



## **SIES (Nerul) College of Arts, Science and Commerce (Autonomous)**

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

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



**SIES (Nerul) College of Arts, Science and Commerce (Autonomous)**  
(Affiliated to University of Mumbai)  
**RE-ACCREDITED GRADE “A” BY NAAC (3<sup>rd</sup> 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 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**

<b>SEMESTER - I</b>			
<b>Serial No</b>	<b>Course code</b>	<b>Credits</b>	<b>Course Name</b>
<b>I</b>	<b>Major Department Specific Course (DSC)</b>		
<b>1</b>	<b>U23MS1MJ01</b>	<b>04</b>	<b>PRINCIPLES OF MANAGEMENT</b>
<b>II</b>	<b>Minor Department Specific Course</b>		
<b>1</b>	<b>U23MS1MI01</b>	<b>04</b>	<b>INTRODUCTION TO FINANCIAL ACCOUNTING</b>
<b>III</b>	<b>Open Electives (OE)/ Generic Electives</b>		
<b>1</b>	<b>U23MS1E01</b>	<b>02</b>	<b>BUSINESS ECONOMICS - I</b>
<b>2</b>	<b>U23MS1E02</b>	<b>02</b>	<b>BUSINESS LAW-I</b>
<b>IV</b>	<b>VOCATIONAL COURSE (VC) &amp; SKILL ENHANCEMENT COURSE (SEC)</b>		
<b>1</b>	<b>U23MS1VSC01</b>	<b>02</b>	<b>QUANTITATIVE TECHNIQUES IN MANAGEMENT – I</b>
<b>2</b>	<b>U23MS1SEC01</b>	<b>02</b>	<b>INTRODUCTION TO OFFICE 365 – I</b>
<b>V</b>	<b>ABILITY ENHANCEMENT COURSE(AEC)/VALUE EDUCATION COURSE (VEC) / INDIAN KNOWLEDGE SYSTEM (IKS)</b>		
<b>1</b>	<b>U23MS1AEC01</b>	<b>02</b>	<b>BUSINESS COMMUNICATION - I</b>
<b>2</b>	<b>U23MS1VEC01</b>	<b>02</b>	<b>UNDERSTANDING INDIAN SOCIETY &amp; CONSTITUTIONAL VALUES</b>
<b>3</b>	<b>U23MS1IKS01</b>	<b>02</b>	<b>INDIAN MANAGEMENT THOUGHTS AND PRACTICES</b>
<b>TOTAL CREDITS</b>		<b>22</b>	

**COURSE NAME: PRINCIPLES OF MANAGEMENT**

**COURSE CODE: U23MS1MJ01**

**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.

<b>Sr. No</b>	<b>Syllabus</b>	<b>No. of lectures</b>
<b>01</b>	<b>Module -1- Introduction to Management</b>  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.	<b>15</b>
<b>02</b>	<b>Module-2 -Planning and Decision Making</b>  <b>Planning:</b> Meaning, Importance, Elements, Process, Limitations and MBO. <b>Decision Making:</b> Meaning, Importance, Process, Techniques of Decision Making.	<b>15</b>

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

**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, Ajab Pustakalaya*
- *Essentials of Management, Koontz II & W, Mc. Grew Hill, New York*

**COURSE NAME: INTRODUCTION TO FINANCIAL ACCOUNTING**

**COURSE CODE: U23MS1MI01**

**COURSE CREDIT: 04**

**1 credit - 15 lectures**

**1 lecture- 60 minutes**

**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

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

	<p>Knowledge)</p> <ul style="list-style-type: none"> <li>❖ IAS-2: Inventories (Basic Knowledge)</li> </ul>	
<b>02</b>	<p><b>Module-2 - Accounting Transactions</b></p> <ul style="list-style-type: none"> <li>➤ Accounting transactions: Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal &amp; ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns &amp; cash book – Triple Column), Bank Reconciliation Statement.</li> <li>➤ Expenditure: Classification of Expenditure- Capital, revenue and Deferred Revenue expenditure Unusual expenses: Effects of error: Criteria test.</li> <li>➤ Receipts: Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts</li> <li>➤ Profit or Loss: Revenue profit or loss, capital profit or loss</li> </ul>	<b>15</b>
<b>03</b>	<p><b>Module-3 -Depreciation Accounting &amp; Trial Balance</b></p> <ul style="list-style-type: none"> <li>➤ Depreciation accounting: Practical problem based on depreciation using SLM and RBM methods. (Where Provision for depreciation Account not maintained).</li> <li>➤ Preparation of Trial Balance: Introduction and Preparation of Trial Balance</li> </ul>	<b>15</b>
<b>04</b>	<p><b>Module-4 - Final Accounts</b></p> <ul style="list-style-type: none"> <li>➤ Introduction to Final Accounts of a Sole proprietor.</li> <li>➤ Rectification of errors.</li> <li>➤ Manufacturing Account, Trading Account, Profit and</li> </ul>	<b>15</b>

