

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

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# **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
<b>1</b>		<b>Major (9 credits)</b>	
		<b>Course I</b>	
1.A.a	PUB103201	Strategic Management	<b>03</b>
		<b>Course II*</b>	
1.A.b	PUB103202	Equity and Debt Market	<b>03</b>
1.A.c	PUB103203	Recruitment and Selection	<b>03</b>
1.A.d	PUB103204	Consumer Behaviour	<b>03</b>
		<b>Course III**</b>	
1.A.e	PUB103205	Basics of Financial Services	<b>03</b>
1.A.f	PUB103206	Organisation Behaviour and HRM	<b>03</b>
1.A.g	PUB103207	Social Marketing	<b>03</b>
<b>2</b>		<b>Minor (03 credits) #</b>	
2.A.a	PUB203201	Corporate Finance	<b>03</b>
2.A.b	PUB203202	Motivation and Leadership	<b>03</b>
2.A.c	PUB203203	Advertising	<b>03</b>
<b>3</b>		<b>General Elective (GE)/ Open Elective (OE) (03 Credits)</b>	
3.A.a	PUB303201	Industrial Law	<b>03</b>
<b>4</b>		<b>Vocational &amp; Skill Enhancement Courses (VSEC) (02 credits)</b>	
<b>4.A</b>		<b>Vocational Skill Course (VSC)</b>	
4.A.a	PUB403201	Computer Application in Business Management - I	<b>03</b>
<b>5</b>		<b>Ability Enhancement Course, Value Enhancement Course, Indian Knowledge System (02 credits)</b>	
<b>5.A</b>		<b>Ability Enhancement Course (AEC)</b>	
5.A.a	PUA503201 PUA503202 PUA503203	Linguistic Studies I Sanskrit – I Marathi – I Hindi – I	<b>02</b>
<b>6</b>		<b>Internship/Field Project / Research Project / Community Engagement (02 credits)</b>	
6.A.a	PUA603201	Foundation of Research Skills (Internship/Field Project/Research Project/Community Engagement)	<b>02</b>
<b>TOTAL</b>		<b>CUMULATIVE CREDITS</b>	<b>22</b>

**\* 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**

<b>1.Major</b>	
<b>1.A Course I</b>	
<b>1.A.a Strategic Management (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
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.
<b>Course Outcomes</b>	
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 its 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
<b>TOTAL</b>		<b>45</b>

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

### 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 <sup>##</sup>	20
<b>TOTAL</b>	<b>40</b>

#### 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 <b>any four</b> 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 <b>any four</b> 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 <b>any four</b> 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
	<b>Total</b>	<b>75</b>	<b>60</b>

## **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**

<b>1.Major</b>	
<b>1.A Course II</b>	
<b>1.A.b Equity and Debt Market (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
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.
<b>Course Outcomes</b>	
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
<b>TOTAL</b>		<b>45</b>

Sr. No	Approved Syllabus
<b>1</b>	<b>Introduction to Financial Market</b>
	<p>Shares- Meaning and Definition of shares, Types of shares-Concepts of issue of shares. Equity market – meaning &amp; definitions of equity share; Growth of Corporate sector &amp; simultaneous growth of equity shareholders; divorce between ownership and management in companies; development of Equity culture in India &amp; current position.</p> <p>Debt market – Evolution of Debt markets in India; Money market &amp; Debt markets in India; Regulatory framework in the Indian Debt market. Players in debt markets:</p> <p>Govt. securities            Public sector bonds &amp; corporate bonds            3) open market operations            Security trading corp. of India            Primary dealers in Govt. securities Bonds:            Features of bonds            Types of bonds</p>
<b>2</b>	<b>Dynamics of Equity Market</b>
	<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 &amp; Rights issue of shares</p> <p><i>Secondary:</i>            Definition &amp; functions of stock exchanges            Evolution &amp; growth of stock exchanges 3) Stock exchanges in India (field visit) 4)NSE, BSE            OTCEI &amp; overseas stock exchanges            Recent developments in stock exchanges            Stock market Indices</p>
<b>3</b>	<b>Valuation of Equity &amp; Bonds</b>
	<p>a) Valuation of equity:            b) Balance sheet valuation            c) Dividend discount model (zero growth, constant growth &amp; 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 <sup>###</sup>	20
<b>TOTAL</b>	<b>40</b>

**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 <b>any four</b> 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 <b>any four</b> 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 <b>any four</b> 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
	<b>Total</b>	<b>75</b>	<b>60</b>

### **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**

<b>1.Major</b>	
<b>1.A Course II</b>	
<b>1.A.c Recruitment and Selection (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
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.
<b>Course Outcomes</b>	
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:**

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

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

### 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
<b>TOTAL</b>	<b>40</b>

##### 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 <b>any four</b> 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 <b>any four</b> 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 <b>any four</b> 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
	<b>Total</b>	<b>75</b>	<b>60</b>

### **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**

<b>1. Major</b>	
<b>1.A Course I</b>	
<b>1.A.d Consumer Behaviour (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
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.
<b>Course Outcomes</b>	
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
<b>TOTAL</b>		<b>45</b>

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

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

### **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**

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

**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 <b>any four</b> 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 <b>any four</b> 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 <b>any four</b> 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
	<b>Total</b>	<b>75</b>	<b>60</b>

**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**

<b>1.Major</b>	
<b>1.A Course III</b>	
<b>1.A.e Basics of Financial Services (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
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.
<b>Course Outcomes</b>	
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
	<b>TOTAL</b>	<b>45</b>

Sr. No	Approved Syllabus
<b>1</b>	<b>Financial System</b>
	<ul style="list-style-type: none"> <li>• 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).</li> </ul>
<b>2</b>	<b>Commercial Banks and Development Banks</b>
	<ul style="list-style-type: none"> <li>• Concept of Commercial Banks – Functions, Investment Policy of Commercial Banks, Liquidity in Banks, Asset Structure of Commercial Banks, Non-performing Asset, Interest Rate Reforms, Capital Adequacy Norms</li> <li>• Development Bank - Characteristics of Development Banks, Need and Emergence of Development Financial Institutions in India, Functions of Development Banks</li> </ul>
<b>3</b>	<b>Insurance and Mutual Funds</b>
	<ul style="list-style-type: none"> <li>• 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</li> <li>• Mutual Fund Schemes, Money Market Mutual Funds, Private Sector Mutual Funds, Evaluation and Performance of Mutual Funds, Functioning of Mutual Funds in India.</li> </ul>

### 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
<b>TOTAL</b>	<b>40</b>

##### 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 <b>any four</b> 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 <b>any four</b> 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 <b>any four</b> 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
	<b>Total</b>	<b>75</b>	<b>60</b>

**Reference Books:**

1. Essentials of Financial Services (2017) – S.Gurusamy
2. Financial Services (2007) – Sultan Chand and Sons
3. Financial Services (10<sup>th</sup> Edition) 15<sup>th</sup> 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**

<b>1.Major</b>	
<b>1.A Course III</b>	
<b>1.A.f Organisation Behaviour and HRM (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
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.
<b>Course Outcomes</b>	
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:**

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

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

### 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
<b>TOTAL</b>	<b>40</b>

#### 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 <b>any four</b> 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 <b>any four</b> 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 <b>any four</b> 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
	<b>Total</b>	<b>75</b>	<b>60</b>

### **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**

<b>1.Major</b>	
<b>1.A Course III</b>	
<b>1.A.g Social Marketing (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
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.
<b>Course Outcomes</b>	
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:**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
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
	<b>TOTAL</b>	<b>45</b>

<b>Sr. No</b>	<b>Approved Syllabus</b>
<b>1</b>	<b>Introduction to Social Marketing and Its Environment</b>
	<ul style="list-style-type: none"> <li>• Definition of Social Marketing, Features, Need for Social Marketing, Evolution of Social Marketing, Social Marketing V/s Commercial Marketing, Challenges of Social Marketing, Social Marketing Unique Value Proposition, Relevance of Social Marketing, Environment in Social Marketing, Components, Impact of Environment on Social Marketing.</li> </ul>
<b>2</b>	<b>Social Marketing Plan, Segmentation, Targeting and Positioning</b>
	<ul style="list-style-type: none"> <li>• Social Marketing Plan, Steps in Developing Social Marketing Plan, Importance of Planning, Segmentation, Basis of Segmentation, Criteria for Evaluating Segments, Targeting, Selecting Target Audience for Social Marketing, Positioning and Types of Positioning.</li> </ul>
<b>3.</b>	<b>Managing Behaviour for Social Change &amp; Corporate social responsibility (CSR)</b>
	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> </ul>

**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
<b>TOTAL</b>	<b>40</b>

**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 <b>any four</b> 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 <b>any four</b> 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 <b>any four</b> 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
	<b>Total</b>	<b>75</b>	<b>60</b>

**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<sup>#</sup>**

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

**Semester III**

<b>2. Minor</b>	
<b>2.A Course I</b>	
<b>2.A.a Corporate Finance (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
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.
<b>Course Outcomes</b>	
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
<b>1</b>	<b>Introduction</b>
	<ul style="list-style-type: none"> <li>• <b>Introduction To Corporate Finance:</b> Meaning, Principles of Corporate Finance, Significance of Corporate Finance, Amount of Capitalisation, Over Capitalisation and Under Capitalisation, Fixed capital and Working Capital funds.</li> <li>• <b>Introduction to ownership securities</b>– Ordinary Shares, Preference Shares, Creditorship Securities, Debtors and Bonds, Convertible Debentures, Concept of Private Placement of Securities.</li> <li>• <b>Mobilisation of Funds:</b> 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</li> </ul>
<b>2</b>	<b>Capital Structure and Leverage</b>
	<ul style="list-style-type: none"> <li>• Introduction to Capital Structure theories, EBIT – EPS analysis for Capital Structure decision.</li> <li>• Cost of Capital – Cost of Debt, Cost of Preference Shares, Cost of Equity Shares and Cost of Retained Earnings, Calculation of Weighted Cost of Capital.</li> <li>• Introduction to concept of Leverage - Operating Leverage, Financial Leverage and Combined Leverage.</li> </ul>
<b>3</b>	<b>Time Value of Money</b>
	<ul style="list-style-type: none"> <li>• Introduction to Time Value of Money – compounding and discounting</li> <li>• Introduction to basics of Capital Budgeting (time value of money-based methods) NPV and IRR (Net Present Value and Internal Rate of Return)</li> <li>• Importance of Risk and Return analysis in Corporate Finance</li> </ul>

