



# **TOLANI COLLEGE OF COMMERCE**

*(Autonomous)*

Recognised Linguistic (Sindhi) Minority Institution

(Affiliated to University of Mumbai)

Re-Accredited (3<sup>rd</sup> Cycle) by N.A.A.C. with 'A' Grade

150-151, Sher-E-Punjab Society,

Guru Gobind Singh Road,

Andheri (East) Mumbai-400 093

**Syllabus and Question Paper Pattern of  
First Year of Bachelor of Management Studies  
Semester I and Semester II  
Under Choice Based Credit and Grading System  
(Academic Year 2022-2023)**



## Semester I

Serial No	Course Code	Course Name	Credits
<b>Elective Courses (EC)</b>			
1	TCC.UBMSI01	Introduction to Financial Accounts	03
2	TCC.UBMSI02	Business Law	03
3	TCC.UBMSI03	Business Statistics	03
<b>Ability Enhancement Courses (AEC)</b>			
<b>Ability Enhancement Compulsory Course (AECC)</b>			
4	TCC.UBMSI04	Business Communication-I	03
<b>Skill Enhancement Courses (SEC)</b>			
5	TCC.UBMSI05	Foundation Course - I	02
<b>Core Courses (CC)</b>			
6	TCC.UBMSI06	Foundation of Human Skills	03
7	TCC.UBMSI07	Business Economics-I	03
<b>Total Credits</b>			<b>20</b>

## Semester II

Serial No	Course Code	Course Name	Credits
<b>Elective Courses (EC)</b>			
1	TCC.UBMSII01	Principles of Marketing	03
2	TCC.UBMSII02	Industrial Law	03
3	TCC.UBMSII03	Business Mathematics	03
<b>Ability Enhancement Courses (AEC)</b>			
<b>Ability Enhancement Compulsory Course (AECC)</b>			
4	TCC.UBMSII04	Business Communication-II	03
<b>Skill Enhancement Courses (SEC)</b>			
5	TCC.UBMSII05	Foundation Course-II	02
<b>Core Courses (CC)</b>			
6	TCC.UBMSII06	Business Environment	03
7	TCC.UBMSII07	Principles of Management	03
<b>Total Credits</b>			<b>20</b>



**Program: Bachelor of Management Studies**  
**Semester-I**  
**Elective Course: Introduction to Financial Accounts**  
**Course Code: TCC.UBMS101**



<b>Bachelor of Management Studies</b>		<b>Semester – I</b>	
<b>Course Name: Introduction to Financial Accounts</b>		<b>Course Code: TCC.UBMSI01</b>	
<b>Periods per week (1 Period is 48 minutes)</b>		<b>4</b>	
<b>Credits</b>		<b>3</b>	
		<b>Hours</b>	<b>Marks</b>
<b>Evaluation System</b>	<b>Semester End Examination</b>	<b>2</b>	<b>60</b>
	<b>Continuous Evaluation</b>		<b>40</b>

<b>Module. No</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Financial Accounts</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• <b>Meaning and Scope of Accounting:</b> Need and development, definition: Book- Keeping and accounting, Persons interested in accounting, Branches of accounting, Objectives of accounting</li> <li>• <b>Accounting principles:</b> Introductions to Concepts and conventions.</li> <li>• <b>Introduction to Accounting Standards:</b> Meaning and Scope)</li> <li>• Ind AS 115 Revenue recognition</li> <li>• Ind AS 16 Property, plant, equipment</li> <li>• <b>International Financial Reporting Standards (IFRS):</b> Introduction to IFRS</li> <li>• <b>IAS-1:</b> Presentation of Financial Statements (Introductory Knowledge)</li> <li>• <b>IAS-2:</b> Inventories (Introductory Knowledge)</li> <li>• <b>Accounting in Computerized Environment:</b> Introduction, Features and application in various areas of accounting</li> </ul>	
<b>2</b>	<b>Accounting Transactions</b>	<b>15</b>
	<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</li> </ul>	



Module No	Details	No. of Lectures
	Deferred Revenue expenditure Unusual expenses: Effects of error: Criteria test. <ul style="list-style-type: none"> <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>	
3	<b>Depreciation Accounting &amp; Trial Balance</b>	<b>15</b>
	<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>	
4	<b>Final Accounts</b>	<b>15</b>
	<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 Loss Account and Balance Sheet.</li> <li>• Preparation and presentation of Final Accounts in horizontal format</li> <li>• Introduction to Schedule 6 of Companies Act ,1956</li> </ul>	

### Reference Books:

- Financial Accounts (a managerial emphasis): By Ashok Banerjee – Excel books
- Fundamental of Accounting and Financial Analysis: By Anil Choudhary (Pearson education)
  - Indian Accounting Standards and IFRS for non-financial executives: By T.P. Ghosh– Taxman
  - Financial Accounting for Business Managers: By Ashish K. Bhattacharya.
  - Introduction to Accountancy by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi
  - 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
  - Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai
  - Financial Accounting by Lesile Chandwichk, Pentice Hall of India AdinBakley (P) Ltd., New Delhi
  - Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai
  - Financial Accounting by P.C. Tulsian, Pearson Publications, New Delhi
  - Accounting Principles by R.N. Anthony and J.S. Reece, Richard Irwin, Inc
  - Financial Accounting by Monga, J.R. Ahuja, Girish Ahuja and Ashok Shehgal, Mayur Paper Back, Noida
  - Compendium of Statement and Standard of Accounting, ICAI
  - Indian Accounting Standards, Ashish Bhattacharya, Tata Mc. Grow Hill and Co. Ltd., Mumbai



- Financial Accounting by Williams, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Company Accounting Standards by Shrinivasan Anand, Taxman, New Delhi
- Financial Accounting by V. Rajasekaran, Pearson Publications, New Delhi
- Introduction to Financial Accounting by Horngren, Pearson Publications, New Delhi
- Financial Accounting by M. Mukherjee and M. Hanif, Tata McGraw Hill Education Pvt. Ltd., New Delhi
- Financial Accounting a Managerial Perspective, Varadraj B. Bapat, Mehul Raithatha, Tata McGraw Hill Education Pvt. Ltd., New Delhi



**EVALUATION PATTERN**  
**Continuous Evaluation (Internal Assessment)**

The Continuous evaluation will consist of

	<b>Total Marks</b>
<b>Assignment/Case Studies/Project/Field Visit</b>	15 Marks
<b>Presentation/Book Review/Research Paper Report</b>	15 Marks
<b>Objectives</b>	10 Marks
<b>TOTAL MARKS</b>	<b>40 Marks</b>

Attendance Compulsory in all the three above components and Minimum Passing Percentage is 40% (16 Marks)

**Semester End Examination Question Paper Pattern (Minimum passing marks 24)**

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

<b>Q. No.</b>	<b>Particular</b>	<b>Marks</b>
Q-1	<b>Attempt the following:</b> A. Full Length Practical Question (15 Marks) OR B. Full Length Practical Question (15 Marks)	15 Marks
Q-2	<b>Attempt the following:</b> A. Full Length Practical Question (15 Marks) OR B. Full Length Practical Question (15 Marks)	15 Marks
Q-3	<b>Attempt the following:</b> A. Full Length Practical Question (15 Marks) OR B. Full Length Practical Question (15 Marks)	15 Marks
Q-4	<b>Attempt the following:</b> A. Full Length Practical Question (15 Marks) OR B. Short Notes to be asked 05 To be answered 03	15 Marks

**Note:**

Practical question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks. If the topic demands, instead of practical questions, appropriate theory question may be asked.



