

SIES (Nerul) College of Arts, Science and Commerce (Autonomous)
Syllabus for Approval
BACHELOR OF MANAGEMENT STUDIES – (B.M.S.)

Sr. No.	Heading	Particulars
1	Title of the course	BACHELOR OF MANAGEMENT STUDIES – (B.M.S.)
2	Year	First Year
3	Eligibility for admission	HSC or Equivalent and MH – CET
4	Minimum percentage	45%
3	Semesters	I, II, III, IV, V
4	Level	UG
5	Pattern	03-04 years & 06-08 semesters CBGS
6	Status	New
7	To be implemented from	From Academic year 2025-26 in a progressive manner

Dated: 22nd February, 2025

Signature


Dr. Koel Roychoudhury
AC Chairperson

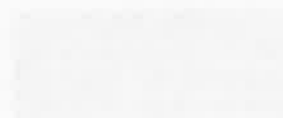
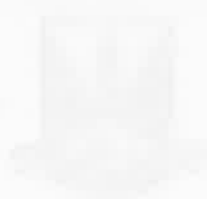



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COMMONWEALTH OF MASSACHUSETTS
DEPARTMENT OF REVENUE
OFFICE OF THE COMMISSIONER

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JOHN D. SMITH	456 PARK AVE.	CAMBRIDGE
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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 2025-26 in a progressive manner



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.



SEMESTER I SCHEME OF MODULES (NEW)

SR. NO.	COURSE CODE	SEMESTER I	CREDITS
I		Major Department Specific Course (DSC)	
1	U25MS1MJ01	Principles of Management	4
2	U25MS1MJ02	Introduction to Financial Accounting	2
II		Open Electives(OE)/ Generic Electives (Any 2)	
3	U25BE1E01	Business Economics I	2
4	U25COM1E02	Business Law	2
III		VOCATIONAL SKILL COURSE (VSC)	
5	U25MS1VSC01	Quantitative Techniques I	2
IV		SKILL ENHANCEMENT COURSE (SEC)	
6	U25MS1SEC01	Introduction to OFFICE 365 - I	2
V		ABILITY ENHANCEMENT COURSE(AEC)	
7	U25MS1AEC01	Business Communication - I	2
VI		VALUE EDUCATION COURSE (VEC)	
8	U25MS1VSC01	Understanding Indian society & Constitutional Values	2
		INDIAN KNOWLEDGE SYSTEM (IKS)	
9	U25MS1IKS01	Indian Management Thoughts & Practices	2
VII		CO-CURRICULAR COURSES (CC) (Any One)	
10	U25CC1PS01	Unlocking Power of Self	2
	U25CC1NSS01	NSS	2
	U25CC1DLLE01	DLLE	2
		SPORTS	2
	TOTAL CREDITS		22



PRINCIPLES OF MANAGEMENT

COURSE CODE: U25MS1MJ01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course 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.

Course Outcome :

- Understand the concept of management
- Explain the functions of management
- Analyze the managerial roles
- Apply management theories and concepts

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	15

	<p>Planning: Meaning, Importance, Elements, Process, Limitations and MBO.</p> <p>Decision Making: Meaning, Importance, Process, Techniques of Decision Making.</p>	
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 Graw Hill
- *Management Text & Cases*, VSP Rao, Excel Books, Delhi
- *Management Concepts and OB*, P S Rao & N V Shah, Ajab Pustakalaya
- *Essentials of Management*, Koontz H & W. A. 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 Online / Offline Q.1 Multiple choice Questions/True or False - 20 Marks OR 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
<p>Note:</p> <ol style="list-style-type: none"> 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.



INTRODUCTION TO FINANCIAL ACCOUNTING

COURSE CODE: U25MS1MJ02

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture- 60 minutes

Course Objectives:

- To understand the basic concept in bookkeeping and accountancy
- To impart knowledge on passing of journal entries and converting the journal entries into ledger
- To learn the concept of depreciation and its application
- To learn the preparation of trial balance and final accounts

Course Outcome :

Acquire foundational knowledge of bookkeeping and accountancy principles

Develop skills accurately record transactions through journal entries and ledger

Gain proficiency in calculating and applying depreciation method.

