

HSNC University, Mumbai

**(Established by Government of Maharashtra vide notification dated 30th October,
2019 under section 3(6) of Maharashtra Public Universities Act)**



Ordinances and Regulations

With Respect to

Choice based credit system

**For the
Programmes
Under**

The Faculty of Bachelor of Management Studies

With effect from the

Academic year 2024-25



Board of Studies in the Subjects of Commerce and Management

1) Dean of Commerce

Prof. Dr. Pooja Ramchandani, Principal, H R College, Mumbai-400020 Email id: dean.commgmt@hsncu.edu.in Mob No: 9892837112

2) Name of Chairperson

Prof. Sunder Ram Korivi, Academic Head, NHSMRE. Email id: academichead.nhsmre@hsncu.edu.in Mob no: 9987296128

3) Co-Chairperson/Coordinator: -

- a) **Dr. Ritika Pathak**, Assistant Professor, K.C. College, Mumbai-400020 Email id: ritika.pathak@kccollege.edu.in Mob no: 9819690065
- b) **Ms. Charvi Gada**, Assistant Professor, H R College, Mumbai- 400020 Email id: charvigada@hrcollege.edu Mob no: 9987467233

4) Two to five teachers each having minimum five years teaching experience amongst the full-time teachers of the Departments, in the relevant subject.

- a) **Dr. Khushnuma Tata**, Assistant Professor, K.C. College, Mumbai- 400020 Email id: khushnuma.tata@kccollege.edu.in, Mob no: 9820229298
- b) **Dr. Kea Thawani**, Assistant Professor, HSNC University, Mumbai. Email id: kea.thawani@hsnc.edu.in, Mob no: 9820230581
- c) **Dr. Radhika Menon**, Assistant Professor, H.R. College, Mumbai- 400020 Email id: radhika.menon@hrcollege.edu Mob no: 7738934390
- d) **Ms. Tanvi Khandhar**, Assistant Professor, H.R. College, Mumbai- 400020 Email id: Tanvi.khandhar@hrcollege.edu , Mob no: 9004111381

e) **Dr. Sneha Singh**, Assistant Professor, K.C. College, Mumbai- 400020 Email id: Sneha.singh@kccollege.edu.in , Mob no: 9004004767

5) **One Professor / Associate Professor from other Universities or professor / Associate Professor from colleges managed by Parent Body**

a) **Dr. Antara Suhas Sonawane**, Vice Principal at Hinduja College Mumbai Email id: antra.sonawane@hindujacollege.com , Mobile No – 9324748318.

6) **Four external experts from Industry / Research / eminent scholar in the field relevant to the subject nominated by the Parent Body:**

a) **Dr. Rajesh Mankani**, Assistant Professor, Head of Management Studies NHSMRE. Email id: doctor.rajeshmkn@hotmail.com Mob no: 8369912384

b) **Mr. Sekkizhar Balasubramanian**, Chartered Accountant, Ex – Deloitte. Email Id: bsekkizhar@gmail.com Mob no: 9154058838

c) **Mr. Girish Naik**, Vice President – Mitsubishi Corporation India Pvt. Ltd, Email Id: girish.naik@mitsubishicorp.com, Mob no: 9820506384

d) **Mr. Sanmesh Malvankar**, Regional Manager – International University of Applied Science, Germany. Email Id: sanmesh.malvankar@gmail.com , Mob no:9892379096

5) **Top rankers of the Final Year Graduate and Final Year Post Graduate examination of previous year of the concerned subject as invitee members for discussions on framing or revision of syllabus of that subject or group of subjects for one year.**

a) **Mithil Inamdar** (Under Graduate Student), K. C. College. Email Id: mithilinamdar07@gmail.com , Mob No: 9769114882.

b) **Keshav Verma** (Under Graduate Student), H. R. College. Email Id: keshavv921@gmail.com, Mob no: 9969105814.



HSNC University, Mumbai
(2020-2021)

Ordinances and Regulations

With Respect to

Choice Based Credit System
(CBCS)

For the Programmes Under

The Faculty of Bachelors of Management Studies

For the programme

Curriculum– First Year Undergraduate Programmes
Semester-I and Semester -II

INDEX

Semester I

Sr No	Particulars	Name of Subject	Credits
1	Core course (CC)	Management Concepts & Human Resource Management	4
2	Core course (CC)	Marketing Management	4
3	Core course (CC)	Financial Accounting	4
4	Multi disciplinary elective (MDE)	Indian Knowledge Systems – Management of Self	2
5	Value Added Course (VAC)	Environment and Sustainability	2
6	Ability Enhancement Course (AEC)	Business Communication-I	2
7	Vocational Course	Business Statistics & Mathematics	2
	Total		20

Semester II

Sr No	Particulars	Name of Subject	Credits
1	Core course (CC)	Human Behaviour	4
2	Core course (CC)	Business Economics	4
3	Core course (CC)	Indian Financial System	4
4	Multi disciplinary elective (MDE)	Media literacy and Critical Thinking	2
5	Value Added Course (VAC)	Indian Constitution	2
6	Ability Enhancement Course (AEC)	Business Communication – II	2
7	Skill Enhancement Course (SEC)	Emerging Technologies & Application	2
	Total		20

Preamble

The Bachelor of Management Studies (BMS) program is designed for undergraduates aspiring to cultivate the skills and knowledge essential for managerial roles across diverse organizations. This comprehensive curriculum encompasses fundamental principles and practices within key functional domains of business management. Furthermore, it delves into vital areas such as entrepreneurship, the legal framework governing business operations, advancements in information technology, the implications of globalization, and the nuances of economic integration, equipping students for success in a dynamic industrial landscape.

The course aims to provide students with the opportunities, resources, and relevant reading materials necessary for a formal academic orientation that emphasizes real-world application. The objective is to enhance students' creativity and effectiveness, equipping them with the skills to thrive in their future careers.

Students enrolling in a Management Studies program will establish a robust foundation in management principles and strategic development. The elective courses provide an opportunity for deeper exploration of specific areas, such as finance, marketing, human resource management, and international real estate management. Beyond imparting business management knowledge, this program equips students with the essential tools to understand organizational dynamics, governance structures, and responsiveness to both domestic and global environments. The student-centered learning approach emphasizes techniques and skills that foster independent problem-solving and promote lifelong learning.

The quality of technical education is influenced by several factors, including a socially and industrially relevant outcome-based curriculum, high-quality and motivated faculty, an effective teaching and learning process, valuable industry internships, and student evaluations based on desired outcomes. Consequently, it was essential to develop a Model Curriculum crafted by top experts from academia and industry, considering the latest industry trends and market needs. This curriculum aims to be a resource for universities, technical education boards, and engineering institutions nationwide. To achieve this, the AICTE assembled a team of experts to design the Model Curriculum for the UG Degree Course in Bachelor of Management Studies (BMS).

