

University of Mumbai

Website – mu.ac.in
Email id - dr.aams@fort.mu.ac.in
aams3@mu.ac.in



Academic Authorities,
Meetings & Services (AAMS)
Room No. 128, M. G. Road, Fort,
Mumbai – 400 032.
Tel. 022-68320033

Re- accredited with A ++ Grade (CGPA 3.65) by NAAC
Category- I University Status awarded by UGC

No. AAMS_UGS/ICC/2024-25/199

Date: 03rd January, 2025

CIRCULAR:-

Attention of all the Principals of the Affiliated Colleges, Directors of the Recognized Institutions and the Head University Departments is invited to this office Circular No. AAMS_UGS/ICC/2024-25/04 dated 11th June, 2023 relating to the NEP UG & PG Syllabus.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in Bachelor of Management Studies at its meeting held on 30th November, 2024 and subsequently passed by the Board of Deans at its meeting held on 30th November, 2024 vide item No. 1 (b) have been accepted by the Academic Council at its meeting held on 04th December, 2024 vide item No. 7.13 (R) and that in accordance therewith the Bachelor of Management Studies (BMS) Sem. I & II is revised as per appendix (NEP 2020) with effect from the academic year 2024-25.

(The said circular is available on the University's website www.mu.ac.in).

MUMBAI – 400 032
03rd January, 2024


(Dr. Prasad Karande)
REGISTRAR

To,

The Principals of the Affiliated Colleges, Directors of the Recognized Institutions and the Head, University Departments.

AC 7.13 (R)/04/12/2024

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans,
- 2) The Dean, Faculty of Commerce & Management,
- 3) The Chairman, Ad-hoc Board of Studies in Bachelor of Management Studies,
- 4) The Director, Board of Examinations and Evaluation,
- 5) The Director, Department of Students Development,
- 6) The Director, Department of Information & Communication Technology,
- 7) The Director, Centre for Distance and Online Education (CDOE), Vidyanagari,
- 8) The Deputy Registrar, Admissions, Enrolment, Eligibility & Migration Department (AEM).



Copy forwarded for information and necessary action to :-	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), dr@eligi.mu.ac.in
2	The Deputy Registrar, Result unit, Vidyanagari drresults@exam.mu.ac.in
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), rapc@mu.ac.in
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in ar.tau@fort.mu.ac.in
11	The Deputy Registrar, College Teachers Approval Unit (CTA), concolsection@gmail.com
12	The Deputy Registrars, Finance & Accounts Section, fort draccounts@fort.mu.ac.in
13	The Deputy Registrar, Election Section, Fort drelection@election.mu.ac.in
14	The Assistant Registrar, Administrative Sub-Campus Thane, thanesubcampus@mu.ac.in
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, ar.seask@mu.ac.in
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentre@gmail.com
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, director@idol.mu.ac.in
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), Dlleuniversityofmumbai@gmail.com

Copy for information :-

1	P.A to Hon'ble Vice-Chancellor, vice-chancellor@mu.ac.in
2	P.A to Pro-Vice-Chancellor pvc@fort.mu.ac.in
3	P.A to Registrar, registrar@fort.mu.ac.in
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), camu@accounts.mu.ac.in

To,

1	The Chairman, Board of Deans pvc@fort.mu.ac.in
2	Faculty of Humanities, Dean 1. Prof.Anil Singh Dranilsingh129@gmail.com Associate Dean 2. Dr.Suchitra Naik Naiksuchitra27@gmail.com 3.Prof.Manisha Karne mkarne@economics.mu.ac.in
	Faculty of Commerce & Management, Dean 1. Dr.Kavita Laghate kavitalaghate@jbims.mu.ac.in Associate Dean 2. Dr.Ravikant Balkrishna Sangurde Ravikant.s.@somaiya.edu 3. Prin.Kishori Bhagat kishoribhagat@rediffmail.com

	<p>Faculty of Science & Technology</p> <p>Dean</p> <p>1. Prof. Shivram Garje ssgarje@chem.mu.ac.in</p> <p>Associate Dean</p> <p>2. Dr. Madhav R. Rajwade Madhavr64@gmail.com</p> <p>3. Prin. Deven Shah sir.deven@gmail.com</p>
	<p>Faculty of Inter-Disciplinary Studies,</p> <p>Dean</p> <p>1. Dr. Anil K. Singh aksingh@trcl.org.in</p> <p>Associate Dean</p> <p>2. Prin. Chadrashekhhar Ashok Chakradeo cachakradeo@gmail.com</p>
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
5	The Director, Board of Students Development, dsd@mu.ac.in@gmail.com DSW direcotr@dsw.mu.ac.in
6	The Director, Department of Information & Communication Technology, director.dict@mu.ac.in

AC- 04/12/2024
Item No. – 7.13 (R)

As Per NEP 2020

University of Mumbai



Title of the program

- A- U.G. Certificate in Management Studies 2024-25
- B- U.G. Diploma in Management Studies 2025-26
- C- BMS (Bachelor of Management Studies) 2026-27
- D - Bachelors of Management Studies (Honors) 2027-28
- E - Bachelors of Management Studies (Honors with Research) 2028-29

Syllabus for

Semester – Sem I to II

Ref: 16th May 2023 and April 2024 for Credit Structure of UG

(With effect from the academic year 2024-25)

University of Alumbai



(As per NEP 2020)

