University of Mumbai



**Bachelor of Management Studies (BMS) Programme**

**Three Year Integrated Programme-**

**Six Semesters**

***Course Structure***

**Under Choice Based Credit, Grading and Semester *System***

**To be implemented from Academic Year- 2016-2017 Progressively**

***Board of Studies-in-Business Management, University of Mumbai***

**Bachelor of Management Studies (BMS) Programme**

***Under Choice Based Credit, Grading and Semester System***

***Course Structure***

**FYBMS**

***(To be implemented from Academic Year- 2016-2017)***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No. of Courses** | **Semester I** | **Credits** | **No. of Courses** | **Semester II** | **Credits** |
| ***1*** | ***Elective Courses (EC)*** | ***1*** | ***Elective Courses (EC)*** |
| 1 | Introduction to Financial Accounts | **03** | 1 | Principles of Marketing | **03** |
| 2 | Business Law | **03** | 2 | Industrial Law | **03** |
| 3 | Business Statistics | **03** | 3 | Business Mathematics | **03** |
| ***2*** | ***Ability Enhancement Courses (AEC)*** | ***2*** | ***Ability Enhancement Courses (AEC)*** |
| ***2A*** | ***Ability Enhancement Compulsory Course (AECC)*** | ***2A*** | ***Ability Enhancement Compulsory Course (AECC)*** |
| 4 | Business Communication - I | **03** | 4 | Business Communication -II | **03** |
| **2B** | ***\*Skill Enhancement Courses (SEC)*** | **2B** | ***\*\*Skill Enhancement Courses (SEC)*** |
| 5 | Any one course from the following list of courses | **02** | 5 | Any one course from the following list of the courses | **02** |
| ***3*** | ***Core Courses (CC)*** | ***3*** | ***Core Courses (CC)*** |
| 6 | Foundation of Human Skills | **03** | 6 | Business Environment | **03** |
| 7 | Business Economics-I | **03** | 7 | Principles of Management | **03** |
| **Total Credits** | **20** | **Total Credits** | **20** |

|  |  |
| --- | --- |
| ***\*List of Skill Enhancement Courses (SEC)******for Semester I (Any One)*** | ***\*\*List of Skill Enhancement Courses (SEC)******for Semester II (Any One)*** |
| 1 | Foundation Course - I | 1 | Foundation Course - Value Education and Soft Skill - II |
| 2 | Foundation Course in NSS - I | 2 | Foundation Course in NSS - II |
| 3 | Foundation Course in NCC - I | 3 | Foundation Course in NCC - II |
| 4 | Foundation Course in Physical Education - I | 4 | Foundation Course in Physical Education - II |
| ***Note: Course selected in Semester I will continue in Semester II*** |

**SYBMS**

***(To be implemented from Academic Year- 2017-2018)***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No. of Courses** | **Semester III** | **Credits** | **No. of Courses** | **Semester IV** | **Credits** |
| ***1*** | ***Elective Courses (EC)*** | ***1*** | ***Elective Courses (EC)*** |
| 1 & 2 | \*Any one group of courses from the following list of the courses | **06** | 1 & 2 | \*\* Any one group of courses from the following list of the courses | **06** |
| ***2*** | ***Ability Enhancement Courses (AEC)*** | ***2*** | ***Ability Enhancement Courses (AEC)*** |
| 3 | Information Technology in Business Management - I  | **02** | 3 | Information Technology in Business Management-II | **02** |
| ***3*** | ***Core Courses (CC)*** | ***3*** | ***Core Courses (CC)*** |
| 4 | Environmental Management | **03** | 4 | Business Economics-II | **03** |
| 5 | Business Planning & Entrepreneurial Management | **03** | 5 | Business Research Methods | **03** |
| 6 | Accounting for Managerial Decisions | **03** | 6 | Ethics & Governance | **03** |
| 7 | Strategic Management | **03** | 7 | Production & Total Quality Management | **03** |
| **Total Credits** | **20** | **Total Credits** | **20** |

|  |  |
| --- | --- |
| ***\*List of group of ElectiveCourses(EC)******for Semester III (Any two)*** | ***\*\* List of group of Elective Courses(EC)******for Semester IV (Any two)*** |
| ***Group A: Finance Electives (Any Two Courses)*** |
| 1 | Basics of Financial Services | 1 | Financial Institutions & Markets |
| 2 | Introduction to Cost Accounting | 2 | Auditing |
| 3 | Equity & Debt Market | 3 | Strategic Cost Management |
| 4 | Corporate Finance | 4 | Behavioural Finance |
| ***Group B:Marketing Electives (Any Two Courses)*** |
| 1 | Consumer Behaviour | 1 | Integrated Marketing Communication  |
| 2 | Product Innovations Management | 2 | Rural Marketing |
| 3 | Advertising | 3 | Event Marketing |
| 4 | Social Marketing | 4 | Tourism Marketing |
| ***Group C: Human Resource Electives(Any Two Courses)*** |
| 1 | Recruitment & Selection | 1 | Human Resource Planning & Information System |
| 2 | Motivation and Leadership | 2 | Training & Development in HRM |
| 3 | Employees Relations & Welfare | 3 | Change Management |
| 4 | Organisation Behaviour & HRM | 4 | Conflict & Negotiation  |
| ***Note: Group selected in Semester III will continue in Semester IV*** |

**TYBMS**

***(To be implemented from Academic Year- 2018-2019)***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No. of Courses** | **Semester V** | **Credits** | **No. of Courses** | **Semester VI** | **Credits** |
| ***1*** | ***Elective Courses (EC)*** | ***1*** | ***Elective Courses (EC)*** |
| 1,2,3 & 4 | \*Any four courses from the following list of the courses | **12** | 1,2,3 & 4 | \*\*Any four courses from the following list of the courses | **12** |
| ***2*** | ***Core Courses (CC)*** | ***2*** | ***Core Courses (CC)*** |
| 5 | Logistics & Supply Chain Management | **04** | 5 | Operation Research | **04** |
| ***3*** | * ***Project Work***
 | ***3*** | * ***Project Work***
 |
| 6 | Project Work I | **04** | 6 | Project Work II | **04** |
| **Total Credits** | **20** | **Total Credits** | **20** |

* ***Note:*** *Project work is considered as a special course involving application of knowledge in solving/analyzing/exploring a real life situation/ difficult problem. Project work would be of 04 credits. A project work may be undertaken in any area of Elective Courses/ study area selected*

|  |  |
| --- | --- |
| ***\*List of group of Elective Courses(EC)******for Semester V (Any four)*** | ***\*\* List of group of Elective Courses(EC)******for Semester VI (Any four)*** |
| ***Group A: Finance Electives (Any four Courses)*** |
| 1 | Investment Analysis & Portfolio Management | 1 | International Finance |
| 2 | Commodity & Derivatives Market | 2 | Innovative Financial Services |
| 3 | Wealth Management | 3 | Project Management |
| 4 | Strategic Financial Management | 4 | Risk Management in Banking Sector |
| 5 | Risk Management | 5 | Direct Taxes |
| 6 | Financing Rural Development | 6 | Indirect Taxes |
| ***Group B:Marketing Electives (Any four Courses)*** |
| 1 | Services Marketing | 1 | Brand Management |
| 2 | E-Commerce & Digital Marketing | 2 | Retail Management |
| 3 | Sales & Distribution Management | 3 | International Marketing |
| 4 | Customer Relationship Management | 4 | Media Planning & Management |
| 5 | Industrial Marketing | 5 | Corporate Communication & Public Relations  |
| 6 | Strategic Marketing Management | 6 | Marketing of Non Profit Organisation |
| ***Group C: Human Resource Electives (Any four Courses)*** |
| 1 | Finance for HR Professionals & Compensation Management | 1 | HRM in Global Perspective |
| 2 | Strategic Human Resource Management & HR Policies | 2 | Organisational Development |
| 3 | Performance Management & Career Planning | 3 | HRM in Service Sector Management |
| 4 | Industrial Relations | 4 | Workforce Diversity |
| 5 | Talent & Competency Management | 5 | Human Resource Accounting & Audit |
| 6 | Stress Management | 6 | Indian Ethos in Management |
| ***Note: Group selected in Semester III will continue in Semester V &Semester VI*** |

University of Mumbai



**Revised Syllabus**

**and**

**Question Paper Pattern**

**of Courses**

**of**

**Bachelor of Management Studies(BMS) Programme**

**First Year**

***Semester I and II***

**Under Choice Based Credit, Grading and Semester System**

 ***(To be implemented from Academic Year- 2016-2017)***

***Board of Studies-in-Business Management, University of Mumbai***

**Bachelor of Management Studies (BMS) Programme**

***Under Choice Based Credit, Grading and Semester System***

***Course Structure***

**FYBMS**

***(To be implemented from Academic Year- 2016-2017)***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No. of Courses** | **Semester I** | **Credits** | **No. of Courses** | **Semester II** | **Credits** |
| ***1*** | ***Elective Courses (EC)*** | ***1*** | ***Elective Courses (EC)*** |
| 1 | Introduction to Financial Accounts | **03** | 1 | Principles of Marketing | **03** |
| 2 | Business Law | **03** | 2 | Industrial Law | **03** |
| 3 | Business Statistics | **03** | 3 | Business Mathematics | **03** |
| ***2*** | ***Ability Enhancement Courses (AEC)*** | ***2*** | ***Ability Enhancement Courses (AEC)*** |
| ***2A*** | ***Ability Enhancement Compulsory Course (AECC)*** | ***2A*** | ***Ability Enhancement Compulsory Course (AECC)*** |
| 4 | Business Communication - I | **03** | 4 | Business Communication -II | **03** |
| **2B** | ***\*Skill Enhancement Courses (SEC)*** | **2B** | ***\*\*Skill Enhancement Courses (SEC)*** |
| 5 | Any one course from the following list of courses | **02** | 5 | Any one course from the following list of the courses | **02** |
| ***3*** | ***Core Courses (CC)*** | ***3*** | ***Core Courses (CC)*** |
| 6 | Foundation of Human Skills | **03** | 6 | Business Environment | **03** |
| 7 | Business Economics-I | **03** | 7 | Principles of Management | **03** |
| **Total Credits** | **20** | **Total Credits** | **20** |

|  |  |
| --- | --- |
| ***\*List of Skill Enhancement Courses (SEC)******for Semester I (Any One)*** | ***\*\*List of Skill Enhancement Courses (SEC)******for Semester II (Any One)*** |
| 1 | Foundation Course - I | 1 | Foundation Course- II |
| 2 | Foundation Coursein NSS - I | 2 | Foundation Coursein NSS - II |
| 3 | Foundation Course in NCC - I | 3 | Foundation Course in NCC - II |
| 4 | Foundation Course inPhysical Education - I | 4 | Foundation Course inPhysical Education - II |
| ***Note: Course selected in Semester I will continue in Semester II*** |

