

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 2024-2025 Progressively

**Bachelor of Management Studies (BMS) Programme
Under Choice Based Credit, (AUTONOMOUS)
SYBMS
(To be implemented from Academic Year 2024-25)**

| Course Code | Semester III | Credits | Course Code | Semester IV | Credits |
|--|--|---------|--|---------------------------------------|---------|
| <i>Discipline Specific Courses (DSC)</i> | | | <i>Discipline Specific Courses (DSC)</i> | | |
| <i>Major</i> | | | <i>Major</i> | | |
| UBMS301 | Logistics and Supply Chain Management | 04 | UBMS401 | Production & Total Quality Management | 04 |
| UBMS302 | Corporate Communication Public Relation | 04 | UBMS402 | Strategic Management | 04 |
| <i>Minor</i> | | | <i>Minor</i> | | |
| UBMS303 | Business Law II | 04 | UBMS403 | Business Law III | 04 |
| <i>Generic / Open Elective</i> | | | <i>Generic / Open Elective</i> | | |
| UBMS304 | Consumer Behaviour | 02 | UBMS404 | Business Economics II (Macro) | 02 |
| <i>Vocational Skill Course (VSC)</i> | | | <i>Skill Enhancement Course (SEC)</i> | | |
| UBMS305 | Accounting for Managerial Decision | 02 | UBMS405 | Human Resource Management | 02 |
| <i>Ability Enhancement Course (AEC) Any 1</i> | | | <i>Ability Enhancement Course (AEC) Any 1</i> | | |
| UAAECMAR301 | Marathi: Communication Skill-I | 02 | UAAECMAR401 | Marathi: Communication Skill-II | 02 |
| UAAECHIN302 | Hindi: Communication Skill-I | | UAAECHIN402 | Hindi: Communication Skill-II | |
| UAAECSAN303 | Sanskrit: Communication Skill-I | | UAAECSAN403 | Sanskrit: Communication Skill-II | |
| UAAECURD304 | Urdu: Communication Skill-I | | UAAECURD409 | Urdu: Communication Skill-II | |
| <i>Co-Curricular Courses (CC) Field Project (FP)</i> | | | <i>Co-Curricular Courses (CC) Community Engagement Project (CEP)</i> | | |

| | | | | | |
|---------------|--|----|---------------|--|----|
| UBMS310 | Field Project (FP) | 02 | UBMS410 | Community Engagement Project (CEP) | 02 |
| UBMS311 | Any one course from the List given below of CC | 02 | UBMS411 | Any one course from the List given below of CC | 02 |
| Total Credits | | 22 | Total Credits | | 22 |

| Course Code | Semester III | Course Code | Semester IV |
|-------------|-------------------------------|-------------|-------------------------------|
| 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 |

**Bachelor of Management Studies (BMS) Programme
Under Choice Based Credit, (AUTONOMOUS)
SYBMS
(To be implemented from Academic Year 2024-25)**

| Course Code | Semester III | Credits |
|--|--|-----------|
| <i>Discipline Specific Courses (DSC)</i> | | |
| <i>Major</i> | | |
| UBMS301 | Logistics and Supply Chain Management | 04 |
| UBMS302 | Corporate Communication Public Relation | 04 |
| <i>Minor</i> | | |
| UBMS303 | Business Law II | 04 |
| <i>Generic / Open Elective</i> | | |
| UBMS304 | Consumer Behaviour | 02 |
| <i>Vocational Skill Course (VSC)</i> | | |
| UBMS305 | Accounting for Managerial Decision | 02 |
| <i>Ability Enhancement Course (AEC) Any 1</i> | | |
| UAAECMAR301 | Marathi: Communication Skill-I | 02 |
| UAAECHIN302 | Hindi: Communication Skill-I | |
| UAAECSAN303 | Sanskrit: Communication Skill-I | |
| UAAECURD304 | Urdu: Communication Skill-I | |
| <i>Co-Curricular Courses (CC) Field Project (FP)</i> | | |
| UBMS310 | Field Project (FP) | 02 |
| UBMS311 | Any one course from the List given below of CC | 02 |
| Total Credits | | 22 |

Syllabus of Bachelor of Management Studies (BMS) at Semester III for the year 2024-2025
Discipline Specific Courses (DSC)
Logistics and Supply Chain Management

| | |
|---------------------------------|---|
| Name of the Course | Logistics and Supply Chain Management |
| Course Code | UBMS301 |
| Class | SYBMS |
| Semester | III |
| No of Credits | 04 |
| Nature | Theory |
| Type (Applicable to NEP) | Major |
| Employability/ entrepreneurship | The syllabus of logistics and supply chain management is designed in a way that The learner will be able to understand green logistics, demand trend/ demand forecasting. The learner will gain knowledge about the change in logistics and supply chain management. To apply the knowledge about supply chain management and transportation, Warehousing in an industry. The students will be able to start their own business. He or She can work as a manager for warehouse, distribution channel and transportation. |

| Module No. | Modules at Glance | No of Lectures |
|------------|---|----------------|
| I | Overview of Logistics and Supply Chain Management | 15 |
| II | Elements of Logistics Mix | 15 |
| III | Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis | 15 |
| IV | Recent Trends in Logistics and Supply Chain Management | 15 |
| | Total | 60 |

Course Outcomes –

| | |
|----------------------------|--|
| Learners will be able to - | |
| CO1 | Understand students with basic concepts of logistics and supply chain management |
| CO2 | Introduce students to the key activities performed by the logistics function. |
| CO3 | Provide an insight in to the nature of supply chain, its functions and supply chain systems. |
| CO4 | Evaluate global trends in logistics and supply chain management. |

| | |
|-----|---|
| CO5 | Develop the logistical plan for the business organization |
|-----|---|

Curriculum:

| Unit . No. | Modules / Units | No of lectures |
|------------|--|----------------|
| I | Overview of Logistics and Supply Chain Management | 15 |
| | <p>The Introduction to Logistics Management, Meaning, Basic Concepts of Logistics- Logistical Performance Cycle, Inbound Logistics, In process Logistics, Outbound Logistics, Logistical Competency, Integrated Logistics, Reverse Logistics and Green Logistics</p> <p>Objectives of Logistics, Importance of Logistics, Scope of Logistics, Logistical Functions/Logistic Mix, Changing Logistics Environment</p> <p>Introduction to Supply Chain Management</p> <p>Meaning, Objectives, Functions, Participants of Supply Chain, Role of Logistics in Supply Chain, Comparison between Logistics and Supply Chain Management, Channel Management and Channel Integration</p> <p>Customer Service: Key Element of Logistics</p> <p>Meaning of Customer Service, Objectives, Elements, Levels of customer service, Rights of Customers</p> <p>Demand Forecasting Meaning, Objectives, Approaches to Forecasting, Forecasting Methods, Forecasting Techniques, (Numerical on Simple Moving Average, Weighted Moving Average)</p> | |
| II | Elements of Logistics Mix | 15 |
| | <p>Transportation</p> <p>Introduction, Principles and Participants in Transportation, Transport Functionality, Factors Influencing Transportation Decisions, Modes of Transportation- Railways, Roadways, Airways, Waterways, Ropeways, Pipeline, Transportation Infrastructure, Intermodal Transportation</p> <p>Warehousing</p> <p>Introduction, Warehouse Functionality, Benefits of Warehousing, Warehouse Operating Principles, Types of Warehouses, Warehousing Strategies, Factors affecting Warehousing</p> <p>Materials Handling</p> <p>Meaning, Objectives, Principles of Materials Handling, Systems of Materials Handling, Equipments used for Materials Handling, Factors affecting Materials Handling Equipments</p> <p>Packaging Introduction, Objectives of Packaging, Functions/Benefits of Packaging, Design Considerations in Packaging, Types of Packaging Material, Packaging Costs</p> | |

| | | |
|------------|---|-----------|
| III | Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis | 15 |
| | <p>Logistics Costing Meaning, Total Cost Approach, Activity Based Costing, Mission Based Costing</p> <p>Performance Measurement in Supply Chain Meaning, Objectives of Performance Measurement, Types of Performance Measurement, Dimensions of Performance Measurement, Characteristics of Ideal Measurement System</p> <p>Logistical Network Analysis Meaning, Objectives, Importance, Scope, RORO/LASH.</p> | |
| IV | Recent Trends in Logistics and Supply Chain Management | 15 |
| | <p>Information Technology in Logistics Introduction, Objectives, Role of Information Technology in Logistics and Supply Chain Management, Logistical Information System, Principles of Logistical Information System, Types of Logistical Information System, Logistical Information Functionality, Information Technology Infrastructure</p> <p>Modern Logistics Infrastructure Golden Quadrilateral, Logistics Parks, Deep Water Ports, Dedicated Freight Corridor, Inland Container Depots/Container Freight Stations, Maritime Logistics, Double Stack Containers/Unit Train</p> <p>Logistics Outsourcing Meaning, Objectives, Benefits/Advantages of Outsourcing, Third Party Logistics Provider, Fourth Party Logistics Provider, Drawbacks of Outsourcing, Selection of Logistics Service Provider, Outsourcing-Value Proposition</p> <p>Logistics in the Global Environment Managing the Global Supply Chain, Impact of Globalization on Logistics and Supply Chain Management, Global Logistics Trends, Global Issues and Challenges in</p> <p>Logistics and Supply Chain Management</p> | |

| Learning Resources Recommended |
|---|
| <ol style="list-style-type: none"> 1. David Simchi Levi, Philip Kaminshy, Edith Simchi Levi, Designing & Managing the Supply Chain - Concepts, Strategies and Case Studies Logistics 2. Donald Waters, An Introduction to Supply Chain 3. Martin Christopher, Logistics & Supply Chain Management - Strategies for Reducing Cost & Improving Services 4. Vinod Sople, Logistic Management - The Supply Chain Imperative |

