

# University of Mumbai



**R.P.Gogate College of Arts & Science and  
R.V.Jogalekar College of Commerce,  
Ratnagiri (Autonomous)**

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

**Four Year Integrated Programme-  
Eight Semesters**

***Course Structure***

**Under Choice Based Credit System (CBCS)**

**To be implemented from Academic Year 2023-2024  
Progressively**

**Revised Syllabus of Courses of  
Bachelor of Management Studies (BMS) Programme  
Under Choice Based Credit, Grading and Semester System  
Course Structure**

FYBMS

(To be implemented from Academic Year- 2023-24)

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
	<b>Major</b>			<b>Major</b>	
UBMS101	Principles of Management	04	UBMS201	Principles of Marketing	04
UBMS102	Foundation of Human Skills	02	UBMS202	Business Environment	02
	<b>Indian Knowledge system (IKS)</b>			<b>Minor</b>	
UBMS103	Indian Management Thoughts and Practices	02	UBMS203	Business Law I	02
	<b>Generic / Open Elective</b>			<b>Generic / Open Elective</b>	
UBMS104	Business Economics	04	UBMS204	Introduction to Financial Accounting	04
	<b>Vocational Skill Course (VSC)</b>			<b>Vocational Skill Course (VSC)</b>	
UBMS105	Business Management	02	UBMS205	Introduction To E-Commerce	02
	<b>Skill Enhancement Courses (SEC)</b>			<b>Skill Enhancement Courses (SEC)</b>	
UBMS106	Entrepreneurship Management	02	UBMS206	Information Technology in Business Management	02
	<b>Ability Enhancement Course (AEC)</b>			<b>Ability Enhancement Course (AEC)</b>	
UAAECE NG103	English for Commercial	02	UAAECENG 203	English for Commercial	02

	Purpose -I			Purpose -II	
	<b>Value Education Course (VEC)</b>			<b>Value Education Course (VEC)</b>	
UBMS108	<i>Constitution of India</i>	<b>02</b>	UBMS208	<i>Introduction to Business Ethics</i>	<b>02</b>
	<b>Co-Curricular Course (CC)</b>			<b>Co-Curricular Course (CC)</b>	
UBMS109	<i>Any one of the following from the list*</i>	<b>02</b>	UBMS209	<i>Any one of the following from the list*</i>	<b>02</b>
<b>Total Credits</b>		<b>22</b>	<b>Total Credits</b>		<b>22</b>

<b>Course Code</b>	<b>Semester I</b>	<b>Course Code</b>	<b>Semester II</b>
GJCC101	National Social Service (NSS)	GJCC201	National Social Service (NSS)
GJCC102	National Cadet Corps (NCC)	GJCC202	National Cadet Corps (NCC)
GJCC103	Sports & Yoga	GJCC203	Sports & Yoga
GJCC104	Cultural	GJCC204	Cultural
GJCC105	Career Katta	GJCC205	Career Katta
GJCC106	Life Long Learning	GJCC206	Life Long Learning
GJCC107	Shodhvedh / Avishkar Projects	GJCC207	Shodhvedh / Avishkar Projects
GJCC108	Science Association	GJCC208	Science Association
GJCC109	Film Club	GJCC209	Film Club
GJCC110	Infotech Courses	GJCC210	Infotech Courses

**Revised Syllabus of Courses of  
Bachelor of Management Studies (BMS) Programme  
Under Choice Based Credit, Grading and Semester System  
Course Structure  
(To be implemented from Academic Year- 2023-24)**

**Semester I**

No. of Courses	Semester I	Credits
	<b><i>Major</i></b>	
UBMS101	Principles of Management	<b>04</b>
UBMS102	Foundation of Human Skills	<b>02</b>
	<b><i>Indian Knowledge System (IKS)</i></b>	
UBMS103	Indian Management Thoughts and Practices	<b>02</b>
	<b><i>Generic / Open Elective</i></b>	
UBMS104	Business Economics	<b>04</b>
	<b><i>Vocational Skill Course (VSC)</i></b>	
UBMS105	Business Management	<b>02</b>
	<b><i>Skill Enhancement Courses (SEC)</i></b>	
UBMS106	Entrepreneurship Management	<b>02</b>
	<b><i>Ability Enhancement Course (AEC)</i></b>	
UAAECENG10 3	English for Commercial Purpose -I	<b>02</b>
	<b><i>Value Education Course (VEC)</i></b>	
UBMS108	<i>Constitution of India</i>	<b>02</b>
	<b><i>Co-Curricular Course (CC)</i></b>	
UBMS109	<i>Any one of the following from the list*</i>	<b>02</b>

<b>Total Credits</b>	<b>22</b>
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**Revised Syllabus of Courses of  
Bachelor of Management Studies (BMS)  
Programme at Semester I  
with Effect from the Academic Year 2023-24**

Name of the Course	<b>Principles of Management</b>
Course Code	UBMS101
Class	FYBMS
Semester	I
No of Credits	04
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	The learner after compilation will be able to understand and apply the theoretical management knowledge in the practical world by... <ul style="list-style-type: none"> <li>● Starting own business or</li> <li>● Getting job opportunities</li> </ul>

Sr. No.	Modules	No. of Lectures
1	Nature of Management and Evolution of Management	15
2	Functions of Management - I	22
3	Functions of Management - II	23
<b>Total</b>		<b>60</b>

<b>Course Outcomes:</b>
Learner will be able to:

1: Define the concept of management and its role in organizations. Identify and explain the key functions of management, including planning, organizing, leading, and controlling. Also recognize the importance of effective management in achieving organizational goals and success..

2: Develop effective communication strategies to convey information, motivate employees, and foster teamwork and apply principles of effective delegation, conflict resolution, and negotiation in a managerial role.

3: Apply critical thinking skills to evaluate and interpret information in a managerial context and develop a problem-solving mindset and the ability to handle uncertainty and ambiguity.

Sr. No.	Modules / Units
1	<b>Nature Of Management And Evolution Of Management</b>
	<p><b>Management:</b> Concept, Significance, Role &amp; Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid.            Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.</p>
2	<b>Functions of Management - I</b>
	<p><b>Planning:</b> Meaning, Importance, Elements, Process, Limitations and MBO.            Decision Making: Meaning, Importance, Process, Techniques of Decision Making.  <b>Organizing:</b> Concepts, Structure (Formal &amp; Informal, Line &amp; Staff and Matrix),            Departmentation: Meaning, Basis and Significance            Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control            Centralization vs Decentralization            Delegation: Authority &amp; Responsibility relationship</p>
3	<b>Functions of Management - II</b>
	<p>Staffing: Human Resource Management, Recruitment and Selection, Performance appraisal and Career strategy,            Coordination- Concepts, issues and techniques.            Coordination as an essence of management            Directing: Meaning and Process            Leadership: Meaning, Styles and Qualities of Good Leader            Controlling: Meaning, Process and Techniques            Recent Trends: Green Management &amp; CSR</p>

## Learning Resources Recommended

- Principles of Management , Ramasamy , Himalya Publication , Mumbai
- Principles of Management , Tripathi Reddy , Tata Mc Grew Hill
- Management Text & Cases , VSP Rao , Excel Books, Delhi
- Management Concepts and OB , P S Rao & N V Shah , AjabPustakalaya
- Essentials of Management , Koontz II & W , Mc. Grew Hill , New York
- Principles of Management-Text and Cases –Dr..M.SakthivelMurugan, New Age Publications

**Revised Syllabus of Courses of  
Bachelor of Management Studies (BMS)  
Programme at Semester I  
with Effect from the Academic Year 2023-24**

Name of the Course	<b>Foundation of Human Skills</b>
Course Code	UBMS102
Class	FYBMS
Semester	I
No of Credits	2
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	The learner will be able to understand and apply the knowledge regarding human skills by.. <ul style="list-style-type: none"> <li>● Starting own business</li> <li>● Getting job opportunities as a</li> </ul>

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Understanding of Human Nature	6
2	Thinking, learning and perceptions and Stress Management	12
3	Organizational Culture and Motivation And Leadership at workplace	12
<b>Total</b>		<b>30</b>



## Course Outcomes:

Learner will be able to:

- Understand the theoretical and practical knowledge regarding Human Resource Management concepts.
- Understand and apply the basic leadership qualities
- Understand and apply motivational theories in business..
- Understand and apply Stress Management in the business organization.

Sr. No.	Modules / Units
1	<b>Understanding of Human Nature</b>
	<b>Individual Behaviour:</b> Concept of a man, individual differences, factors affecting individual differences, Influence of environment <b>Personality and attitude:</b> Determinants of personality, Personality traits theory, Big five model, Personality traits important for organizational behavior 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
2	<b>Thinking, Learning And Perceptions</b>
	<b>Thinking, learning and perceptions:</b> Thinking skills, thinking styles and thinking hat, Managerial skills and development, Learning characteristics, theories of learning (classical conditioning, operant conditioning and social learning approaches), Intelligence, type ( IQ, EQ, SQ, at work place), Perception features and factor influencing individual perception, Effects of perceptual error in managerial decision making at workplace. (Errors such as Halo effect, stereotyping, prejudice attributional). Stress Management: Meaning, Types, Causes and consequences of job stress, Ways for coping up with job stress.
3	<b>Organizational Culture And Motivation And Leadership At Workplace</b>
	Characteristics of organizational culture, Types, functions and barriers of organizational culture, Ways of creating and maintaining effective organization culture · <b>Motivation at workplace:</b> Concept of motivation, Theories of motivation in an organisational set up. A.Maslow Need Hierarchy

F.Hertzberg Dual Factor

Mc.Gregor theory X and theory Y. Ways of motivation through carrot (positive reinforcement) and stick (negative reinforcement) at the workplace.