The curriculum includes courses in Management Studies with a strong emphasis on foundational knowledge, core discipline-specific courses, and a wide range of electives from both within and outside the discipline, including emerging fields, all structured within a 120-160 credit framework. Integrated summer internships provide students with hands-on industry experience, aligning their skills with real-world requirements. These programs are carefully designed to meet

the needs of the contemporary business environment, blending theoretical insights with practical applications. The curriculum emphasizes innovation, entrepreneurship, and ethical leadership, aiming to develop well-rounded individuals capable of driving organizational growth, supporting sustainable practices, and making positive societal contributions.

With an emphasis on interdisciplinary and experiential learning methodologies, along with industry-relevant projects, the programs are designed to foster critical thinking, problem-solving skills, and effective communication in students. The Honours and Honours with Research tracks further offer opportunities for academic excellence, advanced research, and specialization in specific areas of business administration.

The curriculum comprises Online Courses (OLC), which are accessible on NPTEL or SWAYAM portals as part of the MOOCs programme being created by MHRD, in order to conform with the educational policies of the Government of India. The students' self-paced learning habits and exposure to emerging learning technology will both be fostered via the online courses.

1. Process adopted for curriculum designing:

The members of the respective departments initially developed a draft syllabus as per NEP guidelines and undertaken subject specific research on the existing curriculum from other Universities, studying the current needs of the industry, analyzing the new trends in the subjects, and even connecting to some NGOs in few subjects. The drafted syllabus was then shown to academicians, experts from industry and researchers through emails and their inputs were gathered through BOS meetings. These valuable inputs were incorporated into the syllabus ensuring that the syllabus is enriched in all aspects.

2. Salient features, how it has been made more relevant:

While designing of the syllabus, care has been taken to ensure that the student learns application skills along with theory. Demonstrations of the practical applications shall be conducted through special lectures and workshops that will contribute to enhanced learning. A combination of lectures, problem solving during tutorials and the supplementary sessions all contribute to make a student job ready.

3. Learning Outcomes.

Management is a critical function for every organization, and students trained in management play this important role in organizations of every size and type. The skills, techniques, and theories acquired by the manager leads to jobs in business, government, and the non-profit sector. Students who plan to establish their own firms or to become part of a family-owned firm may also pursue this course. This course shall help individuals learn to:

- motivate, lead, and develop others
- structure organizations capable of meeting both profit and social responsibility goals
- work well in accomplishing work individually and through others
- communicate accurately
- develop a strategic perspective on the organization and its parts

The primary objective of this programme is providing students with a sound theoretical base and exposure to current business challenges. This is essentially achieved through enhancing the ability of students to meet global challenges through sensitivity towards organizational, economic, and cultural diversity.

Through specialized elective subjects, students can acquire an in-depth knowledge of various streams like Finance, Marketing and Human Resource Management.

4. Input from stakeholders

For drafting the syllabus, each department has taken inputs from industry experts, parents and notable alumni. The stakeholders have been impressed with the inclusion of e-learning options for the learners provided in the syllabus. They have suggested subsequently to add more practical hands on examples, learning through games and GIS certificate programs. For more advanced related topics, there can be sharing of video lectures and seminars, workshops, industrial visit, short term courses and 30 hours certificate courses could be organized.

Program Educational Objectives (PEOs):

- To develop good, thoughtful, well-rounded, and creative individuals
- To enable the development of an enlightened, socially conscious, knowledgeable and skilled individual that can uplift its nation and construct and implement robust solutions to its own problems through critical thinking
- To enable quality education that benchmarked with the best industry practices, is multidisciplinary and holistic in nature, with curriculum and pedagogy for enhanced student experiences, blending Indian Knowledge Systems with modern technology

Program Outcomes (POs):

- To develop high quality management graduates who have a passion to excel, and who are agile, innovative and collaborative, aligned with the growth plans of the **corporate sector and non-corporate sector, viz., Government, NGOs, UN Bodies, Policy Research** etc.
- Develop analytical skills in students to assess and apply strategic management principles in finance, HR, and marketing contexts.
- Foster effective communication skills to enable students to articulate complex business concepts across various sectors.
- Encourage students to engage in self-directed learning through presentations and projects, enhancing their ability to research and present financial, HR, and marketing strategies
- Equip students with the necessary skills to critically evaluate market trends and organizational practices in the fields of finance, HR, and marketing
- Cultivate a collaborative mindset to promote teamwork and innovation in addressing real-world challenges faced by businesses in diverse sectors.

Program Specific Outcomes (PSOs):

- To create a cadre of professionals who are nationally and globally mobile, for serving the corporate and non-corporate sector in various functional areas such as **Marketing, Finance, Human Resources and Operations.**
- To develop a **cadre of management graduates** who will provide wings to the efforts towards **Viksit Bharat** in various fields such as: Infrastructure, Digital India,

Renewables, Make in India, Blue Economy, Space, Food Processing, Healthy India and Governance

Course Outcomes (CO)

- Develop critical thinking and problem-solving skills to analyze complex business scenarios, fulfilling the PEO of creating thoughtful, well-rounded individuals.
- Enhance financial literacy and decision-making capabilities through practical applications of personal financial planning, aligning with the PO of effective communication and understanding.
- Cultivate a holistic understanding of legal principles in business, enabling students to apply legal knowledge in various contexts, thereby fulfilling the PSO of fostering practical skills in business environments.
- Implement strategic marketing and customer relationship management initiatives that reflect social consciousness and community upliftment, contributing to the PEO of developing a knowledgeable and skilled nation.

Part 2 - The Scheme of Teaching and Examination

Semester – I

Summary

Sr. No.	Choice Based Credit System	Remarks
1	Core course (CC)	Management Concepts & Human Resource Management
2	Core course (CC)	Marketing Management
3	Core course (CC)	Financial Accounting
4	Multi disciplinary elective (MDE)	Indian Knowledge Systems – Management of Self
5	Value Added Course (VAC)	Environment and Sustainability
6	Ability Enhancement Course (AEC)	Business Communication-I
7	Vocational Course	Business Statistics & Mathematics

First Year Semester I Internal and External Detailed Scheme

Sr. No.	Subject Title	Periods Per Week					Credit	Internals					Total Marks
		Units	SL	L	T	P		SLE/PA/P	CT	AP	T	SEE	
1	Management Concepts & Human Resource Management	4	20%*	4	0	0	4	20	15	5	40	60	100
2	Marketing Management	4	20%*	4	0	0	4	20	15	5	40	60	100
3	Financial Accounting	4	20%*	4	0	0	4	20	15	5	40	60	100
4	Indian Knowledge Systems – Management of Self	2	20%*	2	0	0	2	20	-	-	20	30	50
5	Environment and Sustainability	2	20%*	2	0	0	2	20	-	-	20	30	50
6	Business Communication-I	2	20%*	2	0	0	2	20	-	-	20	30	50
7	Business Statistics & Mathematics	2	-	2	0	P	2	20	-	-	20	30	50
Total Hours / Credit							20	Total Marks					500