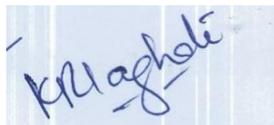
Sr.No.	Heading	Particulars	
1	Title of program O: CU-523A	A	U.G. Certificate in Management Studies
	O: CU-523B	B	U.G. Diploma in Management Studies
	O: CU-523C	C	BMS (Bachelor of Management Studies)
	O: CU-523D	D	Bachelors of Management Studies (Honors)
	O: CU-523E	E	Bachelors of Management Studies (Honors With Research)
	Eligibility O: CU-524A	A	10+2 (A learner must have completed HSC or equivalent with 45% for General Category and 40% for Reserve Category in One Attempt) or Passed Equivalent Academic Level 4.0 with CGPA equivalent to 45%.
	O: CU-524B	B	Under Graduate Certificate in Management Studies or Passed Equivalent Academic Level 4.5
	O: CU-524C	C	Under Graduate Diploma in Management Studies or Passed Equivalent Academic Level 5.0
	O: CU-524D	D	Bachelors of Management Studies with minimum CGPA of 7.5 or Passed Equivalent Academic Level 5.5
	O: CU-524E	E	Bachelors of Management Studies with minimum CGPA of 7.5 or Passed Equivalent Academic Level 5.5
3	Duration of program R: CU-556	A	One Year
		B	Two Years
		C	Three Years
		D	Four Years
		E	Four Years
4	Intake Capacity R: CU-557	60	

5	Scheme of Examination R: CU-558	NEP 50% Internal 50% External, Semester End Examination Individual Passing in Internal and External Examination	
6	R: CU-559 Standards of Passing	40%	
7	Sem. I & II Credit Structure Sem. I - R: CU-560A Sem. II - R: CU-560B	Attached herewith	
	Sem. III & IV Credit Structure Sem. III - R: CU-560C Sem. III - R: CU-560D		
	Sem. V & VI Credit Structure Sem. V - R: CU-560E Sem. VI - R: CU-560F		
8	Semesters	A	Sem I & II
		B	Sem I, II, III & IV
		C	Sem I, II, III, IV, V & VI
		D	Sem I, II, III, IV, V, VI, VII & VIII
		E	Sem I, II, III, IV, V, VI, VII & VIII
9	Program Academic Level	A	4.5
		B	5.0
		C	5.5
		D	6.0
		E	6.5
10	Pattern	Semester	
11	Status	New	
12	To be implemented from Academic Year Progressively	From Academic Year: 2024-25	



Sign of the BOS
Chairman
Prof. Dr. Kanchan
Fulmali
BOS in BMS

Sign of the
Offg. Associate Dean
Dr. Ravikant Sangurde
Faculty of Commerce



Sign of the
Offg. Associate Dean
Prin. Kishori Bhagat
Faculty of
Management

Sign of the
Offg. Dean
Prof. Kavita Laghate
Faculty of Commerce
& Management

Preamble

1) Introduction

Bachelor of Management Studies Program or BMS is an undergraduate program for management studies. The new curriculum of BMS will offer students' core papers that help build their foundation in management. The mandatory core courses will equip students to understand how organizations work, how they are managed, and sensitize students towards national and international environments. The opportunity to Minor in Finance/ Marketing/ Human Resource will enhance the functional capabilities of learners. The choice of open electives and skill enhancement courses enables students to pursue an area of their interest. The contents of each course have been carefully designed to prepare students with knowledge and skill sets that will not only make them industry ready but also foster entrepreneurial and innovative thinking. Students centered learning focuses on skills and practices that enable lifelong learning and independent problem-solving. The BMS program will help students in making an informed decision regarding the goals that they wish to pursue in further education and life.

1) Introduction

A bachelor's in Business Management program is designed to prepare students for careers in management, finance, accounting, human resource or other fields related to business. A bachelor's degree helps the learner to establish a fundamental understanding of business and how various aspects of it apply to the real world. BMS program exposes students to a range of core subjects and allows students to specialize in a specific business-related academic discipline or disciplines. The BMS degree also develops a student's managerial, communication skills, and business decision-making capabilities. The program also incorporates on-the-job training and practical experience in the form of case projects, presentations, internships, industrial visits, and interaction with established industry experts.

2) Aims and Objectives

- The broad aims and objectives of the BMS program are to build following skills and competencies in the students:
- Domain knowledge: The program intends to help the students to apply sound domain knowledge and competence in Management studies with respective techniques and theories constructively.
- Communication skills: The programme develops and puts into practice effective academic and creative writing, oral communication, reading and presentation skills and use appropriate body language.
- Critical thinking, analytical and Cognitive ability: The program enables the students to analyse, interpret, evaluate and present texts.
- Research skills: The program helps to identify, select, organize and use research techniques to carry out research and value intellectual property rights.
- Use of modern tools: The program helps to choose and use basic computer applications and social media.
- Environment and society: The program focuses to serve and assist in socially/ environmentally useful and productive work.
- Respect for others: The program enables students to show sensitivity for the underprivileged, the differently abled and the discriminated and understand gender diversity, differences and display conflict management skills.

- Ethics: The program discusses and assesses basic human values and business ethics.
- Individuality, team work and project management: The program enables student to develop professionalism, organizational skills and employability skills, make decisions, put into practice self-, time- and change management and solve problems.