### 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
<b>TOTAL</b>	<b>40</b>

#### 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 <b>any four</b> 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 <b>any four</b> 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 <b>any four</b> 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
	<b>Total</b>	<b>75</b>	<b>60</b>

### **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 <sup>#</sup>  
2.A.b Motivation and Leadership (Course Credit 3)  
Semester III**

<b>2. Minor</b>	
<b>2.A Course I</b>	
<b>2.A.b Motivation and Leadership (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
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.
<b>Course Outcomes</b>	
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
<b>TOTAL</b>		<b>45</b>

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

### 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
<b>TOTAL</b>	<b>40</b>

#### 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 <b>any four</b> 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 <b>any four</b> 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 <b>any four</b> 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
	<b>Total</b>	<b>75</b>	<b>60</b>

**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<sup>#</sup>**

**2.A.c Advertising (Course Credit 3)**

**Semester III**

<b>2. Minor</b>	
<b>2.A Course II</b>	
<b>2.A.c Advertising (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
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.
<b>Course Outcomes</b>	
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
	<b>TOTAL</b>	<b>45</b>

Sr. No	Approved Syllabus
<b>1</b>	<b>Introduction to Advertising</b>
	<ul style="list-style-type: none"> <li>• Definition, Features, Benefits of Advertising</li> <li>• Types of Advertising –consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising and other types.</li> <li>• 5 M’s of Advertising</li> <li>• Theories of Advertising : AIDA, Stimulus, Hierarchy Effect Model</li> <li>• Consumer Behaviour: Cognitive, Effective, Behavioural – Means and theories</li> <li>• Ethics and Laws in Advertising</li> <li>• Regulatory Bodies governing advertising – CSR, Public Service Advertising</li> <li>• Social, cultural and Economic Impact of Advertising, the impact of ads on Kids, Women and Advertising</li> </ul>
<b>2</b>	<b>Design and Planning Process in Advertising</b>
	<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"> <li>• Types of Advertising Media</li> <li>• Elements of Advertising – Copy, Illustration, Jingle, Tagline</li> <li>• Creativity in T.V Commercials</li> <li>• 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.</li> <li>• Role of Advertising in Marketing Mix: Product planning, Development of new product, Product brand policy, Role of Advertising in PLC</li> </ul>
<b>3</b>	<b>Budget, Evaluation, Current trends and careers in Advertising</b>
	<ul style="list-style-type: none"> <li>• Advertising Budget – Meaning , Features, Methods of Budgeting</li> <li>• Evaluation of Advertising Effectiveness – Methods of Pre-testing and Post testing, Concept testing and Copy testing</li> <li>• Current Trends in Advertising: Rural and Urban Advertising, Digital Advertising, Content Marketing (Advertorials), retail advertising, lifestyle advertising.</li> <li>• Advertising Agencies – Functions – Structure – Types - Selection criteria for Advertising agency –Client Servicing, Agency Compensation.</li> <li>• Artificial intelligence in Advertising</li> <li>• Careers in advertising</li> </ul>

### 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
<b>TOTAL</b>	<b>40</b>

#### 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 <b>any four</b> 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 <b>any four</b> 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 <b>any four</b> 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
	<b>Total</b>	<b>75</b>	<b>60</b>

### **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**

<b>3. General /Open Electives</b>	
<b>General Electives (GE)/ Open Elective (OE)</b>	
<b>3.A.a Industrial Law</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
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
<b>Course Outcomes</b>	
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
<b>TOTAL</b>		<b>45</b>

Sr. No	Approved Syllabus
<b>1</b>	<b>Laws Related to Industrial Relations and Industrial Disputes</b>
	<ul style="list-style-type: none"> <li>• Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Layoffs, Retrenchment and Closure</li> <li>• The Trade Union Act, 1926</li> </ul>
<b>2</b>	<b>Laws Related to Health, Safety and Welfare</b>
	<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>
<b>3</b>	<b>Social Legislation &amp; Laws related to Compensation Management</b>
	<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
<b>TOTAL</b>	<b>40</b>

**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 <b>any four</b> 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 <b>any four</b> 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 <b>any four</b> 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
	<b>Total</b>	<b>75</b>	<b>60</b>

**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**

<b>4. Vocational &amp; Skill Enhancement Courses (VSEC)</b>	
<b>4.A Vocational Enhancement Course (VSC)</b>	
<b>4.A.a Computer Application in Business Management – I (3 Credits)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
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
<b>Course Outcomes</b>	
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
<b>TOTAL</b>		<b>45</b>

Sr. No	Approved Syllabus
<b>1</b>	<b>Introduction to IT Support in Management &amp; Cyber law, IT act 2000</b>
	<ul style="list-style-type: none"> <li>• Information Technology concepts Concept of Data, Information and Knowledge Concept of Database</li> <li>• 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</li> <li>• Block chain technology</li> <li>• 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.</li> <li>• <b>Concept of Digital Economy and Digital Organization.</b></li> <li>• <b>IT Resources</b> Open Source Software - Concept and Applications. Study of Different Operating Systems. (Windows / Linux/ DOS) 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</li> <li>• <b>Understanding and defining Enterprise wide security framework</b></li> <li>• <b>Information Security Environment in India with respect to real Time Application in Business</b></li> </ul>
<b>2</b>	<b>Office Automation using MS Office</b>
	<ul style="list-style-type: none"> <li>• Learn Word: Creating/Saving of Document Editing and Formatting Features Designing a title page, Preparing Index, Use of SmartArt Cross Reference, Bookmark and Hyperlink. Mail Merge Feature.</li> <li>• <b>Spreadsheet application (e.g. MS-Excel/openoffice.org)</b> Creating/Saving and editing spreadsheets Drawing charts. Using Basic Functions: text, math &amp; trig, statistical, date &amp; time, database, financial, logical</li> </ul>

	<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>• <b>Presentation Software</b>  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>
<b>3.</b>	<b>Email, Internet and its Applications</b>
	<p>• Introduction to  Email Writing  professional emails  Creating digitally signed documents.</p> <p>• <b>Use of Outlook</b> : Configuring Outlook, Creating and Managing profile in outlook,  Sending and Receiving Emails through outlook  Emailing the merged documents.  Introduction to Bulk Email software</p> <p>• <b>Internet</b>  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>• <b>DNS Basics.</b>  Domain Name Registration, Hosting Basics.</p> <p>• <b>Emergence of E-commerce and M-Commerce</b> 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>• <b>Security on the internet</b>  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
<b>TOTAL</b>	<b>40</b>

##### 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 <b>any four</b> 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 <b>any four</b> 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 <b>any four</b> 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
	<b>Total</b>	<b>75</b>	<b>60</b>

### **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**

<b>Course Objectives:</b>
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
<b>Course Outcome:</b>
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
	<b>Total</b>	<b>30</b>

Sr. No.	Modules	No. of Lectures
<b>1.</b>	<b>Introduction to Linguistic Studies</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>• Structure of languages</li> <li>• English language compared with the select Indian languages – viz, Marathi, Hindi and Sanskrit</li> <li>• Richness of Indian languages with reference to Vowels, consonants (maatras)</li> <li>• Rhythmic characteristic of Indian languages.</li> <li>• Unique characteristics of language (such as Repeat words like Sarsarahat)</li> <li>• Logic behind numbers in regional languages</li> <li>• Use of Tenses and Gender</li> </ul>	
<b>2.</b>	<b>Languages in Communication</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>• Use of Idioms and Phrases</li> <li>• Oral and Written</li> <li>• Dialects</li> <li>• Communication for alternatively abled</li> <li>• Use of Sign language</li> <li>• Language learning – Use of Technology</li> <li>• Need for learning functional language</li> </ul>	
<b>3.</b>	<b>Select Studies in the chosen Language (Sanskrit/Marathi/Hindi)</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>• 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.</li> </ul>	
	<b>Total</b>	<b>30</b>

**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
	<b>Total</b>	<b>30</b>



**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**

<b>Course Objectives:</b>
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
<b>Course Outcome:</b>
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

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

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
<b>1.</b>	<b>Introduction to Linguistic Studies</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>• Structure of languages</li> <li>• English language compared with the select Indian languages – viz, Marathi, Hindi and Sanskrit</li> <li>• Richness of Indian languages with reference to Vowels, consonants (maatras)</li> <li>• Rhythmic characteristic of Indian languages.</li> <li>• Unique characteristics of language (such as Repeat words like Sarsarahat)</li> <li>• Logic behind numbers in regional languages</li> <li>• Use of Tenses and Gender</li> </ul>	
<b>2.</b>	<b>Languages in Communication</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>• Use of Idioms and Phrases</li> <li>• Oral and Written</li> <li>• Dialects</li> <li>• Communication for alternatively abled</li> <li>• Use of Sign language</li> <li>• Language learning – Use of Technology</li> <li>• Need for learning functional language</li> </ul>	
<b>3.</b>	<b>Select Studies in the chosen Language (Sanskrit/Marathi/Hindi)</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>• 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.</li> </ul>	
	<b>Total</b>	<b>30</b>

**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**

<b>Question No.</b>	<b>Particulars (Nature of question)</b>	<b>Marks</b>
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
	<b>Total</b>	<b>30</b>

