence

	<p>Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing,</p> <p>Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]</p>
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Sr. No.	Modules / Units
4	Language and Writing Skills
	<p>Commercial Terms used in Business Communication</p> <p>Paragraph Writing: Developing an idea, using appropriate linking devices, etc Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.]</p> <p>Activities</p> <ul style="list-style-type: none"> ▪ Listening Comprehension ▪ Remedial Teaching ▪ Speaking Skills: Presenting a News Item, Dialogue and Speeches ▪ Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. ▪ Reading Comprehension: Analysis of texts from the fields of Commerce and Management

Reference Books:

1. *Business Communication. 2009, Mumbai University.*
2. *Business Communication, Meenakshi Raman, (Oxford)*
3. *Fisher Dalmar, (1999), Communication in Organisation, Jaico Pub House, Mumbai, Delhi.*
4. *Frailley, L.E. (1982) Handbook of Business Letters, Revised Edn. Prentice Hall Inc.*
5. *Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall, New Jersey.*
6. *Communication. Eleventh Edition; Tata McGraw Hill Education Private Limited*
7. *Kitty Locker, Stephen Kaczmarek. Business Communication. Third Edition, Tata McGraw Hill.*
8. *Business Communication, T N Chhabra, Bhanu Ranjan, Sun India*
9. *Verbal and Non-Verbal Reasoning, Prakash, P, Macmillan India Ltd., New Delhi*
10. *Objective English, Thorpe, E, and Thorpe, S, Pearson Education, New Delhi*
11. *The Oxford Guide to Writing and Speaking, John Seely, Oxford University Press, New Delhi*
12. *Merrihue, William (1960) Managing by Communication, McGraw Hill, New York. 41. Mishra Rajiv K (2006) Code of Conduct for Managers Rupa Company.*

Skill Enhancement Courses (SEC)

Course Code	Course Title	Credits	Lectures/ Week
KUCFC22105.1	Foundation Course - Paper 1	3	4
About the Course:			
This course helps understand multi-cultural diversity of Indian society. It also introduces to the structure of the Constitution			
Course Objectives:			
<ul style="list-style-type: none"> ● To understand the pluralistic nature of Indian Society. ● To sensitise about the gender disparity in the society. ● To understand diversity as a difference and disparities as inequality. ● To understand the philosophy and structure of the constitution of India and government bodies working at different levels of government administration. ● To create awareness about growing social problems in India. 			
Learning Outcomes:			
After successful completion of this course, students would be able to			
<ul style="list-style-type: none"> ● Understand the external environment that consists of cultural diversity, constitution, communalism, political party system and its impact on human beings. 			

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	12
2	Concept of Disparity- 1	12
3	Concept of Disparity- 2	12
4	The Indian Constitution	12
5	Significant Aspects of Political Processes	12
Total		60

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

Reference Books:

1. *Social and Economic Problems in India*, Naseem Azad, R Gupta Pub (2011)
2. *Indian Society and Culture*, Vinita Padey, Rawat Pub (2016)
3. *Social Problems in India*, Ram Ahuja, Rawat Pub (2014)
4. *Faces of Feminine in Ancient , medieval and Modern India*, Mandakranta Bose Oxford University Press
5. *National Humana rights commission- disability Manual*
6. *Rural, Urban Migration : Trends, challenges & Strategies*, S Rajagopalan, ICFAI- 2012
7. *Regional Inequilities in India* Bhat L SSSRD- New Delhi
8. *Urbanisation in India: Challenges, Opportunities & the way forward*, I J Ahluwalia, Ravi Kanbur, P K Mohanty, SAGE Pub (2014)
9. *The Constitution of India*, P M Bakshi 2011
10. *The Problems of Linguistic States in India*, Krishna Kodesia Sterling Pub
11. *Politics in India: structure, Process and Policy* Subrata Mitra, Routledge Pub
12. *Politics in India*, Rajani Kothari, Orient Blackswan
13. *Problems of Communalism in india*, Ravindra Kumar Mittal Pub *Combating communalism in India: Key to National Integration*, Kawal Kishor Bhardwaj, Mittal Pub

