

**SEVA MANDAL EDUCATION SOCIETY'S  
SMT.MANIBEN M.P SHAH WOMEN'S COLLEGE OF ARTS & COMMERCE  
(AUTONOMOUS)**

**Programme Name: Bachelor of Management Studies**

**Proposed Syllabus under NEP**

**Year of Implementation: 2023-24**

<b>Course Category</b>	<b>Major</b>
<b>Level</b>	<b>4.5</b>
<b>Course Title</b>	<b>Cost Accounting</b>
<b>Semester</b>	<b>II</b>
<b>Course Credit</b>	<b>4</b>
<b>No. of Lecture per week</b>	<b>4</b>
<b>Marks of Comprehensive Continuous Evaluation</b>	<b>50</b>
<b>Marks of Semester End Examination</b>	<b>50</b>

**Course Title: Cost Accounting**

Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	1. Acquire knowledge and understanding of the concepts, and techniques of cost accounting and develop skills for decision making.
	2. Familiarize with the provisions and use of accounting information within Organization
	3. Exercise appropriate judgment in selecting and presenting information using various methods relevant to cost accounting.
<b>Module 1(Credit 1) Introduction to Cost Accounting</b>	
Learning Outcomes	After learning the module, learners will be able to
	1. Understand the scope and significance of cost accounting
	2. Identify the specifics of different costing methods

Content Outline	Introduction: scope, objectives, accounting, Types, Classification of costs Definition, significance of cost & e
<b>Module 2(Credit 1) Cost Sheet</b>	
Learning Outcomes	After learning the module, learners will be able to
	1. Prepare cost sheet statements
	2. Apply cost accounting methods to evaluate and project businessperformance
Content Outline	Cost sheet: a) Simple cost sheet b) Estimated cost sheet (Theory & simple problem)
<b>Module 3(Credit 1) Job Costing</b>	
Learning Outcomes	After learning the module, learners will be able to
	1. Understand the advantages and disadvantages of job costing
	2. Analyse & ascertain cost of each unit & control cost
Content Outline	Job Costing: concept, advantages & disadvantages of job costing (Simple problems)
<b>Module 4(Credit 1) Budget &amp; Budgetary Control</b>	
Learning Outcomes	After learning the module, learners will be able to
	1. Differentiate between different types of budget
	2. Demonstratemastery of budgeting systems and performance measurement system
Content Outline	Budgetary Control: Concepts - Budget, Budgeting & Budgetary control,objectives, advantages & limitations of budgetary control, types of budget (Simple problems)

**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**  
Projects, Viva, Unit Test, Case Study

**Semester End Examination (SEE) Paper pattern:**

Objective questions (10 Marks)

Long answers (40 Marks)

### **Reference Essential Reading**

1. Choudhary and Chopde (2015) Cost and Management Accountancy, Sheth Publisher
2. M. Y. Khan and P. K. Khan, (2015) Cost and Management Accountancy, TMH Publication
3. Aina pure, (2015) Cost Accounting, Manan Prakashan

### **Additional Reading**

1. MN Arora (2015) Cost and Management Accounting, Vikas Publishing House
2. C.A. Minakshi A. Rachchh and Gunwantra A. Rachchh, (2015) Cost and Management Accountancy, Pearson Publication

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**Programme Name: Bachelor of Management Studies**

**Proposed Syllabus under NEP**

**Year of Implementation: 2023-24**

<b>Course Category</b>	<b>Major (Core)</b>
<b>Level</b>	<b>4.5</b>
<b>Course Title</b>	<b>Marketing Management</b>
<b>Semester</b>	<b>II</b>
<b>Course Credit</b>	<b>4</b>
<b>No. of Lecture per week</b>	<b>4</b>
<b>Marks of Comprehensive Continuous Evaluation</b>	<b>50</b>
<b>Marks of Semester End Examination</b>	<b>50</b>

**Course Title : Marketing Management**

<b>Course Outcomes</b>	<p>After going through the course, learners will be able to :</p> <ol style="list-style-type: none"> <li>1. Understand of the elementary aspects of marketing management.</li> <li>2. Develop an understanding of recent trends in the field of marketing</li> <li>3. Evaluate the key analytical frameworks and tools used in marketing</li> <li>4. Apply key marketing theories, frameworks and tools to solve Marketing problems</li> </ol>
<b>Module 1(Credit 1) Title of the Module : Product Life Cycle and Market Research</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Understand need and process of marketing research in an organization</li> <li>2. Identify the strategies companies can use during various stages in a product life cycle</li> </ol>