**Program: Bachelor of Management Studies**  
**Semester-I**  
**Elective Course: Business Law**  
**Course Code: TCC.UBMS102**





<b>Bachelor of Management Studies</b>		<b>Semester – I</b>	
<b>Course Name: Business Law</b>		<b>Course Code: TCC.UBMSI02</b>	
<b>Periods per week (1 Period is 48 minutes)</b>		<b>4</b>	
<b>Credits</b>		<b>3</b>	
		<b>Hours</b>	<b>Marks</b>
<b>Evaluation System</b>	<b>Semester End Examination</b>	<b>2</b>	<b>60</b>
	<b>Continuous Evaluation</b>		<b>40</b>

<b>Module. No</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Contract Act, 1872 &amp; Sale of Goods Act, 1930</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• <b>Contract Act, 1872:</b> Essential elements of Contract; Agreement and Contract – Capacity to Contract, free consent, consideration, lawful objects/ consideration, Breach of contract. Remedies for breach of Contract.</li> <li>• <b>Sale of Goods Act, 1930:</b> Scope of Act, Sale and Agreement to sell, essential of a valid Sale Contract – Conditions and warranties – Implied Condition and warranties, Rights of an unpaid seller. Doctrine of Caveat Emptor.</li> </ul>	
<b>2</b>	<b>Negotiable Instrument Act, 1981 &amp; Consumer Protection Act, 1986</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• <b>Negotiable Instrument Act, 1981:</b> Introduction of Negotiable Instruments – Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonour of Cheque.</li> <li>• <b>Consumer Protection Act, 2019:</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Definition</li> <li>• Importance of Consumer Protection</li> <li>• Who is A Consumer?</li> <li>• Rights of Consumer</li> <li>• Consumer Responsibilities</li> <li>• Unfair Trade Practices,</li> <li>• Ways and Means of Consumer Protection</li> <li>• Redressal Agencies Under The Consumer Protection Act</li> </ul> </li> </ul>	



<b>3</b>	<b>Company Law</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• <b>Company Law:</b> What is company? Features of Company – Incorporation of company – Types of Company. Roles, Duties &amp; Liabilities of Promoters, Pre &amp; Post-incorporation stages, Lifting of Corporate Veil, MOA, AOA, Prospectus, Meetings, Meaning of transfer and transmission of shares.</li> </ul>	
<b>4</b>	<b>Intellectual Property Rights (IPR)</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Intellectual Property Rights (IPR)</li> <li>• IPR definition/ objectives</li> <li>• Patent definition. What is patentable? What is not patentable? Invention And its Attributes, Inventors and Applications</li> <li>• Trademarks, definition, types of trademarks, infringement and passing off.</li> <li>• Copy right definition and subject in which copy right exists, Originality, Meaning and Content, Authors and Owners Rights First owner of the copyright, Civil remedies in case of infringement of copyright, Geographical indications</li> </ul>	

**Reference Books:**

- Elements of mercantile Law – N.D.Kapoor
- Business Law – P.C. Tulsian
- Business Law – SS Gulshan
- Company Law – Dr.Avtar Singh
- Indian contract Act – Dr.Avtar Singh
- Law of Intellectual Property-V.K-Taraporevala



**EVALUATION PATTERN**  
**Continuous Evaluation (Internal Assessment)**

	<b>Total Marks</b>
<b>Assignment/Case Studies/Project/Field Visit</b>	15 Marks
<b>Presentation/Book Review/Research Paper Report</b>	15 Marks
<b>Objectives</b>	10 Marks
<b>TOTAL MARKS</b>	<b>40 Marks</b>

Attendance Compulsory in all the three above components and Minimum Passing Percentage is 40% (16 Marks)

**Semester End Examination Question Paper Pattern (Minimum passing marks 24)**

Maximum Marks: 60

Duration: 2 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

<b>Question No</b>	<b>Particular</b>	<b>Marks</b>
Q-1	Attempt the following: a. Full Length Question (8 Marks) b. Full Length Question (7 Marks) OR c. Full Length Question (8 Marks) d. Full Length Question (7 Marks)	15 Marks
Q-2	Attempt the following: a. Full Length Question (8 Marks) b. Full Length Question (7 Marks) OR c. Full Length Question (8 Marks) d. Full Length Question (7 Marks)	15 Marks
Q-3	Attempt the following: a. Full Length Question (8 Marks) b. Full Length Question (7 Marks) OR c. Full Length Question (8 Marks) d. Full Length Question (7 Marks)	15 Marks
Q-4	Attempt ( <b>any Three</b> ) of the following: a. b. c. d. e.	15 Marks



**Program: Bachelor of Management Studies**  
**Semester-I**  
**Elective Course: Business Statistics**  
**Course Code: TCC.UBMS103**



<b>Bachelor of Management Studies</b>		<b>Semester – I</b>	
<b>Course Name: Business Statistics</b>		<b>Course Code: TCC.UBMSI03</b>	
<b>Periods per week (1 Period is 48 minutes)</b>		<b>4</b>	
<b>Credits</b>		<b>3</b>	
		<b>Hours</b>	<b>Marks</b>
<b>Evaluation System</b>	<b>Semester End Examination</b>	<b>2</b>	<b>60</b>
	<b>Continuous Evaluation</b>		<b>40</b>

<b>Module. No</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Statistics</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Introduction: Functions/Scope, Importance, Limitations</li> <li>• Data: Relevance of Data (Current Scenario), Type of data (Primary &amp; Secondary), Primary (Census vs Samples, Method of Collection (In Brief), Secondary (Merits, Limitations, Sources) (In Brief)</li> <li>• Presentation Of Data: Classification – Frequency Distribution – Discrete &amp; Continuous, Tabulation, Graph (Frequency, Bar Diagram, Pie Chart, Histogram, Ogives)</li> <li>• Measures Of Central Tendency: Mean (A.M, Weighted, Combined), Median (Calculation and graphical using Ogives), Mode (Calculation and Graphical using Histogram), Comparative analysis of all measures of Central Tendency</li> </ul>	
<b>2</b>	<b>Measures of Dispersion, Co-Relation and Linear Regression</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Measures Of Dispersion: Range with C.R(Co-Efficient Of Range), Quartiles &amp; Quartile deviation with CQ (Co-Efficient Of Quartile), Mean Deviation from mean with CMD (Co-Efficient Of Mean Deviation), Standard deviation with CV (Co-Efficient Of Variance), Skewness&amp; Kurtosis (Only concept)</li> <li>• Co-Relation: Karl Pearson, Rank Co-Relation</li> <li>• Linear Regression: Least Square Method</li> </ul>	



<b>Module. No</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>3</b>	<b>Time Series and Index Number</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Time Series: Least Square Method, Moving Average Method, Determination of Season</li> <li>• Index Number: Simple(unweighted) Aggregate Method, Weighted Aggregate Method, Simple Average of Price Relatives, Weighted Average of Price Relatives, Chain Base Index Numbers, Base Shifting, Splicing and Deflating, Cost of Living Index Number</li> </ul>	
<b>4</b>	<b>Probability and Decision Theory</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Probability: Concept of Sample space, Concept of Event, Definition of Probability, Addition &amp; Multiplication laws of Probability, Conditional Probability, Bayes' Theorem (Concept only), Expectation &amp; Variance, Concept of Probability Distribution (Only Concept)</li> <li>• Decision Theory: Acts, State of Nature Events, pay offs, Opportunity loss, Decision Making under Certainty, Decision Making under Uncertainty,</li> <li>• Non-Probability: Maximax, Maximin, Minimax, Regret, Laplace &amp; Hurwicz)</li> <li>• Probabilistic (Decision Making under risk): EMV, EOL, EVPI</li> <li>• Decision Tree</li> <li>• Binomial Distribution, Poisson Distribution – basic application</li> <li>• Normal Distribution – basic application</li> </ul>	

### Reference Books:

- Mathematics for Economics and Finance, Martin Anthony, Norman Biggs, Cambridge low price editions, 2000.
- Business Mathematics, D.C. Sancheti, V.K. Kapoor, Sultan Chand & Sons Publications, 2006.
- Business Mathematics, J.K. Singh, 2009, Himalaya Publishing House.
- Mathematics for Business and Economics, J.D. Gupta, P.K. Gupta, Man Mohan, Tata McGrawHill Publishing Company Ltd.
- Mathematics of Finance 2nd Edition Schaum's Outline Series Peter Zima, Robert Browns Tata McGrawHill Publishing Company Ltd
- Business Mathematics by Dr.Amarnath, Dikshit& Dr.Jinendra Kumar Jain.
- Business Mathematics by Bari - New Literature publishing company, Mumbai
- Mathematics for Economics and Business, RS Bhardwaj, 2010, Excel Books
- Business Mathematics, Zameerudin, Qazi, V.K. Khanna& S.K. Bhambri, Vikas Publishing House Pvt. Ltd, New Delhi



## **EVALUATION PATTERN**

### **Continuous Evaluation (Internal Assessment)**

The Continuous evaluation will consist of

	<b>Total Marks</b>
<b>Assignment/Case Studies/Project/Field Visit</b>	15 Marks
<b>Presentation/Book Review/Research Paper Report</b>	15 Marks
<b>Objectives</b>	10 Marks
<b>TOTAL MARKS</b>	<b>40 Marks</b>

Attendance Compulsory in all the three above components and Minimum Passing Percentage is 40% (16 Marks)

### **Semester End Examination Question Paper Pattern (Minimum passing marks 24)**

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

<b>Q. No.</b>	<b>Particular</b>	<b>Marks</b>
Q-1	<b>Attempt the following:</b> A. Full Length Practical Question (15 Marks) OR B. Full Length Practical Question (15 Marks)	15 Marks
Q-2	<b>Attempt the following:</b> A. Full Length Practical Question (15 Marks) OR B. Full Length Practical Question (15 Marks)	15 Marks
Q-3	<b>Attempt the following:</b> A. Full Length Practical Question (15 Marks) OR B. Full Length Practical Question (15 Marks)	15 Marks
Q-4	<b>Attempt the following:</b> A. Full Length Practical Question (15 Marks) OR B. Short Notes to be asked 05 To be answered 03	15 Marks

**Note:**

Practical question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks. If the topic demands, instead of practical questions, appropriate theory question may be asked.



