

National Education Policy -2020

Implementation Modalities

For

Four Year Undergraduate Program (FYUG)

Under

Faculty of Commerce & Management



Bachelor of Management Studies (BMS)
(W.E.F. 2024-2025)

Kavayitri Bahinabai Chaudhari
North Maharashtra University, Jalgaon – 425001
(M.S.) India



**Kavayitri Bahinabai Chaudhari North Maharashtra University,
Jalgaon
Faculty of Commerce & Management**



Common Credit distribution structure for Four-year Honors Degree Programme



Bachelor of Management Studies B.M.S. (Honors)

BMS Major in International Business (A) & Minor Computer Management
BMS Major in Marketing Management (B) & Minor Computer Management
BMS Major in Human Resource Management(C) & Minor Computer Management
BMS Major in Financial Management (D) & Minor Computer Management

Under

**Faculty of Commerce & Management
(Academic Year 2024-25)**

Abbreviations:

- **T:** Theory Course
- **P:** Practical course
- **DSC:** Discipline Specific Core Course
- **DSE:** Discipline Specific Elective Course
- **MIN:** Minor subject
- **VSEC:** Vocational skill and Skill enhancement courses
- **VSC:** Vocational Skill Courses
- **SEC:** Skill Enhancement Courses
- **GE/OE:** Generic/open elective
- **CI:** Constitution of India
- **IKS:** Indian Knowledge System
- **CEP:** Community engagement and service
- **OJT:** On Job Training: Internship/ Apprenticeship
- **RP:** Research Project
- **RM:** Research methodology
- **ES:** Environment studies
- **ENG:** English
- **MIL:** Modern Indian language
- **Value Education Courses (VEC)**
 - a) VEC1: ES-118: Environmental Science**
 - b) VEC2: CI-129: Constitution of India**
- **Indian Knowledge System (IKS):**
 - a) IK: 119: Ayurvedic Medicine in Ancient India**

Course Name: Bachelor in Bachelor of Management Studies (BMS), Bachelor of Management Studies (Honours) and Bachelor of Management Studies (Honours with Research).

Course Level/Duration/System:

Undergraduate / Three or Four years/6 or 8 Semesters with multiple entry and exit. The following option will be made available to the students joining BMS Research Program:

- **One year:** Under Graduate Certificate in Bachelor of Management Studies
- **Two years:** Under Graduate Diploma in Bachelor of Management Studies
- **Three years:** Bachelor in Bachelor of Management Studies (BMS)
- **Four years:** Bachelor of Management Studies with Honours: BMS(Honours) and Bachelor of Management Studies Honours with Research: BMS (Honours with Research)

Program Objectives

- To exhibit factual and theoretical knowledge of management studies in general and business in particular to critically evaluate and analyze with ability to apply learning in different contexts.
- To introduce students to a range of core business disciplines, including marketing, accounting, Finance human resources management, International Business in Indian and global prospective.
- To apply the knowledge of emerging information technology for the effective business management.
- To nurture and ability to demonstrate professional and ethical behavior.
- To be an effective communicator to present opinions and employability skill to meet the need of business and other organizations.
- To develop an ability to solve problems and provide solutions for functional areas of business management.
- To build research skills to cultivate an in-depth understanding for various areas management studies through future research trends.

Program Outcome

After completing this programme, the Learner will:

- Develop an understanding of various managerial theories/concepts, principles, and practices.
- Gain knowledge and skills to apply in their respective management profession in the corporate sector.
- Develop analytical skills to enhance research
- Enhance leadership ability and teamwork skills that enable them to work effectively in a team
- Acquire confidence, competency, and a risk-taking attitude
- Develop Entrepreneurship skills and ethical values for the betterment of society.
- Become knowledge full in specialized area of management like Human Resource, Finance, Marketing, International Business etc.
- Pursue higher studies in diverse fields of Management such as Business Administration, Human Resource Management, Marketing, and Finance etc.

Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon
Faculty of Commerce & Management – BMS (HONOURS) Program

Credit Distribution

| Level | Semester | Major | | Minor | OE | VSC, SEC, (VSEC) | AEC, VEC, IKS | OJT, FP, CEP, CC, RP | CUM. Cr./ semester | Degree/cumulative Credit |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------------------------|-----------|---------|-----|------------------|-------------------------|----------------------|--------------------|-----------------------------------------|
| | | Mandatory | Electives | | | | | | | |
| 4.5 | I | 4-6(4+2) | | - | 2+2 | VSC:2 SEC:2 | AEC:2 VEC:2 IKS:2 | CC:2 | 20-22 | UG Certificate 40-44 |
| | II | 4-6(4+2) | | 2 | 2+2 | VSC:2 SEC:2 | AEC:2 VEC:2 | CC:2 | 20-22 | |
| | Cum Cr. | 8-12 | - | 2 | 8 | 4+4 | 4+4+2 | 4 | 40-44 | |
| Exit Option: Award of UG Certificate in Major with 40-44 Credits and an additional 4 Credits Core NSQF Course/ Internship OR Continue with Major and Minor | | | | | | | | | | |
| 5.0 | III | 6(4+2)-8(2*4) | | 4 | 2 | VSC:2 | AEC:2 | Fp:2 CC:2 | 20-22 | UG Diploma 80-88 |
| | IV | 6(4+2)-8(2*4) | | 4 | 2 | SEC:2 | AEC:2 | CEP:2 CC:2 | 20-22 | |
| | Cum Cr. | 20-28 | | 10 | 12 | 6+6 | 8+4+2 | 8+4 | 80-88 | |
| Exit Option: Award of UG Diploma in Major and Minor with 80-80 Credits and an additional 4 Credits Core NSQF Course/ Internship OR Continue with Major and Minor | | | | | | | | | | |
| 5.5 | V | 8(2*4)-10(2*4+2) | 4 | 4-6 | | VSC:2-4 | | FP/CEP:2 | 20-22 | UG Degree 120-132 |
| | VI | 8(2*4)-10(2*4+2) | 4 | 4 | | | | OJT:4 | 20-22 | |
| | Cum Cr. | 36-48 | 8 | 18-20 | 12 | 8-10+6 | 8+4+2 | 8+6+4 | 120-132 | |
| Exit Option: Award of UG Degree in Major with 120-132 Credits OR Continue with Major and Minor | | | | | | | | | | |
| 6.0 | VII | 12-14(2*4 + 2*2 or 3*4 + 2) | 4 | RM:4 | | | | | 20-22 | UG Honours Degree 160-176 |
| | VIII | 12-14(2*4 + 2*2 or 3*4 + 2) | 4 | | | | | OJT:4 | 20-22 | |
| | Cum Cr. | 60-76 | 16 | 18-20+4 | 12 | 8-10+6 | 8+4+2 | 8+6+8 | 160-176 | |
| Four Year UG Honours Degree in Major and minor with 160-176 Credits | | | | | | | | | | |
| 6.5 | VII | 8-10(2*4+2 or 2*4) | 4 | RM:4 | | | | RP:4 | 20-22 | UG Honours With Research Degree 160-176 |
| | VIII | 8-10(2*4+2 or 2*4) | 4 | | | | | RP:8 | 20-22 | |
| | Cum Cr. | 52-68 | 4 | 18-20+4 | 12 | 8-10+6 | 8+4+2 | 8+6+4+1 2 | 160-170 | |
| Four Year UG Honours with Research Degree in Major and Minor with 160-176 Credits | | | | | | | | | | |

**Semester-wise Code structure for B.M.S. (Honors) Program as per
NEP 2020, for Affiliated Colleges w.e.f. – June 2024.**