<b>Content Outline</b>	<p><b>Product Life Cycle (PLC)</b></p> <ul style="list-style-type: none"> <li>• Definition and meaning</li> <li>• Stages of Product Life Cycle</li> <li>• Strategies used by companies in different stages of PLC</li> </ul> <p><b>Market Research</b></p> <ul style="list-style-type: none"> <li>• Definition and meaning</li> <li>• Process of Market Research</li> <li>• Role of Market Research in Marketing Management</li> </ul>
<b>Module 2(Credit 1)</b>	<b>Title of the Module: SWOT Analysis and Marketing Environment</b>
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Understanding the elements of SWOT and its application in an organization</li> <li>2. Identifying the various factors affecting marketing environment</li> </ol>
<b>Content Outline</b>	<p><b>SWOT Analysis</b></p> <ul style="list-style-type: none"> <li>• Definition and meaning</li> <li>• Elements of SWOT Analysis</li> <li>• Case study discussion on SWOT</li> </ul> <p><b>Marketing Environment</b></p> <ul style="list-style-type: none"> <li>• Definition and meaning</li> <li>• Micro and Macro factors in a marketing environment</li> <li>• Factors affecting marketing environment</li> <li>• Need of understanding business environment</li> </ul>
<b>Module 3 (Credit 1)</b>	<b>Title of the Module: B2B , B2C and E-Marketing</b>
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Identifying the different business transaction models</li> <li>2. Understanding the importance and use of E-Marketing for businesses.</li> </ol>
<b>Content Outline</b>	<p><b>Business to business (B2B) and Business to consumer (B2C)</b> Definition and meaning</p>

	<p>Comparative study between B2B and B2C</p> <p><b>E- Marketing</b>  Definition and meaning  Features of E-Marketing  Importance of E-Marketing  Limitations of E-Marketing</p>
<b>Module 4(Credit 1) Promotion</b>	<b>Title of the Module: Recent Marketing trends and Sales</b>
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Identifying the different sales promotion techniques.</li> <li>2. Understanding the various trends in marketing available to businesses.</li> </ol>
<b>Content Outline</b>	<p><b>Recent Marketing trends</b>  Social Marketing, Online marketing, Direct marketing, Services marketing, Green marketing, Rural marketing; Search Engine Marketing, Social Media Marketing, Email Marketing</p> <p><b>Sales Promotion</b>  Definition and meaning  Promotional Strategy – Sales Promotion – Personal Selling &amp; Advertisement</p>

**Semester End Examination (SEE) Paper pattern:**

**Internal Examination: 50 Marks**

Unit Test , Presentations, Case study, Assignments

**External Examination: 50 Marks**

1. Short Answers (10 Marks)
2. Long answers (40 Marks)

**References:**

**Essential Reading**

1. Philip Kotler and Gary Armstrong, 2021, Principles of Marketing, Pearson Publications.
2. Rajan Nair, 2020, Marketing Management, Sultan Chand and Sons.

**Additional Reading**

1. R.S.N. Pillai and Bhagavathi, 2022 , Modern Marketing Principles, S Chand Publications
2. J.Jayasankar, 2021, Marketing, Margham publications.

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**Proposed Syllabus under NEP**

**Year of Implementation: 2023-24**

<b>Course Category</b>	<b>Major</b>
<b>Level</b>	<b>4.5</b>
<b>Course Title</b>	<b>Human Resource Development</b>
<b>Semester</b>	<b>II</b>
<b>Course Credit</b>	<b>4</b>
<b>No. of Lecture per week</b>	<b>4</b>
<b>Marks of Comprehensive Continuous Evaluation</b>	<b>50</b>
<b>Marks of Semester End Examination</b>	<b>50</b>

**Course Title: Human Resource Development**

<b>Course Outcomes</b>	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Understand the meaning, scope and functions of HRD and a greater realization about its contribution to the value chain.</li> <li>2. To enable the students to understand the importance of Training and development.</li> </ol>
<b>Module 1 (Credit 1)</b>	<b>Title of the Module: Introduction to HRD</b>
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. To understand the concept of HRD.</li> <li>2. Study the designing of HRD programme.</li> </ol>
<b></b>	

<b>Content Outline</b>	<b>1.1 HRD –</b> Introduction The Concept of Human Resource Development , Difference between HRD and HRM, The Need for HRD , Features of Human Resource development , Benefits of Human Resource Development.
<b>Module 2 (Credit 1)</b>	<b>Title of the Module: Training &amp; Development</b>
<b>Learning Outcomes</b>	After learning the module, learners will be able to 1. To Study the training and development. 2. To Understand the various types of training
<b>Content Outline</b>	<b>2.1 Training &amp; Development:</b> Introduction of Training.  <b>2.2 Types:</b> Induction , Job training , Promotion training , Refresher training . <b>2.3 Methods /Techniques of on the job and -off the job:</b> Lectures, Trial and error experience, Understudy, Position Rotation, Specific Project, Committee Assignments, Selective Reading, Vestibule Schools, Case Studies, Conferences, Symposium, Brain Storming, Fish bowl, Role Playing, Simulation, T- Groups, In-basket Training, Games.
<b>Module 3 (Credit 1)</b>	<b>Title of the Module: Management Development</b>
<b>Learning Outcomes</b>	After learning the module, learners will be able to: 1. Understand the importance , methods and process of management development programme