5. Donald J Bowersox & David J Closs, Logistic Management - The Integrated Supply Chain Process
6. Alan Rushton, Phil Croucher, Peter Baker, The Handbook of Logistics and Distribution Management Understanding the Supply Chain
7. Donald J. Bowersox & David J Closs, Logistical Management-The Integrated Supply Chain Process, McGraw Hill Education
8. Ronald H Ballou & Samir K Srivastava, Business Logistics/ Supply Chain Management- Pearson

Syllabus of Bachelor of Management Studies (BMS) at Semester III for the year 2024-2025
 Discipline Specific Courses (DSC)
 Corporate Communication and Public Relations

| | |
|--|--|
| Name of the Course | Corporate Communication and Public Relations |
| Course Code | UBMS302 |
| Class | SYBMS |
| Semester | III |
| No of Credits | 04 |
| Nature | Theory |
| Type (Applicable to NEP) | Major |
| Employability/ entrepreneurship | <p>Corporate Communication and Public Relations syllabus is designed in such a way that, after the course completion, the learner will be able to apply the theories of public relationship and corporate communication in decision making. The learner will be able to relate the role of public relations with corporate communication, Workout the role of Image, Identity and reputation in overall business. This syllabus will help the learner in understanding ethical views, mass media. Role of communication with employee, finance and communication knowledge in the practical world by</p> <ul style="list-style-type: none"> · Starting own business · Getting job opportunities like Public Relation Officer, Crisis Management. |

| Module No. | Modules at Glance | No of Lectures |
|-------------------|---|-----------------------|
| I | Foundation of Corporate Communication | 15 |
| II | Understanding Public Relations | 15 |
| III | Functions of Corporate Communication and Public Relations | 15 |
| IV | Emerging Technology in Corporate Communication and Public Relations | 15 |
| Total | | 60 |

Course Outcomes -

| Learners will be able to - | |
|-----------------------------------|---|
| CO1 | Understand the concepts of corporate communication and public relations |
| CO2 | Introduce the various elements of corporate communication and consider their roles in managing organizations. |
| CO3 | Examine how various elements of corporate communication must be coordinated to communicate effectively |
| CO4 | Develop critical understanding of the different practices associated with corporate communication |
| CO5 | Understand the concepts of corporate communication and public relations |

Curriculum:

| Module No. | Modules at Glance | No of Lectures |
|-------------------|--|-----------------------|
| I | Foundation of Corporate Communication | 15 |
| | Corporate Communication: Scope and Relevance Introduction, Meaning, Scope, Corporate Communication in India, Need/ Relevance of Corporate Communication in Contemporary Scenario Keys concept in Corporate Communication Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors Influencing Corporate Image, Corporate Reputation: Meaning, Advantages of Good Corporate Reputation Ethics and Law in Corporate Communication Importance of Ethics in Corporate Communication, Corporate Communication and Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Digital Piracy, RTI | |
| II | Understanding Public Relations | 15 |
| | Fundamental of Public Relations: Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business Emergence of Public Relations: Tracing Growth of Public Relations, Public Relations in India, Reasons for Emerging International Public Relations Public Relations Environment: Introduction, Social and Cultural Issues, Economic Issues, Political Issues, Legal Issues Theories used in Public Relations: Systems Theory, Situational Theory, Social Exchange Theory, Diffusion Theory | |
| III | Functions of Corporate Communication and Public Relations | 15 |
| | Fundamental of Public Relations: | |

| | | |
|--------------|--|-----------|
| | <p>Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business</p> <p>Emergence of Public Relations: Tracing Growth of Public Relations, Public Relations in India, Reasons for Emerging International Public Relations</p> <p>Public Relations Environment: Introduction, Social and Cultural Issues, Economic Issues, Political Issues, Legal Issues</p> <p>Theories used in Public Relations: Systems Theory, Situational Theory, Social Exchange Theory, Diffusion Theory</p> | |
| IV | Emerging Technology in Corporate Communication and Public Relations | 15 |
| | <p>Employee Communication: Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing an Effective Employee Communications Programme, Role of Management in Employee Communications</p> <p>Crisis Communication: Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building</p> <p>Financial Communication: Introduction, Tracing the Growth of Financial Communication in India, Audiences for Financial Communication, Financial Advertising</p> | |
| Total | | 60 |

| Learning Resources Recommended |
|---|
| <ol style="list-style-type: none"> 1. Richard R. Dolphin, The Fundamentals of Corporate Communication 2. Joep Cornelissen, Corporate Communications: Theory and Practice 3. James L. Horton, Integrating Corporate Communication: The Cost-Effective Use of Message & Medium 4. Sandra Oliver, Handbook of Corporate Communication & Public Relations a Cross-Cultural Approach 5. Rosella Gambetti, Stephen Quigley, Managing Corporate Communication 6. Joseph Fernandez, Corporate Communications: A 21st Century Primer 7. C.B.M. van Riel, Chris Blackburn, Principles of Corporate Communication 8. Jaishri Jethwaney, Corporate Communication: Principles and Practice |

Syllabus of Bachelor of Management Studies (BMS) at Semester III for the year 2024-2025
 Discipline Specific Courses (DSC)
 Business Law – II

| | |
|--|---|
| Name of the Course | Business Law - II |
| Course Code | UBMS303 |
| Class | SYBMS |
| Semester | III |
| No of Credits | 04 |
| Nature | Theory |
| Type (Applicable to NEP) | Minor |
| Employability/ entrepreneurship | Learners will appreciate the relevance of business laws to individual business and professional life. Learner will also gain knowledge of an important business law i.e. Contract Act and can apply it in individual, business and professional life. Moreover, learners will acquire certain employability skills. |

| Module No. | Modules at Glance | No of Lectures |
|-------------------|--------------------------------------|-----------------------|
| I | Indian Contract Act, 1872 Part – I | 15 |
| II | Indian Contract Act, 1872 Part – II | 15 |
| III | Indian Contract Act, 1872 Part – III | 15 |
| IV | Special Contracts | 15 |
| Total | | 60 |

Course Outcomes -

| Learners will be able to - | |
|-----------------------------------|---|
| CO1 | Understand the importance of laws to individual, business and professional life. |
| CO2 | Acquire basic knowledge of an important business law i.e. Contract Act. |
| CO3 | Apply knowledge in various spheres in individual, business and professional life. |

Curriculum:

| Module No. | Modules at Glance | No of Lectures |
|-------------------|---|-----------------------|
| I | Indian Contract Act, 1872 Part – I | 15 |
| | Concepts of Contract and Agreement, Essentials of Valid Contract. Distinguish between Agreement and contract, Types of Contracts. Concepts of Offer and Acceptance, Rules of Valid Offer and Acceptance, Communication of Offer and Acceptance, Revocation of Offer and Acceptance. | |
| II | Indian Contract Act, 1872 Part – II | 15 |
| | Capacity to Contract – Capacities of Different Persons – Minor, Persons of Unsound Mind, Persons Disqualified by Law. Consideration – Concept, Importance, Legal Rules of Consideration, Types of Consideration, ‘No Consideration, No Contract’ – Exceptions to the Rule | |
| III | Indian Contract Act, 1872 Part – III | 15 |
| | Concepts of Consent and Free Consent, Factors Affecting Free Consent. Void Agreements – Concept, Types of Void Agreements. Performance of Contract – Concept, Legal Provisions. Discharge of Contract – Concept and Legal Provisions. Breach of Contract – Concept and Legal Provisions | |
| IV | Special Contracts | 15 |
| | Contracts of Indemnity – Concept, Essential Elements. Contracts of Guarantee – Concept, Essentials, Distinguish between Contract Indemnity and Contract of Guarantee. Contracts of Bailment – Concept, Essential Elements, Types. Contracts of Pledge – Concepts of Pledge and Lien, Essential Elements of Pledge, Types of Lien, Distinguish between Pledge and Lien. Contracts of Agency – Concept, Types of Agents, Modes of Creation of Agency, Modes of Termination of Agency. | |
| Total | | 60 |

Learning Resources Recommended

1. Merchantile Law. By M. C.Kucchal and Vivek Kucchal. Vikas Publication.
2. Elements of Merchantile Law. By N. D. Kapoor. Sultan Chand & Sons (P) Ltd.
3. Business Law. By N. A. Charantimath. Himalaya Publishing House.
4. Law of Contract (A Study of the Contract Act, 1872) and Specific Relief. By Avatar Singh. Eastern Book Company.
5. Law of Contract I and II. By S. Srivastava. Central Law Publication.
6. Law of Contracts I & II. By Prof. G.C.V.Subba Rao. Narender Gogia & Company.

