

SNDT Women's University

BMS –Revised Syllabus Details

Name of the Course : **Bachelor of Management Studies
(BMS)**

Duration : **3 years**

Number of Semesters : **6**

Credit per paper : **4**

Total Number of
Papers in 6 Semesters : **30**

Total Credits : **120**

Structure : **As given below**

BMS –Revised Syllabus Structure

Sem	General	Finance	Marketing	HRM	Economics	Prod/ Ops	Computers	QT/ Vocational
I	(1) Principles of Management (2) Business Communication	(3) Financial Accounting	(4) Principles of Marketing		(5) Economics-I			
II			(1) Marketing Management	(2) OB	(3) Economics - II		(4) Introduction to ICT	(5) Introduction to Quantative Techniques
III	(1) Business Laws	(2) Cost and Management Accounting		(3) HRM		(4) Fundamentals of Production & Operations Mgt		(5) Quantitative Techniques for Business
IV	(1) Strategic Management	(2) Financial Management	(3) Consumer & Buyer Behaviour			(4) Quality Management		(5) Choose one: (a) Entrepreneurship Development & Event Management (b) Entrepreneurship Development & Stock Market Operations (c) Entrepreneurship Development & Digital Marketing (d) Entrepreneurship Development & Tourism Management (e) Entrepreneurship Development & Rural Marketing (f) Entrepreneurship Development & Logistic (g) Entrepreneurship Development & Insurance
V		(1) Auditing & Taxation (2) Banking & Financial Services	(3) Integrated Marketing Communication (4) Brand Mgmt	(5) Industrial Relations (6) Human Resource Development				(7) Advanced Quantitative Methods for Business
VI		(1) Security Analysis and Portfolio Management (2) Advanced Financial Management	(3) International Business (4) Retail Management	(5) International HRM (6) Talent Mgmt.				(7) Project

Sem I

No.	Course Code	Title of the Paper	Marks	Credits
1.	1001	Principles of Management	100	04
2.	1002	Business Communication	100	04
3.	1003	Financial Accounting	100	04
4.	1004	Principles of Marketing	100	04
5.	1005	Economics-I	100	04

Sem II

No.	Course Code	Title of the Paper	Marks	Credits
1.	2001	Marketing Management	100	04
2.	2002	Organizational Behavior	100	04
3.	2003	Economics - II	100	04
4.	2004	Mgmt. Information System	100	04
5.	2005	Quantitative Techniques for Business	100	04

Sem III

No.	Course Code	Title of the Paper	Marks	Credits
1.	3001	Business Laws	100	04
2.	3002	Cost & Management Accounting	100	04
3.	3003	Human Resource Management	100	04
4.	3004	Fundamentals of Production & Operations Management	100	04
5.	3005	Quantitative Techniques for Business	100	04

Sem IV

No.	Course Code	Title of the Paper	Marks	Credits
1.	4001	Strategic Management	100	04
2.	4002	Financial Management	100	04
3.	4003	Consumer & Buyer Behaviour	100	04
4.	4004	Quality Management	100	04
5.	4005 (a)	Entrepreneurship Development & Event Management	100	04
	4005 (b)	Entrepreneurship Development & Stock Market Operations	100	04
	4005 (c)	Entrepreneurship Development & Digital Marketing	100	04
	4005 (d)	Entrepreneurship Development & Tourism Management	100	04
	4005 (e)	Entrepreneurship Development & Rural Marketing	100	04
	4005 (f)	Entrepreneurship Development & Logistic	100	04
	4005 (g)	Entrepreneurship Development & Insurance	100	04

SEMESTER I

Semester: I

Paper No: 1

Course Code: 1001

Paper: Principles of Management

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study OR /AND Quizzes	Case Solution / Quiz Score	10
Book Review OR Assignments on well-known business personality	Review Report / presentation	15
	Total	25

Objectives:

This paper is intended to enable the students to gain broad understanding of management and various managerial functions.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	Nature and Scope of Management Meaning, significance and objectives of Management, Management as a process, management as-an-art, science and profession	07	25
	2.	Schools of Management Thought Classification of various schools of Management thought with special emphasis on the new classical school	08	
II	3	Planning Meaning, importance, elements, process, forecasting, MBO.	07	25
	4	Organizing and Staffing Meaning, importance, process, types of organizations Staffing, meaning, sources of recruitment and selection process	08	

III	5.	Motivation – meaning, importance and theories of motivation (Maslow’s theory and Theory X and Y)	07	25
	6	Leadership – meaning, importance and leadership styles	08	
IV	7	Communication – Meaning, importance, types, process	07	25
	8	Control – meaning, importance, process and effective control system and control techniques.	08	
		Total	60	100

Reference Books:

- 1 Essentials Of Management Harold Koontz & Cyril O’Donnel, 5th Edition
Tata McGraw Hill, 2000
- 2 Management Concepts and OB, P. S. Rao and N. V. Shah, 1st Edition Ajab Publisher
- 3 Principles of Management, Tripathi P.C., Tata McGraw Hill 2006
- 4 Personnel Management, N.D. Gami, New Popular Publication, 2010
- 5 Principles of Management, Ramaswamy, Himalaya Publishing House, 2008

Semester: I

Paper No: 2

Course Code: 1002

Paper: Business Communication

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment / Quiz / Debate	Score	10
Written test on Report Writing / Trade Letters	Marks	15
	Total	25

Objectives:

The student understands the importance of the communication, applies concepts to enhance in oral, written and electronic communication skills and personal productivity.

Module	No.	Topics	Contact Hours	Marks/ Weight
I	1.	Concept of Communication Meaning, Definition, Process, importance and channels of communication, communication role in Mgt. technological advancement in communication.	07	25
	2.	Modes of Communication Methods: Verbal and Nonverbal, types, characteristics,	08	
II	4.	Modes: Verbal and Non-verbal communication, advantage and disadvantage, E- Communication and telephone etiquette.	7	25
	5.	Barriers to Communication Different types of barriers to communication. Ways to Overcome these Barriers, Confidence building by organizing debate and Speeches and role plays.	08	
III	7.	Developing writing skills Report writing: academic, Business, Project Format, content and difference between the types of report.	07	25
	8.	Trade letters: Letter of Order and reply, Inquiry and reply, Complaints, adjustment, Sales and credit letter .	08	
IV	7.	Grammar Punctuation, Phrases and idiom, word formation, conjunctions and preposition. Self-Preparation, Library Work,	15	25
		Total	60	100

Reference Books:

1. Business communication, RaiUrmila&Rai, Himalaya publishing House, Mumbai 2006
2. Principles and practice of business communication, Aspi Doctor and Rhoda Doctor Seth Publications 2008
3. Business Communication, Raman Meenakshi& Singh Prakash, Oxford University Press, Mumbai.2008
4. Grammar book, Wren and Martin, Tata McGraw hill

Semester: I
Paper No: 3
Course Code: 1003
Paper: Financial Accounting
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Visiting a proprietary manufacturing or trading concern; obtaining Purchase and Sales Book OR Case Study	Purchase and Sales Book evaluation / Case Solution	10
Written Test based on problems on Journal Entries or Final Accounts	Score	15
	Total	25

Objectives:

This paper will enable the student to understand the basics of accountancy, learn the use of Computer software packages in preparing final accounts.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	Introduction to Book Keeping and Accountancy: Basic terms used in financial accounts. Accounting Concepts and Conventions. (Theory)	07	
	2.	Journal: Meaning, Types, General Journal Problems. Special Journal that is Cash Book.	08	
II	4.	Ledger and Trial Balance: (Theory and Problems)	05	25
	5.	Bank Reconciliation Statement. (Theory and Simple Problem)	10	
III	6.	Final Accounts of Sole Proprietor and Partnership Firm(theory & simple problems)	15	25

IV	7.	Computerized Accounting: Introduction, Features and Accounting Software.(Tally) version-ERP-9	15	25
		Total	60	100

Reference Books:

- 1 Book-keeping and Accountancy, Amitabha Mukherjee & Mohammad Hanif, TMH Publications, 2003
- 2 Book-keeping and Accountancy, Choudhary & Chopde, Seth Publications, 2012
- 3 Book-keeping and Accountancy, Aina Pure, Manan Prakashan, 2012
- 4 Elements of Accounts, T.S. Grewal, S. Chand & Co., 2007

Semester: I
Paper No: 4
Course Code: 1004
Paper: Principles of Marketing
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study OR Data collection related to consumer behaviour	Case Solution / Presentation	10
Assignment on Branding or Segmentation or Competitive Strategies	Presentation	15
	Total	25

Objectives:

The student will gain broad exposure to both the theoretical and practical aspects of Marketing Management.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	Understanding the Basics Concept of Need, Want and Demand Concept of Product and Brand Business Environment in India	06	25
	2.	Overview of Marketing Introduction to Markets Various types of Markets Origin of Marketing Various Definitions of Marketing Role of Marketing and its Relevance Various Marketing Concepts	09	
II	4	The Marketing Concept Differentiate between Selling and Marketing Marketing Philosophies	06	25
	5.	The Marketing Environment Need for Environment Analysis Nature of the Marketing Environment Understanding Macro and Micro Environment	09	
III	7.	SWOT Analysis Concept of SWOT Advantage of SWOT Utility of SWOT Analysis <i>(Use Case Study for Discussion)</i>	15	25

IV	9.	Marketing in the New Economy Introduction to B2B Introduction to B2C Introduction to E-Marketing	15	25
		Total	60	100

Reference Books:

- 1 Marketing Management Philip Kotler, Prentice Hall, 2007
- 2 Marketing Management, Rajan Saxena, Tata McGraw Hill, 2010
- 3 Marketing Management, Bholanath Dutta, Excel Books, 2010
- 4 Marketing Management, VS Ramaswamy & S Namakumari, Macmillan, 2008

Semester: I
Paper No: 5
Course Code: 1005
Paper: Economics-I
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study OR Quizzes	Case Solution / Quiz Score	10
Project on demand analysis of a specific product / Project on Market Structure	Project report with or without presentation	15
	Total	25

Objectives:

The student will gain a broad understanding of economics from the management perspective.

Module	No.	Topics	Contact Hours	Weightage (%)
I	2.	Introduction to Economics - Meaning and Nature of Economics, Scope, Importance	15	25
		Demand Analysis - Demand Theory, Determinants of Demand Theory, Elasticity of Demand, Types: Price, Income and Cross Elasticity of Demand		
II	4.	Theory of Consumer Behaviour - Marginal Utility, Law of Diminishing Marginal Utility, Indifference Curve - Properties	07	25
	5.	Cost Concepts- Fixed Cost, Average Cost, Average Fixed Cost, Average Variable Cost, Marginal Cost, Total Cost	08	
III	7.	Production Function - Short run and long run production function, Isoquant, Economies of scale, Returns to scale	15	25
	8.	Market Structures - Meaning and Features of Perfect Competition		

IV	10	Monopoly, Monopolistic Competition and Oligopolistic Competition	15	25
		Total	60	100

Reference Books:

1. Business Economics, S.C. Patra, S. Chand, 2009
2. Introduction to Micro Economics, Cauvery, S. Chand, 2003
3. Advance Economic Theory, D. M. Mithani, Himalaya Publication, 2008
4. Theory of Micro Economics Analysis, H. L. Ahuja S. Chand, 14th edition

SEMESTER II

Sem - II

Paper No: 1

Course Code: 2001

Paper: Marketing Management

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment AND/OR Case Study	Scores	10
Project on Market Research	Report with or without presentation	15
	Total	25

Objective:

The student will gain understanding of the elementary aspects of marketing management.