<b>Content Outline</b>	<b>3.1 Concept of Management Development.</b> Characteristics, importance, Objectives Benefits, Methods & Process of MDP  <b>3.2</b> Introduction to Career Planning, succession planning and talent management
<b>Module 4 (Credit 1)</b>	<b>Title of the Module: Organisational Change and Development</b>
<b>Learning Outcomes</b>	After learning the module, learners will be able to 1. Learn how to implement changes in the organization Structure through different techniques & intervention used by experts in the organization.
<b>Content Outline</b>	<b>4.1 Organizational change and Development</b> Organizational Change, Resistance to change, Managing Change, <b>4.2 Organizational development-</b> meaning, characteristics, objectives, OD interventions and, OD process-steps.

**Internal Examination: 50 Marks**

Projects, Viva, Unit Test

**External Examination: 50 Marks**

1. Objective question (10 Marks)
2. Long answers (40 Marks)

**References:**

**A. Essential Reading:**

1. P. Subba Rao, C. B. Mammoria, 2005, Essentials of Human Resource Mgt & IR Personnel Mgt, Himalaya Publication.,
2. Dr. C. B. Gupta, 2004, HRM, Sultan Chand & Sons.
3. Case Studies, ICFAI Publication.

**B. Additional Reading:**

1. K Aswathappa, Human Resource Management, 2012, Mc Grew Hill Education.

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**Year of Implementation: 2023-24**

<b>Course Category</b>	<b>OEC</b>
<b>Level</b>	<b>4.5</b>
<b>Course Title</b>	<b>Business and Industrial Laws</b>
<b>Semester</b>	<b>II</b>
<b>Course Credit</b>	<b>4</b>
<b>No. of Lecture per week</b>	<b>4</b>
<b>Marks of Comprehensive Continuous Evaluation</b>	<b>50</b>
<b>Marks of Semester End Examination</b>	<b>50</b>

**Course Title: Business and Industrial Laws**

Course Credits	4
Course Outcomes	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Analyze And apply legal principles to real-world business scenarios</li> <li>2. Foster critical thinking and problem-solving skills within a legal context</li> </ol>
<b>Module 1(Credit 1) Indian Contract &amp; Indian Partnership Act</b>	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <p>To differentiate between agreement &amp; contract Understand the concept of free consent &amp; consideration</p> <ol style="list-style-type: none"> <li>1. Understand the rules regarding Indian Partnership Act &amp; modes of dissolution of firm</li> </ol>

Content Outline	<p>Indian Contract Act, 1872 &amp; Indian Partnership Act 1932</p> <p><u>Indian Contract Act, 1872:</u></p> <p>i. Essential elements of Contract; Agreement and Contract – Capacity to Contract.</p> <p>ii. Free consent :-Meaning, Coercion, Undue-influence, Fraud,</p> <p>Misrepresentation &amp; Mistake</p> <p>iii. Consideration:- Definition, Rules as to consideration</p> <p><u>Indian Partnership Act,1932</u></p> <p>i. Definition of Partnership</p> <p>ii. Rights &amp; Duties of partners</p> <p>iii. Modes of dissolution of a firm</p>
<b>Module 2(Credit 1) Negotiable Instruments Act &amp; Company Law</b>	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <p>1. Understand the various provisions of Negotiable Instruments Act &amp; Company Law</p> <p>2. Differentiate between the types of companies</p> <p>3. Understand the procedure for registration of a company</p>
Content Outline	<p>Negotiable Instruments Act 1881 &amp; Company Law</p> <p><u>Negotiable Instruments Act, 1881.</u></p> <p>i. Negotiable Instrument: Meaning, Features</p> <p>ii. Promissory note, Bill of exchange &amp; Cheque-Basic Features/Concepts</p> <p>iii. Kinds of crossing.</p> <p><u>Company Law</u></p> <p>i. Definition, Characteristics of a company</p> <p>ii. Types of companies</p> <p>iii. Registration of a company, promoters, memorandum of association &amp; articles of association</p> <p>iv. Meetings-Annual General Meeting, Extra Ordinary General Meeting</p> <p>v. Directors-Meaning, Types, DIN.</p>
<b>Module 3(Credit 1) Industrial Disputes</b>	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <p>1. Demonstrate the recognition of laws relating to Industrial Disputes</p> <p>2 Understand the concept of strike, lockouts etc.</p>
Content Outline	<p>Law Relating to Industrial Disputes</p> <p><u>Industrial Disputes Act, 1947</u></p> <p>i. Definitions, Authorities, Awards, Settlements, Strikes, Lockouts, LayOffs, Retrenchment and Closure.</p>
<b>Module 4(Credit 1) Factories Act &amp; Employees Provident Funds and Miscellaneous Provisions Act</b>	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <p>1. Understand the various provisions of Factories Act and Employee</p>

