

2014



**FACULTY OF COMMERCE & MANAGEMENT**

**Syllabus of  
5 years Integrated Degree course  
in Management**

**Bachelor of Management**

**Bachelor in Applied Management**

**Master in Applied Management**

**W.e.f. 2014-15**





# North Maharashtra University, Jalgaon

(NACC Accredited 'B' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

## STRUCTURE OF BACHELOR OF MANAGEMENT (BM)

Semester-I and II w.e.f. July 2014			
Paper	Semester-I	Paper	Semester-II
M 1.1	Principles of Management	M 2.1	Management Science
M 1.2	Professional Communication-I	M 2.2	Professional Communication-II
M 1.3	Business Economics	M 2.3	Indian Economy
M 1.4	Financial Accounting	M 2.4	Cost & Management Accountancy
M 1.5	Fundamentals of Banking & Insurance	M 2.5	Business Law
P 1.6	MS Office 2007	P 2.6	RDBMS
P.1.7	Practical on Professional Communication-I	P.2.7	Practical on Professional Communication-II

Semester-III and IV w.e.f. July 2015			
Paper	Semester-III	Paper	Semester-IV
M 3.1	Organization Behavior	M 4.1	Logistic and SCM
M 3.2	Business Mathematics	M 4.2	Business Statistics
M 3.3	MIS & ERP	M 4.3	E Commerce
M 3.4	Corporate Law	M 4.4	Cyber laws and security
M 3.5	Corporate Accountancy	M 4.5	Income Tax
P 3.6	Tally ERP	P 4.6	Tax Base Software
P 3.7	Soft Skill Development	P 4.7	Foreign language*

**\*Foreign Language**

French, Chinese, German, Spanish, Japanese

Semester-V and VI w.e.f. July 2016			
Paper	Semester-V	Paper	Semester-VI
M 5.1	Research Methodology	M 6.1	Human Resource Management
M 5.2	Financial Management	M 6.2	Operations Management
M 5.3	Marketing Management	M 6.3	Strategic Management
M 5.4	Entrepreneurship Development	M 6.4	Auditing & ISA
M 5.5	Business Ethics & Mind Management	M 6.5	International Business
P 5.6	Case Studies in Management- I	P 6.6	Case Studies in Management - II
P 5.7	Practical based on Business Enterprises	P 6.7	Project Report & Viva

## **STRUCTURE OF BACHLOR OF APPLIED MANAGEMENT (BAM)**

Semester-VII and VIII w.e.f. July 2017			
Paper	Semester-VII	Paper	Semester-VIII
P 7.1	Industrial Training for minimum four months	M 8.1	Global Management Practices
		M 8.2	Quality Control and Application
		M 8.3	Innovation Management
P 7.2	Presentation on training & Viva Voce	M 8.4	International Economic Scenario
		M 8.5	Cost Control & Cost Reduction
		M 8.6	Quantitative Technique for Business Decisions
		M 8.7	Specialization Paper I

## **STRUCTURE OF MASTER OF APPLIED MANAGEMENT (MAM)**

Semester-IX and X w.e.f. July 2018			
Paper	Semester-IX	Paper	Semester-X
M. 9.1	Corporate Governance	P. 10.1	Industrial training for 6 months.
M. 9.2	Specialization Paper II		
M. 9.3	Specialization Paper III		
M. 9.4	Specialization Paper IV		
M. 9.5	Specialization Paper V	P. 10.2	Project report & Viva
P 9.6	Specialization Paper VI (Case Study)		
P 9.7	Business Plan		

Specialization (Any One)	
A	Event and Hospitality Management
B	Foreign Trade
C	Banking and Finance Management
D	Rural Management
E	Human Resource Management
F	Marketing and Retail Management
G	Production Management
H	Information and Communication Technology Management



# North Maharashtra University, Jalgaon

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## FACULTY OF COMMERCE & MANAGEMENT

### STRUCTURE OF MASTER IN BUSINESS ADMINISTRATION (M.B.A.)

Semester-I and II									
Paper	Semester-I	Maximum marks			Paper	Semester-II	Maximum marks		
		Int.	Ext.	Total			Int.	Ext.	Total
1.1	Principles of Management	40	60	100	2.1	Management Science	40	60	100
1.2	Professional Communication-I	40	60	100	2.2	Professional Communication-II	40	60	100
1.3	Business Economics	40	60	100	2.3	Indian Economy	40	60	100
1.4	Financial Accounting	40	60	100	2.4	Cost & Management Accountancy	40	60	100
1.5	Fundamentals of Banking & Insurance	40	60	100	2.5	Business Law	40	60	100
P. 1.6	MS Office 2007 word, excel, Power Point	40	60	100	P. 2.6	RDBMS	40	60	100
P. 1.7	Practical on Professional Communication-I	40	60	100	P. 2.7	Practical on Professional Communication-II	40	60	100
Total Maximum Marks		280	420	700	Total Maximum Marks		280	420	700

