

AC _____ ITEM NO: _____

Deccan Education Society's

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



Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for

Program: Bachelor of Management Studies

Majors: Human Resource Management/
Marketing Management/ Finance

Choice Based Credit System (CBCS)

with effect from

Academic Year 2024-2025

PROGRAM OUTCOMES

PO	Description
	A student completing Bachelor's Degree in Management Studies Program will be able to
PO1	<p>Disciplinary Knowledge:</p> <p>Capability of executing comprehensive knowledge and understanding of business acumen.</p>
PO2	<p>Communication Skills:</p> <p>Demonstrate proficiency for Business Communication for effective and professional business management.</p>
PO3	<p>Critical Thinking & Problem solving:</p> <p>Ability to engage in reflective and independent thinking by understanding the concepts of various business domains. Capability to deduce a business problem and apply the classroom learning into practice to offer a solution for the same.</p>
PO4	<p>Leadership Skills:</p> <p>Ability to develop group behavior and lead a team to achieve the individual, group and organizational goals.</p>
PO5	<p>Ethical & Social Awareness/Reasoning:</p> <p>Ability to ascertain unethical behavior, falsification, and manipulation of information. Ability to manage self and various social systems. To build perspective about global environment including cultural, social and sustainability issues.</p>
PO6	<p>Lifelong learning:</p> <p>Capability of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and reskilling in all areas of Commerce.</p>
PO7	<p>Global Perspective:</p> <p>Understand the application of management concepts in scenarios relating to the global business environment.</p>

**Deccan Education Society's
Kirti M. Doongursee College (Autonomous)**

Proposed Curriculum as per NEP 2020

Year of implementation- 2024-25

Name of the Department: Bachelors of Management Studies

Semester	Course Code	Course Title	Vertical	Credit
I	K24UCBMSMJ111	Principles of Marketing	Major	4
	K24UCBMSMJ112	Introduction to Financial Accounting	Major	2
	K24UCBMSOE131	Generating New Ideas	OE (Offered by BMS)	2
	K24UCBMSVC141	Computer Skills for Business Administration	VSC	2
	K24UCBMSSC151	Professional Written Communication	SEC	2

Course Code	MAJOR SEM – I - Principles of Marketing	Credits	Lectures /Week
K24UCBMSMJ111	Paper I	4	4
Course Outcomes:			
After successful completion of this course, students would be able to			
CO1	Identify & recall various basic concepts and terms related to the function and role of marketing.		
CO2	Understand the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of sectors.		
CO3	Apply marketing management principles and frameworks to a new or current firm of various sectors.		
CO4	Examine marketing concerns such as segmentation, targeting, and positioning, marketing environmental factors, consumer's buying behaviour, marketing mix, and the product life cycle in the context of real-world marketing offerings.		
Unit	Topics	No of Lectures	
I	Introduction to Marketing and concepts of Marketing	15	
	1.1 Introduction to Marketing: Definition, features, advantages and scope of marketing. Marketing v/s Selling 1.2 Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. 1.3 Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing. 1.4 Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour		
II	Marketing Strategy: Customer-Driven Approach (STDP)	15	
	2.1 Segmentation – meaning, importance, basis subsegments or niche market. 2.2 Targeting – meaning, types 2.3 Differentiation, Dimensions of Differentiation (Product, Services, Personnel, Channel, Image) 2.4 Positioning – meaning – strategies 2.5 Difference Between STP and STDP		
III	Marketing Strategy: Marketing Mix: 7Ps	15	
	3.1 Marketing mix: Meaning –elements of Marketing Mix. The 4P's and 4C's of marketing, 3.2 Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product 3.3 Branding –Packing and packaging – role and importance 3.4 Pricing – objectives- factors influencing pricing policy and Pricing strategy. 3.5 Physical distribution – meaning – factor affecting channel selection-types of marketing channels 3.6 Promotion – meaning and significance of promotion. Promotion tools (brief) 3.7 Extended 3 Ps of service elements.		