3) Learning Outcomes

The Programme Specific Learning Outcomes of BMS are:

- The students will be able to interpret and evaluate concepts and theories in General Management subjects.
- The students will be able to specialize in their fields of interest, viz., Finance, Marketing and Human Resources, to develop specialist managerial capabilities.
- The program will enable students to use basic computer applications and social media.
- The students will develop effective academic and creative writing, oral communication, reading and presentation skills and use appropriate body language in business settings.
- The students will get equipped with the skills in identifying ethical principles and practices to be adopted in Managerial level jobs.
- The students will be able to design research proposals and submit project report based on the interests in their studies.
- The students will learn to translate classroom learning into real world experiences and problem solutions.
- The students will be able to apply reasoning for assessing societal issues that can be addressed in education and takes responsibility for initiating change.
- in Managerial level jobs.
- The students will be able to design research proposals and submit project report based on the interests in their studies.
- The students will learn to translate classroom learning into real world experiences and problem solutions.
- The students will be able to apply reasoning for assessing societal issues that can be addressed in education and takes responsibility for initiating change.

2) Any other point (if any)

3) Credit Structure of the Program (Sem I, II, III & IV) (Table as per Parishisht 2 with sign of HOD and Dean)

Under Graduate Certificate in Management Studies

Credit Structure (Sem. I & II)

R: _____ A

Level	Semester	Major		Minor	OE	VSC, SEC (VSEC)	AE C, VE C, IKS	OJT, FP, CEP, CC, RP	Cum. Cr. / Sem.	Degree/ Cum. Cr.
		Mandatory	Electives							
4.5	I	6 (4+2) Principles of Management I (4)	Foundation of Human Skills (2)	-	2+2 Open Elective as per Vertical 3 'Open Elective Basket' Provided by University	VSC:2 ; SEC:2 Introduction to IT for Management Education (2) (VSC) Digital Literacy (2) (SEC) (2)	AEC: 2, VEC: 2, IKS: 2 IKS as per Vertical 5 'IKS' Provided by University (2) (IKS); AEC as per Vertical 5 'AEC' Provided by University. (2) (AEC); VEC as per Vertical 5 'VEC' Provided by University. (2) (VEC)	(2)	22	UG Certificate 44

R: _____ B

	II	6(1*4+1*2) Accounting for Managerial Decision (4) Introduction to Business Mathematics (2)		2 Minor as per Vertical 2 'Minor' Provided by University. (2) (Minor)	2+2 Open Elective as per Vertical 3 'Open Elective Basket' Provided by University	Advance Excel for Managers (Theory) (VSC:2) Advance Excel for Managers (Practical) (SEC:2)	AEC: 2, VEC: 2 IKS as per Vertical 5 'IKS' Provided by University (2) (IKS); AEC as per Vertical 5 'AEC' Provided by University. (2) (AEC); VEC as per Vertical 5 'VEC' Provided by University. (2) (VEC)	CC:2 CC as per vertical 6 Provided by University (2) (CC/NS/N CC/Sports/Extension work)	22	
	Cum Cr.	12	-	2	8	4+4	4+4+2	4	44	

Exit option: Award of UG Certificate in Major with 40-44 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor

Under Graduate Diploma in Management Studies

Credit Structure (Sem. III & IV)

R: _____ C										
Level	Semester	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VE C, IKS	OJT, FP, CEP, CC,RP	Cum. Cr. / Sem.	Degree/ Cum. Cr.
		Mandatory	Electives							
5.0	III	8(1*4 + 2*2) Business Economics (4) And (HR) Introduction to HR (2) Recruitment and Selection (2) OR (Marketing) Introduction to Marketing (2) Sales and Distribution Management (2) OR (Finance) Introduction to Finance (2) Basics of Financial Services (2)		4	2 Open Elective as per Vertical 3 'Minor' 'Open Elective Basket' Provided by Univer sity	VSC:2, VSC; SEC:2 (HR) OB and HRM (2) OR (Marketing) Consumer Behavior (2) OR (Finance) Equity and Debt Markets (2)	AEC:2 AEC as per Vertical 5 Provided under Univer sity Basket	FP: 2 CC:2 CC as per vertic al 6 provid ed under Unive rsity Baske t (CC 2) (CC/ NSS/ NCC/ Sports /Exten sion work) and FP (FP 2)	22	UG Diploma 88

R: _____ D								
IV	8(2*4) Production and Total Quality Management (4) Introduction to RM (2) and (HR) Human Resource Planning (2) OR (Marketing) Rural Marketing (2) OR (Finance) Strategic Financial Management (2)		4 Minor as per Vertica 1 2 'Minor' Provide d by Univers ity. (4) (Minor)	2 Ope n Elect ive as per Verti cal 3 'Ope n Elect ive Basket' Provid ed by Univ ersit y or SW AY AM Cour se (2)	SEC:2 (HR) Performance Management and Career Planning (2) OR (Marketing) Tourism Marketing (2) OR (Finance) Risk Management (2)	AEC:2 AEC as per Vertical 5 Provided under Universit y Basket	Comm unity Engage ment Project/ (2) (CEP:2) CC - CC as per vertical 6 as provide d under Univers ity Basket (CC 2) (CC/N SS/NC C/Sport s/Exten sion work)	22
Cum Cr.	28		10	12	6+6	8+4+2	8+4	88

Exit option; Award of UG Diploma in Major and Minor with 80-88 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor

Bachelor of Management Studies

Credit Structure (Sem. V & VI)

