

# **SNDT Women's University**

## **BMS –Revised Syllabus Details**

Name of the Course : **Bachelor of Management Studies  
(BMS)**

Duration : **3 years**

Number of Semesters : **6**

Credit per paper : **4**

Total Number of  
Papers in 6 Semesters : **30**

Total Credits : **120**

Structure : **As given below**

## BMS –Revised Syllabus Structure

Sem	General	Finance	Marketing	HRM	Economics	Prod/ Ops	Computers	QT/ Vocational
I	(1) Principles of Management (2) Business Communication	(3) Financial Accounting	(4) Principles of Marketing		(5) Economics-I			
II			(1) Marketing Management	(2) OB	(3) Economics - II		(4) Introduction to ICT	(5) Introduction to Quantitative Techniques
III	(1) Business Laws	(2) Cost and Management Accounting		(3) HRM		(4) Fundamentals of Production & Operations Mgt		(5) Quantitative Techniques for Business
IV	(1) Strategic Management	(2) Financial Management	(3) Consumer & Buyer Behaviour			(4) Quality Management		(5) Choose one: (a) Entrepreneurship Development & Event Management (b) Entrepreneurship Development & Stock Market Operations (c) Entrepreneurship Development & Digital Marketing (d) Entrepreneurship Development & Tourism Management (e) Entrepreneurship Development & Rural Marketing (f) Entrepreneurship Development & Logistic (g) Entrepreneurship Development & Insurance
V		(1) Auditing & Taxation (2) Banking & Financial Services	(3) Integrated Marketing Communication (4) Brand Mgmt	(5) Industrial Relations (6) Human Resource Development				(7) Advanced Quantitative Methods for Business
VI		(1) Security Analysis and Portfolio Management (2) Advanced Financial Management	(3) International Business (4) Retail Management	(5) International HRM (6) Talent Mgmt.				(7) Project

## Sem I

No.	Course Code	Title of the Paper	Marks	Credits
1.	1001	Principles of Management	100	04
2.	1002	Business Communication	100	04
3.	1003	Financial Accounting	100	04
4.	1004	Principles of Marketing	100	04
5.	1005	Economics-I	100	04

## Sem II

No.	Course Code	Title of the Paper	Marks	Credits
1.	2001	Marketing Management	100	04
2.	2002	Organizational Behavior	100	04
3.	2003	Economics - II	100	04
4.	2004	Mgmt. Information System	100	04
5.	2005	Quantitative Techniques for Business	100	04

### Sem III

No.	Course Code	Title of the Paper	Marks	Credits
1.	3001	Business Laws	100	04
2.	3002	Cost & Management Accounting	100	04
3.	3003	Human Resource Management	100	04
4.	3004	Fundamentals of Production & Operations Management	100	04
5.	3005	Quantitative Techniques for Business	100	04

### Sem IV

No.	Course Code	Title of the Paper	Marks	Credits
1.	4001	Strategic Management	100	04
2.	4002	Financial Management	100	04
3.	4003	Consumer & Buyer Behaviour	100	04
4.	4004	Quality Management	100	04
5.	4005 (a)	Entrepreneurship Development & Event Management	100	04
	4005 (b)	Entrepreneurship Development & Stock Market Operations	100	04
	4005 (c)	Entrepreneurship Development & Digital Marketing	100	04
	4005 (d)	Entrepreneurship Development & Tourism Management	100	04
	4005 (e)	Entrepreneurship Development & Rural Marketing	100	04
	4005 (f)	Entrepreneurship Development & Logistic	100	04
	4005 (g)	Entrepreneurship Development & Insurance	100	04

# SEMESTER I

**Semester: I**

**Paper No: 1**

**Course Code: 1001**

**Paper: Principles of Management**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

## Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study <b>OR</b> / <b>AND</b> Quizzes	Case Solution / Quiz Score	10
Book Review <b>OR</b> Assignments on well-known business personality	Review Report / presentation	15
	<b>Total</b>	<b>25</b>

## Objectives:

This paper is intended to enable the students to gain broad understanding of management and various managerial functions.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	<b>Nature and Scope of Management</b> Meaning, significance and objectives of Management, Management as a process, management as-an-art, science and profession	07	25
	2.	<b>Schools of Management Thought</b> Classification of various schools of Management thought with special emphasis on the new classical school	08	
II	3	<b>Planning</b> Meaning, importance, elements, process, forecasting, MBO.	07	25
	4	<b>Organizing and Staffing</b> Meaning, importance, process, types of organizations Staffing, meaning, sources of recruitment and selection process	08	

III	5.	<b>Motivation</b> – meaning, importance and theories of motivation (Maslow’s theory and Theory X and Y)	07	25
	6	<b>Leadership</b> – meaning, importance and leadership styles	08	
IV	7	<b>Communication</b> – Meaning, importance, types, process	07	25
	8	<b>Control</b> – meaning, importance, process and effective control system and control techniques.	08	
		<b>Total</b>	<b>60</b>	<b>100</b>

### Reference Books:

- 1 Essentials Of Management Harold Koontz & Cyril O’Donnel, 5<sup>th</sup> Edition  
Tata McGraw Hill, 2000
- 2 Management Concepts and OB, P. S. Rao and N. V. Shah, 1<sup>st</sup> Edition Ajab Publisher
- 3 Principles of Management, Tripathi P.C., Tata McGraw Hill 2006
- 4 Personnel Management, N.D. Gami, New Popular Publication, 2010
- 5 Principles of Management, Ramaswamy, Himalaya Publishing House, 2008

**Semester: I**

**Paper No: 2**

**Course Code: 1002**

**Paper: Business Communication**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

### Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment / Quiz / Debate	Score	10
Written test on Report Writing / Trade Letters	Marks	15
	<b>Total</b>	<b>25</b>

### Objectives:

The student understands the importance of the communication, applies concepts to enhance in oral, written and electronic communication skills and personal productivity.

Module	No.	Topics	Contact Hours	Marks/ Weight
I	1.	<b>Concept of Communication</b> Meaning, Definition, Process, importance and channels of communication, communication role in Mgt. technological advancement in communication.	07	25
	2.	<b>Modes of Communication</b> Methods: Verbal and Nonverbal, types, characteristics,	08	
II	4.	Modes: Verbal and Non-verbal communication, advantage and disadvantage, E- Communication and telephone etiquette.	7	25
	5.	<b>Barriers to Communication</b> Different types of barriers to communication. Ways to Overcome these Barriers, Confidence building by organizing debate and Speeches and role plays.	08	
III	7.	<b>Developing writing skills</b> <b>Report writing:</b> academic, Business, Project Format, content and difference between the types of report.	07	25
	8.	<b>Trade letters:</b>  Letter of Order and reply, Inquiry and reply, Complaints, adjustment, Sales and credit letter .	08	
IV	7.	<b>Grammar</b> Punctuation, Phrases and idiom, word formation, conjunctions and preposition.  Self-Preparation, Library Work,	15	25
		<b>Total</b>	60	100

**Reference Books:**

1. Business communication, RaiUrmila&Rai, Himalaya publishing House, Mumbai 2006
2. Principles and practice of business communication, Aspi Doctor and Rhoda Doctor  
Seth Publications 2008
3. Business Communication, Raman Meenakshi& Singh Prakash, Oxford University Press,  
Mumbai.2008
4. Grammar book, Wren and Martin, Tata McGraw hill



**Semester: I**  
**Paper No: 3**  
**Course Code: 1003**  
**Paper: Financial Accounting**  
**Marks: 100 (Internal 25 + External 75)**  
**Credits: 4**  
**Semester End Examination: 75 Marks**  
**Continuous Internal Evaluation: 25 Marks**  
**Duration of the Exam: 3 hours**

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Visiting a proprietary manufacturing or trading concern; obtaining Purchase and Sales Book <b>OR</b> Case Study	Purchase and Sales Book evaluation / Case Solution	10
Written Test based on problems on Journal Entries or Final Accounts	Score	15
	<b>Total</b>	<b>25</b>

**Objectives:**

This paper will enable the student to understand the basics of accountancy, learn the use of Computer software packages in preparing final accounts.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	Introduction to Book Keeping and Accountancy: Basic terms used in financial accounts. Accounting Concepts and Conventions. (Theory)	07	
	2.	Journal: Meaning, Types, General Journal Problems. Special Journal that is Cash Book.	08	
II	4.	Ledger and Trial Balance: ( Theory and Problems)	05	25
	5.	Bank Reconciliation Statement. (Theory and Simple Problem)	10	
III	6.	Final Accounts of Sole Proprietor and Partnership Firm(theory & simple problems)	15	25
IV	7.	Computerized Accounting: Introduction, Features and Accounting Software.(Tally) version-ERP-9	15	25

		<b>Total</b>	<b>60</b>	<b>100</b>
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**Reference Books:**

