

S P Mandali's
**R. A. PODAR COLLEGE OF COMMERCE AND
ECONOMICS (AUTONOMOUS),**
Matunga, Mumbai-400019

Syllabus
And
Question paper pattern of Course

Bachelor of Commerce
S.Y. BMS Semester III
Syllabus as per National Education Policy 2020
To be implemented for Academic Year 2024-2025

HYPERLINK "http://www.rapodar.ac.in" www.rapodar.ac.in



Bachelor of Management Studies Programme

Syllabus as per National Education Policy
2020

Course Structure

S.Y.BMS (Level 5)

(To be implemented from Academic Year- 2024-25)

Bachelor of Management Studies (BMS) Programme
Syllabus as per National Education Policy 2020

Course Structure

S.Y.BMS (Level 5)

(To be implemented from Academic Year- 2024-25)

No. of Courses	Course Codes	Semester III	Credits
1		Major (9 credits)	
		Course I	
1.A.a	PUB103201	Strategic Management	03
		Course II*	
1.A.b	PUB103202	Equity and Debt Market	03
1.A.c	PUB103203	Recruitment and Selection	03
1.A.d	PUB103204	Consumer Behaviour	03
		Course III**	
1.A.e	PUB103205	Basics of Financial Services	03
1.A.f	PUB103206	Organisation Behaviour and HRM	03
1.A.g	PUB103207	Social Marketing	03
2		Minor (03 credits) #	
2.A.a	PUB203201	Corporate Finance	03
2.A.b	PUB203202	Motivation and Leadership	03
2.A.c	PUB203203	Advertising	03
3		General Elective (GE)/ Open Elective (OE) (03 Credits)	
3.A.a	PUB303201	Industrial Law	03
4		Vocational & Skill Enhancement Courses (VSEC) (02 credits)	
4.A		Vocational Skill Course (VSC)	
4.A.a	PUB403201	Computer Application in Business Management - I	03
5		Ability Enhancement Course, Value Enhancement Course, Indian Knowledge System (02 credits)	
5.A		Ability Enhancement Course (AEC)	
5.A.a	PUA503201 PUA503202 PUA503203	Linguistic Studies I Sanskrit – I Marathi – I Hindi – I	02
6		Internship/Field Project / Research Project / Community Engagement (02 credits)	
6.A.a	PUA603201	Foundation of Research Skills (Internship/Field Project/Research Project/Community Engagement)	02
TOTAL		CUMULATIVE CREDITS	22

*** The courses offered under Course II* are mandatory courses.**

The learner could select any one course from the list of courses provided under Course III**

The learner could select any one course from the list of courses provided under Minor for Semester III and IV respectively.

**Syllabus of courses of SY BMS Programme
(With effect from the Academic Year 2024-2025)**

1. Major Course I

1.A.a Strategic Management (Course Credit 3)

Semester III

1.Major	
1.A Course I	
1.A.a Strategic Management (Course Credit 3)	
Course Objectives and Course Outcomes	
Course Objectives	
CObj 1	To expose students to various perspectives and concepts in the field of Strategic Management
CObj 2	The course would enable the students to understand the principles of strategy formulation, implementation, and control in organizations.
CObj 3	To help students develop skills for applying these concepts to the solution of business problems.
CObj 4	To help students master the analytical tools
CObj 5	Learners will Cultivate leadership qualities required for guiding organizations through strategic change.
CObj 6	Enhances decision-making skills of the learners in the context of strategic choices.
CObj 7	Helps Gain a comprehensive understanding of how different business functions interconnect.
Course Outcomes	
COut 1	Basic knowledge of the field of strategic management and the main perspectives within this field
COut 2	Analyzing a company's strategic situation, with particular emphasis on strategic analyses on the business level, the corporate level, and the network level
COut 3	The students will be able to analyzing the strategic situation of company and it detail aspect regarding the business
COut 4	Conduct and present a credible business analysis in a team setting.
COut 5	Understand the strategic decisions that organisations make and have an ability to engage in strategic planning.
COut 6	Analyze and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective
COut 7	Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.

Modules at a Glance:

Sr. No.	Modules	No. Of lectures
1	Introduction	15
2	Strategy Formulation	15
3	Strategic Implementation, Evaluation & Control	15
TOTAL		45

Sr. No	Approved Syllabus
1	Introduction
	<ul style="list-style-type: none"> • Business Policy-Meaning, Nature, Importance • Strategy-Meaning, Definition • Strategic Management-Meaning, Definition, Importance, Strategic management • Process & Levels of Strategy and Concept and importance of Strategic Business Units (SBU's) • Prepare a strategic policy statement for a company
2	Strategy Formulation
	<ul style="list-style-type: none"> • Environment Analysis and Scanning (SWOT) • Design corporate level strategy: Diversification, vertical integration, portfolio synergy, BCG Matrix • Design Business level strategy: Cost leadership, differentiation • Design network level strategy: joint venture, competition, alliance, competition v/s cooperation • Global strategies: Building Transactional cooperation
3	Strategic Implementation, Evaluation & Control
	<ul style="list-style-type: none"> • Strategic Implementation • Models of Strategy making. • Implementation: Meaning, Steps and implementation at Project, Process, Structural, Behavioral, Functional level. • Strategic Evaluation & Control– Meaning, Steps of Evaluation & Techniques of Control Synergy: Concept, Types, evaluation of Synergy. Synergy as a Component of • Strategy & its Relevance. Strategic change.

Teaching Pedagogy

Use of technology, Chalk and Talk method, Group discussions, case study analysis, Flip class, Quiz, management games would be conducted in the class to make learning an enjoyable experience.

Major Course I

Question Paper Pattern (Academic Year: 2024-2025)

Strategic Management

Internal Examination & Semester End Examination – 100 Marks

A) Internals-40 Marks

Method of evaluation	Marks
Assignment	20
Power Point Presentation-Pre-set criteria ^{##}	20
TOTAL	40

B) Semester End Examination (SEE)- 60 Marks

Maximum Marks 60

Duration : 2 Hours

Note:

- (1) All questions are compulsory, subject to internal choice.
- (2) Draw diagrams wherever necessary.
- (3) Figures to the right indicate full marks.

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	Total	75	60

Reference Books:

1. Kazmi Azhar, Business Policy & Strategic Management, Tata McGraw Hill.
2. P.K. Ghosh : Business Policy , Strategy , Planning and Management
3. Christensen , Andrews Dower: Business Policy- Text and Cases
4. William F. Gkycj : Business Policy – Strategy Formation and Management Action
5. Bongee and Colonan : Concept of Corporate Strategy
6. Abdellatif M., Amann B. and Jaussaud J. (2010), Family versus non family business: A comparison of international strategies. *Journal of Family Business Strategy*, 1(2), 108–116.
7. Abell D. F. (1999), Competing today while preparing for tomorrow, *MIT Sloan Management Review*, 40/3, 73–81.
8. Ackelsberg R. and Arlow P. (1985), Small business do plan and it pays off. *Long Range Planning*, 18(5), 61–67.
9. Adams J., Tashchian A. and Shore T. (1996), Ethics in family and non-family owned firms: An exploratory study. *Family Business Review*, 9(2), 157–170.
10. Adler P. S. (1995), Interdepartmental interdependence and coordination: The case of the design/manufacturing interface. *Organization Science*, 6(2), 147–167.
11. Corporate Strategies - Oxford University Press - B.P. Banerjee
12. Tools & Techniques for Strategic Management - Pergamon Press - P.B. McNamee
13. Cases in Strategic Management - Tata McGraw Hill - Budhiraja & Athreya

**Syllabus of courses of SY BMS Programme
(With effect from the Academic Year 2024-2025)**

1. Major Course II *

**1.A.b Equity and Debt Market (Course Credit 3)
Semester III**

1.Major	
1.A Course II	
1.A.b Equity and Debt Market (Course Credit 3)	
Course Objectives and Course Outcomes	
Course Objectives	
CObj 1	To impart knowledge relating to types of shares and method and legal aspect of issue of shares.
CObj 2	This paper will enable the students to understand the evolution of various aspects of financial markets.
CObj 3	Helps Learners in framing the financial policies, development of financial instruments and processes and evolving the strategies during crisis.
CObj 4	Helps learner understand the risk characteristics associated with different types of equity and debt instruments.
CObj 5	Learners will learn about capital structure of companies and the decisions related to the mix of equity and debt financing.
CObj 6	Stay informed about market trends, economic indicators, and their impact on equity and debt markets.
Course Outcomes	
COut 1	Practical exposure helps the students to understand the functioning of the financial market, players of debt market and valuation and analysis of different investing opportunity in equity and debt market.
COut 2	It provides a new career opportunity for the students in financial market.
COut 3	Understanding of the Different types of shares and method of issue of share.
COut 4	Provides insights into the financial structure of firms and how it impacts their cost of capital and overall financial health.
COut 5	Equips individuals to advise companies on capital-raising strategies and financial decision-making.
COut 6	Enhances quantitative skills necessary for effective financial analysis and decision-making.