Syllabus of Bachelor of Management Studies (BMS) at Semester III for the year 2024-2025
 Discipline Specific Courses (DSC)
 Consumer Behavior

| | |
|--|---|
| Name of the Course | Consumer Behavior |
| Course Code | UBMS304 |
| Class | SYBMS |
| Semester | III |
| No of Credits | 2 |
| Nature | Theory |
| Type (Applicable to NEP) | Open Elective |
| Employability/ entrepreneurship | Helps in the study and Analysis of how people make buying decisions. The learner will be able to understand buying behaviour that can help to provide direction in product development, product design and marketing strategies. This study can help businesses stay ahead of their competition and adapt to changes in consumer behaviours. |

| Module No. | Modules at Glance | No of Lectures |
|-------------------|--|-----------------------|
| I | Introduction To Consumer Behaviour | 10 |
| II | Environmental Determinants of Consumer Behaviour | 10 |
| III | Consumer decision making models and New Trends | 10 |
| Total | | 30 |

Course Outcomes -

| Learners will be able to - | |
|-----------------------------------|---|
| CO1 | Develop an understanding about the consumer decision making process and its applications in marketing function of firms. |
| CO2 | Develop the skill of understanding and analysing consumer information and using it to create consumer- oriented marketing strategies. |

Curriculum:

| Module No. | Modules at Glance | No of Lectures |
|-------------------|--|-----------------------|
| I | Introduction To Consumer Behaviour | 10 |
| | Meaning of Consumer Behaviour, Features and Importance Types of Consumers (Institutional & Retail), Diversity of consumers and their behaviour - and Types of Consumer Behaviour Profiling the consumer and understanding their needs, Application of Consumer Behaviour knowledge in Marketing Consumer, Decision Making Process and Determinants of Buyer | |
| II | Environmental Determinants of Consumer Behaviour | 10 |
| | Family Influences on Buyer Behaviour, Factors affecting the need of the family, family life cycle stage and size. Social Class and Influences. Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behaviour - Reference Groups, Opinion Leaders and Social Influences in group versus out-group influences, role of opinion leaders in diffusion of innovation and in purchase process. Cultural Influences on Consumer Behavior Understanding cultural and subcultural influences on individual, norms and their role, customs, traditions and value system. | |
| III | Consumer decision making models and New Trends | 10 |
| | Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making Diffusion of innovations Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles, E-Buying behaviour | |
| Total | | 30 |

Learning Resources Recommended

- Schiffman, L.G., Kanuk, L.L., & Kumar, S.R. (2011). Consumer Behaviour. (10th ed.). Pearson.
- Solomon, M.R. (2009). Consumer Behaviour – Buying, Having, and Being. (8th ed.) New Delhi: Pearson .
- Blackwell, R.D., Miniard, P.W., & Engel, J. F. (2009). Consumer Behaviour. New Delhi: Cengage Learning.
- Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A. (2007). Consumer Behaviour – Building Marketing Strategy. (9th ed.). Tata McGraw Hill.
- Loudan, David L and Bitta, A.J. Della Consumer Behaviour

Syllabus of Bachelor of Management Studies (BMS) at Semester III for the year 2024-2025
 Discipline Specific Courses (DSC)
Accounting for Managerial Decision

| | |
|--|---|
| Name of the Course | Accounting for Managerial Decision |
| Course Code | UBMS305 |
| Class | SYBMS |
| Semester | III |
| No of Credits | 2 |
| Nature | Theory |
| Type | Vocational Skill Course |
| Employability/ entrepreneurship/ skill development | It is essential for business to make informed and strategic decision. These skill set can enable entrepreneurs to effectively manage finance, analyse performance and strategic decisions to drive the growth of their ventures. |

| Sr. No . | Modules | No. of Lecture s |
|----------------|---|------------------------|
| 1 | Introduction to Management Accounting (Analysis and Interpretation of Financial statements) | 15 |
| 2 | Ratio analysis and Interpretation | 15 |
| Total | | 30 |

| |
|---|
| Course Outcomes: |
| <p>Learner will be able:</p> <ul style="list-style-type: none"> ● To acquaint management learners with basic accounting fundamentals. ● To develop financial analysis skills among learners. ● The course aims at explaining the core concepts of business finance and its importance in managing a business |

| Sr. No. | Modules / Units | No of lectures |
|---------|---|----------------|
| 1 | Introduction to Management Accounting (Analysis and Interpretation of Financial statements) | 15 |
| | Introduction- Study of balance sheets 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 and Common Size | |
| 2 | Ratio analysis and Interpretation | 15 |
| | 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. | |

Learning Resources Recommended

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

Syllabus of Bachelor of Management Studies (BMS) at Semester III for the year 2024-2025
Discipline Specific Courses (DSC)
Marathi: Communication Skill-I (मराठी : संवाद कौशल्ये -I)

| | |
|--|--|
| Name of the Course | Marathi: Communication Skill-I (मराठी : संवाद कौशल्ये -I) |
| Course Code | UAAECMAR301 |
| Class | S.Y. B.Com / B.SC. / Computer science / Bio-Tech / I.T. / B.M.S. / Acc. & Fin. |
| Semester | III |
| No of Credits | 02 |
| Nature | Theory |
| Type | Ability Enhancement Course (AEC) |
| Employability/ entrepreneurship/ skill development | मुद्रितशोधक म्हणून प्रकाशन व्यवसायामध्ये कार्य करू शकतील. कार्यक्रमांचे सूत्रसंचालन करू शकतील. व्यावहारिक मराठीचे प्राथमिक स्तरावरील काम करण्याइतपत विद्यार्थी तयार होतील. |

| Sr.No | Modules | No. of Lectures |
|--------------|--|-----------------|
| 1 | प्रमाण मराठी लेखन नियम आणि युनिकोड टायपिंग | 15 |
| 2 | मराठीतून सूत्रसंचालन | 15 |
| Total | | 30 |

| Course Outcomes |
|--|
| CO1 मराठी लेखनविषयक शासन नियम माहीत होतील. CO2 व्यावहारिक मराठीचे ज्ञान होईल. CO3 कार्यक्रमांचे सूत्रसंचालन करता येईल. |

| Sr. No. | Modules |
|---------|--|
| 1 | प्रमाण मराठी लेखन नियम आणि युनिकोड टायपिंग |
| | मराठी साहित्य महामंडळाने तयार केलेल्या आणि शासनमान्य असणाऱ्या 18 नियमांचा परिचय मोबाईल आणि संगणकावर मराठीतून लेखन |
| 2 | मराठीतून सूत्रसंचालन |
| | विविध कार्यक्रमांसाठी कार्यक्रम पत्रिका तयार करणे सूत्रसंचालनाची संहिता लिहून काढणे, प्रात्यक्षिक |

Learning Resources Recommended

संदर्भ पुस्तके –

१. व्यावहारिक मराठी, ल. रा. नासिराबादकर, फडके प्रकाशन कोल्हापूर.
२. व्यावहारिक मराठी, संपादक: कल्याण काळे, द. दि. पुंडे, निराली प्रकाशन पुणे.
३. व्यावहारिक मराठी, (य. प्र. कुलकर्णी गौरवग्रंथ) संपादक : स्नेहल तावरे, स्नेहवर्धन पुणे
४. सुगम मराठी व्याकरण आणि लेखन, मो.रा.वाळंबे, नितीन प्रकाशन, पुणे
५. मराठी लेखन मार्गदर्शिका, यास्मिन शेख, राज्य मराठी विकास संस्था, मुंबई

Syllabus of Bachelor of Management Studies (BMS) at Semester III for the year 2024-2025

Discipline Specific Courses (DSC)