Module	No.	Detailed Syllabus	Contact Hours	Marks/Weight
I	1.	Understanding Key Concepts Revision of Key Concepts of Marketing as discussed in Semester I	05	25
	2.	Identifying Market Segments and Targets Introduction to Segmentation Effective Segmentation Levels of Market Segmentation Basis for Segmentation Advantages of Segmentation Marketing Targeting <i>Use Case Study for Discussion</i>	10	
II	4.	Positioning Introduction to Positioning Positioning Planning Steps in Positioning	08	25
	5.	Advantages of Positioning <i>Use Case Study for Discussion</i> Market Research Introduction to Market Research Reasons for Market Research Objectives and Importance of Market Research	07	

		The Marketing Research Process Applications of Market Research		
	6.	Analysing Consumers Introduction to Consumer Behaviour Factors influencing Consumer Behaviour The Buying Decision Process Understanding Buyer Behaviour		
III	8.	Nature and Characteristics of Indian Consumer <i>Use Case Study for Discussion</i> Pricing Introduction to Pricing Utility, Value and Pricing	07	25
	9.	Factors affecting pricing decisions 5Cs of Pricing Pricing Objectives		
	10.	New Product Decisions Concept of New Product Development Challenges in New Product Development The process of New Product Development	08	
IV	12	Product Life Cycle Introduction to PLC	07	25
	13	Concept of PLC Actions at various stages of PLC <i>Use Case Study for Discussion</i>	08	
		Total	60	100

Reference Books:

- 1 Marketing Management, Philip Kotler, Prentice Hall, 2007
- 2 Marketing Management, RajanSaxena, Tata McGraw Hill, 2010
- 3 Marketing Management, BholanathDutta, Excel Books,2010
- 4 Marketing Management, VS Ramaswamy& S Namakumari, Macmillan, 2008

Sem - II
Paper No: 2
Course Code: 2002
Paper: Organisational Behaviour
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment AND/OR Case Study	Scores	10
Project on Market Research	Report with or without presentation	15
	Total	25

Objectives:

The student understands various aspects of human behavior in relation with the organizational culture.

Module	No.	Topics	Contact Hours	Marks/Weight
I	1.	Introduction to OB and individual behavior, concept of organization behavior, Significance of OB , and approaches in OB	07	25
	2.	Personality ,attitudes and Emotions Meaning of Personality, Personality Traits, Development of Personality and Specialization emotions.	08	
II	4.	Components of attitude, Functions of attitudes and changing attitudes.	03	25
	5.	Emotions- meaning, felt versus displayed emotions, emotion dimensions, gender &	04	
	6.	Group Dynamics :Formal and Informal groups, Dynamics of group formation,	05	

III	8.	Team: types of team, and essentials of effective teams.	06	25
	9	Organisational outcomes Power – Dynamics , Sources , & Ethics, Ethics of power and Politics	06	
IV	11.	Conflicts & Negotiations Nature of Conflict	04	25
	12	Conflict Resolution & Negotiation techniques Managing Conflict	04	
	13	Organizational stress Meaning & Definition ➤ Causes & Effect ➤ Coping Strategies	04	
		Total	60	100

Reference Books:

1. Organisational Behaviour, Stephen Robbins, Prentice Hall of India, 2010
2. Organisational Behaviour, Nelson, Debra L and James C, Cengage Learning India Pvt Ltd., 2010
3. Organisational Behaviour, Fred Luthans, McGraw Hill., 2011
4. Understanding Organizational Behaviour, Pareek Udai, Oxford University Press. , 2010
5. Organisation Theory and Behaviour, Singh B. P. and Chhabra T. N, Dhanpat Rai and Co. (p) Ltd., 2012

Semester: II
Paper No: 3
Course Code: 2003
Paper: Economics -II
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study OR Quizzes	Case Solution / Quiz Score	10
Project on demand analysis of a specific product or on Market Structure	Project report with or without presentation	15
	Total	25

Objective:

The student will learn about the practical aspects of Economics.

Module	Unit	Topics	Contact Hours	Marks/Weight
I	1.	Introduction to Business Economics- Meaning & Scope of Micro & Macro Economics, Functions of Micro & Macro Economics, Difference between Micro & Macro Economics	06	10
	2	National Income- Meaning, GDP, NNP, Per Capita Income, GNP, PDI, Difficulties in measurement of National Income, Measurement of National Income	09	15
II	3	Money- Meaning, Functions, Constituents of Money, Role of RBI in money control with special reference to CRR, SLR	15	25
	4	Inflation- Meaning, Open Inflation, Types of Inflation, Distinguish between Demand Pull and Cost Push, Impact of Inflation on the economy		
	5	Self-Preparation, Library Work, Industrial visits, Field visits, etc.		

III	6 7	, Concept of Black Money Monetary & Fiscal Policy- Definition of Monetary Policy, Instruments- OMO, Bank Rate, Reserve Requirement changes, Selective Credit Control, Problems in monetary policy	15	25
IV	8	Fiscal Policy- Definition, Instruments- Taxation, Public Borrowings, Forced Saving, Public Expenditure, Problems in Fiscal Policy	15	25
Total			60	100

Reference Books:

1. Principle of Macro Economics, Rangarajan, Himalaya Publishing House, 2010
2. Monetary Economics, Suraj B. Gupta, S Chand Publication, 2010
3. Macro Economics Theory & Policy, Dr. H.L.Ahuja, S Chand Publication, 2008
4. Advanced Economic Theory, Misra & Puri, Himalaya Publishing House 2007, 4th edition,

Semester: II

Paper No: 4

Course Code: 2004

Paper: Introduction to ICT

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Surprise Test / Tests	Score	10
Assignment on MS Word or Power point	Presentation	15
Total		25

Objectives:

The student will gain a broad understanding of the fundamentals of computers and the practical use of computers in various business applications

Module	No.	Topics	Contact Hours	Weight age (%)
I	1.	<u>Basic Concepts of Computer</u> Introduction to Computers Define Data, Instruction, Information Basics of Hardware and Software Characteristics of Computers Evolution of Computer Generation of Computers Various fields of application of Computers	04	25
	2.	<u>Programming Languages</u> System Software and Applications Operating System Functions of OS Types of OS File System Knowledge and application of OS Computer Security	04	
	3.	<u>Computer Organization</u> Block Diagram of Computer system: <u>Central processing unit, main memory unit</u> Input-Output Devices Primary memory <u>Memory representation</u> <u>Memory hierarchy</u> <u>Random access memory</u> <u>Types of RAM</u> <u>Read-only memory</u> <u>Types of ROM</u> Secondary storage <u>Classification of secondary storage devices</u> <u>Magnetic tape</u> <u>Magnetic disk</u> <u>Optical disk</u> Mass Storage Device	07	
II	4	<u>Introduction to MS-Word –</u> Introduction to Word Processing, Features Formatting Documents Paragraph Formatting Indents, Page Formatting Header and Footer Bullets and Numbering, Tabs Tables Formatting the Tables Finding and Replacing Text Mail Merging etc.	7	25

	5	Introduction to MS PowerPoint – PowerPoint Features of MS PowerPoint Clipping Slide Animation Slide Shows Formatting etc.	08	
III	6	Introduction to ms-excel – Introduction to electronic spreadsheets Feature of ms-excel Entering data Entering series Editing data Cell referencing Ranges Formulae Functions Auto sum Copying formula Formatting data Creating charts Creating database Sorting data Filtering etc.	15	25
IV	7.	Internet and its Usage Internet and Its Applications <ul style="list-style-type: none"> ▪ What is Internet ▪ Internet applications and Services ▪ Types of Internet Connections Web Browsing <ul style="list-style-type: none"> ▪ Types of Web Browser ▪ File Transfer Protocol (FTP) ▪ File downloading and Uploading ▪ Web 2.0 and Web 3.0 Internet Communications <ul style="list-style-type: none"> ▪ E-Mail ▪ website surfing and Business applications of EDI ▪ Netiquette ▪ Cyber crime and Cyber Law ▪ Green Computing ▪ Social networking ▪ Instant Messaging <ul style="list-style-type: none"> ▪ Internet Chatting ▪ Internet telephony ▪ Skype 	15	25
		Total	60	100

Reference Books:

- 1 Computer Fundamentals, P. K. Sinha, Fourth Edition, BPB Publication, New Delhi
- 2 Office 2007 in Simple Steps, Kogent Solutions Inc., Dreamtech Press, 2008
- 3 Introduction to Computer Science, ITL Education Solutions Limited, Pearson Education India, 2011
- 4 Introduction to Computers, Peter Norton, Sixth Edition, McGraw Hill

Semester: II**Paper No: 5****Course Code: 2005****Paper: Introduction to Quantitative Techniques****Marks: 100 (Internal 25 + External 75)****Credits: 4****Semester End Examination: 75 Marks****Continuous Internal Evaluation: 25 Marks****Duration of the Exam: 3 hours****Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment	Assignment score	10
Written test	Paper evaluation	15
	Total	25

Objectives:

The students understands the basic Mathematical concepts and to apply Mathematical concepts in management.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	Determinant and matrices Simple problems of determinant, crammer's rule of solving equations(two variables only) Addition and multiplication of matrices, inverse matrix, equation solving by using	15	25
II	2	Linear programming Formation of Linear programming, problems and solution of linear problems by graphical method up to two variables.	15	25

III	3	Limit and differentiation Simple problems of limits, definition of derivative, rules derivatives(sum, product, quotient), simple problems (exclude trigonometric functions) application of differentiation in business (average cost, marginal cost, marginal revenue, optimization of profit, maximum minima functions in economics)	15	25
IV	4	Integration and its business application finite and infinite integration, producer's and consumer's surplus, (excluding trigonometric function)	15	25
		Total	60	100

Reference Books

- 1 Business Statistics, Naval Bajpai, Pearson
- 2 Business Mathematics, Zameeruddin Kazi, Vijay Khanna, S K Bhambri, Vikas Publication
- 3 Business Statistics, J K Sharma, Pearson

SEMESTER III

BMS Semester: III

Paper No: 1

Paper: Business Laws; Course Code: 3001

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objectives:

To understand the legal aspects of business and the meaning & concept of contractual obligations, partnership, company law.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, visit to a court to have practical exposure.	Review Report / presentation	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/Weight age
I	1	<p>Indian Contract Act, 1872</p> <p>i. Meaning, definition, importance, essential elements of contract, Agreements, kinds of agreements, Difference between agreements and contracts, Proposal-Acceptance-Revocation Consideration</p> <p>ii Definition-S.2(d) Stranger to consideration, Stranger to contract & exceptions No consideration, No contract (state Rule S.25 & S.185) & exceptions Unlawful object & unlawful consideration S.23</p> <p>iii Free consent (S.13 to S.22) Coercion-Undue influence Fraud – Misrepresentation & mistake of fact and mistake of law</p> <p>Iv Contingent Contracts (Meaning) (S.31 to 36)</p>	15	25
II	2	<p>Indian Partnership Act</p> <p>i. (Sec. 4 to 8) Definition & terms of partnership, Non-partnership interest</p> <p>ii Rights & Duties of partners & partnership property (S.9 to 17)</p> <p>iii Implied authority of partners(S.18 to 21)</p> <p>iv Minor’s position in partnership (S.30)</p> <p>v Modes of dissolution (S.39 to 54)</p>	15	25
III	3	<p>Negotiable Instrument Act</p> <p>i What is negotiation & what is a negotiable instrument? (S.13-14)</p> <p>ii Define: Promissory note, Bill of exchange & Cheque(S.4-6)</p> <p>iii Endorsement it’s kinds(S.50-52)</p> <p>iv Clearing & transferring procedure for cheque</p> <p>v Kinds of crossing(S.123)</p>	15	25

IV	4	Company law Definition. Characteristics of a company, types of companies, distinguish between private & public ltd. Company, registration of a company, promoters, memorandum of association & articles of association, certificate of incorporation. Consumer Forum Ethical Practices in Business Law	15	25
		Total	60	100

Reference Books:

1. Bulchandani, Business Law for management, , Himalaya Publishing House, Mumbai, 2010
2. N. D. Kapoor, Business Law, Sultan Chand, New Delhi, 2011
3. H. L. Kumar, Employer's Rights under Labour Laws, Universal Law Publishing Company Ltd., 2011
4. J. N. Jain & Ajay Bhola, Modern Industrial Relations and Labour Laws, Regal Publications, 2009

BMS Semester: III

Paper No: 2

Paper: Cost & Management Accounting; Course Code: 3002

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objectives:

The students will be able to appreciate the importance of maintaining cost records. They will also be able to apply costing & management techniques for decision making.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester

Criteria	Mode of Evaluation	Marks
Projects on Analysis of Balance Sheets of well-known companies and Case studies.	Review of Report and Presentation	10
Internal Tests for exam	Assessment	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/Weight age
I	1	Introduction: Costs, Types, Classification of costs Cost sheet : (a) Simple cost sheet (b) Estimated cost sheet (Theory & simple problem)	15	25
II	2	Marginal costing & Break even Analysis Theory & Simple problems	15	25
III	3	Standard Costing & Budgeting Theory & Simple problems	15	25

IV	4	Vertical presentation of financial statement (a) Vertical presentation of balance sheet (b) Vertical presentation of P/L A/C (Theory + simple problem to understand the format) (c) Ratio Analysis Cash flow statement as per AS-3 (Theory +Simple problem) Ethical Practices in Cost & Management Accounting	15	25
		Total	60	100

Reference Books:

1. M. Y. Khan and P. K. Khan, Cost and Management Accountancy, TMH Publication 4th edition 2008
2. Choudhary and Chopde, Cost and Management Accountancy, Sheth Publisher First edition June 2012
3. Ainapure, Cost Accounting, MananPrakashan, First edition June 2012
4. C.A. Minakshi A. Rachchh and Gunwantra A. Rachchh, Cost and Management Accountancy, Pearson Publication, First edition 2010

BMS Semester: III

Paper No: 3

Paper: Human Resource Management; Course Code: 3003

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objectives:

Knowledge on the Human Resource management is essential for all kinds of people in all kinds of organizations. After studying this course, student will be able to have a clear understanding of the foundation of HRM, its need and various functions of HRM.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Written test	Taken by college as internal test	10
Assignment / Presentation/s	Concern faculty members of each subject will be responsible for this	10
Case study on HR Policies, HRP, Recruitment, job analysis	Students have to submit Case study analysis report	05
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	Introduction to HRM: HRM: Origin, Growth & Evolution, Importance-Scope & Functions. Qualities of HR Manager, Meaning of HRM, Functions & Objectives of HRM, Difference between PM & HRM Human Resource Planning: Importance, Process of Human Resource Planning, Need & Benefit OF HRP, Factors affecting HRP (Internal & External)	15	25
II	2	Job Design & Job Analysis: Job Design, Job Analysis, Job Description, Job Specification (Purpose, Use & Contents of each), Techniques of Data collection for Job Analysis	15	25
III	3	Recruitment, Selection, Placement, Induction Sources of Recruitment, selection procedure steps. Interview & types of Interview, Placement, induction objectives & procedure.	15	25
IV	4	HR Policies- Meaning, objectives, Importance and scope steps in: Policy formulation Performance Appraisal & Compensation Management-Meaning, Importance , Systems Ethical Practices in Human Resource Management	15	25
		Total	60	100

Reference Books:

1. C.B. Mamoria, Personnel Management, Himalaya Publishing House, 2010
2. K. Aswathppa, Human Resource & Personnel Management, Himalaya Publishing House, 2012
3. P. Subha Rao, Essential of HR Management & IR, Himalaya Publishing House, 2010
4. Micheal Armstrong, Handbook of HRM, McGill Publication, 2009
5. N.D.GAMI, Personnel Management, New Popular Publication, 2010

BMS Semester: III

Paper No: 4

Paper: Fundamentals of Production & Operations Management; Course Code: 3004

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objectives:

To make students aware about the techniques required for streamlining the production process.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, visit to the industries to have practical exposure.	Review Report / presentation	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p>Introduction to Operations Management</p> <ul style="list-style-type: none"> a) Operations Management- Introduction , concept&scope b) Characteristics of Modern Operations function c) Importance of Operations Management d) Systems Approach <p>Plant Location</p> <ul style="list-style-type: none"> a) Introduction& concept b) Steps in locating a plant c) Factors influencing selection of a plant d) Methods used for locating of a plant (Factor Rating, Point Rating, Break Even Analysis, Quantitative Factor Analysis) 	15	25
II	2	<p>Plant (Facility) Layout</p> <ul style="list-style-type: none"> a) Introduction b) Objectives of an Ideal Plant Layout c) Factors affecting the Plant Layout decisions d) Types of plant Layout <p>Just in Time</p> <ul style="list-style-type: none"> a) Introduction b) Techniques c) Advantages & Disadvantages 	15	25
III	3	<p>Production Planning (Loading & Scheduling)</p> <ul style="list-style-type: none"> a) Meaning of Production Planning b) Production Planning Procedure c) Factors determining Production Control Procedure, Gantt Charts, Sequencing Numericals (nx2, nx3, nxm M/c Numericals) d) Routing & Scheduling, Despatching & Processing e) Production Control 	15	25

IV	4	Maintenance of Plant a) Introduction b) Causes of Plant Breakdown c) Cost associated with Breakdown d) Preventive & Corrective Maintenance e) Types of Maintenances f) Elements of a Good Maintenance System Ethical Practices related to Production & Operations Management	15	25
		Total	60	100

Reference Books:

1. Dr. Sanjay Sharma, Introduction to Management, Cyber Tech Publication, 2003
2. L.C. Jhamb, Production Management- Everest Publishing House, 12th edition 2007.
3. S. A Chunawalla & D. R. Patel, Production & Operation Management- Himalaya Publishing House, 6th revised edition, 2013
4. K. Aswathappa & K. Shridhara Bhat, Production & Operation Management – Himalaya Publishing House, 2007

BMS Semester: III

Paper No: 5

Paper: Quantitative Techniques for Business; Course Code: 3005

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objectives:-

To provide the students theoretical and practical knowledge of statistical methods.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Problem solving	Score	10
Unit test, viva-voce, assignments, internal objective test	Review Report / presentation	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p>Collection of data Collection of primary data through questionnaires and personal interview, and observation method, collection of secondary data from public sources and selection of appropriate method for data collection</p> <p>Measures of central Tendency Arithmetic mean, median, mode, weighted average, quartiles, deciles, percentiles, graphical presentation of median & modes.</p>	15	25
II	2	<p>Measures of Dispersion Range, Quartile Deviation and its coefficient, Mean Deviation, Standard deviation, coefficient of variation (C.V.)</p>	15	25
III	3	<p>Introduction to Probability Introduction to Probability Distribution with focus on Normal Distribution</p>	15	25
IV	4	<p>Correlation and Regression Co-relation, Scatter Diagrams, Karl Pearson's correlation and rank correlation (spearman), Linear Regression, Line of regressions, Regression coefficients, multiple and partial correlation.</p> <p>Analysis of times series Concept, Components, estimation of Trend values by moving average and least square method.</p> <p>Ethical Practices related to Quantitative Techniques for Business</p>	15	25
		Total	60	100

Reference Books:

1. S.C.Gupta, Fundamental of statistics –Himalaya Publication, 2001
2. S.P.Gupta, Statistical methods by - S.Chand Publication, 2009
3. V.K Kapoor, Solution to problems in statistics –2007

SEMESTER IV

BMS Semester: IV

Paper No: 1

Paper: Strategic Management; Course Code: 4001

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objective:-

To prepare students to handle all areas of management from strategic point of view.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, industrial visit to have practical exposure.	Review Report / presentation	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p>Introduction to business policy Vision & Mission of a company Business policies Important aspect while framing business policy</p> <p>Introduction:</p> <ul style="list-style-type: none"> • Definition, nature, scope, and importance of strategy; and strategic management • Process of strategic management. • Role of strategists. <p>Strategic Analysis:</p> <ul style="list-style-type: none"> • External Analysis – Overview • Internal Analysis- Value Chain & Benchmarking. 	15	25
II	2	<p>Strategy Formulation:</p> <ul style="list-style-type: none"> • Defining strategic intent: Vision, Mission, Business Philosophy, Goals and Objectives. <p>a. Corporate level strategies (concepts)</p> <ol style="list-style-type: none"> 1. Growth (Vertical Integration, Joint Venture, Modernization) 2. Retrenchment (Turnaround, Disinvestment, Liquidation) 3. Stability <p>b. SBU Level Strategies - Concept of Porter's competitive strategy</p> <ul style="list-style-type: none"> • Process of Strategy Choice (Portfolio Analysis – BCG growth share Matrix and GE nine cell) 	15	25
III	3	<p>Strategy Implementation & Evaluation:</p> <ul style="list-style-type: none"> • The implementation process. 7s Framework. • Resource allocation and behavioral issues in strategy implementation • Designing organizational structure as per strategy. • Strategy Evaluation & Control. 	15	25
IV	4	<p>Recent Advances in Strategic Management:</p> <ul style="list-style-type: none"> • Core Competence as the Root of Competitive Advantage • Case Studies <p>Ethical Practices in Strategic Management</p>	15	25
		Total	60	100

Reference Books:

1. L.M. Prasad, Business Policy: Strategic Management, Sultanchand & Sons, New Delhi, 2005
2. Bhattacharya & Venkataramini, Managing Business Enterprises: Strategies, Structures & Systems, 2004
3. Fred R David, Strategic Management Concepts & Cases, Pearson Prentice Hall, 2009
4. P. Subba Rao, Strategic Management, Himalaya Publishing House, 2009

BMS Semester: IV

Paper No: 2

Paper: Financial Management; Course Code: 4002

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objectives:

To apply financial techniques for effective management of long-term and short-term capital.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, visit to corporate to have practical exposure.	Review Report / presentation	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	Introduction to financial management (i) Meaning, scope & objective of finance management (ii) Classification of finance function (iii) Financial goal (Profit Max and Wealth Maximisation) Sources of Finance i) Equity shares ii) Preference Shares iii) Debentures & Bonds iv) Retained Earning	15	25

II	2	Cost of Capital i) Meaning ii) Concept of Cost of Capital iii) Importance of Cost of Capital iv) Simple Problems	15	25
III	3	Capital Budgeting i) Introduction ii) Methods of Capital Budgeting a) Pay back Method b) ARR (Theory)	15	25
IV	4	Working Capital Management i) Introduction ii) Factors to be taken into consideration for Working Capital Management. iii) Operating Cycle iv) Simple Problems on Working Capital requirements. Ethical Practices related to Financial Management	15	25
		Total	60	100

Reference Books:

1. P. V. Kulkarni & B. G. Satyaprasad, Financial Management- Himalaya Publishing House, 2012.
2. M. Y. Khan & P. K. Jain, Basic Financial Management- Tata Mcgraw Hill Publishing Co. Ltd., 2005
3. Prof. A. P. Rao, Fundamentals of Financial Management- Everest Publishing House, 2006.
4. Satish M. Inamdar, Principles of Financial Management- Everest Publishing House, 2006

BMS Semester: IV

Paper No: 3

Paper: Consumer & Buyer Behaviour; Course Code: 4003

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objectives:

To learn more about the consumer and buyer behavior and basic knowledge about business ethics, CRS and Public Relation Management.

Internal Evaluation Criteria:

Criteria	Mode of Evaluation	Marks
Case Study for understanding of Business Ethic and Corporate Social Responsibility	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, industrial visit to have practical exposure.	Review Report / presentation	15
	Total	25

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	Buyer Behavior a) Difference between Buyer and Consumer, meaning and definition, Buying Motives, Factors influencing buyer behavior, Buying Process. b) Organizational Buyer Behavior, factors affecting organization buyer behavior. Derived Demand, Difference between consumer buying behaviour and industrial buying behaviour	15	25
II	2	Consumer Behaviour Basic Stimulus Response Model, Influence on consumer decision making process, high involvement and low involvement products, Influence on buying behavior- cultural factors, social factors, personal methods of sales forecasting, Reference Groups, Consumer Learning.	15	25
III	3	Consumer Relationship Management Importance, Merits, Loyalty Breakers, How to reclaim a lost consumer? How to sustain existing customers? How to tap potential future customers? Complaint Management, Relationship building in the long run.	15	25
IV	4	Business Ethics and Corporate Social Responsibility and Public Relations Management. Ethical Practices related to Consumer & Buyer Behaviour	15	25
		Total	60	100

Reference Books:

1. Kumar Ramesh, Conceptual Issues in Consumer Behaviour :The Indian Context
Pearson Education India, 2006
2. Chetan Bajaj, Retail Management - Oxford University

BMS Semester: IV

Paper No: 4

Paper: Quality Management; Course Code: 4004

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objectives:

To make students aware about the various techniques available for quality improvements in the companies.

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, visit to a Manufacturing industry to have practical exposure.	Review Report / presentation	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p>Quality Management</p> <p>a) Quality Concept b) Juran's View of Quality c) Quality Control- Meaning & Benefits d) Quality Assurance e) ISO Standards f) Learning Curve</p> <p>Total Quality Management</p> <p>a) Definition & Concept of TQM b) Principle of TQM c) Techniques of TQM d) Importance of TQM</p>	15	25
II	2	<p>Total Employee Involvement</p> <p>a) Quality Circle- Concept & Structure b) Implementation of Quality Circle c) Features & Benefits of Quality Circle d) Suggestion Schemes- Concept, Structure, Rewards for Suggestion Schemes. e) Difference between Quality Circle & Suggestion Schemes</p>	15	25
III	3	<p>Quality Models- Benchmarking against world class</p> <p>a) Meleobm Reldeidge Quality b) RB NQA Model c) IT & BPO services-Capability Measuring Models(CMM)</p> <p>Control Charts: Types, Numericals in Control Charts</p>	15	25
IV	4	<p>Kaizen & Six Sigma</p> <p>a) Concept of Kaizene b) Importance of Kaizen c) Functions of Kaizen d) Concept of Six Sigma e) Six Sigma applied in Manufacturing f) Six Sigma applied in services</p> <p>Ethical Practices related to Quality Management</p>	15	25
		Total	60	100

Reference Books:

1. S.D Aphale, Productivity & Quality Management- Vipul Prakashan, 2003
2. Prof. L.C. Jhamb, Production (Operation) Management- Everest Publishing House, 12th edition 2007
3. K. Aswathappa & K. ShridharaBhat, Production & Operation Management –Himalaya Publishing House, 2007

BMS Semester: IV

Paper No: 5 (a)

Paper: Entrepreneurship Development & Event Management (Vocational Paper -1)

Course Code: 5005 (a)

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objectives:

To enable the students to understand the fundamentals of event management and developing entrepreneurship skills related to it.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Business Analysis of two events. Preparing a Project Plan for starting new venture. Project on woman entrepreneur. Taking part in activities like Organising Department Fest, Seminar, Workshops, Guest lectures.	Review Report / presentation	10
Unit test, viva-voce, assignments, internal objective test, practical event organising	Assessment	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p>Introduction to Entrepreneurship :</p> <ul style="list-style-type: none"> • Concept of Entrepreneur • Concept of Entrepreneurship • Factors contributing to Entrepreneurship Development • Importance of an Entrepreneur with reference to Indian economy • Personality characteristics of an Entrepreneur • Modern Concept: Intrapreneur, Copreneur & Ontrapreneur • Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses <p>Introduction to Project :</p> <ul style="list-style-type: none"> • Meaning and Definition • Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical <p>Project Planning and Report :</p> <ul style="list-style-type: none"> • Project Lifecycle • Steps in project formulation • Preparing a business plan, marketing plan, financial plan and organizational plan • Contents of a project report <p>Project Feasibility and Appraisal (only concepts)</p> <ul style="list-style-type: none"> • Financial Analysis • Market Analysis • Techno-economical Analysis • Managerial Feasibility • Social Cost Benefit Analysis • Network Analysis (CPM/PERT) • Break-even Analysis • Internal and external constraints in project formulation 	15	25
II	2	<p>Entrepreneurship related to Event Management</p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> • Commercial banks, SIDBI, SFC, RBI • Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions • Concept of Micro-finance <p>Ethical Practices related to Entrepreneurship</p>	15	25

III	3	<p>Historical Perspective, Introduction to Event Management, Size & type of event, Event Team, Code of ethics. Event feasibility : findings and testing an idea</p> <p>The screening process, processing the idea.</p> <p>Event Planning</p> <p>Introduction , Planning process, objectives, environment search and information-gathering, Demand and Operational planning, financial planning, marketing planning</p>	15	25
IV	4	<p>Event related Financial Management and the Budget</p> <p>Introduction, Objectives and Financial planning, Creating a budget, The detailed budget, other sources of Income- sponsorship and public funding.</p> <p>The organization manager and the team.</p> <p>Introduction, organisational effectiveness, Staffing: professional or volunteer management?</p> <p>Factors influencing the number and type of staff, finding staff.</p> <p>Event related compliances</p> <p>Permission and various Authorities, Indian Contract Act, The Bombay Shops and Establishment Act, Applicability of various Labour Laws, Applicability of Income Tax Act, Applicability of Service Tax Act.</p> <p>Marketing and public relations for events</p> <p>Introduction, The target market, How to influence the target market, The marketing plan, Marketing for a new event.</p> <p>Case-Study of Event Managers</p>	15	25

		Ethical Practices related to Event Management		
		Total	60	100

Reference Books:

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand & Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
4. Michael Vaz, Entrepreneurship Development, Manan Prakashan, 2010
5. Diwakar Sharm, Event Management and Planning, Deep & Deep Publications Pvt. Ltd., 2001
6. Anton shone and Bryn Parry, Success Event management, Thomson Learning, 2004
7. Sanjaya Singh Gaur and Sanjay V Saggere, Event Marketing and Management, Vikas Publishing House Pvt Ltd, 2003

BMS Semester: IV

Paper No: 5 (b)

Paper: Entrepreneurship Development & Stock Market Operations (Vocational Paper - 2)

Course Code: 5005 (b)

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objectives:

To make students aware about the current operations of stock market and give the students practical exposure about the financial market

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case studies Business Analysis of two NSE listed Scrips. Project on women entrepreneur (interview) and analysis report of the same.	Case Solution, Review Report / presentation	10
Unit test, viva-voce, assignments, internal objective test, visit to BSE, NSE to have practical exposure.	Review Report / presentation	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
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I	1	<p>Introduction to Entrepreneurship :</p> <ul style="list-style-type: none"> • Concept of Entrepreneur • Concept of Entrepreneurship • Factors contributing to Entrepreneurship Development • Importance of an Entrepreneur with reference to Indian economy • Personality characteristics of an Entrepreneur • Modern Concept: Intrapreneur, Copreneur & Ontrapreneur • Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses <p>Introduction to Project :</p> <ul style="list-style-type: none"> • Meaning and Definition • Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical <p>Project Planning and Report :</p> <ul style="list-style-type: none"> • Project Lifecycle • Steps in project formulation • Preparing a business plan, marketing plan, financial plan and organizational plan • Contents of a project report <p>Project Feasibility and Appraisal (only concepts)</p> <ul style="list-style-type: none"> • Financial Analysis • Market Analysis • Techno-economical Analysis • Managerial Feasibility • Social Cost Benefit Analysis • Network Analysis (CPM/PERT) • Break-even Analysis • Internal and external constraints in project formulation 	15	25
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II	2	<p>Entrepreneurship related to Stock Market Operations</p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> • Commercial banks, SIDBI, SFC, RBI • Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions • Concept of Micro-finance 	15	25
III	3	<p>Money Market v/s Capital Market</p> <p>Primary Market :</p> <p>IPOS, IPO process, procedure involved in opening of D-MAT A/C.</p> <p>Secondary market</p> <p>Types of shares : Equity shares Preference shares</p> <p>Equity shares (A group ,B group)</p> <p>Risk :</p> <p>Meaning</p> <p>Elements of risk</p> <p>Difference between investment & gambling</p> <p>Portfolio Management :</p> <p>Types of Investors</p> <p>Introduction to stages of Portfolio Management</p>	15	25
IV	4	<p>Introduction to Mutual Funds</p> <p>Meaning, Definition , Concept of NAV</p> <p>Types of Mutual Funds: Open ended & close ended fund.</p> <p>ETFs (Exchange Traded Funds)</p> <p>Advantages of ETFs</p> <p>Investment Avenues</p> <p>Ethical Practices related to Stock Market Operations</p>	15	25
		Total	60	100