Modules at a Glance:

Sr. No.	Modules	No. of Lectures
1	Introduction to Financial Market	15
2	Dynamics of Equity Market	15
3	Valuation of Equity & Bonds	15
TOTAL		45

Sr. No	Approved Syllabus
1	Introduction to Financial Market
	<p>Shares- Meaning and Definition of shares, Types of shares-Concepts of issue of shares. Equity market – meaning & definitions of equity share; Growth of Corporate sector & simultaneous growth of equity shareholders; divorce between ownership and management in companies; development of Equity culture in India & current position.</p> <p>Debt market – Evolution of Debt markets in India; Money market & Debt markets in India; Regulatory framework in the Indian Debt market. Players in debt markets:</p> <p>Govt. securities Public sector bonds & corporate bonds 3) open market operations Security trading corp. of India Primary dealers in Govt. securities Bonds: Features of bonds Types of bonds</p>
2	Dynamics of Equity Market
	<p><i>Primary:</i> IPO – methods followed (simple numerical) Book building Role of merchant bankers in fixing the price Red herring prospectus – unique features Numerical on sweat equity, ESOP & Rights issue of shares</p> <p><i>Secondary:</i> Definition & functions of stock exchanges Evolution & growth of stock exchanges 3) Stock exchanges in India (field visit) 4)NSE, BSE OTCEI & overseas stock exchanges Recent developments in stock exchanges Stock market Indices</p>
3	Valuation of Equity & Bonds
	<p>a) Valuation of equity: b) Balance sheet valuation c) Dividend discount model (zero growth, constant growth & multiple growth) d) Price earning model. e) Valuation of bonds f) Determinants of the value of bonds g) Yield to Maturity h) Interest rate risk i) Determinants of Interest Rate Risk</p>

Teaching Pedagogy:

Use of technology, Chalk and Talk method, Group discussions, case study analysis, Flip class, Quiz, management games would be conducted in the class to make learning an enjoyable experience

Major Course II
Question Paper Pattern (Academic Year: 2024-2025)
Equity and Debt Market

Internal Examination & Semester End Examination – 100 Marks

A) Internals-40 Marks

Method of evaluation	Marks
Assignment	20
Power Point Presentation-Pre-set criteria ^{###}	20
TOTAL	40

B) Semester End Examination (SEE)- 60 Marks

Maximum Marks 60

Duration : 2 Hours

Note:

- (1) All questions are compulsory, subject to internal choice.
- (2) Draw diagrams wherever necessary.
- (3) Figures to the right indicate full marks.

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	Total	75	60

Reference Books:

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

**Syllabus of courses of SY BMS Programme
(With effect from the Academic Year 2024-2025)
1. Major Course II *
1.A.c Recruitment and Selection (Course Credit 3)
Semester III**

1.Major	
1.A Course II	
1.A.c Recruitment and Selection (Course Credit 3)	
Course Objectives and Course Outcomes	
Course Objectives	
CObj 1	The objective is to familiarize the students with concepts and principles, procedure of Recruitment and Selection in an organization.
CObj 2	To give an in-depth insight into various aspects of Human Resource management and make them acquainted with practical aspect of the subject.
CObj 3	Develop a clear understanding of the recruitment and selection functions within the broader scope of human resource management.
CObj 4	Learn various strategies for attracting and sourcing qualified candidates.
CObj 5	Understand the legal and ethical aspects of recruitment and selection processes.
CObj 6	Gain proficiency in conducting interviews to assess candidates' suitability.
CObj 7	Understand the importance of effective onboarding and integration processes.
Course Outcomes	
COut 1	The students are acquainted with the core concepts of recruitment and selection, induction, and soft skills.
COut 2	Under this subject, the students practically experience interviews and selection process along with an insight of the human resource management
COut 3	The subject also throws a perspective of how students can groom themselves in relation to interview preparation, preparation of CV and other related aspects
COut 4	Enables individuals to comprehend how attracting and selecting talent contributes to organizational success.
COut 5	Equips individuals with the knowledge to design and implement effective talent acquisition plans aligned with organizational goals.
COut 6	Ensures compliance with employment laws and promotes fair and ethical treatment of candidates.
COut 7	Enhances the ability to extract relevant information, evaluate competencies, and make informed hiring decisions.
COut 8	Enhances efficiency and effectiveness in managing the recruitment workflow.

Modules at a Glance:

Sr. No.	Modules	No. of Lectures
1	Hiring Process	15
2	Selection	15
3	Placement and Induction	15
	TOTAL	45

Sr. No	Approved Syllabus
1	Hiring Process
	<ul style="list-style-type: none"> • Concepts of Recruitment- -Meaning, Objectives, Scope & Definition, Importance, and relevance of Recruitment. • Job Analysis--Concept, Specifications, Description, Process and Methods, Uses of Job Analysis, Preparation of Job description and Job specification • Job Design--Introduction, Definition, Modern Techniques, Factors affecting Job Design, Contemporary Issues in Job Designing. • Source of Recruitment– • Internal-Notification, Types of Promotion and transfer • Reference • External-Campus Recruitment, Advertisement, Job Boards, Website/Portals, Internship, Placement Consultancies-Traditional (In-House, Internal Recruitment, On Campus, Employment and Traditional Agency). Modern (Recruitment Books, Niche Recruitments, Internet Recruitment, Service Recruitment, Website and Job, Search Engine, Social Recruiting and Candidate Paid Recruiters). Recruitment process outsourcing
2	Selection
	<ul style="list-style-type: none"> • Selection-Concept of Selection, Criteria for Selection, Process, Advertisement and Application (Blank Format). • Screening-Pre and Post Criteria for Selection, Steps of Selection • Interviewing-Types and Guidelines for Interviewer & Interviewee, Types of Selection Tests, Effective Interviewing Techniques. Interviewing sessions—simulation session • Selection Hurdles and Ways to Overcome Them
3.	Placement and Induction
	<ul style="list-style-type: none"> • Placement: Assessment, classification model • Induction: Need, Process – effective orientation program • Socialization-Types-Anticipatory, Encounter, Setting in, Socialization Tactics • Recruitment and Selection Strategies– with respect to Service, Finance, I.T., Law and Media Industry • Employee retention: concept, measures, Exit interview. • Preparing Biodata and C.V.

Teaching Pedagogy:

Use of technology, Chalk and Talk method, Group discussions, case study analysis, Flip class, Quiz, management games would be conducted in the class to make learning an enjoyable experience.

Major Course II

Question Paper Pattern (Academic Year: 2024-2025)

Recruitment and Selection

Internal Examination & Semester End Examination – 100 Marks

A) Internals-40 Marks

Method of evaluation	Marks
Assignment	20
Preparation of CV/JD/JS	20
TOTAL	40

B) Semester End Examination (SEE)- 60 Marks

Maximum Marks 60

Duration : 2 Hours

Note:

- (1) All questions are compulsory, subject to internal choice.
- (2) Draw diagrams wherever necessary.
- (3) Figures to the right indicate full marks.