Core Courses (CC)

Course Code	Course Title	Credits	Lectures/ Week
KUCHS22106	FOUNDATION OF HUMAN SKILLS	3	4
About the Course:			
This course helps understand the basic behavior pattern of human at business or workplaces and to deal with them in manner most appropriate in the given situation. The subject helps in dealing and negotiating with different kinds of human nature and create greater awareness of the human behavior.			
Course Objectives:			
<ul style="list-style-type: none"> ● To acquaint the pupils to understand and appreciate the basis of Human Skills in general and in certain specific situations. ● To aid the students, identify and nurture necessary skills for resolving interpersonal issues. ● To familiarize the students about differences in human behavior in an individual and group setup. ● To demystify human nature and its impact on business circumstances. 			
Learning Outcomes:			
After successful completion of this course, students would be able to			
<ul style="list-style-type: none"> ● Understand an overview of human nature and its impact on personal and professional life. ● Deal & negotiate with different kinds of human nature with greater awareness of the human behavior. ● Introduce students with the theory and application of concepts like group dynamics, organization culture & motivation at workplace. ● Ability to develop a creative mindset among pupils to bring about organizational change and also deal with work stress. ● Interpret the basic behavior pattern of humans, which is the most important resource of a business and to deal with them in an apt and mindful manner. 			

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Understanding of Human Nature	15
2	Introduction to Group Behaviour	15
3	Organizational Culture and Motivation at workplace	15
4	Organisational Change, Creativity and Development and Work Stress	15
Total		60

Sr. No.	Modules / Units
1	Understanding of Human Nature
	<ul style="list-style-type: none"> ● Individual Behaviour: Concept of a man, individual differences, factors affecting individual differences, Influence of environment ● Personality and attitude: Determinants of personality, Personality traits theory, Big five model, Personality traits important for organizational behaviour like authoritarianism, locus of control, Machiavellianism, introversion-extroversion achievement orientation , self – esteem, risk taking, self-monitoring and type A and B personalities, Concept of understanding self through JOHARI WINDOWS, Nature and components of attitude, Functions of attitude, Ways of changing attitude, Reading emotions ● Thinking, learning and perceptions: Thinking skills, thinking styles and thinking hat, Managerial skills and development, Learning characteristics, theories of learning (classical conditioning, operant conditioning and social learning approaches), Intelligence, type (IQ, EQ, SQ, at work place), Perception features and factor influencing individual perception, Effects of perceptual error in managerial decision making at work place. (Errors such as Halo effect, stereotyping, prejudice attributional).
2	Introduction to Group Behaviour
	<ul style="list-style-type: none"> ● Introduction to Group Behaviour <ul style="list-style-type: none"> ▪ Group Dynamics: Nature, types, group behaviour model (roles, norms, status, process, structures) ▪ Team effectiveness: nature, types of teams, ways of forming an effective team. ▪ Setting goals. ● Organizational processes and system. <ul style="list-style-type: none"> ▪ Power and politics: nature, bases of power, politics nature, types, causes of organizational politics, political games. ▪ Organizational conflicts and resolution: Conflict features, types, causes leading to organizational conflicts, levels of conflicts, ways to resolve conflicts through five conflicts resolution strategies with outcomes.
3	Organizational Culture and Motivation at workplace
	<ul style="list-style-type: none"> ● Organizational Culture: <ul style="list-style-type: none"> ▪ Characteristics of organizational culture. ▪ Types, functions and barriers of organizational culture ▪ Ways of creating and maintaining effective organization culture ● Motivation at workplace: Concept of motivation Theories of motivation in an organizational set up. <ul style="list-style-type: none"> ▪ A. Maslow Need Hierarchy ▪ F. Hertzberg Dual Factor ▪ Mc. Gregor theory X and theory Y. Ways of motivating through carrot (positive reinforcement) and stick (negative

	reinforcement) at workplace.
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4	Organisational Change, Creativity and Development and Work Stress
	<ul style="list-style-type: none"> ● Organisational change and creativity: Concepts of organisational change, Factors leading/influencing organisational change, Kurt Lewins model of organisational change and development, Creativity and qualities of a creative person, Ways of enhancing creativity for effective decision making, Creative problem solving. ● Organisational Development and work stress: Need for organisational development, OD Techniques, Stress, types of stress, Causes and consequences of job stress, Ways for coping up with job stress

