

AC: 29/06/2024
Item No: 1.1.5




SIES (Nerul) College of Arts, Science and Commerce (Autonomous)
Syllabus for Approval
BACHELOR OF MANAGEMENT STUDIES


Sr. No.	Heading	Particulars
1	Title of the course	BACHELOR OF MANAGEMENT STUDIES
2	Year	First Year
3	Semesters	I and II
4	Level	UG
5	Pattern	03 years & 06 semesters CBGS
6	Status	New
7	To be implemented from	From Academic year 2024-25 in a progressive manner

Dated: 29th June, 2024

Signature


Dr. Koel Roychoudhury
AC Chairperson




Mr. Chaitanya Songirkar
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SIES (Nerul) College of Arts, Science and Commerce (Autonomous)

BACHELOR OF MANAGEMENT STUDIES (B.M.S.)

Sr. No.	Heading	Particulars
1	Title of the course	BACHELOR OF MANAGEMENT STUDIES
2	Eligibility for admission	HSC or Equivalent
3	Minimum percentage	45%
4	Semesters	I and II
5	Level	UG
6	Pattern	03 years & 06 semesters CBGS
7	To be implemented from	From Academic year 2023-24 in a progressive manner





SIES (Nerul) College of Arts, Science and Commerce (Autonomous)
(Affiliated to University of Mumbai)

RE-ACCREDITED GRADE "A" BY NAAC (3rd CYCLE)

**BOARD OF STUDIES
SYLLABUS FOR
BACHELOR OF MANAGEMENT STUDIES (B.M.S.)**

(WITH EFFECT FROM THE ACADEMIC YEAR 2023-2024)

OBJECTIVES OF THE PROGRAMME:

1. To impart and appreciate thorough knowledge of business and its surroundings.
2. To develop the professional attitude with aptitude, skills, and competence required to execute and evaluate decisions, policies and strategies.
3. To provide exposure to the operational environment of business
4. To develop future managers with skills to cope with changing market needs
5. To increase the Industry-Academia interface.

PROGRAM OUTCOME:

Upon completion of the BMS program, students will possess the following capabilities:

1. Acquire fundamental knowledge and practical understanding of management education applicable to the current global context.
2. Acquire knowledge and competencies to leverage opportunities in management profession.
3. Recognize the interconnectedness of different management functions.
4. Display professionalism, self-awareness, and effective communication aptitudes.
5. Understand the ethical implications associated with business decision-making.
6. Develop comprehensive analytical and problem-solving skills.



SCHEME OF MODULES

SEMESTER I			
Sr. No	Course code	Credits	Course Name
I	Major Department Specific Course (DSC)		
1	U23MS1MJ01	04	PRINCIPLES OF MANAGEMENT
	U24MS1MJ02	02	INTRODUCTION TO FINANCIAL ACCOUNTING
II	Minor Department Specific Course		
	--	--	NIL
III	Open Electives (OE)/ Generic Electives		
1	U24BE1E01	02	BUSINESS ECONOMICS - I
2	U24COM1E02	02	BUSINESS LAW-I
IV	VOCATIONAL COURSE (VC) & SKILL ENHANCEMENT COURSE (SEC)		
1	U24MS1VSC01	02	QUANTITATIVE TECHNIQUES IN MANAGEMENT - I
2	U24MS1SEC01	02	INTRODUCTION TO OFFICE 365 - I
V	ABILITY ENHANCEMENT COURSE(AEC)/VALUE EDUCATION COURSE (VEC) / INDIAN KNOWLEDGE SYSTEM (IKS)		
1	U24MS1AEC01	02	BUSINESS COMMUNICATION - I
2	U24MS1VEC01	02	UNDERSTANDING INDIAN SOCIETY & CONSTITUTIONAL VALUES
3	U24MS1IKS01	02	INDIAN MANAGEMENT THOUGHTS AND PRACTICES
VI	CO-CURRICULAR COURSES (CC)		
	U24CC1PS01	02	UNLOCKING POWER OF SELF



	U24CC1DLLE01	02	DLLE
	U24CCINSS01	02	NSS
TOTAL CREDITS		22	



PRINCIPLES OF MANAGEMENT

COURSE CODE: U24MS1MJ01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Objectives:

- Integrate management principles into management practices.
- Assess managerial practices and choices relative to ethical principles and standards.
- Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.
- Determine the most effective action to take in specific situations.

Sr. No	Syllabus	No. of lectures
01	Module -1- Introduction to Management Management: Concept, Significance, Role & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid. Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.	15
02	Module-2 -Planning and Decision Making Planning: Meaning, Importance, Elements, Process, Limitations and MBO. Decision Making: Meaning, Importance, Process, Techniques of Decision Making.	15



03	<p>Module-3 -Organizing</p> <p>Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations</p> <p>Departmentation: Meaning, Basis and Significance</p> <p>Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control Centralization vs Decentralization</p> <p>Delegation: Authority & Responsibility relationship</p>	15
04	<p>Module-4 - Directing, Leadership, Co-ordination and Controlling</p> <ul style="list-style-type: none"> • Directing: Meaning and Process • Leadership: Meaning, Styles and Qualities of Good Leader • Co-ordination as an Essence of Management • Controlling: Meaning, Process and Techniques • Recent Trends: Green Management & CSR 	15

References:

- *Principles of Management, Tripathi Reddy, Tata Mc Grew Hill*
- *Management Text & Cases, VSP Rao, Excel Books, Delhi*
- *Management Concepts and OB, P S Rao & N V Shah, Ajah Pustakalaya*
- *Essentials of Management, Koontz II & W, Mc. Grew Hill, New York*



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each Q.1 Multiple choice Questions/True or False - 10 Marks Q.2. Attempt 2 questions out of 3 questions (5 marks each) 10 Marks	20
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	15
Class Participation	5
Total	40



B) Semester end examination 60 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15 Marks
Q.2 15 marks OR 15 marks	15 Marks
Q.3 15 marks OR 15 marks	15 Marks
Q.4 15 marks OR 15 marks	15 Marks
Total	60
Note: 1. Q.1, 2 and 3 - 15 marks question may be divided into sub questions of 7 and 8 or 10 and 5, if required. 2. Q.4 May include theory (short notes) (Any 3 out of 5) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



	❖ IAS-2: Inventories (Basic Knowledge)	
02	Module-2 - Accounting Transactions <ul style="list-style-type: none"> □ Accounting transactions: Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal & ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book –Triple Column), Bank Reconciliation Statement. □ Expenditure: Classification of Expenditure- Capital, revenue and Deferred Revenue expenditure Unusual expenses: Effects of error: Criteria test. □ Receipts: Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts □ Profit or Loss: Revenue profit or loss, capital profit or loss 	15

References:

- Accounting Principles by R.N. Anthony and J.S. Reece, Richard Irwin, Inc
- Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advanced Accountancy by R.L Gupta and M. Radhaswamy, S. Chand and Company (P) Ltd., New Delhi
- Company Accounting Standards by Shrinivasan Anand, Taxman, New Delhi
- Compendium of Statement and Standard of Accounting, ICAI
- Financial Accounting a Managerial Perspective, Varadraj B. Bapat, Mehul Raithatha, Tata McGraw Hill Education Pvt. Ltd., New Delhi Business



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each Q.1 Multiple choice Questions/True or False - 10 Marks Q.2. Attempt 2 questions out of 3 questions (5 marks each) 10 Marks	10
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	5
Total	20



B) Semester end examination 60 marks

PAPER PATTERN

Duration : 1 hours	
Total Marks: 30	
Q.1 10 marks OR 10 marks	10 Marks
Q.2 10 marks OR 10 marks	10 Marks
Q.3 10 marks Two short notes out of four for 5 marks each/ numerical/ case study	10 Marks
Total	30
Note: Q.1, 2 - 10 marks question may be divided into sub questions if required. 1. Q.3 May include theory (short notes) / Numerical/ case study.	

Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.



Business Economics- I

COURSE CODE: U24BE1E01
02

COURSE CREDIT:

1 credit - 15 lectures
1 lecture is 60 minutes

Course Objectives:

- To examine the basic principles of Business Economics and their applications in business decisions
- To orient students with cost, output and pricing decisions based on different market structures.

Course Outcomes:

1. Students will be able to explain basic principles of Business Economics and its applications in the real world.
2. Students will be able to classify market structures with respect to various economic variables.