**Leadership:** Characteristics, Theories of Leadership (Trait Theory, Behavioural theories, Contingency Theories, Transactional Theories and Transformational Leadership Theory) Issues and Challenges for Leaders (Emerging trends in leadership; Servant leadership, Situational leadership; Gender and leadership; Effective Leadership Communication; Emotional intelligence and leadership)

### Learning Resources Recommended

- Organisational behaviour, S.Robbins, Prentice Hall
- Organisational behaviour, John W.Newstrom and Keith Davis, Tata McGrawhill
- Organisational behaviour, Fred Luthans, McGrawhill,Newyork
- Organisational behaviour, K.Aswathappa, Himalaya Publishing House

**Revised Syllabus of Courses of  
Bachelor of Management Studies (BMS)  
Programme at Semester I  
with Effect from the Academic Year 2023-24**

Name of the Course	<b>Indian Management Thoughts and Practices I</b>
Course Code	UBMS103
Class	FYBMS
Semester	I
No of Credits	2
Nature	Theory
Type	Indian Knowledge System
Employability/ entrepreneurship/ skill development	The learner will get the conceptual knowledge regarding Indian Management <ul style="list-style-type: none"> <li>• Can start own business as a Social Entrepreneur</li> <li>• Can work as a corporate social responsibility consultant</li> </ul>

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	08
2	Personality Development and Indian Learning	10
3	Indian Business Culture and Leadership and Motivation	12
<b>Total</b>		<b>30</b>

**Course Outcomes:**

Learner will be able to:

- Gain knowledge regarding various guna .

- Learn about personality development and Indian Learning
- Utilize the Indian Ethos in Business Management.

Sr. No.	Modules / Units
1	<b>Overview of Indian Society</b>
	Understand the multi-cultural diversity of Indian society through its demographics composition. Population distribution according to religion, caste and gender. ○
2	<b>Personality Development and Indian Learning</b>
	Three gunas – sattva, rajas, tamas    Personality development through yoga – the three paths / marga – bhakti, karma and gyana    Indian concept of Learning-Gurukul System
3	<b>Leadership And Motivation</b>
	Concept of Indian Business Culture : Self Management, Cooperation and Mutual Trust, Vasudhaiva Kutumbakum Concept of Leadership: Qualities of leaders with special reference to India Thoughts(Krishan as a Leader) Types of Leadership and Team Building

### Learning Resources Recommended

- Indian Ethics and Values in Management: R Nandagopal, Ajith Sankar RN: Tata Mc Graw Hill
- Business Ethics & Managerial Values.Bhatta, S.K.
- Vedanta and Mana : Nalini V Dave
- Foundation of Managerial Work-Contributions from Indian,:Chakraborty, S.K.: Thought, Himalaya Publication House, Delhi 1998

**Revised Syllabus of Courses of  
Bachelor of Management Studies (BMS)  
Programme at Semester I  
with Effect from the Academic Year 2023-24**

Name of the Course	<b>Business Economics</b>
Course Code	UBMS104
Class	FYBMS
Semester	I
No of Credits	4
Nature	Theory Classroom lectures, Case studies, Group discussion, Seminar & field work etc.
Type	Generic
Employability/ entrepreneurship/ skill development	<p>Understanding Market Dynamics: Business Economics focuses on analyzing market structures, demand and supply, pricing strategies, and market behavior. This knowledge is crucial for learners in seeking employment as it provides insights into how markets function, allowing them to make informed decisions about product development, pricing, and identifying market opportunities.</p> <p>Business economics syllabus is designed in such a way that, after the course completion, the learner will be able to apply the theories of economics in decision making. The learner will be able to relate the impact of changes in income and prices on demand, Workout the short run and long run costs and revenue and determine the break-even point i.e no profit no loss condition . This syllabus will help the learner in understanding and identify market structure, decision regarding optimum price and output</p>

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Introduction and Demand Analysis and Consumer Behaviour	15

2	Theory of Production	15
3	Theory of Cost and Revenue	15
4	Market Structure	15
<b>Total</b>		<b>60</b>

### Course Outcomes:

Learner will be able to:

- 1: Understand the theoretical and practical framework of basic Micro Economics.
- 2: Demonstrate the ability to calculate and measure cardinal and ordinal utility and elasticity of demand.
- 3: Understand the basic framework of Perfect competition, Monopoly, Monopolistic and Oligopoly markets.
- 4: Demonstrate the ability to calculate and apply various pricing policies in practical.
- 5: Understand and apply economic reasoning to problems of business.

Sr. No.	Modules / Units
<b>1</b>	<b>Introduction and Demand Analysis and Consumer Behaviour</b>
	Meaning and Scope of Business Economics- Elasticity of Demand – Price, Income, Cross and Promotional. Indifference Curve Analysis – Properties of Indifference Curves - Budget Line Consumers' Equilibrium - Income Effect, Substitution Effect and Price Effect, Consumers Surplus. (Case Studies)
<b>2</b>	<b>Theory of Production</b>
	Production Function - Short Run and Long Run Law of Variable Proportion Iso-quants - Least Cost Factor Combination Law of Returns to Scale - Expansion Path Economies and Diseconomies of Scale and Economies of Scope (Case Studies)
<b>3</b>	<b>Theory of Cost and Revenue</b>
	Concepts of Costs - Short Run Costs and types

	<p>Long Run Average Cost Curve- Derivation - Types of Revenue – TR, AR and MR - Behaviour of Revenue Curves in Perfect Competition and Monopoly. Break Even Analysis (Case Studies)</p>
<b>4</b>	<b>Market Structure</b>
	<p>Perfect Competition Features- - Short Run and Long Run Equilibrium of Firm and Industry. Monopoly - Sources of Monopoly Power - Short Run and Long Run Equilibrium. Features of Monopolistic competition equilibrium of a Firm in short run and long run – Selling Costs – Excess Capacity. Oligopoly – Features-Collusive and Non Collusive Oligopoly. (Case Studies)</p>

### Learning Resources Recommended

- Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000) Mehta, P.L.:
- Managerial Economics, Hirchey .M., Thomson South western (2003)
- Managerial Economics in a global economy Salvatore, D.: (Thomson South Western Singapore, 2001)
- Principles of Economics Frank Robert.H, Bernanke. Ben S., (Tata McGraw Hill (ed.3)
- Principles of Economics, Gregory Mankiw., Thomson South western (2002 reprint)
- Economics Samuelson Nordhaus.: (Tata McGraw Hills, New Delhi, 2002)
- Managerial Economics cases and concepts Pal Sumitra, (Macmillan, New Delhi, 2004)

**Revised Syllabus of Courses of  
Bachelor of Management Studies (BMS)  
Programme at Semester I  
with Effect from the Academic Year 2023-24**

Name of the Course	<b>Business Management</b>
Course Code	UBMS105
Class	FYBMS
Semester	I
No of Credits	2
Nature	Theory
Type	Vocational Skill Course
Employability/ entrepreneurship/ skill development	The learner will be able to understand and apply the knowledge regarding Business Management by <ul style="list-style-type: none"> <li>● Starting own business</li> <li>● Getting job opportunities as a Business Management Consultant</li> </ul>

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Introduction to business.	6
2	Mission Vision Goal, Planning	9
3	Organizational Development, Change and Time Management	15
<b>Total</b>		<b>30</b>

**Course Outcomes:**

Learner will be able to:



- Understand the theoretical and practical knowledge of basic concepts of Business Management.
- Understand the business environment.
- Understand and apply Time Management.
- Apply Change Management.

Sr. No.	Modules / Units
1	<b>Introduction to Business.</b>
	Concepts in Business . Characteristics ,Importance Business Environment (Micro and Macro Environment)Environment Analysis and Scanning(SWOT ) PESTEL Analysis
2	<b>Mission, Vision ,Goal, Planning</b>
	Mission, Vision, Goals, Objective, Planning, Planning process,Essentials of good plan. Management by objectives
3	<b>Organizational Development</b>
	Organization ,Definition and principles Formal and informal organization, Span of control, Authority and responsibility and accountability. Delegation of authority and accountability Development of organization-meaning importance and methods. Change and Time Management.

