

**University of Mumbai**



**R. E. Society's**

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

**Bachelor of Management Studies (BMS) Programme  
Three Year Integrated Programme-  
Eight Semesters  
Course Structure  
Under Choice Based Credit System (CBCS)**

**To be implemented from Academic Year 2024-25  
Progressively.**

**Bachelor of Management Studies (BMS) Programme**  
**Under Choice Based Credit, G ONOMOUS)**  
**S. Y Bcom (Management Studies)**  
**(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	<b>04</b>	UBMS401	Production & Total Quality Management	<b>04</b>
UBMS302	Corporate Communication Public Relation	<b>04</b>	UBMS402	Strategic Management	<b>04</b>
<i>Minor</i>			<i>Minor</i>		
UBMS303	Business Law II	<b>04</b>	UBMS403	Business Law III	<b>04</b>
<i>Generic / Open Elective</i>			<i>Generic / Open Elective</i>		
UBMS304	Consumer Behaviour	<b>02</b>	UBMS404	Business Economics II (Macro)	<b>02</b>
<i>Vocational Skill Course (VSC)</i>			<i>Skill Enhancement Course (SEC)</i>		
UBMS305	Accounting for Managerial Decision	<b>02</b>	UBMS405	Human Resource Management	<b>02</b>
<i>Ability Enhancement Course (AEC) Any 1</i>			<i>Ability Enhancement Course (AEC) Any 1</i>		
UAAECMA R301	Marathi: Communication Skill-I	<b>02</b>	UAAECMA R401	Marathi: Communication Skill-II	<b>02</b>
UAAECHI N302	Hindi: Communication Skill-I		UAAECHI N402	Hindi: Communication Skill-II	
UAAECSA N303	Sanskrit: Communication Skill-I		UAAECSA N403	Sanskrit: Communication Skill-II	
UAAECUR D304	Urdu: Communication Skill-I		UAAECUR D404	Urdu: Communication Skill-II	
<i>Co-Curricular Courses (CC)</i> <i>Field Project (FP)</i>			<i>Co-Curricular Courses (CC)</i> <i>Community Engagement Project (CEP)</i>		
UBMS310	Field Project (FP)	<b>02</b>	UBMS410	Community Engagement Project (CEP)	<b>02</b>
UBMS311	Any one course from the List given below of CC	<b>02</b>	UBMS411	Any one course from the List given below of CC	<b>02</b>
<b>Total Credits</b>		<b>22</b>	<b>Total Credits</b>		<b>22</b>

**Bachelor of Management Studies (BMS) Programme**  
**Under Choice Based Credit, Grading and Semester System Course**  
**Structure (AUTONOMOUS)**  
**S.Y.BMS**  
**(To be implemented from Academic Year- 2024-25)**  
**Semester III**

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

<b><i>Co-Curricular Courses (CC) (Any One is to be taken)</i></b>	
<b><i>1</i></b>	<b><i>National Social Service (NSS)</i></b>
<b><i>2</i></b>	<b><i>National Cadet Corps (NCC)</i></b>
<b><i>3</i></b>	<b><i>Sports</i></b>
<b><i>4</i></b>	<b><i>Cultural</i></b>
<b><i>5</i></b>	<b><i>Yoga</i></b>
<b><i>6</i></b>	<b><i>Life Long Learning</i></b>
<b><i>7</i></b>	<b><i>Research (Shodhavedh – Avishkar)</i></b>
<b><i>8</i></b>	<b><i>Publications</i></b>
<b><i>9</i></b>	<b><i>Marathi Vidnyan Parishad</i></b>
<b><i>10</i></b>	<b><i>Nature Club</i></b>
<b><i>11</i></b>	<b><i>Social Science Association</i></b>
<b><i>12</i></b>	<b><i>Khagol Abhyas Kendra</i></b>
<b><i>13</i></b>	<b><i>Women Development Cell</i></b>
<b><i>14</i></b>	<b><i>Literary Association</i></b>
<b><i>15</i></b>	<b><i>Sahyadri Mountaineering Club</i></b>
<b><i>16</i></b>	<b><i>Film Club</i></b>
<b><i>17</i></b>	<b><i>Career Katta Courses</i></b>
<b><i>18</i></b>	<b><i>Infosys Courses</i></b>
<b><i>19</i></b>	<b><i>Disaster Management</i></b>
<b><i>20</i></b>	<b><i>Science Association</i></b>

**Syllabus of Courses of BMS Programme at Semester III**  
**with Effect from the Academic Year 2024-2025(AUTONOMOUS)**

**Discipline Specific Courses (DSC)**

**Major Course**

<b>Name of the Course</b>	<b>Logistics and Supply Chain Management</b>
Course Code	UBMS301
Class	SYBMS
Semester	III
No of Credits	4
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	To understand green logistics, demand trend/ demand forecasting. To 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.