SL: Self Learning, L: Lecture, T: Total, P: Practical, SLE- Self learning evaluation,
 CT-Commutative Test, SEE- Semester End Examination, TA-Teacher Assessment
 PA- Project Assessment

First Year Semester – I Units – Topics – Teaching Hours

S. N	Subject Unit Title		Lect ures	Total No. of lectures	Cre dit	Total Marks
1	I	Introduction to Management	15	60	4	100
	II	Human Resource Management	15			
	III	Human Resource Development	15			
	IV	Recent trends in HRM	15			
2	I	Introduction to Marketing	15	60	4	100
	II	Segmentation, Targeting and Positioning (STP) & Branding	15			
	III	Marketing Mix	15			
	IV	Recent issues & developments in Marketing	15			
3	I	Introduction	15	60	4	100
	II	Accounting Transactions	15			
	III	Depreciation Accounting and Trial Balance	15			
	IV	Preparation of Final Accounts	15			
4	I	Indian Knowledge Systems: An Overview.	15	30	2	50
	II	Comprehending Ethics and Management through Literature	15			
5	I	Environment: Ethical concerns	15	30	2	50
	II	Climate Change, Sustainability & SDGs	15			
6	I	Fundamentals of Communication	15	30	2	50
	II	Written Communication in Organizations				
7	I	Business Mathematics and Introduction to Spreadsheets.	15	30	2	50
	II	Business Statistics and Data Representation	15			
	Total				20	500

- **Lecture Duration – 1 hr**
- **For serial no 8 students are required to select any one option from the option given in the open electives**
- **For theory papers One credit =15 hrs**
- **For practicals One credit=30 hrs**

Part 3 - Detailed Scheme

Curriculum Topics along with Self-Learning topics - to be covered, through self-learning mode along with the respective Unit. Evaluation of self-learning topics to be undertaken before the concluding lecture instructions of the respective Unit.

Course Title: Management Concept & Human Resource Management

Course Code: Core Course (CC)

Credits: 4

Course Outcomes (CO):

- Understand key concepts, functions, and principles of management and HR.
- To inculcate people skills, delegation, communication skills, coaching skills and critical thinking
- Analyse management issues and HR complexities, applying theories to real-world situations.
- Handle recruitment, selection, and performance appraisal using both traditional and technological tools.
- Evaluate HR strategies such as retention, employee engagement, and managing workforce diversity.
- Develop leadership and decision-making skills for managing HR functions effectively.
- To prepare students for roles such as Management Trainee, Human Resources Assistant, Administrative Assistant or Coordinator and Customer Service Associate.

Course Learning Outcomes (LO):

- Remember the key concepts, functional areas, and their components, supporting the objective of developing thoughtful, creative individuals and producing high-quality management graduates.
- Understand various principles and functions of Management and HR, fostering the objective of creating a knowledgeable and skilled workforce in human resources and other functional areas.
- Analyse various situations, encouraging critical thinking and preparing graduates to excel in complex and diverse environments, as part of the objective to nurture problem-solving skills.
- Apply key concepts and principles to various situations, promoting the objective of developing professionals who can implement effective solutions in real-world challenges.
- Evaluate alternative courses of action, reinforcing the objective of critically assessing and constructing practical solutions in management scenarios.
- Create an environment for professional human resource management in organizations, contributing to the objective of developing innovative and collaborative leaders.

Benchmark Institutions

- All India Management Association (AIMA)
- Asian Association of Management Organisations (AAMO)
- American Management Association (AMA)
- British Institute of Management (BIM)

Units	Content	No. of Lectures
I	<p>Introduction to Management</p> <p>1.1 Nature and Importance of Management, 1.2 Management as Art, Science or Profession 1.3 Level, Roles and Skills of Management, 1.4 Emerging management issues and challenges 1.5 Functional Areas of Management:</p> <ul style="list-style-type: none"> ➤ Planning: Types of plans ➤ Organizing: Elements of Organizing, Organization Structure ➤ Staffing – Concept Introduction ➤ Directing – Leadership Styles and Motivators ➤ Controlling – Types of Control ➤ Reporting and Budgeting <p>Case Studies</p>	15
II	<p>Human Resource Management</p> <p>2.1 Introduction to HRM: Functions, roles, and importance 2.2 Manpower planning: Job analysis and job designing 2.3 Scientific Recruitment and Selection Methods 2.3 Induction, Orientation and Socialization 2.4 Compensation and benefits 2.5 Motivators</p> <p>Case Studies</p>	15
III	<p>Human Resource Development</p> <p>3.1 Performance Appraisal Types of performance appraisal, Latest Technology for Performance appraisal.</p> <p>3.2 Career Planning and Development Training & Development – Identification of Training Needs, Training Methods, Succession Planning</p> <p>3.3 E-learning, Process and Trends</p> <p>3.4 New technologies used in training, Global Training Trends New technology in training and development, Cultural Diversity</p>	15

	Training, Awareness on Inclusiveness and Sexual Harassment at work 3.5 Management Development Programmes. 3.6 Retention strategies	
IV	Recent trends in HRM 4.1 Generational values in the Work Place, Managing Millennials Gen Y , Gen Z 4.2 Global Workforce, Diversity in the Work place, 4.3 Employee engagement and employee experience: Tools to improve Employee Engagement and Productivity, Employee Wellness Apps 4.4 Ethical issues in HRM 4.5 Alternative Work arrangements 4.6 Technological Interventions in HR Processes and Management (Artificial Intelligence in Recruitment, Data Analytics in transforming HR, Employee Experience Platforms, Feedback Cloud and Mobile-enabled HR solutions)	15

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1	Nature and importance of management
2	2	Recruitment and Selection
3	3	Performance Appraisal - concept, process, methods and problems, KRA'S
4	3	Career planning and succession planning

Online Resources/MOOCs

https://nptel.ac.in/courses/122/105/122105020/
https://youtu.be/QuocfX7rQcg (Harvard)
https://archive.nptel.ac.in/courses/110/105/110105146/
http://www.digimat.in/nptel/courses/video/110105069/L09.html

Reference Books

- Principles and Practice of Management, LM Prasad, 2021, Sultan Chand & Sons.
- Human Resource Management – P.Subba Rao
- Personnel Management – C.B. Mammoria

- Dessler: Human Resource Management (Prentice Hall India)
- Personnel/Human Resource Management: DeCenzo & Robbins (Prentice Hall India)
- D. K. Bhattacharya: Human Resource Management (Excel)
- Human Resource Management by Aswathapa, McGraw Hills
- Gomez: Managing Human Resource (Prentice Hall India)
- Human Resource Management – Dr P Jyothi and Dr D.N Venkatesh – Oxford Publications
- Biographies of Indian Businessmen

