



North Maharashtra University, Jalgaon

NAAC Re-accredited 'A' Grade University

BMS

FACULTY OF COMMERCE & MANAGEMENT



Structure, Equivalence and Syllabus of Bachelor of Management Studies (BMS)

(Semester 60-40 Pattern)

w.e.f AY 2017-18



North Maharashtra University, Jalgaon
(NAACReaccredited 'A' Grade University)
FACULTY OF COMMERCE & MANAGEMENT
BACHELOR OF MANAGEMENT STUDIES (BMS)
With Effect from AY 2017-18

First Year BMS – (Sem I & II) w.e.f. AY 2017-18			
Paper	Semester I	Paper	Semester II
M1.1	Principles of Management - I	M2.1	Principles of Management – II
M1.2	Communication Skill - I	M2.2	Communication Skill – II
M1.3	Microeconomics	M2.3	Macroeconomics
M1.4	Fundamentals of Accounting	M2.4	Financial Accounting
M1.5	Introduction to Marketing	M2.5	Organization Behavior
M1.6	Fundamentals of Computer	M2.6	e-commerce&M-Commerce
M1.7	Practical on ICT practices	M2.7	Practical on Office Automation
Second Year BMS – (Sem III & IV) w.e.f. AY 2018-19			
Paper	Semester III	Paper	Semester IV
M3.1	Mathematics for Management	M4.1	Business Statistics
M3.2	Business Ethics	M4.2	Human Resource Management
M3.3	Indian Economy	M4.3	Banking and Insurance
M3.4	Cost Accounting	M4.4	Taxation
M3.5	Business Law	M4.5	Company Law
M3.6	CRM & Digital Marketing	M4.6	Research Methodology
M3.7	Tally ERP	M4.7	Practical on Taxation software
Third Year BMS – (Sem V & VI) w.e.f. AY 2019-20			
Paper	Semester V	Paper	Semester VI
M5.1	Management Information System	M6.1	Services Management
M5.2	Entrepreneurship Development	M6.2	Project Management
M5.3	Cyber Law & Security	M6.3	Indian Financial System
M5.4	Corporate Accounting	M6.4	Auditing
Student has to opt any one Elective from the following			
Elective – I (Finance)		Elective – I (Finance)	
M5.5 (A)	Financial Management	M6.5 (A)	Security Analysis
M5.6 (A)	Financial Services and Instruments	M6.6 (A)	International Financial Management
M5.7 (A)	Stock Market and Institution	M6.7 (A)	Project Report (Finance)
Elective – II (Marketing)		Elective – II (Marketing)	
M5.5 (B)	Introduction to Marketing Research	M6.5 (B)	Sales and Distribution Management
M5.6 (B)	Consumer Behaviour	M6.6 (B)	Advertising & sales promotion
M5.7 (B)	Services Marketing	M6.7 (B)	Project Report (Marketing)
Elective – III (HRM)		Elective – II (HRM)	
M5.5 (C)	Industrial Relation & Trade Union	M6.5 (C)	Changing trends in HRM
M5.6 (C)	Labour welfare and Administration	M6.6 (C)	Compensation Management
M5.7 (C)	Performance Management	M6.7 (C)	Project Report (HRM)



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FACULTY OF COMMERCE and MANAGEMENT

BACHELOR OF MANAGEMENT STUDIES (BMS)

W.E.F. A.Y. 2017-18

1. TITLE OF THE DEGREE

This degree shall be titled as Bachelor of Management Studies” This new curriculum shall be effective from Academic year 2017-18.

2. DURATION

The regular Full Time Course shall be of 3 Years duration; comprising of 6 Semesters through Theory papers, Practical, Project report and Viva-voce, and such other Continuous Evaluation Systems as may be prescribed, in this respect, from time to time.

3. ELIGIBILITY FOR ADMISSION

As per admission rules framed by the North Maharashtra University, Jalgaon

4. PATTERN

- 4.1. The suggested curriculum comprises 42 papers. Similarly, the student has to opt for one Elective as specialization comprising 6 papers, of which for 1 paper the student has to undergo Summer Internship Project for minimum period of 5 weeks.
- 4.2. Each semester will have 7 papers of 4 credits each, thus comprising 28 credits for each Semester that is 168 credits for whole BMS Degree Course
- 4.3. One credit for the theory course shall be of the 15 clock hours (Each course being taught in the semester will be of 4 credits) that is each course will be of 60 hours.
- 4.4. Continuous evaluation of the students shall comprise the 60+40 pattern; where every paper of 100 marks (4 credits), shall be divided as External evaluation of 60 marks and internal continuous assessment of 40 marks.
- 4.5. Four credits shall be awarded to the M6.7 Project Report and Viva-Voce, which will commence after completion of IV Semester (During vacation falling after the end of Second year) and the final work and report will be submitted during VI Semester. The marks and the credits will be allotted in VI Semester.
- 4.6. Academic calendar showing dates of commencement and end of teaching, internal assessment tests shall be duly notified before commencement of each semester every year by the Institute/College.
- 4.7. The external assessment shall be based on external written examination to be conducted by the University at the end of the each semester.
- 4.8. The student shall not be allowed to appear for the semester examination unless the Head/Director of the Department/Institution certifies completion of internal work, regularity,

practical etc. The institution / Department shall submit alongwith this certificate Internal marks to 'The Director, Examination and Evaluation' of the University.

5. Evaluation of the student:

5.1. The evaluation of the student shall be divided into two parts viz. Internal Assessment and Semester examination with a weightage in the ratio of 40:60.

5.2. Standard of passing –

5.2.1. In order to pass the examination the candidate has to obtain at least 40% marks for each head separately, that is 24 marks out of 60 (External) & 16 marks out of 40 marks (Internal) for all courses.

5.2.2. Minimum marks for passing the Project Report and Viva Voce i.e. the marks obtained in internal examination and external Viva Voce shall be 50% separately.

5.3. The distribution of marks for each theory paper of 4 credits at term (Semester) end examination and for continuous internal assessment shall be as follows:

Theory Examination	Maximum marks
Internal assessment (College Assessment- CA)	40
External assessment (University Assessment- UA)	60
Total marks	100

5.4. The **Project work** (summer internship) shall commence after completion of IVth Semester (During vacation falling after the end of Second year) and the final Project report shall be submitted during VIth Semester. The marks and the credits shall be allotted in VIth Semester. A student shall be awarded credit points out of 4 credit points on the basis of aggregate of his/her performance in project report and viva voce.

5.5. Internal Assessment:

5.5.1. For the internal assessment of 40 marks shall be assigned which includes:

Heads	Marks	Evaluating Authority
Internal test-I	10	Concerned Faculty
Internal test-II	10	
Attendance, Behavior and classroom participation.	10	
Assignments (See 6.5.1.3 below)	10	
Total marks	40	

5.5.1.1. Two internal tests of 10 Marks each shall be conducted by the subject teacher. The duration of the each test will be of 30 minutes.

5.5.1.2. Ten Marks for continuous Evaluation through regular Attendance, behavior and classroom participation,

5.5.1.3. Ten Marks for Assignments based on practical aspects of the related subject.

5.5.2. The marks for each test shall be displayed on notice board within 15 days of conducting the test.

5.5.3. It is mandatory to show the answer sheets of all tests to the students on demand.

5.6. Semester examination:

5.6.1. The Semester examination for 60 marks per subject would be held after completion of teaching for the semester and as per Time table declared by North Maharashtra University.

5.6.2. Each theory paper comprising of 60 marks shall be of two hours duration.

6. Grades:

6.1. Marks for each course would be converted into grade points as per **Seven-Point** grading scale as stated in the following table.

Table 1 Table Showing Conversion of Marks into grade points

Marks Obtained	Grade	Equivalent Grade points
75 to 100	O : Outstanding	6
65 to 74	A : Very Good	5
55 to 64	B : Good	4
50 to 54	C : Average	3
45 to 49	D : Satisfactory	2
40 to 44	E : Pass	1
0 to 39	F : Fail	0

6.2. Every paper carries maximum of 6 grade points. Similarly each paper carries 4 credit points. Thus, each paper carries maximum of 24 CR x GP points.

6.3. One semester carries 7 papers of 24 CR x GP points each. Thus, every semester carries maximum of 168 CR x GP points.

6.4. The BMS programme consists of 6 semesters, each carrying 168 CR x GP points. Thus, The BMS programme in all carries maximum of 1008 CR x GP points.

6.5. The grade point will be given on the basis of total marks (sum of mark obtained in internal assessment and Semester examination) obtained by a student in a subject.

6.6. The CR x GP points earned in each course shall be calculated as –

Total CR x GP points = Grade points obtained (vide Table-1) x Credits for the course

6.7. Semester Grade Point Average (SGPA) –

6.7.1. The performance of a student in a semester is indicated by a number called SGPA. SGPA is the weighted average of the grade points obtained in all courses registered by the student during the semester. It shall be calculated as follows-

$$SGPA = \frac{\sum_{i=1}^n C_i p_i}{\sum_{i=1}^n C_i} = \frac{\sum_{i=1}^n 4p_i}{28}$$

Where,

C_i = the maximum number of credits prescribed for the i^{th} course of a semester for which SGPA is to be calculated

p_i = grade point earned in the i^{th} course

$i = 1, 2, 3, \dots, n$ represent the number of courses in which a student is registered in the concerned semester.

That is,

$$SGPA = \frac{\text{TotalCR x GP points earned for the Semester}}{\text{Total Credit points for the Semester}}$$

SGPA is rounded up to two decimal places.

6.8. Final result

Up-to-date assessment of the overall performance of a student from the time of his/her first registration is obtained by calculating a number called Cumulative Grade Point Average (CGPA), which is a weighted average of the grade points obtained in all courses registered by the student since he/she has been admitted to the **BMS** course.

$$CGPA = \frac{\sum_{j=1}^m C_j p_j}{\sum_{j=1}^m C_j}$$

Where

C_j = the number of credits earned in the j^{th} course up to the semester

p_j = grade point earned in the j^{th} course.

A letter grade lower than E (i.e. grade point < 1) in a course shall not be taken into consideration for the calculation of CGPA

$j = 1, 2, 3, \dots, m$ represent the number of courses in which a student is registered up-to the semester for which the CGPA is to be calculated

The CGPA is rounded up to two decimal places.

6.9. The final grade earned shall be as per Table given below-

Final grade to be awarded and equivalent percentage of marks of the candidate based on his/her CGPA

CGPA Value	Final Grade to be awarded to the candidate	Equivalent range for percentage of marks	Formula for obtaining equivalent approximate percentage of marks
5.50-6.00	0: Outstanding	75-100	$75 + \left\{ \frac{(CGPA - 5.5)}{0.02} \right\}$
4.50-5.49	A: Very Good	65-74	$65 + \left\{ \frac{(CGPA - 4.5)}{0.1} \right\}$
3.50-4.49	B: Good	55-64	$55 + \left\{ \frac{(CGPA - 3.5)}{0.1} \right\}$
2.50-3.49	C: Average	50-54	$50 + \left\{ \frac{(CGPA - 2.5)}{0.2} \right\}$
1.50-2.49	D: Satisfactory	45-49	$45 + \left\{ \frac{(CGPA - 1.5)}{0.2} \right\}$
1.00-1.49	E: Pass	40-44	$40 + \left\{ \frac{(CGPA - 1.0)}{0.1} \right\}$
0.00-0.99	F: Fail	00-39	Not Applicable

7. PASSING STANDARDS

7.1. In order to get through the examination, a candidate shall have to secure minimum of 40% of the marks allotted to each subject (i.e. 16 marks out of 40 marks (Internal) and 24 marks out of 60 (External) for all subjects.)

7.2. The student shall be allowed to keep the terms of the next year as per the University rules.

8. GUIDELINES FOR TEACHING

- 8.1. There shall be at least 60 lecture hours (Including Internal Assessment as per 5.5) per semester per course. The duration of the lectures shall be 60 minutes each. There shall be at least 15 weeks of teaching before commencement of examination of respective semester.
- 8.2. There shall be 4 lectures / week / paper.
- 8.3. The semester workload is balanced with 7 full papers of 100 marks each / semester. Thus, 480 lecture hours are considered for teaching sessions and continuous assessment.
- 8.4. Self-study shall be a natural requirement beside the time table. The Faculty will have to exert a little extra for cultivating reading habits amongst the students.
- 8.5. The teaching method shall comprise a mix of Lectures, Seminars, Group discussions, Brain storming, Game playing, Interactions with Executives etc. so as to prepare the students to face the global challenges as business executive for this. Audio-visual aids and Practical field work should be a major source of acquiring knowledge.
- 8.6. Each institute shall issue annual souvenir as well as a placement brochure separately to each student and a copy of the same shall be submitted to the university before the end of the year.

9. GUIDELINES FOR SUMMER INTERNSHIP PROJECT

- 9.1. Each student shall have to undergo a Summer Internship for a period of not less than 5 weeks during vacation falling after the end of IVth Semester.
- 9.2. In the Sixth semester examination student shall submit "Project Report" individually on the basis of Elective opted. The topic should be decided with consultation and guidance of internal guide of the Institute/college at the end of the Second year, so that the student can take up the training during the vacations. The Project shall be necessarily Research oriented, Innovative and Problem solving.
- 9.3. The institute / College shall submit the detailed list of candidate to the University with Project Titles, name of the organization, internal guide and functional elective on or before 15th February of the Third year.
- 9.4. Teacher shall not be entrusted/allowed to take more than 15 students for guidance and supervision of project report.
- 9.5. The student has to write a report based on the actual training undergone during the summer vacations at the specific selected business enterprise, get it certified by the concerned teacher that the Project report has been satisfactorily completed and shall submit one hard bound typed copy of the same to the Head / Director of the institute alongwith 1 CD of Project Report. In order to save the paper, both side printing is allowed.
- 9.6. CD submitted by the student shall be forwarded to the University by the Institute before the deadline mentioned in University circular.
- 9.7. Project viva voce shall be conducted as per the University Guidelines.

- 9.8. It is responsibility of concerned Institute to check the authenticity of Project.
- 9.9. Viva Voce for one student shall be of minimum 10 minutes. The Student should prepare PowerPoint presentation based on Project work to be presented at the time of Viva voce.
- 9.10. The project work will carry maximum 100 marks, of which internal teacher shall award out of maximum 40 marks on the basis of project work done by the student as an internal assessment. Viva voce of 60 marks will be conducted by the panel of the external examiners to be appointed by the University.
- 9.11. No students will be permitted to appear for Viva-voce and Semester VI examinations, unless and until he/she submits the project report before the stipulated time.

10. STRUCTURE OF THE QUESTION PAPER

- 10.1. Each question paper shall be of 60 marks and of 2 hours duration.
- 10.2. **For Theory papers** there will be 2 Sections. In section I, a candidate shall be required to answer 3 questions out of 5 questions and in section II, student shall be required to answer 2 questions out of 3 questions. All questions shall carry equal marks i.e. 12 marks each.
- 10.3. **For Composite papers(1.4, 2.4, 3.1, 3.4, 4.1, 4.4,5.4, 5.5A)** (theory and practical / problems) there will be 2 sections. In section I (practical/problem) a student shall be required to answer 3 questions out of 5 questions & in section II (Theory) he/she shall be required to answer 2 questions out of 3 questions. All questions shall carry equal marks i.e. 12 marks each.

11. ELIGIBILITY OF THE FACULTY

Strictly As per norms fixed by North Maharashtra University, Jalgaon (www.nmu.ac.in)



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FACULTY OF COMMERCE and MANAGEMENT

EQUIVALENCE OF OLD AND NEW COURSES FOR BACHELOR OF MANAGEMENT STUDIES (BMS)

Old Paper	Old courses (w.e.f.- July 2014)	New Paper	New courses (w.e.f.- AY 2017-18)
Semester-I			
M1.1	Foundation course for managers	M1.5	Introduction to Marketing
M1.2	Professional Communication I	M1.2	Communication Skill – I
M1.3	Principles of Management	M1.1	Principles of Management – I
M1.4	Business Economics	M1.3	Microeconomics
M1.5	Computer Fundamental and Office Automation	M1.6	Fundamentals of Computer
M1.6	Practical based on Professional Communication		Three Chances to be Given
M1.7	Practical Based on Computer Fundamentals & Application	M1.7	Practicals on ICT practices
Semester - II			
M2.1	Human Resource Management	M2.5	Organization Behavior
M2.2	Professional Communication II	M2.2	Communication Skill – II
M2.3	Principles of Accounting	M1.4	Fundamentals of Accounting
M2.4	Business Ethics & Professional Values	M2.1	Principles of Management – II
M2.5	Indian Economics	M2.3	Macro economics
M2.6	Practical based on Professional Communication		Three Chances to be Given
M2.7	Practical based on Tally ERP	M2.7	Practical on Office Automation
Semester - III			
M3.1	Mathematics and Statistics for Managers	M3.1	Mathematics for Management
M3.2	Modern Management Practices	M3.3	Indian Economy
M3.3	Career Management and Counseling	M3.2	Business Ethics
M3.4	Corporate Accounting & Costing	M3.4	Cost Accounting
M3.5	Principles of Marketing	M3.6	CRM & Digital Marketing
M3.6	Practical based on Advanced Excel		Three Chances to be Given
M3.7	Practical Based on Internet & Web Design	M3.7	Tally ERP
Semester - IV			
M4.1	Research Methodology	M4.6	Research Methodology
M4.2	Direct & Indirect Tax	M4.4	Taxation
M4.3	Introduction to E – Commerce	M4.2	Human Resource Management
M4.4	Cyber-crime and security	M4.5	Company Law
M4.5	Financial Management	M4.3	Banking and Insurance
M4.6	Practical Based on E – Commerce		Three Chances to be Given
M4.7	Practical Based on Taxbase Software	M4.7	Practical on Taxation software
Semester - V			
M5.1	Entrepreneurship Development	M5.2	Entrepreneurship Development
M5.2	Soft Skills Development	M5.7 C	Performance Management
M5.3	Business Law	M5.3	Cyber Law & Security
M5.4	Marketing Research and Consumer Behaviour	M5.4	Corporate Accounting
M5.5	Organizational Behaviour-I	M5.5 C	Industrial Relation and Trade Union
M5.6	Practical based on Soft Skills Development		Three Chances to be Given
M5.7	Field Work		Three Chances to be Given
Semester - VI			
M6.1	International Business Management	M6.1	Services Management
M6.2	International Financial Management	M6.3	Indian Financial System
M6.3	Company Law	M6.4	Auditing
M6.4	Management Information System	M5.1	Management Information System
M6.5	Organizational Behaviour-II	M6.2	Project Management
M6.6	Practical on cases in management		Three Chances to be Given
M6.7	Project Report	M6.7	Project Report



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FACULTY OF COMMERCE & MANAGEMENT

First Year BMS – w.e.f. AY 2017-18

SEMESTER: I

Paper: M1.1 Principles of Management - I

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

Required Lectures: 60 hours

Course Objectives

- ✓ To Study the basic concepts in management.
- ✓ To understand the basic functions of management and responsibilities of managers.
- ✓ To provide them tools and techniques to be used in the performance of the managerial job.