Sr. No.	Modules	No. of Lectures
1	Overview of Logistics and Supply Chain Management	15
2	Elements of Logistics Mix	15
3	Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis	15
4	Recent Trends in Logistics and Supply Chain Management	15
<b>Total</b>		<b>60</b>

**Course Outcomes:**

Learner will be able:

- To provide students with basic understanding of concepts of logistics and supply chain management
- To introduce students to the key activities performed by the logistics function
- To provide an insight in to the nature of supply chain, its functions and supply chain systems
- To understand global trends in logistics and supply chain management

Sr. No.	Modules / Units	No. of Lectures
1	<b>Overview of Logistics and Supply Chain Management</b>	15
	<p>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            Objectives of Logistics, Importance of Logistics, Scope of Logistics, Logistical Functions/Logistic Mix, Changing Logistics Environment</p> <p>Introduction to Supply Chain Management            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            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>	
2	<b>Elements of Logistics Mix</b>	15

	<p>Transportation 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 Introduction, Warehouse Functionality, Benefits of Warehousing, Warehouse Operating Principles, Types of Warehouses, Warehousing Strategies, Factors affecting Warehousing</p> <p>Materials Handling 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>	
<b>3</b>	<b>Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis</b>	<b>15</b>
	<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>	
<b>4</b>	<b>Recent Trends in Logistics and Supply Chain Management</b>	<b>15</b>
	<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 Trains</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 Logistics and Supply Chain Management</p>	

## Learning Resources Recommended

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

## Teaching plan:

Unit	Title	Expected date of completion	Teaching methods
1	Overview of Logistics and Supply Chain Management	30/06/2024	PPT, Chalk and Talk, Case Studies
2	Elements of Logistics Mix	31/07/2024	PPT, Chalk and Talk, Case Studies
3	Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis	31/08/2024	PPT, Chalk and Talk, Case Studies
4	Recent Trends in Logistics and Supply Chain Management	30/09/2024	PPT, Chalk and Talk, Case Studies

**Evaluation Pattern 60:40****A. Internal Assessment: 40 % of 100 (40 Marks)**

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester [Duration: 40 Minutes]	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
	Total	40

**B. Semester End Examination: 60% of 100 (60 Marks)*****Question Paper Pattern***

Maximum Marks: 60

Questions to be set: 04

Duration: 02 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q-1	Objective Questions A. Sub Questions to be asked 08 B. Sub Questions to be asked 07 (Multiple choice / True or False / Match the columns/Fill in the blanks) <b>OR</b> Short Notes (Any 3 out of 5)	08 Marks 07 Marks  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

**Note: Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5Marks**

**Syllabus of Courses of BMS Programme at Semester III**  
**with Effect from the Academic Year 2024-2025(AUTONOMOUS)**  
**Discipline Specific Courses (DSC)**  
**Major Course**

<b>Name of the Course</b>	<b>Corporate Communication and Public Relations</b>
Course Code	UBMS302
Class	SYBMS
Semester	III
No of Credits	4
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	<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"> <li>● Starting own business</li> <li>● Getting job opportunities like Public Relation Officer, Crisis Management.</li> </ul>

Sr. No.	Modules	No. of Lectures
1	Foundation of Corporate Communication	15
2	Understanding Public Relations	15
3	Functions of Corporate Communication and Public Relations	15
4	Emerging Technology in Corporate Communication and Public Relations	15
<b>Total</b>		<b>60</b>

**Course Outcomes:**

Learner will be able:

- To provide the students with basic understanding of the concepts of corporate communication and public relations
- To introduce the various elements of corporate communication and consider their roles in managing organizations
- To examine how various elements of corporate communication must be coordinated to communicate effectively
- To develop critical understanding of the different practices associated with corporate communication

SN	Modules/ Units	No. of Lectures
<b>1</b>	<b>Foundation of Corporate Communication</b>	<b>15</b>
	<p>Corporate Communication: Scope and Relevance Introduction, Meaning, Scope, Corporate Communication in India, Need/ Relevance of Corporate Communication in Contemporary Scenario</p> <p>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</p> <p>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</p>	
<b>2</b>	<b>Understanding Public Relations</b>	<b>15</b>
	<p>Fundamental of Public Relations: 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>	
<b>3</b>	<b>Functions of Corporate Communication and Public Relations</b>	<b>15</b>
	<p>Media Relations: Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations</p> <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>	
<b>4</b>	<b>Emerging Technology in Corporate Communication and Public Relations</b>	<b>15</b>

	<p>Contribution of Technology to Corporate Communication</p> <p>Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, Functions of Communication Technology in Corporate Communication, Types of Communication Technology, New Media: Web Conferencing, Really Simple Syndication (RSS)</p> <p>Information Technology in Corporate Communication</p> <p>Introduction, E-media Relations, E-internal Communication, E-brand Identity and Company Reputation</p> <p>Corporate Blogging</p> <p>Introduction, Defining Corporate Blogging, Characteristics of a Blog, Types of Corporate Blogs, Role of Corporate Blogs, Making a Business Blog</p>	
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### Learning Resources Recommended

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

### Teaching plan:

Unit	Title	Expected date of completion	Teaching methods
1	Foundation of Corporate Communication	30/06/2024	PPT, Chalk and Talk, Case Studies
2	Understanding Public Relations	31/07/2024	PPT, Chalk and Talk, Case Studies
3	Functions of Corporate Communication and Public Relations	31/08/2024	PPT, Chalk and Talk, Case Studies
4	Emerging Technology in Corporate Communication and Public Relations	30/09/2024	PPT, Chalk and Talk, Case Studies

### 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.	Particulars	Marks
Q-1	Objective Questions A. Sub Questions to be asked 08 B. Sub Questions to be asked 07 (Multiple choice / True or False / Match the columns/Fill in the blanks) <b>OR</b> Short Notes (Any 3 out of 5)	08 Marks 07 Marks  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

**Syllabus of Courses of BMS Programme at Semester III**  
**with Effect from the Academic Year 2024-2025 (AUTONOMOUS)**  
**Discipline Specific Courses (DSC)**  
**Minor Course**  
**Business Law II**

<b>Name of the Course</b>	<b>Business Law II</b>
Course Code	UBMS303
Class	SYBMS
Semester	III
No of Credits	4
Nature	Theory
Type	Minor
Employability/ entrepreneurship/ skill development	Learner 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, learner will acquire certain employability skills.