	<p>Loss Account and Balance Sheet.</p> <ul style="list-style-type: none"><li>➤ Preparation and presentation of Final Accounts in horizontal format</li><li>➤ Introduction to Schedule III of Companies Act, 2013.</li></ul>	
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**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



**COURSE NAME: Business Economics- I**

**COURSE CODE: U23MS1E01**

**COURSE CREDIT: 02**

**1 credit - 15 lectures  
minutes**

**1 lecture is 60**

**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:**

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

<b>Sr. No</b>	<b>Syllabus</b>	<b>No. of lectures</b>
<b>01</b>	<b>Module -1: Fundamental Concepts and Business Decision Principles</b> <ul style="list-style-type: none"><li>• <b>Scope and Importance</b> of Business Economics, basic tools of Economic Analyses.</li><li>• <b>Demand and Supply Analyses</b>-Various Concepts of Demand, Law of Demand, Nature of Demand Curve under different markets, Law of Supply.</li><li>• <b>The basics of market demand</b>, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium.</li><li>• <b>Elasticity of Demand</b>- significance, types and measurement of elasticity of demand (Price, income cross and promotional)</li><li>• <b>Demand estimation and forecasting</b>: Meaning and significance - methods of demand estimation : survey and statistical methods</li><li>• <i>(numerical illustrations, Case Study)</i></li></ul>	<b>15</b>

02	<p><b>Module-2: Production Function, Cost concepts and Market structure</b></p> <ul style="list-style-type: none"> <li>• <b>Production function:</b> Meaning, Types of Production Function, Law of Variable Proportions, 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.</li> <li>• <b>Economies and diseconomies of Scale.</b> <ul style="list-style-type: none"> <li>• <b>Cost concepts:</b> 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 (<i>hypothetical numerical problems</i>), LAC and Learning curve</li> <li>• <b>Break even analysis</b> (<i>with business applications- case Studies</i>)</li> <li>• <b>Market structure: Perfect Competition</b> –Features, Short run and long run equilibrium of a firm and of industry.</li> <li>• <b>Monopoly</b> – Features, Short run and long- run equilibrium of a firm under Monopoly, Price Discrimination under Monopoly.</li> <li>• <b>Monopolistic competition:</b> Features, Equilibrium of a firm under monopolistic competition, Product differentiation.</li> <li>• <b>Oligopolistic markets:</b> key attributes of oligopoly - Collusive and non-collusive oligopoly market - Price rigidity - Cartels and price leadership models.</li> </ul> </li> </ul>	15
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#### REFERENCES:

- Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
- Hirschey .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)

**COURSE NAME: BUSINESS LAW- I**

**COURSE CODE: U23MS1E02**

**COURSE**

**CREDIT: 02**

**1 credit - 15 lectures  
minutes**

**1 lecture- 60**

**Objectives**

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

**Course Outcomes**

- 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.

<b>Sr. No</b>	<b>Syllabus</b>	<b>No. of lectures</b>
<b>01</b>	<b>Module -1- Indian Contract Act 1872</b> 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.	<b>15</b>
<b>02</b>	<b>Module-2 – Negotiable Instrument Act, 1981:</b> Introduction of Negotiable Instruments – Characteristics of negotiable instruments, Promissory notes, Bills of exchange, Cheque, Dishonor of Cheque. Consumer Protection Act, 1986: Objects of Consumer Protection- Introduction of Consumers, who is consumer? Meaning of the	<b>15</b>

	words “Goods and services” – Meaning of the words “Defects and Deficiencies of goods and services” Consumer disputes and Complaints	
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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

## COURSE NAME: QUANTITATIVE TECHNIQUES IN MANAGEMENT – I

**COURSE CODE : U23MS1VSC01**

**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.

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

### 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.

**COURSE NAME: INTRODUCTION TO OFFICE 365– I**

**COURSE CODE: U23MS1SEC01**

**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.

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

**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.

**COURSE NAME: BUSINESS COMMUNICATION- I**

**COURSE CODE: U23MS1AEC01**

**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><b>Module -1- Introduction to Business Communication</b></p> <p><b>Concept of Communication:</b> Meaning, Definition, Process, Feedback.</p> <p><b>Channels and Objectives of Communication:</b> Channels Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine.</p> <p><b>Objectives of Communication.</b></p> <p><b>Methods and Modes of Communication:</b> 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><b>Problems in Communication /Barriers to Communication:</b> Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers.</p>	15

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



## Course Name: Understanding Indian Society and Constitutional Values

Course Code U23MS1VEEC01  
1 credit - 15 lectures

Course Credit 2  
1 lecture is 60 minutes

### Course Objectives:

1. To introduce students to the overview of the Indian Society.
2. To help them understand the constitution of India.
3. To acquaint them with the socio-political problems of India.
4. To introduce students to a basic understanding of the Indian Political System.

### Course Outcome:

1. Students will understand Indian Social conditions.
2. Students will be acquainted with features of Indian Constitutions.
3. Learners will be aware of the measures to tackle societal problems
4. Learners will understand the intricacies of Indian political system.