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	Total	75	60

Reference Books:

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

**Syllabus of courses of SY BMS Programme
(With effect from the Academic Year 2024-2025)**

1. Major Course II *

1.A.d Consumer Behaviour (Course Credit 3)

Semester III

1. Major	
1.A Course I	
1.A.d Consumer Behaviour (Course Credit 3)	
Course Objectives and Course Outcomes	
Course Objectives	
CObj 1	The objectives of consumer behaviour analysis is to understand the attitudes of the consumer about a product. Their preferences, likes and dislikes which lead to the further modernization of the sales strategies by the marketer.
CObj 2	To develop an understanding about the consumer decision making process and its applications in the marketing function of a firm.
CObj 3	This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour.
CObj 4	Students are expected to develop the skill of understanding and analyzing consumer information and using it to create consumer- oriented marketing strategies.
CObj 5	Develop an understanding of how individuals and groups make decisions regarding the purchase, use, and disposal of products and services.
CObj 6	Understand how consumer needs and preferences drive product and service innovation.
Course Outcomes	
COut 1	The learner has acquired knowledge on understanding of the determinants of consumer behaviour
COut 2	Consumer behaviour is well understood with respect to family life cycle, social class and other factors
COut 3	There is understanding of perception, attitudes, culture and consumer behaviour
COut 4	Provides a foundation for comprehending the complexities of consumer decision-making.
COut 5	Prepares students to contribute to the development of innovative and market-responsive products and services.
COut 6	Equips students to create compelling messages that resonate with target audiences
COut 7	Enhances students' understanding of cognitive processes, motivation, perception, and learning in consumer behavior.

Modules at a Glance:

Sr. No.	Modules	No. of Lectures
1	Introduction To Consumer Behaviour	15
2	Individual and Environmental Determinants of Consumer Behaviour	15
3	Consumer decision making models and New Trends	15
TOTAL		45

Sr. No	Approved Syllabus
1	Introduction To Consumer Behaviour
	<ul style="list-style-type: none"> • Meaning of Consumer Behaviour, Features and Importance • Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour • Profiling the consumer and understanding their needs • Consumer Involvement • Application of Consumer Behaviour knowledge in Marketing • Determinants of Buyer • Behaviour, factors affecting each stage, and Need recognition.
2	Individual and Environmental Determinants of Consumer Behaviour
	<ul style="list-style-type: none"> • Consumer Needs & Motivation (Theories - Maslow, Mc Cleland). • Personality – Concept, Nature of personality, Freudian, non - Freudian and Trait theories, Personality Traits and it's Marketing significance, Product personality and brand personification. • Perception and Consumer Behavior: consumer groups, social class • Attitude and Consumer Behavior: meaning, types • Culture and Consumer Behavior: meaning, cross culture consumer analysis- basis for cross culture marketing • Perception and Consumer Behavior: introduction to groups, reference groups, social class, determining consumer behavior • Consumer Needs & Motivation (Theories – Maslow, Mc Cleland) • Motivation and consumer behavior: introduction, motives and motivation, Means an End model • Learning - Theory, Nature of Consumer Attitudes, Consumer Attitude Formation & Change. • Attitude - Concept of attitude • Family Influences on Buyer Behaviour, • Roles of different members, needs perceived and evaluation rules. • Factors affecting the need of the family, family life cycle stage and size. • Social Class and Influences. • Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behaviour - Reference Groups, Opinion Leaders and Social Influences In-group versus out-group influences, role of opinion leaders in diffusion of innovation and in purchase process

3	Consumer decision making models and New Trends
	<ul style="list-style-type: none"> • Consumer Decision making models: Howard Sheth Model, Engel Blackwell Miniard Model, Nicosia Models of Consumer Decision Making • Diffusion of innovations Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles • E-Buying behavior The E-buyer vis-a vis the Brick and Mortar buyer, • Influences on E-buying

Teaching Pedagogy

Use of technology, Chalk and Talk method, Group discussions, case study analysis, Flip class, Quiz, management games would be conducted in the class to make learning an enjoyable experience.

Major Course I
Question Paper Pattern (Academic Year: 2024-2025)
Consumer Behaviour
Internal Examination & Semester End Examination – 100 Marks

A| Internals-40 Marks

Method of evaluation	Marks
Assignment	20
Power Point Presentation-Pre-set criteria*	20
TOTAL	40

B] Semester End Examination (SEE)- 60 Marks

Maximum Marks 60

Duration : 2 Hours

Note:

- (1) All questions are compulsory, subject to internal choice.
- (2) Draw diagrams wherever necessary.
- (3) Figures to the right indicate full marks.

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	Total	75	60

Reference Books:

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

**Syllabus of courses of SY BMS Programme
(With effect from the Academic Year 2024-2025)
1. Major Course III *
1.A.e Basics of Financial Services (Course Credit 3)
Semester III**

1.Major	
1.A Course III	
1.A.e Basics of Financial Services (Course Credit 3)	
Course Objectives and Course Outcomes	
Course Objectives	
CObj 1	The course aims at explaining the core concepts of business finance and its importance in managing a business
CObj 2	The objectives of develop a conceptual frame work of finance function and to acquaint the participants with the tools, types, instruments of financial system in the realm of Indian Financial Market.
CObj 3	To acquaint students with the tools, types, instruments of financial system in the realm of Indian Financial Market.
CObj 4	Understand the range of services offered by banks, including deposits, loans, and other financial products.
CObj 5	Understand the regulatory framework governing financial services.
CObj 6	Promote financial literacy among individuals.
CObj 7	Explore the principles of insurance and the various types of insurance products.
Course Outcomes	
COut 1	Understand the core concepts of business finance and its importance in managing a business.
COut 2	Develop a conceptual framework of finance function and to acquaint the participants with the tools, types, instruments of financial system in the realm of Indian Financial Market.
COut 3	Provides insight into the core functions of banks and their role in the financial ecosystem.
COut 4	Ensures awareness of legal and compliance aspects to maintain ethical practices in the financial industry.
COut 5	Empowers individuals to make informed financial decisions and manage their personal finances effectively.
COut 6	Enables individuals to understand risk management through insurance and the protection it provides.

Modules at Glance:

Sr. No.	Modules	No. of Lectures
1	Financial System	15
2	Commercial Banks and Development Banks	15
3	Insurance and Mutual Funds	15
	TOTAL	45

Sr. No	Approved Syllabus
1	Financial System
	<ul style="list-style-type: none"> • An Overview of Financial System, Financial Markets, Structure of Financial Market (Organised and Unorganized Market), Components of Financial System, Major Financial Intermediaries, Financial Products, Functions of Financial System, Regulatory Framework of Indian Financial System (Overview of SEBI and RBI – Role and Importance of Regulators).
2	Commercial Banks and Development Banks
	<ul style="list-style-type: none"> • Concept of Commercial Banks – Functions, Investment Policy of Commercial Banks, Liquidity in Banks, Asset Structure of Commercial Banks, Non-performing Asset, Interest Rate Reforms, Capital Adequacy Norms • Development Bank - Characteristics of Development Banks, Need and Emergence of Development Financial Institutions in India, Functions of Development Banks
3	Insurance and Mutual Funds
	<ul style="list-style-type: none"> • Concept, Characteristics, Insurance Company Operations, Features and Principles, Reinsurance, Purpose and Need of Insurance, Different Kinds of Life Insurance Products, Basic Idea about Fire and Marine Insurance and Bancassurance • Mutual Fund Schemes, Money Market Mutual Funds, Private Sector Mutual Funds, Evaluation and Performance of Mutual Funds, Functioning of Mutual Funds in India.

Teaching Pedagogy:

Use of technology, Chalk and Talk method, Group discussions, case study analysis, Flip class, Quiz, management games would be conducted in the class to make learning an enjoyable experience

Major Course III

Question Paper Pattern (Academic Year: 2024-2025)

Basics of Financial Services**Internal Examination & Semester End Examination – 100 Marks****A] Internals-40 Marks**

Method of evaluation	Marks
Assignment	20
Power Point Presentation-Pre-set criteria*	20
TOTAL	40

B] Semester End Examination (SEE)- 60 Marks

Maximum Marks 60

Duration : 2 Hours

Note:

- (1) All questions are compulsory, subject to internal choice.
- (2) Draw diagrams wherever necessary.
- (3) Figures to the right indicate full marks.