### Learning Resources Recommended

- Business Policy & Strategic Management, Kazmi Azhar, Tata McGraw Hill.
- Business Policy , Strategy , Planning and Management: P.K. Ghosh :
- Business Policy- Text and CasesChristensen , Andrews Dower:
- Business Policy – Strategy Formation and Management Action: William F. Gkycj
- Concept of Corporate Strategy: Bongee and Colonan :

**Revised Syllabus of Courses of  
Bachelor of Management Studies (BMS)  
Programme at Semester I  
with Effect from the Academic Year 2023-24**

Name of the Course	<b>Entrepreneurship Management</b>
Course Code	UUBMS106
Class	FYBMS
Semester	I
No of Credits	2
Nature	Theory
Type (applicable to NEP only)	Skill Enhancement Courses
employability/ entrepreneurship/ skill development	The learner will be able to understand and apply the knowledge regarding Business Management by <ul style="list-style-type: none"> <li>● Starting own Enterprise</li> <li>● Getting job opportunities as a Business Management Consultant can work as an Assistant Manager, Business Consultant, Business Reporter, System Manager</li> </ul>

Sr. No.	Modules	No. of Lectures
1	Foundations of Entrepreneurship Development	8
2	Types & Classification Of Entrepreneurs	8
3	Entrepreneur Project Development & Business Plan and Venture Development	14
<b>Total</b>		<b>30</b>

**Course Outcomes:**

Learner will be able to:

1. Define, identify and/or apply the principles of entrepreneurial and family business.

2. Students will be able to define, identify and/or apply the principles of viability of businesses, new business proposals, and opportunities within existing businesses.
3. Students will be able to define, identify and/or apply the principles of preparing a startup business plan emphasizing financing, marketing, and organizing.

Sr. No.	Modules / Units
1	<b>Foundations of Entrepreneurship Development</b>
	<p><b>Foundations of Entrepreneurship Development:</b> Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur</p> <p><b>External Influences on Entrepreneurship Development:</b> Socio-Cultural, Political, Economical, Personal. Role of Entrepreneurial culture in Entrepreneurship Development.</p>
2	<b>Types &amp; Classification Of Entrepreneurs</b>
	<p>Intrapreneur –Concept and Development of Intrapreneurship • Women Entrepreneur – concept, development and problems faced by Women Entrepreneurs, Social entrepreneurship–concept, development of Social entrepreneurship in India. Importance and Social responsibility of NGO's.</p>
3	<b>Entrepreneur Project Development &amp; Business Plan and Venture Development</b>
	<p>Idea generation– Sources-Development of product /idea, Environmental scanning Creating Entrepreneurial Venture-Entrepreneurship Development Cycle Business Planning Process-The business plan as an Entrepreneurial tool, scope and value of Business plan. Steps involved in starting of Venture Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects New trends in entrepreneurship</p>

### Learning Resources Recommended

- Dynamics of Entrepreneurial Development Management - Vasant Desai, Himalaya Publishing House. Entrepreneur Vs Entrepreneurship- Human Diagno
- Entrepreneurial Development - S.S. Khanna
- Entrepreneurship & Small Business Management - CL Bansal, Haranand Publication
- Entrepreneurial Development in India - Sami Uddin, Mittal Publication

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Bachelor of Management Studies (BMS)  
Programme at Semester I  
with Effect from the Academic Year 2023-24**

Name of the Course	English for Commercial Purpose -I
Course Code	UAAECENG103
Class	FYBMS
Semester	I
No of Credits	02
Nature	Theory
Type	Ability Enhancement Course
Employability/ entrepreneurship/ skill development	<p>The learner after compilation will be able to understand and apply the theoretical business communication knowledge in the practical world by...</p> <ul style="list-style-type: none"> <li>● Starting own business or</li> <li>● Getting job opportunities like Business Executive, Human Relations Manager, Marketing Executive, Public Relations Specialists, Meeting/Event Planner, Media Planner, Social Media Manager, Business Reporter</li> </ul>

Sr. No.	Modules	No. of Lectures
1	Theory of Communication	15
2	Communication Skills and Business Letters	15
<b>Total</b>		<b>30</b>

**Course Outcomes:**

Learner will be able to:

- Enhance his listening, speaking and writing skills.
- Meet the standards of soft skills of the modern business world.
- Acquired adequate knowledge of theory of communication.
- Acquired skills of business correspondence.

Sr. No.	Modules / Units
1	<b>Theory of Communication</b>
	Concept of Communication : Meaning, Process, Importance and Objectives Barriers to Communication: Physical, Linguistic, Psychological barriers and the ways to overcome them. Listening
2	<b>Communication Skills and Business Letters</b>
	Characteristics of Business Correspondence (Seven Cs of communication) Email Writing Job Application and Curriculum Vitae

### Learning Resources Recommended

#### Books

1. Agarwal, Anju D. A Practical Handbook for Consumers. India Book House, 1989.
2. Ashley, A. A Handbook of Commercial Correspondence. Oxford UP, 1992.
3. Aswathapa, K. Organizational Behavior. Himalaya Publication, 1992.
4. Atreya, N. and Guha. Effective Credit Management. MMC School of Management, 1994.
5. Bah, J.C. and Nagamia S.M. Modern Business Correspondence and Minute Writing. N.M. Tripathi Pvt., 1974.
6. Balan, K.R. and Rayudu, C.S. Effective Communication. Beacon Books, 1996.
7. Bangh, L. Sue, Fryar, Maridell and Thomas David A. How to Write First Class Business Correspondence. N.T.C. Publishing Group USA, 1998.
8. Banerjee, Bani P. Foundation of Ethics in Management. Excel Books, 2005.
9. Bakar, Alan. Making Meeting Work. Sterling Publication Pvt., 1993.
10. Basu, C.R. Business Organization and Management. Tata McGraw-Hill, 1998.
11. Benjamin, James. Business and Professional Communication Concept and Practices. Harper Collins College Publishers, 1993.
12. Bhargava and Bhargava. Company Notices, Meetings and Regulations. Taxman Publication, 1971.

#### Web Resources:

1. <http://lifehacker.com/top-10-ways-to-improve-your-communication-skills-1590488550>
2. <https://www.thebalance.com/verbal-communication-skills-list-2059698>
3. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>
4. <https://www.thebalance.com/verbal-communication-skills-list-2059698>
5. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>

**Revised Syllabus of Courses of  
Bachelor of Management Studies (BMS)  
Programme at Semester I  
with Effect from the Academic Year 2023-24**

Name of the Course	<b>Constitution of India</b>
Course Code	UBMS108
Class	FYBMS
Semester	I
No of Credits	2
Nature	Theory
Type	Value Education Course
employability/ entrepreneurship/ skill development	Enhanced Legal Literacy: Students will develop a strong foundation in constitutional law and gain a comprehensive understanding of the Constitution of India. They will acquire the necessary legal literacy to effectively navigate the complexities of the Indian legal system, thereby improving their employability in legal professions. Analytical and Critical Thinking Skills: Students will cultivate analytical and critical thinking skills through the study of constitutional provisions, landmark cases, and constitutional interpretation. They will be able to analyze complex legal issues, evaluate arguments, and propose well-reasoned solutions, making them valuable assets in legal research and analysis.

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	History Of Indian Constitution	10
2	Fundamental Rights and Citizenship	10
3	Directives Principles And Fundamental Duties and Legislature Union and State	10
<b>Total</b>		<b>30</b>

## Course Outcomes:

Learner will be able to:

- gain a comprehensive understanding of the constitutional framework of India, including its historical background, the Preamble, fundamental rights, and directive principles of state policy.
- analyze and interpret the fundamental rights guaranteed by the Indian Constitution, such as the right to equality, freedom of speech and expression, right to life and personal liberty, and right against discrimination
- develop an understanding of the directive principles of state policy and their significance in shaping public policy and governance in India. They will learn about the principles related to social justice, economic welfare, and environmental protection.

Sr. No.	Modules / Units
1	<b>History Of Indian Constitution</b>
	Constitutional development of India. (Preamble) Features of Indian Constitution
2	<b>Fundamental Rights and Citizenship</b>
	Fundamental Rights: Right to equality Right to freedom Right against exploitation Right to freedom of religion Cultural and education right Right to constitutional remedies Acquisition and loss of citizenship.
3	<b>Directives Principles And Fundamental Duties and The Executives and Legislature Union and State</b>
	Directives principles Articles 38 to 51 for directive principles New added directive principles of state policy Fundamental duties The President of India Vice President of India Prime Minister Governor Chief Minister Parliament Rajyasabha

Lok Sabha Legislative proceeding- Ordinary bill, Money bill, Finance bill State legislature
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### Learning Resources Recommended

- The Constitution of India ( ENGLISH ) - The Constitution of India Dr. B.R Ambedkar
- Constitution of India (Pocket Size) by Bakshi P.M.