B.M.S. (Honors/Research) – First Year

SEMESTER – I, Level – 4.5

| Course | Course Type | Course Code | Course Title | Credits |
|---------------|--------------------|--------------------|--------------------------------------------------------------------------------------------------------------------|----------------|
| DSC-1 | DSC | M-111 | Fundamentals of Management Science | 2 |
| DSC-2 | DSC | M-112 | Fundamental of Accounting | 4 |
| OE-1* | OE | M-113 | Office Management Tools | 4 |
| SEC-1 | SEC | M-114 | Practical on Advanced Tally | 2 |
| VSC-1 | VSC | M-115 | Sales & Negotiation Skills | 2 |
| AEC-1 | AEC | EG-101 | Business Communication-I | 2 |
| VEC-1 | VEC | ES-118 | Environmental Science | 2 |
| IKS | IKS | IK-119 | IKS- Generic | 2 |
| CC-1 | CC | CC-120 | A) NCC - 1 B) NSS - 1 C) Sports – 1 D) Cultural – 1 E) Student Welfare Activity-1 F) Yoga G) IPDC-1 | 2 |
| | | | Total | 22 |

**Semester-wise Code structure for B.M.S. (Honors) Program
as per NEP 2020, for Affiliated Colleges w.e.f. – June 2024.**

B.M.S. (Honors/Research) – First Year

SEMESTER – II, Level – 4.5

| Course | Course Type | Course Code | Course Title | Credits |
|-----------------------------------------------|--------------------|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| DSC-3 | DSC | M-221 | Business Economics | 2 |
| DSC-4 | DSC | M-222 | Organizational Behavior | 4 |
| MIN-1* | MIN | M-223 | Emerging Technology for Business | 2 |
| OE-2* | OE | M-224 | Business Mathematics and Statistics | 4 |
| VSC-2 | VSC | M-225 | Business Startup Skills | 2 |
| SEC-2 | SEC | M-226 | Practical on Advanced Excel for Business | 2 |
| AEC-2 | AEC | EG-102 | Business Communication-II | 2 |
| VEC-2 | VEC | CI-129 | Constitution of India | 2 |
| CC-2 | CC | CC-130 | A) NCC – 2 B) NSS – 2 C) Sports – 2 D) Cultural – 2 E) Student Welfare Activity-2 F) Human Rights and Environment Law G) IPDC-2 | 2 |
| | | | Total | 22 |
| Cumulative Credits for First Year – 44 | | | | |

| Semester-wise Code structure for B.M.S. (Honors) | | | | |
|-----------------------------------------------------------------------------|--------------------|--------------------|-------------------------------------------------------------------------------------------------------------------|----------------|
| Program as per NEP 2020, for Affiliated Colleges w.e.f. – June 2024. | | | | |
| B.M.S. (Honors/Research) – Second Year | | | | |
| SEMESTER – III, Level – 5.0 | | | | |
| Course | Course Type | Course Code | Course Title | Credits |
| DSC-5 | DSC | M-311 | Cost and Managerial Accounting | 4 |
| DSC-6 | DSC | M-312 | Business Ethics and Corporate Governance | 4 |
| MIN-2* | MIN | M-313 | Management Information System | 2 |
| MIN-3* | MIN | M-314 | Practical Web designing and Development for E-commerce | 2 |
| OE-3* | OE | M-315 | Indian Taxation System | 2 |
| VSC-3 | VSC | M-316 | Business Research Methodology | 2 |
| CC-3 | CC | CC-219 | A) NCC – 3 B) NSS – 3 C) Sports – 3 D) Cultural -3 E) Student Welfare Activity-3 F) Cyber Security | 2 |
| FP-1 | | FP | Field Project | 2 |
| AEC-3 | AEC | AEC | Social and Emotional Learning | 2 |
| Total | | | | 22 |

| Semester-wise Code structure for B.M.S. (Honors) | | | | |
|-----------------------------------------------------------------------------|------------|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| Program as per NEP 2020, for Affiliated Colleges w.e.f. – June 2024. | | | | |
| B.M.S. (Honors/Research) – Second Year | | | | |
| SEMESTER – IV, Level – 5.0 | | | | |
| DSC-7 | DSC | M-421 | Production and Material Management | 4 |
| DSC-8 | DSC | M-422 | Entrepreneurship Development | 4 |
| MIN-4* | MIN | M-423 | Enterprise Resource Planning | 2 |
| MIN-5* | MIN | M-424 | Practical based on Basics of Graphics Design | 2 |
| OE-4* | OE | M-425 | Business Laws | 2 |
| SEC-3 | SEC | M-426 | Practical on Learning lessons from Indian Entrepreneurs | 2 |
| CEP | CEP | CEP | Community Engagement and Service | 2 |
| CC-4 | CC | CC-230 | A) NCC – 4 B) NSS – 4 C) Sports – 4 D) Cultural – 4 E) Student Welfare Activity-4 F) Communication Skills and Personality Development | 2 |
| AEC-4 | AEC | AEC | Critical Thinking and Problem Solving | 2 |
| | | | Total | 22 |
| Cumulative Credits for Second Year – 88 | | | | |

**Semester-wise Code structure for B.M.S. (Honors) Program as per NEP 2020,
for Affiliated Colleges w.e.f. – June 2024**

**B.M.S. (Honors/Research) – Third Year
SEMESTER – V, Level – 5.5**

| Course | Course Type | Course Code | Course Title | Credits |
|---------------|--------------------|--------------------|-----------------------------------------------------------------|----------------|
| DSC-9 | CC | M-511 (A) | International Business Management | 4 |
| | | M-511 (B) | Marketing Management | |
| | | M-511 (C) | Human Resources Management | |
| | | M-511(D) | Financial Management | |
| DSC-10 | CC | M-512 (A) | Global Business Environment | 4 |
| | | M-512 (B) | Customer Relationship Management | |
| | | M-512 (C) | Labor Laws and Administration | |
| | | M-512(D) | Banking and Insurance | |
| DSC-11 | CC | M-513 (A) | International Trade policy and strategy | 2 |
| | | M-513 (B) | Advertisement and Brand Management | |
| | | M-513 (C) | Recruitment and Selection | |
| | | M-513 (D) | Security Analysis and Portfolio Management | |
| DSE- | DSE | M-514 | A) Project Management B) Recent Trends in Quality Management | 4 |
| MIN-6* | MIN | M-515 | CRM for Sales Force | 2 |
| MIN-7* | MIN | M-516 | Practical on CRM using Sales Forces | 2 |
| VSC-4 | VSC | M-517 | Case studies in Management | 2 |
| FP | FP | FP | Field Project | 2 |
| Total | | | | 22 |

| Semester-wise Code structure for B.M.S. (Honors) Program as per NEP 2020, for Affiliated Colleges w.e.f. – June 2024 | | | | |
|---------------------------------------------------------------------------------------------------------------------------------|----------------|------------------|--------------------------------------------------------------------|-----------|
| B.M.S. (Honors/Research) – Third Year | | | | |
| SEMESTER – VI, Level – 5.5 | | | | |
| DSC-12 | CC | M-621 (A) | Transnational & Cross Cultural in International Business | 4 |
| | | M-621 (B) | Retail Marketing | |
| | | M-621 (C) | Training and Development | |
| | | M-621 (D) | Strategic Financial Management | |
| DSC-13 | CC | M-622 (A) | International Ventures, Mergers & Acquisitions | 4 |
| | | M-622(B) | Digital Marketing | |
| | | M-622 (C) | Performance Management & Career Planning | |
| | | M-622 (D) | Behavioral Finance | |
| DSC-14 | CC | M-623 (A) | Foreign Exchange Management | 2 |
| | | M-623 (B) | Rural Marketing | |
| | | M-623(C) | Dynamics of Industrial Relations | |
| | | M-623 (D) | Credit Management | |
| DSE | DSE | M-624 | A) Strategic Management B) Management of Small-Scale Industries | 4 |
| MIN-08* | MIN | M-625 | Data Analytics for Business Strategy | 2 |
| MIN-09 | MIN | M-626 | Practical on Employability skills in IT and Management | 2 |
| #OJT/Int | OJT/Int | OJT-1 | On Job Training/Internship | 4 |
| | | | Total | 22 |
| Cumulative Credits for Second Year – 132 | | | | |