- 1 Book-keeping and Accountancy, Amitabha Mukherjee & Mohammad Hanif, TMH Publications, 2003
- 2 Book-keeping and Accountancy, Choudhary & Chopde, Seth Publications, 2012
- 3 Book-keeping and Accountancy, Aina Pure, Manan Prakashan, 2012
- 4 Elements of Accounts, T.S. Grewal, S. Chand & Co., 2007

**Semester: I**  
**Paper No: 4**  
**Course Code: 1004**  
**Paper: Principles of Marketing**  
**Marks: 100 (Internal 25 + External 75)**  
**Credits: 4**  
**Semester End Examination: 75 Marks**  
**Continuous Internal Evaluation: 25 Marks**  
**Duration of the Exam: 3 hours**

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study <b>OR</b> Data collection related to consumer behaviour	Case Solution / Presentation	10
Assignment on Branding or Segmentation or Competitive Strategies	Presentation	15
	<b>Total</b>	<b>25</b>

**Objectives:**

The student will gain broad exposure to both the theoretical and practical aspects of Marketing Management.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	<b>Understanding the Basics</b> Concept of Need, Want and Demand Concept of Product and Brand Business Environment in India	06	25
	2.	<b>Overview of Marketing</b> Introduction to Markets Various types of Markets Origin of Marketing Various Definitions of Marketing Role of Marketing and its Relevance Various Marketing Concepts	09	
II	4	<b>The Marketing Concept</b> Differentiate between Selling and Marketing Marketing Philosophies <b>The Marketing Environment</b> Need for Environment Analysis Nature of the Marketing Environment Understanding Macro and Micro Environment	06 09	25
III	7.	<b>SWOT Analysis</b> Concept of SWOT Advantage of SWOT Utility of SWOT Analysis (Use Case Study for Discussion)	15	25

IV	9.	<b>Marketing in the New Economy</b> Introduction to B2B Introduction to B2C Introduction to E-Marketing	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

- 1 Marketing Management Philip Kotler, Prentice Hall, 2007
- 2 Marketing Management, Rajan Saxena, Tata McGraw Hill, 2010
- 3 Marketing Management, Bholanath Dutta, Excel Books, 2010
- 4 Marketing Management, VS Ramaswamy & S Namakumari, Macmillan, 2008

**Semester: I**  
**Paper No: 5**  
**Course Code: 1005**  
**Paper: Economics-I**  
**Marks: 100 (Internal 25 + External 75)**  
**Credits: 4**  
**Semester End Examination: 75 Marks**  
**Continuous Internal Evaluation: 25 Marks**  
**Duration of the Exam: 3 hours**

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study <b>OR</b> Quizzes	Case Solution / Quiz Score	10
Project on demand analysis of a specific product / Project on Market Structure	Project report with or without presentation	15
	<b>Total</b>	<b>25</b>

**Objectives:**

The student will gain a broad understanding of economics from the management perspective.

Module	No.	Topics	Contact Hours	Weightage (%)
I	2.	Introduction to Economics - Meaning and Nature of Economics, Scope, Importance	15	25
		Demand Analysis - Demand Theory, Determinants of Demand Theory, Elasticity of Demand, Types: Price, Income and Cross Elasticity of Demand		
II	4.	Theory of Consumer Behaviour - Marginal Utility, Law of Diminishing Marginal Utility, Indifference Curve - Properties	07	25
	5.	Cost Concepts- Fixed Cost, Average Cost, Average Fixed Cost, Average Variable Cost, Marginal Cost, Total Cost	08	
III	7.	Production Function - Short run and long run production function, Isoquant, Economies of scale, Returns to scale	15	25
	8.	Market Structures - Meaning and Features of Perfect Competition		
IV	10	Monopoly, Monopolistic Competition and	15	25

		Oligopolistic Competition		
			<b>Total</b>	<b>60</b>
				<b>100</b>

**Reference Books:**

1. Business Economics, S.C. Patra, S. Chand, 2009
2. Introduction to Micro Economics, Cauvery, S. Chand, 2003
3. Advance Economic Theory, D. M. Mithani, Himalaya Publication, 2008
4. Theory of Micro Economics Analysis, H. L. Ahuja S. Chand, 14<sup>th</sup> edition

# SEMESTER II

**Sem - II**

**Paper No: 1**

**Course Code: 2001**

**Paper: Marketing Management**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment <b>AND/OR</b> Case Study	Scores	10
Project on Market Research	Report with or without presentation	15
	<b>Total</b>	<b>25</b>

**Objective:**

The student will gain understanding of the elementary aspects of marketing management.

Module	No.	Detailed Syllabus	Contact Hours	Marks/Weight
I	1.	<b>Understanding Key Concepts</b> Revision of Key Concepts of Marketing as discussed in Semester 1	05	25
	2.	<b>Identifying Market Segments and Targets</b> Introduction to Segmentation Effective Segmentation Levels of Market Segmentation Basis for Segmentation Advantages of Segmentation Marketing Targeting <i>Use Case Study for Discussion</i>	10	
II	4.	<b>Positioning</b> Introduction to Positioning Positioning Planning Steps in Positioning Advantages of Positioning	08	25
	5.	<i>Use Case Study for Discussion</i> <b>Market Research</b> Introduction to Market Research Reasons for Market Research Objectives and Importance of Market Research	07	

		The Marketing Research Process Applications of Market Research		
	6.	<b>Analysing Consumers</b> Introduction to Consumer Behaviour Factors influencing Consumer Behaviour The Buying Decision Process Understanding Buyer Behaviour		
III	8.	Nature and Characteristics of Indian Consumer <i>Use Case Study for Discussion</i> <b>Pricing</b> Introduction to Pricing Utility, Value and Pricing	07	25
	9.	Factors affecting pricing decisions 5Cs of Pricing Pricing Objectives		
	10.	<b>New Product Decisions</b> Concept of New Product Development Challenges in New Product Development The process of New Product Development	08	
IV	12	<b>Product Life Cycle</b> Introduction to PLC	07	25
	13	Concept of PLC Actions at various stages of PLC <i>Use Case Study for Discussion</i>	08	
		<b>Total</b>	<b>60</b>	<b>100</b>

#### Reference Books:

- 1 Marketing Management, Philip Kotler, Prentice Hall, 2007
- 2 Marketing Management, RajanSaxena, Tata McGraw Hill, 2010
- 3 Marketing Management, BholanathDutta, Excel Books,2010
- 4 Marketing Management, VS Ramaswamy& S Namakumari, Macmillan, 2008



**Sem - II**  
**Paper No: 2**  
**Course Code: 2002**  
**Paper: Organisational Behaviour**  
**Marks: 100 (Internal 25 + External 75)**  
**Credits: 4**  
**Semester End Examination: 75 Marks**  
**Continuous Internal Evaluation: 25 Marks**  
**Duration of the Exam: 3 hours**

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment <b>AND/OR</b> Case Study	Scores	10
Project on Market Research	Report with or without presentation	15
	<b>Total</b>	<b>25</b>

**Objectives:**

The student understands various aspects of human behavior in relation with the organizational culture.

Module	No.	Topics	Contact Hours	Marks/ Weight
I	1.	<b>Introduction to OB</b> and individual behavior, concept of organization behavior, Significance of OB , and approaches in OB	07	25
	2.	Personality ,attitudes and Emotions Meaning of Personality, Personality Traits, Development of Personality and Specialization emotions.	<b>08</b>	
II	4.	Components of attitude, Functions of attitudes and changing attitudes.	<b>03</b>	25
	5.	Emotions- meaning, felt versus displayed emotions, emotion dimensions, gender &	<b>04</b>	
	6.	Group Dynamics :Formal and Informal groups, Dynamics of group formation,	<b>05</b>	

III	8.	Team: types of team, and essentials of effective teams.	<b>06</b>	<b>25</b>
	9	Organisational outcomes  Power – Dynamics , Sources , & Ethics, Ethics of power and Politics	<b>06</b>	
IV	11.	Conflicts & Negotiations Nature of Conflict	<b>04</b>	25
	12	Conflict Resolution & Negotiation techniques Managing Conflict	<b>04</b>	
	13	Organizational stress Meaning & Definition ➤ Causes & Effect ➤ Coping Strategies	<b>04</b>	
		<b>Total</b>	<b>60</b>	<b>100</b>

#### Reference Books:

1. Organisational Behaviour, Stephen Robbins, Prentice Hall of India, 2010
2. Organisational Behaviour, Nelson, Debra L and James C, Cengage Learning India Pvt Ltd., 2010
3. Organisational Behaviour, Fred Luthans, McGraw Hill., 2011
4. Understanding Organizational Behaviour, Pareek Udai, Oxford University Press. , 2010
5. Organisation Theory and Behaviour, Singh B. P. and Chhabra T. N, Dhanpat Rai and Co. (p) Ltd., 2012

**Semester: II**  
**Paper No: 3**  
**Course Code: 2003**  
**Paper: Economics -II**  
**Marks: 100 (Internal 25 + External 75)**  
**Credits: 4**  
**Semester End Examination: 75 Marks**  
**Continuous Internal Evaluation: 25 Marks**  
**Duration of the Exam: 3 hours**

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study <b>OR</b> Quizzes	Case Solution / Quiz Score	10
Project on demand analysis of a specific product or on Market Structure	Project report with or without presentation	15
	<b>Total</b>	<b>25</b>

**Objective:**

The student will learn about the practical aspects of Economics.