- 1. Introduction** **12**
 - 1.1 Definition of Management, nature of management
 - 1.2 Management as a science and art, as profession, Universality of Management
 - 1.3 Importance's of management, Management theories in practice
 - 1.4 Effective management
 - 1.5 Effectiveness and efficiency, Effective manager
- 2. Development of Management thought** **10**
 - 2.1 History of Management
 - 2.2 Hawthorne experiment, Implications of Hawthorne experiment
 - 2.3 Contributions of Chester Barnard
 - 2.4 Contributions of Herbert Simon
 - 2.5 Management Science approach
- 3. Management Process and Skills** **08**
 - 3.1 Nature of Management Process
 - 3.2 Management functions
 - 3.3 Management roles
 - 3.4 Functions of levels of management
 - 3.5 Management skills.
- 4. Managers and Environment** **10**
 - 4.1 Concept of environment, Nature, Impact
 - 4.2 Environmental factors: Economic, Political-legal, Technological, Socio- cultural, Competitive
 - 4.3 changing Indian business environment.
- 5. Mission and Objectives** **10**
 - 5.1 Mission and Purpose, Formulation of mission
 - 5.2 Objectives- Hierarchy, role of objectives, guidelines for objective setting
 - 5.3 concept of Management by Objective.
- 6. Policy, Procedure, Methods and Rule** **10**
 - 6.1 Meaning of policy, Definition, importance's, characteristics
 - 6.2 Procedure- Meaning, Definition, importances, Essentials
 - 6.3 Method- Meaning, advantages, Method Vs Procedure
 - 6.4 Rule- Meaning, features, Rule Vs Policy

REFERENCE BOOKS

1. Principles and Practice of Management L. M. Prasad, , Sultan Chand & Sons, New Delhi
2. Essentials of Management - Koontz & Weihrich– McGraw Hill

3. Principles of Management – Bhat & Kumar – Oxford University Press
4. Principles Of Management: Competencies, Processes, And Practices, 2e by Bhat- Oxford
5. Principles Of Management – Neeru Vashisth - Taxmann
6. Management by Stoner, Freeman, Gilbert – Pearson/ Prentice Hall
7. Management: Value-Oriented Holistic Approach by S.A. Sherlekar – Himalaya Publishing House

Course Outcomes: On completion of this course, the students will be able to

Co.No	CO	Cognitive Level
1.1.1	Understand the basic concepts in management.	2
1.1.2	Formulating the roles and responsibilities looking into the hierarchical structure of the organization.	6
1.1.3	Implement the skills and functional aspects of management in industry.	6



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FACULTY OF COMMERCE & MANAGEMENT

First Year BMS – w.e.f.AY 2017-18

SEMESTER: I

Paper: M1.2 Communication Skill - I

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

Required Lectures: 60 hours

Course Objectives

- ✓ To create awareness among the students of communication skills through instruction, knowledge acquisition, demonstration and practice.
- ✓ To develop the overall personality of the students by focusing on communication skills.
- ✓ To improve the verbal and non-verbal ability of the students.

- | | |
|---|-----------|
| 1. Introduction to Communication Skills | 10 |
| 1.1 Overview of the Communication Ability, Meaning, Process Types | |
| 1.2 Methods of Communication | |
| 1.3 Interpersonal Communication | |
| 1.4 New Communication Media | |
| 1.5 Verbal and non-Verbal Communication | |
| 1.6 Barriers to Communication | |
| 2. Communication at workplace | 10 |
| 2.1 The Grapevine | |
| 2.2 Workplace Communication Skills set: Listening, Speaking, Persuading. | |
| 2.3 Communicating in teams/groups. | |
| 2.4 Communication Theories, Types and Importance | |
| 2.5 Importance of Communication in Business | |
| 3. Written Communication -I | 10 |
| 3.1 Types of Written Communication | |
| 3.2 Merits and Limitations | |
| 3.3 Written Communication – Meaning Advantage and Advantages | |
| 3.4 Business Letters Memo, Circular Notice. | |
| 3.5 Formats of Writings. | |
| 4. Written Communication -II | 10 |
| 4.1 Acknowledge an Order | |
| 4.2 Enquiry Letter | |
| 4.3 Sales Letter | |
| 4.4 Joining letter | |
| 4.5 Transfer letter | |
| 4.6 Request Letter | |
| 4.7 Warning letter, | |
| 4.8 Planning, Composing, and Writing Reports | |
| 5. Organizational Communication | 10 |
| 5.1 Significance of Organizational Communication | |
| 5.2 Meaning and importance of Organizational Communication | |
| 5.3 Writing Job application | |
| 5.4 Email etiquettes | |
| 5.5 Holding Press Conference and Press Release | |
| 6. Use of English Language | 10 |
| 6.1 Grammar, Punctuation Commas, Colons Semicolons Inverted Commas En Dashes, EM Dashes | |

- 6.2 Use Active Verbs
- 6.3 Use Jargon with Care
- 6.4 Use I and WE Correctly
- 6.5 Positive and Negative Expressions
- 6.6 Direct and Indirect Statement

REFERENCE BOOKS

1. **Business Communication for Managers - Payal Mehra- pearson**
2. **Communication for managers – Taylor And Chandra – pearson**
3. **Business Communication – Rajeesh Viswathanan- Himalaya Publishing house**
4. **Business Communication – Meenakshi Raman , Prakash Singh**
5. **Business Communication for Managers – An advanced approach – Penrose /Rasberry /Myers**

Course Outcomes: On completion of the course, student will be able to–

Co.No	CO	Cognitive Level
1.2.1	The student will be able to define the various modes of communication skills.	1
1.2.2	Write precise briefs, e-mails, business letters, reports and technical documents.	6
1.2.3	The student will be able to explain effective verbal and non-verbal communication.	3



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FACULTY OF COMMERCE & MANAGEMENT

First Year BMS – w.e.f.AY 2017-18

SEMESTER: I

Paper: M1.3 Micro Economics

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

Required Lectures: 60 hours

Course Objectives:

- ✓ To understand the fundamental and technical concepts of micro economics.
- ✓ To impart basic theories of economics in developing critical thinking and problem solving.
- ✓ Understand the links between household behavior and the economic models of demand

- 1. Introduction (10)**
 - 1.1. Micro Economics – Meaning, Scope, Nature and Importance
 - 1.2. Basic Economic Problems
 - 1.3. Tools of Economic Analysis – Functional relationships, Schedules, graphs, and Equations
 - 1.4. Variable – Dependent and Independent Variables
- 2. Demand Analysis (10)**
 - 2.1. Concept and Determinants of Demand
 - 2.2. Law of Demand
 - 2.3. Elasticity of Demand
 - 2.4. Demand Forecasting
 - 2.5. Techniques of Demand Forecasting
- 3. Supply Analysis (10)**
 - 3.1. Meaning of Supply and Determinants of Supply
 - 3.2. Law of Supply
 - 3.3. Elasticity of Supply
 - 3.4. Types of Elasticity of Supply
 - 3.5. Factors Determining Elasticity of Supply
- 4. Production Analysis (10)**
 - 4.1. Concept of Production Function
 - 4.2. Law of Production Function
 - 4.3. Law of Diminishing Marginal Returns
 - 4.4. Law of Variable Proportions
 - 4.5. Law of Return to Scale
- 5. Cost and Revenue Analysis (10)**
 - 5.1. Concept of Cost and Revenue
 - 5.2. Kinds of Cost
 - 5.3. Relationship between Total Revenue, Average Revenue and Marginal Revenue
 - 5.4. Break Even Analysis and its uses
- 6. Market and Market Structure (10)**
 - 6.1. Concept of Market
 - 6.2. Types of Market Structure
 - 6.3. Characteristics of –
 - 6.3.1. Perfect Competition

- 6.3.2.Monopoly
- 6.3.3.Monopolistic Competition
- 6.3.4.Oligopoly
- 6.4. Economic effects of Price Discrimination

REFERENCE BOOKS

1. Managerial Economics Dr Singh Kogent Publications
2. Economics Samuelson & Nourdhous - TMH
3. Modern Economic Theory K K Dewatt, SChand
4. Introduction to Positive Economics Richard Lipsey & Crystal - TMH
5. Micro Economic Theory Mankiw - Thomson
6. Managerial Economics Dr D M Mithani Himalaya
7. Managerial Economics Concepts & Application Thomas & Maurice Mcgraw-Hill
8. Managerial Economics Mark Hirschey Thomson Press

Course Outcomes: On completion of the course, student will be able to–

Co.No	CO	Cognitive Level
1.3.1	Understand technical concepts of micro economics.	2
1.3.2	Evaluate cost benefit analysis with illustration.	5
1.3.3	Measure the impact of demand and supply on Indian economy.	5



North Maharashtra University, Jalgaon

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FACULTY OF COMMERCE & MANAGEMENT

First Year BMS – w.e.f.AY 2017-18

SEMESTER: I

Paper: M1.4 Fundamentals of Accounting

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

Required Lectures: 60 hours

Course Objectives

- ✓ Introduces students to the world of accounting and assumes no prior knowledge of the subject area.
- ✓ It will be demonstrated how a practical understanding and interpretation of accounting reports and other accounting tools can improve decision-making and add value for company stakeholders

1. Theoretical Framework

10

- 1.1 Meaning and Scope of Accounting
- 1.2 Accounting Concepts, Principles and Conventions
- 1.3 Accounting Standards, Concepts, Objectives, Benefits
- 1.4 Accounting Policies

2. Meaning and Fundamental of Double Entry Book Keeping System

10

- 2.1 Study of Double Entry Book Keeping System
- 2.2 Advantages of double Entry Book Keeping System
- 2.3 Comparison of Double Entry Book Keeping System with Conventional Accounting System
- 2.4 Types of Accounts, Personal, Real, Nominal
- 2.5 Rules for Different Accounts for Passing Entries

3. Accounting Process

10

- 3.1 Journal, Meaning Importance and Utility of Journal
- 3.2 Specimen of Journal, Writing Of Journal Entries
- 3.3 Ledger, Meaning, Need and Contents of Ledger
- 3.4 Specimen of Ledger, Ledger Posting, Balancing
- 3.5 Trial Balance, Meaning and Utility
- 3.6 Specimen of Trial Balance, Methods of Preparation

4. Cash Book

10

- 4.1 Meaning
- 4.2 Types of Bank Accounts, Fixed Deposit, Recurring Deposit, Savings Account and Current Account
- 4.3 Types of Cheques, Bearer Cheque, Order Cheque, Cross Cheque
- 4.4 Preparation of Cash Book, Simple Cash Book, Cash Book with Cash and Bank Column
- 4.5 Preparation of Petty Cash Book, Meaning, Types, Simple and Analytical Petty Cash Book

5. Rectification of Errors

10

- 5.1 Meaning, 5.2 Classification of Errors, Errors of Principles, Errors of Omission, Commission, Compensating Errors

5.3 Steps to Locate Errors

5.4 Rectification Entries Before and After Preparation of Trial Balance

5.5 Suspense Account

6. Final Accounts for Sole Proprietors

10

6.1 Meaning, Objectives & Importance

6.2 Preparation of Trading Account, Profit and Loss Account & Balance Sheet

6.3 Adjustments of Closing Stock, Depreciation, Bad Debts & R.D.D, Outstanding Expenses, Prepaid Expenses, Accrued Income & Income Received in Advance

Reference Books

1. Financial Accounting: Ashok Sehgal, Deepak Sehgal, Taxmann Publication
2. Financial Accounting: S.Kr. Paul, New Central Book Agency
3. Financial Accounting: S.N.Maheshwari, Sunil K. Maheshwari, Sharad K. Maheshwari, Vikas Publishing House.
4. Accounting for Managers: J. Madegowda, Himalaya Publishing House.
5. Financial Accounting –Principles And Practices: Jawahar Lal, Seema Srivastava. S.Chand
6. Financial Accounting: Bhushan Kumar Goyal, H.N.Tiwari, International Book House Pvt. Ltd.
7. Advanced Accounts: M.C. Shukla, T.S. Grewal, S.C.Gupta, S. Chand Publication

Course Outcomes: On completion of the course, student will be able to–

Co.No	CO	Cognitive Level
1.4.1	Explain financial statement ratio analysis to evaluate financial performance	3
1.4.2	Differentiate multi-step income statements, classified balance sheets, and statements of retained earnings	4
1.4.3	Evaluate the financial performance of an organization using accounting reports	5



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FACULTY OF COMMERCE & MANAGEMENT

First Year BMS – w.e.f.AY 2017-18

SEMESTER: I

Paper: M1.5 Introduction to Marketing

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

Required Lectures: 60 hours

Course Objectives

- ✓ To understand the concepts of marketing management
- ✓ To learn about marketing process for different types of products and services
- ✓ To understand the tools used by marketing managers in decision situations
- To understand the marketing environment

1. Basics of Marketing	12
1.1 Introduction to Marketing	
1.2 Core Concepts of Marketing	
1.3 Evolution of Marketing	
1.4 Meaning and importance of Marketing	
1.5 E-Business, Relationship Marketing; Database Marketing	
1.6 Functional areas of Marketing	
1.7 Organization Types of Marketing Organizations	
2. Marketing Plan	8
2.1 Definition & meaning of marketing process	
2.2 Steps in the Marketing Process	
2.3 Nature and contents of a marketing plan	
2.4 Marketing mix. (4Ps)	
2.5 Product Mix	
2.6 Price Mix	
2.7 Place Mix	
2.8 Promotion mix	
3. Product Management	10
3.1 Meaning of product	
3.2 Product classification	
3.3 Product levels	
3.4 Product policies	
3.5 Product life cycle	
3.6 New product development	
3.7 Branding & packaging	
4. Pricing Strategies	8
4.1 Pricing objectives	
4.2 Methods and pricing policies	
4.3 Adopting the price	
4.4 Initiating and responding to price changes	
5. Distribution Strategies	12
5.1 Channel design and management	
5.2 Channel dynamics and market logistics	
5.3 Channels of distribution according to market type	
5.4 Types of channels across the market	

- 5.5 Importance of Retailing and wholesaling.
- 5.6 Current practices of MNCs in distribution field
- 5.7 Case studies of at least 2 big corporate on Distribution strategies design

6. Promotion Strategies

10

- 6.1 Promotion decisions and promotion mix
- 6.2 Difference between sale & advertising
- 6.3 Different ways of Sales promotion,
- 6.4 Traditional vs. online sales practice
- 6.5 Public relations & Personal selling
- 6.6 Channel management- selection
- 6.7 Emergence of new channels
- 6.8 Entry of global players in Promotional strategies of products & service.

REFERENCE BOOKS

1. Principles of Marketing: A South Asian Perspective, 13e – Kotler - Pearson
2. Marketing –Asian Edition by inha, Bines, Fill & Page – Oxford University Press
3. Marketing Management – Rajan Saxena – Tata McGraw Hill
4. Marketing Management – Iacobucci, Kapoor - Cengage
5. Marketing Management: South Asian Perspective, 14e - Kotler/ Koshy - Pearson
6. Marketing : A South Asian Perspective – Lamb, Hair, Sharma - Cengage
7. Marketing Management – Ramaswamy, Namakumari 4th edition - Macmillan
8. Marketing Management – Arunkumar N. Meenakshi – Vikas Publishing
9. Marketing Management – Stanton – McGraw Hill
10. Marketing Management by Kotler, Keller & Koshti - Pearson/ Prantice Hall
11. Marketing –Varma & Duggal – Oxford University Press
12. Basics of Marketing Management – R.B. Rudani - S. Chand & Company Ltd.