	Provident Fund
Content Outline	Factories Act,1948 & Employees Provident Funds and Miscellaneous Provisions Act,1952 <u>Factories Act,1948</u> i. Definitions- Factory, Manufacturing Process ii. Provisions relating to health, safety and welfare. <u>Employees Provident Funds and Miscellaneous Provisions Act,1952</u> i. Introduction to schemes under the Act

### **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

Projects, Viva, Unit Test, Case Study, Presentation

### **Semester End Examination (SEE) Paper pattern:**

Short Answers (10 Marks)

Long answers (40 Marks)

### **Reference**

#### **Essential Reading**

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

#### **Additional Reading**

1. S. N. Mishra, 2019, Labour & Industrial Laws, Central Law Publishers Pvt. Ltd., 29<sup>th</sup> Edition
2. K.M. Pillai, Labour & Industrial Laws, Allahabad Law Agency, 16<sup>th</sup> Edition.

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Proposed Syllabus under NEP

**Year of Implementation: 2023-24**

<b>Course Category</b>	<b>Major</b>
<b>Level</b>	<b>4.5</b>
<b>Course Title</b>	<b>Business Environment</b>
<b>Semester</b>	<b>II</b>
<b>Course Credit</b>	<b>2</b>
<b>No. of Lecture per week</b>	<b>2</b>
<b>Marks of Comprehensive Continuous Evaluation</b>	<b>25</b>
<b>Marks of Semester End Examination</b>	<b>25</b>

Course Title: **Business Environment**

<b>Course Outcomes</b>	After going through the course, learners will be able to <ol style="list-style-type: none"> <li>1. Understand the aspects of business environment.</li> <li>2. Study the contemporary issues in business</li> <li>3. Examine and evaluate business in international environment.</li> </ol>
<b>Module 1 (Credit 1)</b>	<b>Title of the Module: Introduction to Business Environment</b>
<b>Learning Outcomes</b>	After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Recall and relate to various concepts pertaining to business and components of micro and macro environment.</li> </ol>
<b></b>	

<b>Content Outline</b>	<p>a. <b>Business Environment:</b> Meaning, Characteristics, Significance.</p> <p>b. <b>Micro and Macro Environment:</b> Definition, SWOT Analysis.</p> <p>c. <b>Introduction to Micro-Environment:</b>  <b>Internal Environment:</b> Mission, Objectives, Organizational Structure, Organizational Resources, Corporate Image.  <b>External Environment:</b> Firm, customers, suppliers, distributors, Competitors, Society.  <b>Introduction to Macro Components:</b> Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal.</p>
<b>Module 2 (Credit 1)</b>	<b>Title of the Module: International Environment</b>
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Gain knowledge about the operation of different institutions in international business environment.</li> </ol>
<b>Content Outline</b>	<p><b>2.1 International Environment</b>  <b>Globalization:</b> Meaning, Drivers, features of Globalization, Impact of globalization on business.</p> <p><b>2.2 MNCs:</b> Definition, meaning, merits, demerits, MNCs in India, FDI, Factors influencing FDI.</p>

**Internal Examination: 25 Marks**

Projects, Viva, Unit Test

**External Examination: 25 Marks**

1. Short Answers (05 Marks)
2. Long answers (20 Marks)

**References:**

**A. Essential Reading:**

1. Francis Cherunilam, 2013, Business Environment, Himalaya Publishing House.
2. K.Aswathappa, 2010, Essentials of Business Environment, Himalaya Publishing House.
3. Lokanathan and Lakshmi Rajan, 2015, Business and society, Emerald Publishers.

**B. Additional Reading:**

1. MISHRA AND PURI , 2018, Indian Economy, Himalaya Publishing House.
2. Raj Aggarwal, 2020, Business Environment, Excel Book.