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	Total	75	60

Reference Books:

1. Essentials of Financial Services (2017) – S.Gurusamy
2. Financial Services (2007) – Sultan Chand and Sons
3. Financial Services (10th Edition) 15th July 2019 – M.Y.Khan

**Syllabus of courses of SY BMS Programme
(With effect from the Academic Year 2024-2025)**

1. Major Course III *

**1.A.f Organisation Behaviour and HRM (Course Credit 3)
Semester III**

1.Major	
1.A Course III	
1.A.f Organisation Behaviour and HRM (Course Credit 3)	
Course Objectives and Course Outcomes	
Course Objectives	
CObj 1	To provide an understanding of the basic principles of organisational behaviour to acquaint the students with managerial skills and the required inputs with reference to human resource management.
CObj 2	Improve communication skills, both interpersonal and organizational.
CObj 3	Understand the dynamics of teams and how to manage group behavior.
CObj 4	Examine the concept of organizational culture and its impact on employee behavior.
CObj 5	Understand the importance of diversity and inclusion in the workplace.
Course Outcomes	
COut 1	To define and explain the basic concepts of organizational behaviour and motivation.
COut 2	To explain the essential concepts of organisational conflicts, resolution of conflicts through negotiation, change management and organisational development.
COut 3	To familiarize the various aspects of HR, to deal effectively with people resourcing and talent management and HR functions in an organization.
COut 4	To understand the concepts of HRD, its role and importance in the success of organization.
COut 5	To develop an understanding towards compensation management and industrial relations.
COut 6	Enables individuals to foster positive relationships, resolve conflicts, and convey information effectively.
COut 7	Helps individuals understand factors influencing employee motivation and satisfaction, contributing to improved organizational performance.
COut 8	Promotes a diverse and inclusive culture, fostering innovation and a broader talent pool.

Modules at glance:

Sr. No.	Modules	No. of Lectures
1	Introduction to Organisational Behaviour	15
2	Organisational Conflict and Change	15
3	Human Resource Management, Planning and Development	15
	TOTAL	45

Sr. No	Approved Syllabus
1	Introduction to Organisational Behaviour
	<ul style="list-style-type: none"> • Introduction to Organisational Behaviour – Concept, Definitions, Evolution of OB. • Importance of Organisational Behaviour – Cross-cultural Dynamics, Creating Ethical Organisational Culture and Climate. • Individual and Group Behaviour – OB Models – Autocratic, Custodial, Supportive, Collegial and SOBC in Context with Indian OB. • Human Relations and Organisational Behaviour..
2	Organisational Conflict and Change
	<ul style="list-style-type: none"> • Managing Communication – Conflict Management Techniques. • Time Management Strategies. • Learning Organisation and Organisational Design. • Rewards and Punishments – Termination, Layoffs, Attrition, Retrenchment, Separation and Downsizing.
3	Human Resource Management, Planning and Development
	<ul style="list-style-type: none"> • HRM – Meaning Objectives, Scope and Functions. • HRP – Definition, Objectives, Importance, Factors Affecting HRP, Process of HRP, Strategies of HRM and Global HR Strategies. • HRD – Concept, Meaning, Objectives and HRD Functions.

Teaching Pedagogy:

Use of technology, Chalk and Talk method, Group discussions, case study analysis, Flip class, Quiz, management games would be conducted in the class to make learning an enjoyable experience.

Major Course III

Question Paper Pattern (Academic Year: 2024-2025)

Organisation Behaviour and HRM

Internal Examination & Semester End Examination – 100 Marks

A] Internals-40 Marks

Method of evaluation	Marks
Assignment	20
Power Point Presentation-Pre-set criteria*	20
TOTAL	40

B] Semester End Examination (SEE)- 60 Marks

Maximum Marks 60

Duration : 2 Hours

Note:

- (1) All questions are compulsory, subject to internal choice.
- (2) Draw diagrams wherever necessary.
- (3) Figures to the right indicate full marks.

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	Total	75	60

Reference Books:

1. Aswathappa, Organizational Behaviour, 12th edition, Himalaya, 2016
2. Edwin B. Flippo, Personnel Management, 6th edition, TMH, 2013
3. Subba Rao, Management & Organizational Behavior, 2nd edition, Himalaya, 2014
4. C.B. Mamoria & VSP Rao, Personnel Management, 20th edition, Himalaya, 2015
5. Stephen P. Robins, Organisational Behaviour, 11th edition, PHI Learning / Pearson Education, 2008
7. Rustom S. Davar, Personnel Management & Industrial Relations, 10th edition, Vikas Publishers, 2009
8. K. Venkataratnam, Human Resource Management, 1st edition, Seven hills Book Publications, 2011
9. Aswathappa, Human Resource & Management, 6th edition, Tata McGraw Hill, 2010
10. Mc Shane & Von Glinov, Organisational Behaviour, 4th edition, Tata Mc Graw Hill, 2007

**Syllabus of courses of SY BMS Programme
(With effect from the Academic Year 2024-2025)**

1. Major Course III *

**1.A.g Social Marketing (Course Credit 3)
Semester III**

1.Major	
1.A Course III	
1.A.g Social Marketing (Course Credit 3)	
Course Objectives and Course Outcomes	
Course Objectives	
CObj 1	Students will be inculcated the fundamentals of social marketing and social ethics to understand the essentials of social marketing
CObj 2	Extensive consideration is given to monitoring, evaluating, and tuning the implementation of social marketing initiatives.
CObj 3	Pupils will be introduced the various agencies of Social Marketing and Corporate Social Responsibility (CSR), along with various career opportunities available in the field of social marketing.
CObj 4	Develop effective communication strategies tailored to diverse audiences.
CObj 5	Learn how to build partnerships with various stakeholders, including non-profit organizations, government agencies, and community groups.
CObj 6	Understand the ethical considerations in social marketing, including cultural sensitivity and responsible messaging.
Course Outcomes	
COut 1	Understand the basic concepts and evolution of social marketing.
COut 2	Demonstrate the Social Marketing Plan, Criteria for Evaluating Segments, Targeting, and basis of segmentation.
COut 3	Categorize the different models and theories of social marketing of social change.
COut 4	Summarize the various agencies involved in social marketing and knowledge on Corporate Social Responsibility (CSR).
COut 5	Locate diverse opportunities in the area of social marketing.
COut 6	Enables individuals to convey messages in ways that resonate with different demographic groups and cultures.
COut 7	Enhances collaboration and amplifies the impact of social marketing efforts through synergies with key stakeholders.
COut 8	Contributes to the broader goal of creating environmentally conscious and sustainable communities.

Modules at glance:

Sr. No.	Modules	No. of Lectures
1	Introduction to Social Marketing and Its Environment	15
2	Social Marketing Plan, Segmentation, Targeting and Positioning	15
3	Managing Behaviour for Social Change & Corporate social responsibility (CSR)	15
	TOTAL	45

Sr. No	Approved Syllabus
1	Introduction to Social Marketing and Its Environment
	<ul style="list-style-type: none"> • Definition of Social Marketing, Features, Need for Social Marketing, Evolution of Social Marketing, Social Marketing V/s Commercial Marketing, Challenges of Social Marketing, Social Marketing Unique Value Proposition, Relevance of Social Marketing, Environment in Social Marketing, Components, Impact of Environment on Social Marketing.
2	Social Marketing Plan, Segmentation, Targeting and Positioning
	<ul style="list-style-type: none"> • Social Marketing Plan, Steps in Developing Social Marketing Plan, Importance of Planning, Segmentation, Basis of Segmentation, Criteria for Evaluating Segments, Targeting, Selecting Target Audience for Social Marketing, Positioning and Types of Positioning.
3.	Managing Behaviour for Social Change & Corporate social responsibility (CSR)
	<ul style="list-style-type: none"> • Types of Behaviour Objectives, Knowledge Objectives and Belief Objectives, Behaviour Change Models, Theories and Framework: Social Norm Theory, The Diffusion of Innovation Model, The Health Belief Model, The Ecological Model, Theory of Reasoned action and Theory of Planned Behaviour, Social Cognitive Theory/Social Learning. • Meaning, NGO, Voluntary Organisation, Third Sector, Status of Voluntary Sector in India, CSR, Meaning, Overview of CSR in India, NPO Sector, Need for Governance in Not for Profit Sector, Ethics in Social Marketing.

Teaching Pedagogy:

Use of technology, Chalk and Talk method, Group discussions, case study analysis, Flip class, Quiz, management games would be conducted in the class to make learning an enjoyable experience

Major Course III

Question Paper Pattern (Academic Year: 2024-2025)

Social Marketing**Internal Examination & Semester End Examination – 100 Marks****A] Internals-40 Marks**

Method of evaluation	Marks
Assignment	20
Power Point Presentation-Pre-set criteria*	20
TOTAL	40

B] Semester End Examination (SEE)- 60 Marks

Maximum Marks 60

Duration : 2 Hours

Note:

- (1) All questions are compulsory, subject to internal choice.
- (2) Draw diagrams wherever necessary.
- (3) Figures to the right indicate full marks.