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Indian Contract Act, 1872 Part – I	15
2	Indian Contract Act, 1872 Part – II	15
3	Indian Contract Act, 1872 Part – III	15
4	Special Contracts	15
<b>Total</b>		<b>60</b>

**Course Outcomes:**

Learner will be able:

1. To understand the importance of laws to individual, business and professional life.
2. To acquire basic knowledge of an important business law i.e. Contract Act.
3. To apply knowledge in various spheres in individual, business and professional life.

Sr. No.	Modules / Units	No. of Lectures
1	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.	
2	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.	
3	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.	
4	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.	

### 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.
7. The Principles of Law Of Contract. By Prof (Retd) R. C. Srivastava and Ashutosh Pathak. Bloomsbury India.

Teaching plan:			
Unit	Title	Expected date of completion	Teaching methods
1	Indian Contract Act, 1872 Part –I	30/06/2024	PPT, Chalk and Talk, Case Studies
2	Indian Contract Act, 1872 Part –II	31/07/2024	PPT, Chalk and Talk, Case Studies
3	Indian Contract Act, 1872 Part –III	31/08/2024	PPT, Chalk and Talk, Case Studies
4	Special Contracts	30/09/2024	PPT, Chalk and Talk, Case Studies

### Evaluation Pattern - 60:40

#### B. 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.	Particulars	Marks
Q-1	Objective Questions A. Sub Questions to be asked 08 B. Sub Questions to be asked 07 (Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes (Any 3 out of 5)	08 Marks 07 Marks 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

**Syllabus of Courses of BMS Programme at Semester III**  
**with Effect from the Academic Year 2024-2025 (AUTONOMOUS)**  
**Discipline Specific Courses (DSC)**  
**Generic / Open Elective**

<b>Name of the Course</b>	<b>Consumer Behaviour</b>
Course Code	UBMS304
Class	SYBMS
Semester	III
No of Credits	2
Nature	Theory
Type	Generic / Open Elective
Employability/ entrepreneurship/ skill development	<ul style="list-style-type: none"> <li>● Helps in the study and Analysis of how people make buying decision.</li> <li>● The learner will be able to understand buying behaviour that can help to provide direction in product development, product design and marketing strategies.</li> <li>● This study can help businesses stay ahead of their competition and adapt to changes in consumer behavior.</li> </ul>

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Introduction To Consumer Behaviour	10
2	Environmental Determinants of Consumer Behaviour	10
3	Consumer decision making models and New Trends	10
<b>Total</b>		<b>30</b>

**Course Outcomes:**

Learner will be able:

- To develop an understanding about the consumer decision making process and its applications in marketing function of firms.
- To develop the skill of understanding and analysing consumer information and using it to create consumer- oriented marketing strategies.

Sr. No.	Modules / Units	No of lectures
1	<b>Introduction To Consumer Behaviour</b>	10
	<p>Meaning of Consumer Behaviour, Features and Importance Types of Consumers (Institutional &amp; Retail), Diversity of consumers and their behaviour - and Types of Consumer Behaviour</p> <p>Profiling the consumer and understanding their needs, Application of Consumer Behaviour knowledge in Marketing Consumer, Decision Making Process and Determinants of Buyer</p>	
2	<b>Environmental Determinants of Consumer Behaviour</b>	10
	<p>Family Influences on Buyer Behaviour, Factors affecting the need of the family, family life cycle stage and size. Social Class and Influences.</p> <p>Group Dynamics &amp; Consumer Reference Groups, Social Class &amp; 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.</p> <p>Cultural Influences on Consumer Behavior Understanding cultural and subcultural influences on individual, norms and their role, customs, traditions and value system.</p>	
3	<b>Consumer Decision making models and New Trends</b>	10
	<p>Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making</p> <p>Diffusion of innovations Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles, E-Buying behaviour</p>	

### Learning Resources Recommended

1. Schiffman, L.G., Kanuk, L.L., & Kumar, S.R. (2011). Consumer Behaviour. (10th ed.). Pearson.
2. Solomon, M.R. (2009). Consumer Behaviour – Buying, Having, and Being. (8th ed.) New Delhi: Pearson .
3. Blackwell, R.D., Miniard, P.W., & Engel, J. F. (2009). Consumer Behaviour. New Delhi: Cengage Learning.
4. Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A. (2007). Consumer Behaviour – Building Marketing Strategy. (9th ed.). Tata McGraw Hill.
5. Loudan, David L and Bitta, A.J. Della Consumer Behaviour
6. Kotler, P. & Keller, K. L. (2012). Marketing Management (Global Edition) (14th ed.). Pearson
7. Nair, Suja R- Consumer Behaviour in Indian Perspective

<b>Teaching plan:</b>			
Unit	Title	Expected date of completion	Teaching methods
1	Introduction To Consumer Behavior	10/07/2024	PPT, Chalk and Talk, Case Studies
2	Environmental Determinants of Consumer Behavior	12/08/2024	PPT, Chalk and Talk, Case Studies
3	Consumer decision making models and New Trends	20/09/2024	PPT, Chalk and Talk, Case Studies

### Evaluation Pattern 60:40

### Internal Assessment: 20 Marks

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester [Duration: 30 Minutes]	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>Total</b>	<b>20</b>

### Semester End Examination: 30 Marks

### Question Paper Pattern

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hour

Question No	Particulars	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

*with Effect from the Academic Year 2024-2025 (AUTONOMOUS)*  
**Discipline Specific Courses (DSC)**  
**Vocational Skill Course**