Reference books:

1. *Organisational behaviour, S.Robbins, Prentice Hall*
2. *Organisational behaviour, John W.Newstrom and Keith Davis, Tata McGrawhill*
3. *Organisational behaviour, Fred Luthans, McGrawhill, Newyork*
4. *Organisational behaviour, K.Aswhappa, Himalaya Publishing House*
5. *Essentials of management, Koontz, Harold, Tata McGrawhill*

Core Courses (CC)

Course Code	Course Title	Credits	Lectures/Week
KUCBE22107	Business Economics - Paper 1	3	4
About the Course:			
Business Economics Paper 1 mainly deals with major concepts in microeconomics. Microeconomics primarily focuses on analysis of the market mechanisms that establish prices among goods and services and allocate limited resources aiming alternative uses.			
Course Objectives:			
<ol style="list-style-type: none"> 1. To build a bedrock in conceptualizing the basic business economics principles and phenomenon. 2. To provide knowledge and practical applicability of important business economic theories. 3. To determine the key priority areas of the Indian Economy in the context of current economic environment. 4. To analyze operations of different markets under varying competitive conditions. 			
Learning Outcomes:			
After successful completion of this course, students would be able to			
<ul style="list-style-type: none"> • Discern the basic and functional economic relations. • Effectively correlate the variations occurring in demand and price for a commodity. • Decipher the established economic theories of production and cost. • Identify, classify and categorize the various types of market structure. • Review different market structures and assess the existence of various market structures in practical world. • Describe various pricing practices and their applicability in real market situations. 			

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction	10
2	Demand Analysis	10
3	Supply and Production Decisions and Cost of Production	15
4	Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition	15
5	Pricing Practices	10

Total	60
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Sr. No.	Modules / Units
1	Introduction
	<p>Scope and Importance of Business Economics - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making,</p> <p>The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium</p>
2	Demand Analysis
	<p>Demand Function - nature of demand curve under different markets Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts</p> <p>Demand estimation and forecasting: Meaning and significance - methods of demand estimation : survey and statistical methods <i>(numerical illustrations on trend analysis and simple linear regression)</i></p>
3	Supply and Production Decisions and Cost of Production
	<p>Production function: short run analysis with Law of Variable Proportions- Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- Long run production function and Laws of Returns to Scale - expansion path - Economies and diseconomies of Scale.</p> <p>Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run (<i>hypothetical numerical problems to be discussed</i>), LAC and Learning curve - Break even analysis (<i>with business applications</i>)</p>
4	Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition
	<p>Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly Monopolistic competition: Equilibrium of a firm under monopolistic competition, debate over role of advertising <i>(topics to be taught using case studies from real life examples)</i></p> <p>Oligopolistic markets: key attributes of oligopoly - Collusive and non collusive oligopoly market - Price rigidity - Cartels and price leadership models <i>(with practical examples)</i></p>
5	Pricing Practices

	<p>Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple – product pricing - transfer pricing <i>(case studies on how pricing methods are used in business world)</i></p>
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Reference books:

1. *Economic Environment of Business* , Adhikary, Sultan Chand and Sons
2. *Business, Government and Society*, George A and Steiner G A, Macmillan
3. *Managerial Economics* by Dr HL Ahuja (S.Chand)
4. *Introductory Microeconomics*-Sandeep Garg

Bachelor of Management Studies (BMS) Programme

(To be implemented from Academic Year- 2022-23)