Semester-III and IV									
Paper	Semester-III	Maximum marks			Paper	Semester-IV	Maximum marks		
		Int.	Ext.	Total			Int.	Ext.	Total
3.1	Organization Behavior	40	60	100	4.1	Logistic and SCM	40	60	100
3.2	Business Mathematics	40	60	100	4.2	Business Statistics	40	60	100
3.3	E Commerce	40	60	100	4.3	MIS & ERP	40	60	100
3.4	Corporate Law	40	60	100	4.4	Cyber laws and security	40	60	100
3.5	Corporate Accountancy	40	60	100	4.5	Income Tax	40	60	100
P. 3.6	Tally ERP	40	60	100	P. 4.6	Tax Base Software	40	60	100
P. 3.7	Soft Skill Development	40	60	100	P. 4.7	Foreign language*	40	60	100
Total Maximum Marks		280	420	700	Total Maximum Marks		280	420	700

#### \*Foreign Languages

French
Chinese
German
Spanish
Japanese

Semester-V and VI									
Paper	Semester-III	Maximum marks			Paper	Semester-IV	Maximum marks		
		Int.	Ext.	Total			Int.	Ext.	Total
5.1	Research Methodology	40	60	100	6.1	Human Resource Management	40	60	100
5.2	Financial Management	40	60	100	6.2	Operations Management	40	60	100
5.3	Marketing Management	40	60	100	6.3	Strategic Management	40	60	100
5.4	Entrepreneurship Development	40	60	100	6.4	Auditing & ISA	40	60	100
5.5	Business Ethics & Mind Management	40	60	100	6.5	International Business	40	60	100
P. 5.6	Case Studies in Management- I	40	60	100	P 6.6	Case Studies in Management – II	40	60	100
P. 5.7	Practical based on Business Enterprises	40	60	100	P 6.7	Project Report & Viva	40	60	100
Total Maximum Marks		280	420	700	Total Maximum Marks		280	420	700

### STRUCTURE OF BACHLOR OF APPLIED MANAGEMENT (BAM)

Semester-III and IV									
Paper	Semester-III	Maximum marks			Paper	Semester-IV	Maximum marks		
		Int.	Ext.	Total			Int.	Ext.	Total
P 7.1	Industrial Training for minimum four months				8.1	Global Management Practices	40	60	100
					8.2	Quality Control and Application	40	60	100
					8.3	Innovation Management	40	60	100
P 7.2	Project report & Viva based on Industrial Training	120	180	300	8.4	International Economic Scenario	40	60	100
					8.5	Cost Control & Cost Reduction	40	60	100
					8.6	Quantitative Techniques	40	60	100
					8.7	Specialization Paper I	40	60	100
Total Maximum Marks		280	420	700	Total Maximum Marks		280	420	700

Specialization (Any One)	
A	Event and Hospitality Management
B	Foreign Trade
C	Banking and Finance Management
D	Rural Management
E	Human Resource Management
F	Marketing and Retail Management
G	Production Management
H	Information and Communication Technology Management

## STRUCTURE OF MASTER OF APPLIED MANAGEMENT (MAM)

Semester-III and IV									
Paper	Semester-III	Maximum marks			Paper	Semester-IV	Maximum marks		
		Int.	Ext.	Total			Int.	Ext.	Total
9.1	Corporate Governance	40	60	100	P. 10.1	Industrial training for 6 months.			
9.2	Specialization Paper II	40	60	100					
9.3	Specialization Paper III	40	60	100					
9.4	Specialization Paper IV	40	60	100					
9.5	Specialization Paper V	40	60	100	P. 10.2	Project report & Viva based on Industrial Training	120	180	300
P. 9.6	Specialization Paper VI (Case Study)	40	60	100					
P. 9.7	Business Plan	40	60	100					
Total Maximum Marks		280	420	700	Total Maximum Marks		280	420	700



# North Maharashtra University, Jalgaon

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## FACULTY OF COMMERCE & MANAGEMENT

New Syllabus: Bachelor of Management

SEMESTER: I

### Paper: 1.1 Management Principles

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

#### 1. Introduction of Management

- i) Concept, Nature & Scope of Management, Levels of Management
- ii) Management Vs Administration, Management : Art, Science & as a Profession,
- iii) Evolution of Management: Introduction to Scientific Management by Taylor, Administrative Management by Fayol, Contribution of Peter Drucker
- iv) Management Approaches: System Theory Approach, Decision Theory Approach, Social System Approach, Contingency, Empirical Approach, Human behavior Approach;
- v) Functions of Management

**2.Planning:** Nature, Scope, Objective and Significances of Planning, Key factors to planning, Types of Plans, Process of Planning, Effective planning-Principles, Barriers & How to overcome barriers, Making Planning Effective.