| Semester-wise Code structure for B.M.S. (Honors) Program as per NEP 2020, for affiliated Colleges w.e.f. – June 2024. | | | | |
|------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------------|------------------------------------------------------|----------------|
| B.M.S. (Honors) – 4th Year SEMESTER – VII, Level – 6.0 | | | | |
| Course | Course Type | Course Code | Course Title | Credits |
| DSC-15 | DSC | M-711 (A) | Indian Foreign Trades and Policies | 4 |
| | | M-711 (B) | Recent Trends in Marketing | |
| | | M-711 (C) | Compensation and Benefits Management | |
| | | M-711 (D) | International Financial Management | |
| DSC-16 | DSC | M-712 (A) | International Business Laws and Ethics | 4 |
| | | M-712 (B) | Consumer Behavior | |
| | | M-712 (C) | Strategic Human Resource Management | |
| | | M-712 (D) | Financial Derivatives | |
| DSC-17 | DSC | M-713(A) | Emerging International Markets and Economics | 4 |
| | | M-713 (B) | Sales & Distribution Management | |
| | | M-713(C) | HRD –Systems & Strategies | |
| | | M-713 (D) | Financial Auditing | |
| DSC-18 | DSC | M-714(A) | International Business and CSR | 2 |
| | | M-714(B) | Services Marketing | |
| | | M-714 (C) | Conflict and Negotiation Management | |
| | | M-714(D) | Digital Banking | |
| DSE | DSE | M-715 | a) Franchisee Management b) Business case studies | 4 |
| RM | RM | RM | Research Methodology | 4 |
| Total | | | | 22 |

Semester-wise Code structure for B.M.S. (Honors) Program as per NEP 2020, for Affiliated Colleges w.e.f. – June 2024.

B.M.S. (Honors) – 4th Year

SEMESTER – VIII, Level – 6.0

| | | | | |
|-------------------------|---------------------|------------------|------------------------------------------------------------------------------|------------|
| DSC-19 | DSC | M-821(A) | International Accounting and Reporting System | 4 |
| | | M-821(B) | Integrated Marketing Communication | |
| | | M-821(C) | Talent Management | |
| | | M-821(D) | Risk Management | |
| DSC-20 | DSC | M-822(A) | International Economics | 4 |
| | | M-822(B) | Tourism Marketing | |
| | | M-822(C) | Organizational Change and Development | |
| | | M-822(D) | Business Analysis & Valuation | |
| DSC-21 | DSC | M-823(A) | International Logistics Management | 4 |
| | | M-823(B) | International Marketing | |
| | | M-823(C) | Designing HR Policies | |
| | | M-823(D) | Financial Modeling | |
| DSC-22 | DSC | M-824(A) | Global Strategic Management | 2 |
| | | M-824(B) | Social and Influencer Marketing | |
| | | M-824(C) | E- HRM | |
| | | M-824 (D) | Financial Budgeting | |
| DSE | DSE | M-825 | a) Family Business Management b) AI Concepts and Applications in Business | 4 |
| #OJT/ Int | OJT/ Int | OJT-2 | On Job Training/Internship | 4 |
| | | | Total | 22 |
| Total cumulative | | | | 176 |

Course Code: M-111
Course Title: Fundamentals of Management Science

| | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|--|
| Course Code: M-111 | Course Category: (DSC-1) | |
| Course Title: Fundamentals of Management | Type: Theory | |
| Total Contact Hours: 30 (2/week) | Course Credits: 02 | |
| College Assessment (CA) Marks: 20 Marks | University Assessment (UA): 30 Marks | |
| Course Objectives: | | |
| <ul style="list-style-type: none"> • To explain the basic concepts and principles of management • To outline the fundamental activities of managers • To identify and discuss the broad functions of management • To identify challenges in the field of management | | |
| Course Outcomes: After completion of the course, the student will be able to | Cognitive Level [Bloom's Taxonomy] | |
| • Understand basic concepts of Management and Principles of Management | 2 | |
| • Describe broad functions of management | 2 | |
| • Identify challenges in the field of management | 1 | |
| • Apply fundamentals of management in workplace | 3 | |

Course Content:

Unit 1: Introduction to Management

(8 L 15 M)

- Definition and Significance of Management
- Henry Fayol's Principles of Management
- Management as a Science, Art, profession
- Levels and Functions of Management
- Role of Manager

Unit 2:- Planning and Decision Making

(7 L 10M)

- Concept and Definitions of Planning
- Nature and Importance of Planning
- Steps in planning
- Concept of Decision making and Process of Decision making
- Management By Objective (MBO) and Management By Exception (MBE)

Unit 3:- Organizing, Staffing and Directing

(9 L 15 M)

- Organizing - Nature and purpose
- Principles of Organization
- Span of control – Authority, Responsibility and Accountability
- Concept of Staffing and Importance of staffing
- Concept of Directing and Principles of Directing
- Functional Departments of Management and their Functions (Marketing, Finance, Human Resource and Operations Departments)

Unit 4:- Controlling, Co-ordination and Challenges in Management

(6 L 10 M)

- Controlling and Essentials of Control
- Techniques of controlling
- Co-ordination and Need of Co-ordination
- Types and Techniques of Coordination
- Challenges in management

Reference Books:

- Principles of Management: T. Ramasamy, Himalaya
- Principles of Management: Dr.K Natarajan &Dr.K.P.Ganeshan. Himalaya
- Management Process: Koontz & O'Donnell, Tata- McGraw hill publishers Delhi
- Management of System: By A.K. Gupta & J.K. Sharma, Mac-Millan Publication, Delhi
- Management & Organizational Behaviour – By P. Subba Rao, Himalaya publication
- Business Organization & Management – By R.N. Gupta, Sultan Chand & Sons publication

Course Code: M-112
Fundamental of Accounting

| | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
| Course Code: M-112 | Course Category: (DSC-2) |
| Course Title: Fundamental of Accounting | Type: Theory |
| Total Contact Hours: 60 (4/week) | Course Credits: 04 |
| College Assessment (CA) Marks: 40 Marks | University Assessment (UA): 60 Marks |
| Course Objectives: | |
| <ul style="list-style-type: none"> • To provide knowledge of basic accounting concept. • To demonstrate knowledge on different accounting terminology. • To apply knowledge of systematic maintenance of books of accounts in business. • To prepare Final Accounts of Sole Trading Concern. | |
| Course Outcomes: After completion of the course, the student will be able to | Cognitive Level [Bloom's Taxonomy] |
| Describe the basic concepts related to Accounting. | 1 |
| Demonstrate the knowledge on different accounting terminology. | 2 |
| Apply the knowledge of maintenance of books of accounts in business. | 3 |
| Prepare and analyse the financial statements of a business with adjustment entries. | 4 |
| Perform all the necessary calculations through the relevant numerical problem | 3 |

Course Content:

- Unit – I: Introduction to Accounting (Theory) (10 L, 18 M)**
- Financial Accounting-definition and Scope
 - Objectives of Financial Accounting
 - Accounting v/s Bookkeeping
 - Terms used in accounting- Debtors, Creditors, Bill Receivable, Bills Payable, Credit Note, Debit Note, Petty Cash, Contra Entry, Trade Discount, Cash Discount, Suspense A/c
 - Users of accounting information
 - Limitations of Financial Accounting
- Unit – II: Theoretical Framework (Theory) (10 L, 12 M)**
- Accounting Concepts, Principles and Conventions
 - Accounting Standards, Concepts, Objectives, Benefits
 - Accounting Policies
 - Concepts of Indian Accounting Standards (IND AS) & IFRS
- Unit III: Recording transactions and Trial balance (Theory and Problem) (10 L, 18 M)**
- Types of Accounts:- Personal, Real, Nominal
 - Golden Rules of accounts
 - Journal: Meaning, Specimen, Posting journal entries
 - Ledger: Meaning, Specimen, Ledger Posting, Balancing
 - Trial balance: Concept, Types
- Unit IV: Cash Book (Theory and Problem) (12 L, 24 M)**
- Meaning & Different kinds of Cash Book