**Bachelor of Management Studies (BMS) Programme**

***Under Choice Based Credit, Grading and Semester System***

***Course Structure***

***(To be implemented from Academic Year- 2016-2017)***

**Semester I**

|  |  |  |
| --- | --- | --- |
| **No. of Courses** | **Semester I** | **Credits** |
| ***1*** | ***Elective Courses (EC)*** |
| 1 | Introduction to Financial Accounts | **03** |
| 2 | Business Law | **03** |
| 3 | Business Statistics | **03** |
| ***2*** | ***Ability Enhancement Courses (AEC)*** |
| ***2A*** | ***Ability Enhancement Compulsory Course (AECC)*** |
| 4 | Business Communication - I | **03** |
| **2B** | ***\*Skill Enhancement Courses (SEC)*** |
| 5 | Any one course from the following list of the courses | **02** |
| ***3*** | ***Core Courses (CC)*** |
| 6 | Foundation of Human Skills | **03** |
| 7 | Business Economics-I | **03** |
| **Total Credits** | **20** |

|  |
| --- |
| ***\*List of Skill Enhancement Courses (SEC)******for Semester I (Any One)*** |
| 1 | Foundation Course - I |
| 2 | Foundation Course in NSS - I |
| 3 | Foundation Course in NCC - I |
| 4 | Foundation Course in Physical Education - I |

***Revised Syllabus of Courses ofBachelor of Management Studies (BMS) Programme at Semester I***

***with Effect from the Academic Year 2016-2017***

***Elective Courses (EC)***

1. **Introduction to Financial Accounts**

***Modules at a Glance***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Modules** | **No. of Lectures** |
| 1 | Introduction | 15 |
| 2 | Accounting Transactions | 15 |
| 3 | Depreciation Accounting & Trial Balance | 15 |
| 4 | Final Accounts  | 15 |
| **Total** | **60** |

|  |  |
| --- | --- |
| **Sr. No.** | **Modules / Units** |
| **1** | **Introduction** |
|  | * **Meaning and Scope of Accounting:** Need and development, definition: Book-Keeping and accounting, Persons interested in accounting, Branches of accounting, Objectives of accounting
* **Accounting principles**: Introductions to Concepts and conventions.
* **Introduction to Accounting Standards:** Meaning and Scope)
* **AS 1 :** Disclosure to Accounting Policies
* **AS 6:** Depreciation Accounting.
* **AS 9:** Revenue Recognition.
* **AS 10:** Accounting For Fixed Assets.
* **International Financial Reporting Standards (IFRS):** Introduction to IFRS
* **IAS-1:**Presenttion of Financial Statements (Introductory Knowledge)
* **IAS-2:**Inventories (Introductory Knowledge)
* **Accounting in Computerized Environment:** Introduction, Features and application in various areas of Accounting
 |
| **2** | **Accounting Transactions** |
|  | * **Accounting transactions**: Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal & ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book –Triple Column), Bank Reconciliation Statement.
* **Expenditure**:Classification of Expenditure- Capital, revenue and Deferred Revenue expenditureUnusual expenses: Effects of error: Criteria test.
* **Receipts:** Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts.
* **Profit or Loss:** Revenue profit or loss, capital profit or loss
 |
| **3** | **Depreciation Accounting & Trial Balance** |
|  | * **Depreciation accounting:** Practical problem based on depreciation using SLM and RBM methods. (Where Provision for depreciation Account not maintained).
* **Preparation of Trial Balance:**Introduction and Preparation of Trial Balance
 |
| **4** | **Final Accounts**  |
|  | * Introduction to Final Accounts of a Sole proprietor.
* Rectification of errors.
* Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet.
* Preparation and presentation of Final Accounts in horizontal format
* Introduction to Schedule 6 of Companies Act ,1956
 |

***Revised Syllabus of Courses ofBachelor of Management Studies (BMS) Programme at Semester I***

***with Effect from the Academic Year 2016-2017***

***Elective Courses (EC)***

1. **Business Law**

***Modules at a Glance***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Modules** | **No. of Lectures** |
| 1 | Contract Act, 1872 & Sale of Goods Act, 1930 | 15 |
| 2 | Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986 | 15 |
| 3 | Company Law | 15 |
| 4 | Intellectual Property Rights(IPR)  | 15 |
| **Total** | **60** |

|  |  |
| --- | --- |
| **Sr. No.** | **Modules / Units** |
| **1** | **Contract Act, 1872 & Sale of Goods Act, 1930** |
|  | * **Contract Act,1872:** Essential elements of Contract; Agreement and Contract – Capacity to Contract, free consent, consideration, lawful objects/ consideration, Breach of contract. Remedies for breach of Contract.
* **Sale of Goods Act,1930:** Scope of Act, Sale and Agreement to sell, essential of a valid Sale Contract – Conditions and warranties – Implied Condition and warranties, Rights of an unpaid seller.
 |
| **2** | **Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986** |
|  | * **Negotiable Instrument Act,1981:** Introduction of Negotiable Instruments – Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonour of Cheque.
* **Consumer Protection Act, 1986:** Objects of Consumer Protection- Introduction of Consumers, who is consumer? Meaning of the words “Goods and services” – Meaning of thewords “Defects and Deficiencies of goods and services” Consumer disputes and Complaints.
 |
| **3** | **Company Law** |
|  | * **Company Law:** What is company? – Incorporation of company – MOA, AOA, Prospectus, Meetings, Meaning of transfer and transmission of shares.
 |
| **4** | **Intellectual Property Rights(IPR)** |
|  | * **Intellectual Property Rights (IPR)**
* IPR definition/ objectives
* Patent definition. What is patentable? What is not patentable? Invention And its Attributes, Inventors and Applications
* Trademarks, definition, types of trademarks, infringement and passing off.
* Copy right definition and subject in which copy right exists, Originality, Meaning and Content, Authors and Owners, Rights and Restrictions.
* Geographical indications (only short notes)
 |

***Revised Syllabus of Courses ofBachelor of Management Studies (BMS) Programme at Semester I***

***with Effect from the Academic Year 2016-2017***

***Elective Courses (EC)***

1. **Business Statistics**

***Modules at a Glance***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Modules** | **No. of Lectures** |
| 1 | Introduction to Statistics | 15 |
| 2 | Measures of Dispersion, Co-Relation and Linear Regression | 15 |
| 3 | Time Series and Index Number | 15 |
| 4 | Probability andDecision Theory | 15 |
| **Total** | **60** |

|  |  |
| --- | --- |
| **Sr. No.** | **Modules / Units** |
| **1** | **Introduction to Statistics** |
|  | * **Introduction:** Functions/Scope, Importance, Limitations
* **Data:** Relevance of Data(Current Scenario), Type of data(Primary & Secondary), Primary(Census vs Samples, Method of Collection (In Brief), Secondary(Merits, Limitations, Sources) (In Brief)
* **Presentation Of Data:**Classification – Frequency Distribution – Discrete & Continuous, Tabulation, Graph(Frequency, Bar Diagram, Pie Chart, Histogram, Ogives)
* **Measures Of Central Tendency:**Mean(A.M, Weighted, Combined), Median(Calculation and graphical using Ogives), Mode(Calculation and Graphical using Histogram), Comparative analysis of all measures of Central Tendency
 |
| **2** | **Measures of Dispersion, Co-Relation and Linear Regression** |
|  | * **Measures Of Dispersion:** Range with C.R(Co-Efficient Of Range), Quartiles & Quartile deviation with CQ (Co-Efficient Of Quartile), Mean Deviation from mean with CMD (Co-Efficient Of Mean Deviation), Standard deviation with CV(Co-Efficient Of Variance), Skewness& Kurtosis (Only concept)
* **Co-Relation:** Karl Pearson, Rank Co-Relation
* **Linear Regression:** Least Square Method
 |
| **3** | **Time Series and Index Number** |
|  | * **Time Series:** Least Square Method, Moving Average Method, Determination of Season
* **Index Number:** Simple(unweighted) Aggregate Method, Weighted Aggregate Method, Simple Average of Price Relatives, Weighted Average of Price Relatives, Chain Base Index Numbers, Base Shifting, Splicing and Deflating, Cost of Living Index Number
 |
| **4** | **Probability and Decision Theory** |
|  | * **Probability:** Concept of Sample space, Concept of Event, Definition of Probability, Addition & Multiplication laws of Probability, Conditional Probability, Bayes’ Theorem(Concept only), Expectation & Variance, Concept of Probability Distribution(Only Concept)
* **Decision Theory:** Acts, State of Nature Events, Pay offs, Opportunity loss, Decision Making under Certainty, Decision Making under Uncertainty,
* Non-Probability: Maximax, Maximin, Minimax, Regret, Laplace &Hurwicz)
* **Probabilitistics (Decision Making under risk):**EMV, EOL, EVPI
* Decision Tree
 |