**3.Organizing:** Concept, Organization Theories, Designing Organization Structure, Forms of Organizational Structure, Departmentation- need, importance & bases of Departmentation, Span of Control - Determination of factors affecting Span of Control, Delegation of Authority, Authority & Responsibility,

#### 4. Staffing & Directing

- i) **Staffing:** Concept, Recruitment & Selection, Manpower Planning
- ii) **Directing:** Concept, Principles of Directing, Direction and Supervision, Importance of Directing, Techniques of Directing.

#### 5. Coordination & Controlling

- i) **Coordination** – Need & Importance, Coordination & Cooperation, Techniques of Effective coordination.
- ii) **Controlling** : Concept, Types of control, Method : Pre-control - Concurrent control - Post control, an Integrated Control System, Control areas.

#### References

1. Koontz – Principles Of Management (Tata McGraw Hill)
2. L.M.Prasad – Principles & Practices of Management (Sultan Chand & Sons)
3. Robbins & Coulter – Management (Prentice Hall Of India, 8th Edition)
4. Griffin, Ricky W. : Management Principles & Application (Cengage Learning/Thomson Press)
5. Stoner, Freeman & Gilbert Jr – Management (Prentice Hall Of India, 6th Edition)
6. Sherlekar & Sherlekar – Modern Business & Organization (Himalaya Publications)
7. Thomas N. Duening, John M. Ivancevich : Management (Biztantra-Dreamtech Press, New Delhi.)
11. T Ramasamy : Principles Of Management – (Himalaya Publications)
12. R.N.Gupta : Principles Of Management, (S. Chand)



# North Maharashtra University, Jalgaon

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## FACULTY OF COMMERCE & MANAGEMENT

New Syllabus: Bachelor of Management

SEMESTER: I

### Paper: 1.2 Professional Communication - I

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

#### 1) Basics of Communication

Lecture: 08

- a) Meaning & Objectives of communication,
- b) Process of communication, Importance of communication, Grapevines
- c) Steps of Effective Communication
- d) Methods of Communication
  - i) Verbal & Non verbal
  - ii) Oral & Written
  - iii) Internal & External

#### 2) Use of English Language

Lecture: 10

- a) Grammatical Terms, Subject & verb Agreement
- b) Punctuation: Commas, Semi-colons, colons, Hyphens & Dashes, Apostrophes
- c) Basic Grammatical Rules
- d) Tactful Use of Language: Asking for action, Handling Negatives, Talking about errors, Use of Active & Passive Voice, Techniques of Emphasis

#### 3) Written Communication - I

Lecture: 08

- a) Meaning, Distinction with Oral Communication, Merits & Limitations of Written communication.
- b) Letter writing: Layout of Business letter, types & Styles of layouts, Essentials of Good Business letters
- c) Purpose of letters: Resume, Application, Appointment. Writing Direct Messages by Manager – Delivering: Positive, Neutral & Negative Information.

#### 4) Written Communication - II

Lecture: 12

- a) Orders, Acknowledging orders, Changes in orders, After sales letters, Complaint Letter, Adjustment Letters, Sales Letters, Credit Letters, Status enquiries, Collection letter, Representations
- b) E-mail – Drafting & Sending Emails
- c) Report Writing: Meaning & Nature of Report, Formats of Reports – Formal, Informal reports, Writing Reports - Data collection, organizing, presentation of the Report.

#### 5) Organizational Communication

Lecture: 10

- a) Job Applications: Covering Letter-Resume – Appointment Letter
- b) Meaning & Importance of Organizational Communication
- c) Internal communication: Notice, Circular, Memo.
- d) External Communication – Enquiries, Quotations, Bank & Financial Institutions
- e) Holding Press Conferences & Preparing Press Releases



## References

1. Communication for Business – Taylor & Chandra – Pearson
2. Business Communication – Rai&Rai - Himalaya
3. Business Communication for Managers By Penrose / Rasberry / Myers, Cenage Learning.
4. Business Communication by Raman & Singh, Oxford Publication.
5. Basics of Business Communication – Lesikar&Flatley – Tata McGraw Hills
6. Business Communication – C.S. Raydu – Himalaya Publishing House
7. Business Communication Today – Bovee, Thill, Schatzman – Pearson
8. Essential Communication Skills – ShaliniAgrawal- Ane book



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FACULTY OF COMMERCE & MANAGEMENT

New Syllabus: Bachelor of Management

SEMESTER: I

**Paper: 1.3 Managerial Economics**

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

## 1) Basics of Economics

**Lectures: 8**

- Economics - Meaning of economics; Distinction between positive and normative economics; Important branches of Economics; Meaning and characteristics of wants; How wants arise and grow; How resources satisfy wants; Differentiate between economic and non economic wants.
- Basic Problems of an Economy - Understanding of central problems; Understand about the need to make a choice; Know that scarce resources have alternative uses; Explain relationship between growth of economy and growth of resources.
- Economy - Its Meaning and Types; Differentiate between various types of economic organizations on the basis of ownership and control of resources as well as on the basis of level of development; Understand the meaning and determinants of economic development and economic growth.