R: _____ E										
Level	Semester	Major		Minor	O E	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC,RP	Cum. Cr. / Sem.	Degree/ Cum. Cr.
		Mandatory	Electives							
5.5	V	10(2*4+1*2) Logistics and Supply Chain Management (4)	4	4		VSC, SEC :2 (HR) OD and Change management (2) or (Marketing) Integrated Marketing Communication & Advertising (2)		FP/CEP:2 Field project in Major / Minor with primary data collection by students (2) (FP)	20-22	UG Degree 12 0-132
		Environmental Management and SDG (4) (HR) Strategic HRM (2) OR (Marketing) CRM (2) OR (Finance) Innovative Financial Services (2)	(HR) Talent and Competency Management (4) Or (Marketing) Product and Brand management (4) OR (Finance) Investment Analysis and Portfolio Management (4)	Minor as per Vertical 2 'Minor' available on University of Mumbai's website. (4) (Minor)		OR (Finance) Commodity and Derivatives (2)				
R: _____ F										
	VI	10(2*4+1*2) Entrepreneurship Management (4) Operations Research (4) and (HR) Workforce Diversity and Inclusion (2) or (Marketing) Service Marketing (2) OR (Finance) Structured Finance (2)	4 (HR) Employee Compensation and Benefits (4) or (Marketing) Retail management (4) OR (Finance) Financial Markets and	Minor as per Vertical 2 'Minor' available on University of Mumbai				OJT: 4	20-22	

			Institutions (4)	's web site. (4) (Min or)						
	Cum Cr.	48	8	18	12	8+6	8+4+ 2	8+6+ 4	132	

Exit option: Award of UG Degree in Major with 120-132 credits OR Continue with Major and Minor

	VII	14 (3*4+1*2) Strategic Management (4) E-Commerce (4) Business ethics (4) Business ethics in practice (2)	4 (HR) Global HRM (4) Or (Finance) International Finance (4) Or (Marketing) International marketing (4) OR (Marketing) International marketing (4)						20- 22	--
	VIII	14(3*4+1*2) Business Analytics (4) Conflict and Negotiation Management (4) Design Thinking and Lateral Innovation (4) CSR (2)	4 Organization Structure Theory and Design (4) OR Mergers, Acquisitions and Corporate Valuations (4) OR Marketing Research (4)					OJT :4	20- 22	
	Cum .Cr	60-76	16	16	18- 20 +4	12	8- 10+6	8+4+2	8+6 +8	

Sem. - I

Mandatory 1

Programme Name: Bachelor of Management Studies

Course Name: Principles of Management -I

Total Credits: 04

Total Marks :100

Internal assessment :40

Semester End Examination:60

Learning Objectives:

- To introduce students to basic concepts of Management
- To train students in thinking on application of concepts of Management

Course Outcomes:

CO1) Student will be able to understand and discuss emerging concepts of green management

CO2) Student will be able to outline basic concepts of Management

CO3) Student will be able to summarize and give examples of planning process and steps in planning process; Decision Making steps and process; Organizing steps and process; Controlling process in Management

CO4) Student will be able to classify Leadership styles and related give examples

Unit 1: Nature of Management

- Management: Concept, Significance, Role & Skills, Levels of Management, Concepts of POSDCORB, Managerial Grid.
- Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.

Unit II:Planning and Decision Making

- **Planning:** Meaning, Importance, Elements, Process, Limitations and MBO.
- **Decision Making:** Meaning, Importance, Process, Techniques of Decision Making

Unit III: Organising

- **Organizing:** Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations
- **Departmentation:** Meaning, Basis and Significance
- **Span of Control:** Meaning, Graicunas Theory, Factors affecting span of Control
Centralization vs Decentralization
- **Delegation:** Authority & Responsibility relationship

Unit IV: Directing, Leadership, Coordination and Controlling

- **Directing:** Meaning and Process
- **Leadership:** Meaning, Styles and Qualities of Good Leader
- **Coordination** as an Essence of Management
- **Controlling:** Meaning, Process and Techniques
- **Recent Trends:** Green Management & CSR

Reference Books

1. *Principles of Management* , Ramasamy , Himalaya Publication , Mumbai
2. *Principles of Management* , Tripathi Reddy , Tata Mc Grew Hill
3. *Management Text & Cases* , VSP Rao , Excel Books, Delhi
4. *Management Concepts and OB* , P S Rao & N V Shah , AjabPustakalaya
5. *Essentials of Management* , Koontz II & W , Mc. Grew Hill , New York

Mandatory 1

Programme Name: Bachelor of Management Studies

Course Name: Foundation of Human Skills

Total Credits: 02

Total Marks :50

Internal assessment :20

Semester End Examination:30

Learning Objectives:

- To train students on perspectives of Human Skills and application of same in Management

Course Outcomes:

CO1) Student will be able to outline perspectives of Human nature: Individual behaviour; personality; attitude.

CO2) Student will be able to explain, summarize, and give examples of 'Thinking & Learning'.

CO3) Student will be able to explain meaning and importance of IQ/EQ and SQ at work place

CO4) Student will be able to break-down group behaviour contexts

CO5) Student will be able to compare and contrast/ argue / justify

CO6) Student will be able to explain and give examples of organizational processes and role of group.

Unit I: Understanding of Human Nature

- **Individual Behaviour:** Concept of a man, individual differences, factors affecting individual differences, Influence of environment.
- **Personality and attitude:** Determinants of personality, Personality traits theory, Big five model, Personality traits important for organizational behaviour like authoritarianism, locus of control, Machiavellianism, introversion-extroversion achievement orientation , self – esteem, risk taking, self-monitoring and type A and B personalities, Concept of understanding self through JOHARI WINDOWS, Nature and components of attitude, Functions of attitude, Ways of changing attitude, Reading emotions.
- **Thinking, learning and perceptions:** Thinking skills, thinking styles and thinking hat, Managerial skills and development, Learning characteristics, theories of learning (classical conditioning, operant conditioning and social learning approaches), Intelligence, type (IQ, EQ, SQ, at work place), Perception features and factor influencing individual perception

Unit II: Introduction to Group Behaviour

● Introduction to Group Behaviour

- **Group Dynamics:** Nature, types, group behaviour model (roles, norms, status, process, structures).
- **Team effectiveness:** nature, types of teams, ways of forming an effective team, [Setting goals.]
- **Organizational processes and system.**
- **Power and politics:** nature, bases of power, politics nature, types, causes of organizational politics, political games.
- **Organizational conflicts and resolution:** Conflict features, types, causes leading to organizational conflicts, levels of conflicts, ways to resolve conflicts through five conflicts resolution strategies with outcomes.