**Program: Bachelor of Management Studies**

**Semester: I**

**Ability Enhancement Courses (AEC): Business Communication -I**

**Course Code: TCC.UBMS104**





<b>Bachelor of Management Studies</b>		<b>Semester – I</b>	
<b>Course Name: Business Communication I</b>		<b>Course Code: TCC.UBMSI04</b>	
<b>Periods per week (1 Period is 48 minutes)</b>		<b>04</b>	
<b>Credits</b>		<b>03</b>	
		<b>Hours</b>	<b>Marks</b>
<b>Evaluation System</b>	<b>Semester End Examination</b>	<b>2 hours</b>	<b>60</b>
	<b>Continuous Evaluation</b>		<b>40</b>

<b>Module. No</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Theory of Communication</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global World Impact of technological advancements on Communication</li> <li>• Channels and Objectives of Communication: Channels-Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</li> <li>• Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)</li> <li>• Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication</li> <li>• Business Etiquette (Office, Business Card, Telephone/Mobile/ Internet /Netiquette, Handshake, Business Meal, Greetings</li> <li>• Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) E- communication Video and Satellite Conferencing, Social Media</li> </ul>	
<b>2</b>	<b>Obstacles to Communication in Business World</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Problems in Communication /Barriers to Communication:</li> <li>• Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</li> <li>• Listening: Importance of Listening Skills, Cultivating good</li> </ul>	



	<p>Listening Skills – 4</p> <ul style="list-style-type: none"> <li>• Introduction to Business Ethics:</li> <li>• Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility</li> <li>• Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices:</li> <li>• Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste,</li> <li>• Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace</li> <li>• Piracy, Insurance, Child Labour</li> </ul>	
<b>3</b>	<b>Business Correspondence</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• <b>Theory of Business Letter Writing:</b></li> <li>• Parts, Structure, Layouts—Full Block, Modified Block, Principles of Effective Letter Writing, Principles of effective Email Writing</li> <li>• <b>Personnel Correspondence:</b></li> <li>• Statement of Purpose Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation,</li> <li>• Letter of Thank You, Letter of Condolence, Letter of Apology, Letter for Sanction of Leave</li> </ul>	
<b>4</b>	<b>Language and Writing Skills</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Commercial Terms used in Business Communication</li> <li>• Paragraph Writing: Developing an idea, using appropriate linking devices, etc. Cohesion and Coherence, self-editing, etc. [Interpretation of technical data, Composition on a given situation, a short informal report etc.]Activities</li> <li>• Listening Comprehension</li> <li>• Remedial Teaching</li> <li>• Speaking Skills: Presenting a News Item, Dialogue and Speeches</li> <li>• Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. Reading Comprehension: Analysis of texts from the fields of Commerce and Management</li> </ul>	



## Reference Books

- Agarwal, AnjuD (1989) A Practical Handbook for Consumers, IBH.
- Alien, R.K. (1970) Organisational Management through Communication.
- Barkar, Alan (1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.
- Basu, C.R.(1998) Business Organisation and Management, T.M.H.New Delhi.
- Dayal, Ishwar (9810) Managing Large Organizations: A Comparative Study.
- Fisher Dalmar, (1999), Communication in Organisation, Jaico Pub House, Mumbai, Delhi.
- Lesikar, Raymond V and Petit, John D.(1994) Business Communication:  
• Theory and Application, Richard D. Irwin Inc. Illinois.
- Parry, John (1968) The Psychology of Human Communication.



## EVALUATION PATTERN

### Continuous Evaluation Test Pattern:

1	Spoken English/ Writing Articles/ Book Reviews/ Case Studies/ Assignment Writing (Essay, Poems, Self-Introduction, etc.)	15 Marks
2	Presentation/ Book Review/ Remedial Grammar/ Speech/ Mock Interviews/ Group Communication/ Conversational Skills	15 Marks
3	Online MCQ Test	10 Marks
<b>Total</b>		<b>40 Marks</b>

Attendance Compulsory in all the three above components and Minimum Passing Percentage is 40% (16 Marks)

### Semester End Examination Question Paper Pattern (Minimum Passing Marks 24)

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q.1.	Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 <b>(*Multiple Choice /True or False / Match the columns/ Fill in the Blanks)</b>	08 Marks 07 Marks
Q.2.	A) Full Length Question B) Full Length Question  <b style="text-align: center;">OR</b>  A) Short Notes To be asked 05 To be answered 03	07 Marks 08 Marks  15 Marks
Q.3.	A) Draft a Job application letter along with C.V <b style="text-align: center;">OR</b> B) Draft a Statement of Purpose C) Write a Paragraph on any 1 of the following topics in (200 Words) a) b)	10 Marks  10 Marks 05 Marks
Q.4.	A) Draft the following letters (Any 2) a) Letter of Acceptance of Job Offer b) Letter of Resignation c) Thank You/ Condolence/ Apology Letter/ Sanction for Leave Letter B) Case Study  <b style="text-align: center;">OR</b>  A) Full Length Question B) Full Length Question	10 Marks    05 Marks  07 Marks 08 Marks



**Program: Bachelor of Management Studies**

**Semester: I**

**Skill Enhancement Courses: Foundation Course - I**

**Course Code: TCC.UBMSI05**



<b>Bachelor of Management Studies</b>		<b>Semester – I</b>	
<b>Course Name: Foundation Course I</b>		<b>Course Code: TCC.UBMSI05</b>	
<b>Periods per week (1 Period is 48 minutes)</b>		<b>3</b>	
<b>Credits</b>		<b>2</b>	
		<b>Hours</b>	<b>Marks</b>
<b>Evaluation System</b>	<b>Semester End Examination</b>	<b>2</b>	<b>60</b>
	<b>Continuous Evaluation</b>		<b>40</b>

<b>Module. No</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Overview of Indian Society</b>	<b>05</b>
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference	
<b>2</b>	<b>Concept of Disparity- 1</b>	<b>10</b>
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women including domestic violence, sexual harassment at workplace, female foeticide (declining sex ratio), and portrayal of women in media; Measures to enhance the status of women in the society; Gender identity & gendered violence; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.	
<b>3</b>	<b>Concept of Disparity-2</b>	<b>10</b>
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism and casteism including honour killings; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences	



<b>Module. No</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>4</b>	<b>The Indian Constitution</b>	<b>10</b>
	Introduction to the Constitution of India; Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution.	
<b>5</b>	<b>Significant Aspects of Political Processes</b>	<b>10</b>
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics	

#### **Reference Books:**

- Social and Economic Problems in India, Naseem Azad, R Gupta Pub (2011)
- Indian Society and Culture, Vinita Padey, Rawat Pub (2016)
- Social Problems in India, Ram Ahuja, Rawat Pub (2014)
- Faces of Feminine in Ancient, medieval and Modern India, Mandakranta Bose Oxford University Press
- National Humana rights commission- disability Manual
- Rural, Urban Migration: Trends, challenges & Strategies, S Rajagopalan, ICFAI- 2012
- Regional Inequalities in India Bhat L SSSRD- New Delhi
- Urbanisation in India: Challenges, Opportunities & the way forward, I J Ahluwalia, Ravi Kanbur, P K Mohanty, SAGE Pub (2014)
- The Constitution of India, P M Bakshi 2011
- The Problems of Linguistic States in India, Krishna Kodesia Sterling Pub
- Politics in India: structure, Process and Policy Subrata Mitra, Rouutlege Pub
- Politics in India, Rajani Kothari, Orient Blackswan
- Problems of Communalism in India, Ravindra Kumar Mittal Pub
- Combating communalism in India: Key to National Integration, Kawal Kishor Bhardwaj, Mittal Pub



## Evaluation Pattern

### Continuous Evaluation (Internal Assessment)

The Continuous evaluation will consist of one class test of 10 marks and a Fieldwork-based project work and assignment or presentation or report-writing of 15 marks each.