**Revised Syllabus of Courses of  
Bachelor of Management Studies  
(BMS) Programme Under Choice  
Based Credit, Grading and Semester  
System Course Structure**

No. of Courses	Semester II	Credits
	<b><i>Major</i></b>	
UBMS201	Principles of Marketing	<b>04</b>
UBMS202	Business Environment	<b>02</b>
	<b><i>Minor</i></b>	
UBMS203	Business Law I	<b>02</b>
	<b><i>Generic / Open Elective</i></b>	
UBMS204	Introduction to Financial Accounting	<b>04</b>
	<b><i>Vocational Skill Course (VSC)</i></b>	
UBMS205	Introduction To E-Commerce	<b>02</b>
	<b><i>Skill Enhancement Courses (SEC)</i></b>	
UBMS206	Information Technology in Business Management	<b>02</b>
	<b><i>Ability Enhancement Course (AEC)</i></b>	
UAAECENG 203	English for Commercial Purpose -II	<b>02</b>
	<b><i>Value Education Course (VEC)</i></b>	
UBMS208	<i>Introduction to Business Ethics</i>	<b>02</b>
	<b><i>Co-Curricular Course (CC)</i></b>	
UBMS209	<i>Any one of the following from the list*</i>	<b>02</b>
	<b>Total Credits</b>	<b>22</b>

**Revised Syllabus of Courses of  
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Name of the Course	<b>Principles of Marketing</b>
Course Code	UBMS201
Class	FYBMS
Semester	II
No of Credits	4
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	The learner will get the conceptual knowledge regarding Marketing Management <ul style="list-style-type: none"> <li>● Can start Marketing Consultancy firm</li> <li>● Can work as an Advertising Expert.</li> <li>● Can work as a marketing manager in the corporate world.</li> </ul>

**Course Outcomes:**

After completion of this course the learner will be able to:

- Understand the theoretical and various concepts of marketing management.
- Apply marketing research strategies in business.
- Understand the marketing mix and apply it in business management.
- Utilize the theory knowledge of marketing into practical work.

Sr. No.	Modules	No. of Lectures
1	Introduction to Marketing	20
2	Marketing mix	20
3	Marketing Research and Consumer Behaviour, and STP	20
<b>Total</b>		<b>60</b>

Sr. No.	Modules / Units
1	<b>Introduction to Marketing</b>
	<p>Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function</p> <p>Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges.</p> <p>Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing</p> <p>Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour</p>
2	<b>Marketing mix, Social and Relationship Marketing</b>
	<p>Marketing mix: Meaning –elements of Marketing Mix.</p> <p>Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product.</p> <p>Branding –Packing and packaging – role and importance</p> <p>Pricing – objectives- factors influencing pricing policy and Pricing strategy.</p> <p>Physical distribution – meaning – factor affecting channel selection-types of marketing channels</p> <p>Promotion – meaning and significance of promotion. Promotion tools (brief)</p> <p>New trends in marketing – E-marketing , Internet marketing and marketing using Social network</p> <p>Social marketing/ Relationship marketing</p>
3	<b>Marketing Research and STP</b>
	<p>Marketing research: Meaning, features, Importance of marketing research.</p> <p>Types of marketing research: Product research; Sales research; consumer/customer research; production research</p> <p>MIS: Meaning, features and Importance</p> <p>Segmentation – meaning , importance , basis</p> <p>Targeting – meaning , types</p> <p>Positioning – meaning – strategies</p>

### **Learning Resources Recommended:**

- Marketing Management – Kotlar, Philip, Prentice Hall, New Delhi.
- Fundamentals of Marketing, Stanton, Etzel, Walker, Tata-McGraw Hill, New Delhi.
- Marketing Management-Saxena, Rajan, Tata-McGraw Hill, New Delhi.
- Marketing Management, McCarthy, E.J.,
- Basic Marketing: A managerial approach, Irwin, New York.
- Modern Marketing Pillai R S, Bagavathi,

**Revised Syllabus of Courses of  
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Name of the Course	<b>Business Environment</b>
Course Code	UBMS202
Class	FYBMS
Semester	II
No of Credits	02
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	<p>The learner after completion will be able to understand and apply the theoretical management knowledge in the practical world by</p> <ul style="list-style-type: none"> <li>● Starting own business or</li> <li>● getting job opportunities as a:</li> <li>● Business Analyst</li> <li>● Market Research Analyst</li> <li>● Corporate Social Responsibility (CSR) Manager</li> </ul>

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Introduction to Business Environment	09
2	Macro environment	09
3	International Business Environment	12
<b>Total</b>		<b>30</b>

### Course Outcomes:

The learner will be able to

1: apply environmental scanning techniques to identify opportunities and threats in the business environment. Formulate effective strategies to adapt to the changing business environment and gain a competitive edge.

2: Define the business environment and its components, including the internal and external factors that influence business operations and Recognize the dynamic nature of the business environment and its impact on organizational decision-making.

3: Continuously explore and evaluate emerging trends, such as globalization, sustainability, and digitalization, and their implications for business practices.

Sr. No.	Modules / Units
1	<b>Introduction to Business Environment</b>
	Meaning, Characteristics, Scope and Significance, Components of Business Environment • Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis. Introduction to Macro Components
2	<b>Macro environment</b>
	Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal
3	<b>International Business Environment</b>
	International Environment , Nature, Economic Trade Policies, Market entry strategies, LPG model. MNCs; FDI, WTO, IMF, World Bank, EU, G20, Challenges faced by International Business and Investment Opportunities for Indian Industry.

### **Learning Resources Recommended:**

- Business Environment- Francis Cherunilam, Himalaya Publishing House, New Delhi
- Essentials of Business Environment, K. Aswathappa, Himalaya Publishing House, New Delhi
- Indian Economy, MISHRA AND PURI, Himalaya Publishing House, New Delhi
- Business Environment Raj Aggarwal Excel Books, Delhi
- Strategic Planning for Corporate Ramaswamy V McMillan, New Delhi
- Business and society - Lokanathan and Lakshmi Rajan, Emerald Publishers

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Name of the Course	<b>Business Law – I</b>
Course Code	UBMS203
Class	FYBMS
Semester	II
No of Credits	2
Nature	Theory
Type (applicable to NEP only)	Minor
employability/ entrepreneurship/ skill development	Learners will appreciate the relevance of business laws to individuals and businesses. Learners will also gain knowledge of some important business laws and can apply it in individual, social and business life. Moreover, learners will acquire certain employability and business related skills.

**Course Outcomes:**

The learner Will be able to

1. Understand the importance of business laws to individuals and businesses.
2. Acquire basic knowledge of some important business laws.
3. Apply knowledge in various spheres in life and business.

Sr. No.	Modules	No. of Lectures
1	Indian Partnership Act, 1932	15
2	Limited Liability Partnership (LLP) Act, 2008	15
<b>Total</b>		<b>30</b>



Sr. No.	Modules / Units
1	<b>Indian Partnership Act, 1932</b>
	Partnership – Concept, Features, Test of Partnership, Types of Partnership, Types of Partners, Rights and Powers, Duties and Liabilities, Distinguish between Partnership Firm and Company. Registration of Partnership – Concept, Partnership Deed, Procedure of Incorporation. Dissolution of Partnership – Concept, Modes of Dissolution.
2	<b>Limited Liability Partnership (LLP) Act, 2008</b>
	LLP – Concept, Features, Nature, Advantages and Disadvantages, Extent and Limitation of Liability of LLP and Partners, Conversion to LLP, Distinguish between Partnership Firm and Limited Liability Partnership. Incorporation of LLP – Concept, Procedure of Incorporation. Dissolution of LLP – Concept, Modes of Dissolution.

<b>Learning Resources Recommended:</b>
<ol style="list-style-type: none"> <li>1. Mercantile Law. By M. C.Kucchal and Vivek Kucchal. Vikas Publication.</li> <li>2. Elements of Mercantile Law. By N. D. Kapoor. Sultan Chand &amp; Sons (P) Ltd.</li> <li>3. Business Law. By N. A. Charantimath. Himalaya Publishing House.</li> <li>4. Law of Sale of Goods and Partnership: A Concise Study. By Dr. Nilima Chandiramani. Shroff Publishers.</li> <li>5. Introduction to Law of Partnership - Including Limited Liability Partnership. By Avtar Singh. Eastern Book Company.</li> <li>6. The Indian Partnership Act. By Dr. R. K. Bangia. Allahabad Law Agency.</li> <li>7. A Text Book of Indian Partnership Act. By H. P. Gupta. Deccan Law House.</li> <li>8. A Text Book on Indian Partnership Act with Limited Liability Partnership Act. By Dr. Madhusudan Saharay. Universal Law Publishing House Pvt. Ltd.</li> </ol>

**Revised Syllabus of Courses of  
Bachelor of Management Studies (BMS)  
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Name of the Course	<b>Introduction to Financial Accounting</b>
Course Code	UBMS204
Class	FYBMS
Semester	II
No of Credits	04
Nature	Theory, Practical
Type	Generic / Open Elective
Employability/ entrepreneurship/ skill development	Completing a Financial Accounting course opens up several job opportunities in various sectors. Here are some potential career paths for students who have completed such a course: Accountant Auditor Financial Analyst Finance Manager

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Introduction and Accounting Transaction	15
2	Cash Book, Depreciation Accounting And Trial Balance	20
3	Inventory Valuation and Final Account	25
<b>Total</b>		<b>60</b>

**Course Outcomes:**

Learner will able to

- 1: Understand and apply the theoretical aspects of accounting method collecting, recording and reporting financial information.
- 2: Analyze and interpret the financial environment in which accounting information is

used in managing a business;

3: Apply accounting and financial management decision-making techniques to practical situations that are likely to be encountered by a manager.