Course Outcomes: on completion of the course, student will be able to–

Co.No	CO	Cognitive Level
1.5.1	Understand the basic concepts of marketing.	2
1.5.2	Explain effective understanding of marketing management and its application.	3
1.5.3	Evaluate the marketing practices adopted by the cooperates	5



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FACULTY OF COMMERCE & MANAGEMENT

First Year BMS – w.e.f.AY 2017-18

SEMESTER: I

Paper: M1.6 Fundamentals of Computer

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

Required Lectures: 60 hours

Course Objectives:

- ✓ To provide understanding of modern methods of information processing and its applications.
- ✓ To illustrate the students with knowledge of the computer systems with emphasis on their Uses and limitation;
- ✓ To encourage the students of using computers and building confidence among them.

1. Introduction 10

- 1.1 History & Generation of computer
- 1.2 Block diagram of computer system
- 1.3 Types of computers
- 1.4 Definition: Software, Hardware, Compiler, Interpreter
- 1.5 Characteristics & applications of Computer

2. Input Output Devices 10

- 2.1 Input devices –
 - 2.1.1 keyboard
 - 2.1.2 mouse
 - 2.1.3 scanner
 - 2.1.4 web camera
- 2.2 Output device –
 - 2.2.1 printers
 - 2.2.2 plotters
 - 2.2.3 LCD projector
- 2.3 Memory Concept:
 - 2.3.1 Primary-RAM, ROM, PROM, EPROM
 - 2.3.2 Secondary - Magnetic disk, hard disk, CD

3. Operating System Concepts 10

- 3.1 Definition, need and function of an operating system
- 3.2 Types of operating system
- 3.3 Comparative study of various operating systems

4. Microsoft Word 10

- 4.1 Introduction To Microsoft Office, Toolbar, Ribbon
- 4.2 Create A New Document Using Template, Wizard & Working With Text
- 4.3 Save The Document In Different format
- 4.4 Print The Document
- 4.5 Find And Replace Text
- 4.6 Spelling And Grammar Checking
- 4.7 Character Formatting, Paragraph Formatting, Page Formatting
- 4.8 Multicolumn News Letter, Styles and Themes
- 4.9 Create & Manage Tables

4.10 Mail- Merge , Drop Cap , Change case

5. Microsoft Excel

10

- 5.1 Create a new Workbook & Enter Data Into A Worksheet
- 5.2 Print A Worksheet, Excel Formulas
- 5.3 Copy And Move Formulas, Insert And Delete Rows And Columns
- 5.4 Edit Cell Data, Find And Replace Data
- 5.5 Create A Range, Fill Cells With Auto Fill Data, Name Box
- 5.6 Enter Excel Functions, Use Excel's Function Wizard
- 5.7 Add A Chart To A Worksheet, Insert Graphics Into A Worksheet

6. Microsoft PowerPoint

10

- 6.1 Create New Presentation, Print A Presentation, Open An Existing Presentation
- 6.2 Use PowerPoint Layouts And Themes, Change A Presentation's Background
- 6.3 Insert A Chart Into A Presentation, Insert Graphics Into A Presentation
- 6.4 Add Header, Footer, Sound, Video to A Presentation, and special effects.

REFERENCE BOOKS

- 1. Saxena, Computer Applications in Management, Vikas Publication, New Delhi.
- 2. Rajaraman, V., Computer Fundamentals, PHI, New Delhi.
- 3. SAMS Teach Yourself Microsoft Office 2007- Greg Perry ISBN 0-672-32901-8
- 4. Fundamentals of MS Office 2007 – Gretchen Douglas, Mark Connell

Course Outcome: The successful completion of this course enables the students in

Co.No	CO	Cognitive Level
1.6.1	Understand the modern methods of information processing and its applications in business.	2
1.6.2	Understand the value of computer systems and their uses and limitation in business applications.	2
1.6.3	Apply office automation tools in industry.	3



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FACULTY OF COMMERCE & MANAGEMENT

First Year BMS – w.e.f.AY 2017-18

SEMESTER: I

Paper: M1.7 Practicals on ICT practices

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

Required Lectures: 60 hours

Course Objectives:

- ✓ To understand the implications of computers in the modern world.
- ✓ To demonstrate and train students in using computer and internet.
- ✓ To impart practical knowledge & applicability of theoretical concepts with routine examples.

Handling the PC

1. Create a new folder in the Drive D:
2. Create a new file in the different locations of PC.
3. Moving a file into new location.
4. Delete an empty file.
5. Check the properties of the particular file and folder.
6. Change the desktop in the specific time.

Internet

1. Create a new email account in www.gmail.com, www.hotmail.com or www.ymail.com .
2. Basic study in an email how to check other emails in inbox and how to send the email.
3. Add the contact in contact list and chat with the present person in chatting box.
4. Read the news in www.yahoo.com or other web-sites.
5. Create a Blog on ICT topic using www.blogger.com.
6. Write the comment on other blogs.

Course Outcome: The successful completion of this course enables the students in

Co.No	CO	Cognitive Level
1.6.1	Understanding the significance of computer systems and their applications.	2
1.6.2	Develop ICT skills among the students.	3
1.6.3	Evaluate the various practices of ICT adopted by organization.	5



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FACULTY OF COMMERCE & MANAGEMENT

First Year BMS – w.e.f.AY 2017-18

SEMESTER: II

Paper: M2.1 Principles of Management - II

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

Required Lectures: 60 hours

Course Objectives

- ✓ To enable them to analyze and understand the environment of the organization.

To help the students to develop cognizance of the importance of management principles.

1. Planning & Decision making	12
1.1 Nature and Purpose of Planning, Types of plans, steps in planning	
1.2 The planning process, a rational approach to goal achievement	
1.3 Decision Making: Introduction, Definition, Process of Decision Making	
1.4 Merit and demerits of Decision making,	
1.5 Types of decisions, Models of Decision Making, Classical model, Administrative Model, Political Model	
2. Organizing	10
2.1 Nature and Purpose of Organizing	
2.2 Formal and informal organizations	
2.3 organizational division, the department, organization levels and the span of management	
2.4 factors determining an effective span	
2.5 The structure and process of reorganizing	
3. Authority and power	10
3.1 Concept of Authority, Sources and limits	
3.2 Delegation- meaning, importance's, and types; delegation of authority	
3.3 Prerequisites for effective delegation of authority	
3.4 Centralization and decentralization	
3.5 Concept of power, bases of power	
4. Staffing	10
4.1 Definition of staffing, defining the managerial job,	
4.2 systems approach to HRM – an overview the staffing function	
4.3 situational factors affecting staffing, selection – matching the person with the job	
4.4 systems approach, position requirements and job design	
4.5 skills and personal characteristics required by managers	
4.6 matching qualifications with position requirements	
4.7 selection-process, techniques and instruments	
5. Directing and Leadership	08
5.1 Directing : Concept, Principles	
5.2 Direction and Supervision Techniques;	
5.3 Leadership- Concept, Charismatic, Trait	
5.4 Behavioral and Situational leadership theories	
6. Controlling	12
6.1 Controlling the basis control process	
6.2 critical control points and standards	
6.3 control as a feedback system, real-time information and control	
6.4 feed forward control, requirements for effective controls	

REFERENCE BOOKS

1. *Essentials of Management - Koontz & Weihrich– McGraw Hill*
2. *Principles of Management – Bhat & Kumar – Oxford University Press*
3. *Principles and Practice of Management, L. M. Prasad, Sultan Chand & Sons, New Delhi*
4. *Principles of Management, Ramaswamy T, Himalaya.*
5. *Principles of Management, Tripathi P C & Reddy P N, Tata McGraw Hill*
6. *Modern Business Organization and Management, Sherlerkar S A, Himalaya Publishing House*

Course Outcomes On completion of this course, the students will be able to

Co.No	CO	Cognitive Level
2.1.1	Define the roles and responsibilities looking into the hierarchical structure of the organization.	1
2.1.2	Understand the contribution made by various management thinkers.	2
2.1.3	Implement the skills and functional aspects of management in industry.	5



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FACULTY OF COMMERCE & MANAGEMENT

First Year BMS – w.e.f.AY 2017-18

SEMESTER: II

Paper: M2.2 Communication Skill - II

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

Required Lectures: 60 hours

Course Objectives

- ✓ To develop and nurture the communication skills of the students through individual and group activities.
- ✓ To expose students to right attitudinal and behavioral aspects and to build the same through activities

1. **Introduction to business communication** 10
 - 1.1 Channels of communication
 - 1.2 Methods of communication
 - 1.3 Communication network
 - 1.4 New communication media
 - 1.5 Goals of communication in business
 - 1.6 Verbal and Non-verbal communication
2. **Crisis Communication strategies** 10
 - 2.1 Introduction and conceptual understanding of a crisis
 - 2.2 Dealing with crisis
 - 2.3 Role of internal communication in a crisis
 - 2.4 Some Examples of Companies in Crisis; Toyota motor corporation, Maruti Suzuki, Cadbury, Nokia
3. **Business meetings and Negotiation** 10
 - 3.1 Introduction, Definition and types
 - 3.2 Key attributes of a productive meeting
 - 3.3 Meeting Etiquettes, Do's and Don'ts in a meeting
 - 3.4 Handling Disruption in meetings
 - 3.5 The Agenda and Minutes of Meetings
 - 3.6 Negotiation, Meaning, Planning, Barriers Approach
4. **Introduction to Business Writing** 10
 - 4.1 Introduction to Academic Writing and Business Writing
 - 4.2 Business Letters, Memorandums, Emails
 - 4.3 Planning, Composing and Writing Report
 - 4.4 The Office Circular, Office Order, and Notice
5. **Employment Communication** 10
 - 5.1 Introduction and Role of Networking in Employment
 - 5.2 Cover Letter, Resume, Types of Job Correspondence
 - 5.3 Group Discussion Meaning, Process, Importance
 - 5.4 Teacher should ask Students to perform Group Discussion in classroom
 - 5.5 The Job Interview process, Types of interview
6. **Preparing and Delivering presentation** 10
 - 6.1 Introduction
 - 6.2 Types, Importance.
 - 6.3 Common Problems
 - 6.4 Students should prepare Two Business Presentation in classroom

REFERENCE BOOKS

1. Business Communication for Managers - Payal Mehra-- pearson
2. Communication for managers – Taylor And Chandra – pearson
3. Business Communication – Rajeesh Viswanathan- Himalaya Publishing house
4. Business Communication – Meenakshi Raman , Prakash Singh
5. Business Communication for Managers – An advanced approach – Penrose /Rasberry /Myers

Course Outcomes: On completion of the course, student will be able to–

Co.No	CO	Cognitive Level
2.2.1	Understand and participate in group discussion / meetings / interviews.	2
2.2.2	Associate with heterogeneous teams through the knowledge of team work, Inter-personal relationships, conflict management and leadership quality.	2
2.2.3	Express an effective skills through goal/target setting, self motivation and practicing creative thinking.	6



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FACULTY OF COMMERCE & MANAGEMENT

First Year BMS – w.e.f.AY 2017-18

SEMESTER: II

Paper: M2.3 Macro Economics

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

Required Lectures: 60 hours

Course Objectives

- ✓ To understand the basics concepts of macro economics and its application in Indian economy.
- ✓ To enumerate the economic policies of government of India.
- ✓ To enable the students to understand the impact of monetary and Fiscal policy on Indian economy.

1. Introduction (10)

- 1.1. Meaning, Nature, Scope, Importance and Limitation of Macroeconomics
- 1.2. Difference between Micro and Macro Economics
- 1.3. Theory of Employment
 - 1.3.1. Say's Law of Market
 - 1.3.2. Classical Theory of Employment
 - 1.3.3. Criticism by Keynes on Classical Theory
 - 1.3.4. Keynesian Theory of Employment

2. Consumption and Investment (12)

- 2.1. Meaning of Consumption Function
- 2.2. Average and Marginal Propensity to Consume
- 2.3. Psychological Law of Consumption
- 2.4. Factors influencing Consumption Function
- 2.5. Saving- concept & Function
- 2.6. Investment- Meaning & Types
- 2.7. Investment Multiplier- Concept and Limitations
- 2.8. Principle of Acceleration – Concept

3. Inflation and Deflation (10)

- 3.1. Inflation - Meaning and Causes
- 3.2. Demand Pull and Cost Push Inflation
- 3.3. Effects of Inflation
- 3.4. Measures to control Inflation
- 3.5. Deflation- Meaning, Causes and Consequences

4. Value of Money (08)

- 4.1. Money- Definition and Functions
- 4.2. Quantity Theory of Money
- 4.3. Cash balance approach

5. Macroeconomic Objectives and Policies (10)

- 5.1. Macroeconomic Objectives
- 5.2. Monetary Policy- Meaning and Definitions,
- 5.3. Instruments, Advantages and Limitations
- 5.4. Fiscal Policy- Meaning and Definitions, Instruments and Advantages

6. Business Cycles (10)

- 6.1. Meaning and Features of Business Cycle
- 6.2. Phases of Business Cycle
- 6.3. Causes and Effects of Business Cycle
- 6.4. Control of Business Cycles- Monetary and Fiscal Controls

REFERENCE BOOKS

1. Ackey, G (1976) Macro Economics Theory and Policy, Macmillan Publishing Company, New York
2. Ahuja H. L. (2002) Macroeconomics Theory and Policy, Chand and Co. Ltd New Delhi.
3. D'souza Errol (2008) Macroeconomics : Person Publication, New Delhi.
4. Gupta S.B. (1994) Monetary Economics, S. Chand and Co. Delhi
5. Jingan M.L. (2002) Macro Economic Theory, Vrinda Publication, Delhi
6. Vaish M. C. (2002) Macro Economic Theory, Vikas Publishing House, N. Delhi
7. Shapiro E (1996) Macro Economic Analysis; Galgotia Publication, New Delhi

Course Outcomes On completion of this course, the students will be able to

Co.No	CO	Cognitive Level
2.3.1	Understand the parameters for ascertaining national income, GDP and GNP.	2
2.3.2	Explain the basic concepts of macro economics.	2
2.3.3	Evaluate the impact of monetary policy framed by RBI.	5



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FACULTY OF COMMERCE & MANAGEMENT

First Year BMS – w.e.f.AY 2017-18

SEMESTER: II

Paper: M2.4 Financial Accounting

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

Required Lectures: 60 hours

Course Objectives

- ✓ To enable the students to prepare different kinds of Financial Statements.
- ✓ To introduce problems of financial accounting such as measuring and reporting issues related to assets and liabilities and preparing the financial statements.
- ✓ To gain the ability of using accounting information as a tool in applying solutions for managerial problems, evaluating the financial performance, and interpreting the financial structure.

- | | |
|--|-----------|
| 1. Theoretical Framework of Financial Accounting | 10 |
| 1.1 classification , Financial Accountancy , Cost Accountancy , Management Accountancy | |
| 1.2 users of financial accounting information | |
| 1.3 functions, advantages & limitations | |
| 1.4 accounting and other disciplines, Law, Economics, Statistics | |
| 1.5 role of accountant in society | |
| 2. Valuation of Goodwill | 10 |
| 2.1 Meaning of Goodwill | |
| 2.2 Need for valuation of Goodwill | |
| 2.3 Methods of Valuation of Goodwill, Average Profit, Super Profit & capitalization Method | |
| 3. Depreciation Accounting | 10 |
| 3.1 Meaning and Definition | |
| 3.2 Causes of Depreciation | |
| 3.3 Need for Depreciation | |
| 3.4 Methods of Computation, Straight Line Method, Written down value method | |
| 4. Bank Reconciliation Statement | 10 |
| 4.1 Meaning, Need & Importance | |
| 4.2 Causes for Difference in Bank Balance | |
| 4.3 Preparation of Bank Reconciliation Statement | |
| 5. Accounts of 'Not For Profit' Concern | 10 |
| 5.1 Introduction | |
| 5.2 Features of Not for Profit Concern | |
| 5.3 Types of Receipts, Types of Payments | |
| 5.4 Concept & Specimen of receipt and payment of account | |
| 5.5 Concept & Specimen of Income and expenditure account | |
| 5.6 Distinction between receipt & Payment account and Income & Expenditure account | |
| 5.6 Preparation of Income & Expenditure A/c and Balance Sheet | |
| 6. Investment Account | 10 |
| 6.1 Preparation of Investment Account for Fixed Income Bearing Securities | |
| 6.2 Cum Interest , Purchase, Sale & Computation of profit on securities | |

REFERENCE BOOKS

1. Financial accounting: S.Kr. Paul, New Central Book Agency
2. Financial Accounting: S.N.Maheshwari, Sunil K. Maheshwari, Sharad K. Maheshwari, Vikas Pub. House
3. Accounting For Managers: J. Madegowda, Himalaya Publishing House.
4. Financial Accounting –Principles and Practices: Jawahar Lal, Seema Srivastava. S.Chand
5. Financial Accounting: Ashok Sehgal, Deepak Sehgal, Taxmann Publication
6. Financial Accounting : Bhushan Kumar Goyal, H.N.Tiwari,International Book House Pvt. Ltd.
7. Advanced Accounts: M.C. Shukla, T.S. Grewal, S.C.Gupta, S. Chand Publication
8. Advanced Financial Accounting: S.KR. Paul, New Central Book Agency
9. financial structure.