## 2) Production of Goods and Services

**Lectures: 10**

- Production - Explain the concept of production function; Explain production process; Analyze different methods used to produce goods and services; Understanding of Total Product, Average Product and Marginal Product; Explain the role and importance of firms and industry.
- Economic Activities - Understand production and its goals; Know the factors of production and factor incomes; Know about consumption; Understand how production and consumption help in capital formation; and Explain circular flow of economic activities.
- Goods and Services –Meaning and Types of goods and services; Distinguish between goods and services; Know about free and economic goods/services; Differentiate between consumer and producer goods/services; Differentiate between public goods and private goods.

## 3) Distribution function

**Lectures: 12**

- Cost and Revenue –Meaning and concept of Cost and Revenue; Know different types of cost; Understand the Cost and Revenue curves.
- Demand - Explain the concept of demand; Differentiate between individual demand and market demand; Understand the factors affecting demand; Explain the elasticity of Demand.

- c. Supply - Understand the meaning of stock and supply, individual supply and market supply of a commodity; Explain the determinants or factors affecting supply of a commodity.
- d. Determination of Price and Quantity - Understand the determination of price with the help of demand and supply schedule and the equilibrium with the help of schedule.
- e. Market - Explain the meaning and structure of market; Distinguish the markets on the basis of channels of distribution; Explain the meaning of online market.

#### **4) Money, Banking and Insurance**

**Lectures: 10**

- a. Money and Its Roles - Understand the meaning of barter system; Realize the need for money by the society; Explain the functions of money; Understand various types of Money e.g. Paper currency, coins, plastic version of money, e-money etc. as types of money
- b. Banking and Credit - Understand the meaning of a Bank and Banking; Explain various functions of a Bank; Understand the meaning of credit and the process of credit creation; Distinguish between various types of banks in India.
- c. Savings and Insurance - Understand the meaning of and need for saving; Explain the use of saving; Understand the concept of interest; Know the meaning of insurance and its need; Understand the basic concept of Life Insurance, Health Insurance, Automobile Insurance, Marine Insurance and Transit Insurance.

#### **5) Contemporary Economic Issues**

**Lectures: 8**

- a. Environment and Sustainable Development - Know the definition and significance of environment; Understand various environmental problems such as pollution, degradation and depletion of resources; Explain the meaning of sustainable development; and the ways to achieve sustainable development.
- b. Consumer Awareness - Know the meaning of a consumer, goods & services; Understand the need for consumer awareness; Realize the rights and responsibilities of consumers; Know the challenges of consumers' movement in India.

### **References**

- 1) Foundations of Managerial Economics by B.N.Ghosh, Ane Books Pvt. Ltd.
- 2) Economics by Paul A. Samuelson and William D Nordhaus, Special Indian Edition by McGraw Hill
- 3) Managerial Economics by Prof. BJ Lathi, Prashant Publication.
- 4) Managerial Economics by Craig H. Peterson-W. Cris Lewis and Sudhir K. Jain, Pearson



## North Maharashtra University, Jalgaon

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### FACULTY OF COMMERCE & MANAGEMENT

New Syllabus: Bachelor of Management

SEMESTER: I

#### Paper: 1.4 Financial Accounting

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

#### Unit 1 : Theoretical Framework

Lectures: 6

Meaning & scope Of Accounting ,Accounting Concepts &Conventions, Accounting Principles , Accounting Standards (AS-1, 2, 3, 5, 6, 10), Study of Double Entry Book-keeping system, Advantages of Double Entry Book-keeping system, Comparison of Double Entry Book-keeping system with Conventional Accounting system.

#### Unit 2 : Accounting Process

Lectures: 6

Invoice , Vouchers , Debit & Credit Notes , Day Book , Journal , Ledgers & Subsidiary Books, Petty cash book

#### Unit 3 : Bank Reconciliation Statement

Lectures: 10

Meaning, need and importance, Reasons for difference in bank balance as per cash book and balance as per bank pass book, Specimen of Bank Reconciliation Statement, Preparation of Bank Reconciliation Statement.

#### Unit 4 : Depreciation Accounting

Lectures: 10

Depreciation : Meaning, Need and Factors affecting depreciation.

Methods of computation of Depreciation : Straight Line Method, Written Down Value Method (Including Change in method) Accounting Treatment of Depreciation : By charging to asset account by creating Provision for depreciation / accumulated depreciation account.