***Revised Syllabus of Courses ofBachelor of Management Studies (BMS)Programme at Semester I***

***with Effect from the Academic Year 2016-2017***

***Ability Enhancement Courses (AEC)***

**4. Business Communication- I**

***Modules at a Glance***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Modules** | **No. of Lectures** |
| 1 | Theory of Communication | 15 |
| 2 | Obstacles to Communication in Business World | 15 |
| 3 | Business Correspondence | 15 |
| 4 | Language and Writing Skills | 15 |
| **Total** | **60** |

|  |  |
| --- | --- |
| **Sr. No.** | **Modules / Units** |
| **1** | **Theory of Communication** |
|  | **Concept of Communication**: Meaning, Definition, Process, Need, FeedbackEmergence of Communication as a key concept in the Corporate and Global worldImpact of technological advancements on Communication**Channels and Objectives of Communication**: **Channels-**Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine**Objectives of Communication**: Information, Advice, Order and Instruction, Persuasion, Motivation, Education,Warning, and Boosting the Morale of Employees(A brief introduction to these objectives to be given)**Methods and Modes of Communication:** Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business EtiquetteModes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax]Computers and E- communication Video and Satellite Conferencing |
| **2** | **Obstacles to Communication in Business World** |
|  | **Problems in Communication /Barriers to Communication**: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers**Listening:** Importance of Listening Skills, Cultivating good Listening Skills – 4**Introduction to Business Ethics:** Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social ResponsibilityTeachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices:Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplacePiracy, Insurance, Child Labour |
| **3** | **Business Correspondence** |
|  | **Theory of Business Letter Writing:**Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing, **Personnel Correspondence:** Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation[Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)] |
| **Sr. No.** | **Modules / Units** |
| **4** | **Language and Writing Skills** |
|  | **Commercial Terms used in Business Communication****Paragraph Writing:**Developing an idea, using appropriate linking devices, etcCohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.]**Activities*** Listening Comprehension
* Remedial Teaching
* Speaking Skills: Presenting a News Item, Dialogue and Speeches
* Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling.
* Reading Comprehension: Analysis of texts from the fields of Commerce and Management
 |

***Revised Syllabus of Courses ofBachelor of Management Studies (BMS)Programme at Semester I***

***with Effect from the Academic Year 2016-2017***

***Skill Enhancement Courses (SEC)***

**5. Foundation Course -I**

***Modules at a Glance***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Modules** | **No. of Lectures** |
| 1 | Overview of Indian Society | 05 |
| 2 | Concept of Disparity‐ 1 | 10 |
| 3 | Concept of Disparity‐2 | 10 |
| 4 | The Indian Constitution | 10 |
| 5 | Significant Aspects of Political Processes | 10 |
| **Total** | **45** |

|  |  |
| --- | --- |
| **Sr. No.** | **Modules / Units** |
| **1** | **Overview of Indian Society** |
|  | Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference |
| **2** | **Concept of Disparity‐ 1** |
|  | Understand the concept of disparity as arising out of stratification and inequality;Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media;Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities |
| **3** | **Concept of Disparity‐2** |
|  | Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences |
| **4** | **The Indian Constitution** |
|  | Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution |
| **5** | **Significant Aspects of Political Processes** |
|  | The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics |

***Revised Syllabus of Courses ofBachelor of Management Studies (BMS)Programme at Semester I***

***with Effect from the Academic Year 2016-2017***

***Skill Enhancement Courses (SEC)***

**5.Foundation Course in NSS - I**

***Modules at a Glance***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Modules** | **No. of Lectures** |
| 1 | Introduction to NSS | 10 |
| 2 | Concept of Society and Social Issues in India | 15 |
| 3 | Indian Constitution and Social Justice | 10 |
| 4 | Human Personality and National Integration | 10 |
| **Total** | **45** |

|  |  |
| --- | --- |
| **Sr. No.** | **Modules / Units** |
| **1** | **Introduction to NSS** |
|  | **Introduction to National Service Scheme(NSS)**Orientation and structure of National Service Scheme(NSS) National Service Scheme(NSS)- its objectivesThe historical perspective of National Service Scheme(NSS) National Service Scheme(NSS)- Symbol and its meaningNational Service Scheme(NSS)- its hierarchy from national to college level**National Service Scheme(NSS) Regular activities** Distribution of working hours- Association between issues and programs- community project- urban rural activities, Association- modes of activity evaluation |
| **2** | **Concept of Society and Social Issues in India** |
|  | **History and philosophy of social sciences in India**Concept of society- Development of Indian society - Features of Indian Society-Division of labour and cast system in India **Basic social issues in India**Degeneration of value system, Family system, Gender issues, Regional imbalance |
| **3** | **Indian Constitution and Social Justice** |
|  | **Indian Constitution**Features of Indian Constitution - Provisions related to social integrity and development **Social Justice** Social Justice- the concept and its featuresInclusive growth- the concept and its features |
| **4** | **Human Personality and National Integration** |
|  | **Dimensions of human personality**Social Dimension of Human personality- Understanding of the socityPhysical Dimension of Human personality- Physical Exercise, Yoga, etc.**National integration & Communal Harmony**National Integration- its meaning, importance and practiceCommunal Harmony- its meaning, importance and practice |

***Revised Syllabus of Courses ofBachelor of Management Studies (BMS)Programme at Semester I***

***with Effect from the Academic Year 2016-2017***

***Skill Enhancement Courses (SEC)***

**5.Foundation Course in NCC - I**

***Modules at a Glance***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Modules** | **No. of Lectures** |
| 1 | Introduction to NCC, National Integration & Awareness | 10 |
| 2 | Drill: Foot Drill | 10 |
| 3 | Adventure Training, Environment Awareness and Conservation | 10 |
| 4 | Personality Development and Leadership | 10 |
| 5 | Specialized Subject: Army/ Navy/ Air | 05 |
| **Total** | **45** |

|  |  |
| --- | --- |
| **Sr. No.** | **Modules / Units** |
| **1** | **Introduction to NCC, National Integration & Awareness** |
|  | **Desired outcome**: The students will display sense of patriotism, secular values and shall be transformed into motivated youth who will contribute towards nation building through national unity and social cohesion. * Genesis, Aims, Objectives of NCC & NCC Song
* Organisation& Training
* Incentives & Benefits
* Religions, Culture, Traditions and Customs of India
* National Integration: Importance and Necessity
* Freedom Struggle
 |
| **2** | **Drill: Foot Drill** |
|  | **Desired outcome**: The students will demonstrate the sense of discipline, improve bearing, smartness, turnout, develop the quality of immediate and implicit obedience of orders, with good reflexes.* General and Words of Command
* Attention, Stand at Ease and Stand Easy, Turning and Inclining at the Halt
* Sizing, Forming Up in Three Ranks and Numbering, Open and Close Order March and Dressing
* Saluting at the Halt, Getting On Parade, Dismissing and Falling Out
* Marching, Length of Pace and Time of Marching in Quick Time and Halt, Slow March and Halt
* Turning on the March and Wheeling.
* Saluting on the March.
* Formation of squad and Squad Drill.
 |
| **3** | **Adventure Training, Environment Awareness and Conservation** |
|  | **Adventure Training****Desired outcome**: The students will overcome fear & inculcate within them the sense of adventure, sportsmanship,espirit-d-corp and develop confidence , courage , determination, diligence and quest for excellence.* Any Two such as – Obstacle course, Slithering, Trekking, Cycling, Rock Climbing, Para Sailing, Sailing,Scuba Diving etc

**Environment Awareness and Conservation**Desired outcome: The student will be aware of the conservation of natural resources and protection of environment.* Natural Resources – Conservation and Management
* Water Conservation and Rainwater Harvesting
 |

|  |  |
| --- | --- |
| **Sr. No.** | **Modules / Units** |
| **4** | **Personality Development and Leadership** |
|  | **Desired outcome**: The student will develop an all-round personality with adequate leadership traits to deal / contribute effectively in life.* Introduction to Personality Development
* Factors Influencing /Shaping Personality: Physical, Social, Physiological, Philosophical and Psychological
* Self Awareness Know yourself/ Insight
* Change Your Mind Set
* Communication Skills: Group Discussion / Lecturettes (Public Speaking)
* Leadership Traits
* Types of Leadership
 |
| **5** | **Specialized Subject: Army Or Navy Or Air** |
|  | **Army****Desired outcome:** The training shall instill patriotism, commitment and passion to serve the nation motivating the youth to join the defence forces. It will also acquaint, expose & provide basic knowledge about armed, naval and air-force subjects 1. **Armed Force**
* Basic organisation of Armed Forces
* Organisation of Army
* Badges and Ranks
1. **Introduction to Infantry and weapons and equipments**
* Characteristics of 7.62mm SLR Rifle, Ammunition, Fire power, Stripping, Assembling and Cleaning
1. **Military history**
* Biographies of renowned Generals (Carriapa / Sam Manekshaw)
* Indian Army War Heroes- PVCs
1. **Communication**
* Types of Communications
* Characteristics of Wireless Technologies (Mobile, Wi-Fi etc.)