Attendance Compulsory in all the three above components and Minimum Passing Percentage is 40% (16 Marks)

### Semester End Examination Question Paper Pattern (Minimum Passing Marks 24)

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q.1.	A. Fill in the blanks: (From All Modules) B. State the following statements are True or False: (From All Modules)	05 Marks 05 Marks
Q.2.	A. Attempt any ONE of the following: (From Module I) a. b.	10 Marks
Q.3.	A. Attempt any ONE of the following: (From Module II) a. b.	10 Marks
Q.4.	A. Attempt any ONE of the following: (From Module III) a. b.	10 Marks
Q.5.	A. Attempt any ONE of the following: (From Module IV) a. b.	10 Marks
Q.6.	A. Attempt any ONE of the following: (From Module V) a. b.	10 Marks





**Program: Bachelor of Management Studies**  
**Semester-I**  
**Core Course: Foundation of Human Skills**  
**Course Code: TCC.UBMS106**



<b>Bachelor of Management Studies</b>		<b>Semester – I</b>	
<b>Course Name: Foundation of Human Skills</b>		<b>Course Code: TCC.UBMSI06</b>	
<b>Periods per week (1 Period is 48 minutes)</b>		<b>4</b>	
<b>Credits</b>		<b>3</b>	
		<b>Hours</b>	<b>Marks</b>
<b>Evaluation System</b>	<b>Semester End Examination</b>	<b>2</b>	<b>60</b>
	<b>Continuous Evaluation</b>		<b>40</b>

<b>Module. No</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Understanding of Human Nature</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Individual Behaviour: Concept of a man, individual differences, factors affecting individual differences, Influence of environment</li> <li>• Personality and attitude: Determinants of personality, Personality traits theory, Big five model, Personality traits important for organizational behaviour 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,</li> <li>• 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</li> <li>• Halo effect, stereotyping, prejudice attributional).</li> </ul>	



<b>2</b>	<b>Introduction to Group Behaviour</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Introduction to Group Behaviour</li> <li>• Group Dynamics: Nature, types, group behaviour model (roles, norms, status, process, structures)</li> <li>• Team effectiveness: nature, types of teams, ways of forming an effective team.</li> <li>• Setting goals.</li> <li>• Organizational processes and system.</li> <li>• Power and politics: nature, bases of power, politics nature, types, causes of organizational politics, political games.</li> <li>• 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.</li> </ul>	
<b>3</b>	<b>Organizational Culture and Motivation at workplace</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Organizational Culture:</li> <li>• Characteristics of organizational culture.</li> <li>• Types, functions and barriers of organizational culture</li> <li>• Ways of creating and maintaining effective organization culture</li> <li>• Motivation at workplace: Concept of motivation Theories of motivation in an organisational set up.</li> <li>• A.Maslow Need Heirachy</li> <li>• F.Hertzberg Dual Factor</li> <li>• Mc.Gregor theory X and theory Y.</li> <li>• Ways of motivating through carrot (positive reinforcement) and stick (negative reinforcement) at workplace.</li> </ul>	
<b>4</b>	<b>Organisational Change, Creativity and Work Stress</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Organisational change and creativity: Concepts of organisational change, Factors leading/influencing organisational change, Kurt Lewins model of organisational change and development, Creativity and qualities of a creative person, Ways of enhancing creativity for effective decision making, Creative problem solving.</li> <li>• Work stress: Stress, types of stress, Causes and consequences of job stress, Ways for coping up with job stress</li> </ul>	

**Reference Books:**

- Organisational behaviour, John W.Newstrom and Keith Davis, Tata McGrawhill
- Organisational behaviour, Fred Luthans, McGrawhill,New york
- Organisational behaviour, K.Aswathappa, Himalaya Publishing House
- Essentials of management, Koontz,Harold, Tata McGrawhill



**EVALUATION PATTERN**  
**Continuous Evaluation (Internal Assessment)**

The Continuous evaluation will consist of

	<b>Total Marks</b>
<b>Assignment/Case Studies/Project/Field Visit</b>	15 Marks
<b>Presentation/Book Review/Research Paper Report</b>	15 Marks
<b>Objectives</b>	10 Marks
<b>TOTAL MARKS</b>	<b>40 Marks</b>

Attendance Compulsory in all the three above components and Minimum Passing Percentage is 40% (16 Marks)

**Semester End Examination Question Paper Pattern (Minimum Passing Marks 24)**

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

<b>Q. No.</b>	<b>Particular</b>	<b>Marks</b>
<b>Q-1</b>	<b>Attempt the following:</b> A. Full Length Question (8 Marks) B. Full Length Question (7 Marks) OR A. Full Length Question (8 Marks) B. Full Length Question (7 Marks)	<b>15 Marks</b>
<b>Q-2</b>	<b>Attempt the following:</b> A. Full Length Question (8 Marks) B. Full Length Question (7 Marks) OR A. Full Length Question (8 Marks) B. Full Length Question (7 Marks)	<b>15 Marks</b>
<b>Q-3</b>	<b>Attempt the following:</b> A. Full Length Question (8 Marks) B. Full Length Question (7 Marks) OR A. Full Length Question (8 Marks) B. Full Length Question (7 Marks)	<b>15 Marks</b>
<b>Q-4</b>	<b>Attempt the following:</b> A. Full Length Question (8 Marks) B. Full Length Question (7 Marks) OR C. Short Notes to be asked 05 To be answered 03	<b>15 Marks</b>

**Note:** Two sub questions of 7/8 Marks can be a one question of 15 Marks.



**Program: Bachelor of Management Studies**

**Semester: I**

**Core Course: Commerce- Business Economics -I**

**Course Code: TCC.UBMSI07**



<b>Bachelor of Management Studies</b>		<b>Semester – I</b>	
<b>Course Name: Business Economics I</b>		<b>Course Code: TCC.UBMSI07</b>	
<b>Periods per week (1 Period is 48 minutes)</b>		<b>4</b>	
<b>Credits</b>		<b>3</b>	
		<b>Hours</b>	<b>Marks</b>
<b>Evaluation System</b>	<b>Semester End Examination</b>	<b>2</b>	<b>60</b>
	<b>Continuous Evaluation</b>		<b>40</b>

<b>Module. No</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction</b>	<b>15</b>
	Meaning and features of Business Economics- Ten Principles of Economics- Economic Model: Production Possibility Curve (PPC) with respect to scarcity and efficiency (technical, productive, allocative, and social)- Role of Economist as a policy adviser- Why Economists disagree? Differences in scientific judgements and Differences in values- Economics in the Decisions Making Process: Needs, wants and scarce resources- Process of decision making – Home Economics and Bounded Rationality-Human decision making and its impact on business-Business Decision Making with respect to investment, growth and expansion and acquiring and keeping customers- The PESTLE framework-political, economic, social, technological, legal, and environmental.	
<b>2</b>	<b>Demand Analysis</b>	<b>15</b>
	Meaning of market and competition- The market demand curve- The determinants of market demand- The market supply curve- Determinants of Market Supply- The Market Mechanism: Interaction of demand and supply- Changes in Demand and Supply- Prices and allocation of resources-Price Ceilings and Price Floors. Elasticity of Demand: Meaning, Price Elasticity of Demand, Income Elasticity of Demand, Cross Price Elasticity of Demand, Promotional Elasticity of Demand-Using Elasticities in Managerial Decision Making. Demand Estimation and Forecasting: Meaning, Importance, Types, Techniques and Criteria of a Good Demand Forecasting Method.	