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Programme Name: **Bachelor of Management Studies**

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**Year of Implementation: 2023-24**

<b>Course Category</b>	<b>Minor</b>
<b>Level</b>	<b>4.5</b>
<b>Course Title</b>	<b>Cost Accounting</b>
<b>Semester</b>	<b>II</b>
<b>Course Credit</b>	<b>2</b>
<b>No. of Lecture per week</b>	<b>2</b>
<b>Marks of Comprehensive Continuous Evaluation</b>	<b>25</b>
<b>Marks of Semester End Examination</b>	<b>25</b>

**Course Title: Cost Accounting**

Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	1. Acquire knowledge and understanding of the concepts, and techniques of cost accounting and develop skills for decision making.
	2. Familiarize with the provisions and use of accounting information within organization
	3. Exercise appropriate judgment in selecting and presenting information using various methods relevant to cost accounting.
<b>Module 1(Credit 1) Introduction to Cost Accounting</b>	
Learning Outcomes	After learning the module, learners will be able to
	1. Understand the scope and significance of cost accounting
	2. Identify the specifics of different costing methods
Content Outline	Introduction: Definition, scope, objectives & significance of cost accounting, Types, Classification of costs
<b>Module 2 (Credit 1) Job Costing</b>	



Learning Outcomes	After learning the module, learners will be able to
	1. Understand the advantages and disadvantages of job costing
	2. Analyse & ascertain cost of each unit & control cost
Content Outline	Job Costing: concept, advantages & disadvantages of job costing (Simple problems)

**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**  
Projects, Viva, Unit Test, Case Study

**Semester End Examination (SEE) Paper pattern:**

Short Answers (05 Marks)

Long answers (20 Marks)

## Reference

### Essential Reading

1. Choudhary and Chopde (2015) Cost and Management Accountancy, Sheth Publisher
2. M. Y. Khan and P. K. Khan, (2015) Cost and Management Accountancy, TMH Publication
3. Ainapure, (2015) Cost Accounting, Manan Prakashan

### Additional Reading

1. MN Arora (2015) Cost and Management Accounting, Vikas Publishing House
2. C.A. Minakshi A. Rachchh and Gunwantrai A. Rachchh, (2015) Cost and Management Accountancy, Pearson Publication

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<b>Course Category</b>	<b>Minor</b>
<b>Level</b>	<b>4.5</b>
<b>Course Title</b>	<b>Marketing Management</b>
<b>Semester</b>	<b>II</b>
<b>Course Credit</b>	<b>2</b>
<b>No. of Lecture per week</b>	<b>2</b>
<b>Marks of Comprehensive Continuous Evaluation</b>	<b>25</b>
<b>Marks of Semester End Examination</b>	<b>25</b>

**Course Title: Marketing Management**

<b>Course Outcomes</b>	<p>After going through the course, learners will be able to :</p> <ol style="list-style-type: none"> <li>1. Understand of the elementary aspects of marketing management.</li> <li>2. Evaluating the key frameworks and tools used in marketing</li> <li>3. Applying key marketing theories, frameworks and tools to solve Marketing problems</li> </ol>
<b>Module 1(Credit 1)</b>	<b>Title of the Module: Introduction to marketing</b>
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Understanding the importance and use of Marketing for businesses</li> <li>2. Identifying the various factors affecting marketing environment</li> <li>3. Understanding the different business transaction models</li> </ol>
<b>Content Outline</b>	<p><b>Introduction to marketing</b>  Meaning of Markets and Marketing, Marketing Philosophies, Segmentation, Targeting and Positioning (STP), Marketing Mix - Meaning and Elements  Micro and Macro factors in a marketing environment, E- Marketing, Business to business (B2B) and Business to consumer (B2C)</p>

<b>Module 2 (Credit 1)</b>	<b>Title of the Module: Basic fundamentals of marketing</b>
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Understanding the elements of SWOT and its application in an organization</li> <li>2. Identifying the various stages of Product Life cycle</li> </ol>
<b>Content Outline</b>	Pricing and methods of Pricing ; Types of distribution channels. PLC and its Stages ; Market Research and its role in Marketing Management; SWOT Analysis and its elements

**Internal Examination: 25 Marks**

Unit Test , Presentations, Case study, Assignments

**External Examination: 25 Marks**

1. Short Answers (5 Marks)
2. Long answers (20 Marks)

**References:**

**Essential Reading**

1. Philip Kotler and Gary Armstrong, 2021, Principles of Marketing, Pearson Publications.
2. Rajan Nair, 2020, Marketing Management, Sultan Chand and Sons.

**Additional Reading**

1. R.S.N. Pillai and Bhagavathi, 2022 , Modern Marketing Principles, S Chand Publications.
2. J.Jayasankar, 2021, Marketing, Margham publications.

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**Year of Implementation: 2023-24**

<b>Course Category</b>	<b>Minor</b>
<b>Level</b>	<b>4.5</b>
<b>Course Title</b>	<b>Human Resource Management &amp; Development</b>
<b>Semester</b>	<b>II</b>
<b>Course Credit</b>	<b>2</b>
<b>No. of Lecture per week</b>	<b>2</b>
<b>Marks of Comprehensive Continuous Evaluation</b>	<b>25</b>
<b>Marks of Semester End Examination</b>	<b>25</b>

Course Title: **Human Resource Management & Development**

<b>Course Outcomes</b>	After going through the course, learners will be able to 1. Understand the meaning, scope and functions of HRD and a greater realization about its contribution to the value chain. 2. To enable the students to understand the importance of Training and development.
<b>Module 1 (Credit 1)</b>	<b>Title of the Module: Introduction to HRM</b>
<b>Learning Outcomes</b>	After learning the module, learners will be able to  1. To understand the concept of HRM. 2. To learn different Manpower development techniques.