IV	Trends In Marketing	15
	<p>4.1 Contemporary trends in Marketing - Green Marketing, Niche Marketing, Rural Marketing, Neuro Marketing, eMarketing, Ambush Marketing, Guerilla Marketing, Surrogate Advertising, Bottom of the Pyramid Marketing, Catalogue Marketing, Crowd sourcing, Entertainment Marketing and Sports Marketing,</p> <p>4.2 Technological Trends in Marketing: Digital Marketing, Social Marketing and cause related marketing, Data Driven Marketing, Interactive marketing and Gamification, Omnichannel Marketing, AR, VR, AI</p> <p>4.3 Growth in Emerging Markets and a More Diverse Audience, Focus on Customer Retention, Loyalty and Advocacy.</p>	
<p>Reference books:</p> <ul style="list-style-type: none"> i Kotler Philip, Keller Kevin, Koshy Abraham and Jha Mithileshwar. <i>Marketing Management. A South Asian Perspective; 14th edition, Pearson</i> ii <i>Marketing Management – Kotler and Keller, Pearson Publication, 14th Edition</i> iii Saxena, Rajan. <i>Marketing Management. Fourth edition, Tata McGraw Hill Publishing Co., New Delhi</i> iv <i>Marketing Management- Text and Cases, Tapan K Panda, Excel Books</i> v Ramaswamy V.S. and Namakumari S. <i>Marketing Management – Planning, Implementation and Control. Fourth edition, Macmillan.</i> 		

Course Code	MAJOR SEM – I – Introduction to Financial Accounting	Credits	Lectures /Week
K24UCBMSMJ112	Paper I	2	2
<p>Course Outcomes: After successful completion of this course, students would be able to</p> <p>CO1 Identify and define the various accounting terms and concepts accounting standards, principles and IFRS standards.</p> <p>CO2 Describe the various aspects of financial accounting transactions.</p> <p>CO3 Apply the theoretical segments of accounting and financial statements to practical scenarios by solving numerical.</p> <p>CO4 Analyze the various accounting concepts and principles and their relevance in accounting transactions.</p>			
Unit	Topics	No of Lectures	
I	Basics of Accounting Concepts & Book-Keeping	15	
	1.1 Meaning, Objectives and Scope of Accounting: Need and development, definition: Book-keeping and accounting, Persons interested in accounting, Branches of accounting, terminologies and concepts of accounting. 1.2 Accounting principles: Introductions to principles/concepts and conventions. 1.3 Expenditure: Classification of Expenditure- Capital, Revenue and Deferred Revenue Expenditure. Receipts: Classification of receipts – Capital and Revenue receipt. Profit or Loss: Revenue profit or loss and Capital profit or loss. 1.4 Accounting transactions: Accounting cycle, Journal Entries, Relationship between journal & ledger: Rules regarding posting, Ledger accounts 1.5 Preparation of Trial Balance: Introduction and Preparation of Trial Balance (Journal Form & Ledger Form). (Numerical)		
II	Final Accounts & Reporting Standards	15	
	2.1 Introduction to Accounting Standards: (Meaning and Scope) Ind AS 101: Adoption of Indian Accounting Standard Ind AS 1: Presentation of Financial Statements Ind AS 8: Accounting Policies, Changes in the Accounting Estimates and Errors 2.2 International Financial Reporting Standards (IFRS): Introduction to IFRS IAS-1: Presentation of Financial Statements (Introductory Knowledge) IAS-2: Inventories (Introductory Knowledge) 2.3 Introduction to Final Accounts of a Sole Proprietor. 2.4 Manufacturing account, Trading account, Profit & Loss account and Balance Sheet. 2.5 Preparation and presentation of Final Accounts. (Numerical) (Horizontal Format)		

Reference books:

- i *Tulsian, P.C. Financial Accounting. Tata McGraw Hill, New Delhi.*
- ii *Fundamental of Accounting and Financial Analysis: By Anil Choudhary (Pearson Education)*
- iii *Indian Accounting Standards and IFRS for non-financial executives: By T.P. Ghosh– Taxman*
- iv *Financial Accounting for Business Managers: By Ashish K. Bhattacharya*
- v *Jain. S.P., and Narang. K.L. Financial Accounting. Kalyani Publishers, New Delhi.*
- vi *ICAI Ready Reckoner, S. N. Maheswari. Advanced Accountancy. Himalaya Publishing Company*

Course Code	OPEN ELECTIVE SEM – I – Generating New Ideas	Credits	Lectures /Week
K24UCBMSOE131	OE - Paper I (Offered by BMS)	2	2
Course Outcomes:			
After successful completion of this course, students would be able to			
CO1 Identify and learn about the opportunities to discover and evaluate viable business ideas for new venture creation.			
CO2 Describe the various concepts & aspects related to the generation & evaluation of business ideas & design thinking.			
CO3 Apply and implement the methods & techniques in generating a viable entrepreneurial idea suitable for the current market.			
CO4 Examine and analysis the design thinking principles and theories to generate new business ideas.			
Unit	Topics	No of Lectures	
I	Idea Generation & Design Thinking	15	
	1.1 Innovation, Invention, Creativity, Business Idea. 1.2 Idea Generation – Sources & Development of business ideas, products, services & technologies. Idea Generation Steps & Techniques. 1.3 Opportunity Recognition. 1.4 Resource-Based Theory & Identification of Resource Gap. 1.5 Design Thinking – Meaning & importance in business, design thinking resources & identifying drivers, basic process/stages of design thinking.		
II	Idea Evaluation & Feasibility Analysis	15	
	2.1 Idea Screening, Prototyping, and Value Proposition to develop the Idea Treatment. 2.2 Idea Evaluation - Methods & Techniques. 2.3 Environmental Scanning & SWOT Analysis. Market survey. 2.4 Product/Service Feasibility Analysis, Industry & Competition Analysis, and Financial Feasibility Analysis. 2.5 Creating Entrepreneurial Venture 2.6 Entrepreneurship Development Cycle.		
Reference Books:			
i <i>The Business Idea: The Early Stages of Entrepreneurship</i> - Soren Hougaard, 2005, Springer Publication.			
ii <i>The Business Idea Factory: A World-Class System for Creating Successful Business Ideas</i> - Andrii Sedniev, 2013, Createspace Independent Pub.			
iii <i>Testing Business Ideas: A Field Guide for Rapid Experimentation</i> - David J. Bland, Alexander Osterwalder, 2019, Wiley.			
iv <i>Innovation and Entrepreneurship</i> - Arvind Kumar Bhatt, 2016, Laxmi Publications Pvt. Ltd.			
v <i>Entrepreneurship Simplified: From Idea to IPO</i> - Ashok Soota & S.R. Gopalan, 2021, Penguin Random House.			