Sr No.	Syllabus	No. of lectures
1	<p>Module -1: Fundamental Concepts and Business Decision Principles</p> <ul style="list-style-type: none">• Scope and Importance of Business Economics, basic tools of Economic Analyses.• Demand and Supply Analyses-Variou Concepts of Demand, Law of Demand, Nature of Demand Curve under different markets, Law of Supply.• The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium.• Elasticity of Demand- significance, types and measurement of elasticity of demand (Price, income cross and promotional)• (numerical illustrations, Case Study)	15
2	<p>Module-2: Production Function, Cost concepts and Market structure</p> <ul style="list-style-type: none">• Production function: Meaning, Types of Production Function, Concept of isoquants, Theories of Production – Short Run Production Function-Law of Variable Proportions, Long run production function and Laws of Returns to Scale, Least Cost Factor Combination for a given output.• Cost concepts: Accounting cost and economic cost, implicit and explicit cost, Opportunity Cost, fixed and variable cost - total, average and marginal cost –Behavior of Cost and Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems), LAC and Learning curve• Break even analysis (with business applications- case Studies)• Market structure: Perfect Competition –Features, Firm as a price taker.• Monopoly – Features, Price Discrimination under Monopoly.• Monopolistic competition: Features, Product differentiation.• Oligopolistic markets: key attributes of oligopoly - Collusive and non-collusive oligopoly market.	15



REFERENCES:

- Mchta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
- Hirchey .M., Managerial Economics, Thomson South western (2003)
- Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
- Frank Robert. H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
- Gregory Mankiw., Principles of Economics, Thomson Southwestern (2002 reprint)
- Samuelson & Nordhaus.: Economics (Tata McGraw Hills, New Delhi, 2002)
- Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi,2004)

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- (A) Internal assessment 40% i.e. 20 marks
- (B) Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal tests of 10 marks each	10
Q.1. Multiple choice Questions/True or False - 10 Marks	
OR	
Q.1. Multiple choice Questions/True or False - 5 Marks	
Q.2. Attempt 1 question out of 3 questions (5 marks each)- 5 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	5
Attendance and Class behavior	5
Total	20

(B) External Assessment 30 marks

PAPER PATTERN

Duration – 1 Hr	
Total Marks – 30	
Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks	10
Two short notes out of four for 5 marks each/ numerical/ case study	
Total	30
Note:	
Q.1, 2 - 10 marks question may be divided into sub questions if required.	
Q.3 May include theory (short notes) / Numerical/ case study.	

Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.



BUSINESS LAW-I

COURSE CODE: U24COM1E02

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture- 60 minutes

Objectives

- To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies, and related matters
- Also to understand the applications of these laws to practical commercial situations

Sr. No	Syllabus	No. of lectures
01	Module -1- Indian Contract Act 1872 Contract Act, 1872: Essential elements of Contract; Agreement and Contract – Capacity to Contract, Free consent, consideration, lawful objects/ consideration, Breach of contract. Remedies for breach of Contract.	15
02	Module-2 – Negotiable Instrument Act, 1981: Introduction of Negotiable Instruments – Characteristics of negotiable instruments, Promissory notes, Bills of exchange, Cheque, Dishonour of Cheque.	15

References:

- Elements of mercantile Law – N.D.Kapoor
- Business Law – P.C. Tulsian
- Business Law – SS Gulshan
- Indian contract Act – Dr. Avtar Singh



The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal tests of 10 marks each Q.1. Multiple choice Questions/True or False - 5 Marks Q.2. Attempt 1 questions out of 3 questions (5 marks each) 5 Marks	10
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	5
Class Participation	5
Total	20



B) Semester end examination 30 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 30	
Q.1 10 marks OR 10 marks	10 Marks
Q.2 10 marks OR 10 marks	10 Marks
Q.3 10 marks OR 10 marks	10 Marks
Total	30
Note: Q.1 and 2 - 10 marks question may be divided into sub questions of 5 and 5, if required. Q.3 May include theory (short notes) (Any 2 out of 3) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.



QUANTITATIVE TECHNIQUE IN MANAGEMENT-I

COURSE CODE: U24MS1VSC01

COURSE CREDIT: 02

COURSE NAME: Quantitative Analysis I

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To develop the students ability to deal with numerical and quantitative issues in business.
- To enable the use of statistical, graphical and algebraic techniques wherever relevant.
- To have a proper understanding of Statistical applications in Economics and Management.

Unit	Details	Lectures
I	Presentation of Data Introduction to Statistics, Data, Types of Data, Frequency Distribution: Discrete and Continuous; Graph: Bar Diagram, Pie Chart, Histograms, Frequency Curve. Measures of Central Tendency Arithmetic Mean, Median (Calculation and Graphical using Ogives), Mode (Calculation and Graphical using Histogram). Measures of Dispersion Range with Coefficient of Range, Quartiles with Coefficient of Quartiles, Standard Deviation, Variance with Coefficient of Variation, Skewness and Kurtosis (Only Concept).	15
II	Time Series Least Square Method, Moving Average Method, Determination of Seasons. Index Numbers Simple Aggregate Method, Weighted Aggregate Method, Simple Average of Price Relatives, Weighted Average of Price Relatives, Chain Base Index Numbers, Base Shifting, Cost of Living Index Number.	15

References:

- Statistics for Management by *Richard I. Levin and David S. Rubin*, Seventh Edition, Pearson.
- Fundamental of Applied Statistics by *S. C. Gupta and V. K. Kapoor*, Sultan Chand & Sons.
- Statistics by *Murray R. Spiegel and Larry J. Stephens*, Third edition, Schauma's Outlines.



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 10 marks each Q.1 Multiple choice Questions/True or False - 5 Marks Q.2. Attempt 1 questions out of 3 questions (5 marks each) 5 Marks	10
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	5
Class Participation	5
Total	20



B) Semester end examination 60 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 30	
Q.1 10 marks OR 10 marks	10 Marks
Q.2 10 marks OR 10 marks	10 Marks
Q.3 10 marks OR 10 marks	10 Marks
Total	30
Note: 2. Q.1 and 2 - 10 marks question may be divided into sub-questions of 5 and 5, if required. 3. Q.3 May include theory (short notes) (Any 2 out of 3) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester-end examination.



INTRODUCTION TO OFFICE 365- I

COURSE CODE: U24MSISEC01

COURSE CREDIT: 02

COURSE NAME: INTRODUCTION TO OFFICE 365- I

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- Course participants will learn to use and apply the following applications in instruction:
- Outlook, One-Drive, Skype, Word, PowerPoint.
- Developing comprehensive skills with Microsoft applications to create organized and productive content.

Unit	Details	Lectures
I	Word 365 Basic Word 365 Advanced PowerPoint: Basics PowerPoint: Enhancing and finalizing a presentation	15
II	Outlook: Email Outlook: Calendar, Tasks, People, and more OneNote 365 One-Drive	15

References:

- Withee, K., Reed, J., Withee, R. (2018). Office 365 for Dummies. United Kingdom: Wiley.
- Wilson, K. (2018). Essential Office 365 Third Edition: The Illustrated Guide to Using Microsoft Office. United Kingdom: Elluminet Press.
- Lambert, J. (2023). Microsoft Word Step by Step (Office 2021 and Microsoft 365). United States: Pearson Education.
- Holler, J. (2022). The Microsoft Office 365 Bible: 9 Books in 1 : the Most Updated and Complete Guide to Excel, Word, PowerPoint, Outlook, OneNote, OneDrive, Teams, Access and Publisher from Beginners to Advanced. United States: James Holler.
- Basham, S. (2021). Microsoft Word in easy steps: Covers Microsoft Word in MS 365 suite. United Kingdom: In Easy Steps Limited.



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal tests of 10 marks each Q.1 Multiple choice Questions/True or False - 5 Marks Q.2. Attempt 1 questions out of 3 questions (5 marks each) 5 Marks	10
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	5
Class Participation	5
Total	20



B) Semester end examination 30 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 30	
Q.1 10 marks OR 10 marks	10 Marks
Q.2 10 marks OR 10 marks	10 Marks
Q.3 10 marks OR 10 marks	10 Marks
Total	30
Note: Q.1 and 2 - 10 marks question may be divided into sub questions of 5 and 5, if required. Q.3 May include theory (short notes) (Any 2 out of 3) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.



BUSINESS COMMUNICATION- I

COURSE CODE: U24MS1AEC01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- Enhancing the proficiency of speaking and writing of students.
- To Create Job-readiness among students.
- To bridge the gap between campus and industry.
- To enhance the personal branding of students through digital media.
- To demonstrate the overall communication skills of students in today's business world.

Serial No.	Syllabus	No. of Lectures
01	<p>Module -1- Introduction to Business Communication</p> <p>Concept of Communication: Meaning, Definition, Process, Feedback.</p> <p>Channels and Objectives of Communication: Channels Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine.</p> <p>Objectives of Communication.</p> <p>Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette. Modes: Computers and E- communication Video and Satellite Conferencing and Little reference to traditional modes.</p> <p>Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers. Ways to Overcome these Barriers.</p>	15



	Listening: Importance of Listening Skills, Cultivating good Listening Skills	
02	Module 2 :Personnel Correspondence Statement of Purpose Personal Branding : Job Application Letter and Resume,Linked in Profile Building, Face Book Profile Building,Letter of Acceptance of Job Offer, Letter of Resignation. Commercial Terms used in Business Communication. Class Activities/Project: Digital Exhibition on Tools /Methods/Mediums/Barriers etc of Communication.	15

REFERENCES:

- Essentials of Business Communication ,Rajendra Pal and J.S Korlahalli, Sultan Chand and Sons Publishing House.
- Business Communication: A Practice Oriented Approach by Shalini Kalia Et Al, Publisher : John Wiley.
- Business Communication -I ,Nina Roy Choudhury ,Lekha Nambiar .Seventh Revised Edition 2022,Vipul Prakasan.
- Business Communication -I ,Dr.Neeta Chakravarty, Manan Prakashan.
- You Are the Brand by Mike Kim,Wall Street Journal ,Forwarded by Todd Herman.
- How to create Personal Branding without spending a fortune by Humphrey Snyder.
- Personal Branding : The Complete Step-by-Step Beginners Guide to Build Your Brand in : Facebook,Youtube,Twitter and Instagram by Glary Clarke.
- LinkedIn for Personal Branding : The Ultimate Guide by Sandra Long,Amazon.in



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal tests of 10 marks each Q.1 Multiple choice Questions/True or False - 5 Marks Q.2. Attempt 1 questions out of 3 questions (5 marks each) 5 Marks	10
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	5
Class Participation	5
Total	20



B) Semester end examination 30 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 30	
Q.1 10 marks OR 10 marks	10 Marks
Q.2 10 marks OR 10 marks	10 Marks
Q.3 10 marks OR 10 marks	10 Marks
Total	30
Note: Q.1 and 2 - 10 marks question may be divided into sub questions of 5 and 5, if required. Q.3 May include theory (short notes) (Any 2 out of 3) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.