<b>Content Outline</b>	<p><b>1.1 HRM –</b> Introduction The Concept of Human Resource Management, Features of HRM.</p> <p><b>1.2 Basic Concept –</b> Recruitment, Selection, Orientation, Compensation.</p> <p><b>1.3 HRD-</b> Introduction The Concept of Human Resource Development, Difference between HRD and HRM, The Need for HRD.</p>
<b>Module 2 (Credit 1)      Title of the Module: Training &amp; Development</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. To Study the training and development.</li> <li>2. To understand the change in organisation</li> </ol>
<b>Content Outline</b>	<ol style="list-style-type: none"> <li>a. <b>Training &amp; Development:</b> Introduction of Training. Types and Methods of Training.</li> <li>b. <b>Development-</b> Introduction to Career Planning, succession planning.</li> <li>c. <b>Organizational change and Development</b> Organizational Change, Resistance to change, Managing Change.</li> <li>d. <b>Organizational development-</b> meaning, characteristics,</li> </ol>

**Internal Examination: 25 Marks**

Projects, Viva, Unit Test

**External Examination: 25 Marks**

Short Answers (05 Marks)

Long answers (20 Marks)

**References:**

**A. Essential Reading:**

1. P. Subba Rao, C. B. Mammoria, 2005, Essentials of Human Resource Mgt & IR Personnel Mgt, Himalaya Publication.,
2. Dr. C. B. Gupta, 2004, HRM, Sultan Chand & Sons.
3. Case Studies, ICFAI Publication.

**B. Additional Reading:**

K Aswathappa, 2012, Human Resource Management, Mc Grew Hill Education.

**SEVA MANDAL EDUCATION SOCIETY'S  
SMT.MANIBEN M.P SHAH WOMEN'S COLLEGE OF ARTS & COMMERCE  
(AUTONOMOUS)**

**Programme Name: Bachelor of Management Studies**

**Proposed Syllabus under NEP**

**Year of Implementation: 2023-24**

<b>Course Category</b>	<b>VSC</b>
<b>Level</b>	<b>4.5</b>
<b>Course Title</b>	<b>Macro Economics</b>
<b>Semester</b>	<b>II</b>
<b>Course Credit</b>	<b>2</b>
<b>No. of Lecture per week</b>	<b>2</b>
<b>Marks of Continuous Comprehensive Evaluation</b>	<b>25</b>
<b>Marks of Semester End Examination</b>	<b>25</b>

**Course Title: Macro Economics**

<b>Course Outcomes</b>	After going through the course, learners will be able to  <ol style="list-style-type: none"><li>1. Understand the calculation of National income and its components.</li><li>2. Describe the concept of inflation and trade cycle</li><li>3. Understand the working of an open economy</li></ol>
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<b>Module 1 (Credit 1)</b>	<b>Title of the Module: Introduction to Macro Economics &amp; Trade Cycle</b>
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ol style="list-style-type: none"> <li>1. Identify scope and importance of macro economics</li> <li>2. Analyze the different phases of trade cycle and Inflation in detail.</li> </ol>
<b>Content Outline</b>	<p><b>1.1 Introduction to Macroeconomics:</b></p> <p>Macroeconomics - Meaning, Scope and Importance, National Income - Concept, Measurement ,difficulties , circular flow of national income in open and closed economy</p> <p><b>1.2 Trade cycle and Inflation</b></p> <p>Features and phases of trade cycle, Inflation - Meaning, causes of inflation-Demand pull and cost push inflation, effects and measures to control inflation,</p>
<b>Module 2 (Credit 1)</b>	<b>Title of the Module: Global Market &amp; Investment</b>
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Understand basic economic principles related to global market and exchange rate</li> <li>2) Explain the role of FDI in economic development</li> <li>3)Describe WTO &amp; BOP</li> </ol>



<b>Content Outline</b>	<b>Open Economy :</b> 2.1 WTO: Implications of WTO, BOP - Structure - Types and causes of Disequilibrium - Measures to correct disequilibrium in BOP. 2.2 Foreign Investment - Foreign Portfolio investment- Foreign Direct Investment - Merits and demerits of Foreign Direct Investment, Role of Multinational corporations.
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**Assignments/Activities towards Continuous Comprehensive Evaluation (CCE) for 25 Marks**

- 1– Assignments
- 2– Case study
- 3- Project
- 4- Written test

**Written Semester End Examination for 25 marks**

**References:**

**A. Essential Reading:**

- Ahuja. H.L, 2018, Macro Economics Theory and Policy, S.Chand Publication.
- Misra and Puri, 2007, 4<sup>th</sup> Edition , Advanced Economic Theory, Himalaya Publishing House.
- Rangarajan, 2015, Principle of Macroeconomics, Himalaya Publishing House.