Module	Unit	Topics	Contact Hours	Marks/Weight
I	1.	Introduction to Business Economics- Meaning & Scope of Micro & Macro Economics, Functions of Micro & Macro Economics, Difference between Micro & Macro Economics	06	10
	2	National Income- Meaning, GDP, NNP, Per Capita Income, GNP, PDI, Difficulties in measurement of National Income, Measurement of National Income	09	15
II	3	Money- Meaning, Functions, Constituents of Money, Role of RBI in money control with special reference to CRR, SLR	15	25
	4	Inflation- Meaning, Open Inflation, Types of Inflation, Distinguish between Demand Pull and Cost Push, Impact of Inflation on the economy		
III	5	Self-Preparation, Library Work, Industrial visits, Field visits, etc.	15	25
	6	, Concept of Black Money Monetary & Fiscal Policy- Definition of Monetary Policy, Instruments- OMO, Bank Rate, Reserve Requirement changes, Selective Credit		
	7	Control, Problems in monetary policy		

IV	8	Fiscal Policy- Definition, Instruments- Taxation, Public Borrowings, Forced Saving, Public Expenditure, Problems in Fiscal Policy	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

1. Principle of Macro Economics, Rangarajan, Himalaya Publishing House, 2010
2. Monetary Economics, Suraj B. Gupta, S Chand Publication, 2010
3. Macro Economics Theory & Policy, Dr. H.L.Ahuja, S Chand Publication, 2008
4. Advanced Economic Theory, Misra & Puri, Himalaya Publishing House 2007, 4th edition,

**Semester: II**

**Paper No: 4**

**Course Code: 2004**

**Paper: Introduction to ICT**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Surprise Test / Tests	Score	10
Assignment on MS Word or Power point	Presentation	15
	<b>Total</b>	<b>25</b>

**Objectives:**

The student will gain a broad understanding of the fundamentals of computers and the practical use of computers in various business applications

Module	No.	Topics	Contact Hours	Weight age (%)
I	1.	<u>Basic Concepts of Computer</u> Introduction to Computers Define Data, Instruction, Information Basics of Hardware and Software Characteristics of Computers Evolution of Computer Generation of Computers Various fields of application of Computers	04	25
	2.	<u>Programming Languages</u> System Software and Applications Operating System Functions of OS Types of OS File System Knowledge and application of OS Computer Security	04	
	3.	<u>Computer Organization</u> Block Diagram of Computer system: <u>Central processing unit, main memory unit</u> Input-Output Devices Primary memory <u>Memory representation</u> <u>Memory hierarchy</u> <u>Random access memory</u> <u>Types of RAM</u> <u>Read-only memory</u> <u>Types of ROM</u> Secondary storage <u>Classification of secondary storage devices</u> <u>Magnetic tape</u> <u>Magnetic disk</u> <u>Optical disk</u> Mass Storage Device	07	
II	4	<u>Introduction to MS-Word –</u> Introduction to Word Processing, Features Formatting Documents Paragraph Formatting Indents, Page Formatting Header and Footer Bullets and Numbering, Tabs Tables Formatting the Tables Finding and Replacing Text Mail Merging etc.	7	25
	5	<u>Introduction to MS PowerPoint –</u> PowerPoint Features of MS PowerPoint Clipping Slide Animation	08	

		Slide Shows Formatting etc.		
III	6	<a href="#">Introduction to ms-excel –</a> Introduction to electronic spreadsheets Feature of ms-excel Entering data Entering series Editing data Cell referencing Ranges Formulae Functions Auto sum Copying formula Formatting data Creating charts Creating database Sorting data Filtering etc.	<a href="#">15</a>	25
IV	7.	<a href="#">Internet and its Usage</a> Internet and Its Applications <ul style="list-style-type: none"> <li>▪ What is Internet</li> <li>▪ Internet applications and Services</li> <li>▪ Types of Internet Connections</li> </ul> Web Browsing <ul style="list-style-type: none"> <li>▪ Types of Web Browser</li> <li>▪ File Transfer Protocol (FTP)</li> <li>▪ File downloading and Uploading</li> <li>▪ Web 2.0 and Web 3.0</li> </ul> Internet Communications <ul style="list-style-type: none"> <li>▪ E-Mail</li> <li>▪ website surfing and Business applications of EDI</li> <li>▪ Netiquette</li> <li>▪ Cyber crime and Cyber Law</li> <li>▪ Green Computing</li> <li>▪ Social networking</li> <li>▪ Instant Messaging <ul style="list-style-type: none"> <li>▪ Internet Chatting</li> <li>▪ Internet telephony</li> <li>▪ Skype</li> </ul> </li> </ul>	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

## Reference Books:

- 1 Computer Fundamentals, P. K. Sinha, Fourth Edition, BPB Publication, New Delhi
- 2 Office 2007 in Simple Steps, Kogent Solutions Inc., Dreamtech Press, 2008
- 3 Introduction to Computer Science, ITL Education Solutions Limited, Pearson Education India, 2011
- 4 Introduction to Computers, Peter Norton, Sixth Edition, McGraw Hill

## Semester: II

**Paper No: 5**

**Course Code: 2005**

**Paper: Introduction to Quantitative Techniques**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

## Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment	Assignment score	10
Written test	Paper evaluation	15
	<b>Total</b>	<b>25</b>

## Objectives:

The students understands the basic Mathematical concepts and to apply Mathematical concepts in management.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	<b>Determinant and matrices</b> Simple problems of determinant, crammer's rule of solving equations( two variables only) Addition and multiplication of matrices, inverse matrix, equation solving by using	15	25
II	2	Linear programming Formation of Linear programming, problems and solution of linear problems by graphical method up to two variables.	15	25
III	3	Limit and differentiation Simple problems of limits, definition of derivative, rules derivatives( sum, product, quotient), simple problems (exclude trigonometric functions) application of differentiation in business ( average cost,	15	25

		marginal cost, marginal revenue, optimization of profit, maximum minima functions in economics)		
IV	4	<b>Integration and its business application</b> finite and infinite integration, producer's and consumer's surplus, (excluding trigonometric function)	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

### Reference Books

- 1 Business Statistics, Naval Bajpai, Pearson
- 2 Business Mathematics, Zameeruddin Kazi, Vijay Khanna, S K Bhambri, Vikas Publication
- 3 Business Statistics, J K Sharma, Pearson



# SEMESTER III

**BMS Semester: III**

**Paper No: 1**

**Paper: Business Laws; Course Code: 3001**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

## **Objectives:**

To understand the legal aspects of business and the meaning & concept of contractual obligations, partnership, company law.

## **Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case Study	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, visit to a court to have practical exposure.	Review Report / presentation	15
	<b>Total</b>	<b>25</b>

<b>Module</b>	<b>Unit No.</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight age</b>
I	1	<p><b>Indian Contract Act, 1872</b></p> <p>i. Meaning, definition, importance, essential elements of contract,  Agreements, kinds of agreements,  Difference between agreements and contracts,  Proposal-Acceptance-Revocation  Consideration</p> <p>ii Definition-S.2(d)  Stranger to consideration, Stranger to contract &amp; exceptions  No consideration, No contract  (state Rule S.25 &amp; S.185) &amp; exceptions  Unlawful object &amp; unlawful consideration S.23</p> <p>iii Free consent (S.13 to S.22)  Coercion-Undue influence  Fraud – Misrepresentation  &amp; mistake of fact and mistake of law</p> <p>Iv Contingent Contracts (Meaning)  (S.31 to 36)</p>	15	25
II	2	<p><b>Indian Partnership Act</b></p> <p>i. (Sec. 4 to 8) Definition &amp; terms of partnership, Non-partnership interest</p> <p>ii Rights &amp; Duties of partners &amp; partnership property (S.9 to 17)</p> <p>iii Implied authority of partners(S.18 to 21)</p> <p>iv Minor’s position in partnership (S.30)</p> <p>v Modes of dissolution (S.39 to 54)</p>	15	25
III	3	<p><b>Negotiable Instrument Act</b></p> <p>i What is negotiation &amp; what is a negotiable instrument? (S.13-14)</p> <p>ii Define: Promissory note, Bill of exchange &amp; Cheque(S.4-6)</p> <p>iii Endorsement it’s kinds(S.50-52)</p> <p>iv Clearing &amp; transferring procedure for cheque</p> <p>v Kinds of crossing(S.123)</p>	15	25

IV	4	<b>Company law</b> Definition. Characteristics of a company, types of companies, distinguish between private & public ltd. Company, registration of a company, promoters, memorandum of association & articles of association, certificate of incorporation.  Consumer Forum  Ethical Practices in Business Law	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

1. Bulchandani, Business Law for management, , Himalaya Publishing House, Mumbai, 2010
2. N. D. Kapoor, Business Law, Sultan Chand, New Delhi, 2011
3. H. L. Kumar, Employer's Rights under Labour Laws, Universal Law Publishing Company Ltd., 2011
4. J. N. Jain & Ajay Bhola, Modern Industrial Relations and Labour Laws, Regal Publications, 2009

**BMS Semester: III**

**Paper No: 2**

**Paper: Cost & Management Accounting; Course Code: 3002**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

The students will be able to appreciate the importance of maintaining cost records. They will also be able to apply costing & management techniques for decision making.