Reference Books:

- *Organisational behaviour, S.Robbins, Prentice Hall*
- *Organisational behaviour, John W.Newstrom and Keith Davis, Tata McGrawhill*
- *Organisational behaviour, Fred Luthans, McGrawhill,New York*
- *Organisational behaviour, K.Aswathappa, Himalaya Publishing House*
- *Essentials of management, Koontz,Harold, Tata McGrawhill*

VSC/SEC

Programme Name: Bachelor of Management Studies

Course Name: Information Technology in Management Education

Total Credits: 02

Total Marks :50

Internal assessment :20

Semester End Examination:30

Learning Objectives:

- The objective of this course is to introduce students to basic concepts and tools of Digital Literacy

Course Outcomes

CO1) Student will be able to outline IT concepts applicable to Management

CO2) Student will be able to explain give examples of success and failure of IT application in companies.

CO3) Student will be able to use MS Word

CO4) Student will be able to use spreadsheets and presentation software

CO5) Student will be able to create digitally signed documents

CO6) Student should be able to relate and explain the concepts of E-Commerce and M-Commerce

CO7) Student should be able to relate and explain Models of Electronic Funds Transfer, Electronic Data Interchange.

CO8) Student will be able to understand Threats to Computer systems and control measures

Unit -I: Introduction to IT Support in Management and Office Automation using MS-Office

- Information Technology Concepts Concept of Data, Information and Knowledge; ; Concept of Database.
- Introduction to Information Systems and its major components. Types and Levels of Information systems.
- Main types of IT Support systems
- Computer based Information Systems (CBIS), Types of CBIS - brief descriptions and their interrelationships/hierarchies
- Office Automation System(OAS)
- Transaction Processing System(TPS)
- Management Information System(MIS)
- Decision Support Systems (DSS)

- Executive Information System(EIS)
- Knowledge based system, Expert system
- Success and Failure of Information Technology - Failures of Nike and AT&T
- IT Development Trends.
- Major areas of IT Applications in Management
- Open Source Software - Concept and Applications.
- Study of Different Operating Systems. (Windows / Linux/ DOS)
- Basics of Word Document: Creating/Saving of Document Editing and Formatting Features; Designing a title page, Preparing Index, Use of Smart-Art; Cross Reference, Bookmark and Hyperlink. Mail Merge Feature.
- Spreadsheet application (e.g. MS-Excel/openoffice.org): Creating/Saving and editing spreadsheets Drawing charts; Using Basic Functions: text, math & trig, statistical, date & time, database, financial, logical; Using Advanced Functions: Use of VLookup/HLookup; Data analysis – sorting data, filtering data (AutoFilter, Advanced Filter), data validation, what-if analysis (using data tables/scenarios), creating sub-totals and grand totals, pivot table/chart, goal seek/solver
- Presentation Software: Creating a presentation with minimum 20 slides with a script. Presenting in different views; Inserting Pictures, Videos, creating animation effects on them Slide Transitions, Timed Presentations; Rehearsal of presentation

Unit II: Email, Internet and its Applications and E-Security

- Introduction to Email: Creating emails; Creating digitally signed documents.
- Use of Outlook: Configuring Outlook, Creating and Managing profile in outlook Sending and Receiving Emails through outlook; Emailing the merged documents. Introduction to Bulk Email software
- Internet: Understanding Internet Technology Concepts of Internet, Intranet, Extranet; Networking Basics, Different types of networks. Concepts (Hubs, Bridges, Routers, IP addresses); Study of LAN, MAN, WAN
- DNS Basics: : Domain Name Registration, Hosting Basics.
- Emergence of E-commerce and M- Commerce: Concept of E-commerce and M-Commerce Definition of E-commerce and M-Commerce; Business models of e-commerce: models based on transaction party (B2B, B2C, B2G, C2B, C2C, E-Governance); Models based on revenue models, Electronic Funds Transfer, Electronic Data-Interchange.

- Threats to Computer systems and control measures: Types of threats- Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism)
Threat Management
- Security on the internet: Network and website security risks Website Hacking and Issues therein. Security and Email

Reference Books:

- *Information Technology for Management, 6TH ED (With CD)By Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)*
- *Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch Tata McGraw Hill*
- *Joseph, P.T. : E-commerce An Indian Perspective (Ch- 13,Ch-14)*
- *Electronic Commerce - Technologies & Applications, Bharat, Bhaskar*

VSC/ SEC

Programme Name: Bachelor of Management Studies

Course Name: Digital Literacy

Total Credits: 02

Total Marks :50

Internal assessment :20

Semester End Examination:30

Learning Objectives

- Students should be able to use digital tools and are empowered in reference to Digital

Course Outcome

CO1) Student should be able to define Digital media, SEO and SEM

CO2) Student should be able to explain, summarize, and give examples of Digital Literacy