***OR*****Navy**1. **Naval orientation and service subjects**
* History of the Indian Navy-Pre and Post Independence, Gallantry award winners
* Organization of Navy- NHQ, Commands, Fleets, Ships and shore establishments
* Types of Warships and their role
* Organization of Army and Air Force- Operational and Training commands
* Ranks of Officers and Sailors, Equivalent Ranks in the Three Services
1. **Ship and Boat Modelling**
* Principles of Ship Modelling
* Maintenance and Care of tools
 |

|  |  |
| --- | --- |
| **Sr. No.** | **Modules / Units** |
|  | 1. **Search and Rescue**
* SAR Organization in the Indian ocean
1. **Swimming**

Floating for three minutes and Free style swimming for 50 meters***OR*****AIR**1. **General Service Knowledge**
* Development of Aviation
* History of IAF
1. **Principles of Flight**
* Introduction
* Laws of Motion
* Glossary of Terms.
1. **Airmanship**
* Introduction
* Airfield Layout
* Rules of the Air
* Circuit Procedure
* ATC/RT Procedures
* Aviation Medicine
1. **Aero- Engines**
* Introduction to Aero-engines
 |

***Revised Syllabus of Courses of Bachelor of Management Studies (BMS)Programme at Semester I***

***with Effect from the Academic Year 2016-2017***

***Skill Enhancement Courses (SEC)***

**5.Foundation Course in Physical Education - I**

***Modules at a Glance***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Modules** | **No. of Lectures** |
| 1 | Introduction to Basic Relevant concepts in Physical Education | 10 |
| 2 | Components of Physical Fitness | 15 |
| 3 | Testing Physical Fitness | 10 |
| 4 | Effect of Exercise on various Body System | 10 |
| **Total** | **45** |

|  |  |
| --- | --- |
| **Sr. No.** | **Modules / Units** |
| **1** | **Introduction to Basic Relevant concepts in Physical Education** |
|  | * Dimensions and determinants of Health, Fitness & Wellness
* Concept of Physical Education and its importance
* Concept of Physical Fitness and its types
* Concept of Physical Activity, exercise and its types & benefits
 |
| **2** | **Components of Physical Fitness** |
|  | * Concept of components of Physical Fitness
* Concept and components of HRPF
* Concept and components of SRPF
* Importance of Physical Education in developing physical fitness components.
 |
| **3** | **Testing Physical Fitness** |
|  | * Tests for measuring Cardiovascular Endurance
* Tests for measuring Muscular Strength& Endurance
* Tests for measuring Flexibility
* Tests for measuring Body Composition
 |
| **4** | **Effect of Exercise on various Body System** |
|  | * Effect of exercises on Musculoskeletal system
* Effect of exercises on Circulatory System
* Effect of exercises on Respiratory System
* Effect of exercises on Glandular System
 |

***Revised Syllabus of Courses ofBachelor of Management Studies (BMS) Programme at Semester I***

***WithEffect from the Academic Year 2016-2017***

***Core Courses (CC)***

**6.Foundation of Human Skills**

***Modules at a Glance***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Modules** | **No. of Lectures** |
| 1 | Understanding of Human Nature | 15 |
| 2 | Introduction to Group Behaviour | 15 |
| 3 | Organizational Culture and Motivation at workplace | 15 |
| 4 | Organisational Change, Creativity and Development and Work Stress | 15 |
| **Total** | **60** |

|  |  |
| --- | --- |
| **Sr. No.** | **Modules / Units** |
| **1** | **Understanding of Human Nature** |
|  | * **IndividualBehaviour:**Concept of a man, individual differences, factors affecting individual differences, Influence of environment
* **Personality and attitude:** Determinants of personality, Personality traits theory, Big five model, Personality traits important for organizational behaviour like authoritarianism, locus of control, Machiavellianism, introversion-extroversion achievement orientation , self – esteem, risk taking, self-monitoring and type A and B personalities, Concept of understanding self through JOHARI WINDOWS, Nature and components of attitude, Functions of attitude, Ways of changing attitude, Reading emotions
* **Thinking, learning and perceptions:** Thinking skills, thinking styles and thinking hat, Managerial skills and development, Learning characteristics, theories of learning (classical conditioning, operant conditioning and social learning approaches), Intelligence, type ( IQ, EQ, SQ, at work place), Perception features and factor influencing individual perception, Effects of perceptual error in managerial decision making at work place. (Errors such as Halo effect, stereotyping, prejudice attributional).
 |
| **2** | **Introduction to Group Behaviour** |
|  | * **Introduction to Group Behaviour**
* **Group Dynamics:** Nature, types, group behaviour model (roles, norms, status, process, structures)
* **Team effectiveness:** nature, types of teams, ways of forming an effective team.
* Setting goals.
* **Organizational processes and system.**
* **Power and politics:** nature, bases of power, politics nature, types, causes of organizational politics, political games.
* **Organizational conflicts and resolution**: Conflict features, types, causes leading to organizational conflicts, levels of conflicts, ways to resolve conflicts through five conflicts resolution strategies with outcomes.
 |
| **3** | **Organizational Culture and Motivation at workplace** |
|  | * **Organizational Culture:**
* Characteristics of organizational culture.
* Types, functions and barriers of organizational culture
* Ways of creating and maintaining effective organization culture
* **Motivation at workplace**: Concept of motivation

Theories of motivation in an organisational set up.* A.Maslow Need Heirachy
* F.Hertzberg Dual Factor
* Mc.Gregor theory X and theory Y.

Waysofmotivating through carrot (positive reinforcement) and stick (negative reinforcement) at workplace. |
| **4** | **Organisational Change, Creativity and Development and Work Stress** |
|  | * **Organisational change and creativity:** Concepts of organisational change, Factors leading/influencing organisational change, Kurt Lewins model of organisational change and development, Creativity and qualities of a creative person, Ways of enhancing creativity for effective decision making, Creative problem solving.
* **Organisational Development and work stress:** Need for organisational development, OD Techniques, Stress, types of stress, Causes and consequences of job stress, Ways for coping up with job stress
 |

***Revised Syllabus of Courses ofBachelorof Management Studies (BMS) Programme at Semester I***

***with Effect from the Academic Year 2016-2017***

***Core Courses (CC)***

**7. Business Economics - I**

***Modules at a Glance***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Modules** | **No. of Lectures** |
| 1 | Introduction | 10 |
| 2 | Demand Analysis | 10 |
| 3 | Supply and Production Decisions and Cost of Production | 15 |
| 4 | Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition | 15 |
| 5 | Pricing Practices | 10 |
| **Total** | **60** |

|  |  |
| --- | --- |
| **Sr. No.** | **Modules / Units** |
| **1** | **Introduction** |
|  | **Scope and Importance of Business Economics** - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making, The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium |
| **2** | **Demand Analysis** |
|  | **Demand Function** - nature of demand curve under different marketsMeaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts **Demand estimation and forecasting:** Meaning and significance - methods of demand estimation : survey and statistical methods *(numerical illustrations on trend analysis and simple linear regression)* |
| **3** | **Supply and Production Decisions and Cost of Production** |
|  | **Production function:** short run analysis with Law of Variable Proportions- Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- Long run production function and Laws of Returns to Scale - expansion path - Economies and diseconomies of Scale.**Cost concepts:** Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run *(hypothetical numerical problems to be discussed)*, LAC and Learning curve - Break even analysis *(with business applications)* |
| **4** | **Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition** |
|  | Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly**Monopolistic competition:**Equilibrium of a firm under monopolistic competition, debate over role of advertising*(topics to be taught using case studies from real life examples)* **Oligopolistic markets:** key attributes of oligopoly - Collusive and non collusive oligopoly market - Price rigidity - Cartels and price leadership models *(with practical examples)* |
| **5** | **Pricing Practices** |
|  | Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple – product pricing - transfer pricing*(case studies on how pricing methods are used in business world)* |

**Bachelor of Management Studies (BMS) Programme**

***Under Choice Based Credit, Grading and Semester System***

***Course Structure***

***(To be implemented from Academic Year- 2016-2017)***

**Semester II**

|  |  |  |
| --- | --- | --- |
| **No. of Courses** | **Semester II** | **Credits** |
| ***1*** | ***Elective Courses (EC)*** |
| 1 | Principles of Marketing | **03** |
| 2 | Industrial Law | **03** |
| 3 | Business Mathematics | **03** |
| ***2*** | ***Ability Enhancement Courses (AEC)*** |
| ***2A*** | ***Ability Enhancement Compulsory Course (AECC)*** |
| 4 | Business Communication - II | **03** |
| **2B** | ***\*\*Skill Enhancement Courses (SEC)*** |
| 5 | Any one course from the following list of the courses | **02** |
| ***3*** | ***Core Courses (CC)*** |
| 6 | Business Environment | **03** |
| 7 | Principles of Management | **03** |
| **Total Credits** | **20** |

|  |
| --- |
| ***\*\*List of Skill Enhancement Courses (SEC)******for Semester II (Any One)*** |
| 1 | Foundation Course - II |
| 2 | Foundation Course in NSS - II |
| 3 | Foundation Course in NCC - II |
| 4 | Foundation Course in Physical Education - II |

***Revised Syllabus of Courses of Bachelor of Management Studies (BMS) Programme at Semester II***

***with Effect from the Academic Year 2016-2017***

***Elective Courses(EC)***

1. **Principles of Marketing**

***Modules at a Glance***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Modules** | **No. of Lectures** |
| 1 | Introduction to Marketing | 15 |
| 2 | Marketing Environment, Research and Consumer Behaviour | 15 |
| 3 | Marketing Mix | 15 |
| 4 | Segmentation, Targeting and Positioning and Trends In Marketing  | 15 |
| **Total** | **60** |

|  |  |
| --- | --- |
| **Sr. No.** | **Modules / Units** |
| **1** | **Introduction to Marketing** |
|  | * **Introduction to Marketing:**Definition, features, advantages and scope of marketing. The 4P’s and 4C’s of marketing. Marketing v/s Selling. Marketing as an activity and function
* **Concepts of Marketing:** Needs, wants and demands, transactions, transfer and exchanges.
* **Orientations of a firm:** Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing.
 |
| **2** | **Marketing Environment, Research and Consumer Behaviour** |
|  | * **The micro environment of business:** Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.
* **Macro environment:** Political Factors; Economic Factors; Socio Cultural Factors , Technological Factors (PEST Analysis)
* **Marketing research:** Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research
* **MIS:**Meaning, features and Importance
* **Consumer Behaviour:** Meaning, feature, importance, factors affecting Consumer Behaviour
 |
| **3** | **Marketing Mix** |
|  | * **Marketing mix:** Meaning –elements of Marketing Mix.
* Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product.
* Branding –Packing and packaging – role and importance
* Pricing – objectives- factors influencing pricing policy and Pricing strategy.
* Physical distribution – meaning – factor affecting channel selection-types of marketing channels
* Promotion – meaning and significance of promotion. Promotion
* tools (brief)
 |
| **4** | **Segmentation, Targeting and Positioning and Trends In Marketing** |
|  | * Segmentation – meaning , importance , basis
* Targeting – meaning , types
* Positioning – meaning – strategies
* New trends in marketing – E-marketing , Internet marketing and marketing using Social network
* Social marketing/ Relationship marketing
 |