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester

Criteria	Mode of Evaluation	Marks
Projects on Analysis of Balance Sheets of well-known companies and Case studies.	Review of Report and Presentation	10
Internal Tests for exam	Assessment	15
	<b>Total</b>	<b>25</b>

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/Weight age
I	1	<b>Introduction:</b> Costs, Types, Classification of costs <b>Cost sheet :</b> (a) Simple cost sheet (b) Estimated cost sheet (Theory & simple problem)	15	25
II	2	<b>Marginal costing &amp; Break even Analysis</b> Theory & Simple problems	15	25
III	3	<b>Standard Costing &amp; Budgeting</b> Theory & Simple problems	15	25

IV	4	<b>Vertical presentation of financial statement</b> (a) Vertical presentation of balance sheet (b) Vertical presentation of P/L A/C (Theory + simple problem to understand the format ) (c) Ratio Analysis  Cash flow statement as per AS-3 (Theory +Simple problem)  Ethical Practices in Cost & Management Accounting	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

1. M. Y. Khan and P. K. Khan, Cost and Management Accountancy, TMH Publication 4th edition 2008
2. Choudhary and Chopde, Cost and Management Accountancy, Sheth Publisher First edition June 2012
3. Ainapure, Cost Accounting, MananPrakashan, First edition June 2012
4. C.A. Minakshi A. Rachchh and Gunwantrai A. Rachchh, Cost and Management Accountancy, Pearson Publication, First edition 2010

**BMS Semester: III**

**Paper No: 3**

**Paper: Human Resource Management; Course Code: 3003**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

Knowledge on the Human Resource management is essential for all kinds of people in all kinds of organizations. After studying this course, student will be able to have a clear understanding of the foundation of HRM, its need and various functions of HRM.

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Written test	Taken by college as internal test	10
Assignment / Presentation/s	Concern faculty members of each subject will be responsible for this	10
Case study on HR Policies, HRP, Recruitment, job analysis	Students have to submit Case study analysis report	05
	<b>Total</b>	<b>25</b>

<b>Module</b>	<b>Unit No.</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/ Weightage</b>
I	1	Introduction to HRM: HRM: Origin, Growth & Evolution, Importance-Scope & Functions. Qualities of HR Manager, Meaning of HRM, Functions & Objectives of HRM, Difference between PM & HRM  Human Resource Planning: Importance, Process of Human Resource Planning, Need & Benefit OF HRP, Factors affecting HRP (Internal & External)	15	25
II	2	Job Design & Job Analysis: Job Design, Job Analysis, Job Description, Job Specification (Purpose, Use & Contents of each), Techniques of Data collection for Job Analysis	15	25
III	3	Recruitment, Selection, Placement, Induction Sources of Recruitment, selection procedure steps. Interview & types of Interview, Placement, induction objectives & procedure.	15	25
IV	4	HR Policies- Meaning, objectives, Importance and scope steps in: Policy formulation  Performance Appraisal & Compensation Management- Meaning, Importance , Systems  Ethical Practices in Human Resource Management	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

#### **Reference Books:**

1. C.B. Mamoria, Personnel Management, Himalaya Publishing House, 2010
2. K. Aswathppa, Human Resource & Personnel Management, Himalaya Publishing House, 2012
3. P. Subha Rao, Essential of HR Management & IR, Himalaya Publishing House, 2010
4. Micheal Armstrong, Handbook of HRM, McGill Publication, 2009
5. N.D.GAMI, Personnel Management, New Popular Publication, 2010

**BMS Semester: III**

**Paper No: 4**

**Paper: Fundamentals of Production & Operations Management; Course Code: 3004**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

To make students aware about the techniques required for streamlining the production process.

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case Study	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, visit to the industries to have practical exposure.	Review Report / presentation	15
	<b>Total</b>	<b>25</b>



<b>Module</b>	<b>Unit No.</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/ Weightage</b>
I	1	<p><b>Introduction to Operations Management</b></p> <ul style="list-style-type: none"> <li>a) Operations Management- Introduction , concept&amp;scope</li> <li>b) Characteristics of Modern Operations function</li> <li>c) Importance of Operations Management</li> <li>d) Systems Approach</li> </ul> <p><b>Plant Location</b></p> <ul style="list-style-type: none"> <li>a) Introduction&amp; concept</li> <li>b) Steps in locating a plant</li> <li>c) Factors influencing selection of a plant</li> <li>d) Methods used for locating of a plant (Factor Rating, Point Rating, Break Even Analysis, Quantitative Factor Analysis)</li> </ul>	15	25
II	2	<p><b>Plant (Facility) Layout</b></p> <ul style="list-style-type: none"> <li>a) Introduction</li> <li>b) Objectives of an Ideal Plant Layout</li> <li>c) Factors affecting the Plant Layout decisions</li> <li>d) Types of plant Layout</li> </ul> <p><b>Just in Time</b></p> <ul style="list-style-type: none"> <li>a) Introduction</li> <li>b) Techniques</li> <li>c) Advantages &amp; Disadvantages</li> </ul>	15	25
III	3	<p><b>Production Planning (Loading &amp; Scheduling)</b></p> <ul style="list-style-type: none"> <li>a) Meaning of Production Planning</li> <li>b) Production Planning Procedure</li> <li>c) Factors determining Production Control Procedure, Gantt Charts, Sequencing Numericals (nx2, nx3, nxm M/c Numericals)</li> <li>d) Routing &amp; Scheduling, Despatching &amp; Processing</li> <li>e) Production Control</li> </ul>	15	25

IV	4	<b>Maintenance of Plant</b> a) Introduction b) Causes of Plant Breakdown c) Cost associated with Breakdown d) Preventive & Corrective Maintenance e) Types of Maintenances f) Elements of a Good Maintenance System  Ethical Practices related to Production & Operations Management	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

1. Dr. Sanjay Sharma, Introduction to Management, Cyber Tech Publication, 2003
2. L.C. Jhamb, Production Management- Everest Publishing House, 12<sup>th</sup> edition 2007.
3. S. A Chunawalla & D. R. Patel, Production & Operation Management- Himalaya Publishing House, 6<sup>th</sup> revised edition, 2013
4. K. Aswathappa & K. Shridhara Bhat, Production & Operation Management – Himalaya Publishing House, 2007

**BMS Semester: III**

**Paper No: 5**

**Paper: Quantitative Techniques for Business; Course Code: 3005**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:-**

To provide the students theoretical and practical knowledge of statistical methods.

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Problem solving	Score	10
Unit test, viva-voce, assignments, internal objective test	Review Report / presentation	15
	<b>Total</b>	<b>25</b>

<b>Module</b>	<b>Unit No.</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/ Weightage</b>
I	1	<p><b>Collection of data</b> Collection of primary data through questionnaires and personal interview, and observation method, collection of secondary data from public sources and selection of appropriate method for data collection</p> <p><b>Measures of central Tendency</b> Arithmetic mean, median, mode, weighted average, quartiles, deciles, percentiles, graphical presentation of median &amp; modes.</p>	15	25
II	2	<p><b>Measures of Dispersion</b> Range, Quartile Deviation and its coefficient, Mean Deviation, Standard deviation, coefficient of variation (C.V.)</p>	15	25
III	3	<p><b>Introduction to Probability</b> Introduction to Probability Distribution with focus on Normal Distribution</p>	15	25
IV	4	<p><b>Correlation and Regression</b> Co-relation, Scatter Diagrams, Karl Pearson's correlation and rank correlation (spearman), Linear Regression, Line of regressions, Regression coefficients, multiple and partial correlation.</p> <p><b>Analysis of times series</b> Concept, Components, estimation of Trend values by moving average and least square method.</p> <p>Ethical Practices related to Quantitative Techniques for Business</p>	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

1. S.C.Gupta, Fundamental of statistics –Himalaya Publication, 2001
2. S.P.Gupta, Statistical methods by - S.Chand Publication, 2009
3. V.K Kapoor, Solution to problems in statistics –2007

# SEMESTER IV

**BMS Semester: IV**

**Paper No: 1**

**Paper: Strategic Management; Course Code: 4001**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

## **Objective:-**

To prepare students to handle all areas of management from strategic point of view.