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	Total	75	60

Reference Books:

1. KOTLER, P. & LEE, N.R. (2016.) Social marketing: changing behaviors for good. USA: Sage Publications. 5th edition.
2. Sameer Deshpande, Nancy R. Lee. Social Marketing in India.

**Syllabus of courses of SY BMS Programme
(With effect from the Academic Year 2024-2025)**

3. Minor Course I[#]

2.A.a Corporate Finance (Course Credit 3)

Semester III

2. Minor	
2.A Course I	
2.A.a Corporate Finance (Course Credit 3)	
Course Objectives and Course Outcomes	
Course Objectives	
CObj 1	To learn about the various concept of financial management
CObj 2	To study time value of money and its impact in depth
CObj 3	To help in bring role of finance in maintaining the business.
CObj 4	Develop a comprehensive understanding of financial decision-making within a corporate context.
CObj 5	Understand the concept of the cost of capital and its significance in capital budgeting and financing decisions.
CObj 6	Develop skills in financial modelling for forecasting and analyzing financial performance.
CObj 7	Learn about the financial aspects of mergers, acquisitions, and corporate restructuring.
Course Outcomes	
COut 1	This subject gives an opportunity to students to develop their understanding towards corporate finance that is useful for financial business.
COut 2	It ensures focus on sensitizing and understanding the importance of financial management
COut 3	It ensures awareness about various Innovative Business Models in relation to corporate finance which can be used by them as future entrepreneurs.
COut 4	Equips individuals to make informed financial choices that align with the goals and objectives of the organization.
COut 5	Provides insights into determining the optimal mix of debt and equity to minimize the cost of capital.
COut 6	Enhances quantitative skills for making accurate financial projections and strategic decisions.
COut 7	Equips individuals to navigate complex financial transactions and contribute to successful corporate strategies.

Modules at glance:

Sr. No.	Modules	No. of Lectures
1	Introduction	15
2	Capital Structure and Leverage	15
3	Time Value of Money	15

Sr. No	Approved Syllabus
1	Introduction
	<ul style="list-style-type: none"> • Introduction To Corporate Finance: Meaning, Principles of Corporate Finance, Significance of Corporate Finance, Amount of Capitalisation, Over Capitalisation and Under Capitalisation, Fixed capital and Working Capital funds. • Introduction to ownership securities– Ordinary Shares, Preference Shares, Creditorship Securities, Debtors and Bonds, Convertible Debentures, Concept of Private Placement of Securities. • Mobilisation of Funds: Public deposits, Company deposits, Protection of Depositors (Deposit Insurance and Credit Guarantee Corporation (DICGC)), Public deposits with NBFC's., Foreign Direct Investments, Global Depository Receipts, American Depository Receipts, Policy development
2	Capital Structure and Leverage
	<ul style="list-style-type: none"> • Introduction to Capital Structure theories, EBIT – EPS analysis for Capital Structure decision. • Cost of Capital – Cost of Debt, Cost of Preference Shares, Cost of Equity Shares and Cost of Retained Earnings, Calculation of Weighted Cost of Capital. • Introduction to concept of Leverage - Operating Leverage, Financial Leverage and Combined Leverage.
3	Time Value of Money
	<ul style="list-style-type: none"> • Introduction to Time Value of Money – compounding and discounting • Introduction to basics of Capital Budgeting (time value of money-based methods) NPV and IRR (Net Present Value and Internal Rate of Return) • Importance of Risk and Return analysis in Corporate Finance

Teaching Pedagogy:

Use of technology, Chalk and Talk method, Group discussions, case study analysis, Flip class, Quiz, management games would be conducted in the class to make learning an enjoyable experience.

Minor Course I

Question Paper Pattern (Academic Year: 2024-2025)

Corporate Finance

Internal Examination & Semester End Examination – 100 Marks

A) Internals-40 Marks

Method of evaluation	Marks
Assignment	20
Power Point Presentation-Pre-set criteria*	20
TOTAL	40

B) Semester End Examination (SEE)- 60 Marks

Maximum Marks 60

Duration : 2 Hours

Note:

- (1) All questions are compulsory, subject to internal choice.
- (2) Draw diagrams wherever necessary.
- (3) Figures to the right indicate full marks.

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	Total	75	60

Reference Books:

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

**Syllabus of courses of SY BMS Programme
(With effect from the Academic Year 2024-2025)
2. Minor Course I [#]
2.A.b Motivation and Leadership (Course Credit 3)
Semester III**

2. Minor	
2.A Course I	
2.A.b Motivation and Leadership (Course Credit 3)	
Course Objectives and Course Outcomes	
Course Objectives	
CObj 1	To gain knowledge of the leadership strategies for motivating people and changing organizations
CObj 2	To study how leaders facilitate group development and problem solving and work through problems and issues as well as transcend differences.
CObj 3	To acquaint the students about practical approaches to Motivation and Leadership & its application in the Indian context
CObj 4	Develop a deep understanding of human behavior, particularly in the context of motivation and leadership.
CObj 5	Study various leadership styles and theories.
CObj 6	Understand the importance of recognition and rewards in motivation.
CObj 7	Develop emotional intelligence skills crucial for effective leadership.
CObj 8	Apply motivation and leadership principles in both professional and personal contexts.
Course Outcomes	
COut 1	This paper demonstrates effective implementation of leadership strategy and development of leadership skills.
COut 2	The concepts of work life balance, motivation and its application is also achieved under this paper.
COut 3	It gives a basic understanding various motivation and leadership theories and its application in real work life scenario
COut 4	Provides a foundation for predicting, interpreting, and influencing behavior in organizational settings.
COut 5	Helps individuals identify and adopt leadership approaches that align with organizational goals and team dynamics.
COut 6	Enables individuals to design and implement effective recognition and reward systems.
COut 7	Enhances the ability to understand and manage emotions in oneself and others, promoting effective leadership.
COut 8	Helps individuals become effective leaders not only in their careers but also in their personal lives.

Modules at a Glance:

Sr. No.	Modules	No. of Lectures
1	Motivation	15
2	Leadership-I	15
3	Leadership-II	15
TOTAL		45

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

Teaching Pedagogy:

Use of technology, Chalk and Talk method, Group discussions, case study analysis, Flip class, Quiz, management games would be conducted in the class to make learning an enjoyable experience.

Minor Course I

Question Paper Pattern (Academic Year: 2024-2025)

Motivation and Leadership

Internal Examination & Semester End Examination – 100 Marks

A] Internals-40 Marks

Method of evaluation	Marks
Assignment	20
Power Point Presentation-Pre-set criteria*	20
TOTAL	40

B] Semester End Examination (SEE)- 60 Marks

Maximum Marks 60

Duration : 2 Hours

Note:

- (1) All questions are compulsory, subject to internal choice.
- (2) Draw diagrams wherever necessary.
- (3) Figures to the right indicate full marks.

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	Total	75	60

Reference Books:

1. Personnel Management and Industrial relations – P. C. Shejwalkar and S. B. Malegaonkar
2. Labour Management relations in India – K.M. Subramanian
3. Trade Unionism Myth and Reality, New Delhi, Oxford University Press, 1982
4. Dynamic Personnel Administration – Prof. M.N. Rudrabasavraj.

**Syllabus of courses of SY BMS Programme
(With effect from the Academic Year 2024-2025)**

2. Minor Course I[#]

2.A.c Advertising (Course Credit 3)

Semester III

2. Minor	
2.A Course II	
2.A.c Advertising (Course Credit 3)	
Course Objectives and Course Outcomes	
Course Objectives	
CObj 1	To understand and examine the growing importance of advertising.
CObj 2	To understand the construction of an effective advertisement
CObj 3	To understand the role of advertising in contemporary scenario.
CObj 4	To understand the future and career in advertising.
CObj 5	Develop a foundational understanding of the principles and concepts of advertising.
CObj 6	Analyze consumer behavior and the factors influencing purchasing decisions.
CObj 7	Understand the process of media planning and buying for effective ad placement.
CObj 8	Learn how advertising contributes to brand building and brand equity.
CObj 9	Explore the dynamics of digital advertising channels and platforms.
Course Outcomes	
COut 1	The learner acquire skill sets to make an effective advertisement
COut 2	The learner is able to understand all elements of an ad campaign.
COut 3	Interaction in the class ensures effective learning
COut 4	Provides individuals with a basis for creating effective advertising strategies.
COut 5	Helps tailor advertising messages to resonate with target audiences and drive desired actions.
COut 6	Enables individuals to choose the right media channels to reach the target audience efficiently.
COut 7	Equips individuals to create and manage brand image and perception through strategic advertising.
COut 8	Prepares individuals to leverage online platforms for effective advertising in the digital age.