Course Outcomes On completion of this course, the students will be able to

Co.No	CO	Cognitive Level
2.4.1	Understand the basics of financial statements in accordance with appropriate standards.	2
2.4.2	Prepare accounting information for planning and control and for the evaluation of finance.	3
2.4.3	Prepare Bank reconciliation statement from incomplete statement.	3



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FACULTY OF COMMERCE & MANAGEMENT

First Year BMS – w.e.f.AY 2017-18

SEMESTER: II

Paper: M2.5 Organization Behavior

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

Required Lectures: 60 hours

Course Objectives

- ✓ To enable the students to develop cognizance of the importance of human behavior.
- ✓ To enable students to describe how people behave under different conditions and understand why people behave as they do.
- ✓ To provide the students to analyze specific strategic human resources demands for future action.

1. Introduction to OB 10

- 1.1 Definition, Need and Importance of OB
- 1.2 Nature and Scope of OB
- 1.3 Disciplines influencing the field of OB
- 1.4 Models of OB

2. Individual Behaviour 10

- 2.1 Factors Affecting Individual Behavior
- 2.2 MARS Models of Individual Behavior
- 2.3 Personality – Factors Influencing Personality, Big Five personality dimension
- 2.4 Learning – The Learning Process – Learning Theories-Factors Affecting Learning
- 2.5 Attitudes – Types, Components and Functions
- 2.6 Perceptions – Importance – Factors Influencing Perception

3. Group Behaviour 10

- 3.1 Organization Structure – Formation
- 3.2 Groups in Organizations – Influence
- 3.3 Group Dynamics – Meaning-Group & Collection of People-Types of Groups
- 3.4 Emergence of Informal Leaders and Working Norms
- 3.5 Group Decision Making Techniques
- 3.6 Team Building - Interpersonal Relations – Communication – Control

4. Leadership and Power 10

- 4.1 Meaning-Importance
- 4.2 Leadership Styles
- 4.3 Theories of Leadership
- 4.4 Leaders Vs Managers
- 4.5 Meaning of Power – Nature & Sources of Power – Power Centers – Power and Politics
- 4.6 Power Tactics- Meaning, Forms of Power Tactics, Effectiveness of Power Tactics

5. Team Work & Group Decision Making 10

- 5.1 Team: Meaning, Features & Types
- 5.2 Groups & Team – Quality Circle
- 5.3 Team Building- Effective Teams
- 5.4 Group Decision Making-Merits-Limitations & Techniques
- 5.5 Problem Solving In Small Groups

6. Organizational Change

10

- 6.1 Meaning, Features, Forces of Change
- 6.2 Types of Change
- 6.3 Factors Affecting Change or Need for Change
- 6.4 Process of Change or – Change Model Force Field Analysis
- 6.5 Resistance to Change – Overcoming Resistance to Change
- 6.6 Approaches to Planned Change – Management of Change

REFERENCE BOOKS

1. Organization Behavior – Margie- Paraikh- Tata McGraw Hill
2. Organization Behavior – Suja R. Nair, Himalaya Publications
3. Organization Behavior –Stephen P . Robbins, Pearson
4. Organization Behavior –S.S. Khanka – S Chand
5. Organization Behavior – K. Ashwathappa - Himalaya
6. Organization Behavior – Arun Kumar & N. Meenakshi, Vikas Publishers
7. Human Relations and Organisational Behaviour (5/e) - Dwivedi - Macmillan
8. Management & OB – Jayantee Mukherjee-Saha, Excel Books
9. Organization Behavior – M.N. Mishra, Vikas Publications
10. Organization Behavior –Fred Luthans - TMH
11. Human Behavior at Work –Keith Devis-TMH
12. Organization Behavior – P G Aquinas, Excel books, New Delhi

Course Outcomes On completion of this course, the students will be able to

Co.No	CO	Cognitive Level
2.5.1	Understand the concept of organizational behavior in organization.	2
2.5.2	Analyze the complexities associated with management of the group behavior in the organization.	4
2.5.3	Express the applicability of analyzing the complexities associated with management of individual behavior in the organization.	6



North Maharashtra University, Jalgaon

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FACULTY OF COMMERCE & MANAGEMENT

First Year BMS – w.e.f.AY 2017-18

SEMESTER: II

Paper: M2.6 E-commerce & M-Commerce

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

Required Lectures: 60 hours

Course Objectives:

- ✓ To understand the basics of electronic commerce and Mobile Commerce.
- ✓ To critically analyze illustration and cases of e-commerce systems
- ✓ To describe systems and technology and applications of m-commerce

1: An overview of E- Commerce

10

- 1.1 Fundamentals of ecommerce, Advantages of ecommerce
- 1.2 Comparison between Traditional and e-Commerce
- 1.3 Types of E Commerce Solutions, Obstacles in adopting ecommerce Applications
- 1.4 Future of E Commerce
- 1.5 Electronic data Interchange (EDI).

2: Applications of Electronic Commerce

10

- 2.1 Application of E Commerce in Direct Marketing and Selling
- 2.2 Value Chain Integration
- 2.3 Supply Chain Management
- 2.4 Financial and Information Services

3: Security in E-Commerce

10

- 3.1 Security Threats, cryptography, methods of encryption,
- 3.2 Certificate Authority, Digital Certificate
- 3.3 Secure electronic transition (SET), Secure Socket Layer (SSL)
- 3.4 Firewall
- 3.5 Virtual private network.

4: Electronic Payment Systems

10

- 4.1 Internet Payment Process, electronic payments systems,
- 4.2 ecash(Customer to Merchant Payments, Peer to Peer Payments, Security)
- 4.3E-wallets, Debit card, Credit card, Smart card
- 4.4 Electronic Banking, Electronic Fund Transfers.
- 4.5 Website Management

5: E-commerce Infrastructure

10

- 5.1 Need for an Intelligent Website, technology Infrastructure Required
- 5.2 Basic Web Languages for Web Designing
- 5.3 Corporate Strategic Infrastructure Required
- 5.4 Miscellaneous Website Design Tips

6: Basics of M-Commerce

10

- 6.1 Overview of M-Commerce - Wireless Application Protocol (WAP), Generations of Mobile
- 6.2 Wireless Technology

6.3 Components of Mobile Commerce

6.4 Networking Standards for Mobiles

REFERENCE BOOKS

1. E Commerce by C S V Murthy.
2. E-Commerce, 6/E Kenneth Laudon Carol GuercioTraver, AzimuthInteractive, Prentice Hall
3. E-Commerce: Fundamentals and Applications, Henry Chan (The Hong KongPolytechnic Univ.), Raymond Lee(The Hong Kong Polytechnic Univ.), TharamDillon (The Hong Kong Polytechnic Univ.), Elizabeth Chang (The Univ. ofNewcastle, Australia) ISBN: 978-0-47149303-7
4. E-commerce and M-commerce Technologies by p. Candance Deans ISBN : 9781591405665

Course Outcome: The successful completion of this course enables the students in

Co.No	CO	Cognitive Level
2.6.1	Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.	1
2.6.2	Understand the basics of electronic commerce and Mobile Commerce	2
2.6.3	Analyze the impact of E-commerce on business models.	4



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FACULTY OF COMMERCE & MANAGEMENT

First Year BMS – w.e.f.AY 2017-18

SEMESTER: II

Paper: M2.7 Practical on Office Automation

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

Required Lectures: 60 hours

Course Objectives:

- ✓ To understand the basic terms of MS-Office suite.
- ✓ To create document in Microsoft Word with formatting.
- ✓ Apply the tools in Microsoft Excel to perform basic calculations.

Practical on ICT Practices

1. Create a simple document in word using headings, fonts and paragraph formatting
2. Demonstrate style formatting and page formatting in Word
3. Demonstrate creating and using templates in Word
4. Demonstrate working with pictures and tables in Word
5. Design an invitation letter for your birthday to 10 friends using mail merge.
6. Demonstrate entering data, sorting and formatting data and cells in Excel
7. Demonstrate using formulas in Excel
8. Demonstrate adding charts in Excel
9. Create presentations and apply themes and layouts to slides in PowerPoint
10. Create presentation using pictures, shapes, tables, charts, Smart Art into slides
11. Demonstrate adding sound, video, transitions, and animation to your PowerPoint presentations.

Course Outcome: The successful completion of this course enables the students in

Co.No	CO	Cognitive Level
2.7.1	Describe the features and functions of the categories of application software	1
2.7.2	Understand the dynamics of an office environment	2
2.7.3	Create a presentation in Microsoft PowerPoint that is interactive and legible content	6



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FACULTY OF COMMERCE & MANAGEMENT

Second Year BMS – w.e.f.AY 2018-19

SEMESTER: III

Paper: M3.1 Mathematics for Management

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

Required Lectures: 60 hours

Course Objectives:

- ✓ Identify and recognize mathematical techniques used in business math.
- ✓ Develop proficiency in applying the theoretical concepts to solve math problems.
- ✓ Apply fundamental mathematical models to all facets of the business management world..

1. Mathematical Logic	08
1.1 Meaning and Truth Value of statement, Primitive and Compound Statement	
1.2 Logical Operations – Negation, Conjunction, Disjunction, Implication and Double Implication	
1.3 Construction of Truth Tables	
1.4 Equivalence of logical statements	
1.5 Contradiction and Tautology	
2. Commercial Arithmetic	10
2.1 Interest – Meaning, Types of Interest (Simple Interest and Compound Interest)	
2.2 Calculation of Interest	
2.3 Annuity – Meaning, Types of Annuity (Annuity Due and Annuity Regular)	
2.4 Calculation of Present and Future Value of Annuity	
2.5 Sinking Fund	
3. Permutation and Combination	08
3.1 Meaning, Statement of basic properties and Calculation of Factorial of a Number	
3.2 Fundamental Principles of Counting	
3.3 Meaning of Permutation and Combination	
3.4 Statement of formula for number of permutations of n different objects, when r objects are taken at a time.	
3.5 Statement of formula for number of Combinations of n different objects, when r objects are taken at a time.	
4. Sets	10
4.1 Sets – Meaning and Methods of Describing a Sets	
4.2 Types of Sets – Finite set, Infinite set, Empty set, Universal set, Super set, Disjoint sets, Overlapping sets, Complementary sets	
4.3 Operations on Sets – Equality of sets, Union of Sets, Intersection of sets, Difference of sets, Cartesian product of two sets	
4.4 Venn Diagrams – Meaning and Verification of Basic Logical Statements and Demorgan's Laws by using Venn Diagrams	
4.5 Function – Meaning, Methods of Describing a functions, Types of a function and Domain, Co-Domain, Image, Range of a function (Simple numerical problems from commercial real life situations are expected)	
5. Determinants	12
5.1 Meaning of Determinant	
5.2 Properties of Determinants	
5.3 Evaluation of Second and Third Order Determinants	
5.4 Minor and cofactor of an element	

5.5 Cramer's rule to solve system of linear equations in two and three variables.

6. Matrices

12

6.1 Meaning and Order of Matrix

6.2 Types of Matrix – Zero Matrix, Column Matrix, Square Matrix, Diagonal Matrix, Scalar Matrix, Unit Matrix, Singular Matrix, Non Singular Matrix

6.3 Transpose of a Matrix, Symmetric Matrix, and Skew Symmetric Matrix

6.4 Equality, addition and subtraction of matrices

6.5 Multiplication of Matrix by a Scalar and Multiplication of Two Matrices

REFERENCE BOOKS

1. Business Mathematics - Sancheti & Kapoor- Sultan Chand & Co. New Delhi
2. Business Mathematics & Analytics - Anand Sharma - Himalaya Publishing
3. Mathematics & Statistics for Management by –Mittal, Satyaprasad & Rao - Himalaya Publishing House
4. Business Mathematics & Statistics: Punaini, Pearson Education
5. Business Mathematics Dr.Ramnath Dixit and Dr.Jinendra Jain Himalaya Publishing

Course Outcome: The successful completion of this course enables the students in

Co.No	CO	Cognitive Level
3.1.1	Understand practical problems in economic practice.	1
3.1.2	Examine the methods of business calculus, types and methods of interest account and their basic applications in practice.	3
3.1.3	Validate and test mathematical models.	6



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FACULTY OF COMMERCE & MANAGEMENT

Second Year BMS – w.e.f.AY 2018-19

SEMESTER: III

Paper: M 3.2 Business Ethics

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

Required Lectures: 60 hours

Course Objectives:

- ✓ To understand the Business Ethics and its application in business.
- ✓ To differentiate between values, ethics and morals.
- ✓ To analyze various CSR activities adopted by corporate.

1. Introduction

10

- 1.1 Values, Norms, Beliefs, Morals and Moral standards
- 1.2 Holistic view of values and ethics, religion vs ethics and ethics vs law
- 1.3 Types of values

2. Business Ethics

10

- 2.1 Meaning, nature of business ethics, objectives of business ethics and scope of business ethics
- 2.2 Principle of business ethics, 3 "C"s of business ethics, Relationship between business ethics and corporate excellence
- 2.3 Factors influencing business ethics, importance of business ethics

3. Values for Indian Managers

10

- 3.1 Indian value system, sources of value system
- 3.2 Ethical problems faced by the managers, advantages of managing ethics at workplace
- 3.3 Impact of ethics on managerial performance and organization
- 3.4 Holistic approach for managers in decision making, factors creating unethical behavior

4. Ethical decision making & ethical dilemma

10

- 4.1 Meaning of ethical decision making and its importance
- 4.2 Ethical decision making process
- 4.3 Concept of Ethical dilemma, ethical dilemma at work place and resolving ethical dilemma
- 4.4 Ethical reasoning

5. Ethical issues in society

10

- 5.1 Global warming, Industrial espionage
- 5.2 Gender discrimination, job discrimination
- 5.3 Whistle blowing, insider trading

6. Indian Ethos for management

10

- 6.1 Principles of Indian ethos, Ideas and thoughts of Indian ethos
- 6.2 Nishkama Karma Yoga, Professionalism
- 6.3 Management of self, management of body, Path of action and path of knowledge
- 6.4 Meaning of Spirituality, Introducing Spirituality at Workplace, Importance of Spirituality at Workplace

REFERENCE BOOKS

1. Ethical management text and cases in business ethics and corporate governance-Satish modh-Macmillan

2. Business ethics –CSV murthy-Himalaya publishing
3. Values and ethics of profession and business-S.K.Sarangi Asian books private limited
4. Business ethics and values with case studies-Dr. Neeru Vasishth and Dr. Namita Rajput-Taxman publication
5. Ethics in Management-Swami Anubhavananda and Arya Kumar-Ane Books Pvt. Ltd.
6. Ethics,Indian Ethos and Mangement-S. Balachandran,K.C.R.Raja and B.K.Nair-SPD Pvt. Ltd.
7. Ethics in Management and Indian Ethos-BiswanathGhosh-Vikas Publishing House Pvt. Ltd.

Course Outcome: The successful completion of this course enables the students in

Co.No	CO	Cognitive Level
3.2.1	Students will be able to understand the ethical values of business	2
3.2.2	The student will be able to judge the ethical dilemmas in business.	3
3.2.3	To prepare the students to follow ethical practices for their holistic and societal development.	3



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FACULTY OF COMMERCE & MANAGEMENT

Second Year BMS – w.e.f.AY 2018-19

SEMESTER: III

Paper: M3.3 Indian Economy

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

Required Lectures: 60 hours

Course Objectives:

- ✓ To understand the scenario of Indian economy post 1991.
- ✓ To create awareness among the students of historical and theoretical perspectives of the development of Indian Economy.
- ✓ To examine the various challenges of the Indian Economy.

1. Introduction to Indian economy	10
1.1. Meaning and measurement of economic growth	
1.2. Economic growth in India	
1.3. Urbanization and economic development	
1.4. Government policy towards poverty and unemployment	
1.5. Present Status of Indian Economy	
2. National Income	06
2.1. Concepts of national income and output	
2.2. Methods of measuring national income	
2.3. Problems in estimation of national income	
3. Agricultural productivity in India	12
3.1. Role of agricultural	
3.2. India's agricultural development strategy	
3.3. Agricultural productivity in India	
3.4. Causes and Solutions to low agricultural productivity in India	
3.5. Agricultural credit and price policy	
4. Industry	12
4.1. Role of industrialization	
4.2. Interdependence between agricultural and industrial sectors	
4.3. Industrial development since 1991 – A review	
4.4. Problems of industrial development in India	
4.5. Analysis of new industrial policy	
4.6. Government policy for small scale industries	
4.7. Rationale of public sector in India and its problems	
5. Policies and their impact on Indian Economy	10
5.1. Special Economic Zone in India	
5.2. Privatization and disinvestment policy of India	
5.3. Demonetization of Currency	
5.4. GST	
5.5. EXIM Policy	
6. Problems in Indian economy	10

- 6.1. Causes of inflation
- 6.2. Impact of global financial crisis
- 6.3. Complexity in taxation system
- 6.4. Problems of balance of payment
- 6.5. Causes of Poverty and Unemployment

REFERENCE BOOKS

1. Indian Economy: R Data & KPM Sunderam – S Chand
2. Indian Economy: Mishra &Puri - Himalaya
3. Indian Economy: ANAgrawal – New Age
4. Indian Economy: Uma Kapila

Course Outcome: The successful completion of this course enables the students in

Co.No	CO	Cognitive Level
3.3.1	Understand the scenario of economy in terms of globalization, privatization and liberalization.	2
3.3.2	Analyze the causes and consequences of different market conditions.	4
3.3.3	Integrate the concept of price and output decisions of firms under various market structures.	6



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FACULTY OF COMMERCE & MANAGEMENT

Second Year BMS – w.e.f.AY 2018-19

SEMESTER: III

Paper: M3.4 Cost Accounting

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

Required Lectures: 60 hours

Course Objectives

- ✓ To understand the basic concepts and processes used to determine product costs.
- ✓ To enable the students to analyze the cost accounting statements.
- ✓ To implement the cost accounting practices.