<b>Module No</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>3</b>	<b>Supply and Production Decisions and Cost of Production</b>	<b>15</b>
	<p>Meaning of production and Production function- Total, Average and Marginal Product- The Law of Diminishing Returns- Production Isoquants and their properties-Economic Region of Production- Marginal Rate of Technical Substitution- Isocost Lines-Least Cost Combination of Factors- Returns to Scale- The Innovation Process- Innovation and Global Competitiveness.</p> <p>The Nature of Costs- Types of Costs: Economic Cost, Accounting Cost, Sunk Cost, Private Cost , Social Cost, Recurring Cost, Non-recurring Cost, Incremental Cost, Cash Cost, Book Costs and Life Cycle Costs- Short-run Cost Functions: Fixed and Variable Costs, Average and Marginal Costs, Cost Curves and Their Shapes- Long-run Cost Curves: Long-run Cost Curves, Long-run Marginal Cost Curves and Long-Run Average Cost Curve- Plant Size and Economies of Scale and Diseconomies of Scale- Purchasing Economies of Scale-Economies of Scope – Learning or Experience Curves.</p>	
<b>4.</b>	<b>Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition</b>	<b>15</b>
	<p>Asymmetric information-Signalling to Convey Private Information- Adverse Selection: The Lemons Problem-Market and Government Responses-Hidden Actions-Screening to Uncover Private Information- Moral Hazards-Efficiency effects of moral hazards- Ways of overcoming moral hazards-Moral hazards in product markets- Brand name and reputations as hostages-Guarantees and Warranties- Asymmetric Information in labour Markets: Efficiency wage theory- Meaning of Behavioural Economics- Are people always rational? Do People Care About Fairness? People are inconsistent over time.</p>	
<b>5.</b>	<b>Pricing Practices</b>	<b>15</b>
	<p>Market Structure and Degree of Competition-Concepts of Revenue-Meaning, features, and Importance of Perfect Competition-Demand Facing a Price-Taking Firm-Profit Maximisation in the Short-Run: Earning Positive Profit and The Shut-Down Point- Long-Run Analysis of a Perfectly Competitive Firm- Is Competition Always Good?</p> <p>Market Power-Measurement of Market Power: Market, Elasticity of Demand, The Lerner Index and Cross-Price Elasticity of Demand- Barriers to Entry: Barriers Created by Government, Economies of Scale, Essential Input Barriers, Brand Loyalties, Consumer Lock- in, Network Effects and Sunk Cost- Meaning and Features of Monopoly-Why Monopolies Arise?: Monopoly Resources, Government Created</p>	



Module. No	Details	No. of Lectures
	Monopolies and Natural Monopolies- Monopolist's Demand Curve-Profit Maximisation Under Monopoly-Why a Monopolist Does Not Have A Supply Curve?-The Welfare Cost of Monopolies. Monopolistic competition: Meaning and Features-Role of advertising in Monopolistic Competition. Oligopolistic markets: Meaning and features – Oligopoly Models: Collusive and non- collusive oligopoly market, Price rigidity, Cartels, and price leadership models Pricing Techniques: Meaning and Objectives-Types of Pricing Techniques: Pricing of Multiple Products, Pricing of Joint Products, Transfer Pricing, Price Discrimination, Product Bundling, Cost Plus Pricing, Peak Load Pricing, Penetration Pricing, Entry Detering Pricing, Every Day Low Pricing Strategy, Prestige Pricing, Price Skimming, Price Lining, Value Pricing, Price Matching, Auction Pricing	

**Additional Reading:**

(A) Newspapers:

- The Economic Times
- The Mint
- The Business Line
- The Times of India
- The Indian Express

**References:**

- 1) Christopher Thomas and Charles Maurice: *Managerial Economics-Foundations of Business Analysis and Strategy*, 12<sup>th</sup> Edition, McGraw Hill, 2020, New Delhi.
- 2) Dominick Salvatore and Siddhartha Rastogi: *Managerial Economics-Principles and Worldwide Applications*, Oxford University Press, 8<sup>th</sup> Edition, 2017, New Delhi.
- 3) Geetika, P. G. (2013). *Managerial Economics*. New Delhi: Tata McGraw Hill Education Private Limited, 2nd Edition.
- 4) H L Ahuja: *Business Economics-Microeconomic Analysis*, 13<sup>th</sup> Edition, S. Chand, 2016, New Delhi.
- 5) Ivan Png: *Managerial Economics*, 5<sup>th</sup> Edition, Routledge, 2016, New Delhi.
- 6) Michael R. Bye: *Managerial Economics and Business Strategy*, 4<sup>th</sup> edition, McGraw Hill, 2003.
- 7) N. Gregory Mankiw: *Principles of Economics Cengage*, 6<sup>th</sup> edition, 2017, New Delhi.
- 8) N. Gregory Mankiw, Mark P. Taylor, and Andrew Ashwin: *Business Economics*, 1<sup>st</sup> Edition, 2013, Cengage Learning.
- 9) R. Panneerselvam, P. Sivasankaran and P. Senthilkumar: *Managerial Economics*, 1<sup>st</sup> Edition, Cengage, 2018, New Delhi.
- 10) Robert Pindyck and Daniel Rubinfeld: *Microeconomics*, 8th Edition, Pearson, 2018, New Delhi
- 11) Suma Damodaran: *Managerial Economics*, Oxford University Press, 2<sup>nd</sup> edition, 2010, New Delhi.





### Evaluation Pattern

**Table 1A: Scheme of Continuous Evaluation (CE)**

	Sub-components	Maximum Marks
1	Written assignment of 1000 words involving analysis of events related to the course taken from a newspaper, magazine, journal etc.(See Annexure I)	15
2	Book review. The book selected must be approved by the teacher. A report of 1000 words must be submitted. (See Annexure II)	15
3	MCQ Based Test	10
<b>TOTAL</b>		<b>40</b>

Attendance Compulsory in all the three above components and Minimum Passing Percentage is 40% (16 Marks)

**Table 1B: Semester End Examination Question Paper Pattern  
(Minimum Passing Marks 24)**

Question Paper Pattern for Semester End Examination (SEE)

**Maximum Marks: 60    Minimum Marks to Pass: 24**

**Duration: 2 hours**

Note:

All questions are compulsory. Each question has an internal choice

Question Number	Nature of Questions	Maximum Marks	From
1)	a)	Define the following concepts (Attempt any 6 out of 8):	Module I
	b)	State with reasons whether the following statements are true or false (Attempt any 3 out of 5):	
2)		<b>Attempt any 1 question out of the following 3:</b>	Module II
	a)	Full length question	
	b)	Three Notes (4 Marks Each)	
	c)	Application/Numerical Question	
3)		<b>Attempt any 1 question out of the following 3:</b>	Module III
	a)	Full length question	
	b)	Three Notes (4 Marks Each)	
	c)	Application/Numerical Question	
4)		<b>Attempt any 1 question out of the following 3:</b>	Module IV
	a)	Full length question	
	b)	Three Notes (4 Marks Each)	
	c)	Application/Numerical Question	
5)		<b>Attempt any 1 question out of the following 3:</b>	Module V
	a)	Full length question	
	b)	Three Notes (4 Marks Each)	
	c)	Application/Numerical Question	



**Program: Bachelor of Management Studies**

**Semester: II**

**Elective Courses (EC): Principles of Marketing**

**Course Code: TCC.UBMSII01**



<b>Bachelor of Management Studies</b>		<b>Semester – II</b>	
<b>Course Name: Principles of Marketing</b>		<b>Course Code: TCC.UBMSII01</b>	
<b>Periods per week (1 Period is 48 minutes)</b>		<b>4</b>	
<b>Credits</b>		<b>3</b>	
		<b>Hours</b>	<b>Marks</b>
<b>Evaluation System</b>	<b>Semester End Examination</b>	<b>2</b>	<b>60</b>
	<b>Continuous Evaluation</b>		<b>40</b>

<b>Module. No</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Marketing</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• 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</li> <li>• Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges.</li> <li>• Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing.</li> </ul>	
<b>2</b>	<b>Marketing Environment, Research and Consumer Behaviour</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.</li> <li>• Macro environment: Political Factors; Economic Factors; Socio Cultural Factors, Technological Factors (PEST Analysis)</li> <li>• Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research</li> <li>• MIS: Meaning, features and Importance</li> <li>• Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour</li> </ul>	



<b>3</b>	<b>Marketing Mix</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Marketing mix: 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 tools (brief)</li> </ul>	
<b>4.</b>	<b>Segmentation, Targeting and Positioning and Trends In Marketing</b>	<b>15</b>
	<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>	

**Reference Books:**

- Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
- 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



**EVALUATION PATTERN**  
**Continuous Evaluation (Internal Assessment)**

The Continuous evaluation will consist of

	<b>Total Marks</b>
<b>Assignment/Case Studies/Project/Field Visit</b>	15 Marks
<b>Presentation/Book Review/Research Paper Report</b>	15 Marks
<b>Objectives</b>	10 Marks
<b>TOTAL MARKS</b>	<b>40 Marks</b>

Attendance Compulsory in all the three above components and Minimum Passing Percentage is 40% (16 Marks)

**Semester End Examination Question Paper Pattern (Minimum Passing Marks 24)**

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

<b>Q. No.</b>	<b>Particular</b>	<b>Marks</b>
<b>Q-1</b>	<b>Attempt the following:</b> A. Full Length Question (8 Marks) B. Full Length Question (7 Marks) OR A. Full Length Question (8 Marks) B. Full Length Question (7 Marks)	<b>15 Marks</b>
<b>Q-2</b>	<b>Attempt the following:</b> A. Full Length Question (8 Marks) B. Full Length Question (7 Marks) OR A. Full Length Question (8 Marks) B. Full Length Question (7 Marks)	<b>15 Marks</b>
<b>Q-3</b>	<b>Attempt the following:</b> A. Full Length Question (8 Marks) B. Full Length Question (7 Marks) OR A. Full Length Question (8 Marks) B. Full Length Question (7 Marks)	<b>15 Marks</b>
<b>Q-4</b>	<b>Attempt the following:</b> A. Full Length Question (8 Marks) B. Full Length Question (7 Marks) OR C. Short Notes to be asked 05 To be answered 03	<b>15 Marks</b>