**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**

<b>Course Objectives:</b>
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
<b>Course Outcome:</b>
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
<b>Total</b>		<b>30</b>

Sr. No.	Modules	No. of Lectures
<b>1.</b>	<b>Introduction to Linguistic Studies</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>• Structure of languages</li> <li>• English language compared with the select Indian languages – viz, Marathi, Hindi and Sanskrit</li> <li>• Richness of Indian languages with reference to Vowels, consonants (maatras)</li> <li>• Rhythmic characteristic of Indian languages.</li> <li>• Unique characteristics of language (such as Repeat words like Sarsarahat)</li> <li>• Logic behind numbers in regional languages</li> <li>• Use of Tenses and Gender</li> </ul>	
<b>2.</b>	<b>Languages in Communication</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>• Use of Idioms and Phrases</li> <li>• Oral and Written</li> <li>• Dialects</li> <li>• Communication for alternatively abled</li> <li>• Use of Sign language</li> <li>• Language learning – Use of Technology</li> <li>• Need for learning functional language</li> </ul>	
<b>3.</b>	<b>Select Studies in the chosen Language (Sanskrit/Marathi/Hindi)</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>• 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.</li> </ul>	
<b>Total</b>		<b>30</b>

**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**

<b>Question No.</b>	<b>Particulars (Nature of question)</b>	<b>Marks</b>
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
	<b>Total</b>	<b>30</b>

**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: _____							





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 IV

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](http://www.rapodar.ac.in)

**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 Code	Semester IV	Credits
<b>1</b>		<b>Major (9 credits)</b>	
		<b>Course I</b>	
1.A.a	PUB104201	Business research methodology	<b>03</b>
		<b>Course II*</b>	
1.A.b	PUB104202	Financial Institutions and Markets	<b>03</b>
1.A.c	PUB104203	Training and Development	<b>03</b>
1.A.d	PUB104204	Relationship Marketing	<b>03</b>
		<b>Course III*</b>	
1.A.e	PUB104205	Auditing	<b>03</b>
1.A.f	PUB104206	Tourism Marketing	<b>03</b>
1.A.g	PUB104207	Conflict and Negotiation Management	<b>03</b>
<b>2</b>		<b>Minor (03 credits) #</b>	
2.A.a	PUB204201	Corporate Restructuring	<b>03</b>
2.A.b	PUB204202	Rural Marketing	<b>03</b>
2.A.c	PUB204203	Human Resource planning and Information system	<b>03</b>
<b>3</b>		<b>General Elective (GE)/ Open Elective (OE) (03 Credits)</b>	
3.A.a	PUB304201	Accounting for Managerial Decisions	<b>03</b>
<b>4</b>		<b>Vocational &amp; Skill Enhancement Courses (VSEC) (04 credits)</b>	
<b>4.A</b>		<b>Vocational Skill Course (VSC)</b>	
4.A.a	PUB404201	Computer Application in Business Management - II	<b>03</b>
<b>5</b>		<b>Ability Enhancement Course, Value Enhancement Course, Indian Knowledge System (02 credits)</b>	
<b>5.A</b>		<b>Ability Enhancement Course (AEC)</b>	
5.A.a	PUA504201 PUA504202 PUA504203	Linguistic Studies II Sanskrit - II Marathi – II Hindi – II	<b>02</b>
<b>6</b>		<b>Internship/Field Project/Research Project (Any one course from the following list of courses) (02 credits)</b>	
6.A.a	PUA604201 PUA604202 PUA604203	Foundation of Research Skills (Internship) - II Foundation of Research Skills (Research Project) - II Foundation of Research Skills (Field Project) - II	<b>02</b>
<b>TOTAL</b>		<b>CUMULATIVE CREDITS</b>	<b>22</b>

**\* The courses offered under Course II\* are mandatory courses. The learner could select any one based on their choice. 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 Research Methodology for Business (Course Credit 3)**

**Semester IV**

<b>1.Major</b>	
<b>1.A Course I</b>	
<b>1.A.a Research Methodology for Business (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To develop understanding of the basic framework of research process.
CObj 2	To develop an understanding of various research designs and techniques.
CObj 3	To identify various sources of information for literature review and data collection
CObj 4	To understand some basic concepts of research and its methodologies.
CObj 5	To organize and conduct research in a more appropriate manner
CObj 6	To write a research report and thesis
CObj 7	To write a research proposal
<b>Course Outcomes</b>	
COut 1	The learner is able to understand the purpose of research
COut 2	He/She is able to identify and understand potential ethical, empirical and analytical problems plaguing the research process and ways to overcome them
COut 3	The learner is able to identify a business problem/ need, translate it into a research question, and design an appropriate way to answer it.

### Modules at a Glance:

Sr. No.	Modules	No. of Lectures
1	Fundamentals of business research methods	15
2	Data collection and Processing	15
3	Data analysis and Interpretation	15
	<b>TOTAL</b>	<b>45</b>

Sr. No	Approved Syllabus
<b>1</b>	<b>Fundamentals of business research methods</b>
	<ul style="list-style-type: none"> <li>• Meaning and objectives of research</li> <li>• Types of research</li> <li>• Concepts in Research: Qualitative and Quantitative Research, Variables</li> <li>• Stages in research process.</li> <li>• Characteristics of Good Research</li> <li>• Hypothesis-Meaning, Nature, Significance, Types of Hypotheses</li> <li>• Research design– Meaning, Definition, Need and Importance, Steps in research design, Types- Descriptive, Exploratory and causal.</li> <li>• Sampling–               <ul style="list-style-type: none"> <li>a) meaning of sample and sampling,</li> <li>b) methods of sampling-i) Non Probability Sampling– Convenient, Judgment, Quota, Snowball</li> <li>ii) Probability– Simple Random, Stratified, Cluster, Multistage.</li> </ul> </li> </ul>
<b>2</b>	<b>Data collection and Processing</b>
	<ul style="list-style-type: none"> <li>• Types of data and sources• Methods of collection of primary data               <ul style="list-style-type: none"> <li>a) Observation- i)structured and unstructured, ii) disguised and undisguised, iii)mechanical observations (use of gadgets)</li> <li>b) Experimental i)Field ii) Laboratory</li> <li>c) Interview – i) Personal Interview ii)focused group, iii) in- depth interviews -Method,</li> <li>d) Survey– Telephonic survey, Mail, E-mail, Internet survey, Social media, and Media listening.</li> <li>e) Survey instrument– i) Questionnaire designing.</li> <li>f) Types of questions– i) structured/ close ended and ii) unstructured/ open ended, iii) Dicotomous, iv) Multiple Choice Questions.</li> <li>g) Scaling techniques - i) Likert scale, ii) Semantic Differential scale</li> </ul> </li> </ul>
<b>3</b>	<b>Data analysis and Interpretation</b>
	<ul style="list-style-type: none"> <li>• Processing of data– i) Editing- field and office editing, ii)coding– meaning and essentials, iii) tabulation – note</li> <li>• Analysis of data-Meaning, Purpose, types.</li> <li>• Interpretation of data-Essentials, Univariate analysis, Bi- variate analysis and Cross</li> </ul>

<p>table for Chi square test</p> <ul style="list-style-type: none"> <li>• Multivariate analysis– concept only</li> <li>• Testing of hypothesis– concept clarity and problems on i) T test, ii) Z-test (for large and small sample )iii) Chi square</li> <li>• Report writing – i) Meaning , importance, functions of reports, essential of a good report, content of report , steps in writing a report, types of reports, Footnotes and Bibliography</li> <li>• Ethics and research</li> <li>• Issues faced in the research process</li> <li>• Plagiarism</li> </ul>
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### **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)*

### **Research Methodology for Business**

**Internal Examination & Semester End Examination – 100 Marks**

#### **A| Internals-40 Marks**

<b>Method of evaluation</b>	<b>Marks</b>
Assignment	20
Project	20
<b>TOTAL</b>	<b>40</b>

**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 <b>any four</b> 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 <b>any four</b> 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 <b>any four</b> 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
	<b>Total</b>	75	60

**Reference Books:**

- Research for Marketing Decisions Paul E. Green, Donald S. Tull
- Marketing Research- Text and Cases Harper W. Boyd Jr. , Ralph Westfall.
- Research methodology in Social sciences, O.R.Krishnaswamy, Himalaya Publication
- Business Research Methods, Donald R Cooper, Pamela Schindler, Tata McGraw Hill
- Marketing research and applied orientation, Naresh K Malhotra, Pearson
- Statistics for management, Levin and Reuben, Prentice Hall. 7. Research Methods for Management: S Shajahan, Jaico Publishing



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

**1. Major Course II \***

**1.A.b Financial Institutions and Markets (Course Credit 3)  
Semester IV**

<b>1.Major</b>	
<b>1.A Course II</b>	
<b>1.A.b Financial Institutions and Markets (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	The Course aims at providing the students basic knowledge about the structure, role and functioning of financial institutions and markets in the financial system in India.
CObj 2	To inculcate understanding relating to managing of financial system. the students to understand the evolution of various aspects of financial markets.
CObj 3	To introduction Foreign Exchange Market to enable the student to understand the concept which could be applied in the third year
<b>Course Outcomes</b>	
COut 1	Practical exposure helps the students to understand the functioning of the market.
COut 2	It provides a new career opportunity for the students
COut 3	Understanding of the functioning of the markets helps the students as they have knowledge and are aware of the intricacies of the financial markets

### Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Financial System in India	15
2	Financial Regulators & Institutions in India (detail discussion on their role and functions)	15
3	Financial Markets (In Details)	15
<b>TOTAL</b>		<b>45</b>