- | | |
|---|-----------|
| 1. Basics of Cost Accounting | 10 |
| 1.1 Meaning Objectives & Functions of Cost Accounting | |
| 1.2 Advantages & Limitations of Cost Accounting | |
| 1.3 Comparison of Cost Accounting & Financial Accounting | |
| 1.4 Classification of Cost | |
| 1.5 Elements of Cost | |
| 1.6 Preparation of Cost Sheet | |
| 2. Materials | 10 |
| 2.1 Definition ,Objective of Material Control | |
| 2.2 Material Purchased Procedure | |
| 2.3 Fixation of Stock Levels: Minimum-Maximum-Reorder Level, Economic Order Quantity | |
| 2.4 Preparation of Stores Ledger – Pricing of Issue of Materials –FIFO, LIFO, Simple Average & Weighted Average Method. | |
| 3. Labour | 10 |
| 3.1 Direct Labour & Indirect Labour | |
| 3.2 Labour Cost Control , Important Factors for Control of Labour Cost | |
| 3.3 Methods of Recording Attendance & Time & Motion Study | |
| 3.4 Control Over Idle Time ,Control Over Overtime | |
| 3.5 Computation of Labour Remuneration Under Time Rate , Piece Rate, Taylors Differential Piece Rate System & Merricks Differential Piece Rate System | |
| 3.6 Premium Wage Plans, Halsey Plan, Rowan Plan | |
| 4. Overhead | 10 |
| 4.1 Classification of Overhead Cost | |
| 4.2 Overhead Distribution | |
| 4.3 Allocation & Apportionment of Overhead (Primary Distribution) | |
| 4.4 Re-Apportionment of Service Department Costs (Secondary Distribution) | |
| 5. Marginal Costing | 10 |
| 5.1 Introduction, Features & Importance | |
| 5.2 Limitations Of Marginal Costing | |
| 5.3 Difference Between Marginal Costing And Absorption Costing | |
| 5.4 Contribution, Break Even Point, Profit Volume Ratio, Margin Of Safety | |
| 6. Standard Costing | 10 |
| 6.1 Introduction | |
| 6.2 Advantages & Limitations of Standard Costing | |

6.3 Analysis of Variances: Material & Labour Variances

REFERENCE BOOKS

1. Cost Accounting Text and Problems: M.C. Shukla, T.S.Grewal, M.P. Gupta, S. Chand Pub.
2. Cost Accounting Principles and Practices: M N Arora, Vikas Publishing House
3. Cost Accounting Methods & Problems: B.K Bhar , Academic Publishers

Course Outcome: The successful completion of this course enables the students in

Co.No	CO	Cognitive Level
3.4.1	Describing the concept of cost accounting.	1
3.4.2	Evaluate the various methods of remuneration and incentives.	5
3.4.3	Prepare cost sheet for ascertaining the cost of the product.	3



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FACULTY OF COMMERCE & MANAGEMENT

Second Year BMS – w.e.f.AY 2018-19

SEMESTER: III

Paper: M3.5 Business Law

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

Required Lectures: 60 hours

Course Objectives

- ✓ This course is designed to provide the student with knowledge of the legal environment.
- ✓ To provide the student with knowledge of legal principles.

1. Indian Contract Act 1872	10
1.1. Meaning and Definitions (Offer, Acceptance, Consideration, Contract)	
1.2. kinds Of Contract	
1.3. Essential of Contract	
1.4. Performance and Discharge of Contract	
1.5. Breach of Contract	
2. Sale of Goods Act, 1930	08
2.1. Introduction and Definition	
2.2. Sale and Agreement to Sell	
2.3. Conditions and Warranties	
2.4. Unpaid Seller and His Rights	
2.5. Performance of Contract of Sale	
2.6. Sale by Auction	
3. Negotiable Instruments Act, 1881	07
3.1. Definition And Characteristics Of Promissory Note, Bill Of Exchange And Cheque.	
3.2. Holder and Holderin, Due Course, Privileges of Holder In Due Course	
3.3. Crossing and Endorsement of Negotiable Instrument	
3.4. DishonourOf N.I., Notice Of Dishonour, Dishonour Of Cheque And Its Effects.	
4. Indian Trade Union Act, 1926	08
4.1. Introduction and Definitions	
4.2. Registration of Trade Union	
4.3. Cancellation of Registration of Trade Union	
4.4. Rights and Privileges of Registered Trade Union and Its Members	
4.5. General Fund and Political Fund of Trade Union	
5. Information Technology Act – 2000	08
5.1. Meaning, Objective, Scope Of The Act	
5.2. Digital Signature &Electronic Governance.	
5.3. Granting Digital Signature Certificate	
5.4. Offences &Penalties, Adjudication	
6. The Patent Act _ 2002	07
6.1. Meaning, Objective &Important Definition	
6.2. Invention, Not Patentable Invention	
6.3. Application for Patents and Process	
6.4. Grants of Patent and Rights of Patent Holder	
6.5. Patent Office and Power of Controller	

REFERENCE BOOKS

1. Legal Aspects in Business 2e by Albuquerque – Oxford University Press
2. Legal Aspects of Business by Akhileshwar Pathak – Tata McGraw Hill
3. Mercantile & Commercial Law by Rohini Aggarwal – Taxman Publication
4. Legal Aspects of Business by R.R. Ramtirthkar – Himalaya Publishing House
5. Mercantile Law by N.D. Kapoor – Sultan Chand & Sons
6. Business Law & Mgt. By Bulchandani, Himalaya Publication
7. Business Regulatory Framework By S.N. & S.K. Maheshwari, Himalaya Publication
8. Business Law – By Kuchal M.C. - Vikas Publishing House
9. Business Law – By Kapoor .N.D. - Sultan Chand And Sons

Course Outcome: The successful completion of this course enables the students in

Co.No	CO	Cognitive Level
3.5.1	Identify the fundamental legal principles behind contractual agreements	1
3.5.2	Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.	2
3.5.3	Examine how businesses can be held liable in to actions of their employees	3



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FACULTY OF COMMERCE & MANAGEMENT

Second Year BMS – w.e.f.AY 2018-19

SEMESTER: III

Paper: M3.6 CRM & Digital Marketing

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

Required Lectures: 60 hours

Course Objectives:

- ✓ Review key trends within the Digital Marketing landscape.
- ✓ An understanding of ways the firms can create and enhance the sources of value to the customer through value explorations and CRM value proposition
- ✓ Examine an example of each Digital Marketing channel and Customer Relationship Management.

1: Introduction to CRM	10
1.1 Concept of Customer Relationship Management, History of CRM, Need of CRM,	
1.2 Importance of CRM, Characteristics of CRM, CRM: Different Acronyms	
1.3 The CRM Business Cycle, Pareto's Law	
1.4 Types of CRM	
1.5 CRM Strategy Cycle	
2: Technology in CRM	10
2.1 Concept of e-CRM, Need for e-CRM, Managing e-CRM	
2.2 E-CRM in downturns, Future of E-CRM	
2.3 E-CRM systems, Problem Solving Approach	
2.4 Enterprise Resource Planning (ERP) System	
2.5 The Supply Chain, CRM Software, Sales Force Automation	
3: Applications of Customer Relationship Management	10
3.1 A Holistic Approach to CRM	
3.2 CRM in B2B E-Commerce	
3.3 CRM in Financial Services, CRM in the Retail Sector	
3.4 E-Business – CRM's New Area of Application	
4: New Marketing Environment - Digital Media	10
4.1 Industry - Reaching Audience through Digital Channels	
4.2 Traditional and Digital Marketing	
4.3 Introduction to Online Marketing Environment	
4.4 Dotcom Evolution and Internet Relationships	
4.5 Integrating E-Business to an Existing Business Model	
4.6 Online Marketing Mix	
4.7 Digital Signage	
5: Internet Enabled Retailing	10
5.1 Turning Experience Goods into Search Goods	
5.2 Personalization through Mass Customization	
5.3 Choice Assistance	
5.4 Personalized Messaging	
5.5 Selling through Online Intermediaries	
5.6 Direct to Customer Interaction - Online Channel Design for B2C and B2B Marketing.	
6: Integrating Online Communication into IMC Process - Online Advertising	10

- 6.1 Email Marketing and Viral Marketing
- 6.2 Affiliate Marketing - Participatory
- 6.3 Communication Networks - Social Media Communities
- 6.4 Consumer Engagement
- 6.5 Networks - Customer – Led Marketing Campaigns
- 6.6 Legal and Ethical aspects related to Digital Marketing

REFERENCE BOOKS

1. MukeshChaturvedi and AbhinavChaturvedi, Customer Relationship Management, An Indian Perspective, Excel Books, 2008
2. EktaRastogi, Customer Relationship Management, Text and Cases, Excel Books, 2011
3. SeemaGirdhar, Understanding CRM, Excel Books, 2013
4. C Bhattacharjee, Services Marketing, Excel Books, 2010
5. Alok Kumar Rai, Customer Relationship Management, 2012
6. Strauss Judy, E-Marketing, Prentice Hall, India
7. Kotler, P., Armstrong, G., Brown, L., Chandler, S. A. (1998), Marketing, (4th edn), Prentice Hall, Sydney.
8. **Course Outcome:** The successful completion of this course enables the students in

Co.No	CO	Cognitive Level
3.6.1	Identify the importance of the digital marketing for marketing success.	1
3.6.2	understand customer relationships across all digital channels and build better customer relationships	2
3.6.3	create a digital marketing plan, starting from the SWOT analysis and defining a target group, then identifying digital channels	6



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FACULTY OF COMMERCE & MANAGEMENT

Second Year BMS – w.e.f.AY 2018-19

SEMESTER: III

Paper: M3.7 Tally ERP

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

Required Lectures: 60 hours

Course Objectives:

- ✓ This course helps students to work with well-known accounting software i.e. Tally ERP.9
- ✓ Student will learn to create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software
- ✓ Accounting with Tally certificate course is not just theoretical program, but it also includes continuous practice, to make students ready with required skill for employability in the job market.

Practical - 1 Create a Company BMS Pvt. Ltd. to maintain Financial Accounts only using hypothetical address and other details. Financial year basis. Alter the details of a Company and last delete the Company.

Practical - 2 Create a Company Temporary Ltd. having year as the accounting year. It is from 1st October 2010. Other details may be entered as per your assumption, except the Income Tax Number (PAN) upon saving the company, enter the Income tax number PAN as FYBMS 278S. Delete the Company created for Temporary Ltd.

Practical - 3 Create Groups following the hierarchy shown below

- Debtors – International
- Debtors - National
- Debtor- South
- Debtor- North
- Debtor- Central

Practical - 4 Create the following Ledger accounts, place under appropriate groups whenever necessary

- Salary paid to employees
- Wages paid to factory workers
- Telephone Charges
- Share Capital (Rs. 4,00,000 Cr.)
- Wages paid to temporary workers
- Salary paid to Branch employees

Practical -5 Preparing Trial Balance with the minimum of 12 to 15 transactions.

Practical -6 Preparing Balance Sheet with transactions regarding Trading and Profit & Loss Account with adjustments. Alternatively, preparing Income & Expenditure Account for a non-trading concern along with the Balance Sheet.

Practical – 7 Create a Short-life Company Ltd, and copy all the masters from the BCA Ltd. to the Short-life Company Ltd. Select the Short-life Company created, and check whether all the masters (Groups & Ledgers) have been copied. Delete the Short-life Company.

Practical 8 Modifying Vouchers, deleting Voucher entries – using imaginary transactions.

Practical - 9 Create Stock Groups, Stock Categories, Unit of Measurement and Stock Item in Tally.

Practical - 10 Create Purchase Order and Sales Order in Tally.

Course Outcome: The successful completion of this course enables the students in

Co.No	CO	Cognitive Level
3.6.1	Understand the basics of Tally ERP.9 software.	2
3.6.2	Apply skills for operating the ERP.9 software.	3
3.6.3	Prepare accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software	3



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FACULTY OF COMMERCE & MANAGEMENT

Second Year BMS – w.e.f.AY 2018-19

SEMESTER: IV

Paper: M4.1 Business Statistics

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

Required Lectures: 60 hours

Course Objectives:

- ✓ To develop the students ability to deal with numerical and quantitative issues in business.
- ✓ To enable the use of statistical, graphical and algebraic techniques wherever relevant.
- ✓ To have a proper understanding of Statistical applications in Economics and Management.

1. Introduction to Statistics 08

- 1.1. Meaning and Definitions of Statistics
- 1.2 Importance and Limitations of Statistics
- 1.3 Applications of Statistics in Business and Management
- 1.4 Data – Raw Data, Primary Data, Secondary Data
- 1.5 Population, Census, Sample, Variable and Attribute

2. Classification and Tabulation 08

- 2.1 Classification – Meaning, Principles, Functions and Bases
- 2.2 Frequency Distribution – discrete series and continuous series
- 2.3 Basic Concepts – Class limits, Class interval, Class frequency, Class mark or mid value of class, types of class intervals, open ended classes.
- 2.4 Tabulation – Meaning, importance and Parts of table (table no., title, head note, captions and stubs, body of the table, foot note, and source note).
- 2.5 Construction of Table – One – way and Two – way tables.

3. Measures of central tendency 12

- 3.1 Meaning of central tendency.
- 3.2 Arithmetic Mean – Computation of arithmetic mean for individual observations, discrete series and continuous series, Merits and Demerits of arithmetic mean.
- 3.3 Median - Computation of arithmetic mean for individual observations, discrete series and continuous series, Merits and Demerits of arithmetic mean.
- 3.4 Mode - Computation of arithmetic mean for individual observations, discrete series and continuous series, Merits and Demerits of arithmetic mean.
- 3.5 Partition Values – Quartiles, Deciles and Percentiles (Computation of partition values for raw data, discrete series and continuous series)

4. Measures of Dispersion 12

- 4.1 Meaning and significance of measures of dispersion
- 4.2 Range, Coefficient of Range, Merits and Demerits of Range
- 4.3 Quartile Deviation and Coefficient of Quartile Deviation
- 4.4 Mean Deviation – computation of mean deviation about mean, median and mode
- 4.5 Standard Deviation – Computation of Standard Deviation and variance.

5. Correlation 10

- 5.1. Meaning & Types of Correlation
- 5.2 Types of correlation – Positive and Negative correlation, Linear and Non linear Correlation, Perfect correlation.
- 5.3 Scatter Diagram Method
- 5.4 Karl Pearson's Coefficient of Correlation.

5.5 Properties of Correlation Coefficient

6. Index Numbers

10

6.1 Introduction and Uses of Index Numbers

6.2 Types of Index Numbers

6.3 Methods of Constructing Index Numbers (Unweighted and Weighted Method)

6.4 Laspeyre's Method, Paasche's Method and Fisher's Method (Price and Quantity Index Numbers)

6.5 Value Index Numbers

REFERENCE BOOKS

1. Business Statistics By S.C. Gupta & Indira Gupta – Himalaya Publishing House
2. Statistical Methods By S.P. Gupta – Sultan Chand & Sons
3. Business Statistics – Beri - Tata Mcgraw Hill
4. Business Statistics by R S Bhardwaj – Excel Books
5. Statistics for Business and Economics (4/e) – Hooda - Macmillan

Course Outcome: The successful completion of this course enables the students in

Co.No	CO	Cognitive Level
4.1.1	Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis.	2
4.1.2	Critically evaluate the underlying assumptions of analysis tools.	5
4.1.3	Understand and critically discuss the issues surrounding sampling and significance	2



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FACULTY OF COMMERCE & MANAGEMENT

Second Year BMS – w.e.f.AY 2018-19

SEMESTER: IV

Paper: M4.2 Human Resource Management

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

Required Lectures: 60 hours

Course Objectives

- ✓ To study the terminologies of human resource.
- ✓ To understand the functioning of human resource management in an organizational setting.
- ✓ To study the recruitment, training and performance appraisal.