## **Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case Study	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, industrial visit to have practical exposure.	Review Report / presentation	15
	<b>Total</b>	<b>25</b>

<b>Mod ule</b>	<b>Unit No.</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/ Weightage</b>
I	1	<p><b>Introduction to business policy</b>  Vision &amp; Mission of a company  Business policies  Important aspect while framing business policy</p> <p><b>Introduction:</b></p> <ul style="list-style-type: none"> <li>• Definition, nature, scope, and importance of strategy; and strategic management</li> <li>• Process of strategic management.</li> <li>• Role of strategists.</li> </ul> <p><b>Strategic Analysis:</b></p> <ul style="list-style-type: none"> <li>• External Analysis – Overview</li> <li>• Internal Analysis- Value Chain &amp; Benchmarking.</li> </ul>	15	25
II	2	<p><b>Strategy Formulation:</b></p> <ul style="list-style-type: none"> <li>• Defining strategic intent: Vision, Mission, Business Philosophy, Goals and Objectives.</li> </ul> <p>a. Corporate level strategies (concepts)</p> <ol style="list-style-type: none"> <li>1. Growth (Vertical Integration, Joint Venture, Modernization)</li> <li>2. Retrenchment (Turnaround, Disinvestment, Liquidation)</li> <li>3. Stability</li> </ol> <p>b. SBU Level Strategies - Concept of Porter's competitive strategy</p> <ul style="list-style-type: none"> <li>• Process of Strategy Choice (Portfolio Analysis – BCG growth share Matrix and GE nine cell)</li> </ul>	15	25
III	3	<p><b>Strategy Implementation &amp; Evaluation:</b></p> <ul style="list-style-type: none"> <li>• The implementation process. 7s Framework.</li> <li>• Resource allocation and behavioral issues in strategy implementation</li> <li>• Designing organizational structure as per strategy.</li> <li>• Strategy Evaluation &amp; Control.</li> </ul>	15	25
IV	4	<p><b>Recent Advances in Strategic Management:</b></p> <ul style="list-style-type: none"> <li>• Core Competence as the Root of Competitive Advantage</li> <li>• Case Studies</li> </ul> <p>Ethical Practices in Strategic Management</p>	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

## Reference Books:

1. L.M. Prasad, Business Policy: Strategic Management, Sultanchand & Sons, New Delhi, 2005
2. Bhattacharya & Venkataramini, Managing Business Enterprises: Strategies, Structures & Systems, 2004
3. Fred R David, Strategic Management Concepts & Cases, Pearson Prentice Hall, 2009
4. P. Subba Rao, Strategic Management, Himalaya Publishing House, 2009



**BMS Semester: IV**

**Paper No: 2**

**Paper: Financial Management; Course Code: 4002**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

To apply financial techniques for effective management of long-term and short-term capital.

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case Study	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, visit to corporate to have practical exposure.	Review Report / presentation	15
	<b>Total</b>	<b>25</b>

<b>Module</b>	<b>Unit No.</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/ Weightage</b>
I	1	<b>Introduction to financial management</b>  (i) Meaning, scope & objective of finance management (ii) Classification of finance function (iii) Financial goal (Profit Max and Wealth Maximisation)  <b>Sources of Finance</b> i) Equity shares ii) Preference Shares iii) Debentures & Bonds iv) Retained Earning	15	25

II	2	<b>Cost of Capital</b> i) Meaning ii) Concept of Cost of Capital iii) Importance of Cost of Capital iv) Simple Problems	15	25
III	3	<b>Capital Budgeting</b> i) Introduction ii) Methods of Capital Budgeting a) Pay back Method b) ARR (Theory)	15	25
IV	4	<b>Working Capital Management</b> i) Introduction ii) Factors to be taken into consideration for Working Capital Management. iii) Operating Cycle iv) Simple Problems on Working Capital requirements.  Ethical Practices related to Financial Management	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

1. P. V. Kulkarni & B. G. Satyaprasad, Financial Management- Himalaya Publishing House, 2012.
2. M. Y. Khan & P. K. Jain, Basic Financial Management- Tata Mcgraw Hill Publishing Co. Ltd., 2005
3. Prof. A. P. Rao, Fundamentals of Financial Management- Everest Publishing House, 2006.
4. Satish M. Inamdar, Principles of Financial Management- Everest Publishing House, 2006

**BMS Semester: IV**

**Paper No: 3**

**Paper: Consumer & Buyer Behaviour; Course Code: 4003**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

To learn more about the consumer and buyer behavior and basic knowledge about business ethics, CRS and Public Relation Management.

**Internal Evaluation Criteria:**

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case Study for understanding of Business Ethic and Corporate Social Responsibility	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, industrial visit to have practical exposure.	Review Report / presentation	15
	<b>Total</b>	<b>25</b>

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	Buyer Behavior a) Difference between Buyer and Consumer, meaning and definition, Buying Motives, Factors influencing buyer behavior, Buying Process. b) Organizational Buyer Behavior, factors affecting organization buyer behavior. Derived Demand, Difference between consumer buying behaviour and industrial buying behaviour	15	25
II	2	Consumer Behaviour Basic Stimulus Response Model, Influence on consumer decision making process, high involvement and low involvement products, Influence on buying behavior- cultural factors, social factors, personal methods of sales forecasting, Reference Groups, Consumer Learning.	15	25
III	3	Consumer Relationship Management Importance, Merits, Loyalty Breakers, How to reclaim a lost consumer? How to sustain existing customers? How to tap potential future customers? Complaint Management, Relationship building in the long run.	15	25
IV	4	Business Ethics and Corporate Social Responsibility and Public Relations Management.  Ethical Practices related to Consumer & Buyer Behaviour	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

1. Kumar Ramesh, Conceptual Issues in Consumer Behaviour :The Indian Context  
Pearson Education India, 2006
2. Chetan Bajaj, Retail Management - Oxford University

**BMS Semester: IV**

**Paper No: 4**

**Paper: Quality Management; Course Code: 4004**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

To make students aware about the various techniques available for quality improvements in the companies.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case Study	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, visit to a Manufacturing industry to have practical exposure.	Review Report / presentation	15
	<b>Total</b>	<b>25</b>

<b>Module</b>	<b>Unit No.</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/ Weightage</b>
I	1	<p><b>Quality Management</b></p> <p>a) Quality Concept  b) Juran’s View of Quality  c) Quality Control- Meaning &amp; Benefits  d) Quality Assurance  e) ISO Standards  f) Learning Curve</p> <p><b>Total Quality Management</b></p> <p>a) Definition &amp; Concept of TQM  b) Principle of TQM  c) Techniques of TQM  d) Importance of TQM</p>	15	25
II	2	<p><b>Total Employee Involvement</b></p> <p>a) Quality Circle- Concept &amp; Structure  b) Implementation of Quality Circle  c) Features &amp;Benefits of Quality Circle  d) Suggestion Schemes- Concept, Structure, Rewards for Suggestion Schemes.  e) Difference between Quality Circle &amp; Suggestion Schemes</p>	15	25
III	3	<p><b>Quality Models- Benchmarking against world class</b></p> <p>a) Meleobm Reldeidge Quality  b) RB NQA Model  c) IT &amp; BPO services-Capability Measuring Models(CMM)</p> <p><b>Control Charts:</b> Types, Numericals in Control Charts</p>	15	25
IV	4	<p><b>Kaizen &amp; Six Sigma</b></p> <p>a) Concept of Kaizene  b) Importance of Kaizen  c) Functions of Kaizen  d) Concept of Six Sigma  e) Six Sigma applied in Manufacturing  f) Six Sigma applied in services</p> <p>Ethical Practices related to Quality Management</p>	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

1. S.D Aphale, Productivity & Quality Management- Vipul Prakashan, 2003
2. Prof. L.C. Jhamb, Production (Operation) Management- Everest Publishing House, 12<sup>th</sup> edition 2007
3. K. Aswathappa& K. ShridharaBhat, Production & Operation Management –Himalaya Publishing House, 2007

**BMS Semester: IV**

**Paper No: 5 (a)**

**Paper: Entrepreneurship Development & Event Management (Vocational Paper -1)**

**Course Code: 5005 (a)**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

To enable the students to understand the fundamentals of event management and developing entrepreneurship skills related to it.