#### Unit 5 : Preparation Of Final Accounts For Sole Proprietors

Lectures: 16

Preparation Of Trading Accounts , Preparation Of Profit & Loss Accounts , Preparation Of Balance Sheet , Effects Of Any Adjustments (i.e Closing Stock , Accrued Income , Prepaid Expenses , Outstanding Expenses, Debtors, creditors, RDD, Depreciation)

#### REFERENCE BOOKS:

1. Advanced Accountancy Vol. I , R. L.Gupta& M. Radhaswamy Sultan Chand & Sons
2. Fundamentals Of Accounting, Dr. T. P. Ghosh, Sultan Chand & Sons
3. Accountancy For C.A. Foundation Course , P.C. Tulsian, Tata Mcgraw Hill
4. Advanced Accountancy Volume –I P. C. Tulsian , Pearson Education, New Delhi
5. Advanced Accounts, M.C. Shukla, T. S. Grewal& S.C. Gupta, S. Chand & Co Ltd.
6. Fundamentals Of Accounting, Dr. S.N. Maheshwari& Dr. S.K. Maheshwari, Vikas Publishing House, New Delhi
7. Financial Accounting :A Mukherjee &M.Haneef ,Tata Mc-Graw Hill



# North Maharashtra University, Jalgaon

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## FACULTY OF COMMERCE & MANAGEMENT

New Syllabus: Bachelor of Management

SEMESTER: I

### Paper: 1.5 Fundamentals of Banking & Insurance

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

- |   |                     |
|---|---------------------|
| <b>1) Introduction to Banking</b>   | <b>Lectures: 10</b> |
| a) Banking System in India  |                     |
| b) Commercial banking Structure: Meaning, Role & Functions of the Banks   |                     |
| c) Liabilities & assets of the Banks  |                     |
| d) New Concepts in Banking: Retail Banking, Microfinance, Credit/ debit cards, ATM's, Online banking, Mobile Banking  |                     |
| <b>2) Co-operative Banking</b>  | <b>Lectures: 9</b>  |
| a) Meaning, Nature and Types  |                     |
| b) Governance & reforms in co-operative banking   |                     |
| c) State Co-op agriculture & Rural Development banks  |                     |
| <b>3) Bank Management</b>   | <b>Lectures: 10</b> |
| a) Objectives, Evolution, Scope & functional areas of bank Management   |                     |
| b) Functional areas: Deposit Mobilization, credit planning & Management, Asset Management, Liability Management, Liquidity Management, Investment Management, management legal department, office management, |                     |
| <b>4) Insurance</b>   | <b>Lectures: 10</b> |
| a) Insurance: Meaning, Principles & Roles   |                     |
| b) Types of insurance – Life (normal & health), General, Agricultural & Bancassurance, Re-insurance, Group insurance & micro-insurance. ,   |                     |
| c) Types of Policies  |                     |
| <b>5) Mutual Funds</b>  | <b>Lectures: 9</b>  |
| a) Mutual funds: Meaning, Evolution, Performance & its measures, Advantages, Growth in India  |                     |
| b) Types of mutual funds Schemes, Regulatory aspects ,Financial risk  |                     |
| c) Open v/s Closed, Debt v/s Equity   |                     |

## REFERENCES

- 1) Introduction to Banking: Vijayaragavanlyengar – Excel Books
- 2) Banking Theory & Practice (19th Ed.): K.C. & LekshyShekhar, Vikas Publication
- 3) Management of Banking & Financial System by Paul - Pearson
- 4) Risk management & Insurance- Harrington - TMH
- 5) Merchant Banking & Financial Service- Guruswami- TMH
- 6) Merchant Banking & Financial Services – Dr. K Ravichandran - Himalaya
- 7) Indian Financial System' Dr. G. Ramesh Bapu, Himalaya Publishing House
- 8) E-Banking & Development Of Banks' Verma, Gupta, & Sharma, Deep & Deep
- 9) Indian Economy: Datta & Sunderam, (2009), S.Chand & Company
- 10) Indian Economy: Mishra & Puri (2009), Himalaya Publishing House



## **North Maharashtra University, Jalgaon**

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### **FACULTY OF COMMERCE & MANAGEMENT**

New Syllabus: Bachelor of Management

**SEMESTER: I**

#### **Practical : 1.6 MS Office 2007 – Word, Excel & Power Point**

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

**Required Lectures: 48 hours**

### **Practical Assignments based on MS-Office**

#### **Practical based on MS Word**

- 1) Demonstrate use of different Templates in MS-Word.
- 2) Demonstrate how to insert Cover Page using MS-Word.
- 3) Demonstrate use of Shapes, SmartArt and Chart in MS- Word.
- 4) Demonstrate use of Header and Footer in MS- Word.
- 5) Demonstrate use of creating your own Style in MS-Word.
- 6) Demonstrate use of Mail Merge in MS- Word.
- 7) Demonstrate use of Spelling and Grammar check Command in MS-Word.
- 8) Demonstrate use of Page Setup Command in MS-Word.