<b>Name of the Course</b>	<b>Accounting for Managerial Decision</b>
Course Code	UBMS305
Class	SYBMS
Semester	III
No of Credits	2
Nature	Theory
Type	Vocational Skill Course
Employability/ entrepreneurship/ skill development	<ul style="list-style-type: none"> <li>● It is essential for business to make informed and strategic decision.</li> <li>● These skill set can enable entrepreneurs to effectively manage finance, analyse performance and strategic decisions to drive the growth of their ventures.</li> </ul>

Sr. No.	Modules	No. of Lectures
1	Analysis and Interpretation of Financial statements	15
2	Ratio analysis and Interpretation	15
<b>Total</b>		<b>30</b>

**Course Outcomes:**

Learner will be able:

- 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	<b>Analysis and Interpretation of Financial statements</b>	<b>15</b>
	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	
<b>2</b>	<b>Ratio analysis and Interpretation</b>	<b>15</b>
	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 Ramanthan 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

### Teaching plan:

Unit	Title	Expected date of completion	Teaching methods
1	Analysis and Interpretation of Financial statements	10/08/2024	PPT, Chalk and Talk, Case Studies
2	Ratio analysis and Interpretation	20/09/2024	PPT, Chalk and Talk, Case Studies

### Evaluation Pattern 60:40

### Internal Assessment: 20 Marks

Sr. No.	Particulars	Marks
<b>01</b>	One Class Test / Online Examination to be conducted in the given semester [Duration: 30 Minutes]	<b>10</b>

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>Total</b>	<b>20</b>

**Semester End Examination: 30 Marks**

**Question Paper Pattern**

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hour

Question No	Particulars	Marks
Q-1	Objective Questions	05 Marks
	A) Sub Questions to be asked 05	05 Marks
	B) Sub Questions to be asked 05 (Multiple choice / True or False / Match the columns/Fill in the blanks)	05 Marks
	<b>OR</b>	
	Short Notes (Any 2 out of 3)	10 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Practical Question B) Full Length Question C) Full Length Question	20 Marks

*Syllabus of Courses of BMS Programme at Semester III  
with Effect from the Academic Year 2024-2025 (AUTONOMOUS)  
Discipline Specific Courses (DSC)  
Ability Enhancement Course*

Name of the Course	Marathi: Communication Skill-I
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Course Code	UBMS306
Class	SYBMS
Semester	III
No of Credits	2
Nature	Theory
Type	Ability Enhancement Course
Employability/ entrepreneurship/ skill development	

Sr. No.	Modules	No. of Lectures
1		
2		
3		
<b>Total</b>		<b>30</b>

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

Sr. No.	Modules / Units	No. of Lectures
1		
2		
3		

<b>Learning Resources Recommended</b>

<b>Teaching plan:</b>			
Unit	Title	Expected date of completion	Teaching methods
1			PPT, Chalk and Talk, Case Studies

2			PPT, Chalk and Talk, Case Studies
3			PPT, Chalk and Talk, Case Studies

### Evaluation Pattern 60:40

#### Internal Assessment: 20 Marks

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester [Duration: 30 Minutes]	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>Total</b>	<b>20</b>

#### Semester End Examination: 30 Marks

#### Question Paper Pattern

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hour

Question No	Particulars	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

**Syllabus of Courses of BMS Programme at Semester III  
with Effect from the Academic Year 2024-2025 (AUTONOMOUS)  
Discipline Specific Courses (DSC)  
Ability Enhancement Course**

Name of the Course	Hindi: Communication Skill-I
Course Code	UBMS307
Class	SYBMS
Semester	III
No of Credits	2
Nature	Theory

Type	Ability Enhancement Course
Employability/ entrepreneurship/ skill development	

Sr. No.	Modules	No. of Lectures
1		
2		
3		
<b>Total</b>		<b>30</b>

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

Sr. No.	Modules / Units	No. of Lectures
1		
2		
3		
		30

<b>Learning Resources Recommended</b>

<b>Teaching plan:</b>			
Unit	Title	Expected date of completion	Teaching methods
1			PPT, Chalk and Talk, Case Studies
2			PPT, Chalk and Talk, Case Studies
3			PPT, Chalk and Talk, Case Studies

**Evaluation Pattern 60:40****Internal Assessment: 20 Marks**

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester [Duration: 30 Minutes]	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>Total</b>	<b>20</b>

**Semester End Examination: 30 Marks****Question Paper Pattern**

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hour

Question No	Particulars	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

***Syllabus of Courses of B.Com. Programme at Semester IV  
with Effect from the Academic Year 2024-2025 (AUTONOMOUS)  
Discipline Specific Courses (DSC)  
Ability Enhancement Course***

Name of the Course	Sanskrit: Communication Skill-II
Course Code	UBMS308
Class	SYBMS
Semester	III
No of Credits	2
Nature	Theory
Type	Ability Enhancement Course
Employability/ entrepreneurship/ skill development	

Sr. No.	Modules	No. of Lectures
1		
2		
3		
<b>Total</b>		<b>30</b>

### Course Outcomes:

Learner will be able:

Sr. No.	Modules / Units
1	
2	
3	

### Learning Resources Recommended

Teaching plan:			
Unit	Title	Expected date of completion	Teaching methods
1		20/12/2024	PPT, Chalk and Talk, Case Studies
2		20/01/2025	PPT, Chalk and Talk, Case Studies
3		28/02/2025	PPT, Chalk and Talk, Case Studies