Evaluation Pattern For 100 Marks

Summative Assessment	Formative Assessment	Total Marks
60	40	100

Evaluation Pattern

A). Formative Assessment

40 marks

Sr. No.	Particulars	Marks
1	ONE class test / online examination to be conducted in the given semester	20 Marks
2	Self-Learning Evaluation	15 Marks
3	Active participation in routine class instructional deliveries	05 Marks

B) Summative Assessment

Semester End Examination- 60 %

60 Marks

- 1) Duration – These examinations shall be of 2 hours duration.
- 2) Question Paper Pattern: -
 - There shall be four questions each of 15 marks.
 - All questions shall be compulsory with internal choice within the questions.
 - The question may be sub-divided into sub-questions a, b, c, d & e only and the allocation of marks depends on the weightage of the topic.

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared by the university.

Course Title: Marketing Management

Course Code: Core Course (CC)

Credits: 4

Course Outcomes (CO):

- Understand key marketing concepts, including the 7 Ps, 4 Cs, and marketing orientations.
- Develop skills in market segmentation, targeting, and positioning (STP).
- Gain knowledge in branding strategies, brand equity, and brand management.
- Learn to apply the marketing mix (product, price, place, promotion) in decision-making.
- Analyse emerging trends like digital marketing, green marketing, and e-marketing.
- Address ethical, social, and legal issues in marketing through case studies and practical applications.
- To prepare students for roles such as Marketing Coordinator, Digital Marketing Assistant, Market Research Analyst, Brand Assistant, Sales and Marketing Representative, Public Relations Assistant and Customer Relationship Coordinator

Course Learning Outcomes (LO):

- Remember fundamental concepts, principles, and theories related to marketing management, aligning with the objective of developing knowledgeable and skilled graduates.
- Understand marketing principles and the relationships between concepts, supporting the objective of building a foundation for critical thinking in marketing.
- Analyse complex marketing scenarios to identify patterns, contributing to the objective of fostering problem-solving and analytical skills.
- Apply marketing knowledge to real-world problems, ensuring graduates can implement effective solutions in practical contexts.
- Evaluate marketing strategies and decisions using relevant criteria, reinforcing the objective of developing professionals with strong evaluative and decision-making capabilities.
- Create innovative solutions or marketing plans, supporting the objective of fostering creativity and strategic thinking in graduates.

Benchmark Institutions

- American Marketing Association (AMA)
- The Chartered Institute of Marketing (CIM) – UK
- Deloitte Digital
- Marketing Science Institute (MSI)
- Harvard Business School (HBS) – USA
- Kellogg School of Management at Northwestern University – USA

Unit	Content	No. of Lectures
I	<p>Introduction to Marketing</p> <p>1.1 Introduction to Marketing: Definition, features, advantages and scope of marketing.</p> <p>1.2 7 Ps and 4Cs of marketing. Marketing as an activity, function, and philosophy.</p> <p>1.3 Concepts of Marketing: Needs, wants and demands; transactions, transfers & exchanges</p> <p>1.4 Orientation of a firm: Production concept; product concept; selling concept: and marketing concept, Societal concept and relationship marketing concept.</p> <p>1.5 Case studies</p>	15
II	<p>Segmentation, Targeting and Positioning (STP) & Branding</p> <p>2.1 Segmentation variables for consumer markets & industrial markets</p> <p>2.2 Targeting (Undifferentiated marketing; single segment and multi segment structures; guidelines for selecting target markets)</p> <p>2.3 Positioning (Identifying frame of reference; points of parity and points of difference; choosing category membership; product and brand differentiation for identifying of position)</p> <p>2.4 Customer satisfaction: customer delight and astounding customers</p> <p>2.5 Branding: Role and importance, Brand equity; branding decisions; brand extensions; brand portfolios, Brand Personality, Re-branding.</p>	15
III	<p>Marketing Mix</p> <p>3.1 Product: Products: core, tangible and augmented products Product mixed decisions: product line decisions; strategic filling, line modernization decisions, new product development process, product life cycle, failure of new product, levels of product</p> <p>3.2 Pricing Decisions: Pricing objectives; factors influencing pricing decisions, Types of pricing, responding to competitors, action through price and non-price variables, Impact of the products stage in the PLC on pricing decisions</p> <p>3.3 Place/ Distribution: meaning, factors influencing selection of distribution channel, types of distribution channel, recent trend in distribution, components of logistics</p> <p>3.4 Promotion mix: - Advertising: Importance and scope, Sales promotion: objectives; consumer promotions, PR and publicity, Personal Selling: recruitment, selection, training, motivation, and evaluation of sales reps. Integrated Marketing Communication (Definition of target audience; determining communication objectives; designing communication and selection of channels)</p> <p>3.5 Process - Meaning and Importance</p>	15

	3.6 Physical Evidence -Meaning and Importance- 3.7 People - Meaning and Importance.	
IV	Recent issues & developments in Marketing 4.1 Emerging issues in marketing 4.2 Social, Ethical & Legal issues in marketing 4.3 New Trends in Marketing: Internet Marketing and Marketing using social networks, Societal Marketing/Relationship Marketing, Interactive marketing 4.4 E marketing 4.5 Green Marketing 4.6 Rural Marketing 4.7 Digital Marketing 4.8 Cause Marketing 4.9 Case Studies	15

Self-Learning topics (Unit wise)

Sr. No	Unit	Topic
1	1	Introduction to Marketing: Definition, features, advantages & scope of marketing
2	2	Branding: Role and Importance
2	3	Advertising: Scope and Importance

Online Resources/MOOCs

http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/221
http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/221
https://nptel.ac.in/courses/110/104/110104068/

Reference Books

- Kotler, P., & Armstrong, G. (2018). Principles of Marketing (16th ed.). Pearson.
- Chaffey, D. (2016). Marketing in the digital age (6th ed.). Pearson.
- Ayantunji Gbadamosi, B. (2013). Principles of Marketing: A Value-Based Approach. Palgrave Macmillan.
- J.P Mahajan, A. M. (2015). Principles of Marketing. Vikas Publishing House Pvt Ltd. John F. Tanner, M. A. (2014). Principles of Marketing 2.0. Flat World Knowledge. Kotler, P. (2009). Marketing Management. Pearson Prentice Hall.
- M. C. Cant, . W. (2009). Marketing Management. Juta

& Company Ltd. Philip Kotler, G. A. (2010).
Principles of Marketing. Pearson.

- Philip T. Kotler, G. A. (2017). Principles of Marketing, Global Edition. Pearson Education Limited.
- Sharma, A. K. Marketing Management. Atlantic Publishers and Distributors.