- Types of Bank Accounts, Fixed Deposit, Recurring Deposit, Savings Account and Current Account
- Types of cheque, Bearer Cheque, Order Cheque, Cross Cheque
- Preparation of Cash Book, Simple Cash Book, Cash Book with Cash and Bank Column
- Preparation of Petty Cash Book, Meaning, Types, Simple and Analytical Petty Cash Book

Unit – V: Final Accounts for Sole Proprietors (Theory and Problem) (10 L, 12 M)

- Meaning, Objectives & Importance
- Preparation of Trading Account, Profit and Loss Account & Balance Sheet
- Adjustments of Closing Stock, Depreciation, Bad Debts & R.D.D, Outstanding Expenses, Prepaid Expenses, Accrued Income & Income Received in Advance

Unit VI: Corporate Banking (Theory only) (8 L, 16 M)

- Bank Passbook
- Negotiable Instruments (Bill of exchange, Promissory Note, Cheque)
- Discounting of cheque, cheque presentment, cheque dishonored
- Internet Banking and Mobile banking
- Overdraft, Cash Credit
- RTGS, NEFT, Plastic Money

Reference Books:

- Jain S.P., & Narang K L. Basic Financial Accounting I, New Dehli, Kalyani publishers.
- Kimmel, Financial accounting, Wiley Publications
- Gupta, A.. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
- S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
- Ashish k Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning.
- Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)

Course Code: M-113
Course Title: Office Management Tools

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
| Course Code: M-113 | Course Category: (OE-1) |
| Course Title: Office Management Tools | Type: Theory |
| Total Contact Hours: 60 (4/week) | Course Credits: 04 |
| College Assessment (CA) Marks: 40 Marks | University Assessment (UA): 60 Marks |
| <p>Course Objectives for Microsoft Office Suite:</p> <ul style="list-style-type: none"> • Develop Proficiency in Document Creation, Formatting with Mail – Merge for Organization. • Enhance Spreadsheet Analysis and Data Visualization Skills using MS Excel • Learn Presentation Design and Delivery and professional presentations for impactful presentations using Microsoft PowerPoint. • Improve Email Management and Calendar Organization as a Professional Assistant Tool <p>Course Objectives for Google Workspace:</p> <ul style="list-style-type: none"> • Develop Proficiency in Cloud Storage and File Management. • Enhance Document Creation and Collaboration Skills. • Learn Spreadsheet Analysis and Data Management using Google Spread Sheets • Improve Presentation Design and Collaborative Delivery using Google Slides. | |
| Course Outcomes: After completion of the course, the student will be able to- | Cognitive Level [Bloom's Taxonomy] |
| • Apply hands-on skills for professional documents in Word, using advanced formatting, editing, and Mail Merge techniques including resumes, business letters, and brochures, utilizing Mail Merge for bulk communication. | 3 |
| • Analyze and visualize data in Excel through effective use of formulas, charts, pivot tables, and conditional formatting by creating budgets, charts, pivot tables, and applying formulas and conditional formatting. | 4 |
| • Design and deliver engaging impactful presentations in PowerPoint, incorporating multimedia elements, transitions, and animations. | 6 |
| • Manage emails and calendars effectively in Outlook (or Gmail) by organizing accounts, composing emails, and using flags, templates and reminders. | 4 |
| • Develop hands-on skills in using Google Workspace Tools as Google Drive, Docs, Sheets and Presentations | 3 |

1. MS Word: Document Creation, Formatting

(12 L, 10 M)

- **Introduction to Word Processing**
 - Introduction to Microsoft Word
 - Microsoft Word Window
 - Tabs of Microsoft Word
 - Document Creation
- **Formatting in Microsoft Word File**
 - Formatting in Microsoft Word File
 - Page Break and Cover Page Microsoft Word File
 - Customizing the Word
 - Printing of Document in Microsoft Word
 - Typography Microsoft Word File

- Paragraph Formatting, Bullets and Styles, Graphical Objects and Charts in MS Word

2. MS Word: Advance Formatting, Editing and Mail Merge

(08 L, 10 M)

- **Advance Formatting in Microsoft Word File**

- Introduction to Table in Word
- Creating a New Table in Word, Formatting a Table in Word
- Insert and Delete Row/Column in Table in Word, Merge and Split Cell in Table in Word
- Modify Height and Width of Row and Column in Table, Position and Alignment of a Table
- Mail Merge in MS Word

3. Microsoft Excel : Spreadsheet Analysis, Charts and Data Visualization

(12 L, 10 M)

- **Introduction to Microsoft Excel**

- Introduction to Excel 2010
- Entering Data and formatting
- Saving File, Printing File in MS Excel

- **Formulas and Functions in MS Excel**

- Introduction
- Calculating with the help of Formulas and Functions
- Working with Worksheet, Rows, Columns and Cells
- Table Format
- Sorting, Filter, Data Tools
- Outlines

- **Pivot Table, Charts in Excel**

- Pivot Table
- Chart, Spark lines and Graphics
- Keyboard Shortcuts

4. Microsoft Power Point : Presentation Design and Delivery M)

(08 L, 10

- **Basics of Microsoft Power Point**

- Introduction
- Introduction of PowerPoint
- How Does PowerPoint 2010 work?
- Saving Presentation, Printing Presentation
- Slide Transition, Printing Presentation

- **Advance Features of Microsoft Power Point**

- Introduction
- Usage of Table, Usage of Smart, Usage of Chart in a Slide
- Inserting Hyperlink in a Slide
- Add an Animation to Slide
- Start a Slide Show (Run Your Show)
- Slide Master
- Review Tool
- Dictionary of Power Point
- Keyboard Shortcut

5. MS Outlook: e-Mail Management and Calendar organization

(08 L, 10 M)

- **E-mail Client**

- Introduction
- Browser
- MS-Outlook
- Adding and Configuring E-Mail
- Attachment and Signature in E-Mail
- Calendar, Contacts
- Task and Note
- Virtual Private Network – VPN
- General Security Concepts

- Firewall
- Infrastructure Security
- Network Troubleshooting

6. Google Workspace Suite

(12 L, 10 M)

- **Google Drive: cloud storage and file management**
 - Overview of the Google Drive interface
 - Uploading and downloading files and folders
 - Sharing files with individuals or groups, setting different permission levels, collaboration
 - Managing file versions and revisions
- **Google Docs: document creation and collaboration**
 - Creating new Google Docs documents and formatting text with fonts, styles, and colors
 - Adding images, tables, and other elements to documents, page layout, margins, and orientation
 - Sharing, real time collaboration, tracking & revisions, Comments, Suggestions
 - Extensions and add-ons
- **Google Sheets: spreadsheet analysis and collaboration**
 - Organizing and Formatting Data in Google Sheet, mathematical operations, analyzing data using sorting, filtering, and pivot tables, charts and graphs
 - Designing and creating surveys with Google Forms, question formats, Quizzes, sections, reviewing and analyzing form responses
 - Linking Google Forms to Google Sheets
 - Extensions and Add-ons
- **Google Slides: presentation design and collaboration**
 - Google slide layouts
 - Insert images, videos, and audio into slides
 - Slide transitions
 - Embedding Google Docs, Sheets, and Forms into presentations

Suggested Reading / References:

- Microsoft Office Step by Step by Joan Lambert, Curtis Frye; Pearson
- Computer Fundamental, M.S. Office, Internet and Web Technology By Dinesh Maidasani, Jai Narayan Yadav
- MS Office 2007 in a Nutshell by Sanjay Saxena
- Windows 8 & Office 2010 For Dummies eBook Set by Andy Rathbone
- MS-Office by Dr. S.S. Shrivastava
- MS-Office 2007 Training Guide by S. Jain
- Google Drive and Docs in 30 Minutes (2nd Edition) by Ian Lamont
- Google Workspace for Dummies by Ryan Teeter and Karl Barksdale
- Google Workspace Administrator User Guide

Course Code: M-114
Course Title: Practical on Advance Tally

| | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|-----------------------------------------------|
| Course Code: M-114 | Course Category:(SEC-1) | |
| Course Title: Practical on Advance Tally | Type: Practical | |
| Total Contact Hours: 30 (2/week) | Course Credits: 02 | |
| College Assessment (CA) Marks: 20 Marks | University Assessment (UA): 30 Marks | |
| Course Objectives: | | |
| <ul style="list-style-type: none"> • To provide fundamental knowledge about Tally Software. • To create, alter and Delete a company in Tally and configure basic settings. • To understand ledger, group management in Tally and master entry of various types of vouchers in Tally. | | |
| Course Outcomes: After completion of the course, the student will be able to | | Cognitive Level [Bloom's Taxonomy] |
| • Understand fundamental about Tally Software and the role of tally in the accounting context. | | 2 |
| • Apply skills for operating the Tally. | | 3 |
| • Acquire manage ledgers and groups efficiently in Tally, and accurately enter various types of vouchers. | | 3 |

Course Content:

Practical – 1 Create a Company

- a) Create a Company BMS Ltd. to maintain Financial Accounts only using hypothetical address and other details. The company maintains its books of accounts on financial year basis.
- b) Create a Company FYBMS Ltd. to maintain Accounts with inventory using hypothetical address and other details.