Sr. No	Approved Syllabus
<b>1</b>	<b>Financial System in India</b>
	<p><b>Financial System Theoretical Settings</b> – Meaning, Importance, Functions of financial system, Indian financial system from financial neutrality to financial activism and from financial volatility to financial stability. Role of government in Financial development, Phases of Indian financial system since independence (State Domination – 1947-1990, Financial sector reforms 1991 till Financial sector Legislative Reforms Commission 2013) (Only an Overview) Monitoring Framework for financial Conglomerates,</p> <ul style="list-style-type: none"> <li>• <b>Structure of Indian financial system</b> – Financial Institutions (Banking &amp; Non-Banking), Financial Markets (Organized and Unorganized) Financial Assets/Instruments, Financial Services (Fund based &amp; Free Based) – (In details)</li> <li>Role of micro-Finance institutions</li> </ul>
<b>2</b>	<b>Financial Regulators &amp; Institutions in India (detail discussion on their role and functions)</b>
	<p><b>Financial Regulators</b> – Ministry of Finance (Dept of DEA, Expenditure, Revenue, financial services, and disinvestment) RBI- Changing role of RBI in the financial sector, global crisis and RBI, Ministry of Corporate Affairs, SEBI, Pension Fund Regulatory and Development Authority, IRDA and AMFI</p> <p>Need and Principles of regulation.</p> <ul style="list-style-type: none"> <li>• <b>Financial Institutions</b>- Role, Classification, Role of Commercial banks, IFCI, IDBI, Industrial Credit and Investment Corporation of India, SFC, Investment institutions in India (LIC, GIC) NBFC services provided by NBFC (Brief overview)</li> <li>• <b>Specialized Financial Institutions</b> – EXIM, NABARD, SIDBI, NHB, SIDC, SME Rating agency of India Ltd, IIFCL, IWRFC (Their role, functions, and area of concerns)</li> </ul>
<b>3.</b>	<b>Financial Markets ( In Details)</b>
	<p><b>Indian Money Market</b> – Meaning, Features, Functions, Importance, Defects, Participants, Components (Organized and Unorganized) ( in details) and Reforms</p> <ul style="list-style-type: none"> <li>• <b>Indian Capital Market</b> - Meaning, Features, Functions, Importance, Participants, Instruments, Reforms in Primary and Secondary Market, Stock Indices, NSE, BSE, ADR and GDR</li> </ul>

### 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)**  
**Financial Institutions and Markets**

**Internal Examination & Semester End Examination – 100 Marks**

**A) Internals-40 Marks**

Method of evaluation	Marks
Assignment	20
Power Point Presentation-Pre-set criteria <sup>##</sup>	20
<b>TOTAL</b>	<b>40</b>

**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 <b>any four</b> 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	<b>25</b>	<b>20</b>
Q-2	Attempt <b>any four</b> 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	<b>25</b>	<b>20</b>
Q-3	Attempt <b>any four</b> 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	<b>25</b>	<b>20</b>
	<b>Total</b>	<b>75</b>	<b>60</b>

## **Reference Books**

- M. Bhole, Financial Institutions and Markets, TATA McGraw Hill
- V. A. Avadhani, Marketing of Financial Services, Himalaya Publishers, Mumbai
- Vasant Desai, Indian Financial Systems, Himalaya Publishers
- Gordon and Natarajan, Financial Services, Himalaya Publishers
- Meir Khan, Financial Institutions and Markets, Oxford Press
- Financial Markets and Institutions-Dr. S. Gurusamy, Tata McGraw Hill.
- The Indian Financial System-Dr. Bharti Pathak, Pearson.
- Indian Financial System-M.Y.Khan, Mc.Graw Hill
- Machiraju, H.R., Indian Financial System, Vikas Publications

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

**1. Major Course II \***

**1.A.c Relationship Marketing (Course Credit 3)**

**Semester IV**

<b>1.Major</b>	
<b>1.A Course II</b>	
<b>1.A.c Relationship Marketing (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	Relationship Marketing helps in building attention and awareness for your brand.
CObj 2	Helps the students to communicate information about the product
CObj 2	Helps in building an approach to planning communications that
CObj 2	It gives the small business the potential to get better results from various campaigns and reduce marketing costs.
<b>Course Outcomes</b>	
COout 1	Thoroughly describe a range of media and methods available to marketers.
COout 2	Develops a clearly thought-out Communications Audit.
COout 3	The learner gets a point of view regarding marketing communications.
COout 4	Demonstrate a comprehensive understanding of Marketing Communications theories and concepts.

### Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Relationship Marketing	15
2	Elements of Relationship Marketing	15
3	Evaluation & Ethics in Marketing Communication	15
	<b>TOTAL</b>	<b>45</b>

Sr. No	Approved Syllabus
<b>1</b>	<b>Introduction to Integrated Marketing Communication</b>
	<ul style="list-style-type: none"> <li>• History And Overview</li> <li>• Meaning, Features Of Relationship Marketing, Evolution Of Relationship Marketing, Reasons For Growth Of Relationship Marketing.</li> <li>• Promotional Tools For Relationship Marketing, Relationship Marketing Planning Process,</li> <li>• Establishing Objectives And Budgeting: Determining Promotional Objectives, Sales Vs Communication Objectives, Dagmar, Problems In Setting Objectives, Setting Objectives For The Relationship Marketing Program.</li> </ul>
<b>2</b>	<b>Elements of RELATIONSHIP MARKETING</b>
	<ul style="list-style-type: none"> <li>• <b>Advertising</b> – Features, Role of Advertising in RELATIONSHIP MARKETING, Types of Media used for advertising.</li> <li>• <b>Sales promotion</b> – Scope, role of Sales Promotion, Reasons for the growth, Types of Sales Promotion, objectives and strategies of consumer and trade promotion, evaluation of Sales Promotion campaign.</li> <li>• <b>Direct Marketing</b> - Role of direct marketing in RELATIONSHIP MARKETING, Components for Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing</li> <li>• <b>Public Relations and Publicity</b> – Introduction, Role of PR, Types of PR, Tools of PR, Managing PR – Planning, implementation, evaluation and Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship</li> <li>• <b>Personal Selling</b> – Features, Role of Personal Selling ,Selling process, Importance of Personal Selling</li> </ul>
<b>3</b>	<b>Overview and Recent trends of RELATIONSHIP MARKETING</b>
	<p>Creating a fully relationship marketing plan.</p> <ul style="list-style-type: none"> <li>• Advertising and promotion</li> <li>• Advertising and Branding</li> <li>• Advertising and Promotion</li> <li>• Recent trends – AI, Database Marketing, Empowerment through technology</li> <li>• Career opportunities</li> </ul>

#### 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)**  
**Relationship Marketing**

**Internal Examination & Semester End Examination – 100 Marks**

**A) Internals-40 Marks**

Method of evaluation	Marks
Assignment	20
Power Point Presentation-Pre-set criteria <sup>##</sup>	20
<b>TOTAL</b>	<b>40</b>

**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 <b>any four</b> 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	<b>25</b>	<b>20</b>
Q-2	Attempt <b>any four</b> 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	<b>25</b>	<b>20</b>
Q-3	Attempt <b>any four</b> 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	<b>25</b>	<b>20</b>
	<b>Total</b>	<b>75</b>	<b>60</b>

### **Reference Books:**

- Belch, Michael, Belch, George “Advertising and Promotion: An integrated marketing communications perspective” Tata Mcgraw Hill 2010
- Clow ,Kenneth E ;Baack, Donald E “Integrated Advertising Promotion and Marketing Communication”,Pearson Edu 2014
- Duncan, Tom, “Principles of Advertising and RELATIONSHIP MARKETING”,Tata Mcgraw Hill Pub 2006
- Shah, Kruti ;D’Souza, Allan, “Advertising and RELATIONSHIP MARKETING”,Tata Mcgraw Hill 2014
- Shimp, Terence, “Advertising and promotion :An RELATIONSHIP MARKETING Approach”,Cengage Learning 2007
- Dutta, Kirti, “Integrated Marketing Communication” Oxford University Press ,2016
- Gopalakrishnan, P S , “Integrated Marketing Communication: Concepts and Cases”,ICFAI University Press,2008



**Syllabus of courses of SY BMS Programme  
(With effect from the Academic Year 2024-2025)  
1. Major Course II \*  
1.A.d Training and Development (Course Credit 3)  
Semester IV**

<b>1.Major</b>	
<b>1.A Course II</b>	
<b>1.A.d Training and Development (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	Gain a solid understanding of various learning theories and their applications.
CObj 2	Learn how to assess the training needs of individuals and organizations.
CObj 3	Develop skills in designing comprehensive and engaging training programs.
CObj 4	Explore various training delivery methods and technologies
CObj 5	Learn how to assess and evaluate the effectiveness of training programs.
CObj 6	Learn how to design training programs that enhance team building and collaboration.
<b>Course Outcomes</b>	
COout 1	Provides a foundation for designing effective training programs that align with how individuals learn.
COout 2	Equips students with skills to identify gaps in knowledge and skills, ensuring training programs address specific needs.
COout 3	Prepares students to create structured and effective learning experiences that meet organizational objectives.
COout 4	Equips students to choose and implement the most suitable training delivery methods, including e-learning platforms and virtual technologies.
COout 5	Provides skills to measure learning outcomes, identify areas for improvement, and demonstrate the impact of training on organizational performance.
COout 6	Equips students to foster a positive and collaborative work environment through training initiatives.

### Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Training	15
2	Overview of Development & Management Development	15
3	Performance measurement, Talent management & Knowledge management	15
<b>TOTAL</b>		<b>45</b>

Sr. No	Approved Syllabus
<b>1</b>	<b>Overview of Training</b>
	<p>Overview of training– concept, scope, importance, objectives, features, need and assessment of training.</p> <ul style="list-style-type: none"> <li>• Process of Training–Steps in Training, identification of Job Competencies, criteria for identifying Training Needs (Person Analysis, Task Analysis, Organisation Analysis), Types–On the Job &amp;Off the Job Method.</li> <li>• Assessment of Training Needs, Methods &amp; Process of Needs Assessment. Design and implementing a training program</li> </ul>
<b>2</b>	<b>Overview of Development &amp; Management Development</b>
	<ul style="list-style-type: none"> <li>• Overview of development– concept, scope, importance &amp; need and features, Human Performance Improvement</li> <li>• Concept of Management Development.</li> <li>• Process of MDP.</li> <li>• Programs &amp;methods, importance, evaluating a MDP.</li> </ul>
<b>3</b>	<b>Performance measurement, Talent management &amp; Knowledge management</b>
	<ul style="list-style-type: none"> <li>• Performance measurements– Appraisals, pitfalls &amp;ethics of appraisal.</li> <li>• Talent management –Introduction, Measuring Talent Management, Integration &amp; future of TM, Global TM &amp;knowledge management—</li> <li>• OVERVIEW -Introduction: History, Concepts, Knowledge Management: Definitions and the Antecedents of KM Information Management to Knowledge Management , Knowledge Management: What Is and What Is Not?, Three stages of KM, KM Life Cycle</li> </ul>

### 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)**  
**Training and Development**

**Internal Examination & Semester End Examination – 100 Marks**

**A) Internals-40 Marks**

Method of evaluation	Marks
Assignment	20
Power Point Presentation-Pre-set criteria <sup>##</sup>	20
<b>TOTAL</b>	<b>40</b>

**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 <b>any four</b> 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 <b>any four</b> 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 <b>any four</b> 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
	<b>Total</b>	75	60

### **Reference Books:**

1. P Nick Blanchard, James W. Thacker, V. Anand Ram (2008) Effective Training, Systems, Strategies and Practices . Pearson Education
2. Rolf P Lynton and Udai Pareek . Training for Development (2nd edition) Vistaar Publications
3. G. Pandu Naik (2008). Training and Development, Text, Research and Cases. Excel Books
4. French Wendell, Bell Cecil, Vohra Veena (2008) Organizational development, behavioral science Interventions for Organisational Improvement (6th Edition). Prentice Hall
5. Bhatia SK (2005). Training and Development. Deep and Deep Publishers.

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

**2. Major Course III \***

**1.A.e Auditing (Course Credit 3)**

**Semester IV**

<b>1.Major</b>	
<b>1.A Course III</b>	
<b>1.A.e Auditing (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To get the learners acquainted with scope of audit.
CObj 2	To make the learners understand the Financial Report framework.
CObj 2	To sensitize the learners with the duties and responsibilities of Auditor (Internal and External).
CObj 2	To make them understand general audit consideration, audit planning and audit of risk factors.
<b>Course Outcomes</b>	
COout 1	The learner appreciates the importance of audit planning.
COout 2	They understand the risks of material mis-statement
COout 3	They prepare an audit plan and gets to understand audit procedure.
COout 4	They able to grasp and identifying financial frauds.
COout 4	They get trained to look out for risk factors.

### Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Auditing	15
2	Audit Planning, Procedures and Documentation	15
3	Auditing Techniques and Internal Audit Introduction	15
	<b>TOTAL</b>	<b>45</b>

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

	<p>conducting audit based on Sample</p> <ul style="list-style-type: none"> <li>• <b>Internal Control</b> - Meaning and purpose, review of internal control, advantages, auditors duties, review of internal control, Inherent Limitations of Internal control, internal control samples for sales and debtors, purchases and creditors, wages and salaries. Internal Checks Vs Internal Control, Internal Checks Vs Test Checks</li> <li>• <b>Internal Audit</b> - Meaning, basic principles of establishing Internal audit, objectives, evaluation of internal Audit by statutory auditor, usefulness of Internal Audit, Internal Audit Vs External Audit,, Internal Checks Vs Internal Audit</li> </ul>
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**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)**  
**Auditing**

**Internal Examination & Semester End Examination – 100 Marks**

**A] Internals-40 Marks**

Method of evaluation	Marks
Assignment	20
Power Point Presentation-Pre-set criteria <sup>###</sup>	20
<b>TOTAL</b>	<b>40</b>

**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 <b>any four</b> 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 <b>any four</b> 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 <b>any four</b> 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
	<b>Total</b>	75	60



### **Reference Books:**

1. Alvin A. Arens , Randal J. Elder, et al., Auditing and Assurance Services (16th Edition) Feb 1, 2016
2. Karla M Johnstone-Zehms, Audrey A., Auditing: A Risk Based-Approach by Gramling, et al. | Feb
3. 14, 2018
4. Timothy Louwers, Allen Blay, et al, Auditing & Assurance Services (Auditing and Assurance
5. Services) Feb 10, 2017)
6. Ray Whittington and Kurt Pany GEN COMBO LL PRINCIPLES OF AUDITING & OTHER
7. ASSURANCE SERVICES; CONNECT AC , May 4, 2018
8. Jones Orumwense, Principles and Practice of Internal Auditing in the Banking Industry: A Training
9. Guide in internal and Forensic Auditing in Banks and other financial institutions, Feb 26, 2013
10. AICPA, Audit and Accounting Guide - Depository and Lending Institutions: Banks and Savings Institutions, Credit Unions, Finance Companies, and Mortgage Companies (AICPA Audit and Accounting Guide) Oct 23, 2018

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

**1. Major Course III \***

**1.A.f Tourism Marketing (Course Credit 3)  
Semester IV**

<b>1.Major</b>	
<b>1.A Course III</b>	
<b>1.A.e Tourism Marketing (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To enhance the students with the concept of marketing and its role in the promotion of tourism products
CObj 2	To make the students aware of various tour packages and the use of technology in marketing
CObj 3	Familiarize the students with the various marketing strategies adopted by major tour operators
CObj 4	The Course aims at familiarizing the students with tourism concepts and processes.
CObj 4	It will acquaint the students with the various aspects in the tourism sector.
CObj 4	It will give an understanding of the different organizations in the Tourism Industry.
<b>Course Outcomes</b>	
COout 1	Students get an overview of the concept of marketing and its role in the promotion of tourism products
COout 2	Students are exposed to various tour packages and the use of technology in marketing
COout 3	Students obtain knowledge about various marketing strategies adopted by major tour operators

### Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Tourism Marketing	15
2	Tourism Market Segmentation & Product Mix of Tourism Marketing	15
3	Concept of Pricing, Place, Promotion and Expanded marketing mix for 15L tourism marketing	15
<b>TOTAL</b>		<b>45</b>

Sr. No	Approved Syllabus
<b>1</b>	<b>Introduction to Tourism Marketing</b>
	<ul style="list-style-type: none"> <li>• Meaning of Tourism &amp; Tourist, Features of Tourism, Purpose of Tourism, Adverse Effects of Tourism, Factors Influencing growth of Tourism, Classification of Tourism; Types of Tourism: Health, adventure, rural, cultural, religious, eco-Tourism, wedding Tourism, cruise Tourism.</li> <li>• Tourism Marketing Meaning, Objectives of Tourism Marketing, Importance of Tourism Marketing, Problems of Tourism Marketing.</li> <li>• Phases of Tourism: Economic Approach, Environmental Approach, Cost Benefit Approach.</li> <li>• Tourism Planning: Process, Study of market, Levels of tourism planning, Organization of a tour. Tour Operators and Travel Agents: functions, types, distribution network, Travel agency operations, Travel Organization- Individual and group, travel itinerary. Travel Formalities and Documentation</li> <li>• India as a Tourist Destination: A conceptual framework, Destination Image, Building Brand India; Incredible India Campaign</li> <li>• Challenges for Indian Tourism Industry</li> </ul>
<b>2</b>	<b>Tourism Market Segmentation &amp; Product Mix of Tourism Marketing</b>
	<ul style="list-style-type: none"> <li>• Tourism Market Segmentation: Meaning, Need for Market Segmentation in Tourism Importance of Market Segmentation in Tourism Bases for Segmentation in Tourism Tourist Typology: Cohens Typology, Plog's Typology</li> <li>• 4 'A's of Tourism Attraction: Meaning, Typology of Attraction, Natural, Artificial, Cultural, Social, Managed Attraction for Tourist, Peter's Inventory of Tourist Accommodation: Meaning, Typology of Accommodation Accessibility: Meaning, Transportation System for Tourism, Surface Transport, Railways and its contribution to tourism, Sea &amp; Waterways, Airways Amenities: Meaning, Amenities &amp; Facilities at the destination.</li> <li>• Marketing Strategy: Hard v/s Soft Tourism Strategy.</li> <li>• Product Mix of Tourism Marketing: Meaning, Tourism Destination Life Cycle, Factors for tourism destination selection, launching a new tourism product, Tourism Product and Package Tour, Itinerary meaning, Types of Itinerary, Drawing a Itinerary for Tourist, Reservation meaning, Sources of reservation, Modes of Reservation, Ticketing Procedure</li> </ul>
<b>3</b>	<b>Concept of Pricing, Place, Promotion and Expanded marketing mix for 15L tourism marketing</b>

<ul style="list-style-type: none"> <li>•Price: Meaning, Factors Influencing Tourism Pricing, Tourism Pricing Objectives, Tourism Pricing Policies</li> <li>•Place: Meaning, Factors Influencing Tourism Distribution, Tourism Distribution System, Middlemen in Tourism Industry, Functions of Middlemen, Travel Guide Meaning, Essential of an ideal travel guide.</li> <li>•Promotion: Tourism Advertising, Tourism Publicity, Tourism Public Relation, Tourism Sales promotion Technique, Personal Selling in Tourism, Skills required for Selling Tourism Product, Electronics Channel of Tourism</li> <li>•People: Moment of Truth in Tourism, Employee as an element of people mix, Internal Marketing, Objectives of Internal Marketing, Internal marketing Process.</li> <li>•Process: Meaning, Factors to be considered while designing the service process, Tourism Service Blueprinting: Meaning, Steps, Benefits of Blueprinting</li> <li>• Physical Evidence for Tourism.</li> </ul>
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**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)***  
**Tourism Marketing**