Sr. No	Syllabus	No. of lectures
01	<p>Module -1- Introduction to Financial Accounting</p> <ul style="list-style-type: none">➤ Meaning and Scope of Accounting: Need and development, definition: Book Keeping and accounting, Persons interested in accounting, Branches of accounting, Objectives of Accounting.➤ Accounting principles: Introductions to Concepts and conventions.➤ Introduction to Accounting Standards: Meaning and Scope)❖ AS 1: Disclosure to Accounting Policies❖ AS 9: Revenue Recognition.❖ AS 10: Accounting for Fixed Asset	15



	<ul style="list-style-type: none"> ➤ International Financial Reporting Standards (IFRS): Introduction to IFRS ❖ IAS-1: Presentation of Financial Statements (Basic Knowledge) ❖ IAS-2: Inventories (Basic Knowledge) 	
02	<p>Module-2 - Accounting Transactions</p> <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. 20 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal tests of 10 marks each Online / Offline Q.1 Multiple choice Questions/True or False - 10 Marks OR Q.1 Multiple choice Questions/True or False - 05 Marks Q.2. Attempt 2 questions out of 3 questions (5 marks each) 05 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 30 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: U25BE1E01

COURSE CREDIT: 02

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-Variations 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	15



	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.	
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REFERENCES:

- Mehta, 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	5
One Project and Viva voce/Presentation/Case studies/Assignments	

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: U25COM1EO2

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture- 60 minutes

Course 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

Course Outcome:

- Define, distinguish, and apply the basic concepts and terminology of the law of contract.
- Define and distinguish amongst the various processes involved in contract formation.
and identify the relevant legal issues that arise in a given set of facts in the area of contract law.
- Enable learners to understand various laws applicable to business and its conduct.

Sr. No	Syllabus	No. of lectur es
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,	15



	Dishonour of Cheque.	
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References:

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



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 Online / Offline Q.1 Multiple choice Questions/True or False - 10 Marks OR Q.1 Multiple choice Questions/True or False - 05 Marks Q.2. Attempt 2 questions out of 3 questions (5 marks each) 05 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 10 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
<p>Note:</p> <p>Q.1 and 2 - 10 marks question may be divided into sub questions of 5 and 5, if required.</p> <p>Q.3 May include theory (short notes) (Any 2 out of 3) /Case Study in one of the options.</p>	

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



QUALITATIVE TECHNIQUE - I

COURSE CODE: U25MS1VSC01

COURSE CREDIT: 02

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.

Course Outcome :

- The learners will be able to summarize and analyze statistical data to solve practical business related problems.
- The learner will be able to understand the use of time series and index numbers in management decisions.

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



<p>Simple Aggregate Method, Weighted Aggregate Method, Simple Average Price Relatives, Weighted Average of Price Relatives, Chain Base Index Numbers, Base Shifting, Cost of Living Index Number.</p>

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 20 marks

Description	Marks
Internal tests of 10 marks each Online / Offline Q.1 Multiple choice Questions/True or False - 10 Marks OR Q.1 Multiple choice Questions/True or False - 05 Marks Q.2. Attempt 2 questions out of 3 questions (5 marks each) 05 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: 3. Q.1 and 2 - 10 marks question may be divided into sub-questions of 5 and 5, if required. 4. 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: U25MS1SEC01

COURSE CREDIT. 02

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.

Course Outcome :-

- 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 as follows:

Comprehensive Internal assessment 100% i.e. 50 marks

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% in Comprehensive Internal Assessment i.e. 20 out of 50



BUSINESS COMMUNICATION-I

COURSE CODE: U25MS1AEC01

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.

Course Outcome:-

- Develop a strong understanding of the communication process and its importance in business.
- Master various forms of business writing, including emails, memos, reports, proposals, and presentations.
- Enhance public speaking, presentation, and interpersonal communication skills.

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>	15



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



REFERENCES:

- Essentials of Business Communication ,Rajendra Pal and J.S Korlahani, 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 Online / Offline Q.1 Multiple choice Questions/True or False - 10 Marks OR Q.1 Multiple choice Questions/True or False - 05 Marks Q.2. Attempt 2 questions out of 3 questions (5 marks each) 05 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.