**Evaluation Pattern 60:40**

**Internal Assessment: 20 Marks**

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester [Duration: 30 Minutes]	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>Total</b>	<b>20</b>

### Semester End Examination: 30 Marks

#### Question Paper Pattern

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hour

Question No	Particulars	Marks
Q-1	Objective Questions	05 Marks
	A) Sub Questions to be asked 05	05 Marks
	B) Sub Questions to be asked 05 (*Multiple choice / True or False / Match the columns/Fill in the blanks)	05 Marks
	<b>OR</b>	
	Short Notes (Any 2 out of 3)	10 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	20 Marks

***Syllabus of Courses of B.Com. Programme at Semester IV  
with Effect from the Academic Year 2024-2025 (AUTONOMOUS)  
Discipline Specific Courses (DSC)  
Ability Enhancement Course***

<b>Name of the Course</b>	<b>Urdu: Communication Skill-II</b>
Course Code	UBMS309
Class	SYBMS
Semester	III
No of Credits	2
Nature	Theory
Type	Ability Enhancement Course
Employability/ entrepreneurship/ skill development	

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1		
2		
3		

<b>Total</b>	<b>30</b>
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**Course Outcomes:**

Learner will be able:

Sr. No.	Modules / Units
1	
2	
3	

**Learning Resources Recommended**

<b>Teaching plan:</b>			
Unit	Title	Expected date of completion	Teaching methods
1		20/12/2024	PPT, Chalk and Talk, Case Studies
2		20/01/2025	PPT, Chalk and Talk, Case Studies
3		28/02/2025	PPT, Chalk and Talk, Case Studies

**Evaluation Pattern 60:40**

**Internal Assessment: 20 Marks**

Sr. No.	Particulars	Marks
<b>01</b>	One Class Test / Online Examination to be conducted in the given semester [Duration: 30 Minutes]	<b>10</b>
<b>02</b>	One Assignment to be conducted in the given semester	<b>05</b>
<b>03</b>	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	<b>05</b>
	<b>Total</b>	<b>20</b>

**Semester End Examination: 30 Marks****Question Paper Pattern**

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hour

<b>Question No</b>	<b>Particulars</b>	<b>Marks</b>
Q-1	Objective Questions	05 Marks
	A) Sub Questions to be asked 05	05 Marks
	B) Sub Questions to be asked 05 (*Multiple choice / True or False / Match the columns/Fill in the blanks)	05 Marks
	<b>OR</b>	
	Short Notes (Any 2 out of 3)	10 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	20 Marks

**Bachelor of Management Studies (BMS) Programme**  
**Under Choice Based Credit, Grading and Semester System Course Structure**  
**(AUTONOMOUS)**  
**(To be implemented from Academic Year- 2024-25)**

**Semester IV**

Course Code	Semester IV	Credits
	<b>Discipline Specific Courses (DSC)</b>	
	<b>Major</b>	
UBMS401	Production & Total Quality Management	<b>04</b>
UBMS402	Strategic Management	<b>04</b>
	<b>Minor</b>	
UBMS403	Business Law III	<b>04</b>
	<b>Generic / Open Elective</b>	
UBMS404	Business Economics II (Macro)	<b>02</b>
	<b>Skill Enhancement Course (SEC)</b>	
UBMS405	Human Resource Management	<b>02</b>
	<b>Ability Enhancement Course (AEC) Any 1</b>	
UAAECMAR401	Marathi: Communication Skill-II	<b>02</b>
UAAECHIN402	Hindi: Communication Skill-II	
UAAECSAN403	Sanskrit: Communication Skill-II	
UAAECURD404	Urdu: Communication Skill-II	
	<b>Co-Curricular Courses (CC)</b> <b>Community Engagement Project (CEP)</b>	

UBMS410	Community Engagement Project (CEP)	02
UBMS411	Any one course from the List given below of CC	02
<b>Total Credits</b>		<b>22</b>

***Syllabus of Courses of B.Com. Programme at Semester IV  
with Effect from the Academic Year 2024-2025 (AUTONOMOUS)  
Discipline Specific Courses (DSC)***

Major

Name of the Course	Production & Total Quality Management
Course Code	UBMS401
Class	SYBMS
Semester	IV
No of Credits	4
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	<p>Production &amp; 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 &amp; Total Quality Management communication knowledge in the practical world by</p> <ul style="list-style-type: none"> <li>● Starting own business</li> <li>● Getting job opportunities like Production manager, Quality Controller, Material Manager, Inventory Management, Store Management</li> </ul>

Sr. No.	Modules	No. of Lectures
1	Production Management	15

2	Materials Management	15
3	Basics Of Productivity & Total Quality Management	15
4	Quality Improvement Strategies & Certifications	15
<b>Total</b>		<b>60</b>

### Course Outcomes:

Learner will be able:

- To acquaint learners with the basic management decisions with respect to production and quality management
- To make the learners understand the designing aspect of production systems
- To enable the learners, apply what they have learnt theoretically

Sr. No.	Modules / Units	No. of Lectures
1	<b>Production Management</b>	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.	
2	<b>Materials Management</b>	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, <b>Practical problems</b> can be asked on EOQ, Lead Time, Stock Levels.	
3	<b>Basics Of Productivity &amp; Total Quality Management</b>	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	
4	<b>Quality Improvement Strategies &amp; Certifications</b>	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.	
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### 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 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 approach to compete in quality, price and time", St. Lucie Press