***Revised Syllabus of Courses of Bachelor of Management Studies (BMS) Programme at Semester II***

***with Effect from the Academic Year 2016-2017***

***Elective Courses (EC)***

**2.Industrial Law**

***Modules at a Glance***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Modules** | **No. of Lectures** |
| 1 | Laws Related to Industrial Relations and Industrial Disputes | 15 |
| 2 | Laws Related to Health, Safety and Welfare | 15 |
| 3 | Social Legislation | 15 |
| 4 | Laws Related to Compensation Management | 15 |
| **Total** | **60** |

|  |  |
| --- | --- |
| **Sr. No.** | **Modules / Units** |
| **1** | **Laws Related to Industrial Relations and Industrial Disputes** |
|  | * Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure
* The Trade Union Act, 1926
 |
| **2** | **Laws Related to Health, Safety and Welfare** |
|  | * The Factory Act 1948: (Provisions related to Health, Safety and Welfare)
* The Workmen’s Compensation Act, 1923 Provisions:
* Introduction: The doctrine of assumed risk, The doctrine of Common Employment, The doctrine of Contributory Negligence
* Definitions
* Employers liability for compensation (S-3 to 13)
* Rules as to Compensation (Sec 4 to Sec 9) (14 A & 17)
 |
| **3** | **Social Legislation** |
|  | * Employee State Insurance Act 1948: Definition and Employees Provident Fund
* Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues
 |
| **4** | **Laws Related To Compensation Management** |
|  | * The payment of Wages Act 1948: Objectives, Definition, Authorised Deductions
* Payment of Bonus Act, 1965
* The Payment Of Gratuity Act, 1972
 |

***Revised Syllabus of Courses of Bachelor of Management Studies (BMS) Programme at Semester II***

***with Effect from the Academic Year 2016-2017***

***Elective Courses (EC)***

**3.Business Mathematics**

***Modules at a Glance***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Modules** | **No. of Lectures** |
| 1 | Elementary Financial Mathematics | 15 |
| 2 | Matrices and Determinants | 15 |
| 3 | Derivatives and Applications of Derivatives | 15 |
| 4 | Numerical Analysis [Interpolation] | 15 |
| **Total** | **60** |

|  |  |
| --- | --- |
| **Sr. No.** | **Modules / Units** |
| **1** | **Elementary Financial Mathematics** |
|  | * **Simple and Compound Interest**: Interest compounded once a year, more than once a year, continuous, nominal and effective rate of interest
* Annuity-Present and future value-sinking funds
* **Depreciation of Assets:** Equated Monthly Installments (EMI)- using flat interest rate and reducing balance method.
* **Functions:**Algebraic functions and the functions used in business and economics, Break Even and Equilibrium point.
* **Permutation and Combination:** (Simple problems to be solved with the calculator only)
 |
| **2** | **Matrices and Determinants** |
|  | * **Matrices:** Some important definitions and some important results. Matrix operation (Addition, scalar multiplication , matrix multiplication, transpose of a matrix)
* **Determinants of a matrix of order two or three**: properties and results of Determinants
* Solving a system of linear equations using Cramer’s rule
* Inverse of a Matrix (up to order three) using ad-joint of a matrix and matrix inversion method
* **Case study:** Input Output Analysis
 |
| **3** | **Derivatives and Applications of Derivatives** |
|  | * **Introduction and Concept:** Derivatives of constant function, logarithmic functions, polynomial and exponential function
* **Rules of derivatives:** addition, multiplication, quotient
* Second order derivatives
* **Application of Derivatives:** Maxima, Minima, Average Cost and Marginal Cost. Total revenue, Marginal revenue, Average revenue. Average and Marginal profit. Price elasticity of demand
 |
| **4** | **Numerical Analysis [Interpolation]** |
|  | * **Introduction and concept**: Finite differences – forward difference operator – Newton’s forward difference formula with simple examples
* Backward Difference Operator. Newton’s backward interpolation formula with simple examples
 |

***Revised Syllabus of Courses of Bachelor of Management Studies (BMS) Programme at Semester II***

***with Effect from the Academic Year 2016-2017***

***Ability Enhancement Courses (AEC)***

**4. Business Communication - II**

***Modules at a Glance***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Modules** | **No. of Lectures** |
| 1 | Presentation Skills | 15 |
| 2 | Group Communication | 15 |
| 3 | Business Correspondence | 15 |
| 4 | Language and Writing Skills | 15 |
| **Total** | **60** |

|  |  |
| --- | --- |
| **Sr. No.** | **Modules / Units** |
| **1** | **Presentation Skills**  |
|  | **Presentations:**  (to be tested in tutorials only) 4 Principles of Effective PresentationEffective use of OHPEffective use of TransparenciesHow to make a Power-Point Presentation |
| **2** | **Group Communication** |
|  | **Interviews:**Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit**Meetings:**Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions**Conference:**Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing**Public Relations:** Meaning, Functions of PR Department, External and Internal Measures of PR |
| **3** | **Business Correspondence** |
|  | **Trade Letters:** Order, Credit and Status Enquiry, Collection (just a brief introduction to be given)**Only following to be taught in detail:-**Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act[Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.] |
| **4** | **Language and Writing Skills** |
|  | **Reports:** Parts, Types, Feasibility Reports, Investigative Reports**Summarisation:** Identification of main and supporting/sub points Presenting these in a cohesive manner |

***Revised Syllabus of Courses of Bachelor of Management Studies (BMS) Programme at Semester II***

***with Effect from the Academic Year 2016-2017***

***Skill Enhancement Courses (SEC)***

**5. Foundation Course – II**

***Modules at a Glance***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Modules** | **No. of Lectures** |
| 1 | Globalisation and Indian Society | 07 |
| 2 | Human Rights | 10 |
| 3 | Ecology | 10 |
| 4 | Understanding Stress and Conflict | 10 |
| 5 | Managing Stress and Conflict in Contemporary Society | 08 |
| **Total** | **45** |

|  |  |
| --- | --- |
| **Sr. No** | **Modules /Units** |
| **1** | **Globalisation and Indian Society** |
|  | Understanding the concepts of liberalization, privatization and globalization;Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers’ suicides. |
| **2** | **Human Rights** |
|  | Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights;Human Rights constituents with special reference to Fundamental Rights stated in the Constitution |
| **3** | **Ecology** |
|  | Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation‐ causes and impact on human life;Sustainable development‐ concept and components; poverty and environment |
| **4** | **Understanding Stress and Conflict** |
|  | Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict |
| **5** | **Managing Stress and Conflict in Contemporary Society** |
|  | Types of conflicts and use of coping mechanisms for managing individual stress; Maslow’s theory of self‐actualisation;Different methods of responding to conflicts in society; Conflict‐resolution and efforts towards building peace and harmony in society |

***Revised Syllabus of Courses of Bachelor of Management Studies (BMS) Programme at Semester II***

***with Effect from the Academic Year 2016-2017***

***Skill Enhancement Courses (SEC)***

**5. Foundation Course in NSS - II**

***Modules at a Glance***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Modules** | **No. of Lectures** |
| 1 | Socio-economic Survey and Special Camp | 10 |
| 2 | Orientation of the College Unit and Communication Skills | 15 |
| 3 | Rapport with Community and Programme Planning | 10 |
| 4 | Government Organisations /Non-Government Organisations | 10 |
| **Total** | **45** |

|  |  |
| --- | --- |
| **Sr. No.** | **Modules / Units** |
| **1** | **Socio-economic Survey and Special Camp** |
|  | **Socio economic survey** Socio-economic survey- its meaning and need, Process of Socio-economic survey- design of questionnaire; data collection, data analysis and report writing**Special camping activity**Concept of camp- Identification of community problems- Importance of group living- Team building- Adoption of village- Planning for camp- pre camping, during the course of camp and post camping activities |
| **2** | **Orientation of the College Unit and Communication Skills** |
|  | **Training and orientation of the program unit in the college**Leadership training – formation of need based programmmes- Concept of campus to community(C to C) activities**Communication skills and Documentation**Communication skills- the concept, Verbal, Non-Verbal communicationThe documentation- Activity Report Writing – basics of NSS accounting – Annual Report – Press note and preparation |
| **3** | **Rapport with Community and Programme Planning** |
|  | **Working with individual group and community**Ice breaking- interaction games – conflict resolution**Program planning**Programme planning- the concept and its features, requirements for successful implementation of program- program flow charting- feedback |
| **4** | **Government Organisations /Non-Government Organisations** |
|  | **Structure of Government Organisations and Non-Government Organisations**Government organisations (GO)- its meaning -Legal set up, functioning, Sources of fundingNon-Government organisations (NGO)- its meaning -Legal set up, functioning, Sources of fundingNational Service Scheme(NSS)- Government organisations (GO) and Non-Government organisations (NGO)**Government schemes for community development** Schemes of Government welfare departments for community development- provisions & examples |

***Revised Syllabus of Courses of Bachelor of Management Studies (BMS) Programme at Semester II***

***with Effect from the Academic Year 2016-2017***

***Skill Enhancement Courses (SEC)***

**5.Foundation Course in NCC - II**

***Modules at a Glance***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Modules** | **No. of Lectures** |
| 1 | Disaster Management, Social Awareness and Community Development | 10 |
| 2 | Health and Hygiene | 10 |
| 3 | Drill with Arms | 10 |
| 4 | Weapon Training | 10 |
| 5 | Specialized Subject: Army Or Navy Or Air | 05 |
| **Total** | **45** |

|  |  |
| --- | --- |
| **Sr. No.** | **Modules / Units** |
| **1** | **Disaster Management, Social Awareness and Community Development** |
|  | **Disaster Management:****Desired outcome:** The student shall gain basic information about civil defence organisation / NDMA & shall provide assistance to civil administration in various types of emergencies during natural / manmade disasters* Civil Defence Organisation and Its Duties/ NDMA
* Types of Emergencies/ Natural Disaster
* Assistance during Natural / Other Calamities: Flood / Cyclone/ Earth Quake/ Accident etc.
* ‘Avan’ model of NCC