Practical – 2 Alteration & Deletion of Company

- a) Alteration of Company details: - Alter the Following Details BMS Pvt. Ltd. Address & contact no. and save the alterations. **(Show Pop-up Menu before saving changes).**
- b) Deletion of the Company:- Create a Company BMS Temporary Pvt. Ltd. With following details Enter the hypothetical details e.g. Address, State and PAN No. etc. Now, delete the company. **(Show Pop-up Menu before deletion).**

Practical – 3 Groups in Tally

Open earlier company BMS Ltd, Create following Groups in above Company.

| Group Name | Under |
|---------------------------------|-------------------|
| Investment in Equity Share | Investment |
| Investment in Fixed Deposit | Investment |
| Loan from Family | Unsecured Loan |
| Loan from Outsider | Unsecured Loan |
| Local Customer | Sundry Debtors |
| Outstation Customer | Sundry Debtors |
| Administrative Expenses | Indirect Expenses |
| Selling & Distribution Expenses | Indirect Expenses |
| Financial Expenses | Indirect Expenses |

Practical – 4 Ledgers in Tally

Create following Ledgers in BMS Ltd. Company

| Ledger Name | Under |
|--------------------------|-----------------------------|
| Ram Capital | Capital |
| Fixed Deposit with HDFC | Investment in Fixed Deposit |
| Fixed Deposit with ICICI | Investment in Fixed Deposit |
| Salary to Staff | Indirect Expenses |
| Loan from brother | Loan from Family |
| Shree Enterprises | Local Customer |
| ICICI Bank | Bank Account |
| Computer | Fix Assets |
| Purchase | Purchase Account |
| Sales | Sales Account |
| Jyoti Enterprises | Sundry Creditors |
| Karan Enterprises | Sundry Creditors |

Practical – 5 Journal Entries and Generate Financial Reports in Tally

Journalize the following (by Using Proper Vouchers in Tally) in the books of BMS Ltd. along with their appropriate narrations and generate financial reports.

- Paid ₹ 4, 50,000 as Salary for the month of April on 1st May, 2024
- Paid Telephone bill ₹ 5,000 through SBI Bank Cheque No. 543210 on 5th May, 2024
- Received a cheque ₹ 20,000 from Mr.Raj (Cheque No.7010501) which is deposited in SBI Bank A/c (No.SBIIND123456789) on 8th May, 2024
- Purchased Machinery of ₹ 70,000 through SBI BANK Cheque No 123456 on 1st June, 2024
- Purchased goods of ₹ 1, 40,000 from Mr.Yogesh for Cash on 1st Aug, 2024

Note: - In above transactions students need to create Purchase & Sales A/c i.e. Ledgers, other Ledgers

Reference Books:

- Learn Tally Prime With GST Book by Gaurav Agrawal
- LEARN TALLY PRIME IN ENGLISH A Real Practical Accounting- Ascent Prime Publications
- Mastering Tally PRIME- BPB Publications
- Tally ERP 9 Made Simple Basic Financial Accounting, A. K. Nadhani, BPB Publications
- Computerized Accounting Using Tally ERP 9, Dr. S. Palanivel, Margham Publications

Course Code: M-115
Course Title: Sales & Negotiation Skills

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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
| Course Code: M-115 | Course Category: (VSC-1) |
| Course Title: Sales & Negotiation Skills | Type: Theory |
| Total Contact Hours: 30 (2/week) | Course Credits: 02 |
| College Assessment (CA) Marks: 20 Marks | University Assessment (UA): 30 Marks |
| Course Objectives: <ul style="list-style-type: none"> • Understand fundamental sales concepts, tasks, and essential selling skills. • Learn the sales management process, including effective team building. • Develop and apply effective negotiation skills and strategies. • Utilize strategic frameworks and ethical considerations to navigate negotiation challenges. | |
| Course Outcomes: After completion of the course, the student will be able to | |
| | Cognitive Level [Bloom's Taxonomy] |
| • Understand the concepts and importance of Negotiations & Selling. | 2 |
| • Learn about the basic characteristics, traits and skills for sales and negotiation. | 2 |
| • Understand regarding different models used for effective selling and negotiations. | 2 |
| • Apply the strategies of negotiation. | 3 |

Course Content:

Unit 1: Introduction to Sales

(07 L 12 M)

- Concept and Features of Sales
- Types of Sales
- Tasks of Sales
- Characteristics of Sales Person
- **Selling Skills:** Communication Skills- Verbal and Non-Verbal, Listening Skills, Negotiation Skills, Problem Solving skills, Conflict Management

Unit 2: Managing Sales Process

(08 L 14 M)

- Nature and importance of sales management
- **Selling Process:** Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration; Handling of objections; Closing the sale; Post sales activities.
- Art of persuasion in Sales
- Building effective sales team
- Traits and Responsibilities of successful Sales Manager

Unit 3: Introduction to Negotiation Skills

(06 L 10 M)

- Concept, Types and Importance of Negotiation
- Process of Negotiation
- Principles of Effective Negotiation
- Negotiation Styles
- Skills of a Negotiator

Unit 4: Framework of Negotiation**(09 L 14 M)**

- **Strategies of Negotiation:** Compete, Accommodate, Avoid, Compromise and Collaborate
- Negotiation Models (BATNA, Dyad, ZOPA, 9 Grid)
- Ethics in Negotiation
- Challenges of Negotiation

Text books (Latest Edition):

The Essentials of Negotiation Harvard Business School Press

Negotiations Selling by Sameer Kulkarni Excel Books

Negotiation & Selling by R. K. Srivastava Excel Books

Reference books:

- Sales and Distribution Management by Tapan K. Panda & Sunil Sahadev, Oxford University Press, New Delhi
- Managing Conflict & Negotiation by B. D. Singh Excel Books
- Negotiation Handbook by P. J. Cleary Printice Hall of India
- ABC of Selling Skills by Charles M. Futrell McGraw Hill
- Sales Management Analysis and Decision Making by Thomas Ingram & Raymond

Course Code: EG -101
Course Title: Business Communication-I

| | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| Course Code: EG -101 | Course Category: (AEC-1) |
| Course Title: Business communication-I | Type: Theory |
| Total Contact Hours: 30 (2/week) | Course Credits: 02 |
| College Assessment (CA) Marks: 20 Marks | University Assessment (UA): 30 Marks |
| Course Objectives: <ul style="list-style-type: none"> • To understand the fundamental principles of business communication. • To develop effective oral and written communication skills. • To enhance presentation skills and public speaking abilities. • To learn the importance of non-verbal communication in business settings. • To improve interpersonal communication skills. | |
| Course Outcomes: After completion of the course, the student will be able to | Cognitive Level [Bloom's Taxonomy] |
| • Demonstrate an understanding of the principles and techniques of business communication. | 2 |
| • Apply effective communication skills in various business scenarios. | 3 |
| • Create well-structured business documents. | 3 |
| • Deliver effective oral presentations. | 3 |
| • Exhibit improved listening and non-verbal communication skills. | 4 |