Understanding Indian Society and Constitutional Values

COURSE CODE: U25MS1VF001

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course 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

Course 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.

UNIT	TOPICS	LECTURES
Unit-I <u>Salient features of Indian Society</u>	<ul style="list-style-type: none">• Understand the multi-cultural diversity of Indian society through its demographic composition: Population distribution according to religion, caste, geographical location and gender and age. (3)• Co-existence of traditionalism and Modernism in Indian Society (1)• Values emerging from the diversity in Indian Society (1)	5 Lectures
Unit-II <u>Challenges of Diversity to Unity</u>	Disparity Arising out of- <ul style="list-style-type: none">• Regionalism and Linguism-Meaning, causes and Impact (2)• Casteism and Communalism - Meaning, History, measures to solve these problems. (2)• Social Inequalities: Meaning, Causes and Effects, (1)• Gender Inequalities- Treatment and exclusiveness of Women and Other	10 Lectures



	<ul style="list-style-type: none"> • Gender in the society (2) • Economic/ Wealth Inequalities-Class System and Economic Segregation of the Society (2) • Measures to improve Equality and Social Justice in the society (1) 	
Unit-III <u>Constitutional Values</u>	<ul style="list-style-type: none"> • Philosophy of the Constitution as set out in the Preamble (2) • Features of the Constitution (2) • Fundamental Rights (2) • Fundamental Duties (1) • Directive Principles of State Policy (1) • Federal structure (2) 	10 Lectures
Unit-IV <u>Significant Aspects of Political Processes</u>	<ul style="list-style-type: none"> • The party system in Indian politics; (2) • Local self -government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics (2) • Role and significance of women in politics (1) 	5 Lectures

References-

- Social and Economic Problems in India, Naseem Azad, R Gupta Pub (2011)
- Indian Society and Culture, Vinita Padey, Rawat Pub (2016)
- Urbanisation in India: Challenges, Opportunities & the way forward, I J Ahluwalia, Ravi Kanbur, P K Mohanty, SAGE Pub (2014)
- Regional Inequities in India Bhat L SSSRD- New Delhi
- The Problems of Linguistic States in India, Krishna Kodesia Sterling Pub
- Problems of Communalism in india, Ravindra Kumar Mittal Pub
- Combating Communalism in India: Key to National Integration, KawalKishor Bhardwaj, Mittal Pub
- Khare, R. S. (1998). Cultural diversity and social discontent: Anthropological studies on contemporary India.
- Ganesh, K., & Thakkar, U. (Eds.). (2005). Culture and the making of identity in contemporary India. SAGE Publications India.
- Das, B., & Khawas, V. (2009). Gender issues in development: concerns for the 21st century. (No Title).
- Mandal, B. P. (2011). Cultural Sociology. Centrum Press.
- Rapport, N. (2014). Social and cultural anthropology: The key concepts. Routle

- Oxford Concise Dictionary of Politics, Ian Mclean / Alistair MacMillan, Oxford University Press
- Politics, 2nd Edition, Andrew Heywood, Ane Books.
- Dictionary of Politics, D. Robertson, Penguin Books India.
- An Introduction to Political Theory, Gauba, O. P., Macmillan
- Political ideas and concepts : An introduction, Heywood Andrew, Macmillan, Houndmills
- Political ideologies : An introduction, Heywood Andrew, Macmillan, Houndmills
- Oxford Companion to Politics of the World, Krieger Joel Joseph William A Kahler Miles Nsongola – Ntalaja Georges Stallings Barbara B. Weir Margaret, Oxford University Press New York.
- Political Theory, Das Hari Hara and Chaudhari B. C., National Publishing House.
- Introduction to the Indian Constitution, Basu D.D., Wadhwa Publications.
- An Introduction to the Constitution of India, Pylee M V, Vikas Publishing House.
- Introduction to the Constitution of India, Sharma, Brij Kishore, Prentice-Hall of India.
- Our Constitution Kashyap Subhash, National Book Trust.
- Indian Policy for Preliminary Examination, Lakshmikanth, Tata McGraw Hill.
- Indian Government and Politics, Narang A.S., Gitanjali Publishing House, New Delhi.
- Introduction to Media and Politics, Sarah Oates, Sage publishers.
- Principles of Modern Political Science, J.C. Johari, Sterling publishers