1. Introduction to Human Resource Management	10
1.1 Meaning and definition of HRM	
1.2 Nature, scope and objectives of HRM	
1.3. Functions of HRM	
1.4. HRM vs. Personnel Management and HRM vs. HRD	
1.5. Importance of HRM	
1.6. Modern Management and H R roles	
1.7. Role of HR manager	
2. Human Resource Planning	10
2.1. Meaning and objectives of HRP	
2.2. Benefits of HRP	
2.3. Factors affecting HRP	
2.4. Process of Human Resource Planning	
2.5. Problems in HRP	
3. Recruitment, Selection, Placement & Induction	10
3.1. Meanings and objectives of Recruitment and Selection	
3.2. Factors Affecting Recruitment	
3.3. Sources of Recruitment, Recent trends of Recruitment	
3.4. Difference between Recruitment and selection	
3.5 Process of selection	
3.5. Barriers to effective selection	
3.6 Concept of placement, Employee placement process	
3.7 Concept of induction, objectives and advantages	
4. Training and Executive development	10
4.1 Difference between training and development	
4.2. Meaning, need and objectives of training and executive development	
4.3. Training and executive development methods: On the job and off the job	
4.4. Evaluation of the training	
4.5. Recent developments in training and executive development	
5. Performance Appraisal	10
5.1. Meaning, need and objective of Performance Appraisal	
5.2. Purpose of performance appraisal	
5.3. Methods of performance appraisal: Traditional and Modern	

5.4. Problems of performance appraisal

6. Promotion, Transfer, Separation and Demotion

10

- 6.1. Promotion: Meaning, purpose, bases of promotions
- 6.2. Transfer: Meaning, reasons, types, policy, problems of Transfers
- 6.3. Separation: Meaning, reasons of separations
- 6.4. Demotion: Meaning, reasons, principles of demotions

REFERENCE BOOKS

- 1. Human Resource Management by Dr. C.B. Gupta – Sultand Chand & Sons
- 2. Human Resource Management by Dr K. Ashwathappa – Tata McGraw Hill
- 3. Human Resource Management by S.S.Khanka – S Chand & Sons
- 4. Essentials of Human Resource Management by P. SubbaRao – Himalaya Publishing House
- 5. Human Resource Management by DrShikha Kapoor –Taxman Publication

Course Outcome: The successful completion of this course enables the students in

Co.No	CO	Cognitive Level
4.2.1	Describe role, functions and functioning of human resource department of the organizations.	1
4.2.2	Develop ways in which human resources management might diagnose a business strategy and then facilitate the internal change necessary to accomplish the strategy	3
4.2.3	Evaluate the developing role of human resources in the global arena.	5



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FACULTY OF COMMERCE & MANAGEMENT

Second Year BMS – w.e.f.AY 2018-19

SEMESTER: IV

Paper: M4.3Banking and Insurance

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

Required Lectures: 60 hours

Course Objectives

- ✓ To make the students understand the various services offered and various risks faced by banks
- ✓ To make them aware of various banking innovations after nationalization To give them an overview about insurance industry
- ✓ To make the students understand various principles, provisions that govern the Life General Insurance Contracts

1. **Introduction to banking** 12
 - 1.1. Meaning and Definition of Bank
 - 1.2. Structure of Indian Banking System
 - 1.3. Primary Functions of Commercial Banks
 - 1.4. Secondary Functions of Commercial Banks
 - 1.5. Principles of Commercial Banks
 - 1.6. Liquidity, Profitability and Safety – Meaning and Concept
 - 1.7. Multiple Credit Creation Process and Limitations
2. **New Technology in Banking** 10
 - 2.1. E – Banking – Need and Importance
 - 2.2. Meaning and Concept and operation of –
 - 2.2.1. Automated Teller Machine (ATM)
 - 2.2.2. Credit Card
 - 2.2.3. Debit Card
 - 2.2.4. Tele Banking
 - 2.2.5. Mobile Banking
 - 2.2.6. Net Banking
 - 2.2.7. Core Banking
 - 2.2.8. RTGS / NEFT
3. **Reserve Bank of India** 08
 - 3.1. Functions
 - 3.2. Monetary Policy – Meaning and Objectives
 - 3.3. Instruments of Credit Control

Insurance

4. **Introduction to Insurance** 12
 - 4.1. Meaning and definition of insurance
 - 4.2. Benefits of Insurance
 - 4.3. Principles of insurance
 - 4.4. Functions of Insurance
 - 4.5. Characteristics of Insurance

4.6. Types of Policies

- 4.6.1. Based on time: Whole Life; Term Plans; Endowment Plans
- 4.6.2. Based on Premium payment: Single Premium; Regular/ Level Premium
- 4.6.3. Based on Claim Payment: Fixed Sum; Annuity
- 4.6.4. Based on number of persons assured: Single Life; Multiple Life
- 4.6.5. Term Plan:- Meaning and benefits of it

5. General Insurance

08

- 5.1. Introduction to General Insurance
- 5.2. Industry Structure
- 5.3. Concepts of : Fire Insurance; Motor Insurance; Personal Accidental Insurance; Agricultural Insurance; Micro Insurance
- 5.4. Health Insurance:- Need and importance

6. Regulatory Framework

10

- 6.1. Objectives of IRDA
- 6.2. Duties and Powers of IRDA
- 6.3. Functions of IRDA
- 6.4. Claim Management [Procedure]
 - 6.4.1. Guidelines for settlement of Claims
 - 6.4.2. Life Insurance Claims [Maturity and Death Claims]
 - 6.4.3. Fire Insurance Claim
 - 6.4.4. Motor Insurance Claim [Own Damage; Theft; Third Party Claim]
 - 6.4.5. Mediclaim
- 6.5. Tax Benefits of Insurance: [80 C and 80D]

REFERENCE BOOKS

1. Mishra, S.S. (1981), Money, Inflation and Economic Growth, Oxford & IBH Publishing Company, New Delhi.
2. Day, A.C.L. (1960), Outline of Monetary Economics, Oxford University Press, Oxford.
3. De Kock, M.H. (1960), Central Banking, Staples Press, London.
4. Due, J.F. (1963), Government Finance, Irwin, Homewood.
5. Halm, G.N. (1955), Monetary Theory, Asia Publishing House, New Delhi.
6. Harris, C.L. (1961), Money and Banking, Allyn and Bacon, London.
7. Laliwala, J.I. (1984), The Theory of Inflation, Vani Educational Book, New Delhi.
8. Datir R.K. (2011), Bhartatil Bank Vayvasay Aani Sahakar, Nirali Prakashan, Pune.
9. Rajesh R., Sivaganasithi (2009), Banking Theory – Law & Practice, The Mc Graw – Hill Companies, New Delhi.
10. Datir , Lomate, Ushir (2012), Bank Vayvasaychi Multatve, Nirali Prakashan, Pune.

Course Outcome:

Co.No	CO	Cognitive Level
4.3.1	Understand the risks faced by banks and ways to overcome them.	2
4.3.2	Understand the difference between Life & Non Life Insurance.	2
4.3.3	Compare to choose life insurance policies based on their needs	4



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FACULTY OF COMMERCE & MANAGEMENT

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SEMESTER: IV

Paper: M4.4Taxation

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

Required Lectures: 60 hours

(Note – The Academic Year of the study shall be the Assessment Year for different provisions of the Act)

Course Objectives

- ✓ To help students to comprehend the basic principles of the laws governing Direct and Indirect taxes.
- ✓ To acquaint the students with basic principles underlying the provisions of direct and indirect **tax** laws and to develop a broad understanding of the **tax** laws and accepted **tax** practices.
- ✓ To introduce practical aspects of **tax** planning as an important managerial decision-making process.

1. Basic concepts:	06
1.1. Income and Agricultural income	
1.2. Assesses, Assessment year and Previous Year, Person	
1.3. Heads of Income	
1.4. Gross total income	
2. Residential Status	06
2.1. Rules for determining residential status of Individual, HUF, Firm and Company,	
2.2. Need to determine residential status	
2.3. Incidence of tax and residential status	
2.4. Practical problems concerning individual only	
3. Income from Salary:	14
3.1. Basis of Charge	
3.2. Definition of Salary and Different forms of Salary	
3.3. Different forms of Allowances	
3.4. Perquisites and retirement benefits,	
3.5. Deductions U/s 16	
3.6. Computation of Salary Income (Simple Practical Problems)	
4. Income from House Property:	12
4.1. Basis of Charge	
4.2. Net Annual Value	
4.3. Computing income from a let out house property (Simple Practical Problems)	
4.4. Compute taxable income from Self Occupied Property (Simple Practical Problems)	
4.5. Deductions U/s 24	
5. Income from Business and Profession:	12
5.1. Basis of Charge	
5.2. Block of Assets	
5.3. Permissible Deductions and Disallowable expenses	
5.4. Computation of Taxable Business income (Simple Practical Problems)	
5.5. Computation of Taxable Income from Profession (Simple Practical Problems)	
6. Income from other sources:	10
6.1. Basis of charge	
6.2. Incomes taxable under income from other sources	

REFERENCE BOOKS

1. Students' Guide to Income Tax, Vinod K SinghaniaKapilSinghania - Taxmann Publications, New Delhi
2. Income Tax: Law and Practice - N Hariharan – Tata Mcgraw Hill
3. Income Tax Law & Accounts, Mehrotra :SahityaBhavan, Agra
4. Law and Practice of Income in India BhagavatiPrasad :, New Age International Publishers, New Delhi
5. Direct Taxes - Dr Girish Ahuja & Ravi Gupta Bharat Publications
6. Direct Taxes - T N Manoharan , Snow White Publications
7. Government of India- Income Tax Manual
8. Income Tax Act and Latest Finance Act

Course Outcome: The successful completion of this course enables the students in

Co.No	CO	Cognitive Level
4.4.1	Understand the basic principles underlying the Income Tax Act Compute the taxable income of an assessee.	2
4.4.2	Analyze the assessment procedure and representation before appropriate authorities under the law.	4
4.4.3	Calculate the taxable income from various heads of an assesses.	3



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FACULTY OF COMMERCE & MANAGEMENT

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SEMESTER: IV

Paper: M4.5 Company Law

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

Required Lectures: 60 hours

Course Objectives

- ✓ This module aims to cover the general principles of Company Law.
- ✓ The module examines the various structures through which businesses may be run;
- ✓ Establishing and running a company ways of financing and conducting the affairs of a company; the duties and rights of directors; shareholder rights; insolvency.

- | | |
|--|-----------|
| 1. Company as a Business Enterprise: | 08 |
| 1.1. Definition of Company, Joint Stock Company | |
| 1.2. Historical development of Corporate Concept | |
| 1.3. New forms of Company Organization | |
| 1.4. Characteristics of Corporate Entity | |
| 2. Private and Public Company: | 08 |
| 2.1. Definition and features of Private Company | |
| 2.2. Definition and features of Public Company | |
| 2.3. Difference between Private and Public Company | |
| 2.4. Concept of Corporate Personality | |
| 3. Incorporation of Company: | 14 |
| 3.1. Steps to incorporate the Company | |
| 3.2. Documents required for registration of a Company | |
| 3.3. Definition and content of Memorandum of Association | |
| 3.4. Definition and content of Articles of Association | |
| 3.5. Doctrine of Ultra Virus | |
| 3.6. Doctrine of Constructive Notice and Indoor Management | |
| 3.7. Doctrine of Lifting or Piercing of Corporate Veil | |
| 4. Introduction of Securities: | 08 |
| 4.1. Definition of Share and its types, Concept of Stock, | |
| 4.2. Definition of Debenture, Debenture Stock, Debt Instrument & Securities. | |
| 4.3. Importance of Stock Exchanges | |
| 5. Introduction of Security Market: | 08 |
| 5.1. Concept of Capital Market, Share Market, Derivative Market | |
| 5.2. Concept of Primary Market and Secondary Market | |
| 5.3. Concept and Features of Depository | |
| 6. Membership of a Company: | 14 |
| 6.1. Definition of Member and Shareholder. | |
| 6.2. Rights and privileges of Members | |
| 6.3. Modes of acquiring Membership in a Company | |
| 6.4. Dematerialization and Re-materialization of Securities | |
| 6.5. Transfer and Transmission of Securities in Physical & Depository Mode | |
| 6.6. Register of Members | |

REFERENCE BOOKS

- 1 Legal Aspects in Business 2e by Albuquerque – Oxford University Press
- 2 Legal Aspects of Business by Akhileshwar Pathak – Tata McGraw Hill
- 3 Mercantile & Commercial Law by Rohini Aggarwal – Taxman Publication
- 4 Legal Aspects of Business by R.R. Ramtirthkar – Himalaya Publishing House

- 5 Mercantile Law by N.D.Kapoor – Sultan Chand & Sons
- 6 Business Law &Mgt. By Bulchandani, Himalaya Publication
- 7 Business Regulatory Framework By S.N. &S.K. Maheshwari, Himalaya Publication
- 8 Business Law –By Kuchal M.C.- Vikas Publishing House
- 9 Business Law –By Kapoor .N.D. -Sultan Chand And Sons

Course Outcome: The successful completion of this course enables the students in

Co.No	CO	Cognitive Level
4.5.1	Understanding of those areas of company law identified in the indicative syllabus above and form a critical judgement on areas of controversy within the topics studied;	2
4.5.2	Analyse complex problems in relation to the regulation of companies, apply the legal principles studied to these problems, evaluate competing arguments or solutions and present well supported conclusions both orally and in writing;	4
4.5.3	Identify sources for research and further develop a strategy for research using standard and electronic research tools.	2



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FACULTY OF COMMERCE & MANAGEMENT

Second Year BMS – w.e.f.AY 2018-19

SEMESTER: IV

Paper: M4.6Research Methodology

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

Required Lectures: 60 hours

Course Objectives:

- ✓ To understand some basic concepts of research and its methodologies
- ✓ Identify suitable research topics and select/define appropriate research problem and parameters
- ✓ Prepare a project proposal to undertake a project

1. Commercial & Business Research	08
1.1 Aims , Objectives , Importance	
1.2 Research Plan or Design	
1.3 Steps to be Followed	
1.4 Meaning & Need for Research Design	
1.5 Feature of Good Research Design	
2. Research Methodology	12
2.1 Motivation in Research	
2.2 Types of Research	
2.3 Research Methods versus Methodology	
2.4 Research Process	
2.5 Features & Criteria of Good Research.	
2.6 Research problem	
2.7 Research Ethics	
2.8 Difficulties of Researchers in India	
3. Sampling & Data collection	10
3.1 Sampling Terminology,	
3.2 Steps in Sampling Design, Criterion of selecting sampling procedure	
3.3 Sampling Methods: Probability Sampling & Non-probability Sampling	
4. Data collection	10
4.1 Types of Data: Primary & Secondary	
4.2 Methods of Data Collection: interview, observation, questionnaire, schedule	
4.3 Difference between Questionnaires and Schedules	
4.4 Guidelines for Constructing Questionnaire,	
4.5 Choice of Questions	
5. Testing of Hypothesis	08
5.1 Hypothesis, Meaning & Importance	
5.2 Criterion of Good Hypothesis	
5.3 Procedure for Hypotheses Testing	
5.4 Flow Diagram for Hypotheses Testing	
6. Interpretation& Report Writing	12
6.1 Interpretation- Meaning,	

- 6.1.1 Techniques of interpretation
- 6.1.2 Precautions in interpretation
- 6.2 Report Writing
 - 6.2.1 Significance of Report Writing,
 - 6.2.2 Different Steps in Writing Report
 - 6.2.3 Layout of the Research Report
- 6.3 Summer Project Reports
 - 6.3.1 Parameters: Declaration, Certificate, Acknowledgement, Executive Summary
 - 6.3.2 Introduction of the project, Company Profile, Methodology,
 - 6.3.3 Collection- Interpretation & Analysis of Data,
 - 6.3.4 Findings-Suggestions & Conclusions, Bibliography, Annexure.

REFERENCE BOOKS

1. Research Methodology (Methods & Techniques) – C.R.Kothari – New Age International
2. Business Research Methodology – J.K. Sachdeva- Himalaya Publishing House
3. Research Methodology – Shrivastava - TMH
4. Research Methodology – A.B. Rao - Excel Books
5. Methodology And Techniques Of Social Research- Wilkinson & Bhandarkar- Himalaya Publishing House
6. Business Research Methods- Murthy, Bhojanna- Excel Books
7. Research Methodology – Smarth & Siriya – S. Chand & Company Ltd.

Course Outcome: The successful completion of this course enables the students in

Co.No	CO	Cognitive Level
4.6.1	Defining and framing the research problems;	1
4.6.2	Prepare a research design and executing the research;	3
4.6.3	Write a research proposal, research report and thesis	6



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FACULTY OF COMMERCE & MANAGEMENT

Second Year BMS – w.e.f.AY 2018-19

SEMESTER: IV

Paper: M4.7 Practical on Taxation software

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

Required Lectures: 60 hours

Course Objectives:

- ✓ Course designed by the domain experts and creators of tax solutions product Taxbase in alliance with Chartered Account Society
- ✓ Course will focus on conceptual knowledge as well as give practical knowledge based on current Tax Laws.
- ✓ Students will get to learn on the actual accounting software Tally and tax software Taxbase, Service Tax and E Audit.

1. Assignments:

- 1.1. Creation of different types of groups and creating the master of data for the assessee
- 1.2. Creation of different assessee such as individual, business firms, partnership firms etc. Display & printing of individual assessee data or complete master list.

2. Assignments based on - "Income from Salary"

- 2.1. Make the entries for income tax return of a salaried individual for the last financial year. Assume incomes from monthly salary & bank interest.
- 2.2. Make the entries for income tax return of a salaried individual for the last financial year. Assume incomes from monthly salary & bank interest and show IT rebate for housing loan. Consider principal component as well as interest for the entries.