INDIAN MANAGEMENT THOUGHTS AND PRACTICES

COURSE CODE: U24MS11KS01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Objectives

- To understand the concept of Indian Management Thoughts and Practices
- To impart the Managerial Lessons from ancient scriptures.
- To understand the Learning systems and Self-management
- To understand the Evolution of Learning Systems in India

Sr. No	Syllabus	No. of lectures
01	<p>Module -1- Introduction to Indian Management Thoughts and Practices (IMTP).</p> <ul style="list-style-type: none">□ Indian Management Thoughts and Practices: Meaning, Features, Need, History, Relevance, Principles Practised by Indian Companies, Requisites, Elements, Role of IMTP in Managerial Practices,□ IMTP in Governance.□ Management Lessons from Scriptures: Management Lessons from Vedas, Management Lessons from Mahabharata, Management Lessons from Bible Management Lessons from Quran, Management Lessons from Kautilya's Arthashastra.□ Indian Heritage in Business, Management,□ Indian Management v/s Western Management.□ Values for Managers, Trans- Cultural Human Values in Management and Management Education, Secular v/s Spiritual Values in Management, Importance of Value System in Work Culture	15



02	<p align="center">Module-2 - Indian Systems of Learning</p> <ul style="list-style-type: none"> □ Gurukul System of Learning: Meaning, Features, Advantages, Disadvantages □ Modern System of Learning: Meanings, Features, Advantages, Disadvantages, □ Karma: Meaning, importance of Karma to Managers, Nishkama Karma □ Laws of Karma: The great law, Law of creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection □ Corporate Karma: Meaning, Methodology, Guidelines for good Corporate Karma □ Self-Management: Personal growth and Lessons. 	15
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References:

- R Nandagopal, Ajith Sankar RN: Indian Ethics and Values in Management, Tata Mc Graw Hill
- Bhatta, S.K., Business Ethics & Managerial Values.
- Chakraborty, S.K.: Foundation of Managerial Work-Contributions from Indian Thought, Himalaya Publication House, Delhi 1998
- Chakraborty, S.K.: Managerial Effectiveness and Quality of Work life – Indian Insights, Tata McGraw Hill Publishing Company, New Delhi – 1987
- Nandagopal, Ajith Shankar, Indian Ethos and Values in Management, Tata Mc Graw Hill, 2010



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal tests of 10 marks each Q.1 Multiple choice Questions/True or False - 5 Marks Q.2. Attempt 1 questions out of 3 questions (5 marks each) 5 Marks	10
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	5
Class Participation	5
Total	20



B) Semester end examination 30 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 30	
Q.1 10 marks OR 10 marks	10 Marks
Q.2 10 marks OR 10 marks	10 Marks
Q.3 10 marks OR 10 marks	10 Marks
Total	30
Note: Q.1 and 2 - 10 marks question may be divided into sub questions of 5 and 5, if required. Q.3 May include theory (short notes) (Any 2 out of 3) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.



ENVIRONMENT AND SOCIETY

(TO BE OFFERED TO OTHER DEPARTMENTS AS OPEN ELECTIVE)

COURSE CODE: U24MS1E01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objective: To orient the students with various movements for the environment.

Learning Outcome: The students will be encouraged to participate in activities that promote environmental conservation and are also made aware of the role of society in environmental management.

Sr. No	Syllabus	No. of lectures
01	Module -1- Introduction to Environment and Society <ul style="list-style-type: none">□ Concept of environment, Environment and man relationship□ Scope and Multidisciplinary nature of Environmental Studies□ Environment education and public awareness□ Environmental ethics.	15
02	Module-2 - Impact of anthropogenic activities on Environment and Society <p>Impact of the following anthropogenic activities on the environment and society:</p> <ul style="list-style-type: none">□ Pollution□ Industrialization□ Urbanization□ Deforestation□ Mining□ Developmental projects□ Reclamation	15



	<ul style="list-style-type: none"> □ Tourism 	
03	<p>Module-3 - Man and Environment Management</p> <ul style="list-style-type: none"> □ Concept and strategies for sustainable development □ The Sustainable Development Goals (SDG) 2030 Agenda □ Resource utilization and sustainability □ Strategies for environmental protection based on consumerism. 	15
04	<p>Module-4- Environmental Movements and Society</p> <ul style="list-style-type: none"> □ Concept of Social and Environmental Movements □ Origin of Environmental movements in India □ Case studies of environmental movements (Bishnoi movement, Chipko Movement, Appiko Movement, Narmada Bachao Andolan, Silent Valley movement) □ Ideological trends in Environmental Movement 	15

References:

- A Textbook of Environmental Studies, D. K. Asthana, S Chand & Co Ltd
- A Textbook of Environmental Chemistry and Pollution Control, S. S. Dara, S Chand & Co Ltd
- Essential Environmental Studies, S P Misra & S N Pandey, Ane Books Pvt. Ltd.
- Understanding Environment, Chokkan, K.B., Pandya, H. & Raghunathan, H. (eds). 2004 Sagar Publication India Pvt. Ltd., New Delhi.
- Pandit, M.K. 2013. Chipko: Failure of a Successful Conservation Movement. In: Sodhi, N.S., Gibson, L. & Raven, P.H. Conservation Biology: Voices from the Tropics. pp. 126- 127. Wiley Blackwell, Oxford, UK.



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each	20
Q.1 Multiple choice Questions/True or False - 10 Marks	
Q.2. Attempt 2 questions out of 3 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40



B) Semester end examination 60 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 60	
Q.1 12 marks OR 12 marks	12
Q.2 12 marks OR 12 marks	12
Q.3 12 marks OR 12 marks	12
Q.4 12 marks OR 12 marks	12
Q.5 12 marks OR 12 marks	12
Three short notes of 4 marks each or Case study	
Total	60
Note:	
1. Q.1, 2, 3 and 4 - 12 marks question may be divided into sub questions if required.	
2. Q.5 May include theory (short notes) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



ENVIRONMENT AND SOCIETY

COURSE CODE:

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objective: To orient the students with various movements for the environment.

Learning Outcome: The students will be encouraged to participate in activities that promote environmental conservation and are also made aware of the role of society in environmental management.

Sr. No	Syllabus	No. of lectures
01	Module -1- Introduction to Environment and Society <ul style="list-style-type: none">□ Concept of environment, Environment and man relationship□ Scope and Multidisciplinary nature of Environmental Studies□ Environment education and public awareness□ Environmental ethics.	15
02	Module-2 - Impact of anthropogenic activities on Environment and Society <p>Impact of the following anthropogenic activities on the environment and society:</p> <ul style="list-style-type: none">□ Pollution□ Industrialization□ Urbanization□ Deforestation□ Mining□ Developmental projects	15



	<ul style="list-style-type: none"> □ Reclamation □ Tourism 	
03	Module-3 - Man and Environment Management <ul style="list-style-type: none"> □ Concept and strategies for sustainable development □ The Sustainable Development Goals (SDG) 2030 Agenda □ Resource utilization and sustainability □ Strategies for environmental protection based on consumerism. 	15
04	Module-4- Environmental Movements and Society <ul style="list-style-type: none"> □ Concept of Social and Environmental Movements □ Origin of Environmental movements in India □ Case studies of environmental movements (Bishnoi movement, Chipko Movement, Appiko Movement, Narmada Bachao Andolan, Silent Valley movement) □ Ideological trends in Environmental Movement 	15

References:

- A Textbook of Environmental Studies, D. K. Asthana, S Chand & Co Ltd
- A Textbook of Environmental Chemistry and Pollution Control, S. S. Dara, S Chand & Co Ltd
- Essential Environmental Studies, S P Misra & S N Pandey, Ane Books Pvt. Ltd.
- Understanding Environment, Chokkan, K.B., Pandya, H. & Raghunathan, H. (eds). 2004 Sagar Publication India Pvt. Ltd., New Delhi.
- Pandit, M.K. 2013. Chipko: Failure of a Successful Conservation Movement. In: Sodhi, N.S., Gibson, L. & Raven, P.H. Conservation Biology: Voices from the Tropics. pp. 126- 127. Wiley Blackwell, Oxford, UK.