Course Content:

Unit 1: Fundamentals of Business Communication

(08 L, 10 M)

- Introduction to Business Communication: Definition and importance
- Types of communication: verbal, non-verbal, and written
- Communication process and models
- Barriers to effective communication and how to overcome them
- Principles of Effective Communication
- Clarity, conciseness, coherence, and correctness
- Seven Cs of communication

Unit 2: Written Communication

(07 L, 15 M)

- Business Letters: Types of business letters: inquiry, complaint, order, acknowledgment, etc.
- Structure and format of business letters
- Writing effective business letters
- Email Communication
- Professional email etiquette

Unit 3: Oral Communication**(07 L, 10 M)**

- Public Speaking and Presentation Skills: Elements of a good presentation
- Use of visual aids in presentations
- Overcoming stage fright
- Techniques for engaging the audience

Unit 4: Non-Verbal and Interpersonal Communication**(08 L, 15 M)**

- Non-Verbal Communication
- Importance of body language
- Facial expressions, gestures, and posture
- Effective use of space and time
- Interpersonal Communication
- Building interpersonal relationships

References:

- **"Essentials of Business Communication" by Rajendra Pal and J.S. Korlahalli.**
- **"Effective Business Communication" by Herta A. Murphy, Herbert W. Hildebrandt, and Jane P. Thomas.**
- **"Business Communication: Process and Product" by Mary Ellen Guffey and Dana Loewy.**
- **"Business Communication Today" by Courtland L. Bovee and John V. Thill.**

Semester II

Course Code: M-221
Course Title: Business Economics

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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
| Course Code: M-221 | Course Category: (DSC-3) |
| Course Title: Business Economics | Type: Theory |
| Total Contact Hours: 30 (2/week) | Course Credits: 02 |
| College Assessment (CA) Marks: 20 Marks | University Assessment (UA): 30 Marks |
| Course Objectives: | |
| <ul style="list-style-type: none"> • This course will explore the basic concepts of the Business Economics. • This course will able to students in understanding the roles and responsibilities of managerial economist in business scenario. • This course aims to familiarize students with the concepts of demand analysis and supply analysis. • This course will equip students to determine the concept of the market and market structures. | |
| Course Outcomes: After completion of the course, the student will be able to | Cognitive Level [Bloom's Taxonomy] |
| • Identify the basic concepts of the Business Economics. | 1 |
| • Understand the roles and responsibilities of managerial economist in business scenario. | 2 |
| • Understand the concepts of demand analysis and supply analysis. | 2 |
| • Determine the concept of the market and market structures. | 3 |

Course Content:

Unit 1: Introduction of Business Economics

(08 L, 15 M)

- Meaning and Importance of Business Economics
- Business Economics & Micro Economics
- Business Economics & Macro Economics
- Applications of Economics in Business Decision making
- Roles and Responsibilities of Managerial economist in Business Scenario

Unit 2: Demand Analysis

(07 L, 10M)

- Definition and Determinants of Demand
- Law of Demand
- Concept and Types of Elasticity of Demand
- Demand Forecasting
- Techniques of Demand Forecasting

Unit 3: Supply Analysis

(07 L, 10M)

- Definition and Determinants of Supply
- Law of Supply
- Concept and Types Elasticity of Supply
- Indifference Curve
- Production Possibility Curve

Unit 4: Market and Market Structures

(08 L, 15 M)

- Concept and Features of Market
- Perfect Competition Market

- Monopolistic Competition Market
- Monopoly Market
- Oligopoly Market
- Duopoly Market

Reference Books:

- Managerial Economics, *D.N. Dwivedi*, Vikas Publishing House, Delhi
- Managerial Economics Cases & Concepts, *Sumitra Paul*, Macmillan India Limited
- Managerial Economics (Analysis, Problems, Cases), *P. L. Mehatha*, Sultan Chand & Sons
- Managerial Economics, *Dr. D. M. Mithani*, Himalaya Publishing House, Mumbai
- Managerial Economics, *Dr. Jaswinder Singh*, Kogent Publications
- Managerial Economics Concepts & Application, *Christopher R Thomas*, McGraw-Hill Higher Education
- Managerial Economics, *Dr. S. Sankaran*, Margham Publications, Madras
- Principles of Economics, *Karl E. Case*, Pearson Education, New Delhi
- Principles of Microeconomics, *H.L. Ahuja*, S.Chand Publishing, New Delhi

Course Code: M-222
Course Title: Organizational Behavior

| | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
| Course Code: M-222 | Course Category: (DSC-4) |
| Course Title: Organizational Behavior | Type: Theory |
| Total Contact Hours: 60 (4/week) | Course Credits: 04 |
| College Assessment (CA) Marks: 40 Marks | University Assessment (UA): 60 Marks |
| Course Objectives: | |
| <ul style="list-style-type: none"> • To develop basic understanding of the concept of organization behavior. • To adapt motivational theories in the organization. • To understand individual and group behavior in the workplace to improve the effectiveness of an organization. • To critically evaluate leadership styles and strategies. | |
| Course Outcomes: After completion of the course, the student will be able to | |
| | Cognitive Level [Bloom's Taxonomy] |
| • Describe the basics of the key concepts and approaches of Organizational Behavior (OB). | 1 |
| • Understanding of individual and group behavior within organizations to identify factors that influence workplace dynamics. | 2 |
| • Applying motivational theories to real-world organizational settings to enhance employee motivation and satisfaction. | 3 |
| • Analyzing various leadership styles and strategies to determine their effectiveness in different organizational contexts. | 4 |

Course Content:

Unit 1: Introduction to OB

(08 L 14 M)

- Meaning and Definition of OB
- Nature and Scope of OB
- Importance of OB
- Key Elements of OB, Contributing Disciplines of OB
- Model of OB

Unit 2: Individual Behavior-I

(08 L 16 M)

- Concept of Individual Behavior, MARS Models of Individual Behavior
- Factors Influencing Personality, Big Five personality dimension,
- Traits of Personality influencing Organizational Behavior.
- Concept and process of Perception
- Factors influencing Perception.

Unit 3: Individual Behavior-II

(08 L 16 M)

- Meaning and Components of Attitude
- Types and Functions of Attitude
- Meaning and Concept of Learning
- Learning Theories
- Methods of shaping behavior

Unit 4: Motivation

(12 L 18 M)

- Meaning & Definition,
- Types of Motives
- Importance of Motivation
- Theories of Motivation: Hierarchy of needs Theory, Hygiene Two Factor theory, Vroom's Expectancy theory, Goal Setting Theory
- Financial and Non-Financial motivators

Unit 5: Leadership

(12 L 18 M)

- Meaning, Characteristics and Styles of Leadership.
- Leader Vs. Manager
- Ohio State Leadership Quadrants and Management Grids
- Path Goal Theory and Situational Leadership Model.
- Transformational Leadership and Charismatic Leadership Theory.

Unit 6: Group and Organisational Behaviour

(12 L 18 M)

- Meaning and Types of Group
- Group Decision Making: Techniques, Advantage and Limitations
- Conflict: Meaning, Types, Aspect of conflict.
- Meaning and Factors affecting Organizational Change
- Process of Change – Force Field Analysis
- Resistance to change and Managing resistance to change

Reference Books:

Text books (Latest Edition):

- Organizational Behavior by Stephen Robbins, Prentice Hall of India Ltd., New Delhi.
- Organizational Behavior- An Evidence-Based Approach by F. Luthans ,McGraw Hill Publishers Co. Ltd., New Delhi
- Organization Behavior by VSP Rao, Himalaya Publishing House, Mumbai.
- Organizational Behavior by K. Aswathappa, Himalaya Publishing House, Mumbai.