### Teaching plan:

Unit	Title	Expected date of completion	Teaching methods
1	Production Management	20/12/2024	PPT, Chalk and Talk, Case Studies
2	Materials Management	20/01/2025	PPT, Chalk and Talk, Case Studies
3	Basics Of Productivity & TQM	12/02/2025	PPT, Chalk and Talk, Case Studies
4	Quality Improvement Strategies & Certifications	28/02/2025	PPT, Chalk and Talk, Case Studies

**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.	Particulars	Marks
Q-1	Objective Questions A. Sub Questions to be asked 08 B. Sub Questions to be asked 07 (Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes (Any 3 out of 5)	08 Marks 07 Marks 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

**Syllabus of Courses of B.Com. Programme at Semester IV**  
**with Effect from the Academic Year 2024-2025 (AUTONOMOUS)**  
**Discipline Specific Courses (DSC)**

Major

<b>Name of the Course</b>	<b>Strategic Management</b>
Course Code	UBMS402
Class	SYBMS
Semester	IV
No of Credits	4
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	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.

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Introduction Strategic Management	15
2	Strategy Formulation	15
3	Strategic Implementation	15
4	Strategic Evaluation & Control	15
<b>Total</b>		<b>60</b>

**Course Outcomes:**

Learner will be able:

- To 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.
- To critically examine the management of the entire enterprise from the Top Management viewpoints.
- To develop conceptual skills in this area as well as their application in the corporate world.

Sr. No.	Modules / Units	No. of Lectures
1	<b>Introduction of Strategic Management</b>	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	
2	<b>Strategy Formulation</b>	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)	
3	<b>Strategic Implementation</b>	15
	Models of Strategy making. Strategic Analysis & Choices & Implementation: BCG Matrix, GE 9Cell, Porter's 5 Forces, 7S Frame Work Implementation: Meaning, Steps and implementation at Project, Process, Structural, Behavioral, Functional level.	
4	<b>Strategic Evaluation &amp; Control</b>	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	

### 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

Teaching plan:			
Unit	Title	Expected date of completion	Teaching methods
1	Introduction Strategic Management	20/12/2024	PPT, Chalk and Talk, Case Studies
2	Strategy Formulation	20/01/2025	PPT, Chalk and Talk, Case Studies
3	Strategic Implementation	12/02/2025	PPT, Chalk and Talk, Case Studies
4	Strategic Evaluation & Control	28/02/2025	PPT, Chalk and Talk, Case Studies

### 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 asked – 04

Duration – 2 Hours

Q. No.	Particulars	Marks
Q-1	Objective Questions A. Sub Questions to be asked 08 B. Sub Questions to be asked 07 (Multiple choice / True or False / Match the columns/Fill in the blanks) <b>OR</b> Short Notes (Any 3 out of 5)	08 Marks 07 Marks 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

**Syllabus of Courses of B.Com. Programme at Semester IV  
with Effect from the Academic Year 2024-2025 (AUTONOMOUS)  
Discipline Specific Courses (DSC)**

**Minor**

<b>Name of the Course</b>	<b>Business Law III</b>
Course Code	UBMS403
Class	SYBMS
Semester	IV
No of Credits	4
Nature	Theory
Type	Minor
Employability/ entrepreneurship/ skill development	Learner will appreciate the relevance of business laws to individual Dispute Resolution and 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 laws like Sale of Goods Act, Consumer Protection Act, Competition Act and Alternative.

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Sale of Goods Act, 1930	15
2	Consumer Protection Act, 2019	15
3	Competition Act, 2002	15
4	Alternative Dispute Resolution	15
<b>Total</b>		<b>60</b>

**Course Outcomes:**

The learner will be able -

1. To Understand the importance of laws to individual, business as well as professional life.
2. To Acquire basic knowledge of an important business laws like Sale of Goods Act, Consumer Protection Act, Competition Act and Alternative Dispute Resolution.
3. To Apply knowledge in various spheres in individual, business as well as professional life.

Sr. No.	Modules / Units	No. of Lectures
1	Sale of Goods Act, 1930	15
	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. Concepts of Condition and Warranty, Implied Conditions and Warranties, Distinguish between Conditions and Warranties. Concept of Doctrine of Caveat Emptor, Auction Sale – Legal Provisions, Unpaid Seller – Concept, Rights.	
2	Consumer Protection Act, 2019	15
	Concept of Consumer Protection, Objects and Reasons for Enacting the Act, Rights of Consumer. Definitions of Consumer, Consumer Dispute, Complaint, Complainant, Defect, Deficiency, Goods, Services, Unfair Trade Practices, Restrictive Trade Practices. Consumer Dispute Redressal Agencies – District, State and National Level. Consumer Protection Councils - – District, State and National Level.	
3	Competition Act, 2002	15
	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.	
4	Alternative Dispute Resolution	15
	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.	

### 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.

### Teaching plan:

Unit	Title	Expected date of completion	Teaching methods
1	Sale of Goods Act, 1930	1 st December, 2024 to 15 th December, 2024	PPT, Chalk and Talk, Case Studies
2	Consumer Protection Act, 2019	1 st January, 2025 to 10 th January, 2025	PPT, Chalk and Talk, Case Studies
3	Competition Act, 2002	11 th January, 2025 to 30 th January, 2025	PPT, Chalk and Talk, Case Studies
4	Alternative Dispute Resolution	1 st February, 2025 to 25 th February, 2025	PPT, Chalk and Talk, Case Studies

### 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.	Particulars	Marks
Q-1	Objective Questions A. Sub Questions to be asked 08 B. Sub Questions to be asked 07 (Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes (Any 3 out of 5)	08 Marks 07 Marks  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

<b>Name of the Course</b>	<b>Business Economics II</b>
Course Code	UBMS404
Class	SYBMS
Semester	IV
No of Credits	2
Nature	Theory
Type	
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.