3. Assignments based on - "Income from House Property"

- 3.1. Make the entries for an individual for the last financial year. Assume the income only from house property & bank interest.
- 3.2. Make the entries for a salaried individual for the last financial year. Assume incomes from a salary, bank interest & house property. Also consider that an individual have two houses. Both the houses are self occupied.

4. Assignments based on - "Income from Business Source"

- 4.1. Make the entries for business income tax return for the last financial year.
- 4.2. Make the entries for business income tax return for the last financial year. Assume income from business, bank interest. Also consider a loan for a business machinery income tax return.

Course Outcome: The successful completion of this course enables the students in

Co.No	CO	Cognitive Level
4.7.1	Special Focus on Business Skills will give students the “Confidence” to start their Work Life.	4
4.7.2	Illustrate accounting software Tally and tax software Taxbase for Service Tax and E Audit purpose.	3



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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2018-19

SEMESTER: V

Paper: M5.1 Management Information System

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

Required Lectures: 60 hours

Course Objectives:

- ✓ The subject aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of MIS.
- ✓ To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems.
- ✓ To introduce the fundamental principles of computer-based information systems analysis and design and develop an understanding of the principles and techniques used.

1: Fundamentals of Management Information Systems

10

- 1.1 Definition - Data and information, types of information
- 1.2 Information System: Definition, classification of IS
- 1.3 Management Information System
- 1.4 Definition, importance, evolution
- 1.5 Components & Activities of MIS
- 1.6 Types – Operation support system & Management support systems
- 1.7 Control systems – Feedback & Feed forward systems
- 1.8 Computers and MIS

2: Planning and development of MIS

10

- 2.1 MIS planning process – Steps in planning
- 2.2 Management of Quality in the MIS
- 2.3 System Development life cycle
- 2.4 MIS design & Development Process
- 2.5 Factors contributing in the Success & Failure of MIS

3: Support System

10

- 3.1 Decision Support System (DSS): Concept, Characteristic, Users of DSS
- 3.2 Executive Support System (ESS) : Introduction, Components & Architecture
- 3.3 Office Information System: Document management & Communication system

4: Expert System and Artificial Intelligence

10

- 4.1 Artificial intelligence – definition, evolution, components and application
- 4.2 Expert System – Definition, architecture, stages in expert system development process
- 4.3 Knowledge based expert system

5: ERP

10

- 5.1 Definition, evolution, Advantages and limitations
- 5.2 Architecture of ERP
- 5.3 Phases of ERP implementation
- 5.4 Success and failure factors of ERP

6: Case study based on functional areas of MIS

10

- 6.1 Production
- 6.2 Marketing information System

- 6.3 Accounting
6.4 Personnel and services

REFERENCE BOOKS

1. Management Information System by Jawadekar – Tata McGraw Hill
2. Management Information System Text and cases by Jawadekar – Tata McGraw Hill
3. Management Information System by Arora – Excel Books
4. Management Information System by Davis & Gordon - Tata McGraw Hill
5. Management Information System by James O'Brian & George M Marakas- TataMcGraw
6. Management Information Systems Managerial Perspectives- D P Goyal – Macmillan
7. Management Information Systems – S. Sadagopan- PHI
8. Management Information System by C S V Murthy – Himalaya Publishing House
9. Enterprise Resource Planning by Alex Leon – McGraw Hill Education

Course Outcome: The successful completion of this course enables the students in

Co.No	CO	Cognitive Level
5.1.1	Apply modern tools, techniques, and technology in a functional and productive manner in their professional activities,	3
5.1.2	Analyze, design, construct, implement and maintain, usable, reliable, and cost-effective Information Systems (IS) that support operational, managerial, and strategic activities of organizations,	4
5.1.3	Anticipate the threats to business and make business more competitive	6



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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2018-19

SEMESTER: V

Paper: M5.2 Entrepreneurship Development

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

Required Lectures: 60 hours

Course Objectives:

- ✓ The students develop and can systematically apply an entrepreneurial way of thinking that will allow them to identify and create business opportunities that may be commercialized successfully.

1. Introduction

10

- 1.1 Meaning, Definition and Concept of Entrepreneur
- 1.2 Meaning, Nature and Importance of Entrepreneurship
- 1.3 Features of Entrepreneurship
- 1.4 Functions of an Entrepreneur
- 1.5 Qualities of Entrepreneurship
- 1.6 Distinction between an Entrepreneur and a Manager.
- 1.7 Difference between Entrepreneur & entrepreneurship
- 1.8 Types of Entrepreneur

2. Entrepreneurial Behaviour

10

- 2.1 Innovation and Entrepreneur
- 2.2 Schumpeter's and Drucker's theories
- 2.3 Entrepreneurial Behaviour and Psychological Theories
 - 2.3.1 Maslow's need hierarchy theory
 - 2.3.2 McClelland's Need Achievement Theory
- 2.4 Social Responsibility

3. Entrepreneurship Development Programme

10

- 2.1 Concept of EDP
- 2.2 Phases of EDP
- 2.3 Importance of EDP
- 2.4 Objectives of EDP
- 2.5 Success of EDP
- 2.6 Shortcomings of EDP

4. Entrepreneurial Competencies and Mobility

10

- 4.1 Meaning of Entrepreneurial Competencies
- 4.2 Major Entrepreneurial Competencies, How to develop competencies?
- 4.3 Factors influencing mobility
- 4.4 Occupational and Locational mobility

5. Entrepreneurship Environment & Problem

10

- 5.1 Responsibilities of Entrepreneurs
- 5.2 Challenges before Indian Entrepreneur
- 5.3 Problems of Entrepreneurship

6. Rural Entrepreneurship

10

- 6.1 Meaning and Needs of Rural Entrepreneurs
- 6.2 Rural Industrialization in Retrospect.
- 6.3 Problems of Rural Entrepreneurship and How to Develop Rural Entrepreneurship
- 6.4 Advantages and Major Challenges to Develop Rural Entrepreneurship.
- 6.5 Recommendations to Boost up Rural Entrepreneurship

Note:- The students has to perform following assignments as a part of Internal Evaluation for 10 marks

- Visit an Entrepreneur and take interview to get knowledge about his path of becoming an entrepreneur;
- Visit an Enterprise/ Industry and prepare a brief report about working processes;

REFERENCE BOOKS

1. Entrepreneurship Development - Lall&Sahai :Excell Books
2. Entrepreneurial Development by Dr. S.S Khanka
3. Dynamics For Entrepreneurs - Vasant Desai
4. Entrepreneurship Development VOL-I,II,III - Vasant Desai
5. Fundamentals of Entrepreneurship - SangramK.Mohanty, PHI
6. Business Environment & Entrepreneurship - C.G.Vaidya&P.M.Bhagwat, NarendraPrakashan.
7. Business Environment & Entrepreneurship - Pratibha Joshi &A.G.Gosavi, SuvicharPrakashan.
8. Innovation and Entrepreneurship - Peter F Drucker
9. Entrepreneurship - Donald F Kuratke Thomson Press
10. Entrepreneurship Development - S.Anil Kumar, S.C.Poornima, New Age Int. Pub.
11. Entrepreneurship Development In India - Dr.C.B.Gupta&Dr.N.P. Shrinivasan, Sultan Chan
12. Entrepreneurship Development - Kuratko&Harloetts, Thompsons Press
13. Entrepreneurship Development - S.S.Khanka ,S.Chand& Co.
14. Entrepreneurial Development - Manish Nora, Anmol Publications
15. Entrepreneurship Management - KailgndArora,Vikas Publishing House

Course Outcome: The successful completion of this course enables the students in

Co.No	CO	Cognitive Level
5.2.1	Understand the systematic process to select and screen a business idea	2
5.2.2	Design strategies for successful implementation of ideas	6
5.2.3	Write a business plan	6



North Maharashtra University, Jalgaon

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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2018-19

SEMESTER: V

Paper: M5.3Cyber Law & Security

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

Required Lectures: 60 hours

Course Objectives:

- ✓ consciousness about the threats of Information technology and deliver the IT based services with adoption of Cyber laws and Information Technology Act and hence interested and confident in using computers;
- ✓ To understand, explore, and acquire a critical understanding cyber law.
- ✓ develop competencies for dealing with frauds and deceptions (confidence tricks, scams) and other cyber crimes for example, child pornography etc. that are taking place via the internet.

1: Introduction to Information Security

10

- 1.1 History of Information Systems and its Importance, basics of IS
- 1.2 Nature of Information Systems
- 1.3 Basic Principles of Information Security

2: Security Threats and Controls

10

- 2.1 Information System Threats and attacks
- 2.2 Security Threats to E Commerce
- 2.3 Business Transactions on Web
- 2.4 E-Governance
- 2.5 Concepts in Electronics payment systems, Internet Banking, E-Cash, Credit/Debit Cards.
- 2.6 Physical Security- Needs, Disaster and Controls
- 2.7 Access Control- Biometrics, Benefits of Biometrics Systems and Criteria for selection of Biometrics, Finger Prints.

3: Cryptography

10

- 3.1 Model of Cryptographic Systems
- 3.2 Issues in Documents Security
- 3.3 Digital Signature, Requirement of Digital Signature System

4: Network Security

10

- 4.1 Network Security- Basic Concepts, Dimensions, Perimeter for Network Protection
- 4.2 Network Attacks
- 4.3 Need of Intrusion Monitoring and Detection, Intrusion Detection System
- 4.4 Virtual Private Networks- Need, Use of Tunneling with VPN, Authentication Mechanisms
- 4.5 Types of VPNs and their Usage, Security Concerns in VPN

5: Cyber Crime

10

- 5.1 Cyber Crime Introduction
- 5.2 Email Tracing and Tracking, Email Spoofing
- 5.3 Mobile Number Hacking
- 5.4 Data Recovery
- 5.5 Cyber Fraud Detection, Hack Website
- 5.6 Web Server/ISP
- 5.7 Web & DOS Attacks
- 5.8 Security Policy

6: Cyber Law & IT Act 2000

10

- 6.1 Fundamentals of Cyber Law

- 6.2 Introduction to Indian Cyber Law: Information Technology Act 2000
- 6.3 Main features of the IT Act 2000
- 6.4 Information Technology Amendment Act 2008 and its major strengths

REFERENCE BOOKS

- 1. Godbole, "Information Systems Security", Willey
- 2. Merkov, Breithaupt, "Information Security", Pearson Education
- 3. Yadav, "Foundations of Information Technology", New Age, Delhi
- 4. Schou, Shoemaker, "Information Assurance for the Enterprise", Tata McGraw Hill
- 5. Sood, "Cyber Laws Simplified", McGraw Hill
- 6. Furnell, "Computer Insecurity", Springer 7. IT Act 2000

Course Outcome: The successful completion of this course enables the students in

Co.No	CO	Cognitive Level
5.3.1	Make learner conversant with the social and intellectual property issues emerging from 'cyberspace'.	1
5.3.2	Discover the legal and policy developments in various countries to regulate cyberspace;	2
5.3.3	Give learners in depth knowledge of information technology act and legal frame work of right to privacy, data security and data protection.	6



North Maharashtra University, Jalgaon

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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2018-19

SEMESTER: V

Paper: M5.4Corporate Accounting

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

Required Lectures: 60 hours

Course Objectives:

- ✓ To help the students understand the techniques of restructuring and liquidating the corporate entities.
- ✓ To provide the student with knowledge of recent developments in corporate accounting.
- ✓ The use of accounting information for business decisions as a basic language of business.

1. Issue Of Shares & Debentures

12

1.1 Introduction & Definition

1.2 Share Capital of Company: Shares, Stock, Preference Shares, Equity Shares, Authorized Capital, Issued Capital, Subscribed Capital Called Up Capital, Paid Up Capital.

1.3 Issue Of Shares At Par, At Premium & At Discount

1.4 Over Subscription & Under Subscription

1.5 Forfeitures & Reissue of Shares

1.6 Debentures: Meaning & Definition, Features

1.7 Issue of Debentures At Premium, At Par, At Discount

Forfeiture of Shares, Re-Issue Of Forfeited Shares

2. Amalgamation

10

2.1 Meaning & Definition

2.2 Characteristics of Amalgamation

2.3 Amalgamation in the Nature of Merger and Nature of Purchase

2.3 Purchase Consideration, Methods of Purchase Consideration: Net Payment&Net Asset Method

2.4 Accounting Treatment in Amalgamation

3. Absorption

10

3.1 Introduction

3.2 Accounting Procedure

3.3 Steps For Closing The Books Of Absorbed Company

3.4 Purchase Consideration, Methods Of Purchase Consideration : Net Payment& Net Asset Method

3.5 Accounting Treatment In Absorption

4. External Reconstruction

10

4.1 Meaning

4.2 Accounting Procedure

4.3 Purchase Consideration, Methods Of Purchase Consideration : Net Payment & Net Asset Method

4.4 Accounting Treatment In External Reconstruction

5. Internal Reconstruction

10

5.1 Meaning

5.2 Alteration Of Share Capital

- 5.3 Reduction Of Share Capital
- 5.4 Accounting Entries
- 5.5 Capital Reduction Account
- 5.6 Preparation Of Balance Sheet After Internal Reconstruction

6. Liquidation Of Company

08

- 6.1 Meaning Of Liquidation
- 6.2 Modes Of Winding Up
- 6.3 Preparation Of Liquidators Final Statement Of Account

REFERENCE BOOKS

1. Advanced Accountancy – Vol. II , R. L. Gupta & M. Radhaswamy, S. Chand & Sons
2. Advanced Accounts, M. C. Shukla, T. S. Grewal& S.C. Gupta, S. Chand & Co Ltd.
3. Advanced Accounting – II, Dr. S. N. Maheshwari& Dr. S. K. Maheshwari, Vikas Pub.
4. Advanced Accounts - Jain And Narang - Kalyani Publishers
5. Accountancy, Volume-I And II, Sr. K. Paul , New Central Book Agency
6. Accounting Theory, R. K. Lele And Jawaharlal, Himalaya Publishers
7. Accounting Theory, Dr. L. S. Porwal, Tata Mcgraw Hill.
9. Corporate Accounting, Dr. S. N. & S.K. Maheshwari, Viakas Publishing House
10. Advanced Accounting, Dr. Ashok Sehgal& Dr. Deepak Sehgal: Taxmann, New Delhi

Course Outcomes: On completion of this course, the students will be able to

Co.No	CO	Cognitive Level
5.4.1	Understand the various types of capital structure of the company and their representation in the balance sheet.	2
5.4.2	Evaluate the different situations of capital issue to public like issue at premium, issue at discount, forfeiture of shares etc.	4
5.4.3	Demonstrate an understanding about the profits of the company and their division.	2

Elective I - Financial Management



North Maharashtra University, Jalgaon

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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2018-19

SEMESTER: V

Paper: M5.5 (A) Financial Management

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

Required Lectures: 60 hours

Objectives

- ✓ To develop the knowledge of business finance and financial management decision.
- ✓ To teach a sense of responsibility and a capacity for financial management.
- ✓ To enable an awareness of the global environment in which financial management operate.

1. Financial management	10
1.1 finance and related discipline	
1.2 scope of financial management	
1.3 objectives of financial management	
1.4 emerging role of finance manager in india	
1.5 Financial decision making	
1.6 Agency problem	
2. Time value , valuation, Risk & return	10
2.1 time value	
2.2 valuation of long term security	
2.3 risk & return	
3. concept & measurement of cost of capital	10
3.1 importance & concept	
3.2 measurement of specific cost	
3.3 computation of overall cost of capital	
3.4 practical problem	
4. working capital management	10
4.1 meaning & objective of working capital	
4.2 working capital policies	
4.3 strategies in financing working capital	
4.4 determinants of working capital	
4.5 practical problem on estimation of working capital	
5. capital structure theories & value of firm	10
5.1 equity & debt in capital structure	
5.2 factor determining capital structure	
5.3 optimum capital structure	
5.4 capital structure theories; net income approach & net operating income approach	
6. source of long term finance	10
6.1 equity / ordinary share	

- 6.2 term loan & debentures / bond
- 6.3 hybrid financing / instrument
- 6.4 lease financing
- 6.5 venture capital

REFERENCE BOOKS

1. Financial management Theory problem & cases: ravi m. kishor, taxmann pub.
2. Financial management: M.Y.Khan & P.K.Jain , Tata Mc Graw
3. Basic financial management: M.Y.Khan & P.K.Jain , Tata Mc Graw
4. Financial management Theory concept & problem: Dr.R.P.Rustagi, Taxmann
5. Fundamentals of financial management: brigham Houston, cengage learning

Course Outcomes: On completion of this course, the students will be able to

Co.No	CO	Cognitive Level
5.5.1	Express the knowledge of business finance and financial management decision.	2
5.5.2	Understand the sense of responsibility and a capacity for financial management.	2
5.5.3	Demonstrate a basic understanding of financial management.	2



North Maharashtra University, Jalgaon

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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2018-19

SEMESTER: V

Paper: M5.6 (A) Financial Services and Instruments

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

Required Lectures: 60 hours

Course Objectives:

- ✓ Financial system of a country is closely related to the economic development.
- ✓ There is drastic change in the functioning of financial system in this era of liberalization, privatization and globalization.
- ✓ The purpose of including Indian Financial system as a subject is to give a clear understanding and knowledge of financial system in the present scenario.