#### **Practical based on MS Excel**

- 1) Demonstrate use of Conditional Formatting in MS-Excel.
- 2) Demonstrate use of different Charts in MS- Excel.
- 3) Demonstrate use of Function Library in MS-Excel.
- 4) Demonstrate use of how to get External data in MS- Excel.
- 5) Demonstrate use of Sort and filter command in MS-Excel.
- 6) Create Salary sheet using MS-Excel
- 7) Create Student Mark sheet using different formulas in MS-Excel.

#### **Practical based on MS Power Point**

- 1) Demonstrate use of different Animation effects in MS-Power Point
- 2) Demonstrate how to add Audio files to slide.
- 3) Prepare Power Point presentation on Computer Fundamental.
- 4) Prepare Power Point presentation using Audio and Video files.
- 5) Create a Photo Album using MS-Power Point.
- 6) Create PowerPoint Presentation using different Themes.
- 7) Demonstrate different Transition effect use in Power Point.



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FACULTY OF COMMERCE & MANAGEMENT

New Syllabus: Bachelor of Management

SEMESTER: I

### Practical 1.7 Practical based on Professional Communication - I

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

#### List of Practicals

- 1) Prepare Enquiry letter
- 2) Formulate Quotations
- 3) Prepare Complaint letter
- 4) Prepare Application Letter & resume
- 5) Prepare Notice
- 6) Prepare Memo
- 7) Prepare Circular
- 8) Create E-mail
- 9) Prepare Written Report
- 10) Prepare Testimonial
- 11) Prepare Banking Correspondence
- 12) Prepare Insurance Correspondence
- 13) Prepare SMS – Short Messaging Services for happy & Sad moments
- 14) Prepare Grammar Worksheet – Prepositions, Active-Passive voice
- 15) Prepare Appointment Letter



# North Maharashtra University, Jalgaon

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## FACULTY OF COMMERCE & MANAGEMENT

New Syllabus: Bachelor of Management

**SEMESTER: II**

### **Paper: 2.1 Management Science**

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

**Required Lectures: 48 hours**

#### **1. Decision Making :**

**Lectures: 09**

Concept of Decision & Decision Making, Types of Decision, Decision Making Process, Effective Decision Making, Guidelines for making Effective Decision, Individual vs Group Decision, Rationality in Decision Making, Creativity and Decision Making, Role of Creativity in Decision Making

#### **2. Management Audit :**

**Lectures: 09**

Definition, Objectives, Scope, Importance of Management Audit, Qualification of Management Auditor, Approach of Management, Preliminaries of Management Audit, Duties of Management Auditor, Advantages & Disadvantages of Management Audit.

#### **3. Indian Management Practices :**

**Lectures: 06**

- a. Indian Ethos: Essential Features & insights
- b. Features of Traditional business & Modern business
- c. Indian Transnational Corporations: Features of Indian TNC's
- d. Indian Management Practices

#### **4. Services Management**

**Lectures: 14**

- a. The pace of growth of Service sector in the GDP of an Economy.
- b. Service: Definition, Difference between Goods & Services, Quality dimension: Features, Performance, Reliability-Credibility, Conformance, Durability, Serviceability, Aesthetics, Perceived quality, Courtesy, Consistency, Accuracy, Completeness, Timeliness, Responsiveness & Tangibility of service.
- c. Event Management : Features, Problems & Process of Event management
- d. Hospitality Management: Functional Areas of Hospitality, Hospitality as a service Industry, Housekeeping operations, Waste reduction

#### **5. Business Process Outsourcing:**

**Lectures: 10**

- a. Meaning, Benefits & Growth Drivers
- b. Types Of Outsourcing
  - i. Customer Service Outsourcing
  - ii. Accountancy Outsourcing
  - iii. Legal Outsourcing
  - iv. Insurance And Banking Outsourcing
  - v. Back Office Outsourcing
- c. Differences Between Business Process Outsourcing & Outsourcing



## REFERENCES

1. Principles of Management by T. Ramasamy- Himalaya Publishing House.
2. Principles & Practices of Management by L.M.Prasad – Sultan Chand & Sons.
3. Management by Koontz – TMH
4. Management: Value-Oriented Holistic Approach by S.A. Sherlekar – Himalaya Publishing House
5. Management: Principles & Applications by Ricky Griffin – Cengage Learning
6. Management by Stoner, Freeman, Gilbert – Pearson/ Prentice Hall
7. Management – Text & Cases by V.S.P.Rao& V Hari Krishna– Excel Books



# 1. North Maharashtra University, Jalgaon

(NACC Accredited 'B' Grade University)

**FACULTY OF COMMERCE & MANAGEMENT**

New Syllabus: Bachelor of Management

**SEMESTER: I**

**Paper: 2.2 Professional Communication - II**

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

**Required Lectures: 48 hours**

## 1) Barriers of Communication

**Lecture: 6**

- a) Meaning, Physical/Mechanical Barriers, language Barriers, Socio-Psychological Barriers, Cross-cultural Barriers
- b) Overcoming Barriers.