हिंदी: सिंभाषण कौशल- I (Hindi: Communication Skill- I)

| | | |
|---|--|---|
| Nomenclature of the Course | हिंदी: सिंभाषण कौशल- I (Hindi: Communication Skill- I) | |
| Class | S.Y.B.Sc./ S.Y.B.Com | |
| Semester | III | |
| Course Code | UAAECHIN302 | |
| No. of Credits | 02 | |
| Nature | Theory | |
| Type | AEC | |
| Course Outcomes: | | |
| CO1- विद्यार्थी को हिंदी भाषा के उद्भि और विकासका ज्ञान प्राप्त होगा। | | |
| CO2- विद्यार्थी को हिंदी भाषा के महती और विवभन्न रूपों का ज्ञान प्राप्त होगा। | | |
| CO3- विद्यार्थी को सिंभाषण कला के मूलभूत वसदतों भाषायी तकनीक का ज्ञान प्राप्त होगा। | | |
| CO4- विद्यार्थी सिंभाषण-कला के विवभन्न रूपों से पररवित होगा। | | |
| CO5- विद्यार्थी सिंभाषण कला में वनष्णात जनसिर के विवभन्न क्षेत्रों में रोजगर पा सके गा। | | |
| Syllabus: | | |
| Unit No. | Unit Title | Sub titles (Learning Points) |
| 1. | हिंदी भाषा | <ul style="list-style-type: none"> हिंदी भाषा का उद्भि और विकास हिंदी भाषा का महती हिंदी के विवभन्न रूप |
| 2. | सिंभाषण कौशल सामान्य परिचय | <ul style="list-style-type: none"> सिंभाषण अर्थथ, पररभाषा और स्िरूप सिंभाषण के विविध रूप- िताथलाप, व्याख्यान, िद-विाद, एकालाप, उद्घोषणा (अनाउन्समेंट), सिंिलन (एिकररिंग) । समिार ििन (रेवियो, टी.ी.), मिंीय ििन (कविता, कहानी, व्ियंग्य) आवद । सिंभाषण कला के प्रमुख उपादान- यर्थेष्ट भाषा ज्ञान, मानक उच्ारण, सटीक प्रस्तुवत, अन्तराल-ध्विन (ॉल्यूम), िंग, लहजा (एक्सेण्ट) आवद । पाररभावषक शब्दिली : अर्थथ, पररभाषा और महत्ि |

Prescribed Text/s (If any):

Other Learning Resources recommended:

1. वहिंदी भाषा का उद्दि और विकास- िँ. उदयनारायण वतितारी
2. वहिंदी भाषा िँ. भोलानार्थ वतितारी -
3. सामान्य भाषा विज्ञान सैद्िंवतक िँविन - िँ. विद्यासागर दयाल

4. वहिंदी भाषा की सिंरिना - िँ. भोलानार्थ वतितारी
5. वहिंदी उद्दि विकास और रूप - हरदि बाहरी
6. वहिंदी भाषा िँ भाषा विज्ञान - िँ. महीरसरन जैन
7. भाषा और सिू ना प्रद्यौवगकी - िँ. अमर वसिंह िधान
8. उपाध्याय, दिनार्थ "भाषण-सिंभाषण" वकताब महल, इलाहाबाद, सिं-1949
9. ब्रजमोहन - "भाषा और व्यिहार" िणी प्रकाशन, वदल्ली, सिं-2010
10. मेहता, िँ. भानुशिंकर "बोलने की कला" - विश्वविद्यालय प्रकाशन, िराणसी, सिं-2011
11. शमाथ, महेश - "भाषण कला" प्रभात प्रकाशन, वदल्ली, सिं-2013
12. शमाथ, यज्ञदत्त - "आदशथ भाषण कला" आत्माराम िं सिंस, कश्मीरी गेट, वदल्ली, सिं-2015
13. प्रयोजनमलू क वहिंदी - िँ. विनोद गोदरे
14. प्रयोजनमलू क वहिंदी - िँ. नरेश वमश्र
15. प्रयोजनमलू क वहिंदी - िँ. रिंद्रनार्थ श्रीास्ति

Syllabus of Bachelor of Management Studies (BMS) at Semester III for the year 2024-2025
Discipline Specific Courses (DSC)
Sanskrit : Communication Skill-I

| | | |
|---|--|---|
| Nomenclature of the Course | Sanskrit : Communication Skill-I | |
| Class | S.Y. B.Com / B.SC. / Computer science / Bio-Tech / I.T. / B.M.S. / Acc. & Fin. | |
| Semester | III | |
| Course Code | UAAECSAN303 | |
| No. of Credits | 02 | |
| Nature | Theory | |
| Type | Ability Enhancement Course (AEC) | |
| Course Outcomes: | | |
| <ul style="list-style-type: none"> ● CO1: To know the history of Sanskrit Language ● CO2: To develop an ability to converse in Sanskrit. ● CO3: To introduce the basic idea of the sentence-structure of the Sanskrit language ● CO4: To develop Vocabulary of Sanskrit. ● CO5: To appreciate learning Subhashits and stotras in Sanskrit ● CO6: To introduce the story-literature in Sanskrit. ● CO7: To understand the relevance of Indian knowledge through the introduction to Yoga and Ayurveda | | |
| Syllabus: | | |
| Unit No. | Unit Title | Sub titles (Learning Points) |
| 1. | Introduction to Sanskrit Language | 1.1 Self-Introduction in Sanskrit 1.2 Communication Skills 1.3 Glossary of Sanskrit in modern age 1.4 Sanskrit puzzles |

| | | |
|---|---|---|
| 2. | Significant Literature in Sanskrit Language | 1.1 Verses related to Ayurveda 1.2 Verses / Subhashits related to Yoga Shastra 1.3 Introduction Story Literature 1.4 Introduction to Stotra Literature |
| Prescribed Text/s (If any): Compiled Booklet | | |

Other Learning Resources recommended:

1. वेम्पटि कु िम्बशास्त्री, राटरिय संस्कृ त संस्थान, प्रथमादीक्षा (५ पुस्तके सै), नवी टदल्ली, २००२
2. स्वामी श्रीद्वाररकादासशास्त्री, हठयोगप्रदीटपका, चौखम्बा टवद्याभवन, वाराणसी, २०१५
3. वडोदकर टसद्धेश्वर टवरणु, आयुवेदाचा इटतहास, साधना प्रकाशन, पुणे, १९७३
4. टचत्रपदकोश, संस्कृ तभारती .
5. वैद्य परशुरामलक्ष्मण, वैद्यकीयसुभाटित साटहत्यम् अथवा साटहत्यकसुभाटितवैद्यकम्, चौखम्बासंस्कृ त संस्थान , वाराणसी, १९९९

Syllabus of Bachelor of Management Studies (BMS) at Semester III for the year 2024-2025

Discipline Specific Courses (DSC)

Urdu Communication Skill – I

| | | |
|--|---|--|
| Nomenclature of the Course | Urdu Communication Skill – I | |
| Class | SYBCOM & SYBSC | |
| Semester | III | |
| Course Code | UAAECURD304 | |
| No. of Credits | 2 | |
| Nature | Theory | |
| Type | Ability Enhancement Course (AEC) | |
| Course Outcomes: | | |
| <ul style="list-style-type: none">● CO1: To enable the learners to know the linguistics background of the language and dialect of Urdu.● CO2: To develop the report writing, essay writing skills of the students.● CO3: To develop the sense of meaningful translation.● CO4: This course will also help the learners to know the important features and differences between literary, non-literary and in dally usage.● CO5: To develop basic knowledge of Urdu Grammar among new learners.● CO6: To understand and enjoy the epigrammatic nature of Urdu Poetry. | | |
| Syllabus: | | |
| Unit No. | Unit Title | Sub Titles (Learning Points) |
| 1 | Imla, Lahja, Talaffuz Aur Guftugu Andaz Aur Peshkash | Spelling, Pronunciation and Accent Conversation, Style & Presentation |
| 2 | Rumuz-e-Auqaf Aur Qawaid | Grammar and Punctuation |
| 3 | Zabani Aur Gair Zabani Mawasilat | Types of Verbal & Non Verbal Communication |

Prescribed Text/s (If any): NIL Learning Resources recommended:

1. Urdu Qawid by Abdul Haque
2. Urdu Grammar Aur Composition by Toaseef Shah
3. Mazmoon Nawesi by Akhlaque Dehlvi

Syllabus of Bachelor of Management Studies (BMS) at Semester III for the year 2024-2025
 Discipline Specific Courses (DSC)
 Field Project (FP)

| | |
|---|---|
| Name of the Course | Field Project (FP) |
| Course Code | UBMS310 |
| Class | SYBMS |
| Semester | III |
| No of Credits | 02 |
| Nature | Practical |
| Type | Field Project (FP) |
| Employability/ entrepreneurship/ skill development | The Field Project for Bachelor of Commerce is designed to provide learners with hands-on learning experiences in understanding different socio-economic contexts. The project aims to expose learners to development-related issues in both rural and urban settings. It offers opportunities for learners to observe and study actual field situations related to socio-economic development, policies, regulations, organizational structures, and programmes that guide the development process. Additionally, learners will explore innovative practices to address complex socio-economic problems in the community. |

| | |
|---|--|
| <i>Field Project (FP) Course Outcomes</i> | |
| The field-based learning/ project should attempt to provide opportunities for learners to | |
| 1. Understand the different socio-economic contexts. | |
| 2. Giving exposure to development related issues in rural and urban settings. | |
| 3. Observe situation in rural and urban contexts and to observe and study actual field situations regarding issues related to socio-economic development. | |
| 4. Gain a first-hand understanding of the policies, regulations, organizational structures, processes and programmes that guide the development process. | |
| 5. Gain an understanding of the complex socio-economic problems in the community and innovative practices required to general solutions to the identified problems. | |

| <i>Sr. No</i> | <i>Field Project work</i> | <i>Distribution of Marks</i> |
|----------------------|--|-------------------------------------|
| 1 | Basic structure of society, Key definitions of problem area, analysis of preliminary data Classroom work, correspondence, formats, interactions, liaising Field work and Data Gathering Analysis and Reporting Feedback to Community | 30 |
| 2 | <i>Internal Evaluation</i> | |
| | Viva-Voce Examination | 20 |

**Bachelor of Management Studies (BMS) Programme
Under Choice Based Credit, (AUTONOMOUS)
SYBMS
(To be implemented from Academic Year 2024-25)**

| Course Code | Semester IV | Credits |
|--|--|---------|
| <i>Discipline Specific Courses (DSC)</i> | | |
| <i>Major</i> | | |
| UBMS401 | Production & Total Quality Management | 04 |
| UBMS402 | Strategic Management | 04 |
| <i>Minor</i> | | |
| UBMS403 | Business Law III | 04 |
| <i>Generic / Open Elective</i> | | |
| UBMS404 | Business Economics II (Macro) | 02 |
| <i>Skill Enhancement Course (SEC)</i> | | |
| UBMS405 | Human Resource Management | 02 |
| <i>Ability Enhancement Course (AEC) Any 1</i> | | |
| UAAECMAR401 | Marathi: Communication Skill-II | 02 |
| UAAECHIN402 | Hindi: Communication Skill-II | |
| UAAECSAN403 | Sanskrit: Communication Skill-II | |
| UAAECURD409 | Urdu: Communication Skill-II | |
| <i>Co-Curricular Courses (CC) Community Engagement Project (CEP)</i> | | |
| UBMS410 | Community Engagement Project (CEP) | 02 |
| UBMS411 | Any one course from the List given below of CC | 02 |
| Total Credits | | 22 |

Syllabus of Bachelor of Management Studies (BMS) at Semester IV for the year 2024-2025
 Discipline Specific Courses (DSC)
 Production & Total Quality Management

| | |
|--|---|
| Name of the Course | Production & Total Quality Management |
| Course Code | UBMS401 |
| Class | SYBMS |
| Semester | IV |
| No of Credits | 04 |
| Nature | Theory |
| Type | Major |
| Employability/ entrepreneurship | <p>Production & Total Quality Management syllabus is designed in such a way that, after the course completion, the learner will be able to apply the theories of production systems in decision making. The learner will be able to execute material management system and production methods, workout the role of quality assurance in production system. This syllabus will help the learner in understanding and identify factory, plant layout, role of packaging system and other certification system for overall production system. Production & Total Quality Management communication knowledge in the practical world by</p> <ul style="list-style-type: none"> ● Starting own business ● Getting job opportunities like Production manager, Quality Controller, Material Manager, Inventory Management, Store Management |

| Module No. | Modules at Glance | No of Lectures |
|-------------------|---|-----------------------|
| I | Production Management | 15 |
| II | Materials Management | 15 |
| III | Basics Of Productivity & Total Quality Management | 15 |
| IV | Quality Improvement Strategies & Certifications | 15 |
| Total | | 60 |

Course Outcomes -

| Learners will be able to - | |
|-----------------------------------|---|
| CO1 | Acquaint learners with the basic management decisions with respect to production and quality management |
| CO2 | Make the learners understand the designing aspect of production systems |
| CO3 | Enable the learners, apply what they have learnt theoretically |

Curriculum:

| Module No. | Modules at Glance | No of Lectures |
|-------------------|---|-----------------------|
| I | Production Management | 15 |
| | Objectives, Components– Manufacturing systems: Intermittent and Continuous Production Systems. Product Development, Classification and Product Design. Plant location & Plant layout– Objectives, Principles of good product layout, types of layouts. Importance of purchase management. | |
| II | Materials Management | 15 |
| | Materials Management: Concept, Objectives and importance of materials management Various types of Material Handling Systems. Inventory Management: Importance–Inventory Control Techniques ABC, VED, FSN, GOLF, XYZ, SOS, HML, EOQ Assumptions limitations & advantages of Economic Order Quantity, Practical problems can be asked on EOQ, Lead Time, Stock Levels. | |
| III | Basics Of Productivity & Total Quality Management | 15 |
| | Concepts of Productivity, modes of calculating productivity. Importance of Quality Management, factors affecting quality; TQM– concept and importance, Cost of Quality, Philosophies and Approaches to Quality: Edward Deming, J. Juran, Kaizen, P. Crosby’s philosophy. Product & Service Quality Dimensions, SERVQUAL Characteristics of Quality, Quality Assurance, Quality Circle: Objectives of Quality Circles, Ishikawa Fish Bone, Applications in Organizations. Simple numerical on productivity | |
| IV | Quality Improvement Strategies & Certifications | 15 |
| | Lean Thinking, Kepner Tregor Methodology of problem solving, Sigma features, Enablers, Goals, DMAIC/DMADV. TAGUCHI’S QUALITY ENGINEERING, ISO 9000, ISO 1400, QS9000. Malcolm. Baldrige National Quality Award (MBNQA), Deming’s Application Prize. | |
| | Total | 60 |

Learning Resources Recommended

1. Production and Operations Management: R. Paneerselvam
2. Production (Operations) Management: L.C. Jhamb
3. K. Ashwathappa and K .Shridhar Bhatt ; Production and Operations management
4. Productivity Management: Concepts and Techniques, Sawhney S.C., Tata McGraw Hill
5. Srinivas Gondhalekar and Uday Salunkhe, “Productivity Techniques”, Himalaya
6. Publishing House
7. Gerard Leone and Richard D. Rahn, “Productivity Techniques”, Jaico Book House
8. John S. Oakland, “TQM: Text with Cases”, Butterworth-Heinemann
9. David J. Sumanth, “Total Productivity Management (TPmgt): A systematic and quantitative
10. approach to compete in quality, price and time”, St. Lucie Press

Syllabus of Bachelor of Management Studies (BMS) at Semester IV for the year 2024-2025
Discipline Specific Courses (DSC)
Strategic Management

| | |
|--|---|
| Name of the Course | Strategic Management |
| Course Code | UBMS402 |
| Class | SYBMS |
| Semester | IV |
| No of Credits | 04 |
| Nature | Theory |
| Type | Major |
| Employability/ entrepreneurship | Learner will understand various strategies for small and medium scale industries. Can apply it in individual, business as well as professional life. Moreover, learner will acquire certain employability skills business as well as professional life. Learner will also gain knowledge of an important business strategies, corporate, business and functional level strategies. |

| Module No. | Modules at Glance | No of Lectures |
|-------------------|-----------------------------------|-----------------------|
| I | Introduction Strategic Management | 15 |
| II | Strategy Formulation | 15 |
| III | Strategic Implementation | 15 |
| IV | Strategic Evaluation & Control | 15 |
| Total | | 60 |

Course Outcomes -

| Learners will be able to - | |
|-----------------------------------|--|
| CO1 | Learn the management policies and strategies at every Level to develop conceptual skills in this area as well as their application in the corporate world. |
| CO2 | Critically examine the management of the entire enterprise from the Top Management viewpoints. |
| CO3 | Develop conceptual skills in this area as well as their application in the corporate world. |
| CO4 | Analyze the market situation and develop strategies for the business |