Reference Links for preparing Study Material-

- <https://lotusarise.com/salient-features-of-indian-society-upsc/>
- <https://iasscore.in/upsc-syllabus/indian-society/indian-society-mains>
- <https://lotusarise.com/upsc-notes/indian-society-upsc-notes/>
- <https://asiasociety.org/education/indian-society-and-ways-living>
- <https://www.drishtiias.com/to-the-points/Paper2/inequality-in-india>

Communities can promote social justice and equality in several ways. Here are some examples:

1. **Education and Awareness:** Communities can educate their members about social justice and equality issues through workshops, seminars, and other events. This can help raise awareness about the issues and promote understanding among community members.
2. **Advocacy and Activism:** Communities can engage in advocacy and activism to raise awareness about social justice issues and promote change. This can involve organizing protests, rallies, and other events to demand change from government and other institutions.
3. **Diversity and Inclusion:** Communities can promote diversity and inclusion by creating spaces and opportunities for people from different backgrounds to interact and work together. This can help break down barriers and promote understanding and respect among different groups.
4. **Economic Empowerment:** Communities can promote social justice and equality by supporting economic empowerment initiatives that help marginalized groups



access resources and opportunities. This can involve providing training, mentoring, and funding to help people start businesses or find better-paying jobs.

5. **Policy and Legislation:** Communities can work to shape policies and legislation that promote social justice and equality. This can involve advocating for changes to existing policies or working to create new policies that address systemic inequalities.

Overall, communities can play a powerful role in promoting social justice and equality by educating their members, advocating for change, promoting diversity and inclusion, supporting economic empowerment, and shaping policy and legislation.



INDIAN MANAGEMENT THOUGHTS AND PRACTICES

COURSE CODE: U25MS1IKS01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course 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

Course Outcome :-

- Grasp of Indian ethos and values
- Knowledge of ancient management principles
- Comparative analysis: Students will be able to compare and contrast Indian management thought with Western management theories.

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	15



	<ul style="list-style-type: none"> ➤ 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 	
02	<p>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

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 Online / Offline Q.1 Multiple choice Questions/True or False - 10 Marks OR Q.1 Multiple choice Questions/True or False - 05 Marks Q.2. Attempt 2 questions out of 3 questions (5 marks each) 05 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.



UNLOCKING POWER OF SELI

COURSE CODE: U25CC1PS01

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.

Course Outcome :-

- Gain a deeper understanding of personal strength, weakness and values to foster informed decision making and personal growth
- Develop the ability to set meaningful goals and maintain focus through self discipline and motivation.

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 Verma, 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

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% in Comprehensive Internal Assessment i.e. 20 out of 50



SEMESTER II SCHEME OF MODULES (NEW)

SR. NO.	COURSE CODE	SEMESTER II	CREDITS
I		Major Department Specific Course (DSC)	
1	U25MS2MJ01	Foundation of Human Skills	4
2	U25MS2MJO2	Basics of Final Accounts	2
II		Minor Department-Specific Course	
3	U25MS2M101	Introduction to Marketing	2
III		Open Electives(OE)/ Generic Electives (Any 2)	
4 & 5	U25BE2E01	Money Inflation & Monetary Policy	2
	U25B12E01	Basics of Banking	2
	U25MMC2E01	Film Appreciation	2
IV		VOCATIONAL SKILL COURSE (VSC)	
6	U25MS2VSCO1	Quantitative Techniques II	2
IV		SKILL ENHANCEMENT COURSE (SEC)	
7	U25MS2SEC01	Introduction to OFFICE 365 - II	2
V		ABILITY ENHANCEMENT COURSE(AEC)	
8	U25MS2AEC01	Business Communication - II	2
VI		VALUE EDUCATION COURSE (VEC)	
9	U25MS2VEC01	Sustainability and Green Business Practices	2
VII		CO-CURRICULAR COURSES (CC) (Any One)	
10		Contemporary Leadership Practices	2
	U25CC2NSS01	NSS	2
	U25CC2DLLE02	DLLE	2
	U25CCPE01	SPORTS	2
	TOTAL CREDITS		22



FOUNDATION OF HUMAN SKILLS

COURSE CODE: U25MS2MJ01

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.P. 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 - II 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: U25MS2MJ02

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture- 60 minutes

Course Objectives:-

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

Course Outcome :-

- Students will be able to prepare basic financial statements.
- Able to explain and apply fundamental accounting concepts.
- Analyse and interpret basic financial statements to determine the financial performance and position of business.