Semester II

No. of Courses	Semester II	Credits
1	<i>Elective Courses (EC)</i>	
1	Principles of Marketing	03
2	Industrial Law	03
3	Business Mathematics	03
2	<i>Ability Enhancement Courses (AEC)</i>	
2A	<i>Ability Enhancement Compulsory Course (AECC)</i>	
4	Business Communication - II	03
2B	<i>**Skill Enhancement Courses (SEC)</i>	
5	Any one course from the following list of the courses	02
3	<i>Core Courses (CC)</i>	
6	Business Environment	03
7	Principles of Management	03
Total Credits		20

<i>**List of Skill Enhancement Courses (SEC) for Semester II (Any One)</i>	
1	Foundation Course - II
2	Foundation Course in NSS - II
3	Foundation Course in NCC - II
4	Foundation Course in Physical Education - II

Elective Courses (EC)

1. Principles of Marketing

Course Code	Course Title	Credits	Lectures/ Week
KUCFA22201	MARKETING MANAGEMENT	3	4

About the Course:

This course explains the concepts of marketing and their application. It also explains how to design marketing strategies for different offerings in different markets.

Learning Objectives:

1. To understand concept of marketing and their application.
2. Be able to design marketing strategies for different offerings in different markets.

Course Outcomes:

After completion of the course, learners would be able to:

- Comprehend the definitions of Marketing and its role in business and society
- Get thorough knowledge about 4 Ps of marketing, along with insights into related topics of positioning, branding, and upcoming trends in the field of marketing management.
- Learners will get insights about Segmentation, Targeting and Positioning and Trends in Marketing

Modules at a Glance

Sr. No.	Modules at a Glance	No. of Lectures
1	Introduction to Marketing	15
2	Marketing Environment, Research and Consumer Behaviour	15
3	Marketing Mix	15
4	Segmentation, Targeting and Positioning and Trends In Marketing	15
Total		60

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

Reference books:

1. Kotler Philip, Keller Kevin, Koshy Abraham and Jha Mithileshwar. Marketing Management. A South Asian Perspective; 14th edition, Pearson
 2. Marketing Management – Kotler and Keller, Pearson Publication, 14th Edition
 3. Saxena, Rajan. Marketing Management. Fourth edition, Tata McGraw Hill Publishing Co., New Delhi
 4. Ramaswamy V.S. and Namakumari S. Marketing Management – Planning, Implementation and Control. Fourth edition, Macmillan
 5. Kumar Arun & N Meenakshi. Marketing Management. Second Edition; Vikas Publications
 6. Michael, J Etzel., Bruce J Walker and W. J. Stanton; Marketing. 13th edition, McGraw Hill, New York
- Jorge Alberto Souza De Vasconcellosa. Strategy Moves: 14 Complete Attack and Defense Strategies for Competitive Advantage. Pearson

Elective Courses (EC)

Course Code	Course Title	Credits	Lectures /Week
KUCBL22102	Business Law	3	4
About the Course:			
Business law covers two distinctive areas: the regulation of commercial entities by the laws of company, partnership, agency, and bankruptcy and the regulation of commercial transactions by the laws of contract and related fields.			
Course Objectives:			
<ul style="list-style-type: none"> ● To demonstrate an understanding of the legal environment in business. ● To apply basic legal knowledge to business transactions and situations. ● To communicate effectively using standard business and legal terminologies. 			
Learning Outcomes:			
After successful completion of this course, students would be able to			
<ul style="list-style-type: none"> ● Decipher the law and social responsibility relevant to managing an organization within and outside India. ● Legal framework in which IPR such as Trademark, Patenting, and Copyright are issued and operate in India. ● Understand the meaning of a typical Company and its intricate commercial details. ● Acquainted with the corporate governance systems, including the law related to agency, Contract Act, Sale Act and Promissory Note. 			