Course Code	VOCATIONAL SKILL COURSE SEM – I - Computer Skills for Business Administration	Credits	Lectures /Week
K24UCBMSVC141	Paper I	2	2
Course Outcomes:			
After successful completion of this course, students would be able to			
CO1	Explain the basic functions of each application		
CO2	Create and format various types of documents, presentations, and spreadsheets		
CO3	Evaluate the effectiveness of different formatting options, layout designs, and data visualizations in documents, presentations, and spreadsheets		
CO4	Edit and organize a presentation Generate reports, presentation and sheets		
Unit	Topics	No of Lectures	
I	1.1 Documents & Presentation	15	
	1.2 Document <ul style="list-style-type: none"> • Creating and Managing Documents • Navigating through the document, Hyperlinks, Search, Bookmarks • Formatting Paragraphs and Texts • Quick Access toolbar • Printing and saving the document • Creating Tables and Lists • Creating and Managing References • Incorporate and Format Graphic Elements • Manage Options and Settings for Documents • Prepare Documents for reviewing • Google Docs 1.3 Presentation <ul style="list-style-type: none"> • Introduction to Power Point: Creating Basic Presentations: The Power Point Environment, Title Bar, The Ribbon, The Microsoft Office Button, The Quick Access Toolbar, The Scroll Bars. • Power Point Functions: Texts, SmartArts, Slide Show, Custom Show, Themes. Creative Functions of Power Point: Drawing, Animations, Transitions and effects, Audio-Visuals • Presentation Functions: • Google Slides • Canva Presentation 		
II	Spreadsheets	15	
	2.1 Spreadsheets <ul style="list-style-type: none"> • Manage Workbook Options and Settings • Format Worksheets and Workbooks • Data Formats and Layouts, Validation • Create and Manage Tables • Perform Operations with Formulas and Functions 2.2 Basic Data Analysis and Business Intelligence <ul style="list-style-type: none"> • Create Charts and Objects • Apply Custom Data Formats and Layouts • Create Advanced Formulas • Perform basic Data Analysis and Business Intelligence • Google Sheets 		

Reference Books:

- i *New Perspectives Microsoft Office 365 & Office 2019 Introductory, by Patrick Carey, Katherine T. Pinard, Ann Shaffer and Mark Shellman, Cengage*
- ii *MOS 2010 Study Guide, John Pierce & Geoff Evelyn*
- iii *Microsoft Office 365- A Complete Guide to Master Word, Excel and PowerPoint 365, Matt Vic*

Course Code	SKILL ENHANCEMENT COURSE SEM – I – Professional Written Communication	Credits	Lectures /Week
K24UCBMSSC151	Paper I	2	2
<p>Course Outcomes:</p> <p>After successful completion of this course, students would be able to</p> <p>CO1 Understand, state and infer the various phrases, terminologies and jargons used in computer based and written communications at organizational level.</p> <p>CO2 Discover, illustrate, and employ the organizational correspondences for effective formal communication at various hierarchical levels.</p> <p>CO3 Indicate, restate and demonstrate competence while working on web browsers, carrying out online research, evaluating online sources for credibility, and utilizing online communication tools (e.g., email, social media) responsibly and securely</p> <p>CO4 Choose, compare and interpret different communication forms, correspondence structure as well as inspect its effectiveness in challenging circumstances for business professionals.</p>			
Unit	Topics	No of Lectures	
I	Introduction to Basics of Professional Written Communications	15	
	<p>1.1 Basic Fundamentals of Written Communication: Vocabulary and language skills - relevant to management professionals, grammar for professionals, Formal v/s Informal Language, Concise writing, Professional writing, Paragraph writing.</p> <p>1.2 Basics of Electronic Mail: Getting an email account; Sending and receiving emails; Accessing sent emails; CC and BCC Features, Digital Signatures, Using Emails; Document collaboration; attaching files, E-Mail Etiquettes, Announcement E-mails: Analyze and identify the traits of introductions and announcement emails; Learn and use key language for these types of emails to revise your first email. Request & Apology E-Mails: Analyze and identify the traits of request and apology emails; Learn specific language associated with making request and apologies; Practice focused key language. Memos</p> <p>1.3 Professional Meeting: Meetings – Concept, pre-requisites, types, roles. Preparing the notice and agenda with time and duration for the meeting. Invitation and appreciation letters, Taking down notes and drafting the minutes, Discussing and drafting the 'Action Taken Report'.</p>		
II	Professional Correspondence	15	
	<p>2.1 Letters: Theory of Business Letter Writing - Parts, Structure, Layouts—Full Block, Modified Block, Semi – Block forms. Principles of Effective Letter Writing. Personnel Correspondence - Statement of Purpose, Job Application Letter and Resume, Covering Letter, Letter of Acceptance of Job Offer, Letter of Resignation, Letter of Appointment, Promotion and Termination, Letter of Recommendation, Transfer Letter.</p> <p>2.2 Resume: Resume v/s Curriculum Vitae v/s Biodata. Professional v/s Educational Resume. Elements and components of Resume, Cover Letters.</p> <p>2.3 Reports: Business Reports – Concept, Types, Contents, Formats. Drafting reports. Increasing the effectiveness of</p>		

reports.