**B. Additional Reading:**

- Mithani and Dubey, 2015, Managerial Economics II, Himalaya Publishing House.

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**Programme Name: Bachelor of Management Studies**

**Proposed Syllabus under NEP**

**Year of Implementation: 2023-24**

<b>Course Category</b>	<b>SEC</b>
<b>Level</b>	<b>4.5</b>
<b>Course Title</b>	<b>Financial Literacy</b>
<b>Semester</b>	<b>II</b>
<b>Course Credit</b>	<b>2</b>
<b>No. of Lecture per week</b>	<b>2</b>
<b>Marks of Comprehensive Continuous Evaluation</b>	<b>25</b>
<b>Marks of Semester End Examination</b>	<b>25</b>

**Course Title : Financial Literacy**

<b>Course Outcomes</b>	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Understanding the basic concepts of Financial Literacy and its role in making smart decisions with money.</li> <li>2. Evaluating the various financial products so as to earn good return on money invested.</li> <li>3. Applying the knowledge of financial education in achieving financial well being</li> </ol>
<b>Module 1(Credit 1)</b>	<b>Title of the Module: Introduction to Financial Literacy</b>
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Define the basic concepts of Financial Literacy and its various components</li> </ol>

	2. Understand effective utilization of financial resources
<b>Content Outline</b>	<p><b>Introduction to Financial Literacy</b></p> <p>Meaning of Financial Literacy, Need for Financial Literacy, Fundamental Components of Financial Literacy, Benefits of Financial Literacy</p> <p>Financial Planning : Meaning and importance of financial planning, Financial Planning Process, SMART financial goals, Concept of risk and return.</p> <p>Banking and Digital Payment: Types of bank accounts Savings account, current account, fixed deposits, recurring deposits.</p> <p>Digitization of financial transaction: Debit cards (ATM cards) and credit cards, Net banking and UPI, Digital wallets. Do's and don'ts while using digital payments</p>
<b>Module 2 (Credit 1)</b>	<b>Title of the Module: Investment Planning and Management</b>
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Understand various avenues of investment.</li> <li>2. Gain knowledge about Primary and Secondary Market</li> </ol>

<p><b>Content Outline</b></p>	<p><b>Investment Planning and Management :</b></p> <p>Various channels of investment avenues offered by securities markets , Primary and secondary market</p> <p>Various risks involved in investing in securities markets- Government Schemes for various savings and investment options-salient features of various government schemes, insurance schemes of Government of India and its features, Pension Schemes of Government of India and their important features.</p> <p>Tax Savings Options: concept of Income Tax, Various deduction allowed under Income Tax Act</p>
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**Internal Examination: 25 Marks**

Unit Test , Presentations, Case study, Assignments

**External Examination: 25 Marks**

1. Short Answers (5 Marks)
2. Long answers (20 Marks)

**References**

**Essential Reading:**

1. Sinha Madhu, 2017 Financial Planning , Mc Graw Hill
2. Sharma & Mounica Vallabhaneni, 2022 Indian Financial System I K Publishing House Pvt Ltd

**Additional Reading:**

1. Prof. Amit kumar Singh, 2023, Financial Literacy, Taxmann publications Pvt. Ltd.
2. Prof Rajni & Dr. Abhishek Kumar Singh, 2023, Financial Literacy, JSR Publishing House.

**SEVA MANDAL EDUCATION SOCIETY'S  
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**Programme Name: Bachelor of Management Studies**

**Proposed Syllabus under NEP**

**Year of Implementation: 2023-24**

<b>Course Category</b>	<b>AEC</b>
<b>Level</b>	<b>4.5</b>
<b>Course Title</b>	<b>French Basics II</b>
<b>Semester</b>	<b>II</b>
<b>Course Credit</b>	<b>2</b>
<b>No. of Lecture per week</b>	<b>2</b>
<b>Marks of Comprehensive Continuous Evaluation</b>	<b>25</b>
<b>Marks of Semester End Examination</b>	<b>25</b>

**Course Title: French Basics II**

Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	1. Introduce oneself, family, my house, my school, objects in the surroundings, weather conditions etc.
	2. Describe daily routine and daily activities.
	3. Basic conversation with the locals for their needs (order in restaurant, book tickets, book hostel room, buying clothes etc.)
	4. Comprehend different grammar patterns of tenses.
	5. Become more open minded & build cultural gaps.
<b>Module 1 (Credit 1) Grammar</b>	
	After learning the module, learners will be able to:
	1. Introduces oneself, family, neighbors, friends & objects in the surroundings.
	2. Build up vocabularies with the French accent & frame basic sentences.