References Books:

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand & Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, ,2003
4. Michael Vaz, Entrepreneurship Development, Manan Prakashan, 2010
5. S. Kevin, Portfolio Management, PHI Learning Pvt Ltd., New Delhi, 2006.
6. Ashu ZDutt, Stock Market Trading Secret, Vision book publication, 2007

BMS Semester: IV

Paper No: 5 (c)

Paper: Entrepreneurship Development & Digital Marketing (Vocational Paper-3)

Course Code: 5005 (c)

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objectives:

Use of ICT tools as an aid for teaching technique for the subject, Setting an understanding for new marketing venue, for future employment aspect.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Starting a blog Review of an article on digital marketing An online assignment (to understand e-mail drafting skills)	Review Report / presentation	10
Unit test, viva-voce, assignments, internal objective test, practical event organising	Assessment	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p>Introduction to Entrepreneurship :</p> <ul style="list-style-type: none"> • Concept of Entrepreneur • Concept of Entrepreneurship • Factors contributing to Entrepreneurship Development • Importance of an Entrepreneur with reference to Indian economy • Personality characteristics of an Entrepreneur • Modern Concept: Intrapreneur, Copreneur & Ontrapreneur • Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses <p>Introduction to Project :</p> <ul style="list-style-type: none"> • Meaning and Definition • Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical <p>Project Planning and Report :</p> <ul style="list-style-type: none"> • Project Lifecycle • Steps in project formulation • Preparing a business plan, marketing plan, financial plan and organizational plan • Contents of a project report <p>Project Feasibility and Appraisal (only concepts)</p> <ul style="list-style-type: none"> • Financial Analysis • Market Analysis • Techno-economical Analysis • Managerial Feasibility • Social Cost Benefit Analysis • Network Analysis (CPM/PERT) • Break-even Analysis • Internal and external constraints in project formulation 	15	25

II	2	<p>Entrepreneurship related to Digital Marketing</p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> • Commercial banks, SIDBI, SFC, RBI • Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions • Concept of Micro-finance <p>Ethical Practices related to Entrepreneurship</p>	15	25
III	3	<p>Introduction to Digital Marketing and its evolution Types of Digital Marketing (Pull & Push)</p> <p>Theories and techniques of research and consumer behavior and their application to marketing communication.</p> <p>Introduction to Search Engine Marketing Content Marketing Content writing, Keyword Research Managing content Fundamentals of digital marketing planning Collaborative Filtering, Recommendation Engines</p>	15	25

IV	4	<p>Campaign Tools Application and monitoring,</p> <p>Types of online advertising</p> <p>Understanding key concepts SEO Search engine optimization PPP Pay per Click e-mail marketing Viral marketing On-line PR Podcasts Blogs and blog writing</p> <p>Introduction to Social Networking Facebook, Twitter, Linkedin, You Tube Advantages and disadvantages of social networking sites. Impact of Mobile Devices & Mobile Applications in Digital Marketing Using social media for Digital Marketing, for Customer Segmentation and Targeted Campaigns</p> <p>Case-Study</p> <p>Ethical Practices related to Digital Marketing</p>	15	25
			60	100

Reference Books:

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand & Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
4. Michael Vaz, Entrepreneurship Development, Manan Prakashan,2010
5. David Meerman Scott Amazon Kindle, The New Rules of marketing and PR 2006
7. Damian Ryan and Calvin Jones, Understanding digital marketing,
8. Google+ for business by Chris Brogan, 2012
9. Chris Anderson, The Long Tail
10. Chris Anderson, Free- The Future of a Radical Price

BMS Semester: IV

Paper No: 5 (d)

Paper: Entrepreneurship Development & Tourism Management (Vocational Paper-4)

Course Code: 5005 (d)

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objectives:

To make the students aware about the important role played by tourism industry.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Studies and Group Discussions, Viva-voce	Case solution and presentation	10
Internal test – Classroom test, Project Report on tourist place	Review Report / presentation	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p>Introduction to Entrepreneurship :</p> <ul style="list-style-type: none"> • Concept of Entrepreneur • Concept of Entrepreneurship • Factors contributing to Entrepreneurship Development • Importance of an Entrepreneur with reference to Indian economy • Personality characteristics of an Entrepreneur • Modern Concept: Intrapreneur, Copreneur & Ontrapreneur • Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses <p>Introduction to Project :</p> <ul style="list-style-type: none"> • Meaning and Definition • Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical <p>Project Planning and Report :</p> <ul style="list-style-type: none"> • Project Lifecycle • Steps in project formulation • Preparing a business plan, marketing plan, financial plan and organizational plan • Contents of a project report <p>Project Feasibility and Appraisal (only concepts)</p> <ul style="list-style-type: none"> • Financial Analysis • Market Analysis • Techno-economical Analysis • Managerial Feasibility • Social Cost Benefit Analysis • Network Analysis (CPM/PERT) • Break-even Analysis • Internal and external constraints in project formulation 	15	25
II	2	<p>Entrepreneurship related to Tourism Management</p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p>	15	25

		<p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> • Commercial banks, SIDBI, SFC, RBI • Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions • Concept of Micro-finance <p>Ethical Practices related to Entrepreneurship</p>		
III	3	<p>Tourism- Definition, History of travel. National and international tourism, the growing potential of tourism</p> <p>Role of tourism, Department tourism activities, tourism infrastructure, Food service innovations</p> <p>Foodservice industry- Origin of restaurants, fast food restaurants, customer relationship management (CRM) Hotel organization, accommodations and different services</p>	15	25
IV	4	<p>Tour operator and travel agents ; Introduction, role of travel agent , travel agency , revenue types and forms of tourism- inbound and outbound tourism, religious tourism , adventure tourism, medical tourism , culture tourism , nature tourism</p> <p>Role of Web marketing in travel and tourism- Internet, Marketing Web, Advantages of web marketing, elements of web marketing , website design, website promotion , importance of website in today's world.</p> <p>Future trends in hospitality-properties of the future, Reservations of the future, hotel accommodation of the future, innovation in hotel management or professionalism in hotel management.</p> <p>Case-Study</p> <p>Ethical Practices related to Tourism Management</p>	15	25
		Total	60	100

Reference Books:

8. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
9. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand & Sons, 2010
10. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003

11. Michael Vaz, Entrepreneurship Development, Manan Prakashan, 2010
12. Sudhir, Introduction to Tourism and Hospitality Industry, Andrews, 2011
13. Prabhat Choudhary, Tourism concepts and practicals, Adeline Books, 2011
14. Delmar, Conducting Tours, Marc Mancini, Thomson Learning, 2001

BMS Semester: IV

Paper No: 5 (e)

Paper: Entrepreneurship Development & Rural Marketing (Vocational Paper -5)

Course Code: 5005 (e)

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, visit to rural areas to have practical exposure.	Review Report / presentation	15
	Total	25

Duration of the Exam: 3 hours

Objectives:

To make students aware about the upliftment of rural and service marketing.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p>Introduction to Entrepreneurship :</p> <ul style="list-style-type: none"> • Concept of Entrepreneur • Concept of Entrepreneurship • Factors contributing to Entrepreneurship Development • Importance of an Entrepreneur with reference to Indian economy • Personality characteristics of an Entrepreneur • Modern Concept: Intrapreneur, Copreneur & Ontrapreneur • Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses <p>Introduction to Project :</p> <ul style="list-style-type: none"> • Meaning and Definition • Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical <p>Project Planning and Report :</p> <ul style="list-style-type: none"> • Project Lifecycle • Steps in project formulation • Preparing a business plan, marketing plan, financial plan and organizational plan • Contents of a project report <p>Project Feasibility and Appraisal (only concepts)</p> <ul style="list-style-type: none"> • Financial Analysis • Market Analysis • Techno-economical Analysis • Managerial Feasibility • Social Cost Benefit Analysis • Network Analysis (CPM/PERT) • Break-even Analysis • Internal and external constraints in project formulation 	15	25

II	2	<p>Entrepreneurship related to Rural Marketing</p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> • Commercial banks, SIDBI, SFC, RBI • Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions • Concept of Micro-finance <p>Ethical Practices related to Entrepreneurship</p>	15	25
III	3	<p>Introduction: Definition, Scope of Rural Marketing, Concepts, Components of Rural Markets, Classification of Rural Markets, Rural versus Urban Markets.</p> <p>Rural Marketing Environment: Population, Occupation Pattern, Income Generation,</p> <p>Location of Rural Population, Expenditure Pattern, Literacy Level, Land Distribution,</p> <p>Land Use Pattern, Irrigation, Development Programs, Infrastructure Facilities, Rural</p> <p>Credit Institutions, Rural Retail Outlets, Print Media in Rural Areas, Rural Areas</p> <p>Requirement, Problems in Rural Marketing, Rural Demand, Rural Market Index.</p>	15	25
IV	4	<p>Rural Consumer Behavior</p> <p>Consumer Buying Behavior Models, Factors Affecting Consumer Behavior, Social Factors, Technological Factors, Economic Factors, Political Factors.</p>	15	25

		<p>Characteristics of Rural Consumer: Age and Stages of the Life Cycle, Occupation and Income, Economic Circumstances, Lifestyle, Personality and Brand Belief, Information Search and Pre Purchase Evaluation, Rise of Consumerism.</p> <p>Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty.</p> <p>Service Industry: Nature and scope of services, Difference between Goods and Services, Classification of services, Growth of service industry, Reasons for phenomenon growth in service market and obstacles of service industry.</p> <p>Marketing Management Process for Services:</p> <p>Organising, Marketing, Planning, Analysing marketing opportunities, selecting target markets, Developing service marketing mix, Managing and controlling marketing network.</p> <p>Case-Study</p> <p>Ethical Practices related to Rural Marketing</p>		
		Total	60	100

Reference Books:

- 1 S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand & Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
4. Michael Vaz, Entrepreneurship Development, Manan Prakashan, 2010
- 5 S.A.Sherlekar and R.Krishnamoorthy, Introduction to Marketing - Himalaya Publishing House, 2009
6. C G Krishnamacharyulu, Lalitha Ramakrishnan, Rural Marketing - Pearson Education, 2006.
7. Habeeb Ur Rahman, Rural Marketing - Himalaya Publishing House, 2004.
8. Sukhpal Singh, Rural Marketing - Vikas Publishers.
9. Minouti Kamat and R. Krishnamoorthy, Rural Marketing - Himalaya Publishing House, 2006

BMS Semester: IV

Paper No: 5 (f)

Paper: Entrepreneurship Development & Logistic (Vocational Paper -6)

Course Code: 5005 (f)

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Criteria	Mode of Evaluation	Marks
Case Study and Practical work assignments on S.A.P. functioning	Case Solution / Report etc.	10
Unit test, viva-voce, assignments, internal objective test, visit to a manufacturing and warehouse unit and rural areas to have practical exposure.	Review Report / presentation	15
	Total	25