**Note:** Two sub questions of 7/8 Marks can be a one question of 15 Marks.



**Program: Bachelor of Management Studies**  
**Semester-II**  
**Elective Course: Industrial Law**  
**Course Code: TCC.UBMSII02**



<b>Bachelor of Management Studies</b>		<b>Semester – II</b>	
<b>Course Name: Industrial Law</b>		<b>Course Code: TCC.UBMSII02</b>	
<b>Periods per week (1 Period is 48 minutes)</b>		<b>4</b>	
<b>Credits</b>		<b>3</b>	
		<b>Hours</b>	<b>Marks</b>
<b>Evaluation System</b>	<b>Semester End Examination</b>	<b>2</b>	<b>60</b>
	<b>Continuous Evaluation</b>		<b>40</b>

<b>Module. No</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Laws Related to Industrial Relations and Industrial Disputes</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure</li> <li>• The Trade Union Act, 1926</li> <li>• Application for registration Provisions contained in the rules of a Trade Union</li> <li>• Certificate of Registration Incorporation of registered Trade Union Cancellation of registration</li> <li>• Returns</li> </ul>	
<b>2</b>	<b>Laws Related to Health, Safety and Welfare</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• The Factory Act 1948: (Provisions related to Health, Safety and Welfare) Special Provisions Relating to Hazardous Processes, Working Hours of Adults, Annual Leave with Wages.</li> <li>• Factories Act 1948</li> <li>• Special Provisions Relating to</li> <li>• Hazardous Processes,</li> <li>• Working Hours of Adults,</li> <li>• Annual Leave with Wages</li> <li>• Notice and Claim</li> <li>• Medical Examination</li> <li>• The Workmen’s Compensation Act, 1923 Provisions:</li> <li>• Introduction: The doctrine of assumed risk, The doctrine of Common</li> <li>• Employment, The doctrine of Contributory Negligence</li> <li>• Definitions</li> </ul>	



	<ul style="list-style-type: none"> <li>• Employers liability for compensation (S-3 to 13)</li> <li>• Rules as to Compensation (Sec 4 to Sec 9) (14 A &amp; 17)</li> <li>• Notice and Claim</li> <li>• Medical Examination</li> </ul>	
<b>3</b>	<b>Social Legislation</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Employee State Insurance Act 1948: Definition and Employees Provident Fund, Employees' State Insurance Corporation, Introduction, Important Definitions, Registration of Factories and Establishments, Employees' State Insurance Fund, Contributions</li> <li>• Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues</li> </ul>	
<b>4</b>	<b>Laws Related to Compensation Management</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• The payment of Wages Act 1948: Objectives, Definition, Authorised Deductions</li> <li>• Payment of Bonus Act, 1965</li> <li>• The Payment Of Gratuity Act, 1972</li> </ul>	

**Reference Books:**

- Labour and Industrial Laws, S.N Misra, Central Law Publication
- Labour and Industrial Laws, P.K.Padhi, Eastern Economy Edition
- Commercial and Industrial Law, S.K. Dasgupta, Sterling Publishers Pvt. Ltd
- Industrial Law, Mr. N.D. Kapoor, Sultan Chand
- Employee's Provident Fund, Chopra D.S, Labour Law Agency
- Industrial Law, Mr. P.L. Mallick, Sultan Chand
- Essence of Personnel Management and Industrial Relations, Cowling, Prentice – Hall





## EVALUATION PATTERN

### Continuous Evaluation (Internal Assessment) (Minimum passing marks 16)

	Total Marks
Assignment/Case Studies/Project/Field Visit	15 Marks
Presentation/Book Review/Research Paper Report	15 Marks
Objectives	10 Marks
<b>TOTAL MARKS</b>	<b>40 Marks</b>

### Question Paper Pattern for Semester End Examination (SEE)

**Maximum Marks: 60**

**Minimum Marks to Pass: 24**

**Duration: 2 hours**

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q-1	Attempt the following: a. Full Length Question (8 marks) b. Full Length Question (7 marks) Or c. Full Length Question (8 marks) d. Full Length Question (7 marks)	15 Marks
Q-2	Attempt the following: a. Full Length Question (8 marks) b. Full Length Question (7 marks) Or c. Full Length Question (8 marks) d. Full Length Question (7 marks)	15 Marks
Q-3	Attempt the following: a. Full Length Question (8 marks) b. Full Length Question (7 marks) Or c. Full Length Question (8 marks) d. Full Length Question (7 marks)	15 Marks
Q-4	Short Notes To be asked 05 To be answered 03	15 Marks



**Program: Bachelor of Management Studies**  
**Semester-II**  
**Elective Course: Business Mathematics**  
**Course Code: TCC.UBMSI103**



<b>Bachelor of Management</b>		<b>Semester – II</b>	
<b>Course Name: Business Mathematics</b>		<b>Course Code: TCC.UBMSII03</b>	
<b>Periods per week (1 Period is 48 minutes)</b>		<b>4</b>	
<b>Credits</b>		<b>3</b>	
		<b>Hours</b>	<b>Marks</b>
<b>Evaluation System</b>	<b>Semester End Examination</b>	<b>2</b>	<b>60</b>
	<b>Continuous Evaluation</b>		<b>40</b>

<b>Module. No</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Elementary Financial Mathematics</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Simple and Compound Interest: Interest compounded once a year, more than once a year, continuous, nominal and effective rate of interest</li> <li>• Annuity-Present and future value-sinking funds</li> <li>• Depreciation of Assets: Equated Monthly Installments (EMI)- using flat interest rate and reducing balance method.</li> <li>• Functions: Algebraic functions and the functions used in business and economics, Break Even and Equilibrium point.</li> <li>• Permutation and Combination: (Simple problems to be solved with the calculator only)</li> </ul>	
<b>2</b>	<b>Matrices and Determinants</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Matrices: Some important definitions and some important results. Matrix operation (Addition, scalar multiplication, matrix multiplication, transpose of a matrix)</li> <li>• Determinants of a matrix of order two or three: properties and results of Determinants</li> <li>• Solving a system of linear equations using Cramer's rule</li> <li>• Inverse of a Matrix (up to order three) using ad-joint of a matrix and matrix inversion method</li> </ul> Case study: Input Output Analysis	
<b>3</b>	<b>Derivatives and Applications of Derivatives</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Introduction and Concept: Derivatives of constant function, logarithmic functions, polynomial and exponential function</li> <li>• Rules of derivatives: addition, multiplication, quotient</li> <li>• Second order derivatives</li> </ul> Application of Derivatives: Maxima, Minima, Average Cost and	



	<p>Marginal Cost. Total revenue, Marginal revenue, Average revenue. Average and Marginal profit. Price elasticity of demand</p> <ul style="list-style-type: none"> <li>• <b>Calculus :</b> Indefinite Integrals Definite Integrals</li> </ul>	
<b>4.</b>	<b>Numerical Analysis [Interpolation]</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Introduction and concept: Finite differences – forward difference operator – Newton’s forward difference formula with simple examples</li> <li>• Backward Difference Operator. Newton’s backward interpolation formula with simple examples</li> </ul>	

**Reference Books:**

- Mathematics for Economics and Finance, Martin Anthony, Norman Biggs, Cambridge lowprice editions, 2000.
- Business Mathematics, D.C. Sancheti, V.K. Kapoor, Sultan Chand & Sons Publications, 2006.
- Business Mathematics, J.K. Singh, 2009, Himalaya Publishing House.
- Mathematics for Business and Economics, J.D. Gupta, P.K. Gupta, Man Mohan, Tata McGrawHill Publishing Company Ltd.
- Mathematics of Finance 2nd Edition Schaum’s Outline Series Peter Zima, Robert Browns Tata McGrawHill Publishing Company Ltd
- Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.
- Business Mathematics by Bari - New Literature publishing company, Mumbai
- Mathematics for Economics and Business, RS Bhardwaj, 2010, Excel Books
- Business Mathematics, Zameerudin, Qazi, V.K. Khanna & S.K. Bhambri, Vikas Publishing House Pvt. Ltd, New Delhi