Course Code: M-223**Course Title: Emerging Technology for Business**

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| Course Code: M-223 | Course Category: (MIN-1) |
| Course Title: Emerging Technology for Business | Type: Theory |
| Total Contact Hours: 30 (2/week) | Course Credits: 02 |
| College Assessment (CA) Marks: 20 Marks | University Assessment (UA): 30 Marks |
| Course Objectives: | |
| <ol style="list-style-type: none"> To study the theoretical Knowledge of Emerging Technologies. To understand of emerging technologies such as block chain, IoT, cloud computing, AR/VR. | |
| Course Outcomes: After completion of the course, the student will be able to | Cognitive Level [Bloom's Taxonomy] |
| <ul style="list-style-type: none"> Understand the concepts of Emerging Technologies. | 2 |
| <ul style="list-style-type: none"> Understand of emerging technologies such as block chain, IoT, cloud computing, AR/VR | 2 |

Course Content:**Unit-1: Cloud Computing****(8 L 10 M)**

- Introduction to Cloud Computing
- Features of Cloud Computing
- Advantages and Dis-Advantages of Cloud Computing
- Cloud service models (IaaS, PaaS, SaaS)
- Deployment models (public, private, hybrid)
- Common Cloud Providers (AWS, Azure, Google Cloud, IBM, Oracle Cloud)

Unit-2: Internet of Things (IoT) & Industry 4.0**(8 L 16 M)**

- Introduction to IOT, Definition and Characteristics of IoT
- IoT Applications Sensor technologies and connectivity
- Industrial IoT and manufacturing
- IoT data processing and storage
- Real-time analytics and decision-making
- Concept of Industry 4.0
- Case Studies IoT adoption in Industries

Unit-3: Block chain Technology**(7 L 12 M)**

- Fundamentals of Block chain
- Decentralization and distributed ledger
- Cryptography and consensus mechanisms Smart contracts
- Financial services and digital identity
- Challenges and Opportunities
- Security and privacy issues

Unit-4: Augmented Reality (AR) and Virtual Reality (VR)**(7 L 12 M)**

- Introduction to AR/VR
- Key concepts and differences between AR and VR
- Historical development and current state
- Life Cycle of AR/VR, applications in management
- Challenges and Opportunities

- Training and development through immersive technologies
- Technological limitations and advancements
- Integration with existing business processes.

Reference Books:

Readings: Text Books (Latest Editions):

- Emerging Technologies by Errol S. van Engelen
- Internet of Things by Jeeva Jose, Khanna Book Publishing.
- Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari
- Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing.
- Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications.
- IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grossetete.
- Blockchain for Business by Jai Singh Arun, Jerry Cuomo and Nitin Gaur.
- Block Chain & Crypto Currencies by Anshul Kausik, Khanna Book Publishing.
- Industry 4.0 Technologies for Business Excellence: Frameworks, Practices, and Applications by Edited By Shivani Bali, Sugandha Aggarwal, Sunil Sharma.
- Blockchain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities" by PethuruRaj, Ashutosh Kumar Dubey, Abhishek Kumar, Pramod Singh Rathore.

Course Code: M-224
Course Title: Business Mathematics & Statistics

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|
| Course Code: M-224 | Course Category: (OE-2) |
| Course Title: Business Mathematics & Statistics | Type: Theory |
| Total Contact Hours: 60 (4/week) | Course Credits: 04 |
| College Assessment (CA) Marks: Marks | University Assessment (UA): Marks |
| Course Objectives: <ul style="list-style-type: none"> Identify and recognize mathematical techniques used in business math. Develop proficiency in applying the theoretical concepts to solve math problems. To familiarize the students with basic mathematical tools and the application of the same to business and economic situations. To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. To impart the required knowledge of statistics for managerial activities among students | |
| Course Outcomes: <ul style="list-style-type: none"> Understanding of all terms related to mathematical logic. Ability to know the types of sets, method of representation, operations, and laws related to it. Understanding the concepts of simple and compound interests and ability to solve problems of annuity, future and present value of annuity. Understand the basic concepts of Statistics. Analyze statistical data using measures of central tendency. Analyze statistical data using measures of dispersion | Cognitive Level [Bloom's Taxonomy] |
| | 2 |
| | 3 |
| | 2 |
| | 2 |
| | 2 |
| | 4 |
| | 4 |

Course Content:

Unit 1: Mathematical Logic

(10 L, 15M)

- Meaning of Statement , Primitive and Compound Statements
- Truth Values of a Statement
- Law of Excluded Middle
- Logical Operations: Negation, Conjunction & Disjunction Implication, Double Implication, Equivalence, Equivalence of Logical Statements
- Truth Tables & Construction of Truth Tables
- Tautology and Contradiction
- Logical Equivalence

Unit 2: Sets

(10 L, 15M)

- Meaning of a Set
- Methods of Describing a Set -Tabular Form, Set Builder Form,
- Types of a Set: Finite Set, Infinite Set, Empty Set, Subset, Universal Set, Equal Sets, Overlapping Sets, Disjoint Sets, Complementary Set.
- Operations on Sets: Union of Sets, Intersection of Sets , Difference of Sets ,

- Cartesian Product of Two Sets
- De-Morgan's Law, Venn Diagrams
- Statement of Following Laws (Without Proof)
Relating To Union and Intersection of Sets :- Idempotent Laws (ii) Identity Laws
(iii) Commutative Laws (iv) Associative Laws (v) Distributive Laws

Unit 3: Commercial Arithmetic (10 L, 15M)

- Interest – Meaning, Types of Interest (Simple Interest and Compound Interest)
- Calculation of Interest
- Annuity – Meaning, Types of Annuity (Annuity Due and Annuity Regular)
- Present and Future Value of Annuity
- Sinking Fund

Unit 4: Introduction to Statistics (08 L, 15M)

- Meaning of Statistics ,
- Importance and Limitations of statistics ,
- Meaning of data, Raw data, Primary data, Secondary data, Variable and attribute,
- Types of variable: - districts and continuous ,
- Meaning of Population and sample ,
- Introduction to methods of sampling: - simple random sampling
and stratified random sampling

Unit 5: Measures of Central Tendency (12 L, 20M)

- Meaning and central tendency,
- Statement of measures of central tendency: -
- arithmetic mean, median and mode,
- Computation of these measures of central tendency for given raw data,
- Partition values: - quartiles, deciles and percentiles,
Computation of partition values for given raw data

Unit 6: Measures of Dispersion (10 L, 20M)

- Meaning and significance of measures of dispersion
- Range, Coefficient of Range, Merits and Demerits of Range
- Quartile Deviation and Coefficient of Quartile Deviation
- Mean Deviation – computation of mean deviation about mean, median and mode
- Standard Deviation – Computation of Standard Deviation and variance.

Reference Books:

- Business Mathematics Sancheti & Kapoor Sultan Chand & Co. New Delhi
- Business Mathematics & Analytics Anand Sharma Himalaya Publishing
- Business Mathematics Dr. Ramnath Dixit and Dr. Jinendra Jain Himalaya Publishing
- Business Statistics C M Chikkodi & B G Satya Prasad Himalaya Publishing
- Business Statistics S P Gupta Sultan Chand & Co. New Delhi
- Business Statistics – Beri - Tata Mcgraw Hill
- Business Statistics by R S Bhardwaj – Excel Books
- Statistics for Business and Economics (4/e) – Hooda - Macmillan

Course Code: M-225

Course Title: Business Startup Skills

| | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| Course Code: M-225 | Course Category: (VSC-2) |
| Course Title: Business Startup Skills | Type: Theory |
| Total Contact Hours: 30 (2/week) | Course Credits: 02 |
| College Assessment (CA) Marks: 20 Marks | University Assessment (UA): 30 Marks |
| Course Objectives: <ul style="list-style-type: none">• To make students understand new venture creation opportunities, its step, and requirements for Business Start-up.• To learn about developing innovative idea for new startups.• To familiarize with Government Initiatives and functions of incubation center.• To analyses the success and failures of startups. | |
| Course Outcomes: After completion of the course, the student will be able to | |
| Understand the basics of Business Start-ups | Cognitive Level [Bloom's Taxonomy] 2 |
| Acquire business skills for successful startup | 3 |
| Explore about the government and educational institutes initiatives in promoting entrepreneurship. | 3 |
| Identify about the various sources of finance for a new venture | 4 |
| Develop innovative ideas for start-up enterprise | 5 |

Course Content:

Unit 1: Introduction to Business Start-ups

(07 L 12 M)

- Concept and Definition of Business Startup.
- Types of Startups
- Business Start-ups Ecosystem – Make in India.
- Factors responsible for the growth of Business Start-ups in the Indian economy
- Challenges for Start-ups in India.
- Business Skills for Startups.
- Startup Jargons.