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Business Analysis of two events. Preparing a Project Plan for starting new venture. Project on woman entrepreneur. Taking part in activities like Organising Department Fest, Seminar, Workshops, Guest lectures.	Review Report / presentation	10
Unit test, viva-voce, assignments, internal objective test, practical event organising	Assessment	15
	<b>Total</b>	<b>25</b>

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p><b>Introduction to Entrepreneurship :</b></p> <ul style="list-style-type: none"> <li>• Concept of Entrepreneur</li> <li>• Concept of Entrepreneurship</li> <li>• Factors contributing to Entrepreneurship Development</li> <li>• Importance of an Entrepreneur with reference to Indian economy</li> <li>• Personality characteristics of an Entrepreneur</li> <li>• Modern Concept: Intrapreneur, Copreneur &amp; Ontrapreneur</li> <li>• Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses</li> </ul> <p><b>Introduction to Project :</b></p> <ul style="list-style-type: none"> <li>• Meaning and Definition</li> <li>• Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical</li> </ul> <p><b>Project Planning and Report :</b></p> <ul style="list-style-type: none"> <li>• Project Lifecycle</li> <li>• Steps in project formulation</li> <li>• Preparing a business plan, marketing plan, financial plan and organizational plan</li> <li>• Contents of a project report</li> </ul> <p><b>Project Feasibility and Appraisal (only concepts)</b></p> <ul style="list-style-type: none"> <li>• Financial Analysis</li> <li>• Market Analysis</li> <li>• Techno-economical Analysis</li> <li>• Managerial Feasibility</li> <li>• Social Cost Benefit Analysis</li> <li>• Network Analysis (CPM/PERT)</li> <li>• Break-even Analysis</li> <li>• Internal and external constraints in project formulation</li> </ul>	15	25
II	2	<p><b>Entrepreneurship related to Event Management</b></p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> <li>• Commercial banks, SIDBI, SFC, RBI</li> <li>• Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions</li> <li>• Concept of Micro-finance</li> </ul> <p><b>Ethical Practices related to Entrepreneurship</b></p>	15	25



III	3	<p>Historical Perspective, Introduction to Event Management, Size &amp; type of event, Event Team, Code of ethics. Event feasibility : findings and testing an idea</p> <p>The screening process, processing the idea.</p> <p><b>Event Planning</b></p> <p>Introduction , Planning process, objectives, environment search and information-gathering, Demand and Operational planning, financial planning, marketing planning</p>	15	25
IV	4	<p><b>Event related Financial Management and the Budget</b></p> <p>Introduction, Objectives and Financial planning, Creating a budget, The detailed budget, other sources of Income- sponsorship and public funding.</p> <p>The organization manager and the team.</p> <p>Introduction, organisational effectiveness, Staffing: professional or volunteer management?</p> <p>Factors influencing the number and type of staff, finding staff.</p> <p><b>Event related compliances</b></p> <p>Permission and various Authorities, Indian Contract Act, The Bombay Shops and Establishment Act, Applicability of various Labour Laws, Applicability of Income Tax Act, Applicability of Service Tax Act.</p> <p><b>Marketing and public relations for events</b></p> <p>Introduction, The target market, How to influence the target market, The marketing plan, Marketing for a new event.</p> <p>Case-Study of Event Managers</p>	15	25

		Ethical Practices related to Event Management		
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand & Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
4. Michael Vaz, Entrepreneurship Development, Manan Prakashan, 2010
5. Diwakar Sharm, Event Management and Planning, Deep & Deep Publications Pvt. Ltd., 2001
6. Anton shone and Bryn Parry, Success Event management, Thomson Learning, 2004
7. Sanjaya Singh Gaur and Sanjay V Saggere, Event Marketing and Management, Vikas Publishing House Pvt Ltd, 2003

**BMS Semester: IV**

**Paper No: 5 (b)**

**Paper: Entrepreneurship Development & Stock Market Operations (Vocational Paper - 2)**

**Course Code: 5005 (b)**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

To make students aware about the current operations of stock market and give the students practical exposure about the financial market

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case studies Business Analysis of two NSE listed Scrips. Project on women entrepreneur (interview) and analysis report of the same.	Case Solution, Review Report / presentation	10
Unit test, viva-voce, assignments, internal objective test, visit to BSE, NSE to have practical exposure.	Review Report / presentation	15
	<b>Total</b>	<b>25</b>

<b>Module</b>	<b>Unit No.</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/ Weightage</b>
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I	1	<p><b>Introduction to Entrepreneurship :</b></p> <ul style="list-style-type: none"> <li>• Concept of Entrepreneur</li> <li>• Concept of Entrepreneurship</li> <li>• Factors contributing to Entrepreneurship Development</li> <li>• Importance of an Entrepreneur with reference to Indian economy</li> <li>• Personality characteristics of an Entrepreneur</li> <li>• Modern Concept: Intrapreneur, Copreneur &amp; Ontrapreneur</li> <li>• Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses</li> </ul> <p><b>Introduction to Project :</b></p> <ul style="list-style-type: none"> <li>• Meaning and Definition</li> <li>• Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical</li> </ul> <p><b>Project Planning and Report :</b></p> <ul style="list-style-type: none"> <li>• Project Lifecycle</li> <li>• Steps in project formulation</li> <li>• Preparing a business plan, marketing plan, financial plan and organizational plan</li> <li>• Contents of a project report</li> </ul> <p><b>Project Feasibility and Appraisal (only concepts)</b></p> <ul style="list-style-type: none"> <li>• Financial Analysis</li> <li>• Market Analysis</li> <li>• Techno-economical Analysis</li> <li>• Managerial Feasibility</li> <li>• Social Cost Benefit Analysis</li> <li>• Network Analysis (CPM/PERT)</li> <li>• Break-even Analysis</li> <li>• Internal and external constraints in project formulation</li> </ul>	15	25
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II	2	<p><b>Entrepreneurship related to Stock Market Operations</b></p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> <li>• Commercial banks, SIDBI, SFC, RBI</li> <li>• Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions</li> <li>• Concept of Micro-finance</li> </ul>	15	25
III	3	<p>Money Market v/s Capital Market</p> <p>Primary Market :</p> <p>IPOS, IPO process, procedure involved in opening of D-MAT A/C.</p> <p>Secondary market</p> <p>Types of shares : Equity shares Preference shares</p> <p>Equity shares (A group ,B group)</p> <p>Risk :</p> <p>Meaning</p> <p>Elements of risk</p> <p>Difference between investment &amp; gambling</p> <p>Portfolio Management :</p> <p>Types of Investors</p> <p>Introduction to stages of Portfolio Management</p>	15	25
IV	4	<p>Introduction to Mutual Funds</p> <p>Meaning, Definition , Concept of NAV</p> <p>Types of Mutual Funds: Open ended &amp; close ended fund.</p> <p>ETFs (Exchange Traded Funds)</p> <p>Advantages of ETFs</p> <p>Investment Avenues</p> <p>Ethical Practices related to Stock Market Operations</p>	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

## References Books:

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand & Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, ,2003
4. Michael Vaz, Entrepreneurship Development, Manan Prakashan, 2010
5. S. Kevin, Portfolio Management, PHI Learning Pvt Ltd., New Delhi, 2006.
6. Ashu ZDutt, Stock Market Trading Secret, Vision book publication, 2007

**BMS Semester: IV**

**Paper No: 5 (c)**

**Paper: Entrepreneurship Development & Digital Marketing (Vocational Paper-3)**

**Course Code: 5005 (c)**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

Use of ICT tools as an aid for teaching technique for the subject, Setting an understanding for new marketing venue, for future employment aspect.

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Starting a blog Review of an article on digital marketing An online assignment (to understand e-mail drafting skills)	Review Report / presentation	10
Unit test, viva-voce, assignments, internal objective test, practical event organising	Assessment	15
	<b>Total</b>	<b>25</b>

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p><b>Introduction to Entrepreneurship :</b></p> <ul style="list-style-type: none"> <li>• Concept of Entrepreneur</li> <li>• Concept of Entrepreneurship</li> <li>• Factors contributing to Entrepreneurship Development</li> <li>• Importance of an Entrepreneur with reference to Indian economy</li> <li>• Personality characteristics of an Entrepreneur</li> <li>• Modern Concept: Intrapreneur, Copreneur &amp; Ontrapreneur</li> <li>• Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses</li> </ul> <p><b>Introduction to Project :</b></p> <ul style="list-style-type: none"> <li>• Meaning and Definition</li> <li>• Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical</li> </ul> <p><b>Project Planning and Report :</b></p> <ul style="list-style-type: none"> <li>• Project Lifecycle</li> <li>• Steps in project formulation</li> <li>• Preparing a business plan, marketing plan, financial plan and organizational plan</li> <li>• Contents of a project report</li> </ul> <p><b>Project Feasibility and Appraisal (only concepts)</b></p> <ul style="list-style-type: none"> <li>• Financial Analysis</li> <li>• Market Analysis</li> <li>• Techno-economical Analysis</li> <li>• Managerial Feasibility</li> <li>• Social Cost Benefit Analysis</li> <li>• Network Analysis (CPM/PERT)</li> <li>• Break-even Analysis</li> <li>• Internal and external constraints in project formulation</li> </ul>	15	25



II	2	<p><b>Entrepreneurship related to Digital Marketing</b></p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> <li>• Commercial banks, SIDBI, SFC, RBI</li> <li>• Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions</li> <li>• Concept of Micro-finance</li> </ul> <p><b>Ethical Practices related to Entrepreneurship</b></p>	15	25
III	3	<p>Introduction to Digital Marketing and its evolution Types of Digital Marketing (Pull &amp; Push)</p> <p>Theories and techniques of research and consumer behavior and their application to marketing communication.</p> <p>Introduction to Search Engine Marketing Content Marketing Content writing, Keyword Research Managing content Fundamentals of digital marketing planning Collaborative Filtering, Recommendation Engines</p>	15	25