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks

- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each	20
Q.1 Multiple choice Questions/True or False - 10 Marks	
Q.2. Attempt 2 questions out of 3 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40



B) Semester end examination 60 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 60	
Q.1 12 marks OR 12 marks	12
Q.2 12 marks OR 12 marks	12
Q.3 12 marks OR 12 marks	12
Q.4 12 marks OR 12 marks	12
Q.5 12 marks OR 12 marks	12
Three short notes of 4 marks each or Case study	
Total	60
Note:	
3. Q.1, 2, 3 and 4 - 12 marks question may be divided into sub questions if required.	
4. Q.5 May include theory (short notes) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



UNLOCKING POWER OF SELF

COURSE CODE: U24CC1DLLE01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- The course aims to train students on the importance of self-awareness, personal growth, soft skills, and life skills.
- The course facilitates the participants to understand the skill of influencing, being an effective team member and understanding self-motivation.
- The course aims to foster talent and facilitate employability, empowering the participant to thrive in the fiercely competitive corporate world.

Sr. No	Syllabus	No. of lectures
01	Concept of Self Introduction to Personality Development: Personality traits and theories, MBTI, Self-Image and Self-Concept, Locus of Control, Managing Oneself. Concept, Emotional Intelligence, Importance of Emotional Intelligence and Role of Emotional Intelligence in developing effective personality , Positive Attitude, Self-esteem, Self- confidence	15
02	Understanding Self in Relation with others Concept of Influencing , Art of Influencing , Johari Window , FIRO – B , Interpersonal Relations, Communication in organizations, Personal Branding, Leadership Skills, Presentation Skills, Personal skills- Stress Management, Negotiation skills, Conflict Management, Time Management and Anger Management.	15

References:

- Organizational Behavior by Fred Luthans
- Organization Behavior by Neharika Vohra Stephen P. Robbins, Timothy A. Judge
- The 7 Habits of Highly Effective People by Stephen Covey
- The Art and Science of Personality Development Dan P. McAdams

SCHEME OF EXAMINATION

The scheme of examination shall be divided as follows:

- **Comprehensive Internal assessment 100% i.e. 50 marks**



COURSE CODE: U24CC1DLLE01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes.

Course Outcome

1. Students will acquire knowledge on the structure of DLLE.
2. It will enable students to connect and understand the social realities and work for social welfare. It would help students to enhance leadership skills and apply them in their careers.
3. Students will be more aware of the practicality of real life and can face challenges in a better way and will be able to connect to the unreached section of society and help them

Learning outcome:

1. Learners will understand the structure and working of DLLE.
2. Students will connect to the people in society and work for social welfare.
3. Students will gain experience to work in society on various social aspects.

Unit No	Topic	No of Lectures
Unit - 1	<ul style="list-style-type: none">● Introduction to DLLE● Aim & Objectives of DLLE● The Extension Dimension (Reach to Unreached)● Importance of Extension and Community work services in NGOs and the society● Role of Extension Teacher, Student Manager and Volunteers● Understanding community-related issues around the region and developing a sensitive approach towards society● Engage in community partnership practices and provide leadership in promoting changes to improve community well-being, Community engagement, and leadership	15
Unit - 2	Participation in community-based activities for the following Campaign Anna Poorna Yojna /Population Education/Career Guidance / Consumer Guidance/ Environmental Education/ Civic Education in the form of Street play/	15



	Seminar/ Poster competition/ Essay writing/ Creative Writing competition/ Elocution, Discussion/ Rally/ Start-up business ideas & Presentations/ Interviews/ survey/ Waste collection drive/ Social & environmental awareness campaign/ Cleanliness drive/. Literacy Awareness/ Beach Cleaning/ Tree plantation/ Forest conservation/ Mental Health and Hygiene/ Yoga Meditation. Nutrition and Diet/ Field- Visit to different NGO's and Industries	
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Evaluation Pattern of 50 marks: Continuous evaluation pattern.

Evaluation Criteria	Marks
Participation in social activity	10
Field visit/ community visit and report	10
Essay/ assignment /poster and report	10
Test/discussion/presentation and viva	10
Attendance in seminar /workshop & Training session	10
Total	50

References :

- <https://www.mudlle.ac.in>



National Service Scheme (NSS) Studies Paper-ICourse Code: U24CC1NSS01
curricular

Course Type: Co-

Total Lectures per week:2

Credits: 2

Course Objectives:

The syllabus is aimed to achieve the following objectives:

1. To understand the Working, Framework and Contribution of NSS.
2. To Concept of Social Justice and its Importance
3. To understand themselves in relation to their community.
4. To identify the needs and problems of the community and involve them in problem-solving
5. To develop among themselves a sense of social and civic responsibility.
6. To utilize their knowledge in finding practical solutions to individual and community problems.

Learning Outcome:

The learners will be able to:

1. To understand Structural framework of NSS from National Level to College Level
2. Define Social Justice and how it helps the community
3. Enabling the students to contribute towards development of Community
4. Get involved in community betterment and active problem solving
5. Better Sense of social and civic responsibility. Have a better sense of Reduce, Recycle and Reuse
6. Collaborate and Work towards Solving Individua and Community Problems.

Unit No.	Topic	No. of Lectures required
Unit-I	Introduction to National Service Scheme (NSS) <ul style="list-style-type: none">• Formation and development of NSS in India• Structural framework of NSS from National Level to College Level• Objectives of NSS• Symbol and Moto of NSS and its meaning• Basic Social Issues in India (Family System, Division of labour, Cast System in India, Gender Issues, Regional Imbalance) Introduction to Social justice <p>Social Justice – the Concept and its features, Contribution for Social Justice – Mahatma Jyotiba Phule, Dr. Babasaheb Ambedkar, Shahu Maharaj, Chhatrapati Shivaji Maharaj, Savitribai Phule.</p>	15
Unit-II	Suggested Projects: <ul style="list-style-type: none">• Environment awareness – Waste management & segregation, Reduce, Reuse & Recycle,• Organic waste management by composting (maintenance of compost project)	15



	<ul style="list-style-type: none"> Volunteering at study centers managed by Stree Mukti Sanghatana 	
	Total Lectures	30

	Semester – 1
Course Name: National Service Scheme (NSS)	Course Code:
Course Type	Co-curricular
Focuses on	Skill Development
Caters to	Local, National, Global
Total Lectures per week (1 Period is 60 minutes)	2
Credits	2

COURSE OUTCOME

Unit	Topics	CO	LO
Unit 1	Introduction to National Service Scheme (NSS)	CO1, CO2	LO1, LO2
Unit 2	Introduction to Social justice	CO3, CO4	LO3, LO3
Unit 3	Community Welfare	CO5, CO6	LO5, LO6

The scheme of Examination shall be divided as follows.

• Continuous Evaluation Pattern

Description	Marks
30 hours activity related work such as <ul style="list-style-type: none"> Attending lectures/ training sessions (10 Marks) Field work & Maintenance of work record (25) 	35
Project Report	5
Viva-voce by faculty in charge and attendance	10
Total	50

References:

- National Service Scheme Manual (Revised) Government of India, Ministry of Youth Affairs and Sports, New Delhi
- National Service Scheme Manual University of Mumbai



3. National Service Scheme Manual for NSS District Coordinators National Service Scheme Cell, Dept. of Higher and Technical Education, Mantralaya
4. Rashtriya Seva Yojana Sankalpana Prof. Dr. Sankey Chakane, Dr. Pramod Diamond Publication, Pune
5. Annual Report of National Service Scheme (NSS) Dept. of Higher and Technical Education Mantralaya. Dept. of Higher and Technical Education Mantralaya.
6. Training Programme on National Programme scheme, TISS.
7. Orientation Courses for N.S.S. Programme officers, TISS.
8. Social Problems in India, Ram Ahuja.
9. National Service Scheme in India : A Case Study of Karnataka, M. B. Dishad, Trust Publications, 2001
10. <http://www.thebetterindia.com/140/national-service-scheme-nss/>
11. <http://en.wikipedia.org/wiki/national-service-scheme>
12. <http://nss.nic.in/adminstruct>
13. <http://nss.nic.in/propexpan>
14. <http://nss.nic.in>
15. <http://socialworkness.org/about.html>





SIES (Nerul) College of Arts, Science and Commerce (Autonomous)
(Affiliated to University of Mumbai)
RE-ACCREDITED GRADE "A" BY NAAC (3rd CYCLE)

BOARD OF STUDIES
SYLLABUS FOR
BACHELOR OF MANAGEMENT STUDIES (B.M.S.)

(WITH EFFECT FROM THE ACADEMIC YEAR 2023-2024)

OBJECTIVES OF THE PROGRAMME:

1. To impart and appreciate thorough knowledge of business and its surroundings.
2. To develop the professional attitude with aptitude, skills, and competence required to execute and evaluate decisions, policies, and strategies.
3. To provide exposure to the operational environment of business
4. To develop future managers with skills to cope with changing market needs
5. To increase the Industry-Academia interface.