Sr. No.	Modules / Units
1	<b>Introduction and Accounting Transaction</b>
	<ul style="list-style-type: none"><li>• Meaning and Scope of Accounting Branches of accounting, Objectives of accounting • Accounting principles;</li><li>• Accounting Standards International Financial Reporting Standards (IFRS)</li><li>• Accounting cycle, Journal, Journal proper, Relationship between journal &amp; ledger</li></ul>
2	<b>Cash Book, Depreciation Accounting And Trial Balance</b>
	<ul style="list-style-type: none"><li>• Cash Book (Triple Column)</li><li>• Depreciation accounting: SLM and RBM methods.</li><li>• Preparation of Trial Balance</li></ul>
3	<b>Inventory Valuation and Final Account</b>
	<ul style="list-style-type: none"><li>• Meaning of inventories Cost for inventory valuation Inventory systems : Periodic Inventory system and Perpetual Inventory System Valuation: Meaning and importance Methods of Stock Valuation as per AS – 2 : FIFO and Weighted Average Method</li><li>• Introduction to Final Accounts of a Sole proprietor, Preparation and presentation of Manufacturing Account</li><li>• Introduction to Final Account as per Schedule 6 of Companies Act ,1956 (Vertical)</li></ul>

#### Learning Resources Recommended:

Introduction to Accountancy by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi

Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi

Advanced Accountancy by R.L Gupta and M. Radhaswamy, S. Chand and Company (P) Ltd., New Delhi

Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai

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Name of the Course	Introduction to Ecommerce
Course Code	UBMS205
Class	FYBMS
Semester	II
No of Credits	02
Nature	Theory
Type	Vocational Skill Course
Employability/ entrepreneurship/ skill development	<p>The learner after compilation will be able to understand and apply the theoretical management knowledge in the practical world by...</p> <ul style="list-style-type: none"> <li>● Starting own online / digital business or</li> <li>● getting job opportunities as a: E-commerce Consultant: Digital Advertising Specialist</li> </ul>

**Course Outcomes:**

Learner will able to:

1: Identify and compare various ecommerce business models, such as B2C, B2B, C2C, and others and also Evaluate the advantages and disadvantages of different online business models.

2: Apply critical thinking to select the most suitable online business model for a given scenario and analyze and interpret key performance indicators (KPIs) to measure the success of digital marketing campaigns.

3: Evaluate and select appropriate online marketplaces and platforms for selling products or services. Optimize product listings and descriptions to maximize visibility and conversions.

4: Implement effective inventory management, pricing strategies, and customer relationship management (CRM) techniques. and Understand legal and ethical considerations in ecommerce and digital marketing.

Sr. No.	Modules	No. of Lectures
1	Introduction to E-commerce	10
2	Digital Marketing	11
3	Legal Issues in E-Commerce	09
<b>Total</b>		<b>30</b>

Sr. No.	Modules / Units
<b>1</b>	<b>Introduction to E-commerce</b>
	<p>Introduction and Basic concepts of Ecommerce, Categories of E-commerce, Traditional Commerce vs E-Commerce, E-commerce Environmental Factors, Impact of E-Commerce on Business, Ecommerce in India Trends in E-Commerce in Various Sectors, M-Commerce</p> <p>E-Business: Launching an E-Business, Different phases of Launching an EBusiness,</p> <p>Electronic Data Interchange (EDI), Applications of EDI, Bricks and Clicks</p> <p>E-Business Applications: E-Procurement, E-Communication, E Delivery, E-Auction, E-Trading</p>
<b>2</b>	<b>Digital Marketing</b>
	<p>Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing. • Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing, Content Marketing &amp; Content Influencer Marketing, Campaign Marketing, Email Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts &amp; Vodcasts.</p> <ul style="list-style-type: none"> <li>• Digital Marketing on various Social Media platforms.</li> <li>• Online Advertisement, Online Marketing Research, Online PR</li> <li>• Web Analytics</li> <li>• Promoting Web Traffic</li> </ul> <p>Website : Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle Approach for Building a Website,</p>

	Different Ways of Building a Website • Latest developments and Strategies in Digital Marketing
<b>3</b>	<b>Legal Issues in E-Commerce</b>
	Issues Relating to Privacy and Security in E-Business • Electronic Payment Systems: Features, Different Payment Systems : Debit Card, Credit Card ,Smart Card, E-cash, E-Cheque, E-wallet, Electronic Fund Transfer. • Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types, Types of Transaction Security, E-Commerce Laws: Need for E-Commerce laws, E-Commerce laws in India, Legal Issues in E-commerce in India, IT Act 2000

### **Learning Resources Recommended:**

Electronic Commerce - A Managerial Perspective, Erfan Turban et.al ,Pearson Education

Electronic Commerce - A Manger's Guide, R. Kalokota, Andrew V. Winston, Pearson Education

E-Commerce, Tripathi, Jaico Publishing House, Mumbai, Edn..

**Revised Syllabus of Courses of  
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Name of the Course	<b>Information Technology in Business Management-I</b>
Course Code	UBMS206
Class	F.Y. B.M.S.
Semester	II
No of Credits	02
Nature	Theory
Type	Skill Enhancement Course
Entrepreneurship/ skill development	<p>The learner after compilation will be able to understand and apply the theoretical Information Technology knowledge in the practical world by...</p> <ul style="list-style-type: none"> <li>● Starting applying Ms Excel , Database ( MS Access), outsourcing in own business or</li> <li>● getting job opportunities in every small or large organization handling office automation , data analysis, ecommerce and use of information systems from a managerial perspective.</li> </ul>

**Course Outcomes:**

Students are able to :

1. Learn basic concepts of Information Technology, its support and role in Management, for managers
2. Module II comprises of practical hands on training required for office automation. It is expected to have practical sessions of latest MS-Excel and MS Access software
3. Understand basic concepts of Email, Internet and websites, domains and security therein
4. Recognize security aspects of IT in business, highlighting electronic transactions, advanced security features

Sr. No.	Modules	No. of Lectures
1	Introduction to IT support in management	09
2	Office Automation Using MS Excel	11
3	Database Management System	10
		<b>30</b>

Sr. No.	Modules / Units
<b>1</b>	Introduction to IT support in management
	<p>Information Technology concepts Concept of Data, Information and Knowledge Concept of Database</p> <ul style="list-style-type: none"> <li>• 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</li> <li>• Concept of Digital Economy and Digital Organization.</li> </ul>
<b>2</b>	Office Automation Using MS Excel
	<p>Spreadsheet application (e.g. MS-Excel/openoffice.org) Creating/Saving and editing spreadsheets Drawing charts. Using Basic Functions: text, math &amp; trig, statistical, date &amp; 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,</p>
<b>3</b>	Database Management System
	<p>Introduction to DBMS Meaning of DBMS, Need for using DBMS. Concepts of tables, records, attributes, keys, integrity constraints, schema architecture, data independence.</p>



## **Data Warehousing and Data Mining**

Concepts of Data warehousing,  
Importance of data warehouse for an organization Characteristics of  
Data warehouse .Functions of Data warehouse Data warehouse  
architecture Business use of data warehouse Standard Reports and  
queries

**MS Access** - Creating table, forms, creating reports

### **Learning Resources Recommended:**

1. Information Technology for Management, 6TH ED (With CD ) By Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)
2. Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch
3. E-commerce An Indian Perspective (Ch-13,Ch-14) Tata McGraw Hill Joseph, P.T. :
4. Computer Viruses and Related Threats: A Management Guide (Ch-2, Ch-3) By John P. Wack, Lisa J. Carnahan (E-Book  
:<https://play.google.com/books/reader?id=tsP15h9gr8MC&printsec=frontcover&output=reader&hl=en&pg=GBS.PR7.w.2.1.0>)
5. Electronic Commerce - Technologies & Applications. Bharat, Bhaskar  
<https://play.google.com/books/reader?id=F1zbUaBtk71C&printsec=frontcover&output=reader&hl=en&pg=GBS.PP1>

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Name of the Course	<b>English for Commercial Purpose- II</b>
Course Code	UAAECENG203
Class	FYBMS
Semester	II
No of Credits	02
Nature	Theory
Type (applicable to NEP only)	Ability Enhancement Course
Employability/ entrepreneurship/ skill development	<p>The learner after compilation will be able to understand and apply the theoretical business communication knowledge in the practical world by...</p> <ul style="list-style-type: none"> <li>● He is able to write various trade letters like sales letters, sending quotations , reports etc. for own business or for any organization for whom he is working.</li> <li>● Getting job opportunities like Business Executive, Human Relations Manager, Marketing Executive, Public Relations Specialists, Meeting/Event Planner, Media Planner, Social Media Manager, Business Reporter</li> </ul>

Sr. No.	Modules	No. of Lectures
1	Business Correspondence I	15
2	Business Correspondence II	15
<b>Total</b>		<b>30</b>

**Course Outcomes:**

Learners are able to:

- Able to write various business letters.
- CO2 able to draft various business reports.