Objectives:

To provide the basic knowledge about the subject and to introduce the students with production function & Management

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p>Introduction to Entrepreneurship :</p> <ul style="list-style-type: none"> • Concept of Entrepreneur • Concept of Entrepreneurship • Factors contributing to Entrepreneurship Development • Importance of an Entrepreneur with reference to Indian economy • Personality characteristics of an Entrepreneur • Modern Concept: Intrapreneur, Copreneur & Ontrapreneur • Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses <p>Introduction to Project :</p> <ul style="list-style-type: none"> • Meaning and Definition • Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical <p>Project Planning and Report :</p> <ul style="list-style-type: none"> • Project Lifecycle • Steps in project formulation • Preparing a business plan, marketing plan, financial plan and organizational plan • Contents of a project report <p>Project Feasibility and Appraisal (only concepts)</p> <ul style="list-style-type: none"> • Financial Analysis • Market Analysis • Techno-economical Analysis • Managerial Feasibility • Social Cost Benefit Analysis • Network Analysis (CPM/PERT) • Break-even Analysis • Internal and external constraints in project formulation 	15	25
II	2	Entrepreneurship related to Logistic	15	25

		<p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> • Commercial banks, SIDBI, SFC, RBI • Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions • Concept of Micro-finance <p>Ethical Practices related to Entrepreneurship</p>		
III	3	<p>Introduction to logistic: Concept of logistic Scope and objectives of logistic management Importance of logistic management</p> <p>Introduction to supply chain management: Concept of supply chain management Objectives and importance of SCM.</p> <p>Concepts of ERP (practicals) S.A.P/ Oracle Application or other open source ERP software tools</p>	15	25
IV	4	<p>Material Planning and Budgeting Importance, Techniques of planning, Bill of Materials, Past consumption Analysis (format of bill of</p>	15	25

		<p>materials, material requisition slip),</p> <p>Budgeting- purpose and benefits- ABC analysis.</p> <p>Inventory Management</p> <p>Nature, Importance, functions, Inventory Models, EOQ model, Concept of reorder point, safety stock, Material Requirement Planning (MRP), MRP II</p> <p>Introduction to Warehousing</p> <p>Definitions Roles & functions of warehousing Importance of warehousing Principles of warehousing (Designing criteria Handling Technique Storage planning)</p> <p>Logistic Information System:-</p> <p>Concept and importance of Logistic Information System Principles of Logistic Information System Types of Information systems Advantages of Information systems Case-Study Ethical Practices related to Logistic</p>		
		Total	60	100

Reference Books:

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
- 2 C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand & Sons, 2010
- 3 E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
- 4 Michael Vaz, Entrepreneurship Development, Manan Prakashan,2010
- 5 Shridaran, Material Management –2004.
- 6 Sunil Chopra and Peter Meindl, Supply Chain Management – Strategy, Planning and Operation, Pearson/PHI, 2007
- 7 D K Agrawal Macmillan, Feb-2003

BMS Semester: IV

Paper No: 5 (g)

Paper: Entrepreneurship Development & Insurance (Vocational Paper -7)

Course Code: 5005 (g)

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objectives:

To impart knowledge about the basic concepts of insurance and to make students understand the growth of Insurance Sector in India.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case studies	Case solutions	10
Unit test, viva-voce, assignments, internal objective test, visit to insurance industries to have practical exposure.	Review report and presentation	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p>Introduction to Entrepreneurship :</p> <ul style="list-style-type: none"> • Concept of Entrepreneur • Concept of Entrepreneurship • Factors contributing to Entrepreneurship Development • Importance of an Entrepreneur with reference to Indian economy • Personality characteristics of an Entrepreneur • Modern Concept: Intrapreneur, Copreneur & Ontrapreneur • Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses <p>Introduction to Project :</p> <ul style="list-style-type: none"> • Meaning and Definition • Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical <p>Project Planning and Report :</p> <ul style="list-style-type: none"> • Project Lifecycle • Steps in project formulation • Preparing a business plan, marketing plan, financial plan and organizational plan • Contents of a project report <p>Project Feasibility and Appraisal (only concepts)</p> <ul style="list-style-type: none"> • Financial Analysis • Market Analysis • Techno-economical Analysis • Managerial Feasibility • Social Cost Benefit Analysis • Network Analysis (CPM/PERT) • Break-even Analysis • Internal and external constraints in project formulation 	15	25
II	2	<p>Entrepreneurship related to Insurance</p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p>	15	25

		<ul style="list-style-type: none"> Commercial banks, SIDBI, SFC, RBI Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions Concept of Micro-finance <p>Ethical Practices related to Entrepreneurship</p>		
III	3.	<p>Basic principles of insurance : Definition, functions, nature of insurance business, legal aspects of insurance contract ,features of insurance contracts</p> <p>Life insurance corporation of India – brief history , overview of it5s working</p> <p>Challenges and opportunities of life insurance business in India.</p> <p>Types of insurance: General insurance – fire insurance , marine insurance, motor insurance, personal accident insurance and health insurance and concept of re-insurance</p> <p>Insurance products (types of policies), claim settlement in life insurance.</p> <p>Channels of distribution: Role of IRDA in regulating life insurance business in India – (insurance companies and protection of interest of policy holders)</p>	15	25
IV	4.	<p>Insurance legislation in India (need purpose and objectives of the following regulations)</p> <ol style="list-style-type: none"> Insurance act 1938 L.I.C act 1956 Marine insurance act 1963 General insurance act 1972 IRDA act 1999 9 regulations applicable to insurers and protection of policy- holders) <p>Insurance in India: Growth of insurance industry in India, present status, developments. Insurance business in India during post liberalization period</p> <p>Case-Study</p> <p>Ethical Practices related to Insurance</p>	15	25
		Total	60	100

Reference Books:

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand & Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
4. Michael Vaz, Entrepreneurship Development, Manan Prakashan,2010
5. O.P. Agrawal, Business Aspects in Banking and Insurance, Himalaya Publications house, Edition 2012
6. P.K. Gupta, Insurance and Risk Management, Himalaya Publications house, First Edition 2010
7. M.N Mishra, INSURANCE principles and practice, S chand publications, Edition 2009
8. Sadhak H, Life insurance in India, Response book publications, Edition 2009

SNDT Women's University

BMS –Revised Syllabus Details

Name of the Course	:	Bachelor of Management Studies (BMS)
Duration	:	3 years
Number of Semesters	:	6
Credit per paper	:	4
Total Number of Papers in 6 Semesters	:	30
Total Credits	:	120
Structure	:	As given below

BMS –Revised Syllabus Structure

Sem	General	Finance	Marketing	HRM	Economics	Prod/ Ops	Computers	QT/ Vocational
I	(1) Principles of Management (2) Business Communication	(3) Financial Accounting	(4) Principles of Marketing		(5) Economics-I			
II			(1) Marketing Management	(2) Organisational Behaviour	(3) Economics-II		(4) Introduction to ICT	(5) Introduction to Quantitative Techniques
III	(1) Business Laws	(2) Cost and Management Accounting		(3) HRM		(4) Fundamentals of Production & Operations Mgt		(5) Quantitative Techniques for Business
IV	(1) Strategic Management	(2) Financial Management	(3) Consumer & Buyer Behaviour			(4) Quality Management		(5) Vocational paper (Choose one) (a) Entrepreneurship Development & Event Management (b) Entrepreneurship Development & Stock Market Operations (c) Entrepreneurship Development & Digital Marketing (d) Entrepreneurship Development & Tourism Management (e) Entrepreneurship Development & Rural Marketing (f) Entrepreneurship Development & Logistic (g) Entrepreneurship Development & Insurance
V		(1) Auditing & Taxation (2) Banking & Financial Services	(3) Integrated Marketing Communication (4) BrandMgmt	(5) Industrial Relations (6) Human Resource Development				(7) Advanced Quantitative Methods for Business
VI		(1) Security Analysis and Portfolio Management (2) Advanced Financial Management	(3) International Business (4) Retail Management	(5) International HRM (6) Talent Mgmt.				(7) Project

Sem V

For Semester – V, Students will have Compulsory Paper titled ‘Advanced Quantitative Methods for Business’ and select any 2 specialization from Finance, Marketing and HRM (2 papers per specialization). Total 5 papers.

No.	Course Code	Title of the Paper	Marks	Credits
1.	5001	Auditing & Taxation	100	04
2.	5002	Banking & Financial Services	100	04
3.	5003	Integrated Marketing Communication	100	04
4.	5004	Brand Management	100	04
5.	5005	Industrial Relations	100	04
6.	5006	Human Resource Development	100	04
7.	5007	Advanced Quantitative Methods for Business	100	04

Sem VI

For Semester – VI, Students will have Compulsory Paper titled ‘Project’ and continue with 2 specialization opted in Semester V from Finance, Marketing and HRM (2 papers per specialization). Total 5 papers.

No.	Course Code	Title of the Paper	Marks	Credits
1.	6001	Security Analysis & Portfolio Management	100	04
2.	6002	Advanced Financial Management	100	04
3.	6003	International Business	100	04
4.	6004	Retail Management	100	04
5.	6005	International HRM	100	04
6.	6006	Talent Management	100	04
7.	6007	Project	100	04

SEMESTER - V

Semester: V

Paper No: 1

Course Code: 5001

Paper: Auditing & Taxation

Marks: 100 (Internal 25 + External 75)

Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Visiting a joint stock company or visiting tax professional and learning practical aspects of taxation and auditing.	Presentation / report	10
Written Test	Score	15
	Total	25

Objectives:

The students will be able to get an overview of the audit process and get an insight on taxation provisions.

Module	Topics	Contact Hours	Weightage (%)
I	Auditing Definition, nature, Objectives & Importance of Auditing, Investigation & Auditing. Types of Audit (Statutory , Internal, Bank or Concurrent Audit, Management & Cost Audit)	07	25
	Controls in Auditing 1) Introduction to internal check 2) Introduction to internal Control Reading of Ledger A/C's (Simple Sums)	08	
II	Taxation: Overview of Direct & Indirect Taxes. a) Indirect Tax: Customs, Excise, VAT, Service Tax b) Income Tax: i) Person ii) Assesse iii) Assessment Year iv) Previous Year v) Income vi) Residential Status. vii) Scope of Total Income (Sec.5) viii) Exempted Incomes Sec10(1),10(2),10(2a),10(10),10(10a)	15	25
III	Scope of Income (Section 14) a) Income from Salary i) Simple problem without	15	25

	valuation of perquisites (Problems) b) Income from house Property (Problem) i) Simple Problems including Interest and Pre-Construction Interest. c) Income from business & Profession. i) Theory & Format) d) Capital Gain (Only Theory) e) Income from other source (Theory & Format) f) Computation of Total Income.		
IV	Deduction of Total Income VI (A) a) 80 C (Only theory & format) b) 80 D (Only theory & format) c) 80 U (Only theory & format) d) 80 DD (Only theory & format) Introduction to Indirect Taxes (Theory only)	15	25
	Total	60	100

Reference Books:

1. Contemporary Auditing – Kamal Gupta, 6th Edition 2005, published by Tata McGraw Hill Publishing Co. Ltd.
2. Direct & Indirect Taxes – Varsha & Mukund Ainapure, 2nd revised edition 2010, published by Manan Prakashan.
3. Direct & Indirect Taxes – V. Singhavi, & L. N. Chopde 2nd revised edition 2010 published by Sheth Publishers Pvt. Ltd.
4. Direct Taxes Ready Reckoner – Dr. Vinold Singhania 29th edition 2006, published by Taxmann Publication(p) Ltd.