Sl. No.	Syllabus	No. of lectures
01	<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
02	<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



Des.	Mark
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 PAI : EEN

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

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



Minor Department Specific Course
INTRODUCTION TO MARKETING

COURSE CODE: U25MS2MI01

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	Module -1- Introduction to Marketing <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	Module-2 - Segmentation, Targeting and Positioning and Trends In Marketing <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 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 - PAPER

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: U25BF2E01

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 & Purchasing power.• Inflation: Meaning, Types- Single-digit, double-digit, Headline inflation, Core inflation, 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, Ninth 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



12.HEME OF EXAMINATION

The **HEME 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 marks

PAPER 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	10
Two short notes out of four for 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.**



Basics of Banking
(Offered By Department of Bank Insurance)

COURSE CODE: U25BI2E01

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	15

	b) Role of RBI in Banking Sector – Introduction to RBI, Services & Facilities, Role of RBI in the Development of India & Nation Development	
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 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	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

Department of Multimedia & Mass-communication

COURSE CODE: U25MMC2E01

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 hr	
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.



Quantitative Techniques-II

COURSE CODE: U25MS2VSC01

CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. This course will give an idea about regression and how to apply it on real life problems.
2. This course will provide the understanding of how to use the concept of Combination and permutation and apply it to solve the problems of probability.
3. This course will enhance the ability of decision making.
4. This course will provide the understanding and application of Linear programming problems.

Course Outcome:

Learners will be able to:

1. Solve and apply the concept of regression.
2. Solve problems based on the concept of Combination and Permutation.
3. Solve the problems based on probability.
4. Understand the skill of decision making by using various methods.
5. Formulate and solve Linear Programming problems.



	Details	Lectures
I	<p>Regression Concept & Linear Regression -Fitting Of Lines Of Regression By The Least Squares Method.</p> <p>Combination and Permutation Factorial Notation, Fundamental Principle of Counting, Permutation as Arrangement, Combination as Selection, Examples on the application of Permutation and Combination.</p> <p>Probability Concept of Sample space, Concept of Events, Types of Events, Algebra of Events, Definition of Probability, Addition and Multiplication laws of Probability, Simple Examples. Conditional probability, Random variable, Probability distribution of a Discrete Random variable, Expectation and Variance of Random variable.</p>	15
II	<p>Decision Theory Decision making situation, Decision maker, Courses of Action, States of Nature, Pay-off and Pay-off matrix, Decision making under uncertainty, Maximin, Maximax, Minimax regret and Laplace criterion, Simple examples to find optimum decision, Formulation of Pay-off matrix.</p> <p>Probabilistics (Decision making under Risk) EMV, EOL, EVPI</p> <p>Decision Tree</p> <p>Linear programming Problem Sketching of graphs of: linear equation $Ax+by+C=0$ and linear inequalities, Mathematical formulation of LPP up to 3 variables, Solution of LPP using graphical method up to 2 variables.</p>	15

References:

1. Statistics for Management by *Richard I. Levin and David S. Rubin*, Seventh Edition, Pearson.
2. Fundamental of Applied Statistics by *S. C. Gupta and V. K. Kapoor*, Sultan Chand & Sons.
3. Statistics by *Murray R. Spiegel and Larry J. Stephens*, Third edition, Schauma's Outlines.
4. Fundamentals of Mathematical Statistics by *S. C. Gupta, V. K. Kapoor* 12th Edition, Sultan Chand & Sons.
5. Operations Research by Schaum Series.