### Syllabus:

UNIT	TOPICS	LECTURES
Unit-I <u>Salient features of Indian Society</u>	<ol style="list-style-type: none"><li>1. 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)</li><li>2. Co-existence of traditionalism and Modernism in Indian Society (1)</li><li>3. Values emerging from the diversity in Indian Society (1)</li></ol>	5 Lectures
Unit-II <u>Challenges of Diversity to Unity</u>	Disparity Arising out of- <ol style="list-style-type: none"><li>1. Regionalism and Linguism-Meaning, causes and Impact (2)</li><li>2. Casteism and Communalism - Meaning, History, measures to solve these problems. (2)</li><li>3. Social Inequalities: Meaning, Causes and Effects, (1)</li><li>4. Gender Inequalities- Treatment and exclusiveness of Women and Other Genders in the society (2)</li><li>5. Economic/ Wealth Inequalities-Class System and Economic Segregation of the Society (2)</li><li>6. Measures to improve Equality and Social Justice in the society (1)</li></ol>	10 Lectures

<p>Unit-III <u>Constitutional Values</u></p>	<p>7. Philosophy of the Constitution as set out in the Preamble (2) 8. Features of the Constitution (2) 9. Fundamental Rights (2) 10. Fundamental Duties (1) 11. Directive Principles of State Policy (1) 12. Federal structure (2)</p>	<p>10 Lectures</p>
<p>Unit-IV <u>Significant Aspects of Political Processes</u></p>	<p>13. The party system in Indian politics; (2) 14. Local self -government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics (2) 15. Role and significance of women in politics (1)</p>	<p>5 Lectures</p>

### References-

1. Social and Economic Problems in India, Naseem Azad, R Gupta Pub ( 2011)
2. Indian Society and Culture, Vinita Padey, Rawat Pub (2016)
3. Urbanisation in India: Challenges, Opportunities & the way forward, I J Ahluwalia, Ravi Kanbur, P K Mohanty, SAGE Pub ( 2014)
4. Regional Inequities in India Bhat L SSSRD- New Delhi
5. The Problems of Linguistic States in India, Krishna Kodesia Sterling Pub
6. Problems of Communalism in india, Ravindra Kumar Mittal Pub
7. Combating Communalism in India: Key to National Integration, KawalKishor Bhardwaj, Mittal Pub
8. Khare, R. S. (1998). Cultural diversity and social discontent: Anthropological studies on contemporary India.
9. Ganesh, K., & Thakkar, U. (Eds.). (2005). Culture and the making of identity in contemporary India. SAGE Publications India.
10. Das, B., & Khawas, V. (2009). Gender issues in development: concerns for the 21st century. (No Title).
11. Mandal, B. P. (2011). Cultural Sociology. Centrum Press.
12. Rapport, N. (2014). Social and cultural anthropology: The key concepts. Routle
13. Oxford Concise Dictionary of Politics, Iain Mclean / Alistair McMillan, Oxford University Press
14. Politics, 2nd Edition, Andrew Heywood, Ane Books.
15. Dictionary of Politics, D. Robertson, Penguin Books India.
16. An Introduction to Political Theory, Gauba, O. P., Macmillan
17. Political ideas and concepts : An introduction, Heywood Andrew, Macmillan, Houndmills
18. Political ideologies : An introduction, Heywood Andrew, Macmillan, Houndmills
19. Oxford Companion to Politics of the World, Krieger Joel Joseph William A Kahler Miles Nzongola – Ntalaja Georges Stallings Barbara B. Weir Margaret, Oxford University Press New York.
20. Political Theory, Das Hari Hara and Chaudhari B. C., National Publishing House.

21. Introduction to the Indian Constitution, Basu D.D., Wadhwa Publications.
22. An Introduction to the Constitution of India, Pylee M V, Vikas Publishing House.
23. Introduction to the Constitution of India, Sharma, Brij Kishore, Prentice-Hall of India.
24. Our Constitution Kashyap Subhash, National Book Trust.
25. Indian Policy for Preliminary Examination, Lakshmikant, Tata McGraw Hill.
26. Indian Government and Politics, Narang A.S., Gitanjali Publishing House, New Delhi.
27. Introduction to Media and Politics, Sarah Oates, Sage publishers.
28. Principles of Modern Political Science, J.C. Johari, Sterling publishers

### **Reference Links for preparing Study Material-**

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

## INDIAN MANAGEMENT THOUGHTS AND PRACTICES

**COURSE CODE: U23MS1IKS01**

**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

<b>Sr. No</b>	<b>Syllabus</b>	<b>No. of lectures</b>
<b>01</b>	<p><b>Module -1- Introduction to Indian Management Thoughts and Practices (IMTP).</b></p> <ul style="list-style-type: none"><li>➤ Indian Management Thoughts and Practices: Meaning, Features, Need, History, Relevance, Principles Practised by Indian Companies, Requisites, Elements, Role of IMTP in Managerial Practices,</li><li>➤ IMTP in Governance.</li><li>➤ 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.</li><li>➤ Indian Heritage in Business, Management,</li><li>➤ Indian Management v/s Western Management.</li><li>➤ 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</li></ul>	<b>15</b>