Modules at glance:

Sr. No.	Modules	No. of Lectures
1	Introduction to Advertising	15
2	Strategy and Planning Process in Advertising	15
3	Budget, Evaluation, Current trends and careers in Advertising	15
TOTAL		45

Sr. No	Approved Syllabus
1	Introduction to Advertising
	<ul style="list-style-type: none"> • Definition, Features, Benefits of Advertising • Types of Advertising –consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising and other types. • 5 M’s of Advertising • Theories of Advertising : AIDA, Stimulus, Hierarchy Effect Model • Consumer Behaviour: Cognitive, Effective, Behavioural – Means and theories • Ethics and Laws in Advertising • Regulatory Bodies governing advertising – CSR, Public Service Advertising • Social, cultural and Economic Impact of Advertising, the impact of ads on Kids, Women and Advertising
2	Design and Planning Process in Advertising
	<p>Introduction to Creativity – Meaning, Importance, Creative process Advertising Campaign – Determining the message theme Introduction to USP – positioning strategies – Celebrity endorsement</p> <ul style="list-style-type: none"> • Types of Advertising Media • Elements of Advertising – Copy, Illustration, Jingle, Tagline • Creativity in T.V Commercials • Introduction to Advertising Plan - Situational analysis related to Advertising issues, Marketing Objectives, ‘SMART’, Advertising Objectives, Target Audience, Brand Positioning (equity, image personality), creative strategy, message strategy, media strategy, Integration of advertising with other communication tools. • Role of Advertising in Marketing Mix: Product planning, Development of new product, Product brand policy, Role of Advertising in PLC
3	Budget, Evaluation, Current trends and careers in Advertising
	<ul style="list-style-type: none"> • Advertising Budget – Meaning , Features, Methods of Budgeting • Evaluation of Advertising Effectiveness – Methods of Pre-testing and Post testing, Concept testing and Copy testing • Current Trends in Advertising: Rural and Urban Advertising, Digital Advertising, Content Marketing (Advertorials), retail advertising, lifestyle advertising. • Advertising Agencies – Functions – Structure – Types - Selection criteria for Advertising agency –Client Servicing, Agency Compensation. • Artificial intelligence in Advertising • Careers in advertising

Teaching Pedagogy:

Use of technology, Chalk and Talk method, Group discussions, case study analysis, Flip class, Quiz, management games would be conducted in the class to make learning an enjoyable experience.

Minor Course I

Question Paper Pattern (Academic Year: 2024-2025)

Advertising

Internal Examination & Semester End Examination – 100 Marks

A) Internals-40 Marks

Method of evaluation	Marks
Assignment	20
Power Point Presentation-Pre-set criteria*	20
TOTAL	40

B) Semester End Examination (SEE)- 60 Marks

Maximum Marks 60

Duration : 2 Hours

Note:

- (1) All questions are compulsory, subject to internal choice.
- (2) Draw diagrams wherever necessary.
- (3) Figures to the right indicate full marks.

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	Total	75	60

Reference Books:

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

**Syllabus of courses of SY BMS Programme
(With effect from the Academic Year 2024-2025)**

3. General /Open Electives

General Electives (GE)/ Open Elective (OE)

3.A Industrial Law (3 Credits)

Semester III

3. General /Open Electives	
General Electives (GE)/ Open Elective (OE)	
3.A.a Industrial Law	
Course Objectives and Course Outcomes	
Course Objectives	
CObj 1	Understanding Nature and Importance of Labour Laws
CObj 2	To understand various legislations with their history, basic provisions & case laws
CObj 3	To study current amendments in Labour laws
CObj 4	Highlight Labour Laws with IR implications
CObj 5	To Study Laws Related to Industrial Relations and Industrial Disputes
CObj 6	The subject should be taught keeping in mind that the BMS students will be joining the industry, therefore the emphasis should be on the practical aspect and uses of Industrial Law by the organization
CObj 7	To sensitize the students to the tasks of industrial relations
CObj 8	To familiarize them with the current IR practice
Course Outcomes	
COut 1	Learn the rules and regulations of Industry and Factories,
COut 2	Understand the legalities of Trade Union, Payment of Wages, Compensation and Bonus.
COut 3	Students will learn about Doctrine of Assumed Risk
COut 4	Students will learn about Doctrine of Contributory Negligence
COut 5	Students will learn about Payment of Wages Act, 1948 and Payment of Gratuity Act, 1972

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 & Laws related to Compensation Management	15
TOTAL		45

Sr. No	Approved Syllabus
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, Layoffs, Retrenchment and Closure • The Trade Union Act, 1926
2	Laws Related to Health, Safety and Welfare
	<p>1. The Factory Act, 1948 (Provisions Related to Health, Safety and Welfare) 2. The Workmen's Compensation Act, 1923 Provisions –</p> <p>I. Introduction</p> <p>(A) The Doctrine of Assumed Risk</p> <p>(B) The Doctrine of Common Employment</p> <p>(C) The Doctrine of Contributory Negligence</p> <p>II. Definitions</p> <p>Employers Liability for Compensation (Sec. 3 to Sec. 13)</p> <p>Rules as to Compensation (Sec. 4 to Sec. 9, Sec. 14A and Sec. 17)</p>
3	Social Legislation & Laws related to Compensation Management
	<p>1. Employees' State Insurance Act 1948</p> <p>2. Employees' Provident Fund</p> <p>3. The Payment of Wages Act, 1948 and Payment of Gratuity Act, 1972: Objectives</p>

Teaching Pedagogy:

Use of technology, Chalk and Talk method, Group discussions, case study analysis, Flip class, Quiz, management games would be conducted in the class to make learning an enjoyable experience.

General Electives (GE)/ Open Elective (OE)

Question Paper Pattern (Academic Year: 2024-2025)

Industrial Law

Internal Examination & Semester End Examination – 100 Marks

A] Internals-40 Marks

Method of evaluation	Marks
Assignment	20
Power Point Presentation-Pre-set criteria*	20
TOTAL	40

B] Semester End Examination (SEE)- 60 Marks

Maximum Marks 60

Duration : 2 Hours

Note:

- (1) All questions are compulsory, subject to internal choice.
- (2) Draw diagrams wherever necessary.
- (3) Figures to the right indicate full marks.

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	Total	75	60

Reference Books (with Chapters):

- Industrial and Labour Laws, Dr. Sanjeev Kumar, Bharat Law HP Ltd
- Labour and Industrial Laws, S.N Misra, Central Law Publication
- Labour and Industrial Laws, P.K.Padhi, Eastern Economy Edition
- Commercial and Industrial Law, S.K. Dasgupta, Sterling Publishers Pvt. Ltd
- Industrial Law, Mr. N.D. Kapoor, Sultan Chand
- Employee's Provident Fund, Chopra D.S, Labour Law Agency
- Industrial Law, Mr. P.L. Mallick, Sultan Chand
- Essence of Personnel Management and Industrial Relations, Cowling, Prentice Hal

**Syllabus of courses of SY BMS Programme
(With effect from the Academic Year 2024-2025)
4. Vocational & Skill Enhancement Courses (VSEC)
4.A Vocational Enhancement Course (VSC)
4.A.a Computer Application in Business Management – I (3 Credits)
Semester III**

4. Vocational & Skill Enhancement Courses (VSEC)	
4.A Vocational Enhancement Course (VSC)	
4.A.a Computer Application in Business Management – I (3 Credits)	
Course Objectives and Course Outcomes	
Course Objectives	
CObj 1	To learn basic concepts of Information Technology, its support and role in Management, for managers. To understand basic concepts of Email, Internet and websites, domains and security therein.
CObj 2	To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features.
CObj 3	Recognize security aspects of IT in business, highlighting electronic transactions, advanced security features.
CObj 4	Learn basic concepts, its support and role in Management for managers
Course Outcomes	
COut 1	The learner has understanding of the concepts related to cyber law and its applications.
COut 2	The learner is able to conduct himself/herself with discretion and prudence
COut 3	There is understanding of all concepts related to E Commerce and M Commerce with relation to IT
COut 4	The learner can prevent unintended or malicious intrusions over the workings.
COut 5	Learn to recognize security aspects of IT in business,.
COut 6	Understand electronic transactions, advanced security features
COut 7	Learn basic concepts, its support and role in Management for managers. Know the difference between deduction and expenses