Sr. No.	Modules / Units
1	<b>Business Correspondence I</b>
	1. Statement of Purpose 2. Letter of Job Acceptance and Resignation 3. Letter of Inquiry 4. Letter of Complaint 5. Promotional Leaflets and Flyers 6. RTI Letter
2	<b>Business Correspondence II</b>
	Reports: Feasibility Report, Activity Report and Investigative Report

### Learning Resources Recommended:

#### Books

1. Agarwal, Anju D. A Practical Handbook for Consumers. India Book House, 1989.
2. Ashley, A. A Handbook of Commercial Correspondence. Oxford UP, 1992.
3. Aswalthapa, K. Organizational Behavior. Himalaya Publication, 1992.
4. Atreya, N. and Guha. Effective Credit Management. MMC School of Management, 1994.
5. Bah, J.C. and Nagamia S.M. Modern Business Correspondence and Minute Writing. N.M. Tripathi Pvt., 1974.
6. Balan, K.R. and Rayudu, C.S. Effective Communication. Beacon Books, 1996.
7. Bangh, L. Sue, Fryar, Maridell and Thomas David A. How to Write First Class Business Correspondence. N.T.C. Publishing Group USA, 1998.
8. Banerjee, Bani P. Foundation of Ethics in Management. Excel Books, 2005.
9. Bakar, Alan. Making Meeting Work. Sterling Publication Pvt., 1993.
10. Basu, C.R. Business Organization and Management. Tata McGraw-Hill, 1998.
11. Benjamin, James. Business and Professional Communication Concept and Practices. Harper Collins College Publishers, 1993.
12. Bhargava and Bhargava. Company Notices, Meetings and Regulations. Taxman Publication, 1971.
13. Black, Sam. Practical Public Relations. E.L.B.S. London, 1972.
14. Britt, Deborah. Improving Business Communication Skills. Kendall Hunt Publishing, 1992.
15. Bovee Cortland, L. and John V. Thrill. Business Communication Today. Taxman Publication, 1989.

**Web Resources:**

1. <http://lifehacker.com/top-10-ways-to-improve-your-communication-skills-1590488550>
2. <https://www.thebalance.com/verbal-communication-skills-list-2059698>
3. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>
4. <https://www.thebalance.com/verbal-communication-skills-list-2059698>
5. <https://bemycareercoach.com/soft-skills/list-soft-skills.html>

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Name of the Course	<b>Introduction to Business Ethics</b>
Course Code	UBMS208
Class	FY BMS
Semester	II
No of Credits	02
Nature	Theory
Type	Value Education Course
employability/ entrepreneurship/ skill development	<p>The learner after compilation will be able to understand and apply the theoretical business communication knowledge in the practical world by</p> <p>Ethical Entrepreneur Create their own business plans Like market research, financial planning, and risk management.</p> <p>Ethical Leader Organizer networking events, mentorship programs, or visits to local businesses. Can arrange workshops and Training on employability skills such as communication, teamwork, problem-solving, and adaptability.</p>

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Introduction to Ethics and Business Ethics and Ethics in Marketing, Finance and HRM	10
2	Corporate Governance	12
3	Corporate Social Responsibility (CSR)	8
<b>Total</b>		<b>30</b>

**Course Outcomes:**

Learners are able to:

1: Understand the importance of ethical behavior in the business world and recognize the impact of ethical decisions on individuals, organizations, and society.

2: Develop a foundational knowledge of ethical theories and frameworks that guide decision-making in business, enabling students to analyze and evaluate ethical issues effectively.

3: Identify and analyze ethical challenges commonly faced by businesses, including topics such as conflicts of interest, fair competition, corporate governance, and social responsibility.

Sr. No.	Modules / Units
1	<b>Introduction to Ethics and Business Ethics</b>
	Ethics: Concept of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics Business Ethics: Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics Principles of Business Ethics, Ethics in Marketing: Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements
2	<b>Corporate Governance</b>
	Ethics In Finance: Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Ethics in Human Resource Management: Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Issues in Corporate Governance Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading
3	<b>Corporate Social Responsibility (CSR)</b>
	Meaning of CSR, Types of Social Responsibility Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract, Need for CSR,

CSR Principles and Strategies Issues in CSR Social Accounting Recent Guidelines in CSR
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**Learning Resources Recommended:**

- Business Ethics, Laura P. Hartman, Joe DesJardins, Mcgraw Hill, 2nd Edition
- Business Ethics – An Indian Perspective, C. Fernando, Pearson, 2010
- An Introduction to Business Ethics, Joseph DesJardins, Tata McGraw Hill, 2nd Edition
- Business Ethics, Richard T DeGeorge, Pearson, 7th Edition
- Business Ethics, Dr.A.K. Gavai, Himalaya Publishing House, 2008
- Ethics is Business and Corporate Governance, S.K. Mandal, McGraw Hill, 2010

**Revised Syllabus of Courses of BMS  
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**Co-Curricular Courses (CC)  
1. National Social Service**

Name of the Course	<b>NATIONAL SOCIAL SERVICE (NSS)</b>
Course Code	GJCC101, GJCC201
Class	FIRST YEAR OF ALL UG PROGRAMME
Semester	II
No of Credits	02
Nature	Practical
Type	Co-curricular Course (CC)
Employability/ entrepreneurship/ skill development	<p>NSS provides vocational training to its members without charging any fees. NSS also helps the volunteers to develop personal and social skills, such as leadership, teamwork, communication, problem-solving, self-confidence, and civic responsibility. These skills are essential for any kind of employment and can make the volunteers more attractive to potential employers.</p> <p>NSS also exposes the volunteers to various social issues and challenges, such as poverty, illiteracy, health, environment, etc. This can help the volunteers to gain awareness and empathy for different communities and causes, and also inspire them to pursue careers that are aligned with their values and interests.</p> <p>NSS also provides opportunities for the volunteers to network with other students, teachers, professionals, and organisations that are involved in community service. This can help the volunteers to build their contacts and references, which can be useful for finding jobs or further education. These skills can help the volunteers to find jobs in various sectors or start their own businesses.</p>

**Co-Curricular Course Outcomes**

The learner shall be able to

1. Develops the personality and character of the student youth through voluntary



- community service
2. Fosters a sense of social responsibility, civic awareness, national integration and secularism among the student.
  3. Enhances the skills and knowledge of the student youth in various fields such as health, education, environment, disaster management, rural development, etc
  4. Creates a pool of trained and motivated youth who can contribute to the nation building and social welfare
  5. Promotes the spirit of volunteerism and service among the student youth and the society at large.

<b>Internal Evaluation</b>	<b>Credit</b>	<b>Hours</b>
<p><b>College Level Activities</b></p> <p>(Street Play, Cleanliness, Tree Plantation, Health Camp, Blood Donation, Organ Donation, Awareness Programme, Rally, Demo of Disaster Management, Yuva Spathaha etc. Special Day Celebration)</p> <p><b>Community Level activity</b></p> <p>(Bandhara, Soak Pits, Village Adoption, Digital Literacy, NGO Collaboration Activity, Awareness Programme, Waste Collection Management at Ganapati Vacation, Swachha Bharat Mission, Beti Bachao Beti Padhao Abhiyan, Pulse Polio, Voter Awareness, Crop Insurance etc.)</p>	<b>02</b>	<b>60</b>

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**Co-Curricular Courses (CC)  
2. National Cadet Corps**

Name of the Course	<i>National Cadet Corps (NCC)</i>
Course Code	GJCC102, GJCC202
Class	FIRST YEAR OF ALL UG PROGRAMME
Semester	I and II
No of Credits	02
Nature	Practical
Type	Co-curricular Course (CC)
Employability/ entrepreneurship/ skill development	The National Cadet Corps (NCC) is the youth wing of the Indian Armed Forces with its headquarter in New Delhi, India. It is open to school and college students on voluntary basis as a Tri-Color Services Organisation, comprising the Army, the Navy and the Air Force, engaged in developing the youth of the country into disciplined and patriotic citizens. They can work as officers in defense services, ANO at Schools and colleges; They can start their own business with skill of ship modelling, scuba diving and swimming. They can join in Police force, Security services. They can work in disaster Management.

**Co-Curricular Course Outcomes**

The learner shall be able to

1. It aims to develop character, leadership, comradeship, secular outlook, adventurous spirit and selfless service among the youth.
2. It provides basic military training in small arms and drill to the cadets and exposes them to camp life, weapons training, war crafts, map reading, physical training and other skills.
3. It nurtures the youth towards leading and serving the nation throughout their life, regardless of their career.
4. It participates in various social service activities such as blood donation, tree plantation, disaster relief, traffic control, awareness campaigns and so on.
5. It offers opportunities for cadets to attend national and international camps,

competitions, youth exchange programs, adventure activities and scholarships.