<b>Content Outline</b>	1.1 Different verbs / regular / irregular and their conjugations. 1.2 Vocabularies of clothes, house, French cuisine, weather. 1.3 Describe daily routines with time phrase along with their activities.
<b>Module 2 (Credit 1) Basic Conversation</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Describe daily routine & daily activities.
	2. Comprehend different grammar patterns.
<b>Content Outline</b>	2.1 Learn to write & speak daily basics conversations in the restaurant booking, flights, train tickets / booking hostel room, buying clothes. 2.2 Essay on My school, My house, French meals, Seasons etc.

**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**  
Dialogue practicing between two students, Completion of worksheets, Listening practice, Essays.

**Semester End Examination (SEE) Paper pattern:**

Short answers (10)

Long answers (15)

**References**

1. Apprenons le français.
2. Maharashtra Board – 11th, 12th Std. Text Book

**SEVA MANDAL EDUCATION SOCIETY'S  
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**Programme Name: Bachelor of Management Studies**

**Proposed Syllabus under NEP**

**Year of Implementation: 2023-24**

<b>Course Category</b>	<b>VEC</b>
<b>Level</b>	<b>4.5</b>
<b>Course Title</b>	<b>Information Technology II</b>
<b>Semester</b>	<b>II</b>
<b>Course Credit</b>	<b>2</b>
<b>No. of Lecture per week</b>	<b>2</b>
<b>Marks of Comprehensive Continuous Evaluation</b>	<b>25</b>
<b>Marks of Semester End Examination</b>	<b>25</b>

**Course Title : Information Technology**

<b>Course Credits</b>	2
<b>Course Outcomes</b>	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Learn the basics of networking and DBMS</li> <li>2. Study the various models and types of networking and DBMS</li> <li>3. Understand the different concepts related to networking and DBMS</li> <li>4. Learn E-commerce and it's concepts</li> <li>5. Understand the importance of cyber security and ways to overcome.</li> </ol>
<b>Module 1(Credit 1) : Introduction to Networking and Database Management Using Ms. Access</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Understand what is networking and it's importance</li> <li>2. Learn the various models and types of network, Study the DBMS concept and other basics</li> </ol>

	3. Understand what is Ms. Access and learning how to create database in Access
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Concept of network</li> <li>• Importance of networking</li> <li>• Types of network (LAN, WAN, MAN, SAN, Internet and Intranet)</li> <li>• Types of network model (peer-to-peer and client/server network)</li> <li>• Difference between Internet and Intranet</li> <li>• Other concepts: Topology, Protocol, Server, Client, Hubs, Routers)</li> <li>• DBMS: Concept Advantages and disadvantages Need and importance</li> </ul> <p>Ms. Access: Concept, Features Importance</p> <ul style="list-style-type: none"> <li>• Creating new database in Ms. Access</li> <li>• RDBMS</li> <li>• Designing of tables, forms and report</li> <li>• Other concepts: SORT, Query, Primary Number, Auto Number</li> </ul>
<b>Module 2(Credit 1) : E-Commerce and Cyber Security</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Understand the pros and cons of using e-commerce
	2. Study the laws and ethics related to cyber security
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• E-Commerce: Concept Features and scope of E-Commerce ,Advantages and disadvantages ofE-Commerce, Security threats in E-Commerce</li> <li>• Other concepts: Firewall, Digital Certificates, E-transaction Payments</li> <li>• Cyber Security: Concept, Need of Cyber Security Major security problems, Cyber Law and Cyber Crime, Ethics andguidelines, IT Act, 2000</li> <li>• Other concepts: Software Piracy, Copyright, Software License,Encryption</li> </ul>



## **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

1. Activity on practically connecting the different servers.
2. Chart making activity on types of network and network models.
3. Assignments on creation of database in Ms. Access.
4. Assignment on creating tables, forms and reports.
5. Assignment on overcoming threats from E-commerce.
6. Activity on overcoming cyber threats by framing new guidelines.

## **Semester End Examination (SEE) Paper pattern:**

Short answers (10)

Long answers (15)

## **References**

### **Essential Reading**

1. Jennifer Niederst, Learning Web Designing, O'Reilly Media
2. Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter, Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd

### **Additional Reading**

1. Deshpande, A V ;Kulkarni, S K ; Vaishampayan, S Y ; Tatpuje, Dipak, A text book of information technology, Nirali Prakashan
2. Jennifer Kyrnin, HTML for Beginners, Digital publishing