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Cyber law and IT act and E-Security	15
2	Office Automation using MS-Office	15
3	Email, Internet and its Applications	15
TOTAL		45

Sr. No	Approved Syllabus
1	Introduction to IT Support in Management & Cyber law, IT act 2000
	<ul style="list-style-type: none"> • Information Technology concepts Concept of Data, Information and Knowledge Concept of Database • Cyber forensic and computer crimes and types. Crimes targeting computers: definition of cybercrime and computer related crimes. (a) Data Theft (b) Hacking (c) Spreading Virus and Worms (d) Phishing (e) Cyber Stalking (f) identity theft and impersonation (g) credit card and online banking frauds (h) Obscenity, pornography and child pornography (i) cyber defamation, defacement (j) illegal online selling and gambling (k) denial of service attacks (l) cyber terrorism (m) software piracy and illegal downloading. Reasons for cybercrime • Block chain technology • Evolution of the IT act, Genesis and necessity. Salient features of the IT act, 2000, various authorities under IT act and their powers; penalties on offences, amendments. <p>• Concept of Digital Economy and Digital Organization.</p> <p>• IT Resources Open Source Software - Concept and Applications. Study of Different Operating Systems. (Windows / Linux/ DOS) Threats to Computer systems and control measures. Types of threats- Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism) Threat Management Firewall concept and component, Benefits of Firewall</p> <ul style="list-style-type: none"> • Understanding and defining Enterprise wide security framework • Information Security Environment in India with respect to real Time Application in Business
2	Office Automation using MS Office
	<ul style="list-style-type: none"> • Learn Word: Creating/Saving of Document Editing and Formatting Features Designing a title page, Preparing Index, Use of SmartArt Cross Reference, Bookmark and Hyperlink. Mail Merge Feature. • Spreadsheet application (e.g. MS-Excel/openoffice.org) Creating/Saving and editing spreadsheets Drawing charts. Using Basic Functions: text, math & trig, statistical, date & time, database, financial, logical

	<p>Using Advanced Functions : Use of VLookup/HLookup Data analysis – sorting data, filtering data (AutoFilter , Advanced Filter), data validation, what-if analysis (using data tables/scenarios), creating sub-totals and grand totals, pivot table/chart, goal seek/solver,</p> <p>• Presentation Software Creating a presentation with minimum 20 slides with a script. Presenting in different views, Inserting Pictures, Videos, Creating animation effects on them Slide Transitions, Timed Presentations Rehearsal of presentation</p>
3.	Email, Internet and its Applications
	<p>• Introduction to Email Writing professional emails Creating digitally signed documents.</p> <p>• Use of Outlook : Configuring Outlook, Creating and Managing profile in outlook, Sending and Receiving Emails through outlook Emailing the merged documents. Introduction to Bulk Email software</p> <p>• Internet Understanding Internet Technology Concepts of Internet, Intranet, Extranet Networking Basics, Different types of networks. Concepts (Hubs, Bridges, Routers, IP addresses) Study of LAN, MAN, WAN</p> <p>• DNS Basics. Domain Name Registration, Hosting Basics.</p> <p>• Emergence of E-commerce and M-Commerce Concept of E-commerce and M-Commerce Definition of E-commerce and M-Commerce Business models of e-commerce: models based on transaction party (B2B, B2C,B2G, C2B, C2C, E-Governance) Models based on revenue models, Electronics Funds Transfer, Electronic Data Interchange.</p> <p>• Security on the internet Network and website security risks Website Hacking and Issues therein. Security and Email</p>

Teaching Pedagogy:

Use of technology, Chalk and Talk method, Group discussions, case study analysis, Flip class, Quiz, management games would be conducted in the class to make learning an enjoyable experience.

4. Vocational & Skill Enhancement Courses (VSEC)

4.A Vocational Enhancement Course

Question Paper Pattern (Academic Year: 2024-2025)

Computer Application in Business Management - I

Internal Examination & Semester End Examination – 100 Marks

A] Internals-40 Marks

Method of evaluation	Marks
Assignment	20
Practical's	20
TOTAL	40

B] Semester End Examination (SEE)- 60 Marks

Maximum Marks 60

Duration : 2 Hours

Note:

- (1) All questions are compulsory, subject to internal choice.
- (2) Draw diagrams wherever necessary.
- (3) Figures to the right indicate full marks.

Question No.	Particulars (Nature of Questions)	Marks (Given)	Marks (To Be Attempted)
Q-1	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-2	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
Q-3	Attempt any four of the following. A. Theory / Case study/ concept-based question B. Theory / Case study/ concept-based question C. Theory / Case study/ concept-based question D. Theory / Case study/ concept-based question E. Theory / Case study/ concept-based question	25	20
	Total	75	60

Reference Books:

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

**Syllabus of courses of SY BMS Programme
(With effect from the Academic Year 2024-2025)**

5. Ability Enhancement Courses, Value Enhancement Course, Indian Knowledge System

5.A Ability Enhancement Course (AEC)

5.A.a Sanskrit-I (3 Credits)

Semester III

Course Objectives:
1. To create curiosity in the minds of learners about the chosen language
2. To help the learners understand the need to learn the chosen language
3. To introduce learners to the structure of the chosen language
4. To understand the richness of Indian selected languages with reference to consonants and vowels
5. To understand unique characteristics of the chosen language
6. To understand the use of gender and tenses
7. To understand the use of idioms and phrases
8. To know the various dialects of the chosen language
9. To understand the application of technology for communication by alternatively abled
10. To understand the need of learning functional language
11. To get familiarized with the literature of the chosen language
12. To get familiarized with the literature translated to the chosen language from other languages
13. To learn to appreciate the other literary forms of the chosen language
Course Outcome:
1. The learner will be curious to learn the chosen language
2. The learner will be able to understand the need to learn the chosen language
3. The learner will get familiar with the structure of the chosen language
4. To understand the richness of Indian selected languages with reference to constants and vowels
5. To understand unique characteristics of the chosen language
6. To understand the use of gender and tenses
7. To understand the use of idioms and phrases
8. To know the various dialects of the chosen language
9. To understand the application of technology for communication by alternatively abled
10. To understand the need of learning functional language
11. To get familiarized with the literature of the chosen language
12. To get familiarized with the literature translated to the chosen language from other languages
13. To learn to appreciate the other literary forms of the chosen language

Modules at Glance

Linguistic Studies I		
Module. No.	Modules	No. of Lectures
1.	Introduction to Linguistic Studies	10
2.	Languages in Communication	10
3.	Sanskrit Literature	10
	Total	30

Sr. No.	Modules	No. of Lectures
1.	Introduction to Linguistic Studies	10
	<ul style="list-style-type: none"> Structure of languages English language compared with the select Indian languages – viz, Marathi, Hindi and Sanskrit Richness of Indian languages with reference to Vowels, consonants (maatras) Rhythmic characteristic of Indian languages. Unique characteristics of language (such as Repeat words like Sarsarahat) Logic behind numbers in regional languages Use of Tenses and Gender 	
2.	Languages in Communication	10
	<ul style="list-style-type: none"> Use of Idioms and Phrases Oral and Written Dialects Communication for alternatively abled Use of Sign language Language learning – Use of Technology Need for learning functional language 	
3.	Select Studies in the chosen Language (Sanskrit/Marathi/Hindi)	10
	<ul style="list-style-type: none"> The faculty member shall discuss with the learners about the richness of literature of chosen language. Subsequently the entire class will choose two authors and two poets. The chosen literary work needs to be read and discussed in the class. Based on this module, internal evaluation shall be done. 	
	Total	30

Total marks: 50

Evaluation Pattern- 60:40

Internal Evaluation: 20 Marks

The faculty will decide the means of taking internal evaluation. It can be oral quiz, dialogue exchange, role play, reading comprehension, listening comprehension etc.