Semester: V
Paper No: 2
Course Code: 5002
Paper: Banking and Financial Services
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Objectives:

The student will be able to get a broad view of the financial environment. They will also be

Criteria	Mode of Evaluation	Marks
Case Study OR / AND Quizzes	Case Solution / Quiz Score	10
Visit to a Stock Exchange/SEBI/Mutual Fund/Insurance Company/Credit Rating Company/Commercial Bank etc. OR Assignment	Report / Presentation / Test	15
	Total	25

able to understand the role played by the different financial intermediaries and regulatory bodies.

Module	Topics	Contact Hours	Weightage (%)
I	Meaning, Scope, Classification and Innovation of Financial Services. i) Meaning, Scope, Classification and causes of financial innovation. ii) Challenges faced by the financial service sectors iii) Introduction to stock Exchange a) NSE, BSE, OTCEI b) Functions of SEBI	07	25
	Banking: Types- Merchant Banking & Commercial Banking: Meaning, Objectives & Functions/Services	08	
II	Venture Capital i) Concept and features of Venture Capital ii) Scope and Importance of venture Capital iii) Methods of venture financing. Leasing	15	25

	i) Concept of leasing ii) Types of Lease (Operating Lease, financial lease) iii) Advantages & disadvantages of leasing.		
III	Mutual Funds i) Concept of Mutual Funds ii) Types and Importance of Mutual Funds iii) Factors affecting the selection of Mutual Funds	15	25
IV	Credit Rating. i) Definition ii) Meaning of Credit Rating, iii) Benefits of Credit Rating iv) Credit Rating Agencies in India.	15	25
	Total	60	100

Reference books:

1. Financial Institutions & Markets – L. M. Bhole, 3rd edition 2001, published by Tata McGraw Hill Publishing Co. Ltd.
2. Financial Institutions & Markets - Dr. S. Gurusamy, 2nd edition 2006, published by Vijay Nicole Imprints Pvt. Ltd.
3. Financial Markets & Services – E. Gordon & Dr. S. Natarajan, 4th revised edition 2007, published by Meena Pandey for Himalaya Publishing House.
4. Merchant Banking & Financial Services – Dr. S. Gurusamy, 1st edition 2005, published by Vijay Nicole Imprints Pvt. Ltd.

Semester: V
Paper No: 3
Course Code: 5003
Paper: Integrated Marketing Communication
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Designing an plan for an event/product OR Case Study	PPT / Case Solution	10
Written Test based on concept understanding and stimulations based on actual market scenario	Score	15
	Total	25

Objectives:

This paper will enable the student to understand the dynamics of communication required from marketing point of view.

Module	Topics	Contact Hours	Weightage (%)
I	Concept and Process of Integrated Marketing Communications (IMC) : Elements of IMC- <ul style="list-style-type: none"> • Advertising – Classification of advertising, types, advertising appropriation, advertising campaigns • Sales Promotion-Different types of Sales Promotion, relationship between Sales promotion and advertising • Publicity – Types of Publicity, relationship between advertising and publicity • Personal Selling 	15	25
II	Elements of IMC- <ul style="list-style-type: none"> • Direct marketing and direct response methods • Event Management • E-Commerce • Corporate Communication Overview of Digital Marketing.	15	25

III	Media Management – Media Process – Media Jargons – Media Buying- Strategies and execution.	15	25
IV	Regulations and Ethical Concerns, Ethics and social responsibility in IMC campaigns Exercise a) Formulate any social responsibility campaigns like save water/say no to the drugs/AIDS/Polio/Save energy/No smoking etc.	15	25
	Total	60	100

Reference Books:

1. Advertising and Promotions-Belch & Celch, Tata Mcgrew Hill 2001
2. Foundations of Advertising Theory & Practice- S.A. Chunawalla & K.C. Sethia-Himalya Publishing
3. Integrated Marketing Communications – Kenneth Blown & Donald Bach PHI, 2002

Semester: V
Paper No: 4
Course Code: 5004
Paper: Brand Management
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Objectives:

This paper is intended to enable the students to gain broad understanding of branding as an

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Book Review OR Assignments on well known Indian Brands	Review Report / presentation	15
	Total	25

important aspect of marketing management.

Module	Topics	Contact Hours	Weightage (%)
I	Introductory view: Difference between product and brand, Meaning and importance of Brand name, Types of Brand, Brand Portfolio Brand building stages	15	25
II	Brand Positioning: Brand positioning & Strategies for Brand positioning Brand repositioning & Strategies for Brand repositioning Case Studies: On brand positioning and repositioning	15	25
III	Brand Equity: Cost Based, Price Based, and Consumer Based, important Factors in Brand building, Brand leverage (concept) Brand promotional activities.	15	25
IV	Brand Extensions: Types of brand extensions, Difference between Brand extension, Line Extension, and Product Extension, Brand Portfolio analysis of Indian	15	25

	companies (TATA/Parle Agro etc.)		
	Total	60	100

Reference Books:

1. Brand Management, Gulnar Sharma Karan Singh Khundia, First Edition 2012, Himalaya Publications house.
2. Marketing Management, Philip Kotler, Edition 2008, S.C. Johnson and son Publications.
3. Modern Marketing, R.S.N. Pillai and Bhagwati, Revised Edition 2012, S. Chand Publications.
4. Product and Brand management, K Venugopal Rao, First Edition 2010, Himalaya Publication House.

Semester: V
Paper No: 5
Course Code: 5005
Paper: Industrial Relations
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Visit to an industry	Report	5
Written Test based on concept understanding	Score	5
Interview with a registered trade union	PPT	10
Visit to Labour welfare office of the state	Report	5
	Total	25

Objectives:

Provide intensive theoretical and practical knowledge of IR and Trade Union, provide outline position of IR in Indian Prospective and provide practical information about how to handle grievances.

Module	Topics	Contact Hours	Weightage (%)
I	Industrial Relations Perspective Impact of Industrial Relation: Concept, Characteristics of IR , Importance of IR, Scope of IR – Factors Affecting IR, Approaches to IR, Pre – requisite for successful IR, Programme, Evaluation& aspects of IR, Characteristics of IR	15	25
II	Labour Welfare Introduction, welfare Provisions Personal Problems: Absenteeism, Employee Morale and Motivation, Health and Safety, Conflict to Cooperation	15	25
III	Industrial Disputes: Forms, Types, Causes, Preventions & Settlement of Dispute, Role and process of Negotiations- conciliation & arbitration. Discipline and Grievance Management: Grievance procedure, disciplinary procedure. Collective Bargaining: Introduction, Nature or Characteristics, essential for collective bargaining, procedure of collective	15	25

	bargaining.		
IV	Trade Union Concept – Trade Union Movement in India, trade union concept- General features, Function - Types & Structure of Trade Union, Problems of Trade unions, Essentials for success of Trade Unions.	15	25
	Total	60	100

Reference Books:

1. Industrial Relation, Arjun Monappa, Tata McGrawHill, 2002.
2. Industrial Relations, Subba Rao, Himalaya Publication.
3. Industrial Relations, Arun Monoppa, Tata McGrw Hill, 2002.
4. Industrial Relations, Concepts and Legal Framework, A.M.Sharma, Himalaya, 1999.
5. Personnel Management, C.B. Mamoria, Himalaya Publication.

Semester: V
Paper No: 6
Course Code: 5006
Paper: Human Resource Development
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Indian case study on change management	Case Solution	10
Book review of "TATA LOG " by Harish Bhatt or any other related book	Score	15
Total		25

Objectives:

Students will enable to understand the meaning, scope and functions of HRD and a grater realization about its contribution to the value chain, students also Learn various rule of HRD managers.

Module	Topics	Contact Hours	Weightage (%)
I	HRD – Concept, fundamentals ,Objectives , need and importance of HRD, Designing an effective HRD programs, Functions of HRD managers. Evaluating HRD Programme,	15	25
II	Training & Development: Training Needs, Types & Methods of Training Types: Induction , Job training , Promotion training , Refresher training Methods /Techniques of on the job and -off the job: Lectures, Trial and error experience, Understudy, Position Rotation, Specific Project, Committee Assignments, Selective Reading, Vestibule Schools, Case Studies, Conferences, Symposium, Brain Storming, Fish bowl, Role Playing, Simulation, T- Groups, In-basket Training, Games.	15	25
III	Organizational change and Development Organizational Change, Resistance to change, Managing Change, Organizational development- meaning,	15	25

	characteristics, objectives, OD interventions and Techniques, OD process-steps.		
IV	Employee Morale Meaning and characteristics, factors affecting morale, types of morale, measurement of morale, improving morale, Job satisfaction, Team building.	15	25
	Total	60	100

Reference Books:

1. Case Studies, ICFAI Publication.
2. Essentials of Human Resource Mgt & IR Personnel Mgt. P. Subba Rao, C. B. Mammoria, Himalaya Publication.
3. HRM, Terry L. Leap, Maxwell Macmillan, 1990.
4. HRM, Dr. C. B. Gupta Sultan Chand & Sons, 2003.
5. Textbook of HRM, C.B. Mammoria, Himalaya Publication-2003.

Semester: V
Paper No: 7
Course Code: 5007
Paper: Advanced Quantitative Methods for Business
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment	Assignment score	10
Written test	Paper evaluation	15
Total		25

Objectives:

Provide intensive theoretical and practical knowledge of statistics, and provide an integrated perspective of management functioning along with Quantitative methods of Business.

Module	Topics	Contact Hours	Weightage (%)
I	Testing of Hypothesis – One Sample Test Meaning and type of hypothesis, types of error, large sample test (significance difference between mean and proportions), small sample test (t- test, difference between means).	15	25
II	Testing of Hypothesis – Two Samples Test Testing of Hypothesis for two samples independent Testing of Hypothesis for two samples related Testing of Hypothesis for two samples proportion	15	25
III	Analysis of Variance F- test on variance ratio test , Analysis of variance in one way and two way classification. χ^2 test (chi- square test) Introduction, χ^2 - defined, condition for applying χ^2 - test, yate correction, use of χ^2 test.	15	25
IV	Network Analysis Concept of Network Analysis – Concept of PERT – Concept of CPM – Problem solving using PERT CPM	15	25
Total		60	100

Reference Books:

1. Business Statistics, J K Sharma, Pearson publications.
2. Fundamental of Statistics, S. C. Gupta, Himalaya Publication.
3. Statistical Methods, S. P. Gupta, S. Chand Publication.