Reference Books:

- i HBR Guide to Better Business Writing by Bryan A. Garner, HBR Press.*
- ii Writing That Works: How to Communicate Effectively in Business, Kenneth Roman and Joel Raphaelson, Collins Reference*
- iii The Truth About the New Rules of Business Writing by Natalie Canavor and Claire Meirowitz,*
- iv Business Correspondence and Report Writing by RC Sharma, Krishna Mohan and Virendra Singh Nirban, McGraw Hill.*
- v Storytelling with Data: A Data Visualization Guide for Business Professionals by Cole Nussbaumer Knaflic, Wiley.*
- vi Business English Writing: Advanced Masterclass by Marc Roche, Macson Bell Business English Books.*
- vii Business Writing for Dummies by Natalie Canavor, John Wiley & Sons*

**Deccan Education Society's
Kirti M. Doongursee College (Autonomous)**

Proposed Curriculum as per NEP 2020

Year of implementation- 2024-25

Name of the Department: Bachelors of Management Studies

Semester	Course Code	Course Title	Vertica 1	Credi t
II	K24UCBMSMJ211	Principles of Management	Major	4
	K24UCBMSMJ212	Introduction to Human Skills	Major	2
	K24UCBMSMR221	Corporate Communication and Public Relations	Minor	2
	K24UCBMSOE231	Business Planning	OE (Offered by BMS)	2
	K24UCBMSVC241	Start Up Essentials	VSC	2
	K24UCBMSSC251	Soft Skills-1	SEC	2

Course Code	MAJOR SEM – II - Principles of Management	Credits	Lectures /Week
K24UCBMSMJ211	Paper I	4	4
Course Outcomes:			
After successful completion of this course, students would be able to			
CO1	Relate and list organizational work culture and the multifaceted aspects of management		
CO2	Identify and compare managerial principles alongside their applications in the various areas of business operations in relation to management levels and their responsibilities.		
CO3	Demonstrate and practice use of managerial principles in different departments and sectors of an organization and their operations.		
CO4	Analyse various managerial theories to develop strategies for enhancing organizational productivity and efficiency.		
Unit	Topics	No of Lectures	
I	Nature of Management	15	
	1.1 Management: Concept, Significance, Role, Levels of Management, Concepts of PODSCORB, Managerial Grid. 1.2 Business skills and competencies 1.3 Evolution of Management thoughts, <ul style="list-style-type: none"> o Classical Theories o Neo-Classical Theories o Modern Management Theories 		
II	Planning and Decision Making	15	
	2.1 Planning: Meaning, Importance, Elements Types of Plans (Strategic, Tactical, Operational), Process, Limitations and MBO. 2.2 Decision Making: Meaning, Importance, Process, Techniques of Decision Making 2.3 Data Analytics and Business Intelligence		
III	Organizing	15	
	3.1 Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations 3.2 Departmentation: Meaning, Basis and Significance 3.3 Centralization vs. Decentralization 3.4 Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control Centralization vs Decentralization 3.5 Delegation: Authority & Responsibility relationship		
IV	Directing, Leadership, Co-ordination and Controlling	15	
	4.1 Directing: Meaning and Process 4.2 Leadership: Meaning, Styles and Qualities of Good Leader 4.3 Co-ordination as an Essence of Management 4.4 Controlling: Meaning, Process and Techniques 4.5 Recent Trends: ESG, AI in management 4.6 Traditional and contemporary issues in management		