Evaluation Pattern For 100 Marks

Summative Assessment	Formative Assessment	Total Marks
60	40	100

Evaluation Pattern

Formative Assessment		40 marks
Sr. No.	Particulars	Marks
1	ONE class test / online examination to be conducted in the given semester	20
2	Self-Learning Evaluation	15
3	Active participation in routine class instructional deliveries	05

Summative Assessment

Semester End Examination- 60 %

60 Marks

- 1) Duration – These examinations shall be of 2 hours duration.
- 2) Question Paper Pattern: -
 - There shall be four questions each of 15 marks.
 - All questions shall be compulsory with internal choice within the questions.
 - The question may be sub-divided into sub-questions a, b, c, d & e only and the allocation of marks depends on the weightage of the topic.

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared by the university.

Course Title: Financial Accounting

Course Code: Core Course (CC)

Credits: 4

Course Outcomes (CO):

- Define bookkeeping and accounting
- Explain the general purposes and functions of accounting
- Explain the difference between management and financial accounting
- Describe the main elements of financial accounting information – assets, liabilities, revenue and expenses
- Identify the main financial statements and their purposes
- To acquaint the students with roles in Accounts Receivables, Accounts Payables, Preparing Summary Statements, Reconciliations etc., Journal Preparation, Review of GL and P&L, Transaction Documentation and Uploading, etc.

Course Learning Outcomes (LO):

- Remember accounting principles, concepts, and formats, supporting the objective of developing knowledgeable individuals in financial practices.
- Understand the core principles and historical development of accounting, aligning with the objective of creating skilled financial professionals.
- Analyse day books, journals, ledgers, and financial statements, encouraging the objective of fostering critical thinking and analytical skills in finance.
- Apply accounting techniques to classify expenditures and address errors, promoting the objective of problem-solving in financial management.
- Evaluate financial data and apply accounting criteria, contributing to the objective of developing decision-making capabilities in financial contexts.
- Create accounting formats, trial balances, and financial statements, supporting the objective of equipping graduates with practical skills for real-world financial challenges.

Benchmark Institutions

- Institute of Chartered Accountants of India (ICAI)
- Institute of Computer Accountants (ICA)
- National Council for Vocational Education and Training (NCVET)
- Association of Chartered Certified Accountants (ACCA)

Units	Content	No. of Lectures
I	<p>Introduction</p> <p>Meaning and scope of accounting, Need and development, Definition, Book-keeping and Accounting, Persons interested in Accounting, Branches of Accounting, Objectives of Accounting.</p> <p>1.1 Accounting Principles: Introductions to Concepts and Conventions.</p> <p>1.2 Introduction to Indian Accounting Standards: (Meaning & Scope) Ind AS 1: Presentation of Financial Statements Ind AS 2 Inventories</p> <p>1.3 International Financial Reporting Standards (IFRS): Introduction</p> <p>1.4 Accounting in Computerized Environment Introduction, Features and Application in various Areas</p>	15
II	<p>Accounting Transactions</p> <p>2.1 Accounting Transaction: Accounting cycle, journal, journal proper, ledgers and Posting, Subsidiary books (Purchase, Purchase Return, Sales, Sales Returns and Cash Book-Triple Column, Accounts Receivable, Accounts Payable)</p> <p>2.2 Treatment of Capital and Revenue</p> <p>2.3 Bank Reconciliation Statement</p>	15
III	<p>Depreciation Accounting, Fixed Assets and Trial Balance</p> <p>3.1 Depreciation Accounting: Practical Problem based on Depreciation using SLM and RBM Methods as per Ind AS 16</p> <p>3.2 Preparation of Trial Balance: General Ledger (GL), Introduction and Preparation of Trial Balance</p>	15
IV	<p>Preparation of Final Accounts</p> <p>4.1 Introduction to Final Accounts of a Sole Proprietor</p> <p>4.2 Rectification of Errors</p> <p>4.3 Manufacturing Accounts, Trading Account, Profit & Loss Account (P&L), and Balance Sheet (B/S)</p> <p>4.4 Introduction to Schedule III of Companies Act, 2013.</p>	15

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1.2	Introduction to Indian AS
2	3.1	Depreciation Accounting

Online Resources/MOOCs

<https://nptel.ac.in/courses/110/101/110101131/>

https://swayam.gov.in/nd2_cec20_mg16/preview

Reference Books

- Introduction to Accountancy by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advanced 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 McGraw.Hill and Co. Ltd., Mumbai
- Financial Accounting by Lesile Chadwick, Pentice Hall of India Adin Bakley (P)Ltd., New Delhi
- Financial Accounting for Management by Dr. Dinesh Harsolekar, Multi-Tech. Publishing Co. Ltd., Mumbai
- Financial Accounting by P.C. Tulsian, Pearson Publications, New Delh
- 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 Statements and Standards of Accounting, ICAI
- Indian Accounting Standards, Ashish Bhattacharya, Tata McGraw Hill and Co. Ltd., Mumbai
- Financial Accounting by Williams, Tata McGraw 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

Evaluation Pattern For 100 Marks

Summative Assessment	Formative Assessment	Total Marks
60	40	100

Formative Assessment (40 Marks)

Sr. No.	Particulars	Marks
1	ONE class test / online examination to be conducted in the given semester	20

2	Self-Learning Evaluation	15
3	Active participation in routine class instructional deliveries	05

Summative Assessment Examination (60 Marks):

These examinations shall be of 2 Hours duration. Maximum Marks 60.

All questions Compulsory.

Question No	Particulars	Marks
Q-1	Practical Question <u>OR</u>	15 Marks
	Practical Question	
Q-2	Practical Question <u>OR</u>	15 Marks
	Practical Question	
Q-3	Practical Question <u>OR</u>	15 Marks
	Practical Question	
Q-4	Practical Question If all modules are practical	15 Marks
	Theory/Short Case studies If one module is theoretical OR Short Notes (Attempt 3 out of 4) One short note from each module	

Note:

- 1) One question is allotted to each module except the theory module
- 2) Practical/Theory question of 15 marks may be divided into two sub- questions of 7/8 Marks or 10/5 Marks

Course Title: Indian Knowledge Systems – Management of Self
Course: Multi-Disciplinary Elective (MDE)

Credits: 2

Course Outcomes (CO) :

- To understand the concept and relevance of Indian Knowledge Systems.
- To get familiar with the elements of India's rich culture and heritage.
- To explore opportunities for resolving modern day issues by gaining an insight in our heritage and history
- To prepare students for roles such as Corporate Wellness Coordinator, Human Resources Associate, Training and Development Facilitator: and Life Coach or Mindfulness Coach (Entry-Level)

Course Learning Outcomes (LO):

- Remember foundational concepts from Indian knowledge systems (IKS) related to self-management, supporting the objective of developing well-rounded individuals.
- Understand underlying philosophies of IKS in the context of self-management, aligning with the objective of fostering knowledge of traditional and cultural perspectives.
- Analyse Indian philosophies to address modern challenges, contributing to the objective of developing critical thinking and problem-solving skills.
- Apply teachings from IKS to practical challenges in personal growth, supporting the objective of nurturing self-discipline and self-awareness.
- Evaluate the relevance of IKS-based methods for self-management, aligning with the objective of developing reflective and thoughtful individuals.
- Create innovative personal development strategies using IKS, promoting the objective of fostering creativity and self-improvement.