OUTCOMES OF THE PROGRAMME:

Upon completion of the BMS program, students will possess the following capabilities:

1. Acquire fundamental knowledge and practical understanding of management education applicable to the current global context.
2. Acquire knowledge and competencies to leverage opportunities in the management profession.
3. Recognize the interconnectedness of different management functions
4. Display professionalism, self-awareness, and effective communication aptitudes.
5. Understand the ethical implications associated with business decision-making.
6. Develop comprehensive analytical and problem-solving skills



SCHEME OF MODULES SEMESTER II

Serial No	Course code	Credits	Course Name
I	Major Department Specific Course (DSC)		
1	U24MS2MJ01	04	FOUNDATION OF HUMAN SKILLS
	U24MS2MJ02	02	BASICS OF FINAL ACCOUNTS
II	Minor Department-Specific Course		
1	U24MS2MI01	02	INTRODUCTION MARKETING
III	Open Electives (OE)/ Generic Electives (Any 2 from the list of courses)		
1	U24BE2E01	02	MONEY, INFLATION AND MONETARY POLICY
2	U24BI2E01	02	BASICS OF BANKING
3	U24MMC2E01	02	FILM APPRECIATION
IV	VOCATIONAL COURSE (VC) & SKILL ENHANCEMENT COURSE (SEC)		
1	U24MS2VSC01	02	QUANTITATIVE TECHNIQUES – II
2	U24MS2SEC01	02	INTRODUCTION TO OFFICE 365 – II
V	ABILITY ENHANCEMENT COURSE(AEC)/ /		
1	U24MS2AEC01	02	BUSINESS COMMUNICATION – II
	VALUE EDUCATION COURSE (VEC)		
2	U24MS2VEC01	02	SUSTAINABILITY & GREEN BUSINESS PRACTICES
	CO-CURRICULAR COURSES (CC) (Any One)		
3	U24CC2NSS01	02	NSS
	U24CC2DLLE02	02	DLLE
	U24CC2CA01	02	CULTURAL ACTIVITY
	U24CC2PE01	02	SPORTS
TOTAL CREDITS		22	



FOUNDATION OF HUMAN SKILLS

COURSE CODE: U24MS2MJ01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To acquaint the students to understand and appreciate the basis of Human Skills and in certain specific situations
- To assist the students, identify and nurture necessary skills for resolving interpersonal issues
- To explain human nature and its impact on business circumstances
- To familiarize the students with differences in human behaviour in an individual and group setup

Course Outcomes:

- It would support the student to learn practical knowledge of soft skills and Behavioural skills and development required to engage Human Capital as per the industry needs
- Students will be able to perceive individual and others personality attributes and help them align to organization goals and objective
- To help students better analyze human behaviour
- To help students understand individual, group and organizational behavioural dynamics



Sr. No	Syllabus	No. of lectures
01	<p>Module -1- Understanding Human Nature</p> <p>Individual Behavior: Concept of a man, individual differences, factors affecting individual differences, Influence of environment</p> <p>Personality and attitude: Determinants of personality, Personality traits theory, Big five model, Personality traits important for organizational behavior like authoritarianism, locus of control, Machiavellianism, introversion-extroversion achievement orientation , self – esteem, risk taking, self-monitoring and type A and B personalities, Concept of understanding self through JOHARI WINDOWS, Nature and components of attitude, Functions of attitude, Ways of changing attitude. Reading emotions</p> <p>Thinking, learning and perceptions: Thinking skills, thinking styles and thinking hat, Managerial skills and development, Learning characteristics, theories of learning (classical conditioning, operant conditioning and social learning approaches), Intelligence, type (IQ, EQ, SQ, at work place), Perception features and factor influencing individual perception, Effects of perceptual error in managerial decision making at work place. (Errors such as Halo effect, stereotyping, prejudice attributional).</p>	15



02	<p>Module-2 -Introduction to Group Behaviour</p> <p>Group Dynamics: Nature, types, group behaviour model (roles, norms, status, process, structures) Team effectiveness: nature, types of teams, ways of forming an effective team. Setting goals.</p> <p>Organizational processes and system. Power and politics: nature, bases of power, politics nature, types, causes of organizational politics, political games.</p> <p>Organizational conflicts and resolution: Conflict features, types, causes leading to organizational conflicts, levels of conflicts, ways to resolve conflicts through five conflicts resolution strategies with outcomes.</p>	15
03	<p>Module-3 - Organizational Culture and Motivation at Workplace</p> <p>Organizational Culture: Characteristics of organizational culture. Types, functions, and barriers of organizational culture Ways of creating and maintaining effective organization culture.</p> <p>Motivation at workplace: Concept of motivation Theories of motivation in an organisational set up. A.Maslow Need Heirachy F.Hertzberg Dual Factor Mc.Gregor theory X and theory Y.</p>	15
04	<p>Module-4 - Organisational Change, Creativity and Development, and Work Stress</p> <p>Organisational change and creativity: Concepts of organisational change, Factors leading/influencing organisational change, Kurt Lewin's model of organisational change and development, Creativity and qualities of a creative person, Ways of enhancing creativity for effective decision making, Creative problem-solving.</p> <p>Organisational Development and work stress: Need for organisational development, OD Techniques, Stress, types of stress, Causes, and consequences of job stress, Ways for coping up with job stress</p>	15



References:

- *Organisational behaviour, S.Robbins, Prentice Hall*
- *Organisational behaviour, John W.Newstrom and Keith Davis, Tata McGrawhill*
- *Organisational behaviour, Fred Luthans, McGrawhill, Newyork*
- *Organisational behaviour, K.Aswathappa, Himalaya Publishing House*
- *Essentials of management, Koontz, Harold, Tata McGrawhill*



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each Q.1 Multiple choice Questions/True or False - 10 Marks Q.2. Attempt 2 questions out of 3 questions (5 marks each) 10 Marks	20
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	15
Class Participation	5
Total	40



B) Semester end examination 60 marks

PAPER PATTERN

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15 Marks
Q.2 15 marks OR 15 marks	15 Marks
Q.3 15 marks OR 15 marks	15 Marks
Q.4 15 marks OR 15 marks	15 Marks
Total	60
Note:	
1. Q.1, 2 and 3 - 15 marks questions may be divided into sub-questions of 7 and 8 or 10 and 5, if required.	
2. Q.4 May include theory (short notes) (Any 3 out of 5) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester-end examination.



BASICS OF FINAL ACCOUNTS

COURSE CODE: U24MS2MJ02

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture- 60 minutes

Objectives

- To learn the concept of depreciation and its application
- To learn the preparation of trial balance and final accounts

Outcomes

- Learners will be able to calculate depreciation on various assets
- Learners will be able to prepare Financial Statements of company

Sr. No	Syllabus	No. of lectures
1	<p>Module-1 -Depreciation Accounting & Trial Balance</p> <ul style="list-style-type: none">• Depreciation accounting: Practical problem based on depreciation using SLM and RBM methods. (Where Provision for depreciation Account not maintained).• Preparation of Trial Balance: Introduction and Preparation of Trial Balance	15
2	<p>Module-2 - Final Accounts</p> <ul style="list-style-type: none">• Introduction to Final Accounts of a Sole proprietor.• Rectification of errors.• Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet.• Preparation and presentation of Final Accounts in horizontal format• Introduction to Schedule III of Companies Act, 2013.	15

References:

- Accounting Principles by R.N. Anthony and J.S. Reece, Richard Irwin, Inc
- Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advanced Accountancy by R.L Gupta and M. Radhaswamy, S. Chand and Company (P) Ltd., New Delhi



- Company Accounting Standards by Shrinivasan Anand, Taxman, New Delhi
- Compendium of Statement and Standard of Accounting, ICAI
- Financial Accounting a Managerial Perspective, Varadraj B. Bapat, Mehul Raithatha, Tata McGraw Hill Education Pvt. Ltd., New Delhi Business



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal tests of 10 marks each Q.1 Multiple choice Questions/True or False - 5 Marks Q.2. Attempt 1 questions out of 3 questions (5 marks each) 5 Marks	10
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	5
Class Participation	5
Total	20



B) Semester end examination 30 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 30	
Q.1 10 marks OR 10 marks	10 Marks
Q.2 10 marks OR 10 marks	10 Marks
Q.3 10 marks OR 10 marks	10 Marks
Total	30
Note: Q.1 and 2 - 10 marks question may be divided into sub questions of 5 and 5, if required. Q.3 May include theory (short notes) (Any 2 out of 3) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.



INTRODUCTION TO MARKETING

COURSE CODE: U24MS2MI01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture- 60 minutes

Course Objectives:

- Appreciate the role of marketing as an organisation-wide philosophy and understand that marketing begins and ends with the customer.
- Critically analyse, discuss, evaluate and integrate the literature on marketing theories to create a coherent and theoretically rigorous argument.
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.
- Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others through the use of quantitative and qualitative methods.

Course Outcomes:

- Learners will be able to explain the concept of marketing and define the basic parts of Marketing
- Learners will be able to formulate the aspects of Service Marketing, Types of Businesses, plan the Segmentation, Targeting and Positioning for a product/service .
- Learners will be able to expose to recent trends in the marketing field.