## 2) Verbal-Nonverbal Communication

**Lecture: 12**

- a) Meaning & Importance
- b) Body movements : Facial Expression, Eye contact, Gestures, Postures, Appearance, Touch
- c) Space, Time, color, Vocalization,
- d) Improving Non Verbal Communication

## 3) Reading , Speaking, Listening Skills

**Lecture: 10**

- a) Reading Skills: Rapid Reading, Comprehension.
- b) Speaking Skill: Speech-preparation, Guidelines for Effective speech, Negotiation, Discussion
- c) Listening Skill: Importance, Process, and Barriers & Guidelines for Effective Listening.

## 4) Group Discussion

**Lecture: 10**

- a) Meaning, Objective, Methodology of Group Discussion, Guidelines for Group Discussion, Role Function in Group Discussion, Nonfunctional Behavior, Improving Group Performance.

## 5) Interviews

**Lecture: 10**

- a) Interview : Types, Preparation, Conducting and Appearing for interview
- b) Meeting – Planning, Agenda, Layout, Leading the meeting, Drafting Minutes of Meeting & Steps for effective meeting outcomes.

## References

1. Communication for Business – Taylor & Chandra – Pearson
2. Business Communication – Rai&Rai - Himalaya
3. Business Communication for Managers By Penrose / Rasberry / Myers, Cenage Learning.
4. Business Communication by Raman & Singh, Oxford Publication.
5. Basics of Business Communication – Lesikar&Flatley – Tata McGraw Hills
6. Business Communication – C.S. Raydu – Himalaya Publishing House
7. Business Communication Today – Bovee, Thill, Schatzman – Pearson
8. Essential Communication Skills – ShaliniAgrawal- Ane book



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FACULTY OF COMMERCE & MANAGEMENT

New Syllabus: Bachelor of Management

SEMESTER: I

**Paper: 2.3 Indian Economy**

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

- 1. Indian Economy since Independence – Lectures 10**  
Framework of Indian Economy, Instruments of Mixed Economy, Shortcomings of Mixed Economy.
- 2. Features of Indian Economy – Lectures 10**  
Mass poverty, Low PCI, Inequalities, Predominance of Agriculture. Inadequate Capital formation, Demographic peculiarities, Employment status, Human Capital status, Technological status and Infrastructural Inequalities.
- 3. India as a developing Economy – Lectures 10**  
Sustained growth, Self Reliance, Occupation transformation, Policy changes w.r.t. Industry and Trade, New Industrial Policy, 1991.
- 4. Select aspects of India's Five Years planning till 12<sup>th</sup> Plan. Lectures 08**
- 5. Current issues – Lectures 10**  
Globalization issues and their impact on Indian Economy, Role of WTO and IMF w.r.t. Indian Economy.

## References

1. The Indian Economy by I.C.Dhingra, Sultan Chand & Sons.
2. Indian Economy by Mishra & Puri, Himalaya Publishing House
3. Indian Economy by Datta & Sundaram, S. Chand
4. Indian Economy by R.N. Agrawal, New Age International



## North Maharashtra University, Jalgaon

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### FACULTY OF COMMERCE & MANAGEMENT

New Syllabus: Bachelor of Management

SEMESTER: I

#### Paper: 2.4 Cost And Management Accountancy

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

### Section I - Management Accounting

#### Unit 1. Introduction

Lectures 4

Concept, Characteristic, Scope, Tools & Techniques, Limitations of Management Accounting, Role and Functions of Management Accountant.

#### Unit 2. Budget & Budgetary Control

Lectures 10

Introduction, Budget, Budgetary control, objective, Advantages, Types of Budget, Cash Budget, Flexible Budget.

#### Unit 3. Analysis & Interpretations of Financial Statements

Lectures 16

- Ratio Analysis: Meaning, Classification of Ratios, Usefulness, Limitations, Liquidity & Turnover ratios (Simple Problems)
- Fund Flow Statement- Concept, Sources And Application Of Funds, Changes In Working Capital, Analyzing The Fund Flow Statement.
- Cash Flow Statement : Meaning & Limitations, Preparation Of Cash Flow Statement (As per Revised AS-3)

### Section II - Costing

#### Unit 4. Introduction to Costing

Lectures 6

Meaning And Definition , Functions , objectives ,Advantages & Limitations Of Cost Accounting , Element & Classification Of Costs, Preparation of Cost Sheet.