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Laws Related to Industrial Relations and Industrial Disputes	15
2	Laws Related to Health, Safety and Welfare	15
3	Social Legislation	15
4	Laws Related to Compensation Management	15
	Total	60
Sr. No.	Modules / Units	
1	Laws Related to Industrial Relations and Industrial Disputes	
	<ul style="list-style-type: none"> ● Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure ● The Trade Union Act, 1926 	

2	Laws Related to Health, Safety and Welfare
	<ul style="list-style-type: none"> ● The Factory Act 1948: (Provisions related to Health, Safety and Welfare) ● The Workmen’s Compensation Act, 1923 Provisions: <ul style="list-style-type: none"> ▪ Introduction: The doctrine of assumed risk, The doctrine of Common Employment, The doctrine of Contributory Negligence ▪ Definitions ▪ Employers liability for compensation (S-3 to 13) ▪ Rules as to Compensation (Sec 4 to Sec 9) (14 A & 17)
3	Social Legislation
	<ul style="list-style-type: none"> ● Employee State Insurance Act 1948: Definition and Employees Provident Fund ● Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues
4	Laws Related To Compensation Management
	<ul style="list-style-type: none"> ● The payment of Wages Act 1948: Objectives, Definition, Authorised Deductions ● Payment of Bonus Act, 1965 ● The Payment Of Gratuity Act, 1972

Reference Book:

1. **Industrial and Labour Laws, Dr. Sanjeev Kumar, Bharat Law HP Ltd**
2. **Labour and Industrial Laws, S.N Misra, Central Law Publication**
3. **Labour and Industrial Laws, P.K.Padhi, Eastern Economy Edition**
4. **Commercial and Industrial Law, S.K. Dasgupta, Sterling Publishers Pvt. Ltd**
5. **Industrial Law, Mr. N.D. Kapoor, Sultan Chand**
6. **Employee’s Provident Fund, Chopra D.S, Labour Law Agency**
7. **Industrial Law, Mr. P.L. Mallick, Sultan Chand**
8. **Essence of Personnel Management and Industrial Relations, Cowling, Prentice – Hall**

Elective Courses (EC)

Course Code	Course Title	Credits	Lectures /Week
KUCBM22203	Business Mathematics	3	4

<p>About the Course:</p> <p>This course provides primary knowledge regarding widely used Mathematical techniques. It also helps understand the importance and applications of mathematics in Commerce and Management</p>
<p>Course Objectives:</p> <ul style="list-style-type: none"> • Students will understand the Elementary Financial Mathematics • Matrices and Determinants will be understood by the pupils • Derivatives and Applications of Derivatives will make the students ready for logical reasoning • Numerical Analysis [Interpolation] of the numbers will be understood by the students
<p>Learning Outcomes:</p> <p>After successful completion of this course, students would be able to</p> <ul style="list-style-type: none"> • Describe the nature and significance of business mathematics • Solve problems based on EMI and compute the EMI using reducing balance method and flat interest rate method. • Distinguish between simple interest and compound interest. CO4: Select better investment option based on effective rate of interest. CO5: Describe the types of matrices • Solve simultaneous equations using Cramer’s Rule and Reduction Method • Compute inverse of matrix • Apply the elementary rules of derivatives and solve problems based on applications of derivatives. • Recall interpolation formulas and solve problems based on numerical analysis.

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Elementary Financial Mathematics	15
2	Matrices and Determinants	15
3	Derivatives and Applications of Derivatives	15
4	Numerical Analysis [Interpolation]	15
Total		60

Sr. No.	Modules / Units
1	Elementary Financial Mathematics
	<ul style="list-style-type: none"> ● Simple and Compound Interest: Interest compounded once a year, more than once a year, continuous, nominal and effective rate of interest ● Annuity-Present and future value-sinking funds ● Depreciation of Assets: Equated Monthly Installments (EMI)- using flat interest rate and reducing balance method. ● Functions: Algebraic functions and the functions used in business and economics, Break Even and Equilibrium point. ● Permutation and Combination: (Simple problems to be solved with the calculator only)
2	Matrices and Determinants
	<ul style="list-style-type: none"> ● Matrices: Some important definitions and some important results. Matrix operation (Addition, scalar multiplication, matrix multiplication, transpose of a matrix) ● Determinants of a matrix of order two or three: properties and results of Determinants ● Solving a system of linear equations using Cramer's rule ● Inverse of a Matrix (up to order three) using ad-joint of a matrix and matrix inversion method ● Case study: Input Output Analysis
3	Derivatives and Applications of Derivatives
	<ul style="list-style-type: none"> ● Introduction and Concept: Derivatives of constant function, logarithmic functions, polynomial and exponential function ● Rules of derivatives: addition, multiplication, quotient ● Second order derivatives ● Application of Derivatives: Maxima, Minima, Average Cost and Marginal Cost. Total revenue, Marginal revenue, Average revenue. Average and Marginal profit. Price elasticity of demand
4	Numerical Analysis [Interpolation]
	<ul style="list-style-type: none"> ● Introduction and concept: Finite differences – forward difference operator – Newton's forward difference formula with simple examples ● Backward Difference Operator. Newton's backward interpolation formula with simple examples