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

**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

AC: 22/12/2023  
Item No: 1.1.1



**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
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

**Dated:**

**Signature**

**Dr. Koel Roychoudhury**  
AC Chairperson

**Mr. Chaitanya Songirkar**  
Head of the Department

Sri Chandrasekarendra Saraswati Vidyapuram, Plot I-C, Sector V,  
Nerul, Navi Mumbai – 400706 INDIA

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**SIES (Nerul) College of Arts, Science and Commerce (Autonomous)**  
(Affiliated to University of Mumbai)  
**RE-ACCREDITED GRADE “A” BY NAAC (3<sup>rd</sup> 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**

<b>SEMESTER II</b>			
<b>Serial No</b>	<b>Course code</b>	<b>Credits</b>	<b>Course Name</b>
<b>I</b>	<b>Major Department Specific Course (DSC)</b>		
<b>1</b>	<b>U23MS2MJ01</b>	<b>04</b>	<b>FOUNDATION OF HUMAN SKILLS</b>
	<b>U23MS2MJ02</b>	<b>02</b>	<b>PRINCIPLES OF MARKETING</b>
<b>II</b>	<b>Minor Department-Specific Course</b>		
<b>1</b>	<b>U23MS2MI01</b>	<b>02</b>	<b>INTRODUCTION MARKETING</b>
<b>III</b>	<b>Open Electives(OE)/ Generic Electives (Any 2 from the list of courses)</b>		
<b>1</b>	<b>U23BE2E01</b>	<b>02</b>	<b>MONEY, INFLATION AND MONETARY POLICY</b>
<b>2</b>	<b>U23BI2E01</b>	<b>02</b>	<b>BASICS OF BANKING</b>
<b>3</b>	<b>U23MMC2E01</b>	<b>02</b>	<b>FILM APPRECIATION</b>
<b>IV</b>	<b>VOCATIONAL COURSE (VC) &amp; SKILL ENHANCEMENT COURSE (SEC)</b>		
<b>1</b>	<b>U23MS2VSC01</b>	<b>02</b>	<b>QUANTITATIVE TECHNIQUES – II</b>
<b>2</b>	<b>U23MS2SEC01</b>	<b>02</b>	<b>INTRODUCTION TO OFFICE 365 – II</b>
<b>V</b>	<b>ABILITY ENHANCEMENT COURSE(AEC)/VALUE EDUCATION COURSE (VEC) / CO-CURRICULAR COURSES (CC)</b>		
<b>1</b>	<b>U23MS2AEC01</b>	<b>02</b>	<b>BUSINESS COMMUNICATION – II</b>
<b>2</b>	<b>U23MS2VEC01</b>	<b>02</b>	<b>SUSTAINABILITY &amp; GREEN BUSINESS PRACTICES</b>
<b>3</b>	<b>U23MS2CC01</b>	<b>02</b>	<b>NSS / DLLE /SHARPSHOOTERS / CONCLAVE / CONFERENCE</b>
<b>TOTAL CREDITS</b>		<b>22</b>	



## **FOUNDATION OF HUMAN SKILLS**

**COURSE CODE: U23MS2MJ01**

**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><b>Module -1- Understanding Human Nature</b></p> <p><b>Individual Behavior:</b> Concept of a man, individual differences, factors affecting individual differences, Influence of environment</p> <p><b>Personality and attitude:</b> 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><b>Thinking, learning and perceptions:</b> 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

<p><b>02</b></p>	<p><b>Module-2 -Introduction to Group Behaviour</b></p> <p><b>Group Dynamics:</b> 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><b>Organizational processes and system. Power and politics:</b> nature, bases of power, politics nature, types, causes of organizational politics, political games.</p> <p><b>Organizational conflicts and resolution:</b> Conflict features, types, causes leading to organizational conflicts, levels of conflicts, ways to resolve conflicts through five conflicts resolution strategies with outcomes.</p>	<p><b>15</b></p>
<p><b>03</b></p>	<p><b>Module-3 - Organizational Culture and Motivation at Workplace</b></p> <p><b>Organizational Culture:</b> Characteristics of organizational culture. Types, functions, and barriers of organizational culture Ways of creating and maintaining effective organization culture.</p> <p><b>Motivation at workplace:</b> 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>	<p><b>15</b></p>

04	<p><b>Module-4 - Organisational Change, Creativity and Development, and Work Stress</b></p> <p><b>Organisational change and creativity:</b> 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><b>Organisational Development and work stress:</b> 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
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**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**

<b>Description</b>	<b>Marks</b>
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. <b>(Any one of these)</b>	15
Class Participation	5
<b>Total</b>	<b>40</b>

**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
<b>Total</b>	<b>60</b>
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.**

## **PRINCIPLES OF MARKETING**

**COURSE CODE: U23MS2MJ02**

**COURSE CREDIT: 02**

**1 credit - 15 lectures**

**1 lecture- 60 minutes**

### **Course Objectives:**

- To understand the role of marketing within society and within an economic system.
- To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.
- To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.