Curriculum:

| Module No. | Modules at Glance | No of Lectures |
|-------------------|--|-----------------------|
| I | Introduction Strategic Management | 15 |
| | Business Policy-Meaning, Nature, Importance Strategy-Meaning, Definition Strategic Management-Meaning, Definition, Importance, Strategic management Process & Levels of Strategy and Concept and importance of Strategic Business Units (SBU's) Strategic Intent-Mission, Vision, Goals, Objective, Plans | |
| II | Strategy Formulation | 15 |
| | Environment Analysis and Scanning (SWOT) Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization) Business Level Strategy (Cost Leadership, Differentiation, Focus) Functional Level Strategy (R&D, HR, Finance, Marketing, Production) | |
| III | Strategic Implementation | 15 |
| | Models of Strategy making. Strategic Analysis & Choices & Implementation: BCG Matrix, GE 9Cell, Porter's 5 Forces, 7S Framework Implementation: Meaning, Steps and implementation at Project, Process, Structural, Behavioral, Functional level. | |
| IV | Strategic Evaluation & Control | 15 |
| | Meaning, Steps of Evaluation & Techniques of Control Synergy: Concept, Types, evaluation of Synergy. Synergy as a Component of Strategy & its Relevance. Change Management – Elementary Concept | |
| Total | | 60 |

Learning Resources Recommended

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

Syllabus of Bachelor of Management Studies (BMS) at Semester IV for the year 2024-2025
 Discipline Specific Courses (DSC)
 Business Law - III

| | |
|--|--|
| Name of the Course | Business Law - III |
| Course Code | UBMS403 |
| Class | SYBMS |
| Semester | IV |
| No of Credits | 04 |
| Nature | Theory |
| Type | Minor |
| Employability/ entrepreneurship | Learners will appreciate the relevance of business laws to individuals. Dispute Resolution and can apply it in individual, business as well as professional life. Moreover, learners will acquire certain employability skills in business as well as professional life. Learners will also gain knowledge of an important business laws like Sale of Goods Act, Consumer Protection Act, Competition Act and Alternative. |

| Module No. | Modules at Glance | No of Lectures |
|-------------------|--------------------------------|-----------------------|
| I | Sale of Goods Act, 1930 | 15 |
| II | Consumer Protection Act, 2019 | 15 |
| III | Competition Act, 2002 | 15 |
| IV | Alternative Dispute Resolution | 15 |
| Total | | 60 |

Course Outcomes -

| | |
|----------------------------|---|
| Learners will be able to - | |
| CO1 | Understand the importance of laws to individual, business as well as professional life. |
| CO2 | Acquire basic knowledge of an important business laws like Sale of Goods Act, Consumer |
| CO3 | Protection Act, Competition Act and Alternative Dispute Resolution. |

Curriculum:

| Module No. | Modules at Glance | No of Lectures |
|-------------------|---|-----------------------|
| I | Sale of Goods Act, 1930 | 15 |
| | <p>Concepts of Sale and Agreement to Sell, Essentials of Contract of Sale, Distinguish between Sale and Agreement to Sell, Distinguish between Sale and Hire Purchase Agreement.</p> <p>Concepts of Condition and Warranty, Implied Conditions and Warranties, Distinguish between Conditions and Warranties.</p> <p>Concept of Doctrine of Caveat Emptor, Auction Sale – Legal Provisions, Unpaid Seller – Concept, Rights..</p> | |
| II | Consumer Protection Act, 2019 | 15 |
| | <p>Concept of Consumer Protection, Objects and Reasons for Enacting the Act, Rights of Consumer.</p> <p>Definitions of Consumer, Consumer Dispute, Complaint, Complainant, Defect, Deficiency, Goods, Services, Unfair Trade Practices, Restrictive Trade Practices.</p> <p>Consumer Dispute Redressal Agencies – District, State and National Level.</p> <p>Consumer Protection Councils - - District, State and National Level.</p> | |
| III | Competition Act, 2002 | 15 |
| | <ul style="list-style-type: none"> ● Competition Act, 2002 Objects, Features, Advantages of the Act. ● Provisions relating to Abuse of Dominant Position and Anti-competition Agreements. · Competition Commission of India – Establishment, Composition, Functions and Powers. | |
| IV | Alternative Dispute Resolution | 15 |
| | <ul style="list-style-type: none"> ● Introduction, Meaning, Nature and Features. ● Types – Mediation, Arbitration, Negotiation, Conciliation, Collaborative Law and Lok Adalat. ● Advantages and Disadvantages, Functioning, Scenario in World and in India. | |
| Total | | 60 |

Learning Resources Recommended

1. Merchantile Law. By M. C. Kucchal and Vivek Kucchal. Vikas Publication.
2. Elements of Merchantile Law. By N. D. Kapoor. Sultan Chand & Sons (P) Ltd.
3. Business Law. By N. A. Charantimath. Himalaya Publishing House.
4. Sale of Goods Act. By Dr. Jyoti Rattan. Bharat Law House Pvt Ltd.
5. Law of Sale of Goods. By Avatar Singh. Eastern Book Company.
6. Sale of Goods Act. By Dr. Ashok Kumar Jain. Ascent Publications.
7. Commentary on 'The Consumer Protection Act, 2019'. By Ashok Modak. Whitesmann Publications.
8. Commentaries On 'The Consumer Protection Act 2019'. By Manoj Kumar Gupta. Sweet and Soft.
9. Consumer Protection Act, 2019 (Principles & Practice). By Dr. V. K. Agrawal. Bharat Law House Pvt. Ltd.
10. Competition Act 2002 - Law And Practice. By Vidhi Madaan Chadda. Bloomsbury.
11. Competition Law. By Avtar Singh. EBC.
12. Competition Law In India - Policy, Issues, and Developments. By T. Ramappa. Oxford.
13. Competition Law. By S. C. Tripathi. Central Law Publications.
14. Alternate Dispute Resolution. By Dr. S. R. Myneni. Asia Law House, Hyderabad.
15. Alternate Dispute Resolution System: Global and National Perspective. By Dr. Ashok Kumar. K.K.Publications.
16. Alternative Dispute Resolution Laws. By Madhumita Paul. Notion Press.
17. Alternate Dispute Resolution System. By Dr. S. C. Tripathi. Central Law Publications.

Syllabus of Bachelor of Management Studies (BMS) at Semester IV for the year 2024-2025
 Discipline Specific Courses (DSC)
Business Economics- II

| | |
|--|--|
| Name of the Course | <i>Business Economics- II</i> |
| Course Code | UBMS404 |
| Class | SYBMS |
| Semester | IV |
| No of Credits | 02 |
| Nature | Theory |
| Type | Generic / Open Elective |
| Employability/ entrepreneurship/ skill development | The learner will be able to understand the causes and consequences of inflation, its impact on consumption, production and distribution. The learner will be able to relate the supply side Economics along with the policy measures adopted by the government to control inflation. |

| Sr. No. | Modules | No. of Lectures |
|---------|--|-----------------|
| 1 | Introduction to Macroeconomic | 10 |
| 2 | Money and Inflation | 10 |
| 3 | Post Keynesian Developments in Macro Economics | 10 |
| TOTAL | | 30 |

Course Outcomes

The learner will be able to

1. Explain the key concepts and significance of Macroeconomics, phases of trade cycles, Effective demand
2. Apply macroeconomic principles to real-world economic scenarios.
3. Analyze scenarios of multiplier effect, components and determinants of the consumption and investment functions.
4. Design a IS LM Model using economic variables to achieve specific economic goals.
5. Evaluate policy measures to curb inflation and effectiveness of monetary policy in achieving economic stability.

| Sr. No. | Modules | No. of Lectures |
|---------|--|-----------------|
| 1 | Introduction to Macroeconomic | 10 |
| | Macroeconomics: Meaning, Scope and Importance. Circular flow of aggregate income and expenditure: closed and open economy models. Short run economic fluctuations : Features and Phases of Trade Cycles The Keynesian Principle of Effective Demand: Aggregate Demand and Aggregate Supply | |
| 2 | Money and Inflation | 10 |
| | Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money Demand for Money : Classical and Keynesian approaches and Keynes' liquidity preference theory of interest Inflation: Demand Pull Inflation and Cost Push Inflation - Effects of Inflation. | |
| 3 | Post Keynesian Developments in Macro Economics | 10 |
| | The IS -LM model of integration of commodity and money markets Inflation and unemployment : Philips curve Stagflation : meaning, causes, and consequences | |
| TOTAL | | 30 |

Learning Resources Recommended

1. Ahuja H.L.: Modern Economics, 19th edition, 2015, S.Chand &co Pvt Ltd, New Delhi
2. Bhatia H.L.: Public Finance. Vikas Publishing House Pvt. Ltd.
3. David N. Hyman: Public Finance A Contemporary Application of theory of policy, Krishna Offset, Delhi
4. Hoiughton E.W. (1998): Public Finance, Penguin, Baltimore
5. Hajela T.N: Publishes Finance Ane Books Pvt.Ltd
6. Jha, R (1998): Modern Public Economics, Route Ledge, London
7. Musgrave, R.A and P.B. Musgrave (1976): Public Finance in Theory and Practice, Tata McGraw Hill, Kogakusha, Tokyo
8. Mithani, D.M (1998): Modern Public Finance, Himalaya Publishing House, Mumbai
9. Singh.S.K. (2014): Public finance in Theory and Practice, S.Chand &co Pvt Ltd, New Delhi.