Reference books:

- i Principles of Management , Ramasamy , Himalya Publication , Mumbai*
- ii Principles of Management , Tripathi Reddy , Tata Mc Grew Hill*
- iii Management Text & Cases , VSP Rao , Excel Books, Delhi*
- iv Management Concepts and OB , P S Rao & N V Shah , AjabPustakalaya*
- v Essentials of Management , Koontz II & W , Mc. Grew Hill , New York*
- vi Principles of Management-Text and Cases –Dr..M.SakthivelMurugan, New Age Publications*

Course Code	MAJOR SEM – II Introduction to Human Skills	Credits	Lectures/Week
K24UCBMSMJ212	Paper I	2	2
<p>Course Outcomes: After successful completion of this course, students would be able to</p> <p>CO1 Identify the terms and concepts of human nature and their behaviour in organization</p> <p>CO2 Describe the various aspects of human life span with its traits, group behavior, organizational change and creativity.</p> <p>CO3 Use the human skills lessons, theories and outcomes in personal and professional life.</p> <p>CO4 Select and categorize different human skills tools as per the professional demand of the market</p>			
Unit	Topics	No of Lectures	
I	Understanding of Human Nature	15	
	1.1 Understanding the Concept of a man and individual differences, Impact of nature v/s nurture on humans 1.2 Determinants of personality and Personality traits theory, Big five model of personality, Significant personality traits for organizational behavior, 1.3 Thinking skills: Lateral thinking 1.4 Types of Intelligence (IQ,EQ,SQ,AQ,PQ and HQ) 1.5 Understanding self through Johari window 1.6 Perception features and factor influencing individual perception. Effects of perceptual error in managerial decision making at workplace. (Errors such as Halo effect, stereotyping, prejudice attributional). 1.7 Universal human values		
II	Understanding the Dynamics of Group Behavior	15	
	2.1 Group Dynamics: Nature, types, group behaviour model (roles, norms, status, process, structures). 2.2 Team effectiveness: nature, types of teams, Developing high performance teams. 2.3 DISC Model of Human Behaviour: Dialing Up and Dialing Down each style. 2.4 Understanding the art of delegation: Maximize your time and Leverage others. 2.5 Understanding Power and Politics 2.6 Organizational conflicts and resolution		
<p>Reference books:</p> <ul style="list-style-type: none"> • Organizational behaviour, S.Robbins, Prentice Hall • Organizational behaviour, John W.Newstrom and Keith Davis, Tata McGrawhill • Organizational behaviour, Fred Luthans, McGrawhill,Newyork • Organizational behaviour, K.Aswathappa, Himalaya Publishing House • Essentials of management, Koontz,Harold, Tata McGrawhill 			

Course Code	MINOR Sem II: Corporate Communication and Public Relations	Credits	Lectures/Week
K24UCBMSMR221	Paper I	2	2
<p>Course Outcomes:</p> <p>After successful completion of this course, students would be able to</p> <p>CO1 Identify the fundamental principles of corporate communication and public relations within contemporary business contexts.</p> <p>CO2 Describe the essential concepts in corporate communication and public relations.</p> <p>CO3 Develop basic communication plans for internal and external audiences.</p> <p>CO4 Evaluate the impact of communication on organizational reputation and performance.</p>			
Unit	Topics	No of Lectures	
I	Foundation of Corporate Communication and Public Relations	15	
	<p>1.1 Corporate Communication: Scope and Relevance: Introduction, Meaning, Scope, Corporate Communication in India, Need/ Relevance of Corporate Communication in Contemporary Scenario</p> <p>1.2 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, Diversity and Sensitization at workplace.</p> <p>1.3 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</p> <p>1.4 Fundamental of Public Relations: Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business. Reasons for Emerging International Public Relations</p>		
II	Functions and Technology in Corporate Communication and Public Relations	15	
	<p>2.1 Functions:</p> <p>Media Relations: Pitching stories, Press conferences, Media monitoring, Crisis communication.</p> <p>Reputation Management: Brand building, Issue management, Crisis communication,</p> <p>Public Affairs: Government relations, Community relations</p> <p>Internal Communications: Employee relations, Change management</p> <p>Marketing Communications: Product launches, Event planning, Sponsorship, Influencer Relations in Public Relations</p> <p>Investor Relations: Financial communication, Shareholder relations</p>		