### **Course Outcomes:**

- Learners will be able to categorize the marketing environment consisting of micro and macro factors of marketing
- Learners will be able to identify the aspects of consumer behaviour.
- Learners will be able to assess the importance of marketing mix in detail.

Sr. No	Syllabus	No. of lectures
01	<p><b>Module -1 Marketing Environment, Research and Consumer Behaviour</b></p> <ul style="list-style-type: none"> <li>➤ <b>The micro environment of business:</b> Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.</li> <li>➤ <b>Macro environment:</b> Political Factors; Economic Factors; Socio Cultural Factors , Technological Factors (PEST Analysis)</li> <li>➤ <b>Marketing research:</b> Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research</li> <li>➤ <b>MIS:</b> Meaning, features and Importance</li> <li>➤ <b>Consumer Behaviour:</b> Meaning, feature, importance, factors affecting Consumer Behaviour</li> </ul>	15
02	<p><b>Module -2 Marketing Mix</b></p> <ul style="list-style-type: none"> <li>➤ <b>Marketing mix:</b> Meaning –elements of Marketing Mix.</li> <li>➤ Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product.</li> <li>➤ Branding –Packing and packaging – role and importance</li> <li>➤ Pricing – objectives- factors influencing pricing policy and Pricing strategy.</li> <li>➤ Physical distribution – meaning – factor affecting channel selection-types of marketing channels</li> <li>➤ Promotion – meaning and significance of promotion. Promotion</li> <li>➤ Tools (brief)</li> </ul>	15

**References:**

- Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
- McCarthy, E.J., *Basic Marketing: A managerial approach*, Irwin, New York.
- Pillai R S, Bagavathi, Modern Marketing



## 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. <b>(Any one of these)</b>	5
Class Participation	5
<b>Total</b>	<b>20</b>

**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
<b>Total</b>	<b>30</b>
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: U23MS2MI01**

**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><b>Module -1- Introduction to Marketing</b></p> <ul style="list-style-type: none"> <li>➤ <b>Introduction to Marketing:</b> 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</li> <li>➤ <b>Concepts of Marketing:</b> Needs, wants and demands, transactions, transfer and exchanges.</li> <li>➤ <b>Orientations of a firm:</b> Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing.</li> </ul>	15
02	<p><b>Module-2 - Segmentation, Targeting and Positioning and Trends In Marketing</b></p> <ul style="list-style-type: none"> <li>➤ Segmentation – meaning , importance , basis</li> <li>➤ Targeting – meaning , types</li> <li>➤ Positioning – meaning – strategies</li> <li>➤ New trends in marketing – E-marketing , Internet marketing and marketing using Social network</li> <li>➤ Social marketing/ Relationship marketing</li> </ul>	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. <b>(Any one of these)</b>	5
Class Participation	5
<b>Total</b>	<b>20</b>

**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
<b>Total</b>	<b>30</b>
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: U23BE2E01**

**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.

<b>Sr. No</b>	<b>Syllabus</b>	<b>No. of lectures</b>
<b>01</b>	<b>MODULE I: Money and Inflation</b> <ul style="list-style-type: none"><li>• Money: Concept, Functions of money, Evolution of money.</li><li>• Money Supply: Determination, Measurement, Value of money &amp; Purchasingpower.</li><li>• 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.</li></ul>	<b>15</b>
<b>02</b>	<b>MODULE II: Central Banking and Monetary Policy</b> <ul style="list-style-type: none"><li>• 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.</li></ul>	<b>15</b>

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



### 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 Multiple choice Questions/True or False - 5 Marks Attempt 1 question out of 3 questions (5 marks each)- 5 Marks	10
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: U23BI2OE01**

**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	<b>UnitI–a ) Introduction to Banking</b> - Meaning, Definitions, Features, Types of Banks <b>b) Role of RBI in Banking Sector</b> – Introduction to RBI, Services & Facilities, Role of RBI in the economy of India & Nation Development	15
2	<b>UnitII–a) Products &amp; Services by Banks</b> – Types of Bank accounts, services & Facilities for each accounts, NRI accounts, Fee based & Fund based services of Banks, Non Performing Assets <b>b) Digital Banking</b> – Services, Cards, e banking, Payment system,	15
	<b>Total Lectures</b>	<b>30</b>

## 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.20marks**

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

### **(A)InternalAssessment20marks**

Description	Marks
Internaltestsof10 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	
TotalMarks: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 -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: Minimum40%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: U23MMC2E01**

**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: U23MS2SEC01**

**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

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

**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**

<b>Description</b>	<b>Marks</b>
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)	<b>15</b>
Project	<b>20</b>
Class Test/ Open Book Test/ Quiz	<b>10</b>
Class Participation	<b>5</b>
<b>Total</b>	<b>50</b>