Syllabus of Bachelor of Management Studies (BMS) at Semester IV for the year 2024-2025
 Discipline Specific Courses (DSC)
 Human Resource Management

| | |
|--|--|
| Name of the Course | Human Resource Management |
| Course Code | UBMS405 |
| Class | SYBMS |
| Semester | IV |
| No of Credits | 2 |
| Nature | Theory |
| Type | Skill Enhancement Course |
| Employability/ entrepreneurship p/ skill development | The learner will be able to understand the fundamentals of Human Resource its impact and importance on. The learner will be able to relate the growth of career planning along with the HR department, quality work life, quality circles, job description, job specification. |

| Sr. No. | Modules | No. of Lectures |
|---------|---|-----------------|
| 1 | Fundamentals of Human Resource Management | 10 |
| 2 | Human Resource Planning | 10 |
| 3 | Quality of Work Life | 10 |
| Total | | 30 |

Course Outcomes -

| | |
|----------------------------|--|
| Learners will be able to - | |
| CO1 | Understand what is Human Resource Management (HRM) and the Scope of Human Resource Management, the Processes in HRM and Role of HRM |
| CO2 | Learn about the Skills required for HR Professionals with case studies, quizzes, |
| CO3 | Discover how to become far more self-aware in the way that you communicate and interact with people |
| CO4 | Study the Hiring, Training and Development, Performance Management, Motivation, HR Operation, Policy and Compensation Retention Strategies followed by Organizations |

Curriculum:

| Sr. No. | Modules | No. of Lectures |
|---------|--|-----------------|
| 1 | Fundamentals of Human Resource Management | 10 |
| | Introduction to Human Resource Management Definition, objectives Scope of Human Resource Management Importance of Human Resource Management, Organizing of Human Resource department, Human Resource Audit | |
| 2 | Human Resource Planning | 10 |
| | Job analysis, job description and specification, recruitment, selection, Placement, training, Career planning, job evaluation, Promotions, demotions, transfers, separation, absenteeism and turnover National wage policy | |
| 3 | Quality of Work Life | 10 |
| | Quality of work life, Quality circles, Morale, Job satisfaction, Health and safety, Labour welfare Employee Counselling, counselling process Human relations, concept of participative management Employee empowerment, collective bargaining | |
| Total | | 30 |

Learning Resources Recommended

1. Rao T V, Pereira D F, Recent Experiences in Human Resources Development
2. Pareek Udai, Rao, Designing and Managing Human Resource Systems
3. Spencer Lyte M, Calculating Human Resource Costs and Benefits
4. Cascio Wayne F, Costing Human Resources: The Financial Impact of Behaviour
5. Karen Legge, Human Resource Management
6. Mabey, Salaman and Storey, Strategic Human Resource Management
7. Rao, HRD Audit
8. Dave Ulrich (Ed), Tomorrow's Hr Manager
9. Rothwell & Kazanas, Strategic Human Resource Planning and Management
10. Mike Wills, Managing the Training Process

Syllabus of Bachelor of Management Studies (BMS) at Semester IV for the year 2024-2025
Discipline Specific Courses (DSC)

Marathi: Communication Skill-II (मराठी : संवाद कौशल्ये -II)

| | |
|--|--|
| Name of the Course | Marathi: Communication Skill-II (मराठी : संवाद कौशल्ये -II) |
| Course Code | UAAECMAR401 |
| Class | S.Y. B. Com / B.SC. / Computer science / Bio-Tech / I.T. / B.M.S. / Acc. & Fin. |
| Semester | IV |
| No of Credits | 02 |
| Nature | Theory |
| Type | Ability Enhancement Course (AEC) |
| Employability/ entrepreneurship/ skill development | मुलाखतकार म्हणून स्थानिक स्तरावर कार्य करू शकतील. पारिभाषिक संज्ञा परिचय होईल, मराठी अनुवादाचे जुजबी काम करू शकतील. लेखन कौशल्य ही संकल्पना समजून आल्याने सहकारमध्येतरी थोडेबहुत लेखन करू लागतील. |

| Sr. No. | Modules | No. of Lectures |
|---------|------------------------------|-----------------|
| 1 | मुलाखत कौशल्य आणि शब्दसंग्रह | 15 |
| 2 | सृजनशील लेखन कौशल्य | 15 |
| Total | | 30 |

| Course Outcomes |
|--|
| CO1: मुलाखत कौशल्य आत्मसात होईल CO2 : पारिभाषिक संज्ञा म्हणजे काय हे समजून घेणे. मराठी-इंग्रजी पारिभाषक संज्ञाचा परिचय करून घेणे. CO3 : लेखन कौशल्य ही संकल्पना समजून येईल व थोडेबहुत लेखन करू लागतील. |

| Sr. No. | Modules |
|---------|--|
| 1 | मुलाखत कौशल्य आणि शब्दसंग्रह |
| | <ul style="list-style-type: none"> ● मुलाखत म्हणजे काय ● मुलाखतीचे प्रकार आणि प्रात्यक्षिक ● मुलाखत तंत्र आणि मंत्र |

| | |
|---|--|
| | <ul style="list-style-type: none"> ● मराठीतील विविध शब्दसंग्रह व त्याचे अर्थ |
| 2 | सृजनशील लेखन कौशल्य |
| | <ul style="list-style-type: none"> ● पत्र ● आठवण ● अनुभव, छोटी कथा लालित्य पूर्ण रीतीने लिहून काढणे |

Learning Resources Recommended

संदर्भ पुस्तके –

१. मराठी व्याकरण आणि लेखन- डॉ. विनायक गंधे, मीरा जोशी, निराली प्रकाशन, पुणे
३. व्यावहारिक मराठी, संपादक: कल्याण काळे, द. दि. पुंडे, निराली प्रकाशन पुणे
४. व्यावहारिक मराठी, (य. प्र. कुलकर्णी गौरवग्रंथ) संपादक : स्नेहल तावरे, स्नेहवर्धन प्रकाशन, पुणे
५. संज्ञा – संकल्पना कोश – प्रभा गणोरकर, वसंत आबाजी डहाके
६. वाङ्मयीन संज्ञा –संकल्पना कोश – विजया राजाध्यक्ष, महाराष्ट्र राज्य साहित्य आणि संस्कृती मंडळ , मुंबई

Syllabus of Bachelor of Management Studies (BMS) at Semester IV for the year 2024-2025
Discipline Specific Courses (DSC)

हिंदी: सिंभाषण कौशल- - II (Hindi: Communication Skill-II)

| Nomenclature of the Course | हिंदी: सिंभाषण कौशल- II (Hindi: Communication Skill-II) | |
|---|---|---|
| Class | S.Y.B.Sc./ S.Y.B.Com | |
| Semester | IV | |
| Course Code | UAAECHIN402 | |
| No. of Credits | 02 | |
| Nature | Theory | |
| Type | AEC | |
| Course Outcomes: | | |
| <ol style="list-style-type: none"> विद्यार्थी को सभाषण कला के मिं लभू त वसद् तों भाषायी तकनीक का ज्ञान प्रा प्त होगा वजससे ह वनि:सको अपने विारों को प्रभी ढग से प्रकट कर सके गा। विद्यार्थी सभाषणिं कला के विवभन्न रूपों से पररवित होगा वजससे िह एकररिंग, कमेंट्री, अनाउंसमेंट आवद वकसी भी विधा के कायथ में वनष्णात होकर विवभन्न क्षेत्रों में रोजगार प्राप्त कर सके गा। विद्यार्थी सभाषण कला में वनष्णात होकर रेवियो, एफ.एम. रेवियो, दरदशथन. नलों आवद जनसिर के विवभन्न उपक्रमों में रोजगर पा सके गा। राष्ट्रीय एिं अंतराष्ट्रीय स्तर पर समिं हू -सिदिं, द-विदिं एिं सभाषण में वहिं दी भाषा की प्रभी उपवस्र्थवत दजथ होगी तावक विश्व में अग्रगण्य भाषा के रूप में वहदी की स्र्थापना हो सके । | | |
| Syllabus: | | |
| Unit No. | Unit Title | Sub titles (Learning Points) |
| 1. | व्यावसाहयक हू दी औ सभाषण कौशलिं | <ul style="list-style-type: none"> उद्घोषणा (अनाउन्समेंट) आखोदखे ा हाल (कमेन्ट्री) सिलनिं (एकररिंग) समार न मीयिं िन (कविता, कहानी, विंग्य आवद) |