Sr. No	Syllabus	No. of lectures
01	<p>Module -1- Introduction to Marketing</p> <ul style="list-style-type: none"> ▫ Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function ▫ Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. ▫ Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing. 	15
02	<p>Module-2 - Segmentation, Targeting and Positioning and Trends In Marketing</p> <ul style="list-style-type: none"> ▫ Segmentation – meaning , importance , basis ▫ Targeting – meaning , types ▫ Positioning – meaning – strategies ▫ New trends in marketing – E-marketing , Internet marketing and marketing using Social network ▫ Social marketing/ Relationship marketing 	15

References:

- Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
- Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal tests of 10 marks each	10
Q.1 Multiple choice Questions/True or False - 5 Marks Q.2. Attempt 1 questions out of 3 questions (5 marks each) 5 Marks	
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	5
Class Participation	5
Total	20



B) Semester end examination 30 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 30	
Q.1 10 marks OR 10 marks	10 Marks
Q.2 10 marks OR 10 marks	10 Marks
Q.3 10 marks OR 10 marks	10 Marks
Total	30
Note: Q.1 and 2 - 10 marks question may be divided into sub questions of 5 and 5, if required. Q.3 May include theory (short notes) (Any 2 out of 3) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.



Open Elective (Offered By Department of Economics)

Money, Inflation and Monetary Policy

COURSE CODE: U24BE2E01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To familiarize students with the basic concepts of money, money supply and inflation.
- To orient students with the role of Central Bank and Monetary Policy in the economy.

Course Outcomes:

- Learners will be able to discuss the basic concepts of money, money supply and inflation.
- Learners will be able to recognize the role of Central Bank and interpret the working of the Monetary Policy in the economy.

Sr. No	Syllabus	No. of lectures
01	MODULE I: Money and Inflation <ul style="list-style-type: none">• Money: Concept, Functions of money, Evolution of money.• Money Supply: Determination, Measurement, Value of money & Purchasingpower.• Inflation: Meaning, Types- Single-digit, double-digit, Headline inflation, Coreinflation, Retail inflation. Causes- Demand-pull and Cost-push inflation, Effects of inflation in the economy Related case studies.	15
02	MODULE II: Central Banking and Monetary Policy <ul style="list-style-type: none">• Central Bank: Meaning, Central Banking in India-Role and Functions of RBI- Banker to the Government, Bankers' Bank, Custodian of Foreign Exchange Reserves, Regulator of Financial System and Controller of Credit.	15



	<ul style="list-style-type: none"> • Monetary Policy- Meaning, Objectives, Instruments of Monetary Policy- Quantitative and Qualitative- Mechanism and Effectiveness, related case studies. • Monetary Policy and Inflation Targeting. Related case studies. 	
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References:

- 1) Ackley.G (1976), Macro Economic Theory and Policy, Macmillan Publishing Co. New York
- 2) Ahuja. H.L., Modern Economics — S.Chand Company Ltd. New Delhi.
- 3) Blanchard Olivier (2000), Macro Economics, Englewood Elitt, Prentice Hall
- 4) Dornbush , Rudiger, Fisher Stanley and Startz, Richards Macroeconomics, Nineth edition 2004 Tata-Mac Graw Hill, New Delhi.
- 5) Dwivedi, D.N. (2001), Macro Economics: Theory and Policy, Tata-Mac Graw Hill, New Delhi.
- 6) Gregory .N. Mankiw, Macroeconomics, Fifth Edition (2002) New York:Worth Publishers
- 7) Jhingan, M.L., Principles of Economics — Vrinda Publications (P) Ltd.
- 8) Shapiro, E (1996), Macro-Economic Analysis , Galgotia Publication, New Delhi.
- 9) Vaish .M.C. (2010) Macro Economic Theory 14th edition, Vikas Publishing House(P)Ltd



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- **Internal assessment 40% i.e. 20 marks**
- **Semester end examination 60% i.e. 30 marks**

(A) Internal Assessment 20 marks

Description	Marks
Internal tests of 10 marks each	10
Multiple choice Questions/True or False - 5 Marks Attempt 1 question out of 3 questions (5 marks each)- 5 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	5
Attendance and Class behavior	5
Total	20

(B) Semester end examination 30

marksPAPER PATTERN

Duration : 1 hour	
Total Marks: 30	
Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks Two short notes out of four for 5 marks each or case study	10
Total	30
Note: Q.1, 2 - 10 marks question may be divided into sub questions if required. Q.3 May include theory (short notes) /Case study in one of the options.	

Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.



Basics of Banking

(Offered By Department of Banking & Insurance)

COURSE CODE: U24BI2OE01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To describe the types of banks in India & their features.
- To interpret various types of Bank accounts & the services attached to them including NRI accounts.
- To assess the importance of digital banking in India.
- To evaluate the role of RBI in India.

Course Outcomes:

On successful completion of this course, the learners will be able:

- To identify, recall and describe various types of Banks in India.
- To understand and differentiate services provided by banking sector in India.
- To differentiate NRI products & other privileged services.
- To analyse various online payment systems practiced in India
- To evaluate the contribution of RBI towards the economic development of India.

Sr.No.	Modules	Number of lectures
1	Unit I – a) Introduction to Banking - Meaning, Definitions, Features, Types of Banks b) Role of RBI in Banking Sector – Introduction to RBI, Services & Facilities, Role of RBI in the economy of India & Nation Development	15
2	Unit II – a) Products & Services by Banks – Types of Bank accounts, services & Facilities for each accounts, NRI accounts, Fee based & Fund based services of Banks, Non Performing Assets b) Digital Banking – Services, Cards, e banking, Payment system,	15
	Total Lectures	30



References

- Essentials of Business Finance - R.H. Srivastava,
- Management of Financial Institution - R. N. Srivastava, Himalaya publication
- Modern Banking- R.S. Sayers
- Banking In India. S.G. Panandikar, Worli, Mumbai.
- Indian Financial System (Vol. I & II) B.D. Ghonasgi& Maloti Anagol
- Indian Financial System M.Y. Khan, Tata Mcgrow Hill.
- Financial Institutions in India - VadilalDagli, Mumbai.
- Financial Institutions in Indian Markets - L. M. Bhole, TataMcgrow Hill
- Structure of Financial Institutions - V.V. Bhatt, Varadeo •



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

Internal assessment **40% i.e. 20 marks**

Semester end examination **60% i.e. 30 marks**

(A) Internal Assessment 20 marks

Description	Marks
Internal tests of 10 marks each	10
Q.1 Multiple choice Questions/True or False - 5 Marks	
Q.2. Attempt 1 questions out of 2 questions (5 marks each)- 5 Marks	
One Presentation/Project and Viva voce/Presentation/Case studies	5
Class Participation	5
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

Duration: 1 hours	
Total Marks: 30	
Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks	10
Two short notes of 5 marks each or Case study	
Total	30
Note: Q.1,2 -10 marks question may be divided into sub questions if required. Q.3 May include theory(short notes)/Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination



FILM APPRECIATION

(Offered By Department of Multimedia & Mass communication)

COURSE CODE: U24MMC2E01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To introduce students to the basic concepts of cinema.
- To help students identify different genres and aspects of films.
- To help students understand technical aspects regarding making of films.

Course outcome:

- Students will understand fundamental concepts in cinema.
- Students can analyze different aspects of films, such as cinematography, sound design, and editing.
- Students will acquire knowledge and skills related to the technical aspects of filmmaking.

Unit	Details	Lectures
I	Introduction to Film as an Art Form, History of films, Evolution of Cinema - Silent Era to Talkies, Golden Age of Hollywood, Commercial films, History and evolution of the Indian film industry, Silent era, golden era of Bollywood.	10
II	Basic Elements of Film - Shot, Scene, Sequence, and Frame Composition. Understanding Film Genres - Comedy, Drama, Action, and Documentary. Cinematography - Camera Angles, Movement, and Lighting. Sound Design and Music in Film. Editing Techniques and Their Impact on Storytelling.	10
III	Themes and Symbolism in Film. Stages in filmmaking: pre production, production and post production. , Impact of Technological Advances on Film. Cultural influence of films. Introduction to regional cinema; Marathi, Bengali, Tamil, Malyali, Telugu, Kannada.	10

References:

- Bordwell, D., & Thompson, K. (2016). *Film Art: An Introduction*. McGraw Hill
- Giannetti, L. .*Understanding Movies*. Pearson; 13th edition (26 June 2013)



- Nowell-Smith, G. (Ed.). *The Oxford History of World Cinema*. Oxford University Press.
- Sharff, S. (1982). *The Elements of Cinema*.
- Ganti, T. (2004). *Bollywood: A Guidebook to Popular Hindi Cinema*. Psychology Press, 2004
- Rajadhyaksha, A., & Willemen, P. (2022). *A Short History of Indian Cinema*. Routledge.



SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

Duration : 1 hour	
Total Marks: 30	
Q.1 Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note: 1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.



INTRODUCTION TO OFFICE 365– II

COURSE CODE: U24MS2SEC01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To create, modify, save and print an excel worksheet.
- To enhance a basic excel worksheet using Pivot Tables and Charts, advanced functions like SUMIF, as well as use lookups.
- To develop comprehensive skills with Microsoft applications to create organized and productive content.