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

## **BUSINESS COMMUNICATION- II**

**COURSE CODE: U23MS2AEC01**

**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><b>Module -1- Professional Skill Enhancement Presentation</b></p> <p><b>Skills:</b> (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><b>Video Presentations with voice overs,</b> Preparation of Promotional Material Group Communication:</p> <p><b>Interviews and Group Discussions Interviews :</b> Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Interview</p> <p><b>Group Discussions :</b> Do’s and Donts ,Current and relevant topics.</p> <p><b>Meetings :</b> 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><b>Conference:</b> Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing</p>	15
02	<p><b>Module 2 : Language and Writing Skills:</b></p> <p><b>Internet Language (GenZ 15 Lingua) Reports:</b> Parts, Types, Feasibility Reports, Investigative Reports.</p> <p><b>Business Proposal Writing</b></p> <p><b>Business Correspondence:</b> Trade Letters: Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters</p> <p><b>Right to Information (RTI) Act:</b> 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. <b>(Any one of these)</b>	5
Class Participation	5
<b>Total</b>	<b>20</b>

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

**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: U23MS2VEC01**

**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><b>Module -1- Natural Resources: Their Sustainable Management &amp; Conservation, Sustainable Development</b></p> <ul style="list-style-type: none"> <li>➤ 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</li> <li>➤ 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.)</li> </ul>	15

02	<p><b>Module-2 - Business Strategies and Sustainability and Designing Sustainable Futures</b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> <li>➤ 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.</li> </ul>	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**

<b>Description</b>	<b>Marks</b>
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)	<b>15</b>
Project	<b>20</b>
Class Test/ Open Book Test/ Quiz	<b>10</b>
Class Participation	<b>5</b>
<b>Total</b>	<b>50</b>

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

**Co –Curricular Course in Cultural Activities**

**Course Code: U23CA2CC01**

**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.

<b>Unit No.</b>	<b>Topic</b>	<b>No. of Lectures required</b>
<b>Unit-I</b>	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
<b>Unit-II</b>	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
	<b>TOTAL (HOURS)</b>	<b>30</b>

<b>Course Name: CC in Cultural Activities</b>	<b>Course Code: U23CA2CC01</b>
<b>Course Type</b>	<b>Co-curricular</b>
<b>Focuses on</b>	<b>Skill Development</b>
<b>Caters to</b>	<b>Local</b>
<b>Total Lectures per week (1 Period is 60 minutes)</b>	<b>1</b>
<b>Credits</b>	<b>2</b>

**The scheme of Examination shall be divided as follows.**

• **Continuous Evaluation Pattern**

<b>Description</b>	<b>Marks</b>
Activity related work such as <ul style="list-style-type: none"> <li>• Attending lectures</li> <li>• Practical sessions</li> <li>• Seminars, Conference</li> </ul>	10
Maintenance of work records and submission of activity report	10
Test/ Discussion/ Presentations /Viva-voce by faculty in charge	10
<b>Total</b>	<b>50</b>

**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



**SIES (Nerul) College of Arts, Science and Commerce (Autonomous)**

<b>Sr. No.</b>	<b>Heading</b>	<b>Particulars</b>
<b>1</b>	<b>Title of the course</b>	<b>Department of Lifelong Learning and Extension</b>
<b>2</b>	<b>Course code</b>	<b>U23DLLE2CC01</b>
<b>3</b>	<b>Eligibility for admission</b>	
<b>4</b>	<b>Minimum percentage</b>	
<b>5</b>	<b>Semester</b>	<b>II</b>
<b>6</b>	<b>Level</b>	<b>UG</b>
<b>7</b>	<b>Pattern</b>	<b>Cocurricular Course</b>
<b>8</b>	<b>To be implemented from</b>	<b>From Academic year 2023-24</b>



**SIES (Nerul) College of Arts, Science and Commerce (Autonomous)  
(Affiliated with the University of Mumbai)  
RE-ACCREDITED GRADE “A” BY NAAC (3<sup>rd</sup> CYCLE)**

**BOARD OF STUDIES  
SYLLABUS FOR  
DLLE**

**(WITH EFFECT FROM THE ACADEMIC YEAR 2023-2024)**

**Department of Lifelong Learning and Extension (DLLE)**

The Department of Lifelong Learning and Extension (DLLE) was established in 1978 to promote a meaningful relationship between universities and the community. It operates under the Board for Lifelong Learning and Extension, creating skilled human power through various degree-level and skill development programs. The DLLE creates synergy between teaching, research, and development institutions, regional and national bodies, and governmental agencies in lifelong learning, value education, and life skills for senior citizens.

The Department progressed as a University Teaching Department under UGC guidelines and the Maharashtra Public Universities Act, of 2016. Its academic activities include Extension Work, Masters Degree Programs, Online Courses, National Institute of Open Schooling, and e-Learning Centre activities. The Director leads the department to carry out the objectives of the Board of Lifelong Learning and Extension.

Extension Education is a two-way process that envisions the mutual sharing of resources between the community and the university for the development of both the common man and students. This dimension also aims to sensitize students to socio-cultural realities, leading to social welfare and relevance to daily life situations.