Benchmark Institutions

- Ramakrishna Mission, Khar, Mumbai
- The Yoga Institute, Santa Cruz, Mumbai

Unit	Content	No. of Lectures
I	Indian Knowledge Systems: An Overview.	15
	<ul style="list-style-type: none">• Concept, relevance and methodology, appreciating the hybridity of the India Knowledge Systems• Dharma-rta, rna and purusharthas• Darshanas of the Hindu Philosophy, questioning set paradigms through Buddhism and Jainism• Transmission of knowledge - oral, guru-shishya parampara ancientcentres of higher education, experiential learning (Bhakt and Sufi movement)• Contribution of women scholars in early India.	

II	Comprehending Ethics and Management through Literature	15
	<ul style="list-style-type: none"> • Identification of specific characters from Mahabharat and Ramayan to be considered from the point of view of Management Studies. • Inclusion of Kautilya's Arthashastra for a study of management strategies in ancient India as well as its relevance in the contemporary period. 	

Self Learning Topics:

Unit	Topic
1.1	Intellectual development in Ancient India
1.2	Education in Ancient India
1.3	Plurality in Ancient India
1.4	Management theories in Ancient India

Online Resources/MOOCs:

1.1	https://egyankosh.ac.in/bitstream/123456789/64788/1/Unit11.pdf https://sanskrit.nic.in/SVimarsha/V6/c14.pdf https://www.lkouniv.ac.in/site/writereaddata/siteContent/202004120632194475nishi_Indian_Knowledge_Systems.pdf
1.2	https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000027PH/P000619/M016995/ET/146786535412.16.1.pdf https://archive.mu.ac.in/myweb_test/ma%20edu/History%20of%20Edu..pdf
1.3	https://egyankosh.ac.in/bitstream/123456789/47222/1/Unit-3.pdf https://egyankosh.ac.in/bitstream/123456789/47223/1/Unit-2.pdf https://www.egyankosh.ac.in/bitstream/123456789/21694/1/Unit-17.pdf https://ddceutkal.ac.in/Syllabus/MA_history/paper-8-N.pdf
1.4	https://demo.idsa.in/system/files/jds/jds-13-1-2019-leadership-and-management.pdf https://www.iipa.org.in/cms/public/uploads/212891626166611.pdf

References

- Amazing Secrets of the Bhagavad Gita by Ed Viswanathan, Rupa, 2016. ISBN 978-8129140371
- Basham, A. L. (1987), The Wonder that was India, Sidgwick & Jackson Ltd., London
- Chattopadhyaya, Deviprasad (1977), Science and Society in Ancient India, Research India Publications
- Jha, Amit (2009), Traditional Knowledge System in India, Atlantic Publishers, New Delhi.

- Jha, D. N. (2004), Early India, A Concise History, Manohar Publishers & Distributors.
- Jha, D. N. (1993), Economy and Society in Early India: Issues and Paradigms, Munshiram Manoharlal Publishers
- Singh, Sahana (2022), Revisiting the Educational Heritage of India, Global Collective Publishers.
- Sen, Amartya (2005), Argumentative Indian, Allan Lane.
- Singh, Upinder (2008), A History of Ancient and Early Medieval India: From the Stone Age to the 12 th Century, Pearson Education India.
- Patanjali Yoga Sutras by Swami Prabhavananda, Sri Ramakrishna Math, ISBN 81-7823-108-5
- Gita Rahasya (Translated to English from the original by Bal Gangadhar Tilak, Vijay Goel, 2016, ISBN 81-89297-63-5
- Ramayana by C Rajagopalachari, Bharatiya Vidya Bhavan, 2012
- Mahabharata by C Rajagopalachari, Bharatiya Vidya Bhavan, 2022

Evaluation Pattern For 50 Marks

Summative Assessment	Formative Assessment	Total Marks
30	20	50

Formative Assessment: (20 marks)

Any one of the following methods of assessment may be undertaken:

1. Class Test
2. Online Exam
3. Assignment/Project/ Case Studies
4. Presentation
5. Practical

Note: Guidelines for Internal Assessment will be as per University norms and inform in advance.

Summative Assessment

Q1	Attempt Any 2 out of 3 (7.5 Mark each) a) Long Answer b) Long Answer c) Long Answer	15 Marks
Q2	Attempt Any 2 out of 3 (7.5 Mark each) a) Long Answer b) Long Answer c) Long Answer	15 Marks

Course Title: Environment and Sustainability

Course: Value Added Course (VAC)

Credits: 2

Course Outcomes (CO):

- Understand environmental ethics, movements, and disaster management, including climate and pollution-related disasters.
- Learn about green business practices and green consumerism.
- Gain knowledge of climate change, global warming, and sustainable business models, including the circular economy.
- Explore the Sustainable Development Goals (SDGs) and their business implications.
- Understand ESG (Environmental, Social, Governance) frameworks, including ESG funds, ratings, and reporting.
- Analyse new business trends like climate finance, green finance, green bonds, and carbon credits, as well as CSR's role in environmental sustainability.
- Prepare students for roles such as Sustainability Coordinator or Specialist Corporate Social Responsibility (CSR) Associate or Ecotourism Coordinator

Course Learning Outcomes (LO):

- Remember key concepts in environmental and sustainability fields, supporting the objective of developing knowledgeable and socially conscious individuals.
- Understand various terminologies and concepts, aligning with the objective of building a foundation for critical thinking in sustainability.
- Analyse situations for aligning business and environmental goals, contributing to the objective of developing problem-solving skills in sustainability.
- Apply conceptual knowledge to present alternative courses of action, supporting the objective of fostering practical solutions for environmental challenges.
- Evaluate various alternatives to enhance sustainability, aligning with the objective of developing decision-making capabilities in sustainability practices.
- Create frameworks for blending business and environmental goals, promoting the objective of fostering innovative thinking for sustainable practices.