| | | |
|---|----------------------------------|--|
| 2. | कायालयीन हर्दियों में सभाषण कौशल | <ul style="list-style-type: none"> • कायाथलयीन वहर्दियों का सामान्य पररिय • लोकप्रशासन में सभाषण कौशल • जनसबोधन में सिं भाषण कौशल ि • सोशल मीविया में सभाषण कौशल ि |
| Prescribed Text/s (If any): | | |
| Other Learning Resources recommended: | | |
| <ol style="list-style-type: none"> १. जनसिर माध्यमिं- गौरिशकर रैनिं २. मीविया लेखन- सवमत मोहनु | | |
| <ol style="list-style-type: none"> ३. नये जनसिर माध्यम और वहर्दियों- सधीर पौरि, अिला नागरि , ४. मीविया और जनसिर्दिं- िवतथका निंदा ५. जनसिर वसर्दिं और अनिं प्रयोगु- विष्ण राजगवियाँु ६. टेलीविजन की कहानी- िँ. श्याम कश्यप ७. मीविया और बाजारिद- सिंपा. रामशरण जोशी ८. मीविया लेखन - सवमत मोहनु ९. भारत में जनसिर और प्रसारणिं- मीविया मधकर लेले १०. जनसिर और मीविया लेखनिं- िँ. दत्तात्रय मरुमकरु ११. िवश्वक पररदृश्य में सावहत्य, मीविया और समाज- स. उमापवत दीवक्षतिं, िँ. अवनल वसहिं १२. वप्रटिं मीविया लेखन- िँ. हरीश अरोड़ा १३. इलेक्ट्रोवनक मीविया लेखन- िँ. हरीश अरोड़ा | | |

Syllabus of Bachelor of Management Studies (BMS) at Semester IV for the year 2024-2025
Discipline Specific Courses (DSC)

Sanskrit : Communication Skill-I

| | | |
|---|--|--|
| Nomenclature of the Course | Sanskrit : Communication Skill-I | |
| Class | S.Y. B.Com | |
| Semester | IV | |
| Course Code | UAAECSAN403 | |
| No. of Credits | 02 | |
| Nature | Theory | |
| Type | Ability Enhancement Course (AEC) | |
| Course Outcomes: | | |
| <ul style="list-style-type: none">● CO1 To develop an ability to converse in Sanskrit.● CO2 To introduce the basic idea of the sentence-structure of the Sanskrit language.● CO3 To develop Vocabulary of Sanskrit.● CO4 To introduce the Sanskrit literature related to commerce branch.● CO5 To introduce the Sanskrit literature related to science. | | |
| Syllabus: | | |
| Unit No. | Unit Title | Sub titles (Learning Points) |
| 1. | Spoken Sanskrit | For Commerce and Science students 1.1 Daily routine 1.2 Dialogues related to Marketplaces 1.3 Dialogues related to workplaces 1.4 Dialogues related to cultural activities |
| 2. | Introduction to literature related to commerce / science | · For Commerce students 2.1 Selected passages from Kautilieya Arthashastra 2.2 Selected passages from Mahabhaarat |
| Prescribed Text/s (If any): | | |

Other Learning Resources recommended:

1. वम्पटि कुम्बशास्त्री, राटरिय सस्कंृत सस्थानं , प्रथमादीक्षा (५ पस्तके से) , नवी टदल्ली, २००२
2. वम्पटि कुम्बशास्त्री, राटरिय सस्कंृत सस्थानं , प्रथमादीक्षा (५ पस्तके से) , नवी टदल्ली, २००२
3. सोनी सरेशु , भारताची उज्ज्वल टवज्ञान-परम्परा, भारतीय टवचार साधना, पणु , २०११
4. टिळक महारारि टवद्यापीठ, प्राचीन भारतीय ज्ञान-टवज्ञान, पणु , १९७४
5. वले णकर श्री. टभ., प्राचीन भारतीय भौटतक टवज्ञान , मर्ईंु , १९८५
6. Char D. Prahlada , SamskritaVijnanaVaibhavam , Tirupati, 2004
7. Kangle R.P., KautilyaArthashastra (Marathi Translation),Reprint, Mumbai, 1982
8. Kangle R.P., KautilyaArthashastra (English Translation), Vol. I-III, 2nd edition, Bombay, 1969
9. Hivargaonkar B.R., KautilyaArthasashrta ,3rd Reprint, Pune, 1993.
10. Tipnis G.G., KautilyaArthashastra Pradeep, VaradaPrakashan, Pune,1990
11. MangalaMirasdar, KautilyaArthashastra- EkAdhyayan, SuparnaPrakashan, Pune, 2011
12. KautilyaArthashastra, T.GanapatiShastri, GovtPress,Trivandrum, 1924

Syllabus of Bachelor of Management Studies (BMS) at Semester IV for the year 2024-2025
Discipline Specific Courses (DSC)
Urdu Communication Skill – II

| | | |
|--|--|--|
| Nomenclature of the Course | Urdu Communication Skill – II | |
| Class | SYBCOM & SYBSC | |
| Semester | IV | |
| Course Code | UAAECURD404 | |
| No. of Credits | 2 | |
| Nature | Theory | |
| Type | Ability Enhancement Course (AEC) | |
| Course Outcomes: | | |
| CO1: To enable the learners to know the linguistics background of the language and dialect of Urdu. | | |
| CO2: To develop the report writing, essay writing skills of the students. | | |
| CO3: To develop the sense of meaningful translation. | | |
| CO4: This course will also help the learners to know the important features and differences between literary, non-literary and in dally usage. | | |
| CO5: To develop basic knowledge of Urdu Grammar among new learners. | | |
| CO6: To understand and enjoy the epigrammatic nature of Urdu Poetry. | | |
| Syllabus: | | |
| Unit No. | Unit Title | Sub titles (Learning Points) |
| 1 | Khud ko Mutaarif Karana and Project Presentation | Introducing Yourself |
| 2 | Qawaid Shanasi | Singular Plural, Noun, Verb, Adjective, Idioms etc |
| 3 | Letters Writing, Essay Writing, Translation and Journalism | Basic things of Translation and Journalism |

Learning Resources recommended:

1. Urdu Qawid by Abdul Haque
2. Urdu Grammar Aur Composition
3. Mazmoon Nawesi by Akhlaque Dehlvi

**Revised Syllabus of Courses of BMS
Programme at Semester III and IV with Effect from the
Academic Year 2024-2025**

Co-Curricular Courses (CC)

1. National Social Service

| | |
|--|--|
| Name of the Course | NATIONAL SOCIAL SERVICE (NSS) |
| 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.

| Internal Evaluation | Credit | Hours |
|--|---------------|--------------|
| <p>College Level Activities (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>Community Level activity (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> | 02 | 60 |

**Revised Syllabus of Courses of BMS
Programme at Semester III and IV with Effect from the
Academic Year 2024-2025**

**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 collegestudents 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.

| Internal Evaluation | Credit | Hours |
|--|---------------|--------------|
| <p>College Level Activities</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>Community Level activity</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> | 02 | 60 |

**Revised Syllabus of Courses of BMS
Programme at Semester III and IV with Effect from the
Academic Year 2024-2025**

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

| | |
|--|--|
| Name of the Course | Sports and Yoga |
| 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.

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

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Co-Curricular Courses (CC)

4. Cultural

| | |
|--|--|
| Name of the Course | Cultural |
| 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

| Internal Evaluation | Credit | Hours |
|--|---------------|--------------|
| <p>College Level Activities (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>University / National / International Level activity (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 15th August, Annual Zep Event Management)</p> | 02 | 60 |

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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 burocrates 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.

| Internal Evaluation | Credit | Hours |
|---|---------------|--------------|
| Participation in Career Katta Various Courses | 02 | 60 |

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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. |

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

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

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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.

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

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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 develop 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.

| Internal Evaluation | Credit | Hours |
|--|---------------|--------------|
| 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. | 02 | 60 |

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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>Communication skills: 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>Teamwork skills: 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>Creativity skills: 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>Organisational skills: 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>Technical skills: 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.

| <i>Internal Evaluation</i> | <i>Credit</i> | <i>Hours</i> |
|---|----------------------|---------------------|
| Participation in GJC Film Club (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.) Critics / Group Discussion on watched film (Actively participation in group discussion on said film) | 02 | 60 |

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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.

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

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) OR 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 |



HOD BMS