SEMESTER – VI

Semester: VI

Paper No: 1

Course Code: 6001

Paper: Security Analysis and Portfolio Management

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Visiting an Investment or wealth management firm and learning practical aspects of portfolio.	Presentation before experts	10
Assignment of preparing a model port folio based on risk/ Test	Score	15
	Total	25

Objectives:

The student will be able to design a portfolio and can take investment decisions.

Module	Topics	Contact Hours	Weightage (%)
I	Introduction to Portfolio Management and Investment a) Meaning b) Phases of Portfolio Management c) Role of Portfolio Management. d) Financial and Economic Meaning of Investment	15	25
II	Investment and Risk analysis a) Characteristics and objectives of i) Investment V/S Speculation. ii) Investment V/S Gambling b) Types of investors and investment Avenues. Risk a) Meaning b) Elements: ((Systematic Risk , Unsystematic Risk) (Excluding Measurement of Risks)	15	25
III	Fundamental and Technical Analysis a) Meaning of Fundamental Analysis b) Introduction to Economy, Industry and company Analysis framework. c) Technical Analysis i) Meaning	15	25

	ii) Basis Principles of Technical Analysis iii) Elliot Wave Theory		
IV	Efficient Market Theory & Portfolio Selection Model Weak form, semi strong form, strong form of efficient markets. Markowitz Model, CAPM Model	15	25
	Total	60	100

Reference Books:

1. Investment Analysis & Portfolio Management- N. G. Kale & Dr. P. K. Bandgar, 2nd edition June 2003, published by N. V. Maroo for Vipul Prakashan.
2. Investment Management, Security Analysis & Portfolio Management – Dr. Preeti Singh, 11th edition 2003, published by Meena Pandey for Himalaya Publishing House.
3. Portfolio Management – S. Kevin, 2nd edition, June 2006, published by Ashok K. Ghosh, Prentice Hall of India Pvt. Ltd.
4. Portfolio Management (including Security analysis) – Dr. G. Ramesh Prabhu, 1st edition 2007 published by Ashok K. Mittal for concept Publishing Co.

Semester: VI
Paper No: 2
Course Code: 6002
Paper: Advanced Financial Management
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Project related to Corporate Mergers and Acquisitions, Inventory & Cash Management, Financial plan etc.	Presentation before experts/report	10
Written Test / Assignment	Score	15
	Total	25

Objectives:

The student will be able to apply advanced financial techniques for effective management.

Module	Topics	Contact Hours	Weightage (%)
I	Financial Planning and Capitalisation (i) Financial Plan – Meaning, Process & Limitations (ii) Capitalisation – Meaning, (iii) Under and Over Capitalisation-Meaning, Effects, Causes & remedies.	15	25
II	Management of Accounts Receivables v) Concept & Importance vi) Credit Policy – Nature & Goals vii) Factors affecting Credit Policy viii) Need for granting credit ix) Credit Policy Variables	15	25
III	Inventory & Cash Management (i) Meaning & Objectives of cash management (ii) Motives of holding cash (iii) Strategies of Cash Management (iv) Importance & Techniques of Inventory Management	15	25
IV	Financial and Operating Leverages, Business Restructuring (i) Operating Leverage – Meaning, Degree, Significance & Limitations.	15	25

	(ii) Financial Leverage – Meaning, Degree, Significance & Limitations. (i) Types – Mergers, Acquisitions, Amalgamations, De-Mergers, Joint Ventures.(Concepts of each of the types) Case Study on Corporate Mergers and Acquisitions		
	Total	60	100

Reference Books:

1. Basic Financial Management- M. Y. Khan & P. K. Jain, 2nd edition 2005, published by Tata Mcgraw Hill Publishing Co. Ltd.
2. Financial Management – I.M. Pandey 8th Edition, published by Vikas Publishing house.
3. Financial Management for BMS – O.P. Agarwal, 1st Edition June 2010
4. Financial Management- P. V. Kulkarni& B. G. Satyaprasad, 12th edition, published by Himalaya Publishing House.
5. Fundamentals of Financial Management- Prof. A. P. Rao, 7th revised & enlarged edition. 2006 published by Everest Publishing House.
6. Principles of Financial Management- Satish M. Inamdar, 3rd edition 2006, published by Everest Publishing House.

Semester: VI
Paper No: 3
Course Code: 6003
Paper: International Business
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Visiting an export firm/ forwarding agents to have an overview of international business formalities.	Presentation / report	10
Written Test / case presentation of International business	Score	15
Total		25

Objectives:

Provide students with a perspective of International Business Management, its environment and complexities and International monetary system.

Module	Topics	Contact Hours	Weightage (%)
I	Introduction: <ul style="list-style-type: none"> • Meaning and Importance of International Business. • Difference between Domestic and International Business. International Business in the 21 st Century: <ul style="list-style-type: none"> • The Global Business Environment • Factors affecting International Business • The Impact of Technology 	15	25
II	Legal Aspects of International Business: <ul style="list-style-type: none"> • Legal environment for international business. • Importance of intellectual property rights and patents. • Importance of laws relating to product packaging labeling etc. • WTO – Legal Implications and anti dumping.. 	15	25
III	International Marketing:	15	25

	<ul style="list-style-type: none"> • Dynamics of product and market selection • Segmentation of international markets and consumer's selection. • International marketing strategies <p>International Business Environment in India</p> <ul style="list-style-type: none"> • Imports related environment in India and other countries. Role of RBI, Customs, DGFT etc. 		
IV	<p>International Human Resource Management:</p> <ul style="list-style-type: none"> • Business ethics and Values ,Importance of Relationships marketing • International HRM Strategy. • Impact of Religion and Culture Labour markets/skills and training <p>Export pricing in India /Role of HR/Finance– A case study.</p>	15	25
	Total	60	100

Reference books:

1. International Business Law and its Environment, Richard Schaffer and others, Cengage, 2009.
2. International School, Justin Paul and published by PHI learning Pvt. Ltd. 2008.
3. Managing Global Work force , Charles M Vance and Yongsunpaik,, PHI, 2009.
4. Reading and Cases in International Human Resource Management, Mark E. Mendenhall, Gary R. Oddou, Gunter K. Stahl, Routledge, Fourth Edition,2007.

Semester: VI
Paper No: 4
Course Code: 6004
Paper: Retail Management
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Project on small/large scale retailers	Presentation/ Report	15
Written Test/ Assignment	Score	10
	Total	25

Objectives:

To provide the in-depth knowledge (theoretical as well as practical) about various aspects of retail management & concepts linked to it.

Module	Topics	Contact Hours	Weightage (%)
I	Introduction to Retailing Definition, Importance, Features of Retailing, Factors influencing retail industry, Challenges faced by retailers, Growth of retail in recent years, Future prospects of retailing in Indian Scenario.	15	25
II	Classification of Retail Outlet Organized & unorganized retail Classification : Based on channels, Type of merchandise sold, Type of ownership, Multichannel formats	15	25
III	Retail Store location planning Store Layout Types of store layouts Concept of visual merchandising	15	25
IV	Pricing Strategies Concept of retail price Elements of retail price Retail pricing policies & strategies Technology in retailing Online shopping, E-retailing, database marketing, E-CRM Case study on retailing	15	25
	Total	60	100

Reference Books:

1. Retail Management - Levi & Weitz –TMH Publications
2. Retail Management - P. Ksinha & Uniyal –Oxford Publication
3. Retail Management - Text & cases By Swapna Pradhan –Pearson Publication

Semester: VI
Paper No: 5
Course Code: 6005
Paper: International HRM
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Literature review AND/OR Case Study on failures and success of acquisition and mergers from HR perspectives	Report with presentation / Scores	10
Assignment on Modern techniques of IHR / Test	Scores	15
	Total	25

Objectives:

Students learn techniques which International HR (IHR) managers undertake similar to their domestically-based colleagues and the scope and complexity of IHRM Tasks.

Module	Topics	Contact Hours	Weightage (%)
I	Globalization – Nature, Drivers, Effects; Multiculturalism – Definition, dimensions, Cultural Predisposition Cross Cultural Differences & Managing Across Culture; Staffing Of International Business	15	25
II	IHR Planning, Recruitment, Selection, T & D For International Business International Compensation Management; Repatriation; HRM In Cross Culture Mergers & Acquisitions Analysis of Success & Failures of Acquisitions and mergers through HR perspective.	15	25
III	Ethics And The IHR; Social Responsibility And International Business Demographic diversities and its influences on global execution of business	15	25
IV	Recent techniques in HR: Employee leasing, dual carrier groups. Flexi time and flexi work, organizational politics, exist Policy and Practice	15	25
	Total	60	100

Reference Books:

1. International Human Resource Management- Text And Cases, K Aswathappa, Sadhna Dash, Tata McGraw-Hill.
2. Managing the Global Workforce, Paula Caligiuri, David Lepak, Jaime Bonache, John Wiley & Sons Ltd.

Semester: VI
Paper No: 6
Course Code: 6006
Paper: Talent Management
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Online Assignment, Literature review AND/OR Case Study.	Scores	10
Project on recruitment agency/recruitment policies of a MNC.	Report with or without presentation	10
Registering to an online portal, Appearing for an interview.	Verification	5
	Total	25

Objectives:

To give student an introduction to Talent Management as practiced in leading organizations and to review and discuss existing organizational practices related to developing and managing Human Resources to achieve business strategies and objectives.

Module	Topics	Contact Hours	Weightage (%)
I	An Historical Perspective on Management and Executive Careers and the Challenge of Talent Management. Introduction to Talent Mgmt - Overview a) Strategic Frameworks b) HR Frameworks Attraction, acquisition and retention of talents: Employer branding Career Planning, Succession Planning and boundary less career spanning Hindrances to Career planning. Online recruitment and Job Portals its influence on today's recruitment scenario	15	25
II	Training and development Steps in training, Methods of training, Training calendar, Need and importance of training	15	25

III	Commercials for Talent Management Understanding and Managing the Finances of Talent Managing Cost issues associated with talent management, especially the risk of lost investments in employees and how to manage them in ways that allow the investments to be paid off.	15	25
IV	Talent management process HR relevant cross-cultural management issues & Conflict resolution. The Future of Career Management	15	25
	Total	60	100

Reference Books:

1. Academic Journals: Academy of Management Review, Academy of Management Journal, International Journal of Human Resource Management, Human Resource Management, Journal of Management, Journal of Vocational Behavior.
2. Human Resource Management: Gaining a Competitive Advantage, Noe, R., Hollenbeck, J., Gerhart, B., & Wright, P. (2008). 6th Edition. McGraw-Hill/Irwin.
3. Practical Journals: Academy of Management Perspectives, Harvard Business Review.

Semester: VI
Paper No: 7
Course Code: 6007
Paper: Project
Marks: 100
Credits: 4
Semester End Examination: 100 Marks

Guidelines:

In the beginning of Semester VI, students should be assigned industry based project related to their specialization.

Students should be guided for preparation of the report.

Combined evaluation by internal and external examiner: Weightage of 50 marks to the project report and 50 marks for viva-voce.