Benchmark Institutions

- UN Sustainable Development Goals (UN SDG)
- United Nations Framework Convention on Climate Change (UNFCCC) Conference of Parties (COP)
- International Council for Circular Economy
- Indian Green Business Council (IGBC) established by CII
- Institutional Investment Advisory Services (IIAS) Reports

Unit	Content	No.of lectures
I	Environment: Ethical concerns 1.1 Environmental Ethics - Deep Ecology, Eco-Feminism, Eco-Tourism, Environmental 1.2 Environmental Movements in independent India. 1.3 Disaster Management- natural and human-made disasters, mitigation measures, Climate/ Pollution disasters in recent times. 1.4 Green Business and Green consumerism.	15
II	Climate Change, Sustainability & SDGs 2.1 Introduction to Climate Change and Global Warming 2.2 Introduction to Sustainability in Business, Sustainable Development Goals (SDG 1-17), Circular Economy (Reduce-Recycle-Reuse-Recover = RRRR) and business models 2.3 ESG and Business- ESG Funds, ESG Rating Providers (ERP) – Business Responsibility and Sustainability Reporting (BRSR) and BRSR Core Introduction to Global Reporting Initiative (GRI). 2.4 New Trends in Business: Climate Finance, Green Finance, Green Bonds Sustainability, Environmental issues covered under CSR (Schedule VII of Companies Act 2013), Carbon Credits.	15

Recommended Text

Taxmann's Demystifying ESG – Combining a theoretical understanding with practical applications by Garima Dadhich and Ravi Raj Atrey, Taxmann Publications, 2024. ISBN 9357789065

Readings and References

Sustainable Sustainability – Why ESG is not enough by Rajeev Peshawaria, Penguin Business, 2024

Websites of benchmark institutions referred to above

BRSR Reports of companies in various sectors

BRSR - https://www.sebi.gov.in/legal/circulars/may-2021/business-responsibility-and-sustainability-reporting-by-listed-entities_50096.html

BRSR Core - https://www.sebi.gov.in/legal/circulars/jul-2023/brsr-core-framework-for-assurance-and-esg-disclosures-for-value-chain_73854.html

Online Resources/MOOCs:

<https://nptel.ac.in/courses/109103186>

<https://www.coursera.org/courses?query=sustainability>

<https://www.futurelearn.com/courses/introduction-sustainability-development>

Evaluation Pattern For 50 Marks

Summative Assessment	Formative Assessment	Total Marks
30	20	50

Formative Assessment: (20 marks)

Any one of the following methods of assessment may be undertaken:

- 1 Class Test
- 2 Online Exam
- 3 Assignment/Project/ Case Studies
- 4 Presentation
- 5 Practical

Note: Guidelines for Internal Assessment will be as per University norms and inform in advance.

Summative Assessment

Q1	Attempt Any 2 out of 3 (7.5 Mark each) b) Long Answer b) Long Answer c) Long Answer	15 Marks
Q2	Attempt Any 2 out of 3 (7.5 Mark each) b) Long Answer b) Long Answer c) Long Answer	15 Marks

Course Title: Business Communication – I

Course: Ability Enhancement Course (AEC)

Credits: 2

Course Outcomes (CO):

- To develop knowledge of the overall communication processes as well as be sensitized towards the finer nuances of business communication.
- To develop effective listening skills in order to enhance critical listening competency
- To develop effective writing skills in order to enable students to write with precision, and also to develop understanding towards writing for special purposes.
- To develop confidence in the use of and knowledge of Business English and Business Communication in students of the Commerce stream.
- To effectively make use of the various communication technologies in this digital era

- To develop strong interpersonal communication skills to interact effectively with various stakeholders, corporate offices, branches.

Course Learning Outcomes (LO):

- Remember the foundational principles and terminology of business communication, supporting the objective of developing effective communicators.
- Understand the concepts and tools of business communication in different settings, aligning with the objective of building skilled and versatile professionals.
- Analyse communication processes to identify barriers and challenges, contributing to the objective of fostering critical thinking and problem-solving skills.
- Apply communication techniques in real-world business contexts, supporting the objective of equipping graduates with practical and effective communication skills.
- Evaluate communication strategies for their effectiveness in business, aligning with the objective of developing decision-making capabilities in professional communication.
- Create new business communication strategies or presentations, promoting the objective of fostering creativity and adaptability in professional communication.

After successful completion of the course the students should be able to:

- Develop a comprehensive understanding of the theoretical and practical aspects of business communication.
- Develop both basic and advanced skills in business communication from writing business letters to business reports.
- Demonstrate through their speech and writing, appropriate business communication.
- Communicate at different levels of social and receptive domains.
- Perform appropriate roles of business personnel in different locations including learning negotiation, persuasion and problem-solving skills.
- Develop sensitivity towards human relationships and imbibe critical thinking abilities.

Benchmark Institutions:

Dale Carnegie Training

Indian Institute of Mass Communication

Unit	Content	No. of Lectures
I	Fundamentals of Communication	15
	1.1 The Concept of Communication - Meaning and Definition, Process, Feedback 1.2 Channels of Communication - Formal and Informal 1.3 Methods of Communication – Verbal, Non-Verbal and Technology-Enabled Communication (Effective Presentation Skills)	

	1.4 Barriers to Communication - Physical, Semantic/Language, Socio-Cultural and Psychological Barriers, Ways of overcoming these Barriers 1.5 Listening - Barriers to Listening, Ways to Listen 1.6 Etiquette in Formal Communication – Etiquette at the workplace, Etiquette while communicating via internet, phone and social media	
II	Written Communication in Organizations	15
	2.1 Components of formal letters 2.2 Job Application Letter and Résumé 2.3 Letter of Acceptance of Job Offer 2.4 Statement of Purpose 2.5 Letter of Resignation 2.6 Sales Letters	

Reference Books

- Bansal, R.K. and J.B. Harrison, Spoken English: A Manual of Speech and Phonetics New Delhi: Orient Black Swan, 4th edn, 2013).
- Bellare, Nirmala. Reading Strategies. Vols. 1 and 2. New Delhi. Oxford University Press, 1998.
- Bhasker, W. W. S & Prabhu, N. S.: English through Reading, Vols. 1 and 2. Macmillan, 1975.
- Brown, Ralph: Making Business Writing Happen: A Simple and Effective Guide to Writing Well. Sydney: Allen and Unwin, 2004.
- Dev, Anjana Neira (2009). Creative Writing: A Beginner's Manual. Pearson, Delhi, 2009.
- Doff, Adrian and Christopher Jones. Language in Use (Intermediate and Upper Intermediate). Cambridge: CUP, 2004.
- Doughty, P. P., Thornton, J. G. Language in Use. London: Edward Arnold, 1973.
- Eastwood, John. (2005) Oxford Practice Grammar. Oxford, OUP
- Freeman, Sarah. Written Communication. New Delhi: Orient Longman, 1977.
- Glendinning, Eric H. and Beverley Holmstrom. Second edition. Study Reading: A Course in Reading Skills for Academic Purposes. Cambridge: CUP, 2004
- Grellet, F. Developing Reading Skills, Cambridge: Cambridge University Press, 1981.
- Hamp-Lyons, Liz and Ben Heasley. Second edition. Study Writing: A Course in Writing Skills for Academic Purposes. Cambridge: CUP, 2006
- Jakeman, Vanessa and Clare McDowell. Cambridge Practice Test for IELTS 1. Cambridge: CUP, 1996.
- Maley, Alan and Alan Duff. Second Edition. Drama Techniques in Language Learning Cambridge: CUP, 1983.
- Mohan Krishna & Banerji, Meera: Developing Communication Skills. New Delhi: Macmillan India, 1990.
- Mohan Krishna & Singh, N. P. Speaking English Effectively. New Delhi: Macmillan India, 1995.