**EVALUATION PATTERN**  
**Continuous Evaluation (Internal Assessment)**

The Continuous evaluation will consist of

	<b>Total Marks</b>
<b>Assignment/Case Studies/Project/Field Visit</b>	15 Marks
<b>Presentation/Book Review/Research Paper Report</b>	15 Marks
<b>Objectives</b>	10 Marks
<b>TOTAL MARKS</b>	<b>40 Marks</b>

Attendance Compulsory in all the three above components and Minimum Passing Percentage is 40% (16 Marks)

**Semester End Examination Question Paper Pattern (Minimum passing marks 24)**

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

<b>Q. No.</b>	<b>Particular</b>	<b>Marks</b>
Q-1	<b>Attempt the following:</b> A. Full Length Practical Question (15 Marks) OR B. Full Length Practical Question (15 Marks)	15 Marks
Q-2	<b>Attempt the following:</b> A. Full Length Practical Question (15 Marks) OR B. Full Length Practical Question (15 Marks)	15 Marks
Q-3	<b>Attempt the following:</b> A. Full Length Practical Question (15 Marks) OR B. Full Length Practical Question (15 Marks)	15 Marks
Q-4	<b>Attempt the following:</b> A. Full Length Practical Question (15 Marks) OR B. Short Notes to be asked 05 To be answered 03	15 Marks

**Note:**

Practical question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks. If the topic demands, instead of practical questions, appropriate theory question may be asked.



**Program: Bachelor of Management Studies**

**Semester: II**

**Ability Enhancement Courses (AEC): Business Communication -II**

**Course Code: TCC.UBMSI104**



<b>Bachelor of Management Studies</b>		<b>Semester – II</b>	
<b>Course Name: Business Communication-II</b>		<b>Course Code: TCC.UBMSI104</b>	
<b>Periods per week (1 Period is 48 minutes)</b>		<b>04</b>	
<b>Credits</b>		<b>03</b>	
		<b>Hours</b>	<b>Marks</b>
<b>Evaluation System</b>	<b>Semester End Examination</b>	<b>2 hours</b>	<b>60</b>
	<b>Continuous Evaluation</b>		<b>40</b>

<b>Module. No</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Group Communication</b>	<b>25</b>
	Interviews: <ul style="list-style-type: none"> <li>• Group Discussion, Preparing for an Interview, Types of Interviews –</li> <li>• Selection, Appraisal, Grievance, Exit, Online Meetings:</li> <li>• Need and Importance of Meetings, Conduct of Meeting and Group</li> <li>• Dynamics, Role of the Chairperson, Role of the Participants, Drafting of</li> <li>• Notice, Agenda, Resolutions and Minutes of a Meeting, Presentations:</li> <li>• Principles of Effective Presentation, how to make a Power-Point Presentation</li> <li>• Committees and Conferences:</li> <li>• Importance and Types of Committees, Meaning and Importance of Conference, Organizing a Conference, Modern Methods: Video and Tele-Conferencing</li> </ul> Public Relations: <ul style="list-style-type: none"> <li>• Meaning, Functions of PR Department, External and Internal Measures of PR, Crisis Management, Press Release</li> </ul>	



<b>2</b>	<b>Business Correspondence</b>	<b>20</b>
	<ul style="list-style-type: none"> <li>• Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given)</li> <li>• Only following to be taught in detail: - Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act</li> </ul>	
<b>3.</b>	<b>Language and Writing Skills</b>	<b>15</b>
	<p>Reports and Business Proposals:</p> <ul style="list-style-type: none"> <li>• Parts, Types, Feasibility Reports, Investigative Reports, Drafting of</li> <li>• Business Proposals</li> <li>• Summarisation:</li> <li>• Identification of main and supporting/sub points, Presenting these in a cohesive manner</li> </ul> <p>Activities:</p> <ul style="list-style-type: none"> <li>• Mock Group Discussion, Book Reviews, Mock Interviews, Presentations</li> </ul>	

### Reference Books:

- Agarwal, AnjuD (1989) A Practical Handbook for Consumers, IBH.
- Alien, R.K. (1970) Organisational Management through Communication.
- Barkar, Alan (1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.
- Basu, C.R.(1998) Business Organisation and Management, T.M.H.New Delhi.
- Dayal, Ishwar (9810) Managing Large Organizations: A Comparative Study.
- Fisher Dalmar, (1999), Communication in Organisation, Jaico Pub House, Mumbai, Delhi.
- Lesikar, Raymond V and Petit, John D.(1994) Business Communication:
- Theory and Application, Richard D. Irwin Inc. Illinois.
- Parry, John (1968) The Psychology of Human Communication.





## EVALUATION PATTERN

### Continuous Evaluation Test Pattern:

1	Spoken English/ Writing Articles/ Book Reviews/ Case Studies/ Assignment Writing (Essay, Poems, Self-Introduction, etc.)	15 Marks
2	Presentation/ Book Review/ Remedial Grammar/ Speech/ Mock Interviews/ Group Communication/ Conversational Skills	15 Marks
3	Online MCQ Test	10 Marks
<b>Total</b>		<b>40 Marks</b>

Attendance Compulsory in all the three above components and Minimum Passing Percentage is 40% (16 Marks)

### Semester End Examination Question Paper Pattern (Minimum Passing Marks 24)

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q.1.	Objective Questions A) Sub Questions to be asked 10 and to be answered any 08 B) Sub Questions to be asked 10 and to be answered any 07 <b>(*Multiple Choice /True or False / Match the columns/ Fill in the Blanks)</b>	08 Marks 07 Marks
Q.2.	A) Full Length Question B) Full Length Question  <b>OR</b> A) Short Notes To be asked 05 To be answered 03	07 Marks 08 Marks  15 Marks
Q.3.	A) Draft a Job application letter along with C.V <b>OR</b> B) Draft a Statement of Purpose C) Write a Paragraph on any 1 of the following topics in (200 Words) a) b)	10 Marks  10 Marks 05 Marks
Q.4.	A) Draft the following letters (Any 2) a) Letter of Acceptance of Job Offer b) Letter of Resignation c) Thank You/ Condolence/ Apology Letter/ Sanction for Leave Letter C) Case Study  <b>OR</b> A) Full Length Question B) Full Length Question	10 Marks     05 Marks  07 Marks 08 Marks



**Program: Bachelor of Management Studies**

**Semester: II**

**Ability Enhancement Courses (AEC): Foundation Course II**

**Course Code: TCC.UBMSI105**



<b>Bachelor of Management Studies</b>		<b>Semester – II</b>	
<b>Course Name:</b> Foundation Course- II		<b>Course Code:</b> TCC.UBMSI105	
<b>Periods per week (1 Period is 48 minutes)</b>		<b>3</b>	
<b>Credits</b>		<b>2</b>	
		<b>Hours</b>	<b>Marks</b>
<b>Evaluation System</b>	<b>Semester End Examination</b>	<b>2</b>	<b>60</b>
	<b>Continuous Evaluation</b>		<b>40</b>

<b>Module. No</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Globalisation and Indian Society</b>	<b>07</b>
	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in Corporate farming and increase in farmers' suicides.	
<b>2</b>	<b>Human Rights</b>	<b>10</b>
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution	
<b>3</b>	<b>Ecology</b>	<b>10</b>
	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable Development- concept and components; poverty and environment	
<b>4.</b>	<b>Understanding Stress and Conflict</b>	<b>10</b>
	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict	



<b>5.</b>	<b>Managing Stress and Conflict in Contemporary Society</b>	<b>08</b>
	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society, Importance of Counselling.	

#### Reference Books:

- A decade of economic reforms in India (The past, the present, the future)-Edited by Raj Kapila and Uma Kapila, Academic Foundation (2002)
- Impact of the policies of WTO on Indian agriculture - S. Nehru, Serial Pub. (2012)
- Privatisation of public enterprises – Emerging dimensions – Edited by G.S. Batra, Narinder Kaur , Anmol Pub. (1995)
- Globalisation and development of backward areas – Edited by G. Satyanarayana New Century Pub.(2007)
- Universal Human Rights : In theory and practice, Jack Donnelly, (2014)
- Environmental Studies – Dr. Vijay Kumar Tiwari , Himalayan Pub. (2010)
- Ecology and environment – Benu Singh, Vista International Pub. (2006)
- Stress blasters – Brian Chchester, Perry Garfinkel and others , Rodale Press (1997)



## Evaluation Pattern

### Continuous Evaluation (Internal Assessment)

The Continuous evaluation will consist of one class test of 10 marks and a Fieldwork-based project work and assignment or presentation or report-writing of 15 marks each.