Unit 2: Developing Successful Start-up Ideas

(08 L 14 M)

- Stages of Startups.
- Essential Element for successful Startup.
- Three pillars of Initial Start-up: Handholding, Funding, Incubation.
- Sources of Startup Funding
- Role of Banking sector in development of Business Start-up.
- Use of Design Thinking for Successful Startups.
- Importance of IPR for Startups.

Unit 3: Government Initiatives for Start-up in India.

(07 L 12 M)

- Startup India Initiative, Startup India Seed Fund Scheme, ASPIRE, Mudra Scheme
- ATAL Innovation Mission.
- Self-Employment and Talent Utilization (SETU)

- Multiplier Grants Scheme.

Unit 4: Incubation Support to Startups Survival

(8 L 12 M)

- Meaning, Objective and Functions of Incubation Centre.
- Role of Incubators and Educational Institute for Startups.
- Reasons for Startup Failures.
- Indian Start-ups Success and Failure stories (Case studies)

References:

- “The Lean Start-up: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses” by Eric Ries, 1st Edition, Crown Publishing, 2011.
- “Zero to One: Notes on Start Ups, or How to Build the Future “ by Peter Thiel & Blake Masters, Random House, 2014
- “Business Startup Skills” by Sunil B. Lalchandani & Varun Jashnani, Himalaya Publishing House, 1st Edition, 2024
- “Essentials of Entrepreneurship and Small Business Management” by Norman M. Scarborough & Jeffery R. Cornwall, 9th Edition, Prentice Hall, 2018.
- “Entrepreneurship Management” by Vasant Desai, 1st Edition, Himalaya Publishing House, 2013.
- “Managing New Ventures Concepts and Cases” by Anjan Raichaudhuri, Prentice Hall International, 2010.

Course Code: M-226
Course Title: Practical on Advance Excel

| | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| Course Code: M-226 | Course Category: (SEC-2) |
| Course Title: Practical on Advance Excel | Type: Practical |
| Total Contact Hours: 30 (2/week) | Course Credits: 02 |
| College Assessment (CA) Marks: 20 Marks | University Assessment (UA): 30 Marks |
| Course Objectives: | |
| <ul style="list-style-type: none"> • To understand fundamental Excel functionalities, including navigation, cell formatting and basic data entry. • To analyse and use core Excel functions and formulas to perform essential calculations and data analysis • To Create Pivot Tables to summarize and analyse large data sets effectively. • To Insert and configure Sparkline to represent data trends for stock market analysis. | |
| Course Outcomes: After completion of the course, the student will be able to | Cognitive Level [Bloom's Taxonomy] |
| • Use basic Excel functions and formulas to perform routine calculations and data analysis | 3 |
| • Apply basic data analysis techniques to interpret and present data effectively. | 3 |
| • Create and customize various types of charts and graphs to visually represent data. | 6 |
| • Create and customize Pivot Tables to summarize and analyze large volumes of data, making it easier to extract actionable insights. | 6 |
| • Change Sparkline types and data ranges to fit different analytical needs and formats. | 3 |

Course Content:

Practical 1: Basic Formatting features

Create an excel spreadsheet to create marks statement of students using basic Formatting features

- Format Font, Format Text Size, Bold / Italic / Underline, Format Text Color,
- Format Cell Borders, Format Cell Background, Format Text Alignment
- Merge / Unmerge Cells
- Highlight Cells, Top 10/ Bottom 10 Values, Data Bars, Color Scales, Icon Sets
- Identify Duplicate Values, Clear Rules

Practical 2: Advanced Formulas

Create an excel spreadsheet for student list with marks details

- Calculate Total, Percentage, Grade
- Nested IF statements
- VLOOKUP and HLOOKUP functions

- INDEX and MATCH functions

Practical 3: Data Analysis Tools

Create spreadsheet for employee details and apply sort, filter on data and also use various graphs. (Employee details such as Employee Code, Name, Department, Shift, City, Location and Date of Birth)

- Sort Data on Single Column & Multiple Columns, Apply a Data Filter,
- Filter by Selected Cell, Remove a Data Filter, Sort Data with Filter
- Create a Chart, Change Chart Type, Format Chart Title
- Format Chart Plot Area, Format Gridlines, Format Chart Area,
- Format Chart Colors

Practical 4: Pivot Tables and Pivot Charts

Generate a sales report using Pivot Tables and Pivot Charts.

- Creating and customizing Pivot Tables
- Using Pivot Charts to represent data
- Grouping and ungrouping data in Pivot Tables

Practical 5: Sparkline

Create spreadsheet for stock market analysis of 10 companies for 5year, and represent this data using Sparkline.

- Insert a Sparkline Group, Change Sparkline Type
- Change Sparkline Data, Format Sparkline

Course Code: EG-102
Course Title: Business Communication-II

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| Course Code: EG-102 | Course Category: (AEC-2) |
| Course Title: Business communication-II | Type: Theory |
| Total Contact Hours: 30 (2/week) | Course Credits: 02 |
| College Assessment (CA) Marks: 20 Marks | University Assessment (UA): 30 Marks |
| Course Objectives: <ul style="list-style-type: none"> • To enhance understanding of advanced business communication techniques. • To develop proficiency in drafting various business reports and proposals. • To improve negotiation and conflict-resolution skills in business settings. • To understand the significance of cross-cultural communication in a global business environment. • To foster advanced interpersonal and listening skills for effective business interactions. | |
| Course Outcomes: After completion of the course, the student will be able to | Cognitive Level [Bloom's Taxonomy] |
| • Demonstrate an understanding of advanced business communication strategies. | 2 |
| • Create structured business reports and proposals. | 3 |
| • Apply negotiation and conflict resolution skills in business scenarios. | 3 |
| • Exhibit effective cross-cultural communication skills. | 4 |
| • Improve interpersonal communication skills in professional settings. | 4 |

Course Content:

Unit 1: Advanced Business Communication (08 L, 10 M)

- Overview of Advanced Communication Techniques
- Effective Listening: Importance and Techniques
- Persuasive Communication: Strategies for Influence
- Conflict Resolution and Negotiation Skills
- Cross-Cultural Communication: Overcoming Barriers

Unit 2: Business Writing (07 L, 15 M)

- Report Writing: Types, Structure, and Formats
- Business Proposals: Planning and Drafting
- Writing Memos, Circulars, and Notices
- Minutes of Meeting: Purpose, Content, and Writing

Unit 3: Oral Communication and Public Speaking (07 L, 10 M)

- Advanced Presentation Skills: Planning and Delivery

- Handling Questions and Objections in Presentations
- Negotiation Techniques: Preparing and Conducting Business Negotiations
- Effective Group Discussions
- Communication in Interviews and Meetings

Unit 4: Interpersonal and Cross-Cultural Communication

(08 L, 15 M)

- Interpersonal Communication: Building Relationships at Work
- Feedback: Techniques for Giving and Receiving Feedback
- Non-Verbal Communication: Advanced Body Language Cues
- Communicating Across Cultures: Sensitivity and Adaptation
- Overcoming Stereotypes and Prejudices in Global Communication

References:

- "Essentials of Business Communication" by Rajendra Pal and J.S. Korlahalli.
- "Effective Business Communication" by Herta A. Murphy, Herbert W. Hildebrandt, and Jane P. Thomas.
- "Business Communication: Process and Product" by Mary Ellen Guffey and Dana Loewy.
- "Business Communication Today" by Courtland L. Bovee and John V. Thill.