	<p>2.2 Technology & IT in Corporate Communication</p> <p>Internal Communication Technology: Intranet Employee Portals, Enterprise Social Networks (ESNs), Instant Messaging and Chat Tools, Video Conferencing, Digital Signage</p> <p>External Communication Technology: Website, Social Media, Content Management Systems (CMS), Email Marketing, Customer Relationship Management (CRM), Systems Public Relations (PR) Distribution Services, RSS (Really Simple Syndication)</p>	
--	--	--

Reference Books:

- i Richard R. Dolphin, The Fundamentals of Corporate Communication*
- ii Joep Cornelissen, Corporate Communications: Theory and Practice*
- iii James L. Horton, Integrating Corporate Communication: The Cost-Effective Use of Message & Medium*
- iv Sandra Oliver, Handbook of Corporate Communication & Public Relations A Cross-Cultural Approach*
- v Rosella Gambetti, Stephen Quigley, Managing Corporate Communication*
- vi Joseph Fernandez, Corporate Communications: A 21st Century Primer*
- vii C.B.M. van Riel, Chris Blackburn, Principles of Corporate Communication*
- viii Jaishri Jethwaney, Corporate Communication: Principles and Practice*

Course Code	VOCATIONAL SKILL COURSE SEM II- Start Up Essentials	Credits	Lectures /Week
K24UCBMSVC241	Paper I	2	2
Course Outcomes: After successful completion of this course, students would be able to CO1 Identify and define the various concepts & terms related to business planning, execution and implementation. CO2 Describe the guidelines and components for preparing a business plan. CO3 Demonstrate and sketch a Business Plan relating to the planned entrepreneurial venture. CO4 Analyze the risks, requisites & options available to entrepreneurs for creating a commercialized business plan.			
Unit	Topics	No of Lectures	
I	Business Planning- Process and Execution	15	
	1.1 Introduction to Entrepreneurship, Entrepreneur Vs Intrapreneur. 1.2 Generating new Business idea, Innovation 1.3 Business Plan – Meaning, Nature, Scope, Significance & components. Team formation, teamwork planning and delegation of work. 1.4 Innovative product/services planning, iterating the MVP. 1.5 Role of Entrepreneurial Development Program (EDP) – Concept & factors influencing EDP. Option available to Entrepreneur. (Auxiliary, BPO, Franchise, M&A). 1.6 Guidelines & components for writing Business Plan 1.7 Writing a Business Plan, Developing an Effective Business Model 1.8 Evaluating & Implementing business plans.		
II	Idea to New Venture	15	
	2.1 Entry strategies: New product, Franchising, Buying an existing firm, 2.2 Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis, Industry and Competitor Analysis, Assessing a New Venture's Financial Strength and Viability, 2.3 Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Alternate Source of Funding: Venture capital, Angel Investment, Crowd Funding, Boot Strapping, Business Incubators, Government grants and Subsidies. 2.4 Financial schemes offered by various financial institutions and study of Government Schemes that support Entrepreneurs, Start-ups, MSMEs, any new venture, rules and regulations governing support by these institutions.		