CO3) Student should be able to illustrate working and use of Digital mediums

CO4) Student should be able to classify methods of social media marketing

CO5) Student should be able to create Social Media Marketing content

Unit I: Introduction to Digital Media & Marketing and SEO & SEM Search Engine Optimization and Search Engine Marketing

- Understanding Digital Media and Marketing
- Advantages of Digital Media Marketing
- Principles of Digital Media Marketing
- Key Concepts in Digital media
- How search Engine works
- Introduction to SEO Optimization
- On Page Optimization (SEO)&Off Page optimization
- What is SEM& Why is SEM
- What is Google Adwords?
- Why Google (SEM) Adwords
- Google networks
- Adwords terminologies
- Campaign types g. Creation of Google Display
- NETWORK (GDN), Display Ads format
- Conversion tracking j. GDN Campaign creation (DEMO) Remarketing
- What are Google shopping Ads

Unit II: Social Media Marketing (SMM) and Web Analytics

- Introduction to Social Media Marketing

- Facebook Marketing (SMM)
- Instagram Marketing
- LinkedIn Marketing
- Twitter Marketing
- SMM Tools
- Creating a successful social media strategy
- Affiliate Marketing
- Introduction to analytics
- Social CRM and analysis
- Google analytics
- Digital Analytics
- Content performance analytics
- Visitor analysis
- Social media analytics

Reference Books:

- *Digital Literacies: Concepts, Policies and Practices (New Literacies and Digital Epistemologies)*, by Colin Lankshear (Editor), Michele Knobel (Editor)
- *Understanding Digital Literacies: A Practical Introduction*, by Rodney H. Jones (Author), Christoph A. Hafner (Author)
- *Digital Literacy* by Paul Gilste

Sem. – II

Mandatory 1

Programme Name: Bachelor of Management Studies

Course Name: Accounting for Managerial Decisions

Total Credits: 04

Total Marks :100

Internal assessment :40

Semester End Examination:60

Learning Objectives:

- To gain understanding of various aspects of Financial statements.
- To gain understanding of basic aspects of accounting applicable to Managerial Decision Making.

Course Outcomes:

CO1) Understanding the nature and role of the principal financial statements (i.e., the Income Statement, the Statement of Financial Position, the Statement of Cash Flows

CO2) Understanding of the accounting process and fundamental accounting principles that underpin the development of financial statements.

CO3) Analyse and interpret financial statements

CO4) Assessment of the financial performance and position of a company by combining financial analysis with other related business information

CO5) Application of course concepts for analysing and reaching common business management decisions from a financial perspective

Unit 1: Analysis and Interpretation of Financial statements (15 Hours)

- Study of balance sheet of limited companies. Study of Manufacturing, Trading, Profit and Loss A/c of Limited Companies
- Vertical Form of Balance Sheet and Profit & Loss A/c-Trend Analysis, Comparative Statement & Common Size

Unit 2: Ratio analysis and Interpretation (15 Hours)

- Ratio analysis and Interpretation(based on vertical form of financial statements)including conventional and functional classification restricted to:
- Balance sheet ratios: Current ratio, Liquid Ratio, Stock Working capital ratio, Proprietary ratio, Debt Equity Ratio, Capital Gearing Ratio.

- Revenue statement ratios: Gross profit ratio, Expenses ratio, Operating ratio, Net profit ratio, Net Operating Profit Ratio, Stock turnover Ratio, Debtors Turnover , Creditors Turnover Ratio
- Combined ratios: Return on capital Employed (including Long term borrowings), Return on Proprietors fund (Shareholder fund and Preference Capital), Return on Equity Capital, Dividend Payout Ratio, Debt Service Ratio,
- Different modes of expressing ratios:-Rate, Ratio, Percentage, Number. Limitations of the use of Ratios.

Unit 3: Cash flow statement (15 Hours)

- Preparation of cash flow statement (AccountingStandard-3(revised))

Unit 4: Working capital (15 Hours)

- Working capital-Concept, Estimation of requirements in case of Trading & Manufacturing Organizations.
- Receivables management-Meaning &Importance, Credit Policy Variables, methods of Credit Evaluation (Traditional and Numerical- Credit Scoring); Monitoring the Debtors Techniques [DSO, Ageing Schedule]

Reference Books

- *Srivastava R M, Essentials of Business Finance, Himalaya Publications*
- *Anthony R N and Reece JS. Accounting Principles , Hoomwood Illinos , Richard D. Irvin*
- *Bhattacharya SK and Dearden J. - Accounting for Management. Text and Cases , New Delhi.*
- *Hingorani NL and ramanthan AR - Management Accounting , New Delhi*
- *Ravi M. Kishore , Advanced management Accounting , Taxmann , NewDelhi*
- *Maheshwari SN - Management and Cost Accounting , Sultan Chand , New Delhi*
- *Gupta , SP - Management Accounting , Sahitya Bhawan , Agra .*

Mandatory 1

Programme Name: Bachelor of Management Studies

Course Name: Introduction to Business Mathematics

Total Credits: 02

Total Marks :50

Internal assessment :20

Semester End Examination:30

Learning Objective

- Describe mathematical relations and functions
- Explain the relevance and use of different quantitative models and functions in solving business problems

Course Outcome

CO1) Apply different quantitative models in solving business problems

CO) Describe mathematical relations and functions used in business settings

CO3) Use mathematical tools to make business decisions

Unit 1: Elementary Financial Mathematics (15 Hours)