IV	4	<p>Campaign Tools Application and monitoring,</p> <p><b>Types of online advertising</b></p> <p><b>Understanding key concepts</b>          SEO Search engine optimization          PPP Pay per Click          e-mail marketing          Viral marketing          On-line PR          Podcasts          Blogs and blog writing</p> <p>Introduction to Social Networking          Facebook, Twitter, Linkedin, You Tube          Advantages and disadvantages of social networking sites.          Impact of Mobile Devices &amp; Mobile Applications in Digital Marketing          Using social media for Digital Marketing, for Customer Segmentation and Targeted Campaigns</p> <p>Case-Study</p> <p>Ethical Practices related to Digital Marketing</p>	15	25
			<b>60</b>	<b>100</b>

**Reference Books:**

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand & Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
4. Michael Vaz, Entrepreneurship Development, Manan Prakashan, 2010
5. David Meerman Scott Amazon Kindle, The New Rules of marketing and PR 2006
7. Damian Ryan and Calvin Jones, Understanding digital marketing,
8. Google+ for business by Chris Brogan, 2012
9. Chris Anderson, The Long Tail
10. Chris Anderson, Free- The Future of a Radical Price

**BMS Semester: IV**

**Paper No: 5 (d)**

**Paper: Entrepreneurship Development & Tourism Management (Vocational Paper-4)**

**Course Code: 5005 (d)**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

To make the students aware about the important role played by tourism industry.

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case Studies and Group Discussions, Viva-voce	Case solution and presentation	10
Internal test – Classroom test, Project Report on tourist place	Review Report / presentation	15
	<b>Total</b>	<b>25</b>

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p><b>Introduction to Entrepreneurship :</b></p> <ul style="list-style-type: none"> <li>• Concept of Entrepreneur</li> <li>• Concept of Entrepreneurship</li> <li>• Factors contributing to Entrepreneurship Development</li> <li>• Importance of an Entrepreneur with reference to Indian economy</li> <li>• Personality characteristics of an Entrepreneur</li> <li>• Modern Concept: Intrapreneur, Copreneur &amp; Ontrapreneur</li> <li>• Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses</li> </ul> <p><b>Introduction to Project :</b></p> <ul style="list-style-type: none"> <li>• Meaning and Definition</li> <li>• Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical</li> </ul> <p><b>Project Planning and Report :</b></p> <ul style="list-style-type: none"> <li>• Project Lifecycle</li> <li>• Steps in project formulation</li> <li>• Preparing a business plan, marketing plan, financial plan and organizational plan</li> <li>• Contents of a project report</li> </ul> <p><b>Project Feasibility and Appraisal (only concepts)</b></p> <ul style="list-style-type: none"> <li>• Financial Analysis</li> <li>• Market Analysis</li> <li>• Techno-economical Analysis</li> <li>• Managerial Feasibility</li> <li>• Social Cost Benefit Analysis</li> <li>• Network Analysis (CPM/PERT)</li> <li>• Break-even Analysis</li> <li>• Internal and external constraints in project formulation</li> </ul>	15	25
II	2	<p><b>Entrepreneurship related to Tourism Management</b></p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p>	15	25

		<p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> <li>• Commercial banks, SIDBI, SFC, RBI</li> <li>• Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions</li> <li>• Concept of Micro-finance</li> </ul> <p><b>Ethical Practices related to Entrepreneurship</b></p>		
III	3	<p>Tourism- Definition, History of travel. National and international tourism, the growing potential of tourism</p> <p>Role of tourism, Department tourism activities, tourism infrastructure, Food service innovations</p> <p>Foodservice industry- Origin of restaurants, fast food restaurants, customer relationship management (CRM) Hotel organization, accommodations and different services</p>	15	25
IV	4	<p>Tour operator and travel agents ; Introduction, role of travel agent , travel agency , revenue types and forms of tourism- inbound and outbound tourism, religious tourism , adventure tourism, medical tourism , culture tourism , nature tourism</p> <p>Role of Web marketing in travel and tourism- Internet, Marketing Web, Advantages of web marketing, elements of web marketing , website design, website promotion , importance of website in today’s world.</p> <p>Future trends in hospitality-properties of the future, Reservations of the future, hotel accommodation of the future, innovation in hotel management or professionalism in hotel management.</p> <p>Case-Study</p> <p>Ethical Practices related to Tourism Management</p>	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

8. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
9. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand & Sons, 2010
10. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003

11. Michael Vaz, Entrepreneurship Development, Manan Prakashan, 2010
12. Sudhir, Introduction to Tourism and Hospitality Industry, Andrews, 2011
13. Prabhat Choudhary, Tourism concepts and practicals, Adeline Books, 2011
14. Delmar, Conducting Tours, Marc Mancini, Thomson Learning, 2001

**BMS Semester: IV**

**Paper No: 5 (e)**

**Paper: Entrepreneurship Development & Rural Marketing (Vocational Paper -5)**

**Course Code: 5005 (e)**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case Study	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, visit to rural areas to have practical exposure.	Review Report / presentation	15
	<b>Total</b>	<b>25</b>

**Duration of the Exam: 3 hours**

**Objectives:**

To make students aware about the upliftment of rural and service marketing.

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p><b>Introduction to Entrepreneurship :</b></p> <ul style="list-style-type: none"> <li>• Concept of Entrepreneur</li> <li>• Concept of Entrepreneurship</li> <li>• Factors contributing to Entrepreneurship Development</li> <li>• Importance of an Entrepreneur with reference to Indian economy</li> <li>• Personality characteristics of an Entrepreneur</li> <li>• Modern Concept: Intrapreneur, Copreneur &amp; Ontrapreneur</li> <li>• Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses</li> </ul> <p><b>Introduction to Project :</b></p> <ul style="list-style-type: none"> <li>• Meaning and Definition</li> <li>• Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical</li> </ul> <p><b>Project Planning and Report :</b></p> <ul style="list-style-type: none"> <li>• Project Lifecycle</li> <li>• Steps in project formulation</li> <li>• Preparing a business plan, marketing plan, financial plan and organizational plan</li> <li>• Contents of a project report</li> </ul> <p><b>Project Feasibility and Appraisal (only concepts)</b></p> <ul style="list-style-type: none"> <li>• Financial Analysis</li> <li>• Market Analysis</li> <li>• Techno-economical Analysis</li> <li>• Managerial Feasibility</li> <li>• Social Cost Benefit Analysis</li> <li>• Network Analysis (CPM/PERT)</li> <li>• Break-even Analysis</li> <li>• Internal and external constraints in project formulation</li> </ul>	15	25

II	2	<p><b>Entrepreneurship related to Rural Marketing</b></p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> <li>• Commercial banks, SIDBI, SFC, RBI</li> <li>• Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions</li> <li>• Concept of Micro-finance</li> </ul> <p><b>Ethical Practices related to Entrepreneurship</b></p>	15	25
III	3	<p>Introduction: Definition, Scope of Rural Marketing, Concepts, Components of Rural Markets, Classification of Rural Markets, Rural versus Urban Markets.</p> <p>Rural Marketing Environment: Population, Occupation Pattern, Income Generation,</p> <p>Location of Rural Population, Expenditure Pattern, Literacy Level, Land Distribution,</p> <p>Land Use Pattern, Irrigation, Development Programs, Infrastructure Facilities, Rural</p> <p>Credit Institutions, Rural Retail Outlets, Print Media in Rural Areas, Rural Areas</p> <p>Requirement, Problems in Rural Marketing, Rural Demand, Rural Market Index.</p>	15	25
IV	4	<p><b>Rural Consumer Behavior</b></p> <p>Consumer Buying Behavior Models, Factors Affecting Consumer Behavior, Social Factors, Technological Factors, Economic Factors, Political Factors.</p>	15	25



		<p><b>Characteristics of Rural Consumer:</b> Age and Stages of the Life Cycle, Occupation and Income, Economic Circumstances, Lifestyle, Personality and Brand Belief, Information Search and Pre Purchase Evaluation, Rise of Consumerism.</p> <p>Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty.</p> <p>Service Industry: Nature and scope of services, Difference between Goods and Services, Classification of services, Growth of service industry, Reasons for phenomenon growth in service market and obstacles of service industry.</p> <p>Marketing Management Process for Services:</p> <p>Organising, Marketing, Planning, Analysing marketing opportunities, selecting target markets, Developing service marketing mix, Managing and controlling marketing network.</p> <p>Case-Study</p> <p>Ethical Practices related to Rural Marketing</p>		
		<b>Total</b>	<b>60</b>	<b>100</b>