The DLLE supports communities-based extension work activities, aiming to improve the quality of life for less privileged sections of society. Regular extension activities are conducted in annual

programs for over 330 colleges, with 600 degree college Extension Work teachers and 32,000 Extension Work Students from Mumbai, Thane, Palghar, Raigad, Ratnagiri, and Sindhudurg districts involved in various projects.

Aim: Lifelong Learning and Extension aims to make education relevant to real-life situations by acting as a focal agency in the University system, providing academic and technical resource support for community-based activities, and serving as an intellectual intervention in community living problems.

### **Program Objective**

PO1: To prepare students for social commitment and sensitize them to socio-cultural realities.

PO2: To develop leadership qualities and teamwork among students

PO3: To make the learning experience relevant to real-life situations

PO4: To make students aware of their responsibilities towards the environment and society

PO5: To enhance employability skills in students through skill development activities.

PO6: To reach the unreached needs, and maintain networks with government, and non-governmental agencies

### **Course Outcome**

CO 1: It will enable students to connect and understand the social realities and work for social welfare

CO 2: It would help students to enhance leadership skills and apply them in their careers.

CO 3: Students will be more aware of the practicality of real life and can face challenges in a better way

CO 4: Students will be equipped with basic knowledge about environmental education and sustainability.

CO 5: The students will be able to apply the knowledge for employment in the future.

CO 6: Students will be able to connect to the unreached section of society and help them



## **Course Objective**

CO 1: To promote unexplored career opportunities and a knowledge-based society to the unreached.

CO 2: To enhance students' skills in terms of employment.

CO 3: To enhance skills for students to face life challenges, develop business at a small scale, and earn a source of income.

CO 4: To promote a humanitarian approach amongst the learners and provide their service in the society

CO 5: A learner would become aware of the importance of responsibilities towards community engagement and get actively involved in the upliftment of society with selfless contribution

CO 6: The purpose of this course is to have students create a community project as a means of synthesizing, integrating, and applying the foundational and concentrated curriculum working in small groups and coordinating one with other agencies.

CO 7: To introduce the multidisciplinary approach to environmental education and its importance to the young generation and enable students to create resource materials to promote an environmentally conservative approach in society.

CO 8: To educate students about environmental awareness and sensitivity and encourage collaboration with the community to repair human-made damage and preserve the environment for future generations.

CO 9: The participants will be actively involved in creating awareness about the Fundamental Rights and Duties of every citizen.

CO10: The participants will create visual aids to propagate and promote civic sense in all parts of society and express what they have learned through street plays and rallies.

CO11: To spread awareness and educate consumers about their rights before and after purchase.

CO12: To understand the level of knowledge regarding the Consumer Protection Act in society.

# Syllabus

Total credits:02

Total hours:30

Each volunteer of DLLE has to select any one project out of the following and conduct different activities.

Name of the project	Syllabus and Project-based activity	Hours
Vocational Career-Oriented Projects		
1. Career Project CP.	<ul style="list-style-type: none"> <li>● Different career paths</li> <li>● Developing communication skills</li> <li>● Building a CV</li> <li>● Enhancing skills for interview</li> <li>● Developing profiles on online job portals</li> <li>● Students are expected to select a career path and interview in their respective fields and organize charts showing different aspects related to careers.</li> <li>● Students are expected to prepare a booklet/pamphlet on careers and prepare a report.</li> </ul>	30 Hours
2. Anna Poorna Yojana [APY]	<ul style="list-style-type: none"> <li>● Anna Poorna Yojana (APY) – meaning and importance, problems and prospects in setting up of business.</li> <li>● Computation of Cost and preparation of Cost sheet.</li> <li>● Preparation of Basic Income/ profit and loss statement. Business model -</li> <li>● B to B and B to C</li> <li>● Project activities - Food preparation and selling through stalls, street play, Selling items at the community level, celebrating festivals with NGO, Awareness of food waste management.</li> </ul>	30 Hours
Community Oriented Projects		
1. Population Education Club (PEC)	<ul style="list-style-type: none"> <li>● Understanding community-related issues around the region and developing a sensitive approach towards society</li> <li>● Engage in community partnership practices and provide leadership in promoting changes to improve community well-being, Community engagement, and leadership</li> <li>● Students are expected to engage in different activities</li> </ul>	30 Hours

	<p>based on the project in the form of Street play, Seminar, Poster competition, Essay writing, Creative Writing competition, Elocution Discussion, act plays Composing songs, Powada, Rally, Exhibition, Video, Short film presentation, Waste collection drive, Environment awareness campaign</p>	
2. Environment Education EC	<ul style="list-style-type: none"> <li>● Understanding the basic environmental issues in society and the importance of Environmental Education.</li> <li>● Environmental Awareness program with solutions by with concept of Sustainable Development Goals</li> <li>● Project activities: Students are expected to conduct community-level awareness programs by distributing pamphlets, conducting street plays, and participating in various drives like Tree plantation, cleanliness drive, waste recycling drive energy, water conservation</li> </ul>	30 Hours
3. Citizenship Education Project(CEP).	<ul style="list-style-type: none"> <li>● Constitution of India: Preamble, Article 51A - Fundamental Rights and Duties of every citizen.</li> <li>● Educational Institutions as agents for community development.</li> <li>● Preparation of Guidelines for Civic sense in public places and displaying them through posters, placards, and charts.</li> <li>● Project Activities: Street play, Civic Sense Rally, Essay writing, Case Study, Oath taking, Poster Making, Slogan writing.</li> </ul>	30 Hours
4. Consumer Guidance (CG)	<ul style="list-style-type: none"> <li>● Significance of consumer guidance.</li> <li>● Different consumer rights.</li> <li>● Details on Consumer Protection Act.</li> <li>● Role of Government in Consumer Protection.</li> <li>● Consumer protection councils and redressal mechanisms.</li> <li>● Students need to work in groups of five to eight to organize the program by inviting resource persons and arranging field visits.</li> </ul>	30 Hours