**Internal Examination & Semester End Examination – 100 Marks**

**A] Internals-40 Marks**

<b>Method of evaluation</b>	<b>Marks</b>
Assignment	20
Power Point Presentation-Pre-set criteria <sup>###</sup>	20
<b>TOTAL</b>	<b>40</b>

**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 <b>any four</b> 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 <b>any four</b> 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 <b>any four</b> 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
	<b>Total</b>	<b>75</b>	<b>60</b>

**Reference Books:**

1. Agarwal, Surinder, Travel Agency Management [1983)
2. Bhatia, A.K., Tourism Development- Principles and Policies (New Delhi, 1991).
3. Foster, Dennis L. An Introduction to Travel and Tourism (1994)
4. Chand, Mohinder, Travel Agency Management- An Introductory Text (New Delhi, 2003) Jha, S.M., Tourism Marketing (Mumbai, 1998)
5. Jha, S.M., Service Marketing (Mumbai, 2000)
6. Kotler, P., et.al., Marketing Places (USA, 1993)

7. Kotler, P., et.al., Marketing for Hospitality and Tourism (Singapore, 1996)  
Morgan.M.,et.al., Advertising in Tourism and Leisure (UK, 2000)
8. Charles R. Goeldner& Brent Ritchie. J.R. (2006). Tourism Principles,Practices, Philosophies, John Wiley and Sons, NewJersey.
9. Youell, R (1998) Tourism-an introductionAddison Wesley Longman,Essex.
10. Burkart A.J. Medlik S. (1974), Tourism – Past, Present and Future Heinemann, London.
11. Sinha, R.K. (1999). Travel and Tourism Management, Dominant Publishers and Distributors, Delhi.
12. Sharma, S.P. (2004). Tourism Education,Kanishka Publishers, New Delhi.
13. Sethi, P (1999). Tourism for the Next Millenium, Rajat Publications, New Delhi.
14. Sinha, P (1998). Tourism Planning, Anmol Publication Pvt. Ltd., New Delhi.
15. Seth, P.N. (1998). An Introduction to Travel and Tourism, Sterling Publishers Pvt. Ltd., New Delhi.
16. Souza, M.D. (2003) Tourism Development and Management, Mangal Deep Publication, Jaipur.
17. Chawla, R (2004). Tourism Management, Sonali Publishers, Delhi.

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

**1. Major Course III \***

**1.A.g Conflict and Negotiation Management(Course Credit 3)  
Semester IV**

<b>1.Major</b>	
<b>1.A Course III</b>	
<b>1.A.g Conflict and Negotiation Management(Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	Understand the role of communication in conflict and conflict-management processes.
CObj 2	Examine theories and research on negotiation and conflict management.
CObj 3	Analyze the components of conflict that lead to constructive or destructive patterns.
CObj 4	Appreciate the many variables to consider in the selection of strategies, methods, and responses that are appropriate to a given conflict situation.
CObj 5	Engage in a process of inquiry that leads to recommendations for designing effective conflict management processes.
<b>Course Outcomes</b>	
COut 1	Judge and select methods of negotiation and alternative dispute resolution
COut 2	Define and critically evaluate the different types of strategies employed to become effective negotiators
COut 3	Describe and assess substantive and affective conflict as well as interpersonal conflict
COut 4	Demonstrate an understanding of how to manage conflicts in a way and manner that leads to constructive outcomes
COut 5	Identify cognitive biases that stand as barriers to effective negotiation and conflict management and the deception and biases that could limit one's own negotiation and conflict management skills
COut 6	Research skills into negotiations and conflict management problems and the application of these in the assembling and analysis of facts and situations
COut 7	The ability to prepare effectively for a negotiation and reach mutually beneficial agreements

### Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Conflict and conflict Management	15
2	Overview of Negotiation	15
3	Managing Negotiations, Ethics in Negotiation and 3D's in Negotiation	15
	<b>TOTAL</b>	<b>45</b>

Sr. No	Approved Syllabus
<b>1</b>	<b>Overview of Conflict and conflict Management</b>
	<ul style="list-style-type: none"> <li>• Meaning of Conflict, Nature, Transitions in Conflict Thought – Traditional View, Human Relations View, Interactionist View. Functional and Dysfunctional Conflict, Levels of Conflicts, Process of Conflicts.</li> <li>• Meaning of Industrial/ Organizational Conflict, Causes, Benefits and Limitations of Conflicts to the Organization.</li> <li>• <b>Conflict Management</b></li> <li>• Meaning of Conflict management, Need and Importance of Conflict management, Conflict Resolution Strategies - Competing, Accommodating, Avoiding, Compromising, Collaborative. Strategies for resolving conflicts at – Intra and Inter-personal, Intra and Inter - group levels.</li> <li>• <b>Conflict Outcomes</b> - win-lose, lose-lose, compromise, win-win.</li> <li>• <b>Five belief domains of Conflicts</b> – Superiority, Injustice, Vulnerability, Distrust, Helplessness</li> </ul>
<b>2</b>	<b>Overview of Negotiation</b>
	<ul style="list-style-type: none"> <li>• <b>Negotiation</b> - Meaning, Importance of Negotiation, Process, Factors/ Elements affecting negotiation, Challenges for an Effective Negotiation</li> <li>• Role of Communication, Personality and Emotions in Negotiation.</li> <li>• Distributive and Integrative Negotiation (concepts)</li> <li>• <b>Cross-Cultural Negotiation</b> – Meaning, Factors influencing cross-cultural negotiations, Ways to resolve Cross Cultural negotiation.</li> <li>• <b>Types of Negotiations</b> in Corporates/ Work Place – Day to Day, Employer – Employee, Negotiation between Colleagues, Commercial Negotiation, Legal Negotiations</li> <li>• <b>International Negotiations</b> - Meaning, Factors affecting negotiation</li> </ul>
<b>3</b>	<b>Managing Negotiations, Ethics in Negotiation and 3D's in Negotiation</b>
	<ul style="list-style-type: none"> <li>• <b>Skills for Effective Negotiation</b></li> <li>• <b>Negotiation as an Approach to Manage Conflicts.</b></li> <li>• <b>Ethics in Negotiation</b> – Meaning, Need, Ethically Ambiguous Negotiation Tactics.</li> <li>• <b>Culture and Negotiation</b> – Meaning, Influence of culture on negotiations • <b>3D Negotiation</b> – Meaning, The 3 Dimensions for successful negotiations</li> </ul>



**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)**

**Conflict and Negotiation Management**

**Internal Examination & Semester End Examination – 100 Marks**

**A) Internals-40 Marks**

Method of evaluation	Marks
Assignment	20
Power Point Presentation-Pre-set criteria <sup>###</sup>	20
<b>TOTAL</b>	<b>40</b>

**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 <b>any four</b> 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 <b>any four</b> 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 <b>any four</b> 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
	<b>Total</b>	<b>75</b>	<b>60</b>

## **Reference Books:**

1. Wilmot, W., & Hocker, J. (2013). *Interpersonal Conflict*, 9th Edition. New York: McGraw-Hill. ISBN-13: 978-0078036934. Listed as “WH” in the Schedule and course pages.
2. Another option for Wilmot, W., & Hocker, J. (2013). *Interpersonal Conflict*, 9th Edition. New York: McGraw-Hill. ISBN-13: 978-0078036934. Go to [coursesmart.com](https://www.coursesmart.com).
3. The Arbinger Institute (2002). *Leadership and Self-Deception: Getting Out of the Box* Berrett-Koehler. Available (free) online. You must login with your BYUUI credentials to access this book.
4. Fisher, R., Ury, W., & Patton, B. (2011). *Getting to Yes*. New York: Penguin Books. ISBN-13: 9780143118756, e-text ISBN: 9781101539545. Listed as “Yes” in the schedule and course pages.
5. Bromwich, Rebecca and Harrison, Thomas, *Negotiation and Conflict Resolution in Criminal Practice: A Handbook* (Toronto: Canadian Scholars Press: 2019).
6. Fisher, R., Patton, B., & Ury, W. *Getting to Yes: Negotiating Agreement Without Giving In* (Rev. ed.). (New York: Penguin Books, 2011).

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

**2. Minor Course I<sup>#</sup>**

**2.A.a Corporate Restructuring (Course Credit 3)  
Semester IV**

<b>2. Minor</b>	
<b>2.A Course I</b>	
<b>2.A.a Corporate Restructuring (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To impart knowledge relating to legal, accounting, and practical implementation of corporate restructuring.
CObj 2	The subject covers the complex facets of corporate restructuring process.
CObj 3	To impart knowledge relating redemption of preference share.
CObj 4	To impart knowledge relating Buy-back of equity share
<b>Course Outcomes</b>	
COout 1	Provide a comprehensive understanding of the principles and techniques of corporate restructuring analysis.
COout 2	Students are exposed to several economic and accounting concepts that practitioners in the field use and apply.
COout 3	Students can apply financial models and formulae to evaluate key parameters in the restructuring analysis
COout 3	Students can exercise powers of inquiry, logical thinking, and critical analysis of arguments and evidence. Interpret and evaluate theoretical arguments and empirical evidence.
COout 3	Provide a comprehensive understanding about Redemption preference and Buy-back of Equity Shares

### Modules at a Glance:

Sr. No.	Modules	No. of Lectures
1	Corporate Restructuring – Introduction and Concepts ( Only Theory)	15
2	Accounting of Internal Reconstruction ( Practical and theory)	15
3	Accounting of External Reconstruction (Amalgamation/ Mergers/ Takeovers and Absorption)( Practical and theory)	15
<b>TOTAL</b>		<b>45</b>