Course Outcomes:

- Demonstrating the basic mechanics and navigation of an Excel spreadsheet
- Formatting techniques and presentation styles.
- Understanding the need and use of using Excel template

Unit	Details	Lectures
I	<ul style="list-style-type: none">● The Excel environment● Entering and editing data● Modifying a worksheet● Using functions● Formatting● Printing● Charts	15
II	<ul style="list-style-type: none">● Subtotal Functions● Range names and Filter date● Pivot Tables● Selected Functions (Using IF, SUMIF, ROUND, VLOOKUP, HLOOKUP Functions)	15



References:

- Jainn, R. (2021). A to Z of MS EXCEL: A Book for Learners and Trainers. (n.p.): Amazon Digital Services LLC - KDP Print US.
- Lalwani, L. (2019). Excel 2019 All-in-One: Master the New Features of Excel 2019 / Office 365. India: BPB Publications.
- Clerici, A. (2015). Excel Workbook: 100 Exercises with Solutions and Comment. Italy: Egea.
- Blackwood, N. (2014). Advanced Excel Reporting for Management Accountants. United Kingdom: Wiley.
- LeCorps, R. (2002). Microsoft Excel Fundamentals: A Practical Workbook for Small Businesses. United States: RGL Learning.

SCHEME OF EXAMINATION

- **The scheme of examination shall be divided as follows:**
- **Comprehensive Internal assessment 100% i.e. 50 marks**

(A) Comprehensive Internal Assessment 50 marks

Description	Marks
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Practical Assignment/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	15
Project	20
Class Test/ Open Book Test/ Quiz	10
Class Participation	5
Total	50

Passing criteria: Minimum 40% (20 out of 50) in Comprehensive Internal Assessment.



BUSINESS COMMUNICATION- II

COURSE CODE: U24MS2AEC01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- Enhancing the proficiency in speaking and writing of students.
- To Create Job-readiness among students.
- To bridge the gap between campus and industry.
- To enhance the personal branding of students through digital media.
- To demonstrate the overall communication skills of students in today's business world.

Course Outcome:

- Acquiring Proficiency and competence in Corporate Life and activities.
- Understanding and enhancing knowledge and information regarding various on the Job activities
- Awareness and implementation of various Business and societal related activities.



Serial No.	Syllabus	No. of Lectures
01	<p>Module -1- Professional Skill Enhancement Presentation Skills: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP Effective use of Transparencies How to make a Power-Point Presentation</p> <p>Video Presentations with voice overs, Preparation of Promotional Material Group Communication:</p> <p>Interviews and Group Discussions Interviews : Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Interview</p> <p>Group Discussions : Do's and Donts ,Current and relevant topics.</p> <p>Meetings : Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions</p> <p>Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing</p>	15
02	<p>Module 2 : Language and Writing Skills:</p> <p>Internet Language (GenZ 15 Lingua) Reports: Parts, Types, Feasibility Reports, Investigative Reports.</p> <p>Business Proposal Writing</p> <p>Business Correspondence: Trade Letters: Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters</p> <p>Right to Information (RTI) Act: Letters under Right to Information (RTI) Act</p>	15

REFERENCES:

- || Effective Communication RaiUrmilaHimalaya, Mumbai
- || Business Communication Kaul Prentice Hall India
- || Basic Business Communication Lesikar TMH
- || Business Communication & Personality Development, Das Excel Books, Delh



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal tests of 10 marks each	10
Q.1 Multiple choice Questions/True or False - 5 Marks	
Q.2. Attempt 1 questions out of 3 questions (5 marks each) 5 Marks	
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	5
Class Participation	5
Total	20



B) Semester end examination 30 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 30	
Q.1 10 marks OR 10 marks	10 Marks
Q.2 10 marks OR 10 marks	10 Marks
Q.3 10 marks OR 10 marks	10 Marks
Total	30
Note: Q.1 and 2 - 10 marks question may be divided into sub questions of 5 and 5, if required. Q.3 May include theory (short notes) (Any 2 out of 3) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.



SUSTAINABILITY & GREEN BUSINESS PRACTICES

COURSE CODE: U24MS2VEC01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- This program is intended to provide students with the tools needed to help their organization create effective programs, increase efficiency, cut costs, and improve their overall sustainability.
- Students will learn the core principles behind environmental sustainability, explore the "business case" for sustainability, and learn strategies for measuring sustainable practices.

Course Outcomes:

- Students will be able to define sustainability and identify major sustainability challenges.
- Students will have an understanding of the carrying capacity of ecosystems as related to providing for human needs and will be able to apply concepts of sustainable development to address sustainability challenges in a global context.



Sr. No	Syllabus	No. of lectures
01	<p>Module -1- Natural Resources: Their Sustainable Management & Conservation, Sustainable Development</p> <ul style="list-style-type: none"> ▮ Natural Resources: Meaning, Classification and types of natural resources - Water, Land, Forest, Energy, Minerals, Food; Threats to Natural Resources; Approach for Resource Conservation and Management: Air, Water, Soil and Energy ▮ Sustainable Development: Definition and Meaning, 3 Pillars of sustainable development; Sustainable Development - Yesterday, Today and Tomorrow development; Global challenges of sustainable development : Our common future report, Agenda 21 and Millenium Development Goal, etc.; National sustainable development strategies in India; Important current Issues related to sustainable development (Global warming, climate change, etc.) 	15



02	<p>Module-2 - Business Strategies and Sustainability and Designing Sustainable Futures</p> <ul style="list-style-type: none"> ▯ Business and sustainability: Concept of responsible business, CERES (coalition for environmentally responsible economics) principles and blended value; Sustainable development in planning and management: Principles and Approaches - Triple bottom line, ESG, etc.; Sustainability reporting(CSR); Life Cycle Analysis; Circular Economy; Indicators of sustainability: Introduction to Nature's Living Planet Index (WWF), Happy Planet Index (New Economics Foundation), Gross Domestic Product, Human Development Index, Dow Jones Sustainability Index, etc. ▯ Innovation in Business Practices: Waste as a resource, Renewable Energy Resources (sun, wind, bioenergy, etc.) - Case Studies; Green Marketing and Green Consumerism; Green Business Practices: Ecofriendly Packaging, Organic Farming, Ecotourism, Smart Agriculture, etc. 	15
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References:

- ▯ Green Marketing and Management: A global Perspective by John F. Whaik, Qbase Technologies.
- ▯ Green Project Management by Richard Maltzman And David Shiden, CRC Press Books.
- ▯ Green and World by Andrew S. Winston, Yale Press B



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal tests of 10 marks each Q.1 Multiple choice Questions/True or False - 5 Marks Q.2. Attempt 1 questions out of 3 questions (5 marks each) 5 Marks	10
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	5
Class Participation	5
Total	20



B) Semester end examination 30 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 30	
Q.1 10 marks OR 10 marks	10 Marks
Q.2 10 marks OR 10 marks	10 Marks
Q.3 10 marks OR 10 marks	10 Marks
Total	30
Note: Q.1 and 2 - 10 marks question may be divided into sub questions of 5 and 5, if required. Q.3 May include theory (short notes) (Any 2 out of 3) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.



National Service Scheme (NSS) Studies Paper-II

Course Code: U24CC2NSS01

Course Type: Co-curricular

Total Lectures per week (1 Period is 60 minutes) :2

Credits: 2

Unit No.	Topic	No. of Lectures required
Unit-I	Social Integration: <ul style="list-style-type: none">• Social Integration Meaning of value and types• Human values and social responsibilities Concept of NGOS: <ul style="list-style-type: none">• Definition, Formation, objective, functions, types• Government Organizations Vs NGO's• Case studies	15
Unit-II	Community Welfare in Association with NGO - <ul style="list-style-type: none">• Environment awareness• Water Management• Energy conservation• Gender sensitization,• Healthy society	15
	Total Lectures	30

Course Outcomes (CO):

- Upon successful completion of this course, students will be able to:
 - CO1: Define and analyze the concept of social integration and its value in a community.
 - CO2: Explain the various types of NGOs and their function in promoting social integration and community development.
 - CO3: Evaluate the impact of NGO initiatives on specific areas of community well-being (environment, water management, energy conservation, gender equality, health).
 - CO4: Develop strategies for collaborating with NGOs to address community needs in the aforementioned areas.

Learning Outcomes (LO):

Unit 1: Social Integration

- LO 1.1: Define social integration and explain its importance in a diverse society.
- LO 1.2: Analyze the different types and values of social integration.
- LO 1.3: Explain how human values and social responsibilities contribute to a more integrated society.
- LO 1.4: Discuss the potential challenges to social integration and their impact on communities.

Unit 2: Concept of NGOs

- LO 2.1: Define NGOs and differentiate between various types (e.g., charitable organizations, advocacy groups, service providers).
- LO 2.2: Explain the core objectives and functions of NGOs in promoting social good.
- LO 2.3: Analyze a case study to understand the practical work of an NGO.



- LO 2.4: Evaluate the strengths and limitations of NGOs as agents of social change.

Unit 3: Community Welfare In Association with NGOs

- LO 3.1: Identify the specific areas of community development addressed by NGOs (environment, water management, energy conservation, gender equality, health).
- LO 3.2: Analyze strategies employed by NGOs to promote community participation and empowerment in these areas.
- LO 3.3: Critically evaluate the effectiveness of specific NGO interventions related to environment, water management, energy conservation, gender sensitization, or healthy society initiatives.
- LO 3.4: Develop strategies for building and maintaining successful partnerships between NGOs and communities to address these specific needs.