Reference Books:

1. Jk Sharma Business Mathematics, Dreamtech Press
2. R.S. Soni, Essential Business Mathematics & Business Statistics, Anne Books
3. Business Mathematics, D.C. Sancheti, V.K. Kapoor, Sultan Chand & Sons Publications, 2006.
4. Business Mathematics, J.K. Singh, 2009, Himalaya Publishing House.
5. Mathematics for Business and Economics, J.D. Gupta, P.K. Gupta, Man Mohan, Tata McGrawHill Publishing Company Ltd.

Ability Enhancement Courses (AEC)

Course Code	Course Title	Credits	Lectures /Week
KUCBC22204	Business Communication - 2	3	4
About the Course:			
Paper 2 of Business Communication helps students to learn and groom themselves in areas such as group discussions, interviews, drafting letters and correspondence. It also focuses on developing the writing report skills of the students.			
Course Objectives:			
<ul style="list-style-type: none"> ● To construct on the principles of communication taught in Business Communication-I in the first semester. ● To instill basic professional writing techniques by developing a practical approach to utilize the principles of business correspondence. ● To carry out the basics of Presentations, Group Discussion & Interview Etiquette while following correct voice modulation and acceptable Paralinguistic features. ● To enable the students to prepare a business report & proposal by guiding them through its best practices ● To inculcate confidence among pupils about written and verbal communication to face the corporate world professionally. 			
Learning Outcomes:			
After successful completion of this course, students would be able to			
<ul style="list-style-type: none"> ● Gain clear understanding of effective principles of effective presentation tools ● Have a better understanding of various aspects of business letter writing. ● Seek exposure to Group discussions and various types of genres of interviews. ● Be able to analyze and articulate the summarization of content. ● The Language and Writing Skills of the students will be polished & learners will be able to increase their business correspondence domain. 			

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Presentation Skills	15
2	Group Communication	15
3	Business Correspondence	15
4	Language and Writing Skills	15
Total		60

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

Reference Books:

1. Barkar, Alan(1993) *Making Meetings Work*, Sterling Publications Pvt. Ltd., New Delhi.
2. Basu, C.R.(1998) *Business Organisation and Management*, T.M.H. New Delhi.
3. Benjamin, James (1993) *Business and Professional Communication Concepts and Practices*, Harper Collins College Publishers, New York.
4. Bhargava and Bhargava(1971) *Company Notices, Meetings and Regulations*
5. Black, Sam (1972) *Practical Public Relations*, E.L.B.S. London.
6. Bovee Courtland, L and Thrill, John V(1989) *Business Communication*, Today McGraw Hill, New York, Taxman Publication.
7. Burton, G and Thakur, (1995) *Management Today- Principles and Practices*. T.M.H., New Delhi.
8. Darrow, Richard, Forstal, Dan and Coolman, Aubrey (1967) *Public Relations Handbook*, The Dartwell Co., Chicago.

Skill Enhancement Courses (SEC)

Course Code	Course Title	Credits	Lectures /Week
KUCFC22205.1	Foundation Course - Paper 2	3	4

About the Course:

This is a generic course aiming to make the learners aware about the effects of globalization on the overall economy and business operations. It gives a platform to the students to explore the rights and duties they have as humans along with understanding the stress of modern lives. Changes in ecology as well as the overall society in modern times is touched upon in this course.