### ALLOCATION OF HOURS FOR PARTICIPATION IN EXTENSION WORK

SR NO	EXTENSION ACTIVITIES	TOTAL HOURS
1	Training	10
2	College/ Community level activities	20
<b>TOTAL</b>		<b>30</b>

**Evaluation 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
<b>Total</b>	<b>50</b>

**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.

<b>Unit No.</b>	<b>Topic</b>	<b>No. of Lectures required</b>
<b>Unit-I</b>	<b>Introduction to National Service Scheme (NSS)</b> <ul style="list-style-type: none"><li>• Formation and development of NSS in India</li><li>• Structural framework of NSS from National Level to College Level</li><li>• Objectives of NSS</li><li>• Symbol and Moto of NSS and its meaning</li><li>• Basic Social Issues in India (Family System, Division of labour, Cast System in India, Gender Issues, Regional Imbalance)</li></ul>	5
<b>Unit-II</b>	<b>Introduction to Social justice</b> <ul style="list-style-type: none"><li>• Social Justice – the Concept and its features, Contribution for Social Justice – Mahatma Jyotiba Phule, Dr. Babasaheb Ambedkar, Shahu Maharaj, Chhatrapati Shivaji Maharaj, Savitribai Phule.</li></ul>	5
<b>Unit-III</b>	<b>Suggested Projects:</b> <ul style="list-style-type: none"><li>• Environment awareness – Waste management &amp;</li></ul>	20

	segregation, Reduce, Reuse & Recycle, <ul style="list-style-type: none"> <li>• Organic waste management by composting (maintenance of compost project)</li> <li>• Volunteering at study centers managed by Stree Mukti Sanghatana</li> </ul>	
	<b>Total Lectures</b>	<b>30</b>

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

**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"> <li>• Attending lectures/ training sessions</li> <li>• Field work</li> <li>• Maintenance of work record</li> </ul>	30
Project Report	10
Viva-voce by faculty in charge and attendance	10
<b>Total</b>	<b>50</b>

**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>

**Objectives of the course**

- 1) To gain understanding of the learner's preferred game and sport.
- 2) To master various physical fitness routines for daily use in order to maintain a healthy lifestyle.
- 3) To determine one's degree of physical fitness by calculating a fitness index.
- 4) To comprehend diverse ways of physical training.
- 5) To encourage the student to participate in sports/games for general personality development.

**COURSE OUTCOMES:**

- 1) After completing the course, the learner will be able to: Understand the fundamental concepts of Physical Education, health, and total well-being.
- 2) Recognise the significance of physical activity in maintaining a healthy lifestyle.
- 3) Discover the benefits of physical activity on various bodily systems and the most basic method of maintaining and enhancing health.
- 4) Encourage students to participate in physical activities, sports, or games.
- 5) Make people aware of the relevance of sports and physical education in their daily lives for physical and mental well-being.

SR.NO.	COURSE CONTENT	HOURS
1	<p style="text-align: center;"><b>Physical Education</b></p> Introduction of Physical Education History of Physical Education <ul style="list-style-type: none"> <li>- Vedic period</li> <li>- Indus Valley civilization</li> <li>- Rome, Greece</li> </ul> Foundation of Physical Education Principles of Physical Education	05
2	<p style="text-align: center;"><b>Health</b></p> Physical fitness Components of HRPF Components of SRPF Factors affecting fitness and wellness	10
3	<p style="text-align: center;"><b>Indigenous games in India</b></p> Kabaddi Kho kho Tug of war One leg hops step jump Seven stones (Any 2 games only)	15
	Total no. of hours	<b>30</b>



**The scheme of Examination shall be divided as follows.**

**Continuous Evaluation Pattern (50 Marks):**

1. 30 Hours of Practice (25 Marks) Sports training/practice/coaching sessions on a regular basis (choose any game/sport).

(If a learner participates in training/practice/coaching sessions/camps organised by other organisations or clubs of sports and games, the proof of attendance and participation presented by a learner may be considered for evaluation.)

2. Participation in the organisation of sporting events, workshops, seminars, and so on - 5 hours (15 marks)

3. Participation/performance in sports events at the State, National, International, University, and Intercollegiate levels. 5 hours approx. (10 marks)