<b><i>Internal Evaluation</i></b>	<b><i>Credit</i></b>	<b><i>Hours</i></b>
<p><b>College Level Activities</b></p> <p>(Debate Competition on environmental issues, Street Play, Cleanliness, Tree Plantation, Health Camp, Blood Donation, Awareness Programme (Anti-drugs, Save Girl Child), Poster Making, Rally, Organisation of guest lectures for cyber security, Training of Disaster Management, Ship Modelling Training, Special Day Celebration etc.)</p> <p><b>Community Level activity</b></p> <p>(Guest lectures for Road Safety Awareness Programme, Traffic Controlling Management, Organisation of Ekata Run, Digital Literacy, NGO Collaboration Activity, Work as Police Mitra, Awareness Programme, Waste Collection Management at Ganapati Vacation, Punit Sagar Abhiyan, Plastic free Ossian, Swachha Bharat Mission, Save Girl Child, Pulse Polio, Voter Awareness, Participation in Various camps at National and International Levels etc.)</p>	<b>02</b>	<b>60</b>

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**Co-Curricular Courses (CC)  
3. Sports and Yoga**

Name of the Course	<b>Sports and Yoga</b>
Course Code	GJCC103, GJCC203
Class	FIRST YEAR OF ALL UG PROGRAMME
Semester	I and II
No of Credits	02
Nature	Practical
Type	Co-curricular Course (CC)
Employability/ entrepreneurship/ skill development	<p>Sports marketing: This is a position for a sports marketing at Sports shops. Sports marketing professionals are responsible for promoting and selling sports products, provides services, manage events, or teams to the target audience. They use various strategies and channels, such as advertising, social media, sponsorships, endorsements, merchandising, and public relations, to create awareness and generate revenue for the sports industry.</p> <p>Sports teacher: This is a full-time position for a sports teachers are educators who teach physical education and sports skills to students of different age groups and levels. They plan and conduct lessons, activities, games, and assessments that help students develop their fitness, health, and motor skills. They also monitor and evaluate the students' progress and performance.</p> <p>Yoga is a holistic practice that involves physical, mental, and spiritual aspects. You can find work as Yoga instructor at gyms, schools, health centres, housing societies and large organizations.</p>

### ***Co-Curricular Course Outcomes***

The learner shall be able to

1. Improve physical health, such as lower risk of chronic diseases, better fitness, and lower body mass index
2. Improve mental health, such as lower stress levels, higher self-esteem, and lower depression and anxiety
3. Improve social skills, such as teamwork, communication, empathy, and pro-social behaviour
4. Improved flexibility: Yoga can help increase the range of motion and mobility of your joints and muscles. This can reduce stiffness, pain, and risk of injury. Yoga can also slow down the loss of flexibility that comes with aging
5. Stress relief: Yoga can help lower your cortisol levels, which are associated with stress and anxiety. Yoga can also promote relaxation, mindfulness, and positive mood through breathing exercises, meditation, and chanting
6. Mental health: Yoga can help alleviate symptoms of depression, anxiety, and other mental disorders by regulating your mood, enhancing your self-esteem, and increasing your resilience.

<b><i>Internal Evaluation</i></b>	<b><i>Credit</i></b>	<b><i>Hours</i></b>
<b>College Level Activities</b>  (Athletics, Kabaddi, Kho-Kho, Volleyball, Football, Cricket, Badminton, Chess, Table Tennis, Tug of War, Power-lifting, Bodybuilding) (Various Aasan, Pranayam, Meditation) <b>University / National / International Level activity</b> (Athletics, Kabaddi, Kho-Kho, Volleyball, Football, Cricket, Badminton, Chess, Table Tennis, Tug of War, Power-lifting, Bodybuilding)	<b>02</b>	<b>60</b>

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**Co-Curricular Courses (CC)**

**4. Cultural**

Name of the Course	<b>Cultural</b>
Course Code	GJCC104, GJCC204
Class	FIRST YEAR OF ALL UG PROGRAMME
Semester	I and II
No of Credits	02
Nature	Practical
Type	Co-curricular Course (CC)
Employability/ entrepreneurship/ skill development	Director / Assistant Director / Art Director Producer / Assistant Producer Actor / Actress / Side-actor / Lead actor Casting Director / Assistant Casting / Anchoring Writer / Story Writer Costume Designer Make up men / Hair Dresser Light designer/ Light operator Mimicry Artist Singer/ Corus Choreographer Programme Manager

**Co-Curricular Course Outcomes**

The learner shall be able to

1. Increased cultural awareness and appreciation of diversity
2. Enhanced creativity and self-expression
3. Improved academic performance and learning skills
4. Greater social cohesion and civic participation
5. Better health, well-being and self-esteem

<b>Internal Evaluation</b>	<b>Credit</b>	<b>Hours</b>
<p><b>College Level Activities</b>  (Elocution, Indian Classic Instrumental, Indian Group Songs, Western Vocal Solo, Classical Vocal solo, Debate, One Act Play, Skit, Mono Act, Mime, Skit, Fine Arts, Indian Folk Dance)</p> <p><b>University / National / International Level activity</b>  (Elocution, Indian Classic Instrumental, Indian Group Songs, Western Vocal Solo, Classical Vocal solo, Debate, One Act Play, Skit, Mono Act, Mime, Skit, Fine Arts, Indian Folk Dance, Group Dance, Group Song, Any Group Activity, Patriotic song at college on 15<sup>th</sup> August, Annual Zep Event Management)</p>	<b>02</b>	<b>60</b>

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**Co-Curricular Courses (CC)**

**5. Career Katta Courses**

Name of the Course	<i>Career Katta Courses</i>
Course Code	GJCC105, GJCC205
Class	FIRST YEAR OF ALL UG PROGRAMME
Semester	I and II
No of Credits	02
Nature	Practical
Type	Co-curricular Course (CC)
Employability/ entrepreneurship/ skill development	Career Katta is initiated jointly by the Maharashtra Information Technology Support Centre (MITSC) and Maharashtra State Higher and Technical Department. Its motto is to provide value-added skilled human resources. To develop entrepreneurial skills among the youth it has started 'Udyojak Aaplya Bhetila', and to make the bureaucrats and Officers it has started IAS Aaplya Bhetila. Only 365/- charge for three years. The tremendous video lecture provides freely through its youtube channel. The LRC website has provided here the link of this youtube channel named Uva Jagar Abhiyan. Bhartiya Sanvidhaanache Parayan, Vruttapatra Vedh, etc. are linked on this portal.

**Co-Curricular Course Outcomes**

The learner shall be able

1. To Mentor students for UPSC Exams
2. To Mentor students for Competitive exam
3. To provide guidance to students from eminent personalities.
4. To develop entrepreneurial skills among the youth
5. To provide guidance to students from entrepreneurs at international level.

<b>Internal Evaluation</b>	<b>Credit</b>	<b>Hours</b>
Participation in Career Katta Various Courses	<b>02</b>	<b>60</b>



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**Co-Curricular Courses (CC)  
6. Life Long Learning**

Name of the Course	<i>Life Long Learning</i>
Course Code	GJCC106, GJCC206
Class	FIRST YEAR OF ALL UG PROGRAMME
Semester	I and II
No of Credits	02
Nature	Practical
Type	Co-curricular Course (CC)
Employability/ entrepreneurship/ skill development	Lifelong learning is a commitment to self-improvement through continuous education. It's a phrase used to describe self-development, whether that be personal, professional or academic. Careers expert Blair Slater defines lifelong learning as the ability to adapt and continuously learn new skills. It's the key to enhancing your employability.

<b>Co-Curricular Course Outcomes</b>
The learner shall be able to <ol style="list-style-type: none"> <li>1. Renewed self-motivation.</li> <li>2. Recognition of personal interests and goals.</li> <li>3. Improvement in other personal and professional skills.</li> <li>4. Improved self-confidence.</li> <li>5. Recognize your own personal interests and goals.</li> </ol>

<b>Internal Evaluation</b>	<b>Credit</b>	<b>Hours</b>
<b>College Level Activities</b> (Completion of Project, Participate in every activity at college level) <b>Community Level activity</b> (Survey and any social activity )	<b>02</b>	<b>60</b>

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**Co-Curricular Courses (CC)**

**7. Research Shodhvedh-Avishkar**

Name of the Course	<i>Research Shodhavedh - Avishkar</i>
Course Code	GJCC107, GJCC107
Class	FIRST YEAR OF ALL UG PROGRAMME
Semester	I and II
No of Credits	02
Nature	Practical
Type	Co-curricular Course (CC)
Employability/ entrepreneurship/ skill development	Research activity is conducted in each and every field of Humanities and social science, Pure Science, Languages, technology etc. Technology is updated continuously with the help of research.

**Co-Curricular Course Outcomes**

The learner shall be able to

1. Enhance the students' critical thinking, problem-solving, and analytical skills by exposing them to various methods, sources, and perspectives of research.
2. Foster the students' curiosity, creativity, and innovation by allowing them to explore topics of their interest and generate new knowledge or solutions.
3. Improve the students' communication, collaboration, and presentation skills by requiring them to work with peers, mentors, and experts and share their findings with others.
4. Increase the students' confidence, motivation, and satisfaction by giving them opportunities to apply their learning, demonstrate their abilities, and receive feedback and recognition.
5. Prepare the students for future academic or professional careers by exposing them to the standards, expectations, and challenges of research in different fields and disciplines.

<b><i>Internal Evaluation</i></b>	<b><i>Credit</i></b>	<b><i>Hours</i></b>
<b>College Level Activities</b> (Shodhvedh) <b>University / National / International Level Research paper Publication</b> (Participation in any activity at zonal/ University / State level competition Avishkar / State / National / International level publication of research paper)	<b>02</b>	<b>60</b>

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**Co-Curricular Courses (CC)  
8. Science Association**

Name of the Course	<i>Science Association</i>
Course Code	GJCC108, GJCC208
Class	FIRST YEAR OF ALL UG PROGRAMME
Semester	I and II
No of Credits	02
Nature	Practical
Type	Co-curricular Course (CC)
Employability/ entrepreneurship/ skill development	<p>Science Association offers students the chance to do science related activities that extend and enhance the science they experience in classroom. It develops scientific attitude, scientific interest, scientific writing and communication skills, quality to participate in different scientific activities.</p> <p>Learners can also learn how to apply scientific knowledge and methods to solve problems and generate new ideas. They can work with other participants who share same interest and passion. Science learner can also learn how to contribute to the common goal.</p> <p>Exposing student to nature will enhance their critical thinking to various environmental issues and challenges such as biodiversity loss, pollution, deforestation, etc.</p> <p>Students can analyze and evaluate information from different sources as well as learn how to generate an applied solution creatively.</p> <p>Students can gain practical experience in using professional equipments like telescope.</p>

**Co-Curricular Course Outcomes**

The learner shall be able to

1. To provide proper incentive and inspiration for the pursuit of scientific knowledge in a vigorous way, by broadening learner's scientific outlook.
2. To enhance critical thinking, problem-solving and analytical skills by exposing him/her to various methods, sources and perspectives of research.