Reference Books:

- i *The Complete Book of Business Plans: Simple Steps to Writing Powerful Business Plans*
- ii *Brian J Hazelgren & Joseph A Covello Sourcebooks; 2nd edition (1 November 2006)*
- iii *The Business Plan Write-up Simplified: A practitioner's guide to writing the Business Plan– Sarada Ramani, 2017, Notion Press.*
- iv *Fundamentals of Entrepreneurship and Project Planning - Sultan Ahmad Madhurima Lall, 2021, Sultan Chand and Sons.*
- v *Entrepreneurship & Small Business Management - CL Bansal, Haranand Publication.*
- vi *Successful Business Plan: Secrets & Strategies – Rhonda Abrams, 2019, Planning Shop, 7th Edition.*

Course Code	SKILL ENHANCEMENT COURSE SEM – II – Soft Skills-I	Credits	Lectures /Week
K24UCBMSSC251	Paper I	2	2
<p>Course Outcomes: After successful completion of this course, students would be able to</p> <p>CO1 Identify the terms and concepts of basic soft skills at personal and professional level. CO2 Describe the aspects of speaking, listening and presentation Skills. CO3 Use several soft skills information in new situations for leaving an impact. CO4 Analyze the effectiveness of various communication strategies, including verbal and nonverbal cues, in different contexts.</p>			
Unit	Topics	No of Lectures	
I	Effective Speaking, Listening, and Etiquettes	15	
	1.1 Effective Speaking Vocal variety: pitch, pace, volume, articulation Body language and gestures Structuring a speech: introduction, body, conclusion Overcoming stage fright 1.2 Effective Listening The listening process: hearing vs. listening Barriers to effective listening Active listening techniques: paraphrasing, summarizing, questioning Non-verbal cues in listening 1.3 Social and Professional etiquettes		
II	Effective communication	15	
	2.1 Presentation Fundamentals (Using Visual Aids, Delivery and Stage Presence, Dressing for success) 2.2 Public speaking (Techniques for Engaging the Audience, Handling Q&A Sessions, Managing Nervousness) 2.3 Negotiation and Persuasion		
<p>Reference Books: <i>i Soft Skills for Career Development by Barun K Mitra</i> <i>ii The Art of Public Speaking by Dale Carnegie</i> <i>iii Robert B. Cialdini, Influence: The Psychology of Persuasion</i> <i>iv Communication and Soft Skill Development by Ashwini Deshpande</i></p>			

Evaluation Scheme for First Year (UG) under NEP (4 credits)

.Internal Evaluation for Theory Courses – 40 Marks

1. **Continuous Internal Assessment (CIA) Assignment** - Tutorial/ Case Study/ Project / Presentations/ Group Discussion / Ind. Visit. – 20 marks
2. **Continuous Internal Assessment (CIA) ONLINE Unit Test** – 20 marks

II. External Examination for Theory Courses – 60 Marks

Duration: 2 Hours

Theory question paper pattern:

Question	Based on	Marks
Q.1	Unit I	15
Q.2	Unit II	15
Q.3	Unit III	15
Q.4	Unit IV	15

- All questions shall be compulsory with internal choice within the questions.
- Each Question may be sub-divided into sub questions as A, B, C, D, etc. & the allocation of Marks depends on the weightage of the topic.

NOTE: To pass the examination, attendance is compulsory in both Internal & External Examinations.

Evaluation Scheme for First Year (UG) under NEP (2 credits)

.Internal Evaluation for Theory Courses – 20 Marks

1. **Continuous Internal Assessment (CIA) Assignment** - Tutorial/ Case Study/ Project / Presentations/ Group Discussion / Ind. Visit. – 10 marks
2. **Continuous Internal Assessment (CIA) ONLINE Unit Test** – 10 marks

II. External Examination for Theory Courses – 30 Marks

Duration: 1 Hour

Theory question paper pattern: All questions are compulsory.

Question	Based on	Marks
Q.1	Unit I	15
Q.2	Unit II	15

- All questions shall be compulsory with internal choice within the questions.
- Each Question may be sub-divided into sub questions as A, B, C, D, etc. & the allocation of Marks depends on the weightage of the topic.

NOTE: To pass the examination, attendance is compulsory in both Internal & External Examinations.