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

### 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 Restructuring

**Internal Examination & Semester End Examination – 100 Marks**

#### A] Internals-40 Marks

Method of evaluation	Marks
Assignment	20
Written test	20
<b>TOTAL</b>	<b>40</b>

#### 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.

<b>QI</b>		<b>Attempt any 2 out of the following:</b>	
	A	Numerical Question	<b>6</b>
	B	Numerical Question	<b>6</b>
	C	Numerical Question	<b>6</b>
		OR	
	D	One question for 12 marks /Two sub questions of 6 marks each/Three sub question of 4 marks each	<b>12</b>
<b>QII</b>		<b>Attempt any 2 out of the following:</b>	
	A	Numerical Question	<b>6</b>
	B	Numerical Question	<b>6</b>
	C	Numerical Question	<b>6</b>
		OR	
	D	One question for 12 marks /Two sub questions of 6 marks each/Three sub question of 4 marks each	<b>12</b>
<b>QIII</b>		<b>Attempt any 2 out of the following:</b>	
	A	Numerical Question	<b>6</b>
	B	Numerical Question	<b>6</b>
	C	Numerical Question	<b>6</b>
		OR	
	D	One question for 12 marks /Two sub questions of 6 marks each/Three sub question of 4 marks each	<b>12</b>
<b>Q IV</b>		Short Notes (Any 3 out of 4)	<b>12</b>
<b>Q V</b>		Application based / Case Study	<b>12</b>

**Reference Books**

1. Ramanujam : Mergers et al, LexisNexis Butterworths Wadhwa Nagpur
2. Ray : Mergers and Acquisitions Strategy, Valuation and Integration, PH
3. Advanced Accounts Shukla and Grewal S. Chand and Co. (P) Ltd., New Delhi
4. Advanced accountancy R.L. Gupta and M. Radhaswamy S. Chand and Co. (P) Ltd.,  
NewDelhi

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

**2. Minor Course I<sup>#</sup>**

**2.A.b Rural Marketing (Course Credit 3)  
Semester IV**

<b>2. Minor</b>	
<b>2.A Course I</b>	
<b>2.A.b Rural Marketing (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	The objective is to familiarise the students to the Rural Marketing environment so that they can understand consumer's and marketing characteristics of rural environment.
CObj 2	It aims to make the students familiar with the concept of 4P'S and 4A's with reference to Rural marketing scenario and to discuss how it is different from urban counterparts
CObj 3	It also focuses on understanding and contributing to the emerging challenges in the upcoming global economic scenario
CObj 4	The course aims to familiarize the students with the basic concepts of Rural Marketing, the nature of the Rural Consumer, and marketing of agricultural inputs and produce.
CObj 5	To realise the trends in rural marketing.
<b>Course Outcomes</b>	
COut 1	This paper allows students to explore various facets of rural marketing and expose them towards rural market environment and challenges in the globalized economies
COut 2	It makes the students aware about various dimensions of rural marketing
COut 3	Develop required skills to manage rural customers.
COut 4	Strategies to overcome the practical difficulties of rural marketing
COut 5	Explore the job opportunities in rural marketing

### Modules at a Glance:

Sr. No.	Modules	No. of Lectures
1	Introduction	15
2	Rural Market	15
3	Rural Marketing Mix	15
<b>TOTAL</b>		<b>45</b>

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



### 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)*

### Rural Marketing

**Internal Examination & Semester End Examination – 100 Marks**

#### A] Internals-40 Marks

Method of evaluation	Marks
Assignment	20
Power Point Presentation-Pre-set criteria <sup>###</sup>	20
<b>TOTAL</b>	<b>40</b>

#### 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 <b>any four</b> 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 <b>any four</b> 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 <b>any four</b> 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
	<b>Total</b>	<b>75</b>	<b>60</b>

## Reference Books:

1. Badi & Badi : Rural Marketing
2. Mamoria, C.B. & Badri Vishal : Agriculture problems in India
3. Arora, R.C. : Integrated Rural Development
4. Rajgopal : Managing Rural Business 5. Gopaldaswamy, T.P. : Rural Marketing
5. Habeeb U.R., Rahman K.S.  
Rural Marketing in India  
HPH- Mumbai 400 004 --- 2003
6. Rural Marketing- Gopaldaswamy  
Vikas Publishing House  
New Delhi.
7. Kashyp Pradeep, Rant Siddhartha The Rural Marketing,  
Biztantra, Mumbai.  
2005
8. Dogra Balram Ghuman Karmider  
Rural Marketing concepts and practices Tata Mc Graw HILL Education Ltd. New Delhi  
2011

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

**2. Minor Course I<sup>#</sup>**

**2.A.c Human Resource Planning and Information System  
(Course Credit 3)**

**Semester IV**

<b>2. Minor</b>	
<b>2.A Course I</b>	
<b>2.A.c Human Resource Planning and Information System (Course Credit 3)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To understand the concept and process of HRP.
CObj 2	To understand the ways of matching job requirements and human resource availability.
CObj 3	To explore the concept of strategic HRP.
CObj 4	To understand the applications of HRIS.
CObj 5	To provide students with a thorough understanding of the human resource management profession.
<b>Course Outcomes</b>	
COut 1	Understand the meaning, features and scope of Strategic Human resource planning
COut 2	Leverage knowledge management technology to create leading edge HR practices.
COut 3	To build students' understanding of the impact of the human resource management profession on business and society.

### Modules at a Glance:

Sr. No.	Modules	No. of Lectures
1	Overview of Human Resource Planning (HRP)	15
2	HRP Practitioner, Aspects of HRP and Evaluation	15
3	Human Resource Information Systems	15
<b>TOTAL</b>		<b>45</b>

Sr. No	Approved Syllabus
<b>1</b>	<b>Overview of Human Resource Planning (HRP)</b>
	<ul style="list-style-type: none"> <li>• <b>Human Resource Planning:</b> Meaning, Features, Scope, Levels of HRP, Types, Tools, for HRP, Requirements for Effective HR Planning.</li> <li>• <b>Process of HRP:</b> Steps in HRP, HR Demand Forecasting – Factors, Techniques – (Concepts only) Managerial Judgement, Ratio Trend Analysis, Regression Analysis, Work Study Technique, Delphi Technique.</li> <li>• Barriers in Effective Implementation of HRP and ways to overcome them. <b>Strategic Human Resource Planning:</b> Meaning and Objectives. <b>HR Policy:</b> Meaning, Importance. <b>HR Programme:</b> Meaning and Contents.</li> <li>• <b>Job Analysis, Recruitment and Selection</b></li> <li>• <b>Matching Human Resource Requirement and Availability through:</b> Retention – Meaning, Strategies, Resourcing – Meaning, Types. Flexibility – Flexible Work Practices, Downsizing – Meaning, Reasons, Lay-off – Meaning, Reasons.</li> <li>• <b>Human Resource Audit:</b> Meaning, Need, Objectives, Process, Areas.</li> </ul>
<b>2</b>	<b>HRP Practitioner, Aspects of HRP and Evaluation</b>
	<ul style="list-style-type: none"> <li>• HRP Practitioner, Aspects of HRP and Evaluation: HRP Practitioner: Meaning, Role.</li> <li>• HRP Management Process:</li> <li>• Establish HRP Department Goals and Objectives; Creating HRP Department Structure; Staffing the HRP Department; Issuing Orders</li> <li>• Resolving Conflicts; Communicating; Planning for Needed Resources</li> <li>• Dealing with Power and Politics – Meaning and Types of Power</li> <li>• HRP as a Tool to Enhance Organisational Productivity</li> <li>• Aspects of HRP: Performance Management, Career Management, Management Training and Development, Multi Skill Development</li> <li>• Selected Strategic Options and HRP Implications: Restructuring and its Impact on HRP, Outsourcing and its Impact on HRP.</li> </ul>
<b>3</b>	<b>Human Resource Information Systems</b>
	<ul style="list-style-type: none"> <li>• Data Information Needs for HR Manager: Contents and Usage of Data.</li> <li>• HRIS: Meaning, Features, Evolution, Objectives, Essentials, Components, Functions, Steps in Designing of HRIS, HRIS Subsystems, Mechanisms of HRIS, Benefits, Limitations, Barriers in Effective Implementation of HRIS.</li> <li>• Security Issues in Human Resource Information Systems. HRIS for HRP Trends in HRIS</li> </ul>

### 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)* Human Resource Planning and Information System

#### Internal Examination & Semester End Examination – 100 Marks

##### A) Internals-40 Marks

Method of evaluation	Marks
Assignment	20
Power Point Presentation-Pre-set criteria <sup>###</sup>	20
<b>TOTAL</b>	<b>40</b>

##### 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 <b>any four</b> 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 <b>any four</b> 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 <b>any four</b> 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
	<b>Total</b>	<b>75</b>	<b>60</b>

**Reference Books:**

1. Dr. Michael Kavanagh, Dr. Mohan Thite: Human Resource Information Systems- Basics, application, future and directions
2. P.K.Gupta and Sushil Chaabra: Human Resource Information Systems
3. The Agenda: What Every Business Must Do to Dominate the Decade”, “Dr.Michael Hammer, Hammer and Company, One Cambridge Center, Cambridge, MA, 02142.
4. A Handbook of Human Resource Management Practice, “Michael Armstrong”, Kogan page.
5. Managing and Measuring Employee Performance - Understanding Practice “Elizabeth HOULDSWORTH, Dilum JIRASINGHE”, Kogan Page.
6. Accountability in Human Resource Management, “Jack J Phillips”, Gulf Professional Publishing.