**Reference Books:**

- 1 S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand & Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
4. Michael Vaz, Entrepreneurship Development, Manan Prakashan, 2010
- 5 S.A.Sherlekar and R.Krishnamoorthy, Introduction to Marketing - Himalaya Publishing House, 2009
6. C G Krishnamacharyulu, Lalitha Ramakrishnan, Rural Marketing - Pearson Education, 2006.
7. Habeeb Ur Rahman, Rural Marketing - Himalaya Publishing House, 2004.
8. Sukhpal Singh, Rural Marketing - Vikas Publishers.
9. Minouti Kamat and R. Krishnamoorthy, Rural Marketing - Himalaya Publishing House, 2006

**BMS Semester: IV**

**Paper No: 5 (f)**

**Paper: Entrepreneurship Development & Logistic (Vocational Paper -6)**

**Course Code: 5005 (f)**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case Study and Practical work assignments on S.A.P. functioning	Case Solution / Report etc.	10
Unit test, viva-voce, assignments, internal objective test, visit to a manufacturing and warehouse unit and rural areas to have practical exposure.	Review Report / presentation	15
	<b>Total</b>	<b>25</b>

**Objectives:**

To provide the basic knowledge about the subject and to introduce the students with production function & Management

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p><b>Introduction to Entrepreneurship :</b></p> <ul style="list-style-type: none"> <li>• Concept of Entrepreneur</li> <li>• Concept of Entrepreneurship</li> <li>• Factors contributing to Entrepreneurship Development</li> <li>• Importance of an Entrepreneur with reference to Indian economy</li> <li>• Personality characteristics of an Entrepreneur</li> <li>• Modern Concept: Intrapreneur, Copreneur &amp; Ontrapreneur</li> <li>• Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses</li> </ul> <p><b>Introduction to Project :</b></p> <ul style="list-style-type: none"> <li>• Meaning and Definition</li> <li>• Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical</li> </ul> <p><b>Project Planning and Report :</b></p> <ul style="list-style-type: none"> <li>• Project Lifecycle</li> <li>• Steps in project formulation</li> <li>• Preparing a business plan, marketing plan, financial plan and organizational plan</li> <li>• Contents of a project report</li> </ul> <p><b>Project Feasibility and Appraisal (only concepts)</b></p> <ul style="list-style-type: none"> <li>• Financial Analysis</li> <li>• Market Analysis</li> <li>• Techno-economical Analysis</li> <li>• Managerial Feasibility</li> <li>• Social Cost Benefit Analysis</li> <li>• Network Analysis (CPM/PERT)</li> <li>• Break-even Analysis</li> <li>• Internal and external constraints in project formulation</li> </ul>	15	25
II	2	<b>Entrepreneurship related to Logistic</b>	15	25

		<p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> <li>• Commercial banks, SIDBI, SFC, RBI</li> <li>• Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions</li> <li>• Concept of Micro-finance</li> </ul> <p><b>Ethical Practices related to Entrepreneurship</b></p>		
III	3	<p><b>Introduction to logistic:</b>  Concept of logistic  Scope and objectives of logistic management  Importance of logistic management</p> <p><b>Introduction to supply chain management:</b>  Concept of supply chain management  Objectives and importance of SCM.</p> <p><b>Concepts of</b>  ERP (practicals)  S.A.P/ Oracle Application or other open source ERP software tools</p>	15	25
IV	4	<p><b>Material Planning and Budgeting</b>  Importance, Techniques of planning,  Bill of Materials,  Past consumption Analysis (format of bill of</p>	15	25

	<p>materials, material requisition slip),</p> <p>Budgeting- purpose and benefits- ABC analysis.</p> <p><b>Inventory Management</b></p> <p>Nature, Importance, functions, Inventory Models, EOQ model, Concept of reorder point, safety stock, Material Requirement Planning (MRP), MRP II</p> <p><b>Introduction to Warehousing</b></p> <p>Definitions Roles &amp; functions of warehousing Importance of warehousing Principles of warehousing (Designing criteria Handling Technique Storage planning)</p> <p><b>Logistic Information System:-</b></p> <p>Concept and importance of Logistic Information System Principles of Logistic Information System Types of Information systems Advantages of Information systems</p> <p>Case-Study</p> <p>Ethical Practices related to Logistic</p>		
		<b>Total</b>	<b>60</b>
			<b>100</b>

**Reference Books:**

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
- 2 C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand & Sons, 2010
- 3 E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
- 4 Michael Vaz, Entrepreneurship Development, Manan Prakashan,2010
- 5 Shridaran, Material Management –2004.
- 6 Sunil Chopra and Peter Meindl, Supply Chain Management – Strategy, Planning and Operation, Pearson/PHI, 2007
- 7 D K Agrawal Macmillan, Feb-2003

**BMS Semester: IV**

**Paper No: 5 (g)**

**Paper: Entrepreneurship Development & Insurance (Vocational Paper -7)**

**Course Code: 5005 (g)**

**Marks: 100 (Internal 25 + External 75)**

**Credits: 4**

**Semester End Examination: 75 Marks**

**Continuous Internal Evaluation: 25 Marks**

**Duration of the Exam: 3 hours**

**Objectives:**

To impart knowledge about the basic concepts of insurance and to make students understand the growth of Insurance Sector in India.

**Internal Evaluation Criteria:**

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

<b>Criteria</b>	<b>Mode of Evaluation</b>	<b>Marks</b>
Case studies	Case solutions	10
Unit test, viva-voce, assignments, internal objective test, visit to insurance industries to have practical exposure.	Review report and presentation	15
	<b>Total</b>	<b>25</b>

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	<p><b>Introduction to Entrepreneurship :</b></p> <ul style="list-style-type: none"> <li>• Concept of Entrepreneur</li> <li>• Concept of Entrepreneurship</li> <li>• Factors contributing to Entrepreneurship Development</li> <li>• Importance of an Entrepreneur with reference to Indian economy</li> <li>• Personality characteristics of an Entrepreneur</li> <li>• Modern Concept: Intrapreneur, Copreneur &amp; Ontrapreneur</li> <li>• Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses</li> </ul> <p><b>Introduction to Project :</b></p> <ul style="list-style-type: none"> <li>• Meaning and Definition</li> <li>• Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical</li> </ul> <p><b>Project Planning and Report :</b></p> <ul style="list-style-type: none"> <li>• Project Lifecycle</li> <li>• Steps in project formulation</li> <li>• Preparing a business plan, marketing plan, financial plan and organizational plan</li> <li>• Contents of a project report</li> </ul> <p><b>Project Feasibility and Appraisal (only concepts)</b></p> <ul style="list-style-type: none"> <li>• Financial Analysis</li> <li>• Market Analysis</li> <li>• Techno-economical Analysis</li> <li>• Managerial Feasibility</li> <li>• Social Cost Benefit Analysis</li> <li>• Network Analysis (CPM/PERT)</li> <li>• Break-even Analysis</li> <li>• Internal and external constraints in project formulation</li> </ul>	15	25
II	2	<p><b>Entrepreneurship related to Insurance</b></p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p>Case Studies of entrepreneurs</p> <p>Support and assistance for entrepreneurs</p>	15	25



		<ul style="list-style-type: none"> <li>Commercial banks, SIDBI, SFC, RBI</li> <li>Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions</li> <li>Concept of Micro-finance</li> </ul> <p><b>Ethical Practices related to Entrepreneurship</b></p>		
III	3.	<p><b>Basic principles of insurance :</b>  Definition, functions, nature of insurance business, legal aspects of insurance contract ,features of insurance contracts</p> <p>Life insurance corporation of India – brief history , overview of its working</p> <p>Challenges and opportunities of life insurance business in India.</p> <p><b>Types of insurance:</b>  General insurance – fire insurance , marine insurance, motor insurance, personal accident insurance and health insurance and concept of re-insurance</p> <p>Insurance products (types of policies), claim settlement in life insurance.</p> <p><b>Channels of distribution:</b>  Role of IRDA in regulating life insurance business in India – (insurance companies and protection of interest of policy holders)</p>	15	25
IV	4.	<p><b>Insurance legislation in India</b> (need purpose and objectives of the following regulations)</p> <ol style="list-style-type: none"> <li>Insurance act 1938</li> <li>L.I.C act 1956</li> <li>Marine insurance act 1963</li> <li>General insurance act 1972</li> <li>IRDA act 1999 9 regulations applicable to insurers and protection of policy- holders)</li> </ol> <p><b>Insurance in India:</b>  Growth of insurance industry in India, present status, developments. Insurance business in India during post liberalization period</p> <p>Case-Study</p> <p>Ethical Practices related to Insurance</p>	15	25
		<b>Total</b>	<b>60</b>	<b>100</b>

## **Reference Books:**

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand & Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
4. Michael Vaz, Entrepreneurship Development, Manan Prakashan,2010
5. O.P. Agrawal, Business Aspects in Banking and Insurance, Himalaya Publications house, Edition 2012
6. P.K. Gupta, Insurance and Risk Management, Himalaya Publications house, First Edition 2010
7. M.N Mishra, INSURANCE principles and practice, S chand publications, Edition 2009
8. Sadhak H, Life insurance in India, Response book publications, Edition 2009