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Introduction to Macroeconomic Data and Theory	10
2	Money and Inflation	10
3	Monetary Policy and Fiscal Policy	10
<b>Total</b>		<b>30</b>

#### Course Outcomes:

Learner will be able:

- 1.To explain the key concepts and significance of Macroeconomics, phases of trade cycles, Effective demand
- 2.To apply macroeconomic principles to real-world economic scenarios.
- 3.To analyse scenarios of multiplier effect, components and determinants of the consumption and investment functions.
- 4.To design a fiscal policy plan using economic variables to achieve specific economic goals.
- 5.To evaluate policy measures to curb inflation and effectiveness of monetary policy in achieving economic stability.

<b>Sr. No.</b>	<b>Modules / Units</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Macroeconomic Data and Theory</b>	<b>10</b>
	Macroeconomics: Meaning, Scope and Importance.	

	<p>Circular flow of aggregate income and expenditure: closed and open economy models.</p> <p>Short run economic fluctuations: Features and Phases of Trade Cycles</p> <p>The Keynesian Principle of Effective Demand: Aggregate Demand and Aggregate Supply - Consumption Function - Investment function – effects of Investment</p> <p>Multiplier on Changes in Income and Output</p>	
<b>2</b>	<b>Money and Inflation</b>	<b>10</b>
	<p>Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money</p> <p>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-</p>	
<b>3</b>	<b>Monetary Policy and Fiscal Policy</b>	<b>10</b>
	<p>Monetary policy: Meaning, objectives and instruments.</p> <p>Fiscal Policy: Meaning, Objectives - Contra cyclical Fiscal Policy and Discretionary Fiscal Policy.</p> <p>Union budget –Structure- Deficit concepts.</p>	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.

### Teaching plan:

Unit	Title	Expected date of completion	Teaching methods
1	Introduction to Macroeconomic Data and Theory	20/12/2024	PPT, Chalk and Talk, Case Studies
2	Money, Inflation, Monetary Policy and Fiscal Policy	22/01/2025	PPT, Chalk and Talk, Case Studies
3	Monetary Policy and Fiscal Policy	28/2/2025	PPT, Chalk and

			Talk, Case Studies
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**Evaluation Pattern 60:40**

**Internal Assessment: 20 Marks**

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester [Duration: 30 Minutes]	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>Total</b>	<b>20</b>

**Semester End Examination: 30 Marks**

**Question Paper Pattern**

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hour

Question No	Particulars	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)	05 Marks 05 Marks
	<b>OR</b> Short Notes (Any 2 out of 3)	10 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	20 Marks

***Syllabus of Courses of B.Com. Programme at Semester IV  
with Effect from the Academic Year 2024-2025 (AUTONOMOUS)  
Discipline Specific Courses (DSC)  
Skill Enhancement Course***

<b>Name of the Course</b>	<b>Human Resource Management</b>
Course Code	UBMS405
Class	SYBMS
Semester	IV

No of Credits	2
Nature	Theory
Type	Skill Enhancement Course
Employability/ entrepreneurship/ 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 of 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
<b>Total</b>		<b>30</b>

### Course Outcomes:

Learner will be able:

- To understand what is Human Resource Management (HRM) and the Scope of Human Resource Management, the Processes in HRM and Role of HRM
- To learn about the Skills required for HR Professionals with case studies, quizzes,
- To discover how to become far more self-aware in the way that you communicate and interact with people
- To study the Hiring, Training and Development, Performance Management, Motivation, HR Operation, Policy and Compensation Retention Strategies followed by Organizations

Sr. No.	Modules	No. of Lectures
1	<b>Fundamentals of Human Resource Management</b>	<b>10</b>
	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	

<b>2</b>	<b>Human Resource Planning</b>	<b>10</b>
	Job analysis, job description and specification, recruitment, selection, Placement, training, Career planning, job evaluation, Promotions, demotions, transfers, separation, absenteeism and turnover National wage policy	
<b>3</b>	<b>Quality of Work Life</b>	<b>10</b>
	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	

### 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

### Teaching plan:

Unit	Title	Expected date of completion	Teaching methods
1	Fundamentals of Human Resource Management	20/12/2024	PPT, Chalk and Talk, Case Studies
2	Human Resource Planning	20/01/2025	PPT, Chalk and Talk, Case Studies
3	Quality of Work Life	28/02/2025	PPT, Chalk and Talk, Case Studies

### Evaluation Pattern 60:40

#### A. Internal Assessment: 20 Marks

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester [Duration: 30 Minutes]	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>Total</b>	<b>20</b>

**B. Semester End Examination: 30 Marks**

**Question Paper Pattern**

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hour

Question No	Particulars	Marks
Q-1	Objective Questions	05 Marks
	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)	05 Marks
	<b>OR</b>	
	Short Notes (Any 2 out of 3)	10 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	20 Marks

***Syllabus of Courses of B.Com. Programme at Semester IV  
with Effect from the Academic Year 2024-2025 (AUTONOMOUS)  
Discipline Specific Courses (DSC)  
Ability Enhancement Course***

Name of the Course	Marathi: Communication Skill-II
Course Code	UBMS406
Class	SYBMS
Semester	IV
No of Credits	2
Nature	Theory
Type	Ability Enhancement Course
Employability/ entrepreneurship/ skill development	

Sr. No.	Modules	No. of Lectures
1		
2		
3		
<b>Total</b>		<b>30</b>

### Course Outcomes:

Learner will be able:

Sr. No.	Modules / Units	No. of Lectures
1		10
2		10
3		10

### Learning Resources Recommended

Teaching plan:			
Unit	Title	Expected date of completion	Teaching methods
1		20/12/2024	PPT, Chalk and Talk, Case Studies
2		20/01/2025	PPT, Chalk and Talk, Case Studies
3		28/02/2025	PPT, Chalk and Talk, Case Studies

**Evaluation Pattern 60:40**

**Internal Assessment: 20 Marks**

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester [Duration: 30 Minutes]	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>Total</b>	<b>20</b>

**Semester End Examination: 30 Marks****Question Paper Pattern**

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hour

Question No	Particulars	Marks
Q-1	Objective Questions	05 Marks
	A) Sub Questions to be asked 05	05 Marks
	B) Sub Questions to be asked 05 (*Multiple choice / True or False / Match the columns/Fill in the blanks)	05 Marks
	<b>OR</b>	
	Short Notes (Any 2 out of 3)	10 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	20 Marks

**Syllabus of Courses of B.Com. Programme at Semester IV**  
**with Effect from the Academic Year 2024-2025 (AUTONOMOUS)**  
**Discipline Specific Courses (DSC)**  
**Ability Enhancement Course**

<b>Name of the Course</b>	<b>Hindi: Communication Skill-II</b>
Course Code	UBMS407
Class	SYBMS
Semester	IV
No of Credits	2
Nature	Theory
Type	Ability Enhancement Course
Employability/ entrepreneurship/ skill development	

Sr. No.	Modules	No. of Lectures
1		
2		
3		
<b>Total</b>		<b>30</b>

**Course Outcomes:**

Learner will be able:

Sr. No.	Modules / Units
1	

2	
3	

### Learning Resources Recommended

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### Teaching plan:

Unit	Title	Expected date of completion	Teaching methods
1		20/12/2024	PPT, Chalk and Talk, Case Studies
2		20/01/2025	PPT, Chalk and Talk, Case Studies
3		28/02/2025	PPT, Chalk and Talk, Case Studies

### Evaluation Pattern 60:40

#### Internal Assessment: 20 Marks

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester [Duration: 30 Minutes]	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>Total</b>	<b>20</b>

#### Semester End Examination: 30 Marks

#### Question Paper Pattern

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hour

Question No	Particulars	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)	05 Marks 05 Marks

	<b>OR</b>	
	Short Notes (Any 2 out of 3)	10 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	20 Marks

*Syllabus of Courses of B.Com. Programme at Semester IV  
with Effect from the Academic Year 2024-2025 (AUTONOMOUS)  
Discipline Specific Courses (DSC)  
Ability Enhancement Course*

<b>Name of the Course</b>	<b>Sanskrit: Communication Skill-II</b>
Course Code	UBMS408
Class	SYBMS
Semester	IV
No of Credits	2
Nature	Theory
Type	Ability Enhancement Course
Employability/ entrepreneurship/ skill development	

Sr. No.	Modules	No. of Lectures
1		
2		
3		
<b>Total</b>		<b>30</b>

**Course Outcomes:**

Learner will be able:

Sr. No.	Modules / Units
1	
2	
3	

### Learning Resources Recommended

Teaching plan:			
Unit	Title	Expected date of completion	Teaching methods
1		20/12/2024	PPT, Chalk and Talk, Case Studies
2		20/01/2025	PPT, Chalk and Talk, Case Studies
3		28/02/2025	PPT, Chalk and Talk, Case Studies

### Evaluation Pattern 60:40

#### Internal Assessment: 20 Marks

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester [Duration: 30 Minutes]	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>Total</b>	<b>20</b>

### Semester End Examination: 30 Marks

#### Question Paper Pattern

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hour

<b>Question No</b>	<b>Particulars</b>	<b>Marks</b>
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

**Syllabus of Courses of B.Com. Programme at Semester IV  
with Effect from the Academic Year 2024-2025 (AUTONOMOUS)  
Discipline Specific Courses (DSC)  
Ability Enhancement Course**

<b>Name of the Course</b>	<b>Urdu: Communication Skill-II</b>
Course Code	UBMS409
Class	SYBMS
Semester	IV
No of Credits	2
Nature	Theory
Type	Ability Enhancement Course
Employability/ entrepreneurship/ skill development	

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1		
2		
3		
<b>Total</b>		<b>30</b>

**Course Outcomes:**

Learner will be able:

<b>Sr. No.</b>	<b>Modules / Units</b>
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<b>1</b>	
<b>2</b>	
<b>3</b>	

### Learning Resources Recommended

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### Teaching plan:

Unit	Title	Expected date of completion	Teaching methods
1		20/12/2024	PPT, Chalk and Talk, Case Studies
2		20/01/2025	PPT, Chalk and Talk, Case Studies
3		28/02/2025	PPT, Chalk and Talk, Case Studies

### Evaluation Pattern 60:40

#### Internal Assessment: 20 Marks

Sr. No.	Particulars	Marks
<b>01</b>	One Class Test / Online Examination to be conducted in the given semester [Duration: 30 Minutes]	<b>10</b>
<b>02</b>	One Assignment to be conducted in the given semester	<b>05</b>
<b>03</b>	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	<b>05</b>
	<b>Total</b>	<b>20</b>

#### Semester End Examination: 30 Marks

#### Question Paper Pattern

Maximum Marks: 30

Questions to be set: 02

Duration: 1 Hour

Question No	Particulars	Marks
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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