Unit	Topics
Unit 1	Social Integration
Unit 2	Concept of NGOS
Unit 3	Community Welfare In Association with NGO

Course Name: National Service Scheme (NSS)		Semester – II	
Course Type		Course Code:	
Focuses on		Co-curricular	
Caters to		Skill Development	
Total Lectures per week (1 Period is 60 minutes)		Local, National, Global	
Credits		2	
Evaluation System	Continuous Evaluation	Hours	Marks
		30	50
		Total Marks	50

*For the Unit III – Students will be assigned Community Activity as per availability. They will be divided in a group of 2" and will be engaged for 20 hrs.

The scheme of Examination shall be divided as follows.

- Continuous Evaluation Pattern

Description	Marks



30 hours activity related work such as <ul style="list-style-type: none"> • Attending lectures/ training sessions (10 Marks) • Field work & Maintenance of work record (25) 	35
Project Report/Poster	5
Viva-voce by faculty in charge/ Internal Test	10
Total	50

References:

1. National Service Scheme Manual (Revised) Government of India, Ministry of Youth Affairs and Sports, New Delhi
2. National Service Scheme Manual University of Mumbai
3. National Service Scheme Manual for NSS District Coordinators National Service Scheme Cell, Dept. of Higher and Technical Education, Mantralaya
4. Rashtriya Seva Yojana Sankalpana Prof. Dr. Sankey Chakane, Dr. Pramod Diamond Publication, Pune
5. Annual Report of National Service Scheme (NSS) Dept. of Higher and Technical Education Mantralaya. Dept. of Higher and Technical Education Mantralaya.
6. Training Programme on National Programme scheme, TISS.
7. Orientation Courses for N.S.S. Programme officers, TISS.
8. Social Problems in India, Ram Ahuja.
9. National Service Scheme in India : A Case Study of Karnataka, M. B. Dishad, Trust Publications, 2001
10. <http://www.thebetterindia.com/140/national-service-scheme-nss/>
11. <http://en.wikipedia.org/wiki/national-service-scheme>
12. <http://nss.nic.in/adminstruct>
13. <http://nss.nic.in/propexpan>
14. <http://nss.nic.in>
15. <http://socialworkness.org/about.html>



DLLE - NGO Collaboration

COURSE CODE: U24CC2DLLE02

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes.

Course Objectives:

1. Students will have a thorough understanding working of NGOs, their contributions to society, and the skills needed to work effectively within or alongside these organizations.
2. Interns would develop skills in project management, communication, research, and advocacy while working on impactful projects addressing poverty, education, healthcare, and human rights. The experience fosters professional growth, facilitates networking, and would help to promote and develop social responsibilities towards society.

Learning Outcome:

1. It will enable learners to contribute their best skills to society through social work.
2. Internship will give hands-on training to work along with various social groups through NGOs

Sr. No.	Syllabus	No of Hrs.
1	<p>Module - I: Introduction to NGO</p> <p>Concept of NGO, Role, and formation of NGO in India, Contribution of NGO in services in India i.e. Social Services, Advocacy, and Human Rights, Economic Development and Skill Enhancement, Environmental Conservation, Disaster Relief and Rehabilitation, Community Development, Gender Equality, Research, and Innovation. Contribution to weaker sections of the community i.e. Old age homes, Orphanages, children's homes, and Rehabilitation centres. Examples of Local, State, National, and International Level NGOs. Scope of Social Entrepreneurship</p>	15
2	<p>Module II: Social Internship</p> <p>Collaboration with any NGO or any other organization at an individual level or in a group of 5-8 volunteers. Students can work on Community Development, Environmental Conservation, Healthcare Services, Human Rights and Advocacy, Education, and Youth Programs Students are expected to work at least for 15-20 hrs with an NGO. The interns are expected to work on projects like community surveys, educational workshops, or program implementation. With the training on the organization's mission and procedures paired with mentors for guidance. Engagement in fieldwork with communities and participation in research, data collection, and report preparation.</p>	15
.Total Lectures		30

SCHEME OF EXAMINATION

Total Marks: 50



Continuous evaluation pattern.

Evaluation Criteria	Marks
MCQ/ Class test	10
Skit/ Short film/ content development in the form of posters, leaflets or any other form on NGO worked with collaboration	10
Collaboration with NGO for any of the project from 20-30 hrs. per semester and detail report based on social internship and Viva	30
Total	50

References :

- Brager, G., & Specht, H. (1973). Community organizing. New York: Columbia University Press
- Chambers, R. (1992). Rural Appraisal: Rapid, Relaxed and Participatory. Sussex: Institute of Development Studies 9
- Chatterjee, P. (1975). Towards a typological paradigm of community organization The Indian Journal of Social Work, XXXVI (1),1-14
- Dunham, A. (1958). Community Welfare Organization. Principles and practice. New York: Thomas Y. Crowell.
- Meenai, Z. (2007). Participatory Community work. New Delhi : Concept publications
- Ross, M G. (1967). Community Organization; Theory, Principles, and Practice. New York: Harper & Row.
- Siddiqui, H.Y. (1997). Working with Communities: An Introduction to Community Work. New Delhi: Hira Publications.
- York, A. S. (1984). Towards a conceptual model of community social Work. The British Journal of Social Work, 14(3), 241-255.
- Wilson, G., & Ryland, G. (1949). Social group work practice: The creative use of the social process. Boston: Houghton Mifflin.
- Konopka, G. (1983). Social Group Work: A Helping Process (3rd Edition). New Jersey: Prentice Hall International Pathak, S. H. (1981).
- <https://www.mudlle.ac.in>



Co-Curricular Course in Cultural Activities

Course Code: U24CA2CC01
Course Type: Co-curricular

Credits: 2

Course Objectives:

The syllabus is aimed to achieve the following objectives:

- To train students in skills to plan, manage and implement various types of events and to enable them to effectively undertake any activity in the real world.
- To develop a sense of discipline and commitment as an educated individual towards the society.
- To develop social values respecting differences among individuals, respecting diverse value and cultures.

Learning Outcome:

The learners will be able to:

- Learner will be able to solve problems utilizing various concepts, solutions etc.
- Learner will be able to understand the power of expressions listening to others, public speaking.
- Learner will be able to take initiatives and responsibilities, influencing others in working for a good purpose, taking accountability.

Unit No.	Topic	No. of Lectures required
Unit-I	Lectures: 1. Event Communication & Presentation Skills. 2. Special Events, Research & Planning 3. Advance Event Accounting & Costing 4. Event Marketing, Advertising & PR 5. Event Production & Logistics	5
Unit-II	Practical Sessions: 1. Event Communication & Presentation Skills. 2. Special Events, Research & Planning 3. Advance Event Accounting & Costing 4. Event Marketing, Advertising & PR 5. Event Production & Logistics	5
	Department level Cultural activities/Performances	15
	Report Writing / Operations and Marketing	05
	TOTAL (HOURS)	30



	Semester – I
Course Name: CC in Cultural Activities	Course Code: U24CA2CC01
Course Type	Co-curricular
Focuses on	Skill Development
Caters to	Local
Total Lectures per week (1 Period is 60 minutes)	1
Credits	2

The scheme of Examination shall be divided as follows.

• **Continuous Evaluation Pattern**

Description	Marks
Activity related work such as	10
• Attending lectures	10
• Practical sessions	10
• Seminars, Conference	10
Maintenance of work records and submission of activity report	10
Test/ Discussion/ Presentations /Viva-voce by faculty in charge	10
Total	50

References:

1. S.N. Maheshwari, Cost Accounting
2. B.M. Lal, Cost Accounting
3. Senge, Peter : The Learning Organization
4. Successful Event Management By Anton Shone & Bryn Parry
5. Event management, a professional approach By Ashutosh Chaturvedi



Co –Curricular Course in Sports

COURSE CODE: U24CC2PE01

Course Type: Co-curricular

Credits: 2

Course Objective:

1. Students will learn about the different cycles used in the training process.
2. To create norms and criterion reference standards, formative and summative evaluation.
3. To understand about different training cycles.

Course outcome:

1. Students will understand the concept of talent identification and methods used for talent development in sports.
2. Students will understand sports training and the different cycles used in the training process.
3. Students will understand different types and methods to develop
4. strength, endurance, and speed in sports training
5. Flexibility and coordinative ability.
6. Definition of Test, Measurement, and Evaluation.
7. The difference between norms and criterion-referenced standards, formative and summative evaluation.

Sr. No.	Semester 3 Syllabus	No. of Lectures
	Unit - I: Test, Measurement and evaluation	
	1) Define test, measurement and evaluation 2) Importance of Test, Measurement and evaluation in sports 3) Classification of tests in Physical Education and sports. 4) Test administration guidelines in Physical education and sports 5) BMI, Waist Hip ratio, Skinfold measurement (3 sites)	15
	Unit II- Training in Sports	



	1) Concept of talent identification and talent development insports. 2) Introduction to the sports training cycle - Micro, Meso Macrocycle 3) Types and methods to develop - Flexibility and coordinate,Ability 4) Types and methods to develop - Strength, Endurance and speed.	15
Total Lectures		30

Scheme of examination Total Marks: 50
 Continuous evaluation pattern.

Evaluation Criteria	Marks
Sports training/practice/coaching sessions on a regular basis (choose any game/sport).	25
Participation in the organisation of sporting events, workshops, seminars, and so on	15
Participation/performance in sports events at the District, State, National, International, University, and Intercollegiate levels.	05
Performance in practical conducted during lectures/ timely submission of assignments	05
Total	50