#### Unit 5. Operating Costing System

Lectures 12

- Standard Costing:** Concept, Objectives, Advantages & Limitations Of Standard Costing , Material & Labour Variances (Simple Problems)
- Marginal Costing:** Concept, Advantages, Fixed cost, Variable cost, Contribution, MOS, P/V ratio, Calculation of BEP (Simple Problems)
- Job Costing, Batch Costing & Process costing (Theory only)

### References

- Financial Accounting For Business Managers by Ashish K Bhattacharya
- Management Accounting By Khan –Jain, TMH
- Financial Accounting: An Introduction to Concepts, Methods, and Uses by Clyde P. Stickney, Roman L. Weil, Hardcover.
- Financial Accounting : Tools for Business Decision Making by Paul D. Kimmel
- Cost Accounting by M.N Arora -S Chand & Sons .
- Fundamental Of Costing S.Chand - S.N.Maheshwari



# North Maharashtra University, Jalgaon

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## FACULTY OF COMMERCE & MANAGEMENT

New Syllabus: Bachelor of Management

**SEMESTER: II**

**Paper: 2.5 Business Law**

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 48 hours

- 1. Introduction to the Concept of Law** **Lectures 8**  
Society, State and Law, Meaning of Mercantile Law, Indian Contract Act, 1872 – Meaning and Essentials of a Contract, Elements of valid contract, Classification of contracts, Performance of a Contract, Discharge of a Contract, Remedies for Breach of Contract, Void Agreements, Quasi contracts and Contingent Contracts, Special Contracts - Law of Indemnity and guarantee, Law of Agency.
- 2. Negotiable Instruments Act, 1881 –** **Lectures 8**  
Definition and characteristics of different types of negotiable instruments, Parties to a negotiable instrument and their capacity, Holder and holder in due course, Dishonour, Discharge from Liability, Crossing of cheques, Banker and customer, Hundis.
- 3. Sale of Goods Act, 1930 –** **Lectures 7**  
Classification of goods, Sale and Agreement to Sale, Conditions & Warranties, Transfer of Ownership, Delivery of Goods, Rights of an unpaid seller.
- 4. Consumer Protection Act, 1986 –** **Lectures 9**  
Need and Importance of Consumer Protection, Features and Objectives of the Act, Rights of the Consumer, Important definitions, Consumer protection councils, Consumer Dispute Redressal Agencies and their composition, Mode of complaints, Procedures of complaints, Penalty.
- 5. Intellectual Property Rights –** **Lectures 8**  
Definition and Scope of Intellectual Property - Patents, Designs, Copyrights, Trade marks, Layout Designs of Integrated Circuits and Trade Secretes, Infringement and Remedies against Infringement.

### References

1. N.A. Charantimath : Business Law Himalaya Publishing House.
2. N. D. Kapoor : Mercantile Law including Industrial Law, Sultan Chand.
3. P. P. S. Gogna : A Textbook of Business Law, S. Chand & Co.
4. S. S. Gulshan & G. K. Kapoor : Business Law, New Age International.
5. B.S. Moshal : Modern Business Law, Ane Books Pvt. Ltd.
6. K. R. Bulchandani : Business Law, Himalaya Publishing.



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**FACULTY OF COMMERCE & MANAGEMENT**

New Syllabus: Bachelor of Management

**SEMESTER: II**

**Practical : 2.6 RDBMS**

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

**Required Lectures: 48 hours**

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### **Practical Assignments based on RDBMS using Oracle –**

1. Create user and grant privileges to user. Revoke privileges from user.
2. Create tables and perform alter, drop operations.
3. Perform insert, update and delete operations on table.
4. Use select command with where, order by, group by and having clause.
5. Join two related tables.
6. Create and use view, synonym & sequence.
7. Grant privileges on table to user.
8. Perform database backup & restoration activity.
9. Exporting and importing data.
10. Manage table space of user.
11. Make concurrent access of data.



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**FACULTY OF COMMERCE & MANAGEMENT**

New Syllabus: Bachelor of Management

**SEMESTER: II**

### **Practical 2.7 Practical based on Professional Communication - II**

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

**Required Lectures: 48 hours**

#### **List of Practicals**

- 1) Body Language
  - a) Mood Identification
  - b) Facial Expressions
  - c) Gestures
  - d) Postures
- 2) Public Speaking – Speech Preparation & Delivery
- 3) Group Discussion – Large & Small Groups
- 4) Interview
  - a) Structured
  - b) Unstructured
  - c) Telephonic
  - d) Panel / Face to Face
- 5) Negotiation Skills
  - a) Union Agreement
  - b) Price Negotiation
- 6) The student should make at least One/ Two presentation relating to a specific topic before the class during the year