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

Internal assessment 40% i.e.20marks

Semester end examination 60% i.e. 30marks

(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 2 questions (5 marks each)- 5 Marks	10
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 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 of 5 marks each or Case study	10
Total	30
Note: Q.1,2 -10marks 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



INTRODUCTION TO OFFICE 365– II

COURSE CODE: U25MS2SEC01
CREDIT: 02

COURSE

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



	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 / 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: UMS2AEC01

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
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 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.



SUSTAINABILITY & GREEN BUSINESS PRACTICES

COURSE CODE: U25MS2VEC01

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:</p> <p>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



	<p>Module-2 - Business Strategies and Sustainability and Designing Sustainable Future</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 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.



Contemporary Leadership Practices

COURSE CODE

1 credit - 15 lectures

COURSE CREDIT

1 lecture- 60 minutes

Course Objectives (CO)

1. Define key leadership styles and their applications.
2. Analyse the impact of communication styles on leadership effectiveness.
3. Explain the concept of a growth mind-set and its role in leadership development.
4. Discuss strategies for motivating individuals and teams.

Learning Outcomes

1. Develop a strong foundation of leadership and
2. Learn leadership communication
3. Enhance your ability to motivate and inspire others
4. Build confidence in conflict resolution and decision-making

Unit No.	Topic	No. of Lectures required
Unit-I	The Foundations of Leadership <ul style="list-style-type: none">• Defining leadership styles (e.g., transformational, democratic, servant)• Understanding the role of vision, mission, and values• Developing a growth mind-set and embracing challenges Effective Communication for Leaders <ul style="list-style-type: none">• Delivering clear, concise, and inspiring messages• Practicing active listening and providing constructive feedback	10
Unit-II	Motivation and Delegation <ul style="list-style-type: none">• Understanding what motivates individuals and teams• Setting SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound)• Empowering team members and delegating effectively <input type="checkbox"/> Conflict Resolution and Decision-Making	20



	<ul style="list-style-type: none"> Developing strategies for navigating difficult conversations Fostering a collaborative approach to problem-solving Making sound decisions under pressure 	
	<p>□ Leading with Influence</p> <ul style="list-style-type: none"> Understanding persuasion techniques and building buy-in Fostering innovation and a culture of creativity Leading by example and embodying your values 	
	<ul style="list-style-type: none"> Total Lectures 	30

Course Activities:

- Self-Assessments: Identify your leadership strengths and areas for development.
- Interactive Exercises: Practice communication techniques, role-playing leadership scenarios.
- Case Studies: Analyse real-world leadership challenges and develop solutions.
- Action Planning: Create a personalized roadmap to implement learned skills



SCHLME OF EXAMINATION:

Continuous Evaluation Pattern

Description	Marks
Online Quiz	10
Individual Assignment	10
Group Project	25
Class Participation	5
Total	50

Passing criteria: Minimum 40% ie 20 marks out of 50

References:-

Neelamegam,V.(2010). Business Environment.New Delhi: Vrinda Publications.

1. Fernando.A.C.(2011). Business Environment. Chennai: Dorling Kinderslay (India) Pvt.Ltd. Licenses of pearson education in South Asia.
2. John F. Kennedy: "Special Message to the Congress on Protecting the Consumer Interest,," March 15, 1962. Online by Gerhard Peters and John T. Woolley, The American Presidency Project. <http://www.presidency.ucsb.edu/ws/?pid=9108>.
3. The Consumer Protection Act, 1986 (Amended up-to 2002)
4. United Nations guidelines for consumer protection retrieved from <http://unctad.org/en/Pages/DITC/CompetitionLaw/UN-Guidelines-on-Consumer-Protection.aspx>
5. Chaudhary et al. (2011), Consumer Protection and Consumerism In India, Zenith International Journal of Multidisciplinary Research.Vol.1 Issue 1,pp. 01-12.
6. Consumerism and Its Historical Aspects With Future Perspective retrieved from http://shodhganga.inflibnet.ac.in/bitstream/10603/4464/13/13_chapter%204.pdf
7. <http://www.legalservicesindia.com/article/article/consumerprotectionlawinindia17391.html>
8. <http://www.legalserviceindia.com/article/1220PhenomenonOfConsumerism.htm>