**Social Awareness and Community Development:****Desired outcome:** The student shall have an understanding about social service and its need, about NGOs and shall participate in community action programmes for betterment of the community.* Basics of Social Service, Weaker Sections of Our Society and Their Needs
* Social/ Rural Development Project: MNREGA, SGSY, NSAP etc.
* Contribution of Youth towards Social Welfare
* Civic Responsibilities
* Causes & Prevention of HIV/AIDS; Role of Youth
 |
| **2** | **Health and Hygiene** |
|  | **Desired outcome:** The student shall be fully aware about personal health and hygiene lead a healthy life style and foster habits of restraint and self awareness.* Structure and Functioning of the Human Body
* Hygiene and Sanitation (Personal and Food Hygiene)
* Infectious & Contagious Diseases & Their Prevention
 |
| **3** | **Drill with Arms** |
|  | **Desired outcome**: The students will demonstrate the sense of discipline, improve bearing, smartness, turnout, develop the quality of immediate and implicit obedience of orders, with good reflexes.* Attention, Stand at Ease and Stand Easy
* Getting on Parade with Rifle and Dressing at the Order
* Dismissing and Falling Out
* Ground / Take Up Arms
* Present From the Order and Vice-versa
* General Salute, Salami Shastra
 |
| **4** | **Weapon Training** |
|  | **Desired outcome:** The student shall have basic knowledge of weapons and their use and handling.* Characteristics of a Rifle / Rifle Ammunition and its Fire Power
* Stripping, Assembling, Care and Cleaning and Sight Setting of .22 rifle
* Stripping, Assembling, Care and Cleaning of 7.62mm SLR
* Loading, Cocking and Unloading
* The lying position, Holding and Aiming- I
* Trigger control and firing a shot
* Range procedure and safety precautions
* Short range firing, Aiming- II -Alteration of sight
 |

|  |  |
| --- | --- |
| **Sr. No.** | **Modules / Units** |
| **5** | **Specialized Subject: Army Or Navy Or Air** |
|  | **Army****Desired outcome:** The training shall instill patriotism, commitment and passion to serve the nation motivating the youth to join the defence forces. It will also acquaint, expose & provide basic knowledge about armed, naval and air-force subjects 1. **Map reading**
* Introduction to types of Maps and Conventional signs
* Scales and Grid system
* Topographical forms and technical terms
* Relief, contours and Gradients
* Cardinal points and Types of North
* Types of bearings and use of Service Protractor
* Prismatic compass and its use and GPS
1. **Field Craft and Battle Craft**
* Introduction
* Judging distance
* Description of ground
* Recognition, Description and Indication of landmarks and targets

***OR*****Navy**1. **`Naval Communication**
* Introduction to Naval Modern Communication, Purpose and Principles
* Introduction of Naval communication
* Duties of various communication sub-departments
* Semaphore
* Introduction of position of letters and prosigns
* Reading of messages
* Transmission of messages
1. **Seamanship**
* **Anchor work**
* Parts of Anchor and Cable, their identification
* **Rigging**
* Types of ropes and breaking strength- stowing, maintenance and securing of ropes
* Practical Bends and Hitches: Reef Knot, Half hitch, Clove Hitch, Rolling Hitch, Timber Hitch, Bow Line, Round Turn and Two half hitch and Bow line on the Bight and its basic elements and uses.
* Introduction to Shackles, Hooks, Blocks and Derricks, Coiling Down and Splicing of rope
1. **Boat work**
* Parts of Boat and Parts of an Oar
* Instruction on boat Pulling- Pulling orders
* Steering of boat under oars, Practical instruction on Boat Pulling, Precautions while pulling
 |
| **Sr. No.** | **Modules / Units** |
|  | ***OR*****Air**1. **Air frames**
* Aircraft Controls
* Landing Gear
1. **Instruments**
* Basic Flight Instruments
1. **Aircraft Particulars**
* Aircraft Particulars (Type specific)
1. **Aero modelling**
* History of Aero modelling
* Materials used in Aero modelling
* Type of Aero models
* Flying/ Building of Aero models
 |

***Revised Syllabus of Courses of Bachelor of Management Studies (BMS) Programme at Semester II***

***with Effect from the Academic Year 2016-2017***

***Skill Enhancement Courses (SEC)***

**5.Foundation Course in Physical Education - II**

***Modules at a Glance***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Modules** | **No. of Lectures** |
| 1 | Development of Fitness | 10 |
| 2 | Health, Fitness and Diseases | 15 |
| 3 | Yoga Education | 10 |
| 4 | Daily Schedule of Achieving Quality of Life and Wellness | 10 |
| **Total** | **45** |

|  |  |
| --- | --- |
| **Sr. No.** | **Modules / Units** |
| **1** | **Development of Fitness** |
|  | * Benefits of physical fitness and exercise and principles of physical fitness
* Calculation of fitness index level 1-4
* Waist-hip ratio Target Heart Rate, BMI and types and principles of exercise (FITT)
* Methods of training – continues, Interval, circuit, Fartlek and Plyometric
 |
| **2** | **Health, Fitness and Diseases** |
|  | * Definition of obesity and its management
* Communicable diseases, their preventive and therapeutic aspects
* Factors responsible for communicable diseases
* Preventive and therapeutic aspect of Communicable and non- communicable diseases
 |
| **3** | **Yoga Education** |
|  | * Meaning and history of yoga
* Ashtang yoga and types of yoga
* Types of Suryanamaskar and Technique of Pranayam
* Benefits of Yoga
 |
| **4** | **Daily Schedule of Achieving Quality of Life and Wellness** |
|  | * Daily schedule based upon one’s attitude, gender, age &occupation.
* Basic – module: - Time split for rest, sleep, diet, activity & recreation.
* Principles to achieve quality of life:- positive attitude, daily regular exercise, control over food habits & healthy hygienic practices.
 |

***Revised Syllabus of Courses ofBachelor of Management Studies (BMS) Programme at Semester II***

***with Effect from the Academic Year 2016-2017***

***Core Courses (CC)***

**6.Business Environment**

***Modules at a Glance***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Modules** | **No. of Lectures** |
| 1 | Introduction to Business Environment | 15 |
| 2 | Political and Legal environment | 15 |
| 3 | Social and Cultural Environment, Technological environment and Competitive Environment | 15 |
| 4 | International Environment | 15 |
| **Total** | **60** |

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| --- | --- |
| **Sr. No.** | **Modules / Units** |
| **1** | **Introduction to Business Environment** |
|  | * **Business:** Meaning, Definition, Nature & Scope, Types of Business Organizations
* **Business Environment**: Meaning, Characteristics, Scope and Significance, Components of Business Environment
* **Micro and Macro Environment:** Definition, Differentiation, Analysis of Business Environment, SWOT Analysis.
* **Introduction to Micro-Environment**:
* **Internal Environment:** Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity
* **External Environment:** Firm, customers, suppliers, distributors, Competitors, Society
* **Introduction to Macro Components**: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal)
 |
| **2** | **Political and Legal environment** |
|  | * **Political Institutions:** Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India.
* **Economic environment:** economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy
* Impact of business on Private sector, Public sector and Joint sector
* Sun-rise sectors of India Economy. Challenges of Indian economy.
 |
| **3** | **Social and Cultural Environment, Technological environment and Competitive Environment** |
|  | * **Social and Cultural Environment:** Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business
* **Technological environment:** Features, impact of technology on Business
* **Competitive Environment:** Meaning, Michael Porter’s Five Forces Analysis, Competitive Strategies
 |
| **4** | **International Environment** |
|  | * **International Environment –**
* **GATT/ WTO:** Objective and Evolution of GATT, Uruguay round, GATT v/s WTO, Functions of WTO, Pros and Cons of WTO.
* **Globalization:** Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model.
* **MNCs:** Definition, meaning, merits, demerits, MNCs in India
* **FDI:** Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India,
* **Challenges faced by International Business and Investment Opportunities for Indian Industry.**
 |

***Revised Syllabus of Courses ofBachelor of Management Studies (BMS) Programme at Semester II***

***with Effect from the Academic Year 2016-2017***

***Core Courses (CC)***

**7. Principles of Management**

***Modules at a Glance***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Modules** | **No. of Lectures** |
| 1 | Nature of Management | 15 |
| 2 | Planning and Decision Making | 15 |
| 3 | Organising | 15 |
| 4 | Directing, Leadership, Co-ordination and Controlling | 15 |
| **Total** | **60** |

|  |  |
| --- | --- |
| **Sr. No.** | **Modules / Units** |
| **1** | **Nature of Management** |
|  | * **Management:** Concept, Significance, Role & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid.
* Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.
 |
| **2** | **Planning and Decision Making** |
|  | * **Planning:** Meaning, Importance, Elements, Process, Limitations and MBO.
* **Decision Making**: Meaning, Importance, Process, Techniques of Decision Making.
 |
| **3** | **Organizing** |
|  | * **Organizing:** Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations
* **Departmentation:** Meaning, Basis and Significance
* **Span of Control:** Meaning, Graicunas Theory, Factors affecting span of ControlCentralization vs Decentralization
* **Delegation:** Authority & Responsibility relationship
 |
| **4** | **Directing, Leadership, Co-ordination and Controlling** |
|  | * **Directing:** Meaning and Process
* **Leadership:** Meaning, Styles and Qualities of Good Leader
* **Co-ordination** as an Essence of Management
* **Controlling:** Meaning, Process and Techniques
* **Recent Trends:** Green Management & CSR
 |