- Morley, David. The Cambridge Introduction to Creative Writing. Cambridge, New York, 2007.
- Narayanaswami, V. R. Organised Writing, Book 2. New Delhi: Orient Longman.
- Reading & Thinking in English, Four volumes The British Council Oxford University Press, 1979-1981.
- Lesikar, R.V. & Flatley, M.E.; Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
- Ludlow, R. & Panton, F.; The Essence of Effective Communications, Prentice Hall of India Pvt. Ltd., New Delhi.
- Sasikumar, V., Kiranmai Dutt and Geetha Rajeevan. A Course in Listening and Speaking I & II. New Delhi: Foundation Books, Cambridge House, 2006.
- Savage, Alice, et al. Effective Academic Writing. Oxford: OUP, 2005.
- Wallace, Michael. Study Skills. Cambridge: CUP, 2004.
- Widdowson, H. G.: English in Focus. English for Social Sciences. Oxford University Press

Webliography:

- <http://www.onestopenglish.com>
- www.britishcouncil.org/learning-learn-english.htm
- <http://www.teachingenglish.org.uk>
- <http://www.usingenglish.com?>
- Technical writing PDF (David McMurrey)
- <http://www.bbc.co.uk/>
- <http://www.pearsoned.co.uk/AboutUs/ELT/>
- <http://www.howisay.com/>
- <http://www.thefreedictionary.com/>
- <https://www.merriam-webster.com/games>
- <https://www.nytimes.com/puzzles/letter-boxed>
- Jon Ingold - Sparkling Dialogue: A Masterclass.” YouTube, 1 Dec. 2018, www.youtube.com/watch?v=_vRfNtvFVRo.

Online Resources/MOOCs:

<https://nptel.ac.in/courses/110105051>

<https://www.coursera.org/specializations/business-english>

<https://www.coursera.org/specializations/effective-business-communication>

Evaluation Pattern For 50 Marks

Summative Assessment	Formative Assessment	Total Marks
30	20	50

Formative Assessment: (20 marks)

Any one of the following methods of assessment may be undertaken:

1. Class Test
2. Online Exam
3. Assignment/Project/ Case Studies
4. Presentation
5. Practical

Note: Guidelines for Internal Assessment will be as per university norms and provided in advance.

Summative Assessment

QUESTION PAPER PATTERN SEMESTER I (SEM-END EXAM)

Duration: 1 hours

Marks: 30

Q. 1. Short Notes (two out of four) (Unit I) (10 marks)

Q. 2. Job Application Letter and Résumé (Unit II) (10 marks)

Q. 3. Letters (two out of three) (Unit II) (10 marks)

Course Title: Business Statistics and Mathematics

Course Type: Core Course (CC)

Credits: 2

Course Objectives (CO):

- To understand the concept of Business Statistics
- To know statistical techniques.
- To understand the managerial applications of Statistics
- To inculcate analytical skills, problem-solving skills, and communication skills.
- To prepare students for roles such as Business analyst, data analyst, market research analyst, sales analyst, HR analyst or operations coordinator

Learning Objectives (LO):

- Remember the fundamentals of Statistics.
- Understand the uncertainty in business situations.
- Analyse and interpret data.
- Apply key concepts and principles
- Evaluate alternative courses of action, with reasons.
- Create relevance of techniques suitable to a business situation.

Benchmark Institutions

- Ministry of Statistics and Programme Implementation (MoSPI)
- Federation of Indian Chambers of Commerce and Industry (FICCI)

- Centre for Monitoring Indian Economy (CMIE)
- National Statistical Commission (NSC)
- Directorate General of Commercial Intelligence and Statistics (DGCIS)

Unit	Content	No. of Lectures
I	<p>1. Business Mathematics and Introduction to Spreadsheets.</p> <p>1.1 Time value of money, frequency of compounding nominal and effective interest rates, annuities, equated monthly instalments and amortization.</p> <p>1.2 Introduction to spreadsheets, workbooks, worksheets, cells and cell references, conditional formatting, sort, custom sort, arithmetic, relational and logical operators, IF and Nested IF statements.</p>	15
II	<p>2. Business Statistics and Data Representation</p> <p>2.1 Measures of central tendency: Mean, mode and positional averages (median, quartiles, deciles and percentiles)</p> <p>2.2 Measures of dispersion: Range, coefficient of range, quartile deviation and coefficient of quartile deviation, standard deviation and coefficient of variation.</p> <p>2.3 Data representation using spreadsheets: Constructing frequency tables, representing data using bar graphs, line graphs, pie charts and histograms.</p>	15

List of Practicals (Spreadsheets)

1. Working with Excel sheets. Conditional Formatting, Sort and Filter.
2. Working with Formulas and IF and Nested IF.
3. Time Value of Money and Annuities.
4. Loan Amortization.
5. Mean, Median and Mode.
6. Quartiles, Percentiles and Deciles.
7. Range, Quartile Deviation and their coefficients
8. Standard deviation, variance, coefficient of variation

Readings and References

1. **Economic Survey of India** (Annual)
2. Economic and Political Weekly (EPW)
3. RBI Annual Report
4. Annual Survey of Industries (ASI)
5. CII, FICCI, and ASSOCHAM Reports
6. IndiaStat

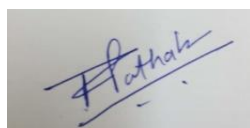
Recommended Text:

1. Fundamental of Statistics, S C Gupta, Himalya Publication House.
2. Business Statistics , Bharadwaj , Excel Books, Delhi
3. Excel Data Analysis: Modeling and Simulation, Hector Gurrero, Springer

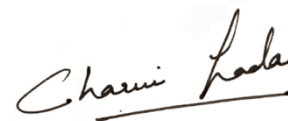
Evaluation

Continuous assessment based on multiple components.

Component		Weight %
Practical Examination	<u>Formative:</u>	
	20 Marks	40
End Sem Examination	<u>Summative:</u>	
	30 Marks	60
Total		50



Dr. Ritika Pathak
Co - Chairperson



Ms. Charvi Gada
Co - Chairperson