Course Objectives:

- To get an overview of the concept of globalization and its impact.
- To understand human rights with reference to fundamental rights stated in the Indian constitution.
- To gain basic knowledge relating to environment, ecology and its impact on humans along with sustainable development.
- To deal with stress and conflicts by understanding the causes and effects of the stress and conflict for individuals and society and use various coping mechanisms.

Learning Outcomes:

After successful completion of this course, students would be able to

- Understand the concepts of liberalization, privatization and globalization and its impact on various sectors and industries.
- Study and acquire knowledge regarding the origin and evolution of universal human rights along with the fundamental rights stated in the Indian Constitution.
- Understand the concepts of ecology, sustainable development and be aware of environmental degradation and its impact on human life and society.
- Apply theoretical knowledge to understand the cause and effect of stress and conflicts for individuals and society and to deal and use coping mechanisms to overcome the same in contemporary society.

Modules at a Glance

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

Sr. No	Modules /Units
1	Globalisation and Indian Society
	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.
2	Human Rights
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
3	Ecology
	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment
4	Understanding Stress and Conflict
	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict
5	Managing Stress and Conflict in Contemporary Society
	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualization; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society

Reference Book:

1. *Contemporary issues in globalisation – An introduction to theory and policy in India* Soumyen Sikdar , Oxford University Press (2002)
2. *Stress blasters – Brian Chichester, Perry Garfinkel and others , Rodale Press (1997)*
3. *Das, B.K., and Banerjee A. (2014). Biodiversity Conservation in India: Management Practices, Livelihood Concerns and Future Options. Concept Publishing Co. Pvt. Ltd. New Delhi.*
4. *Goel, S. (Ed) (2016).Management of Resources for Sustainable Development. Orient Blackswan.*
5. *Gurung, C. (2013). Eco-Conservation and Sustainable Living. Narosa Publishing House.*
6. *Economics of development – Dwight Perkins, Steven Radelet, David Lindauer, Norton company (2006)*
7. *Asthana, D. K. and Asthana, M. (2012). A Textbook of Environmental Studies, S. Chand & Company Ltd., New Delhi.*
8. *Banerjee, A. (2013). Contemporary Urbanisation in India: Issues and Challenges. Concept Publishing Co. Pvt. Ltd. New Delhi.*
9. *Environmental Studies – Dr. Vijay Kumar Tiwari , Himalayan Pub. (2010)*
10. *Ecology and environment – Benu Singh, Vista International Pub. (2006)*
11. *Universal Human Rights : In theory and practice, Jack Donnelly, (2014)*
12. *Stress Management – Dr. N. Tejmani Singh ,Maxford books (2011)*

Core Courses (CC)

Course Code	Course Title	Credits	Lectures/Week
KUBMS22206	Business Environment	3	4
About the Course:			
Business Environment explains as to how the environment influences business workings as well as decisions. This course provides skills in relation to decision-making in a legal context; management of organisations; and regulatory compliance with an application of ethics and social responsibility. The use of data and its importance in business decision-making is strongly emphasized.			
Course Objectives:			
<ul style="list-style-type: none"> ● To understand the various concepts and terms related to the business environment. ● To acquire a basic knowledge regarding micro & macro, political, legal, social and cultural environment. ● To learn about the challenges of Indian economy, competitive strategies, challenges faced by international business and their investment opportunities ● To have general idea about GATT, WTO, MNC, FDI. 			
Learning Outcomes:			
After successful completion of this course, students would be able to			
<ul style="list-style-type: none"> ● Understand the terms, scope, and significance of various types of business environment. ● Acquire knowledge - different concepts like SWOT Analysis, social audit, corporate governance, corporate social responsibility, competitive strategies. ● Identify the challenges faced by Indian organisations and internal business in Indian economy along with the investment and expansion opportunities. ● Understand the various strategies and functions of GATT, WTO, FDI, MNCs. 			