***Revised Syllabus of Courses of Bachelor of Management Studies (BMS) Programme at Semester I***

***with effect from the Academic Year 2016-2017***

***Reference Books***

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| **Reference Books** |
| **Introduction to Financial Accounts** |
| * *Financial Accounts (a managerial emphasis): By Ashok Banerjee – Excel books*
* *Fundamental of Accounting and Financial Analysis : By Anil Choudhary (Pearson education)*
* *Indian Accounting Standards and IFRS for non-financial executives : By T.P. Ghosh– Taxman*
* *Financial Accounting for Business Managers: By Ashish K. Bhattacharya.*
* *Introduction to Accountancy by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi*
* *Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi*
* *Advanced Accountancy by R.L Gupta and M. Radhaswamy, S. Chand and Company (P) Ltd., New Delhi*
* *Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai*
* *Financial Accounting by LesileChandwichk, Pentice Hall of India AdinBakley (P) Ltd., New Delhi*
* *Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai*
* *Financial Accounting by P.C. Tulsian, Pearson Publications, New Delhi*
* *Accounting Principles by R.N. Anthony and J.S. Reece, Richard Irwin, Inc*
* *Financial Accounting by Monga, J.R. Ahuja, GirishAhuja and Ashok Shehgal, Mayur Paper Back, Noida*
* *Compendium of Statement and Standard of Accounting, ICAI*
* *Indian Accounting Standards, Ashish Bhattacharya, Tata Mc. Grow Hill and Co. Ltd., Mumbai*
* *Financial Accounting by Williams, Tata Mc. Grow Hill and Co. Ltd., Mumbai*
* *Company Accounting Standards by ShrinivasanAnand, Taxman, New Delhi*
* *Financial Accounting by V. Rajasekaran, Pearson Publications, New Delhi*
* *Introduction to Financial Accounting by Horngren, Pearson Publications, New Delhi*
* *Financial Accounting by M. Mukherjee and M. Hanif, Tata McGraw Hill Education Pvt. Ltd., New Delhi*
* *Financial Accounting a Managerial Perspective, Varadraj B. Bapat, MehulRaithatha, Tata McGraw Hill Education Pvt. Ltd., New Delhi*
 |
| **Business Law** |
| * *Elements of mercantile Law – N.D.Kapoor*
* *Business Law – P.C. Tulsian*
* *Business Law – SS Gulshan*
* *Company Law – Dr.Avtar Singh*
* *Indian contract Act – Dr.Avtar Singh*
* *Law of Intellectual Property-V.K-Taraporevala*
 |
| **Business Statistics** |
| * *Statistics of Management , Richard Levin &David S. Rubin,Printice Hall of India , New Delhi.*
* *Statistics for Business & Economics, David R Anderson, Dennis J Sweney, Thopmson Publication.*
* *Fundamental of Statistics, S C Gupta, Himalya Publication House.*
* *Business Statistics , Bharadwaj , Excel Books, Delhi*
* *Business Mathematics, S.K Singh & J.K Singh, Brijwasi Book Distributor & Publisher.*
 |

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| **Reference Books** |
| **Business Communication - Paper I** |
| * *Agarwal, AnjuD(1989) A Practical Handbook for Consumers, IBH.*
* *Alien, R.K.(1970) Organisational Management through Communication.*
* *Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.*
* *Aswalthapa, K (1991)Organisational Behaviour, Himalayan Publication, Mumbai.*
* *Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.*
* *Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing.*
* *Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.*
* *Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA.*
* *Banerjee, Bani P (2005) Foundation of Ethics in Mangement Excel Books 10.Businessworld Special Collector’s Issue: Ethics and the Manager*
* *Barkar, Alan(1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.*
* *Basu,C.R.(1998) Business Organisation and Management, T.M.H.New Delhi.*
* *Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper Collins College Publishers, New York.*
* *Bhargava and Bhargava91971) Company Notices, Meetings and Regulations*
* *Black, Sam (1972) Practical Public Relations, E.L.B.S. London.*
* *BoveeCourtland,L and Thrill, John V(1989) Business Communication, Today McGraw Hill, New York, Taxman Publication.*
* *Burton, G and Thakur, (1995) Management Today- Principles and Practices. T.M.H.,New Delhi.*
* *Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) Public Relations Handbook, TheDartwell Co., Chicago.*
* *Dayal, Ishwar(9810) Managing Large Organizations: A Comparative Study.*
* *Drucher,P.F.((1970) Technology, Management and Society, Pan Books London.*
* *Drucher,P.F.((1974)Management Responsibilities Practices, Heinemann, London. 22.Eyre, E.C. (1985) Effective Communication Made Simple, Rupa and Co.Calcutta.*
* *Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.*
* *Fisher Dalmar, (1999), Communication in Organisation, Jaico Pub House, Mumbai, Delhi.*
* *Frailley, L.E. (1982) Handbook of Business Letters, Revised Edn. Prentice Hall Inc.*
* *French, Astrid (1993) Interpersonal Skills. Sterling Publishers, New delhi.*
* *27 Fritzsche, David J (2005) Business Ethics: A Global and Managerial Perspective McGraw Hill*
* *Garlside, L.E. (1980) Modern Business Correspondence, McDonald and Evans Ltd. Plymouth.*
* *Ghanekar,A(1996) Communication Skills for Effective Management. Everest Publishing House, Pune.*
* *Graves, Harold F. (1965) Report Writing, Prentice Hall, New Jersey.*
* *Gupta, Anand Das (2010) Ethics, Business and Society: Managing Responsibly Response Books 32.Gupta, Dipankar (2006) Ethics Incorporated: Top Priority and Bottom Line Response Books*
* *Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall, New Jersey.*
* *Lesikar, Raymond V and Petit, John D.(1994) Business Communication: Theory and Application , Richard D. Irwin Inc. Ilinois.*
* *Ludlow,Ron.(1995) The Essence of Effective Communication, Prentice , New Delhi.*
* *36.M. Ashraf, Rizvi (2006) Effective Technical Communication Tata McGraw Hill*
* *Martson, John E. 1963) The Nature of Public Relations, McGraw Hill, New Delhi.*
* *Majumdar,P.K.(1992) Commentary on the Consumer protection Act, Prentice, New Delhi.*
* *McQuail, Denis (1975), Communication, Longman.*
* *Merrihue, William (1960) Managing by Communication, McGraw Hill, New York. 41.Mishra Rajiv K (2006) Code of Conduct for Managers Rupa Company*
* *Monippalli, M.M. (1997),The Craft of Business Letter Writing, T.M.H. New Delhi.*
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| **Reference Books** |
| * *Montagu,A and Matson , Floyd(1979) The Human Connection, McGraw Hill,New York.*
* *Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGraw Hill, New York.*
* *Parry, John (1968) The Psychology of Human Communication.*
* *Parson, C.J. and Hughes (1970) Written Communication for Business Students, Great Britain.*
* *Peterson, Robert A and Ferrell, O.C (2005) Business Ethics: New Challenges for Business Schools and Corporate Leaders Prentice Hall of India Pvt., Ltd*
* *Phillip, Louis V. (1975) Organisational Communication- The Effective Management, Columbus Grid Inc. 49.. Ross, Robert D. (1977) The Management of Public Relations, John Wiley and Sons, U.S.A.*
* *Sadri Sorab, Sinha Arun and Bonnerjee peter (1998) Business Ethics: Concepts and Cases Tata McGraw Hill Public Company Limited*
* *Shekhar, R.C (1997) Ethical Choices in Business Response Books*
* *Stephenson, James (1988) Principles and Practice of Commercial Correspondence, Pilman and Sons Ltd. London.*
* *53.. Shurter, Robert L. (1971) Written Communication in Business, McGraw Hill, Tokyo*
 |
| **Foundation Course - I** |
| * *Social and Economic Problems in India, Naseem Azad, R Gupta Pub ( 2011)*
* *Indian Society and Culture, Vinita Padey, Rawat Pub (2016)*
* *Social Problems in India, Ram Ahuja, Rawat Pub (2014)*
* *Faces of Feminine in Ancient , medivial and Modern India, Mandakranta Bose Oxford University Press*
* *National Humana rights commission- disability Manual*
* *Rural, Urban Migration : Trends, challenges & Strategies, S Rajagopalan, ICFAI- 2012*
* *Regional Inequilities in India Bhat L S SSRD- New Delhi*
* *Urbanisation in India: Challenges, Opportunities & the way forward, I J Ahluwalia, Ravi Kanbur, P K Mohanty, SAGE Pub ( 2014)*
* *The Constitution of India, P M Bakshi 2011*
* *The Problems of Linguistic States in India, Krishna Kodesia Sterling Pub*
* *Politics in India: structure, Process and Policy SubrataMitra, Rouutlege Pub*
* *Politics in India, Rajani Kothari, Orient Blackswan*
* *Problems of Communilism in india, Ravindra Kumar Mittal Pub*