- Simple and Compound Interest: Interest compounded once a year, more than once a year, continuous, nominal and effective rate of interest
- Annuity-Present and future value-sinking funds
- Depreciation of Assets: Equated Monthly Installments (EMI)- using flat interest rate and reducing balance method.
- Functions: Algebraic functions and the functions used in business and economics, Break Even and Equilibrium point.
- Permutation and Combination: (Simple problems to be solved with the calculator only)

Unit 2: Matrices and Determinants (15 Hours)

- Matrices: Some important definitions and some important results. Matrix operation (Addition, scalar multiplication , matrix multiplication, transpose of a matrix)
- Determinants of a matrix of order two or three: properties and results of Determinants
- Solving a system of linear equations using Cramer's rule
- Inverse of a Matrix (up to order three) using ad-joint of a matrix and matrix inversion method
- Case study: Input Output Analysis

Reference Books:

- *Mathematics for Economics and Finance, Martin Anthony, Norman Biggs, Cambridge low price editions, 2000.*
- *Business Mathematics, D.C. Sancheti, V.K. Kapoor, Sultan Chand & Sons Publications, 2006.*
- *Business Mathematics, J.K. Singh, 2009, Himalaya Publishing House.*
- *Mathematics for Business and Economics, J.D. Gupta, P.K. Gupta, Man Mohan, Tata McGrawHill Publishing Company Ltd.*
- *Mathematics of Finance 2nd Edition Schaum's Outline Series Peter Zima, Robert Browns Tata McGrawHill Publishing Company Ltd*
- *Business Mathematics by Dr.AmarnathDikshit&Dr.Jinendra Kumar Jain.*
- *Business Mathematics by Bari - New Literature publishing company, Mumbai*

VSC/ SEC
Programme Name: Bachelor of Management Studies
Course Name: Advance Excel for Manager (Theory)

Total Credits: 02

Total Marks :50

Internal assessment :20

Semester End Examination:30

Learning Objectives:

- a) To develop background understanding of Excel based computation skills.
- b) To obtain background knowledge of Excel tools for improved critical thinking, decision-making, and problem-solving skills

Course outcome:

CO1) Understanding use of advanced Excel functions and productivity tools to assist in developing worksheets

CO2) Understanding use of data lists using Outline, Autofilter and PivotTables

CO3) Understanding use of consolidation to summarise and report results from multiple worksheets

CO4) Understanding use of Hyperlinks to move around worksheets.

Unit I: Introduction to MS Excel, Advanced Navigation, Cell Management & Formatting

- The Excel user interface, Working with MS Excel workbook
- Worksheet Management
- Basic Excel terminologies
- Essential navigational controls
- Basic data entry with spreadsheets, cell formatting, borders, etc.
- Protecting Cell & Sheet - importance of Protecting Cell & Sheet

Unit II: Hot keys, Advance Functions, Conditional Formatting, Introduction to Macros

- Shortcut Keys
- Basic Functions, Lookup Functions, Logical If Functions, Financial Functions, Statistical Functions Text Functions, etc
- Modifying worksheets with color
- Conditional Formatting and IF Conditions
- Recording macros that involve formatting & calculations

Reference Books:

- ***Information Technology for Management, 6TH ED (With CD) By Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)***
- ***Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch***
- ***Tata McGraw Hill Joseph, P.T. : E-commerce An Indian Perspective (Ch-13,Ch-14)***
- ***Electronic Commerce - Technologies & Applications. Bharat,Bhaskar***

VSC/ SEC

Programme Name: Bachelor of Management Studies

Course Name: Advance Excel for Manager (Data Analysis)

Total Credits: 02

Total Marks :50

Internal assessment :20

Semester End Examination:30

Learning Objectives:

1. To develop Excel based computation skills.
2. To obtain improved critical thinking, decision-making, and problem-solving skills based on Excel tools

Course Outcomes

CO1) Use advanced Excel functions and productivity tools to assist in developing worksheets

CO2) Manipulate data lists using Outline, Auto filter and PivotTables

CO3) Use Consolidation to summarise and report results from multiple worksheets

CO4) Record repetitive tasks by creating Macros

CO5) Use Hyperlinks to move around worksheets.

Unit I: Data Analysis through Charts & Graphs

- Shapes, SmartArt, Creating charts and graphs.
- Creating PivotTables, manipulating Pivot Table, changing calculated value fields, PivotTable Styles
- Grouping, sorting and filtering Pivot Tables, Working with Pivot Charts, use of sliders

Unit II: Data Analysis through Excel, Security & Printing

- What If Analysis
- Using Solver, Linear Programming problem, Transportation Problem, scheduling, Investment Decisions, XLMiner, statistical analysis through XL-Miner
- Securing & Protecting Spreadsheets
- Proofing and Printing

Reference Books:

- *Information Technology for Management, 6TH ED (With CD) By Efraim Turban, Dorothy Le idner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)*
- *Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch*
- *Tata McGraw Hill Joseph, P.T. : E-commerce An Indian Perspective (Ch-13,Ch-14)*
- *Electronic Commerce - Technologies & Applications. Bharat,Bhaskar*

Scheme of Assessments for courses of 4 credits (100 Marks)

- The Semester End Examination will be conducted for 60 Marks.
- Internal Assessments will be conducted for 40 Marks.
- The allocation of 40 marks shall be on any three of the following basis : -

Class test, quizzes, mid semester test, project, term paper, presentation etc may be conducted for 40 marks internal continuous assessment.

Note: A Student has to separately secure minimum 40% marks (i.e 24 out of 60) in the internal assessments and secure minimum 40% marks (i.e 16 out of 40) in the Semester End Examination in every course to be declared as Pass.