3. To provide opportunities for bringing college students close to the society, nature and to acquaint the people with the services and contribution of science in their life.
4. It aims to develops among the student, the spirit and attitude of healthy competition for individual and social causes.
5. To develop students' interest and participation in practical application of the knowledge related to different branches of science.

<b><i>Internal Evaluation</i></b>	<b><i>Credit</i></b>	<b><i>Hours</i></b>
Cleanliness of lab, decorating walls of lab, Poster Making, Organization of guest lectures, alumni talk, Participation in inter college science fest, Science model making competition, Scientific paper presentation, Essay writing competition, writing sci-fi book review, Participation in seminar, workshop, elocution and Science quiz, creating poems, slogans related to environment/environmental issues, tree plantation, Study tours, Treaking . Shodhvedh, Avishkar, papar publications, national Science Day programme, essay competition, Annual Adhiveshan organised by Marathi Vidnyan Parishad, student training at Marathi Vidnyan Parishad central unit Mumbai, participation in various activities related to astro physics.	<b>02</b>	<b>60</b>

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**Co-Curricular Courses (CC)**

**9. Film Club**

Name of the Course	<i>Film Club</i>
Course Code	GJCC109, GJCC209
Class	FIRST YEAR OF ALL UG PROGRAMME
Semester	I and II
No of Credits	02
Nature	Practical
Type	Co-curricular Course (CC)
Employability/ entrepreneurship/ skill development	<p><b>Communication skills:</b> Being able to express yourself clearly and confidently, both verbally and in writing, is essential for any film-related job. You need to be able to communicate your ideas, opinions, feedback, and instructions to others in a respectful and professional manner. Communication skills also include listening, presenting, and negotiating skills.</p> <p><b>Teamwork skills:</b> Working in film requires collaboration and cooperation with different people, such as directors, actors, producers, technicians, and editors. You need to be able to work well with others, respect their views and contributions, and support them when needed. Teamwork skills also include leadership, delegation, and conflict management skills.</p> <p><b>Creativity skills:</b> Film is a creative medium that allows you to express your vision and imagination. You need to be able to think outside the box, generate original ideas, and solve problems creatively. Creativity skills also include innovation, adaptability, and flexibility skills.</p> <p><b>Organisational skills:</b> Film projects involve planning, scheduling, budgeting, and managing resources. You need to be able to organise your work efficiently, prioritise your tasks, meet deadlines, and follow instructions. Organisational skills also include time management, attention to detail, and multitasking skills.</p> <p><b>Technical skills:</b> Depending on the role you want to pursue in film, you may need to have some technical skills that are relevant to the field. For example, if you want to be a cinematographer, you need to know how to operate a camera, adjust lighting, and edit footage. Technical skills also include computer literacy, software proficiency, and data analysis skills.</p>

### ***Co-Curricular Course Outcomes***

The learner shall be able to

1. You can improve your communication skills by expressing your thoughts and opinions about the films you watch, writing reviews or scripts, presenting your ideas or feedback, and listening to others.
2. You can enhance your teamwork skills by collaborating with other club members on film projects, respecting their views and contributions, supporting them when needed, and taking on different roles.
3. You can develop your creativity skills by exploring different genres and styles of film, generating original ideas, solving problems creatively, and adapting to different situations.
4. You can boost your organizational skills by planning and scheduling your film activities, prioritizing your tasks, meeting deadlines, and following instructions.
5. You can acquire or improve your technical skills by learning how to operate a camera, adjust lighting, edit footage, use software, and analyse data.
6. You can also enjoy the social benefits of film club by making new friends, having fun, sharing your passion for film, and creating a sense of unity and belonging.

<b><i>Internal Evaluation</i></b>	<b><i>Credit</i></b>	<b><i>Hours</i></b>
<b>Participation in GJC Film Club</b> (Participation in workshops on State and National level, web series Screening, every activity /Film organized by GJC Film Club and attendat least 5 films in a year.) <b>Critics / Group Discussion on watched film</b> (Actively participation in group discussion on said film )	<b>02</b>	<b>60</b>

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**Co-Curricular Courses (CC)  
10. Infotech Courses**

Name of the Course	<i>Infotech Courses</i>
Course Code	GJCC110, GJCC210
Class	FIRST YEAR OF ALL UG PROGRAMME
Semester	I and II
No of Credits	02
Nature	Practical
Type	Co-curricular Course (CC)
Employability/ entrepreneurship/ skill development	<p>Infotech Springboard project is run by Infosys Pvt. Ltd., Bangalore and Government of Maharashtra. More than 3900 courses available on the website of Infosys Springboard. The courses are based on topics like computer system, Personality Development, Arts, Science, etc. Courses are free and students can get certificate on successful completion of course. Since certificates are titled with Infosys Pvt. Ltd., Bangalore hence resume of the students will get enhance.</p> <p>Learners can benefit from the knowledgebase and experience of 4 decades of Infosys Pvt. Ltd. as an enterprise.</p> <p>These courses help students to develop their skills in computer system and as well as related with overall personality.</p> <p>The students will be aware of new technologies and will get easy way to adopt new technique.</p>

**Co-Curricular Course Outcomes**

The learner shall be able to

1. Students get awareness about new technologies.
2. Students enhance their knowledge regarding technology and overall personality development.



<b><i>Internal Evaluation</i></b>	<b><i>Credit</i></b>	<b><i>Hours</i></b>
Participation in Infosys Various Courses	<b>02</b>	<b>60</b>

## Evaluation Pattern for 4 credits (100 Marks)

### Evaluation Pattern - 60:40

#### A) Internal Assessment: 40 % (40 Marks)

Sr.No	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester	20
02	One Assignment to be conducted in the given semester	10
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	10

#### B) Semester End Examination: 60% (60 Marks)

#### *Question Paper Pattern*

Maximum Marks: 60

Questions to be set: 04

Duration: 2 Hours

Q. No	Particular	Marks
Q-1	Objective Questions A. Sub Questions to be asked 10 and to be answered any 08 A. Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes	15 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	15 Marks

Q-3	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	15 Marks
Q-4	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	15 Marks

### Evaluation Pattern for 2 credits (50 Marks)

#### Evaluation Pattern - 60:40

#### A) Internal Assessment: 40 % (20 Marks)

Sr.No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester	10
02	One Assignment to be conducted in the given semester	05
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05

#### B) Semester End Examination: 60% (30 Marks)

#### Question Paper Pattern

Maximum Marks: 30  
Questions to be set: 02  
Duration: 1 Hours

Q. No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 05 B) Sub Questions to be asked 05 (Multiple choice / True or False / Match the columns/Fill in the blanks)  <b>OR</b> Short Notes (Any 2 out of 3)	05 Marks  05 Marks

		10 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	20 Marks

### Performance Grading - Letter Grades and Grade Points

Semester GPA/ Program CGPA Semester/Program	% of Marks	Alpha-Sign / Letter Grade Result
9.00-10.00	90.0 -100	O (Outstanding)
8.00 ≤ 9.00	80.0 ≤ 90.0	A+ (Excellent)
7.00 ≤ 8.00	70.0 ≤ 80.0	A (Very Good)
6.00 ≤ 7.00	60.0 ≤ 70.0	B+ (Good)
5.50 ≤ 6.00	55.0 ≤ 60.0	B (Above Average)
5.00 ≤ 5.50	50.0 ≤ 55.0	C (Average)
4.00 ≤ 5.00	40.0 ≤ 50.0	P (Pass)
Below 4.00	Below 40	F (Fail)
Ab (Absent)	-	Absent

		10 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	20 Marks

### Performance Grading - Letter Grades and Grade Points

Semester GPA/ Program CGPA Semester/Program	% of Marks	Alpha-Sign / Letter Grade Result
9.00-10.00	90.0 -100	O (Outstanding)
8.00 ≤ 9.00	80.0 ≤ 90.0	A+ (Excellent)
7.00 ≤ 8.00	70.0 ≤ 80.0	A (Very Good)
6.00 ≤ 7.00	60.0 ≤ 70.0	B+ (Good)
5.50 ≤ 6.00	55.0 ≤ 60.0	B (Above Average)
5.00 ≤ 5.50	50.0 ≤ 55.0	C (Average)
4.00 ≤ 5.00	40.0 ≤ 50.0	P (Pass)
Below 4.00	Below 40	F (Fail)
Ab (Absent)	-	Absent



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