*Combating communalism in India: Key to National Integration, KawalKishor Bhardwaj, Mittal Pub* |
| **Foundation Course in NSS** |
| * *National Service Scheme Manual (Revised) 2006, Government of India, Ministry of Youth Affairs and Sports, New Delhi.*
* *University of Mumbai National Service Scheme Manual 2009.*
* *Avhan Chancellor's Brigade - NSS Wing, Training camp on Disaster Preparedness Guidelines, March 2012*
* *RashtriyaSevaYojanaSankalpana - Prof.Dr.SankayChakane, Dr.Pramod\Pabrekar, Diamond Publication, Pune*
* *National Service Scheme Manual for NSS District Coordinators, National Service Scheme Cell, Dept. of Higher and Technical Education, Mantralaya,*
* *Annual report of National Service Scheme (NSS) published by Dept. of Higher and Technical Education, Mantralaya,*
* *NSS Cell, Dept. of Higher and Technical Education, Mantralaya, UTKARSHA- Socio and cultural guidelines*
* *Case material as a Training Aid for Field Workers, Gurmeet Hans.*
* *Social service opportunities in hospitals, Kapil K. Krishnan, TISS*
* *New Trends in NSS, Research papers published by University of Pune*
* *ANOOGUNJ Research Journal, published by NSS Unit C. K. Thakur college*
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| **Reference Books** |
| * *Training Manual for Field Work published by RGNIYD, Chreeperumbudur*
* *Prof.Ghatole R.N. Rural Social Science and Community Development.*
* *PurushottamSheth, Dr.Shailaja Mane, National Service Scheme*
* *Joint programme of National Service Scheme, University of Mumbai & DISHA - DEEPSHIKHA Projects, Nair Hospital, 2011-12*
* *National Service Scheme in India: A Case study of Karnataka, M. B. Dishad, Trust Publications, 2001*
* *http://www.thebetterindia.com/140/national-service-scheme-nss/*
* *http://en.wikipedia.org/wiki/national-service-scheme 19=http://nss.nic.in/adminstruct*
* *http://nss.nic.in/propexpan*
* *http://nss.nic. in*
* *http://socialworknss.org/about.html*
 |
| **Foundation Course in NCC** |
| * *Cadet’s Hand book – Common subject..all wings, BY DG NCC, New Delhi.*
* *Cadet’s Hand book – Specialised Subjects, Army, Navy, Air-force, BY DG NCC, New Delhi.*
* *NCC OTA Precise, BY DG NCC, New Delhi.*
* *“AVAN” Model of Disaster Mang.,VinayakDalvie, Proceedings of Int. Conf. on Urban Plan. andEnvStrat& Challenges, Elphinstone College, Jan 2007.*
* *Humanistic Tradition of India,N.L.Gupta, Mohit Publication, New Delhi*
* *Social psychology, Baron & Byrne, Pearson Publication, 12th Edition self awareness know yourself / insight (110) Group & Individuals (374) Group discussion*
* *Chanakya’s 7 Secrets of Leadership, RadhakrishananPillai and D.Shivnandhan, Jaico*
* *Social Psychology: Understanding Human Interaction, Baron, Robert A., (302/BAR/BYR),7th Edition*
* *Seven Habits of Highly Effective People., Covey , Stephen*
* *The Habit of Winning., Iyer , Prakash, Penguin , India ; 2011*
* *The Goal, Goldratt , Eliyahu, The Northriver press ; 1994*
* *Freedom Struggle, Chandra Bipin, National Book Trust 1972*
* *Freedom of Religion and The Indian Judiciary, Bachal V.M. , ShubhadaSaraswat, (362P)*
* *India 1996- A Reference Annual Govt. of India*
* *SahaSoneri Pane, Vinayak D. Savarkar*
* *Environmental Biology and Toxicology, P.D. Sharma., Rastogi Publication*
* *Environmental Science, S.C. Santra, New Central Book Agency*
* *National Cadet Corps (India), Lambert M. Surhone, Mariam T. Tennoe, Susan F. Henssonow, Betascript Publishing, 2011*
* *National Cadet Corps, Youth in Action (Google eBook), National Cadet Corps (India), Lancer Publishers, 2003*
* *Youth in Step: History of the National Cadet Corps, V. Longer, Lancer international, 1983Original from the University of Michigan*
* *National Cadet Corps of India, Man Mohan Sharma, Vision Books, 1980Original from the University of Michigan*
* *The National Cadet Corps Act, 1948, as Modify Up to the 1st July 1963, India, Government of India Press, 1963(Military Law)*
* *Cadet Corps in India: Its Evolution and Impact, Satis Chandra Maikap, DarbariUdyog, 1979Original from the University of California*
* *National Cadet Corps: 100 Years of Distinction, National Cadet Corps (Singapore), NCC*
* *The NCC, Singapore, National Cadet Corps Council, National Cadet Corps Council*
* *Grooming Tomorrow’s Leaders: National Cadet Corps, 1917-2006, R.S. Chhettri, Lancer Publishers, 2006*
* *National Civil Defence Cadet Corps, Lambert M. Surhone, Mariam T. Tennoe, Susan F. Henssonow, Betascript Publishing, 2011*
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| **Reference Books** |
| * *Discovery of India, Jawaharlal Nehru*
* *Health and Hygiene, Manoj. J.S., Agra University Publication*
* *Yoga for Healing, Venkateswaran P.S., Bombay:- Jaico Publishing House 1989*
* *Yoga Illustrated, New Delhi, Ministry of Information and Broadcasting, 1995*
* *Yoga Practice, 1972, Shivnande Swami, Mumbai:- D.B. Taraporewala 1972*
* *Yoga of Patanjali-1979, Yardi M.R., Bhandarkar Oriental Research Institute- 1974*
* *Sustainable Development (An Alternative Paradigm), Satpathy , N., Karnavati Publications , Ahmedabad*
* *Global Partners for Sustainable Development, Pachauri R.K &Srivastava L., Tata Energy Research Institute, New Delhi ; 1994, 1998*
* *Ecology and the Politics of survival : Conflict over Natural Resources in India, Shiva , Vandana, Sage Publications , California , 1991*
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| **Foundation Course in Physical Education** |
| * *LippianCott Williams and Wilkins 2006.*
* *American College of Sports Medicine, ACSM’s, Guidelines for Exercise Testing and Priscription. (2013) Ninth Edition, LippianCott Williams and Wilkins.*
* *American College of Sports Medicine, ACSM’s Resource Manual for Guidelines for Exercise Testing and Priscription. (2006) 5th Ed., LippianCott Williams and Wilkins, 2006.*
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* *Nieman, D.C.(1986). Fitness and Sports Medicine : Health Related Approach London: Mayfield Publishing Co.*
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| **Reference Books** |
| **Foundation of Human Skills** |
| * *Organisational behaviour, S.Robbins, Prentice Hall*
* *Organisational behaviour, John W.Newstrom and Keith Davis, Tata McGrawhill*
* *Organisational behaviour, Fred Luthans, McGrawhill,Newyork*
* *Organisational behaviour, K.Aswathappa, Himalaya Publishing House*
* *Essentials of management, Koontz,Harold, Tata McGrawhill*
 |
| **Business Economics - Paper I** |
| * *Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)*
* *Hirchey .M., Managerial Economics, Thomson South western (2003)*
* *Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)*
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* *Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)*
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***Revised Syllabus of Courses of Bachelor of Management Studies (BMS) Programme at Semester II***

***with effect from the Academic Year 2016-2017***

***Reference Books***

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| **Reference Books** |
| **Principles of Marketing** |
| * *Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.*
* *Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.*
* *Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.*
* *McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.*
* *Pillai R S, Bagavathi, Modern Marketing*
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| **Industrial Law** |
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* *New Trends in NSS, Research papers published by University of Pune*
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| * *Cadet’s Hand book – Common subject..all wings, BY DG NCC, New Delhi.*
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| * *Morrison J, The International Business Environment, Palgrave*
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* *K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi*
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| **Principles of Management** |
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***Revised Syllabus of Courses of Bachelor of Management Studies (BMS) Programme at Semester I and II***

***with effect from the Academic Year 2016-2017***

**Scheme of Evaluation**

The performance of the learners will be evaluated in two Components. One component will be the Internal Assessment component carrying 25% marks and the second component will be the Semester-wise End Examination component carrying 75% marks. The allocation of marks for the Internal Assessment and Semester End Examinations will be as shown below:-

1. **Internal Assessment**: **25 %**

***Question Paper Pattern***

***(Internal Assessment- Courses without Practical Courses)***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Particular** | **Marks** |
| 1 | **One class test (20 Marks)** |
| Match the Column/ Fill in the Blanks/ Multiple Choice Questions ***(½ Mark each)*** | 05 Marks |
| Answer in One or Two Lines (Concept based Questions) ***(01 Mark each)*** | 05 Marks |
| Answer in Brief (Attempt Any Two of the Three) ***(05 Marks each)*** | 10 Marks |
| 2 | Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities | 05 Marks |

***Question Paper Pattern***

***(Internal Assessment- Courses with Practical Courses)***

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Particular** | **Marks** |
| 1 | **Semester End Practical Examination (20 Marks)** |
| Journal | 05 Marks |
| Viva | 05 Marks |
| Laboratory Work | 10 Marks |
| 2 | Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities articulation and exhibit of leadership qualities in organizing related academic activities | 05 Marks |

1. **Semester End Examination: 75 %**
2. Duration: The examination shall be of 2 ½ Hours duration
3. Theory question paper pattern
* There shall be five questions each of 15 marks.
* All questions shall be compulsory with internal choice within the questions.
* Question may be subdivided into sub-questions a, b, c… and the allocation of marks depends on the weightage of the topic.

**(Detail question paper pattern has been given separately)**

**Passing Standard**

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 10 out of 25) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 30 Out of 75) separately, to pass the course and minimum of Grade E to pass a particular semester A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together.

***Question Paper Pattern***

***(Practical Courses)***

Maximum Marks: 75

Questions to be set: 05

Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

|  |  |  |
| --- | --- | --- |
| **Question No** | **Particular** | **Marks** |
| Q-1 | Objective Questions1. Sub Questions to be asked 10 and to be answered any 08
2. Sub Questions to be asked 10 and to be answered any 07

(\*Multiple choice / True or False / Match the columns/Fill in the blanks)  | 15 Marks |
| Q-2Q-2 | Full Length Practical Question ***OR***Full Length Practical Question  | 15 Marks15 Marks |
| Q-3Q-3 | Full Length Practical Question ***OR***Full Length Practical Question  | 15 Marks15 Marks |
| Q-4Q-4 | Full Length Practical Question ***OR***Full Length Practical Question | 15 Marks15 Marks |
| Q-5Q-5 | 1. Theory questions
2. Theory questions

***OR***Short NotesTo be asked 05To be answered 03 | 08 Marks07 Marks15 Marks |

***Note:***

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

***Question Paper Pattern***

***(Theoretical Courses)***

Maximum Marks: 75

Questions to be set: 05

Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

|  |  |  |
| --- | --- | --- |
| **Question No** | **Particular** | **Marks** |
| Q-1 | Objective Questions1. Sub Questions to be asked 10 and to be answered any 08
2. Sub Questions to be asked 10 and to be answered any 07

(\*Multiple choice / True or False / Match the columns/Fill in the blanks)  | 15 Marks |
| Q-2Q-2 | Full Length Question ***OR***Full Length Question  | 15 Marks15 Marks |
| Q-3Q-3 | Full Length Question ***OR***Full Length Question  | 15 Marks15 Marks |
| Q-4Q-4 | Full Length Question ***OR***Full Length Question  | 15 Marks15 Marks |
| Q-5Q-5 | 1. Theory questions
2. Theory questions

***OR***Short NotesTo be asked 05To be answered 03 | 08 Marks07 Marks15 Marks |

***Note:***

***Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks.***