Scheme of Assessments for courses of 2 credits (50 Marks)

- The Semester End Examination will be conducted for 30 Marks.
- Internal Assessments will be conducted for 20 Marks.
- The allocation of 20 marks shall be on any three of the following basis : -

Class test, quizzes, mid semester test, project, term paper, presentation etc

Note: A Student has to separately secure minimum 40% marks (i.e 12 out of 30) in the internal assessments and secure minimum 40% marks (i.e 8 out of 20) in the Semester End Examination in every course to be declared as Pass.

Scheme of Assessments for courses of 2 credits (50 Marks) Co-Curricular Course

Academia-Industry Relevant Activities 2 credits (50 Marks)

- The Student needs to submit written report on the activities he/she has participated during the semester at the Semester end which will be evaluated by the faculty for 30 Marks
- Internal Assessment will be conducted for 20 Marks:
- The Allocation of 20 marks shall be on successful participation in any 3 of the following basis
 1. Industry Lecture, Seminars, Symposium, and Workshop
 2. Entrepreneurship activities
 3. One day/ half Day industrial visits
 4. Any other similar industry-academia activity

Field Project 2 credits (50 Marks)

- Report submission of minimum 40-50 pages
- Students need to complete primary data based field projects in any area of Major or Minor of the BMS program.
- The institute will have to assign a faculty mentor

- The evaluation of the course will be based on the project report submitted by the student followed by viva-voce examination
- 30 marks external examiner for viva/presentation- 20 marks for report

Question Paper Pattern

(Theoretical Courses) (60 Marks)

Maximum Marks: 60 Questions to be set:

05 Duration: 2 Hrs.

All Questions Compulsory Carrying 10 Marks each.

Question No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 7 and to be answered any 05 B) Sub Questions to be asked 7 and to be answered any 05 (*Multiple choice / True or False / Match the columns/Fill in the blanks)	10 Marks
Q-2	Full Length Practical Question OR	10 Marks
Q-2	Full Length Practical Question	10 Marks
Q-3	Full Length Practical Question OR	10 Marks
Q-3	Full Length Practical Question	10 Marks
Q-4	Full Length Practical Question OR	10 Marks
Q-4	Full Length Practical Question	10 Marks
Q-5	Full Length Practical Question OR	10 Marks
Q-5	Full Length Practical Question	10 Marks
Q-6	Short Notes To be asked 05 To be answered 02	10 Marks

Question Paper Pattern

(Theoretical Courses) (30 Marks)

Maximum Marks: 30 Questions to be set:

05 Duration: 1 Hrs.

All Questions Compulsory Carrying 10 Marks each.

Question No	Particular	Marks
Q-1	A) Objective Questions Sub Questions to be asked 7 and to be answered any 05 (*Multiple choice / True or False / Match the columns/Fill in the blanks) B) Short Notes To be asked 03 To be answered 01	5 Marks 05 Marks
Q-2	Full Length Practical Question OR	10 Marks
Q-2	Full Length Practical Question	10 Marks
Q-3	Full Length Practical Question OR	10 Marks
Q-3	Full Length Practical Question	10 Marks

Conversion of Marks to Grades

A 10 Grade Point Scale system will be followed. Each term work module will be evaluated in terms of marks first and then to letter grades as shown below:

Semester GPA/ Programme CGPA Semester/ Programme	% of Marks	Alpha-Sign/ Letter Grade Result	Grading Point
9.00 - 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 - < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 - < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 - < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 - < 60.0	B (Above Average)	6
5.00 - < 5.50	50.0 - < 55.0	C (Average)	5
4.00 - < 5.00	40.0 - < 50.0	P (Pass)	4
Below 4.00	Below 40.0	F (Fail)	0
Ab (Absent)	-	Ab (Absent)	0

(1) SGPA/ CGPA Calculation

Semester Grade Point Average (SGPA)

$$SGPA (S_i) = \frac{[\sum C_i \times G_i]}{(\sum C_i)}$$

Where, c_i is the number of credits of the i^{th} course and G_i is the grade points scored by the student in the i^{th} course.

Cumulative Grade Point Average (CGPA)

$$CGPA = \frac{[\sum C_i \times S_i]}{(\sum C_i)}$$

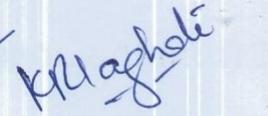
Where S_i is the SGPA of the i^{th} semester and c_i is the total number of credits in that semester.

Justification for Bachelor of Management Studies

1.	Necessity for starting the course:	<ul style="list-style-type: none"> To expose the learners to fundamentals of concept testing in the field of management studies. To equip the students through a bottom-up approach in understanding the global perspectives of managerial aspects in the economy. To provide a fillip to employability of learners through exploring the various dimensions of management studies.
2.	Whether the UGC has recommended the course:	Yes
3.	Whether all the courses have commenced from the academic year 2023-24	2024-25
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?:	Yes
5.	To give details regarding the duration of the Course and is it possible to compress the course?:	Yes
6.	The intake capacity of each course and no. of admissions given in the current academic year:	60
7.	Opportunities of Employability / Employment available after undertaking these courses:	Yes


**Sign of the BOS
 Chairman
 Prof. Dr. Kanchan
 Fulmali
 BOS in BMS**

**Sign of the
 Offg. Associate Dean
 Dr. Ravikant Sangurde
 Faculty of Commerce**


**Sign of the
 Offg. Associate Dean
 Prin. Kishori Bhagat
 Faculty of
 Management**

**Sign of the
 Offg. Dean
 Prof. Kavita Laghate
 Faculty of Commerce
 & Management**