**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 Accounting for Managerial Decisions (3 Credits)  
Semester IV**

<b>3. General /Open Electives</b>	
<b>General Electives (GE)/ Open Elective (OE)</b>	
<b>3.A Accounting for Managerial Decisions (3 Credits)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To acquaint management learners with basic accounting fundamentals
CObj 2	To develop financial analysis skills among learners.
CObj 3	To impart knowledge in learner to make decision by using various management accounting tools
CObj 4	The course aims at explaining the core concepts of business finance and its importance in managing a business
CObj 5	The objective of the course is to familiarize the students with the basic management accounting concepts and their applications in managerial decision making.
<b>Course Outcomes</b>	
COut 1	Practical exposure helps the students to understand the use of Management Accounting tools for analysis and decision making.
COut 2	Basic knowledge preparing financial statement as per companies Act 2013.
COut 3	The Learner will able to analysing the financial statement of companies
COut 4	Learners will be made familiarize with the basic management accounting concepts and their applications in managerial decision making.
COut 5	Financial analysis skills will be developed among learners

### Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Analysis and Interpretation of Financial statements	15
2	Ratio analysis and Interpretation	15
3	Cash flow statement and Working Capital	15
<b>TOTAL</b>		<b>45</b>

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



### **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)**

### **Accounting for Managerial Decisions**

### **Internal Examination & Semester End Examination – 100 Marks**

#### **A] Internals-40 Marks**

<b>Method of evaluation</b>	<b>Marks</b>
Assignment	20
Written test	20
<b>TOTAL</b>	<b>40</b>

#### **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.

<b>QI</b>		<b>Attempt any 2 out of the following:</b>	
	A	Numerical Question	<b>6</b>
	B	Numerical Question	<b>6</b>
	C	Numerical Question	<b>6</b>
		OR	
	D	One question for 12 marks /Two sub questions of 6 marks each/Three sub question of 4 marks each	<b>12</b>
<b>QII</b>		<b>Attempt any 2 out of the following:</b>	
	A	Numerical Question	<b>6</b>
	B	Numerical Question	<b>6</b>
	C	Numerical Question	<b>6</b>
		OR	
	D	One question for 12 marks /Two sub questions of 6 marks each/Three sub question of 4 marks each	<b>12</b>
<b>QIII</b>		<b>Attempt any 2 out of the following:</b>	
	A	Numerical Question	<b>6</b>
	B	Numerical Question	<b>6</b>
	C	Numerical Question	<b>6</b>
		OR	
	D	One question for 12 marks /Two sub questions of 6 marks each/Three sub question of 4 marks each	<b>12</b>
<b>Q IV</b>		Short Notes (Any 3 out of 4)	<b>12</b>
<b>Q V</b>		Application based / Case Study	<b>12</b>

### **Reference Books**

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

**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 – II (3 Credits)  
Semester IV**

<b>4. Vocational &amp; Skill Enhancement Courses (VSEC)</b>	
<b>4.A Vocational Enhancement Course (VSC)</b>	
<b>4.A.a Computer Application in Business Management – II (3 Credits)</b>	
<b>Course Objectives and Course Outcomes</b>	
<b>Course Objectives</b>	
CObj 1	To understand managerial decision-making and to develop perceptive of major functional area of MIS.
CObj 2	To provide conceptual study of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Key issues in implementation. To learn and understand relationship between database management and data warehouse approaches, the requirements and applications of data warehouse
CObj 3	To learn outsourcing concepts. BPO/KPO industries, their structures, Cloud computing
<b>Course Outcomes</b>	
COut 1	The learner has understanding of the concepts related to cyber law and its applications.
COut 2	The learner can 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.

### Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Management Information system outsourcing	15
2	ERP/E-SCM/E-CRM	15
3	Introduction to databases and data warehouse	15
<b>TOTAL</b>		<b>45</b>

Sr. No	Approved Syllabus
<b>1</b>	<b>Management Information System</b>
	<ul style="list-style-type: none"> <li>• Overview of MIS, Types of information system Definition, Characteristics</li> <li>• <b>Subsystems of MIS</b> (Activity and Functional subsystems)</li> <li>• <b>Structure of MIS</b></li> <li>• <b>Reasons for failure of MIS.</b></li> <li>• <b>Understanding Major Functional Systems</b> Marketing &amp; Sales Systems Finance &amp; Accounting Systems Manufacturing &amp; Production Systems Human Resource Systems Inventory Systems</li> <li>• <b>Sub systems, description and organizational levels</b></li> <li>• <b>Decision support system</b> Definition Relationship with MIS</li> <li>• Evolution of DSS, Characteristics, classification, objectives, components, applications of DSS</li> <li>• Introduction to Outsourcing Meaning of Outsourcing, Need for outsourcing Scope of Outsourcing. Outsourcing : IT and Business Processes</li> <li>• Business Process Outsourcing (BPO)</li> </ul>
<b>2</b>	<b>ERP/E-SCM/E-CRM</b>
	<ul style="list-style-type: none"> <li>• Concepts of ERP</li> <li>• <b>Architecture of ERP</b> Generic modules of ERP</li> <li>• <b>Applications of ERP</b></li> <li>• <b>ERP Implementation concepts</b> ERP lifecycle</li> <li>• , Tally, group ledgers, voucher entries and different reports</li> <li>• Concept of e-CRM E-CRM Solutions and its advantages, How technology helps?</li> <li>• CRM Capabilities and customer Life cycle Privacy Issues and CRM</li> <li>• Data Mining and CRM CRM and workflow Automation</li> <li>• Concept of E-SCM Strategic advantages, benefits</li> </ul>

	<p>E-SCM Components and Chain Architecture</p> <ul style="list-style-type: none"> <li>• Major Trends in e-SCM</li> <li>• Case studies ERP/SCM/CRM</li> </ul>
<b>3</b>	<b>Introduction to Data base and Data warehouse</b>
	<ul style="list-style-type: none"> <li>• Introduction to DBMS</li> </ul> <p>Meaning of DBMS, Need for using DBMS. Concepts of tables, records, attributes, keys, integrity constraints, schema architecture, data independence.</p> <ul style="list-style-type: none"> <li>• Data Warehousing and Data Mining</li> </ul> <p>Concepts of Data warehousing,  Importance of data warehouse for an organization Characteristics of Data warehouse  Functions of Data warehouse Data warehouse architecture Business use of data  warehouse Standard Reports and queries</p> <ul style="list-style-type: none"> <li>• Data Mining</li> </ul> <p>The scope and the techniques used</p> <ul style="list-style-type: none"> <li>• Business Applications of Data warehousing and Data mining</li> </ul>

**4. Vocational & Skill Enhancement Courses (VSEC)**  
**4.A Vocational Enhancement Course**  
**Question Paper Pattern (Academic Year: 2024-2025)**  
**Computer Application in Business Management - II**  
**Internal Examination & Semester End Examination – 100 Marks**

**A] Internals-40 Marks**

Method of evaluation	Marks
Assignment	20
Practical's	20
<b>TOTAL</b>	<b>40</b>

**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 <b>any four</b> 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	<b>25</b>	<b>20</b>
Q-2	Attempt <b>any four</b> 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	<b>25</b>	<b>20</b>
Q-3	Attempt <b>any four</b> 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	<b>25</b>	<b>20</b>
	<b>Total</b>	<b>75</b>	<b>60</b>

### **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  
5.(EBook:<https://play.google.com/books/reader?id=tsP15h9gr8MC&printsec=frontcover&output=reader&hl=en&pg=GBS.PR7.w.2.1.0>)
- Electronic Commerce - Technologies & Applications. Bharat, Bhaskar  
7.<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 Linguistic Studies II (3 Credits)**

**Semester IV**

**Modules at Glance**

<b>Linguistic Studies II</b>		
<b>Module. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1.	Select Studies in Translated Literature	10
2.	Functional and Commercial Language	10
3.	Forms of Literary Expressions	10
	<b>Total</b>	<b>30</b>

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
<b>1.</b>	<b>Select Studies in Translated Literature</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>• Translated Literature and Cultural Exchange</li> </ul> <p>Review of Translated Literature using Translated Literary work from another language to chosen language. (The choice of the texts should be made by the learner with due discussion with the faculty). Based on this module, internal evaluation shall be done.</p>	
<b>2.</b>	<b>Functional and Commercial Language</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>• Newspaper reading of the chosen language in the class along with faculty</li> <li>• Watching and understanding News channel of the chosen language</li> <li>• Translation of often used words in office circulars and government communications</li> <li>• Simple conversations in the chosen language</li> <li>• Banking and financial terms in the chosen language</li> </ul>	
<b>3.</b>	<b>Forms of Literary Expressions</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>• Appreciation of select forms of literature               <ul style="list-style-type: none"> <li>o Films</li> <li>o Theatre</li> <li>o Performing Arts</li> <li>o Fine Arts</li> </ul> </li> <li>• The faculty member shall discuss with the learners about the richness of other forms of Literary expressions in chosen language and</li> </ul>	



	learn to appreciate the creativity and presenting the creativity in a lighter form. Also, they are expected to appreciate the cultural dimensions behind it.	
	<b>Total</b>	<b>30</b>

<b>Total marks: 50</b>
<b>Evaluation Pattern- 60:40</b>
<b>Internal Evaluation: 20 Marks</b>
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**

<b>Question No.</b>	<b>Particulars (Nature of question)</b>	<b>Marks</b>
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
	<b>Total</b>	<b>30</b>

**Syllabus of courses of SY BMS Programme  
(With effect from the Academic Year 2024-2025)  
6. Internship / Field Project / Research Project  
(Any one course from the following list of courses)  
(02 credits)  
Semester IV**

<b>6. Internship / Field Project / Research Project</b>
<b>Foundation of Research Skills (Internship) - II</b>

**Syllabus of courses of SY BMS Programme**  
**(With effect from the Academic Year 2024-2025)**  
**6. Internship / Field Project / Research Project**  
**(Any one course from the following list of courses)**  
**(02 credits)**  
**Semester IV**

<b>6. Internship / Field Project / Research Project</b>
<b>Foundation of Research Skills (Research Project) - II</b>

**Syllabus of courses of SY BMS Programme  
(With effect from the Academic Year 2024-2025)**  
**6. Internship / Field Project / Research Project**  
**(Any one course from the following list of courses)**  
**(02 credits)**  
**Semester IV**

<b>6. Internship / Field Project / Research Project</b>
<b>Foundation of Research Skills (Field Project) - II</b>

**##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: _____							