Attendance Compulsory in all the three above components and Minimum Passing Percentage is 40% (16 Marks)

### Semester End Examination Question Paper Pattern (Minimum Passing Marks 24)

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q.1.	A. Fill in the blanks: (From All Modules) B. State the following statements are True or False: (From All Modules)	05 Marks 05 Marks
Q.2.	A. Attempt any ONE of the following: (From Module I) a. b.	10 Marks
Q.3.	A. Attempt any ONE of the following: (From Module II) a. b.	10 Marks
Q.4.	A. Attempt any ONE of the following: (From Module III) a. b.	10 Marks
Q.5.	A. Attempt any ONE of the following: (From Module IV) a. b.	10 Marks
Q.6.	A. Attempt any ONE of the following: (From Module V) a. b.	10 Marks



**Program: Bachelor of Management Studies**

**Semester: II**

**Core Courses (CC): Business Environment**

**Course Code: TCC.UBMSI106**



<b>Bachelor of Management Studies</b>		<b>Semester – II</b>	
<b>Course Name: Business Environment</b>		<b>Course Code: TCC.UBMSII06</b>	
<b>Periods per week (1 Period is 50 minutes)</b>		<b>4</b>	
<b>Credits</b>		<b>3</b>	
		<b>Hours</b>	<b>Marks</b>
<b>Evaluation System</b>	<b>Semester End Examination</b>	<b>2</b>	<b>60</b>
	<b>Continuous Evaluation</b>		<b>40</b>

<b>Module. No</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Business Environment</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Business: Meaning, Definition, Nature &amp; Scope, Types of Business Organizations</li> <li>• Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment</li> <li>• Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis.</li> <li>• Introduction to Micro-Environment:</li> <li>• Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity</li> <li>• External Environment: Firm, customers, suppliers, distributors, Competitors, Society</li> <li>• Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal)</li> </ul>	
<b>2</b>	<b>Political and Legal environment</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Political Institutions: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India.</li> <li>• Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy</li> </ul>	



Module No	Details	No. of Lectures
	<ul style="list-style-type: none"> <li>• Impact of business on Private sector, public sector and Joint Sector</li> <li>• Sun-rise sectors of India Economy. Challenges of Indian economy.</li> </ul>	
<b>3</b>	<b>Social and Cultural Environment, Technological environment and Competitive Environment</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business</li> <li>• Technological environment: Features, impact of technology on Business, Importance of Technology on Business.</li> <li>• Techniques of Technology on Business.</li> <li>• Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies</li> </ul>	
<b>4.</b>	<b>International Environment</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• International Environment –</li> <li>• GATT/ WTO: Objective and Evolution of GATT, Uruguay round, GATT v/s WTO, Functions of WTO, Pros and Cons of WTO.</li> <li>• Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model.</li> <li>• MNCs: Definition, meaning, merits, demerits, MNCs in India</li> <li>• FDI: Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India,</li> <li>• Challenges faced by International Business and Investment Opportunities for Indian Industry.</li> </ul>	

**Reference Books:**

- K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi.
- Business and society - Lokanathan and Lakshmi Rajan, Emerald Publishers.
- MISHRA AND PURI, Indian Economy, Himalaya Publishing House, New Delhi





**EVALUATION PATTERN**  
**Continuous Evaluation (Internal Assessment)**

The Continuous evaluation will consist of

	<b>Total Marks</b>
<b>Assignment/Case Studies/Project/Field Visit</b>	15 Marks
<b>Presentation/Book Review/Research Paper Report</b>	15 Marks
<b>Objectives</b>	10 Marks
<b>TOTAL MARKS</b>	<b>40 Marks</b>

Attendance Compulsory in all the three above components and Minimum Passing Percentage is 40% (16 Marks)

**Semester End Examination Question Paper Pattern (Minimum Passing Marks 24)**

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

<b>Q. No.</b>	<b>Particular</b>	<b>Marks</b>
<b>Q-1</b>	<b>Attempt the following:</b> A. Full Length Question (8 Marks) B. Full Length Question (7 Marks) OR A. Full Length Question (8 Marks) B. Full Length Question (7 Marks)	<b>15 Marks</b>
<b>Q-2</b>	<b>Attempt the following:</b> A. Full Length Question (8 Marks) B. Full Length Question (7 Marks) OR A. Full Length Question (8 Marks) B. Full Length Question (7 Marks)	<b>15 Marks</b>
<b>Q-3</b>	<b>Attempt the following:</b> A. Full Length Question (8 Marks) B. Full Length Question (7 Marks) OR A. Full Length Question (8 Marks) B. Full Length Question (7 Marks)	<b>15 Marks</b>
<b>Q-4</b>	<b>Attempt the following:</b> A. Full Length Question (8 Marks) B. Full Length Question (7 Marks) OR C. Short Notes to be asked 05 To be answered 03	<b>15 Marks</b>

**Note:** Two sub questions of 7/8 Marks can be a one question of 15 Marks.



**Program: Bachelor of Management Studies**

**Semester: II**

**Core Courses (CC): Principles of Management**

**Course Code: TCC.UBMSI107**



<b>Bachelor of Management Studies</b>		<b>Semester – II</b>	
<b>Course Name: Principles of Management</b>		<b>Course Code: TCC.UBMSII07</b>	
<b>Periods per week (1 Period is 48 minutes)</b>		<b>4</b>	
<b>Credits</b>		<b>3</b>	
		<b>Hours</b>	<b>Marks</b>
<b>Evaluation System</b>	<b>Semester End Examination</b>	<b>2</b>	<b>60</b>
	<b>Continuous Evaluation</b>		<b>40</b>

<b>Module. No</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Nature of Management</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Management: Concept, Significance, Role &amp; Skills, Levels of Management, Concept of PODSCORB, Managerial Grid.</li> <li>• Evolution of Management thoughts, Contribution of F.W. Taylor, Henri Fayol and Contingency Approach.</li> </ul>	
<b>2</b>	<b>Planning and Decision Making</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Planning: Meaning, Importance, Elements, Process, Limitations and MBO.</li> <li>• Decision Making: Meaning, Importance, Process, Techniques of Decision Making.</li> </ul>	
<b>3</b>	<b>Organizing</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Organizing: Concepts, Structure (Formal &amp; Informal, Line &amp; Staff and Matrix), Meaning, Advantages and Limitations</li> <li>• Departmentation: Meaning, Basis and Significance</li> <li>• Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control Centralization vs Decentralization</li> <li>• Delegation: Authority &amp; Responsibility relationship</li> </ul>	
<b>4.</b>	<b>Directing, Leadership, Co-ordination and Controlling</b>	<b>15</b>
	<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>	



### **Reference Books:**

- 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 , AjabPustakalaya
- Essentials of Management , Koontz II & W , Mc. Grew Hill , New York
- Principles of Management-Text and Cases –Dr..M.SakthivelMurugan, New Age Publications



**EVALUATION PATTERN**  
**Continuous Evaluation (Internal Assessment)**

The Continuous evaluation will consist of

	<b>Total Marks</b>
<b>Assignment/Case Studies/Project/Field Visit</b>	15 Marks
<b>Presentation/Book Review/Research Paper Report</b>	15 Marks
<b>Objectives</b>	10 Marks
<b>TOTAL MARKS</b>	<b>40 Marks</b>

Attendance Compulsory in all the three above components and Minimum Passing Percentage is 40% (16 Marks)

**Semester End Examination Question Paper Pattern (Minimum Passing Marks 24)**

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

<b>Q. No.</b>	<b>Particular</b>	<b>Marks</b>
<b>Q-1</b>	<b>Attempt the following:</b> A. Full Length Question (8 Marks) B. Full Length Question (7 Marks) OR A. Full Length Question (8 Marks) B. Full Length Question (7 Marks)	<b>15 Marks</b>
<b>Q-2</b>	<b>Attempt the following:</b> A. Full Length Question (8 Marks) B. Full Length Question (7 Marks) OR A. Full Length Question (8 Marks) B. Full Length Question (7 Marks)	<b>15 Marks</b>
<b>Q-3</b>	<b>Attempt the following:</b> A. Full Length Question (8 Marks) B. Full Length Question (7 Marks) OR A. Full Length Question (8 Marks) B. Full Length Question (7 Marks)	<b>15 Marks</b>
<b>Q-4</b>	<b>Attempt the following:</b> A. Full Length Question (8 Marks) B. Full Length Question (7 Marks) OR C. Short Notes to be asked 05 To be answered 03	<b>15 Marks</b>

**Note:** Two sub questions of 7/8 Marks can be a one question of 15 Marks.