External evaluation:

Marks: 30

Duration: 1 hours

Note: (1) All questions are compulsory

(2) The learners can write answers in the chosen language or in English/Marathi/Hindi

Question No.	Particulars (Nature of question)	Marks
Questions with sub questions	Flexibility is given to the faculty to decide the paper pattern and depending on learner's ability will design the question paper. It can contain questions like identifying or changing gender, identifying or changing tenses, making rhythmic words, answer in one sentence etc.	30
	Total	30

**Syllabus of courses of SY BMS Programme
(With effect from the Academic Year 2024-2025)**

5. Ability Enhancement Courses, Value Enhancement Course, Indian Knowledge System

5.A Ability Enhancement Course (AEC)

5.A.a Marathi-I (3 Credits)

Semester III

Course Objectives:
1. To create curiosity in the minds of learners about the chosen language
2. To help the learners understand the need to learn the chosen language
3. To introduce learners to the structure of the chosen language
4. To understand the richness of Indian selected languages with reference to consonants and vowels
5. To understand unique characteristics of the chosen language
6. To understand the use of gender and tenses
7. To understand the use of idioms and phrases
8. To know the various dialects of the chosen language
9. To understand the application of technology for communication by alternatively abled
10. To understand the need of learning functional language
11. To get familiarized with the literature of the chosen language
12. To get familiarized with the literature translated to the chosen language from other languages
13. To learn to appreciate the other literary forms of the chosen language
Course Outcome:
1. The learner will be curious to learn the chosen language
2. The learner will be able to understand the need to learn the chosen language
3. The learner will get familiar with the structure of the chosen language
4. To understand the richness of Indian selected languages with reference to constants and vowels
5. To understand unique characteristics of the chosen language
6. To understand the use of gender and tenses
7. To understand the use of idioms and phrases
8. To know the various dialects of the chosen language
9. To understand the application of technology for communication by alternatively abled
10. To understand the need of learning functional language
11. To get familiarized with the literature of the chosen language
12. To get familiarized with the literature translated to the chosen language from other languages
13. To learn to appreciate the other literary forms of the chosen language

Modules at Glance

Linguistic Studies I		
Module. No.	Modules	No. of Lectures
1.	Introduction to Linguistic Studies	10
2.	Languages in Communication	10
3.	Marathi Literature	10
Total		30

Sr. No.	Modules	No. of Lectures
1.	Introduction to Linguistic Studies	10
	<ul style="list-style-type: none"> • Structure of languages • English language compared with the select Indian languages – viz, Marathi, Hindi and Sanskrit • Richness of Indian languages with reference to Vowels, consonants (maatras) • Rhythmic characteristic of Indian languages. • Unique characteristics of language (such as Repeat words like Sarsarahat) • Logic behind numbers in regional languages • Use of Tenses and Gender 	
2.	Languages in Communication	10
	<ul style="list-style-type: none"> • Use of Idioms and Phrases • Oral and Written • Dialects • Communication for alternatively abled • Use of Sign language • Language learning – Use of Technology • Need for learning functional language 	
3.	Select Studies in the chosen Language (Sanskrit/Marathi/Hindi)	10
	<ul style="list-style-type: none"> • The faculty member shall discuss with the learners about the richness of literature of chosen language. Subsequently the entire class will choose two authors and two poets. The chosen literary work needs to be read and discussed in the class. Based on this module, internal evaluation shall be done. 	
Total		30

Total marks: 50

Evaluation Pattern- 60:40

Internal Evaluation: 20 Marks

The faculty will decide the means of taking internal evaluation. It can be oral quiz, dialogue exchange, role play, reading comprehension, listening comprehension etc.

External evaluation:

Marks: 30

Duration: 1 hours

Note: (1) All questions are compulsory

(2) The learners can write answers in the chosen language or in English/Marathi/Hindi

Question No.	Particulars (Nature of question)	Marks
Questions with sub questions	Flexibility is given to the faculty to decide the paper pattern and depending on learner's ability will design the question paper. It can contain questions like identifying or changing gender, identifying or changing tenses, making rhythmic words, answer in one sentence etc.	30
	Total	30

**Syllabus of courses of SY BMS Programme
(With effect from the Academic Year 2024-2025)**

5. Ability Enhancement Courses, Value Enhancement Course, Indian Knowledge System

5.A Ability Enhancement Course (AEC)

5.A.a Hindi-I (3 Credits)

Semester III

Course Objectives:
1. To create curiosity in the minds of learners about the chosen language
2. To help the learners understand the need to learn the chosen language
3. To introduce learners to the structure of the chosen language
4. To understand the richness of Indian selected languages with reference to consonants and vowels
5. To understand unique characteristics of the chosen language
6. To understand the use of gender and tenses
7. To understand the use of idioms and phrases
8. To know the various dialects of the chosen language
9. To understand the application of technology for communication by alternatively abled
10. To understand the need of learning functional language
11. To get familiarized with the literature of the chosen language
12. To get familiarized with the literature translated to the chosen language from other languages
13. To learn to appreciate the other literary forms of the chosen language
Course Outcome:
1. The learner will be curious to learn the chosen language
2. The learner will be able to understand the need to learn the chosen language
3. The learner will get familiar with the structure of the chosen language
4. To understand the richness of Indian selected languages with reference to constants and vowels
5. To understand unique characteristics of the chosen language
6. To understand the use of gender and tenses
7. To understand the use of idioms and phrases
8. To know the various dialects of the chosen language
9. To understand the application of technology for communication by alternatively abled
10. To understand the need of learning functional language
11. To get familiarized with the literature of the chosen language
12. To get familiarized with the literature translated to the chosen language from other languages
13. To learn to appreciate the other literary forms of the chosen language

Modules at Glance

Linguistic Studies I		
Module. No.	Modules	No. of Lectures
1.	Introduction to Linguistic Studies	10
2.	Languages in Communication	10
3.	Hindi Literature	10
Total		30

Sr. No.	Modules	No. of Lectures
1.	Introduction to Linguistic Studies	10
	<ul style="list-style-type: none"> • Structure of languages • English language compared with the select Indian languages – viz, Marathi, Hindi and Sanskrit • Richness of Indian languages with reference to Vowels, consonants (maatras) • Rhythmic characteristic of Indian languages. • Unique characteristics of language (such as Repeat words like Sarsarahat) • Logic behind numbers in regional languages • Use of Tenses and Gender 	
2.	Languages in Communication	10
	<ul style="list-style-type: none"> • Use of Idioms and Phrases • Oral and Written • Dialects • Communication for alternatively abled • Use of Sign language • Language learning – Use of Technology • Need for learning functional language 	
3.	Select Studies in the chosen Language (Sanskrit/Marathi/Hindi)	10
	<ul style="list-style-type: none"> • The faculty member shall discuss with the learners about the richness of literature of chosen language. Subsequently the entire class will choose two authors and two poets. The chosen literary work needs to be read and discussed in the class. Based on this module, internal evaluation shall be done. 	
Total		30

Total marks: 50

Evaluation Pattern- 60:40

Internal Evaluation: 20 Marks

The faculty will decide the means of taking internal evaluation. It can be oral quiz, dialogue exchange, role play, reading comprehension, listening comprehension etc.

External evaluation:

Marks: 30

Duration: 1 hours

Note: (1) All questions are compulsory

(2) The learners can write answers in the chosen language or in English/Marathi/Hindi

Question No.	Particulars (Nature of question)	Marks
Questions with sub questions	Flexibility is given to the faculty to decide the paper pattern and depending on learner's ability will design the question paper. It can contain questions like identifying or changing gender, identifying or changing tenses, making rhythmic words, answer in one sentence etc.	30
	Total	30

**Syllabus of courses of SY BMS Programme
(With effect from the Academic Year 2024-2025)**

**6. Internship / Field Project / Research Project / Community Engagement
(02 credits)
Semester III**

. Internship / Field Project / Research Project / Community Engagement

**Foundation of Research Skills (Internship/Field Project/Research
Project/Community Engagement) (02 credits)**

**## CRITERIA FOR EVALUATING POWER POINT
PRESENTATION/CASE STUDY/ APPLICATION BASED ACTIVITY:**

MARKS: 20

FY/SY/TY BMS: Division A/B

Semester: _____

Name of the Topic					Date of Presentation:		
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							
Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____							
Name of the Topic					Date of Presentation:		
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							
Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____							
Name of the Topic					Date of Presentation:		
Sr. No	Roll No	Name of the student	Content (5)	Team building (5)	Presentation skills		Total (20)
					Verbal (5)	Non Verbal (5)	
1							
2							
3							
4							
Sign: 1 _____ 2. _____ 3. _____ 4. _____ Faculty Sign: _____							