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Business Environment	15
2	Political and Legal environment	15
3	Social and Cultural Environment, Technological environment and Competitive Environment	15
4	International Environment	15
Total		60

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

Reference Book:

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

Core Courses (CC)

Course Code	Course Title	Credits	Lectures/ Week
KUCPM22207	Principles of Management	3	4
About the Course: This course examines various management functions and their impact on the working of the business organization. It also caters to making the learners aware about the desired skills and functions required for an efficient manager in the modern complex business environment.			
Course Objectives: <ul style="list-style-type: none"> • To explain the primary functions of management. • To describe the contributions of Mary Parker Follett and Elton Mayo (Hawthorne studies) to the field of humanistic management. • To Distinguish between mission, vision, and values • To explain common techniques used to manage group decision making 			
Learning Outcomes: After successful completion of this course, students would be able to <ul style="list-style-type: none"> • Understand the concepts related to Business • Demonstrate the roles, skills and functions of management • Analyze effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions. • Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities. 			

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Nature of Management	15
2	Planning and Decision Making	15
3	Organising	15
4	Directing, Leadership, Co-ordination and Controlling	15
Total		60

Sr. No.	Modules / Units
1	Nature of Management
	<ul style="list-style-type: none"> ● Management: Concept, Significance, Role & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid. ● Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.
2	Planning and Decision Making
	<ul style="list-style-type: none"> ● Planning: Meaning, Importance, Elements, Process, Limitations and MBO. ● Decision Making: Meaning, Importance, Process, Techniques of Decision Making.
3	Organizing
	<ul style="list-style-type: none"> ● Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations ● Departmentation: Meaning, Basis and Significance ● Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control Centralization vs Decentralization ● Delegation: Authority & Responsibility relationship
4	Directing, Leadership, Co-ordination and Controlling
	<ul style="list-style-type: none"> ● Directing: Meaning and Process ● Leadership: Meaning, Styles and Qualities of Good Leader ● Co-ordination as an Essence of Management ● Controlling: Meaning, Process and Techniques ● Recent Trends: Green Management & CSR

Reference Book:

1. *Principles of Management*, Ramasamy, Himalya Publication, Mumbai
2. *Principles of Management*, Tripathi Reddy, Tata Mc Grew Hill
3. *Management Text & Cases*, VSP Rao, Excel Books, Delhi
4. *Management Concepts and OB*, P S Rao & N V Shah, AjabPustakalaya
5. *Essentials of Management*, Koontz II & W, Mc. Grew Hill, New York
6. *Principles of Management-Text and Cases* –Dr..M.SakthivelMurugan, New Age Publications

Scheme of Evaluation

First Year (UG) under AUTONOMY

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

A) Internal Assessment: 40 % (40 marks)

Sr. No.	Particular	Marks
1	Continuous Internal Assessment 1 (CIA-1)	20 Marks
	<ul style="list-style-type: none"> ● Assignment ● Tutorial ● Case Study ● Project ● Presentations ● Group Discussion ● Industrial Visit ● Social Activity etc 	
	<i>Subject faculty at their discretion can select any one of the above or identify their own innovative methods of assessment</i>	
2	Continuous Internal Assessment 2 (CIA-2)	20 Marks
	Class Test with <ul style="list-style-type: none"> ● Fill in the Blanks ● True or False ● Answer the following 	

B) External Examination for Theory Courses: 60 % (60 Marks)

- i) Duration: The examination shall be of 2 Hours duration
- ii) Theory question paper pattern

All questions are compulsory.

Question	Based on	Options	Marks
Q.1	Unit I	<i>Any 2 out of 3</i>	12
Q.2	Unit II	<i>Any 2 out of 3</i>	12
Q.3	Unit III	<i>Any 2 out of 3</i>	12
Q.4	Unit IV	<i>Any 2 out of 3</i>	12

Q.5	Unit I, II, III, IV (Application based, Case study, Review, Analysis, Blooms level 4,5 or 6)	<i>Any 1 out of 2</i>	12
<i>Total</i>			60 Marks