- 1. depositories & custodian** **10**
 - 1.1 depository system; need for setting up a depository system in India; difference between Dmat share & physical share, benefits of depository system
 - 1.2 depository system in India, depository process, trading / settlement of dmat security
 - 1.3 national security depository limited (NSDL)
 - 1.4 Central Depository Service India Limited (CDSL)
 - 1.5 Comparison of charges at NSDL & CDSL
 - 1.6 custodian; the stock holding corporation of India limited (SHCIL)
- 2. Credit rating** **10**
 - 2.1 importance origin & concept of credit rating
 - 2.2 the growth of credit rating Industry in India
 - 2.3 rating methodology
 - 2.4 rating symbol
 - 2.5 SEBI regulation for credit rating agencies
 - 2.6 Rating process
 - 2.7 Unsolicited credit rating
 - 2.8 CRISIL, ICRA, CARE, FETCH Rating India Pvt. Ltd.
- 3. Factoring & forfeiting** **10**
 - 3.1 origin of factoring
 - 3.2 types of factoring
 - 3.3 factoring mechanism
 - 3.4 origin of forfeiting
 - 3.5 need & benefits of forfeiting
- 4. leasing & hire purchases** **10**
 - 4.1 concept of leasing and hire purchases
 - 4.2 lease structure
 - 4.3 types of lease
 - 4.4 essentials of hire purchases

- 4.5 difference between lease & hire purchases
- 5. Merchant banking** **10**
- 5.1 Role of Merchant Banks
- 5.2 Merchant Banking Services
- 5.3 Merchant Banking in India: Project finance, Corporate Finance, Entrepreneur starting a new project, Existing units
- 5.4 What comprises Merchant Banking Assistance
- 6. Financial Instrument ;** **10**
- 6.1 what is New financial Instrument, Reasons for innovation in financial instrument
- 6.2 commercial paper
- 6.3 treasury bill
- 6.4 certificate of deposit
- 6.5 floating rate bonds
- 6.6 zero interest bond
- 6.7 deep discount bond

REFERENCE BOOKS

1. Indian financial system: bharti pathak, pearson
2. Financial management Theory problem & cases: ravi m. kishor, taxmann pub.
3. Banks & Institutional Management – Vasant Desai – Himalaya
4. Financial management: M.Y.Khan & P.K.Jain , Tata Mc Graw
5. Basic financial management: M.Y.Khan & P.K.Jain , Tata Mc Graw
6. Financial management Theory concept & problem: Dr.R.P.Rustagi, Taxmann

Course Outcomes: On completion of this course, the students will be able to

Co.No	CO	Cognitive Level
5.6A.1	Understand various concepts related to financial management.	2
5.6A.2	Apply various tools and techniques in the area of finance.	3
5.6A.3	Develop the analytical skills this would facilitate the decision making in Business situations.	3



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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2018-19

SEMESTER: V

Paper: M5.7 (A) Stock Market and Institution

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

Required Lectures: 60 hours

Course Objectives:

- ✓ To introduce students to the world of financial services.
- ✓ To enrich student's understanding of the fundamental concepts and working of financial service institutions.
- ✓ To equip students with the knowledge and skills necessary to become employable in the financial service industry.

- | | |
|--|-----------|
| 1. Stock Exchange | 10 |
| 1.1 Function Of Secondary Market & Development Of Stock Market In India | |
| 1.2 Regulation Of Stock Exchange | |
| 1.3 Demutualization Of Stock Exchange | |
| 1.4 Listing Of Securities; Central Listing Authority, The SEBI (Central Listing Authority) Regulation 2003 | |
| 2. Risk Management & Trading Arrangement In Stock Exchange | 10 |
| 2.1 Trading Rule & Regulation | |
| 2.2 Circuit Breakers | |
| 2.3 Dematerialization Of Securities | |
| 2.4 Direct Market Access | |
| 2.5 Bulk Deal , Block Deal, Negotiated Deal | |
| 2.6 Rolling Settlement | |
| 2.7 Internet Trading | |
| 3. Stock Market Index | 10 |
| 3.1 Methodologies For Calculating The Index | |
| 3.2 Global Stock Market Indices | |
| 3.3 Major Indices In India | |
| 4. Bombay Stock Exchange (BSE) | 10 |
| 4.1 Introduction Of BSE | |
| 4.2 BSE Milestone | |
| 4.3 Carry forward Deals Or Badla | |
| 4.4 Badla Mechanism | |
| 4.5 Listing Categories | |
| 4.6 BSE Indices | |
| 4.7 Trends In Turnover Of BSE | |
| 5. National Stock Exchange Of India (NSE) & Over The Counter Exchange Of India (OTCEI) | 10 |
| 5.1 Membership Pattern Of NSE | |
| 5.2 Indices In NSE | |

5.3 Nation Security Clearing Corporation Of India Limited (NSCCL)

5.4 Capital Market Segment Of NSE

5.5 Trading Documents Of OTCEI

5.6 Advantages Of OTCEI

6. Development Financial Institution

10

6.1 Evolution Of Development Bank

6.2 Changing Role Of Development Financial Institution (DFI)

6.3 Policy Major Relating To DFI

6.4 Indian Finance Corporation Of India Ltd (IFCIL), Small Industry Development Bank Of India (SIDBI)

REFERENCE BOOKS

1. Indian financial system: bharti pathak, pearson
2. Financial management Theory problem & cases: ravi m. kishor, taxmann pub.
3. Financial management: M.Y.Khan & P.K.Jain , Tata Mc Graw
4. Basic financial management: M.Y.Khan & P.K.Jain , Tata Mc Graw
5. Financial management Theory concept & problem: Dr.R.P.Rustagi, Taxmann

Course Outcomes: On completion of this course, the students will be able to

Co.No	CO	Cognitive Level
5.7A.1	Differentiate between fund based and fee based financial activities of the Indian financial system.	4
5.7A.2	Understanding of various concepts related to leasing, hire purchase, factoring, bill discounting, VC and Merchant banking.	2
5.7A.2	Apply the fundamental concepts and working of financial service institutions.	3

Elective II - Marketing



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2018-19

SEMESTER: V

Paper: M5.5 (B) Introduction to Marketing Research

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

Required Lectures: 60 hours

Course Objectives:

- ✓ The course is designed to help students develop their research, inquiry and communication skills.
- ✓ To provide a road map to their future career in Marketing or International Business.
- ✓ To provide students with an overview of career opportunities in Marketing and International Business.

- | | |
|---|-----------|
| 1. Introduction to Marketing Research: | 10 |
| 1.1 Evolution, Nature, Definition, Importance and Scope of Marketing Research | |
| 1.2 Marketing Research as a System, Profession, Art | |
| 1.3 Types of Marketing Research. | |
| 1.4 Current Scenario of Marketing Research in India. | |
| 1.5 Role of Marketing Research in Managerial Decision Making. | |
| 2. Aspects of Market Research and Planning the Research Process: | 10 |
| 2.1 Characteristics of Good Marketing Research | |
| 2.3 Barriers and Common Errors of Marketing Research | |
| 2.4 Steps in Marketing Research Process- | |
| 2.4.1 Formulation of a Problem, Research Methods, Research Design- Types of Research Design | |
| 2.4.2 Data Collection Methods, Sample Design, Data Collection, | |
| 2.4.3 Analysis and Interpretation, Hypothesis Testing, Report Writing, | |
| 2.4.4 Components of Research Proposal, Components of Research Paper. Research Report | |
| 2.5 Questionnaire Designing-Meaning, Importance, Format of Standard Questionnaire | |
| 2.6 Market Segmentation and Positioning. | |
| 3. Market Research Techniques Concept and Importance: | 10 |
| 3.1 National Surveys, | |
| 3.2 Brand Influence Survey, | |
| 3.3 Market Gap Study | |
| 3.4 Test Marketing, | |
| 3.5 Marketing Audit, | |
| 3.6 Consumer Panels, | |
| 3.7 Focus Group Interviews. | |
| 3.8 Demand Forecasting, Sales Analysis | |
| 4. Marketing Research Decisions and Usage: | 10 |
| 4.1 Research in Advertising Decisions | |
| 4.2 Retail Store Audit, | |
| 4.3 Data Base Marketing, | |
| 4.4 Market Intelligence Services | |
| 4.5 Market Information System | |

- 4.6 Internet and Value Support of Marketing
- 4.7 Market Matrix and Its Usage in Market Research
- 4.8 SWOT Techniques of Analysis in International Markets

5.Applications of Marketing Research:

10

- 5.1 Consumer Market Research,
- 5.2Businesses-To-Business Market Research,
- 5.3Product Research, Pricing Research,
- 5.4 Advertising Research, Media Research, Services Market Study
- 5.5 Motivational Research, Consumer Behavioral Study
- 5.6 Distribution Research,
- 5.7 Role of Business Process Outsourcing Services in Market Research

6. Recent Trends in Marketing Research:

10

- 6.1 Online/ Digital Marketing Research,
- 6.2 Research in Lifestyle Retail,
- 6.3 Social Marketing Research,
- 6.4 Rural Marketing Research,
- 6.5 Brand Equity Research,
- 6.6International Marketing
- 6.7 Branding Research

REFERENCE BOOKS

1. Philip Kotlar, Marketing Management, Prentice Hall Publication. New Delhi
2. Peter Kent & Tara Calishaim ,Internet Marketing And Promotions, Poor Richard Publications By Unicorn Books. New Delhi.
3. Chetan Bajaj, Tuli & Shrivastava , Retail Management, Oxford University Press.N.D
4. R.L.Vershney And B. Bhattacharyya International Marketing Management – An Indian Perspective Sultan Chand And Sons, New Delhi.
5. S.A Chunawala, Marketing Principles And Practices, Himalaya Publishing House New Delhi.
6. Naresh K Malhotra, Marketing Research, Pearson Education /PHI/5e/2007
7. Rajendranargundkar, Marketing Research Text And Cases, TMH 2/E, 2004.
8. S. Sumathi P. Saravanavel, Marketing Research& Consumer Behaviour, Vikas Publication.
9. Tapan K Panda, Marketing Management Text And Cases ,Himalaya Publications. 2nd Edition
- 10.Alan Bryman& Emma Bell ,Business Research Methods, 2e,Oxforduniversity Press ,2007

Course Outcomes On completion of this course, the students will be able to

Co.No	CO	Cognitive Level
5.5B.1	Differentiate between the Marketing Problem and the Research Objectives.	1
5.5B.2	Evaluate the variety of techniques available to collect primary data, and when to use each type.	2
5.5B.3	Calculate appropriate sample size for a given research problem.	6



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2018-19

SEMESTER: V

Paper: M5.6 (B)Consumer Behaviour

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

Required Lectures: 60 hours

Course Objectives

- ✓ To understand consumer behaviour in an informed and systematic way.
- ✓ To analyse personal, socio-cultural, and environmental dimensions that influence consumer decisions making.
- ✓ To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behaviour.
- ✓ To give the students a perspective to understand the application of market research in framing effective marketing strategies.

1. Understanding consumer behavior

10

- 1.1 Introduction and definition of consumer behavior
- 1.2 Scope of consumer behaviour
- 1.3 Consumer behavior as a multi disciplinary science
- 1.4 Sociology and psychology of consumption
- 1.5 Application of consumer behavior
- 1.6 Consumer behavior In Indian perspective.

2. Social groups

10

- 2.1 Definition of social groups
- 2.2 Impact of social group on behaviour
- 2.3 Primary vs. Secondary group
- 2.4 Reference vs. occupied group
- 2.5 Reference group and different types of appeals
- 2.6 Effectiveness of reference group

3. Need motivation & emotion

10

- 3.1 Theories of the process of motivation (instinct, drive reduction, opponent process theory)
- 3.2 Learning and memory (theories of learning-structure of memory)
- 3.3 Sensation and perception
- 3.4 Attitude
- 3.5 Concept of personality
- 3.6 Concept of personality in marketing

4. Consumer Research

10

- 4.1. Characteristics of consumer Research
- 4.2 Types of Consumer Research
- 4.3 Qualitative Research methodology
- 4.4 Quantitative Research Methodology

5. Understanding Consumer Decision making**10**

- 5.1 Opinion leadership
- 5.2 Effect of Innovation
- 5.3 Different stages in adoption Process
- 5.4 Diffusion of innovation
- 5.5 Product characteristics that influence diffusion
- 5.6 Model of consumer decision making (Howard-Sheth Model)

6. Family buying influences**10**

- 6.1 Family lifecycle and buying roles
- 6.2 Lifestyle
- 6.3 Customer delight
- 6.4 Public policy and consumer protection
- 6.5 E-Consumer behaviour
- 6.6 Changing Consumer behaviour

REFERENCE BOOKS

1. Consumer Behaviour By Rajneesh Krishna-Oxford University Press-2014
2. Consumer Behaviour II Edition-Matin Khan-New Age International Pvt. Ltd.

Course Outcomes On completion of this course, the students will be able to

Co.No	CO	Cognitive Level
5.6B.1	Demonstrate how knowledge of consumer behaviour can be applied to marketing.	1
5.6B.2	Identify and explain factors which influence consumer behaviour.	2
5.6B.3	Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.	6



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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2018-19

SEMESTER: V

Paper: M5.7 (B) Services Marketing

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

Required Lectures: 60 hours

Course Objectives

- ✓ To help the students to gain understanding about service quality attributes.
- ✓ To study the service marketing tools.
- ✓ To enable student for developing marketing strategy for service firms.

- 1. Introduction to Services** **06**
 - 1.1. Service: Concept, Characteristics, Components, classification & Packages
 - 1.2. Service facility design & Layout, Product Vs Services
 - 1.3. Service marketing: Concept, features, importance
- 2. The seven P's of Service Marketing Mix** **12**
 - 2.1. Product Decision, Product-service Continuum
 - 2.2. Pricing: Strategies & tactics, Measures to respond to changes in demand, reshaping demand using effective pricing.
 - 2.3. Promotion: Setting Communication objective, Implication for communication strategies.
 - 2.4. Physical Distribution:-Strategies for services, challenges in distribution, Role of Internet in distribution.
 - 2.5. People: The key Role of Service employee,
 - 2.6. Physical Evidence: Nature, Importance, tangibilisation of Physical Evidence
 - 2.7. Process: Service as a process & as a system, Different aspects & management challenges
- 3. Strategic Marketing Management for Services** **08**
 - 3.1. Matching Demand & supply through capacity planning and segmentation –
 - 3.2. Internal Marketing of services
 - 3.3. External versus Internal orientation of services strategy Strategies for Reducing customer Defections,
 - 3.4. Customer relationship Management
- 4. Services Recovery** **06**
 - 4.1. Impact of Service Failure and Recovery
 - 4.2. How customer responds to service failures
 - 4.3. Service recovery strategies : Fixing the customer, Fixing the problem
 - 4.4. Service Guarantees
- 5. Delivering Quality Services & Customer Satisfaction** **08**
 - 5.1. Service Quality: Meaning, Measurement, Total Service Quality Management, Managing people & technologies, Perceived quality, controlling quality
 - 5.2. Causes of services quality gaps
 - 5.3. The customers Expectation versus perceived service gap;
 - 5.4. The customer Expectation versus perceived service gap;
 - 5.5. Factors & technique to Resolve this gap- Gap; in services.
 - 5.6. The services performance gap

5.7. Strategies for services performance gap promise versus Delivery Gap.

6. Services Marketing Practices

16

- 6.1. Financial Services: Banking & Insurance
- 6.2. Healthcare Services
- 6.3. Hospitality Services
- 6.4. Travel & Tourism: Medical tourism
- 6.5. Professional Services
- 6.6. Public Utility Services
- 6.7. Education & Extension Services
- 6.8. IT & Communication Services: telecom, Courier
- 6.9. Media & Entertainment Service

REFERENCE BOOKS:

- 1) Services Marketing 2nd Ed- Rajendra Nargundkar, -Tata McGraw Hill companies
- 2) Services Marketing – S.M.Jha – Himalaya Publishing House
- 3) Services Marketing: People, Technology, Strategy- Christopher Lovelock - Pearson Education Asia
- 4) Services Marketing – Govind Apte - Oxford
- 5) Service Marketing: concept planning & Implementation – C Bhattacharya –Excel Books
- 6) Service Marketing- Raghu & Vasanthi Venugopal- Himalaya
- 7) Services Marketing – Ravi Shankar – Excel Books
- 8) Delivering Quality Services” The Free Press, Macmillan – Zeithaml, Parasuraman & Bery.
- 9) The Service Edge- Ron Zemke & Dick Schaaf
- 10) Thomas J DeLong & Ashish Nanda: Managing Professional Services- Text and Cases, McGraw- Hill International, 2006.
- 11) Valerie Zeithaml & Mary Jo Bitner- Services Marketing- McGraw Hill

Course Outcomes On completion of this course, the students will be able to

Co.No	CO	Cognitive Level
5.7B.1	Understanding about service quality attributes.	2
5.7B.2	Explain and implement service marketing tools.	3
5.7B.3	Develop marketing strategy for service firms.	3

Elective III- HRM



North Maharashtra University, Jalgaon

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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2018-19

SEMESTER: V

Paper: M5.5 (C)Industrial Relation & Trade Union

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

Required Lectures: 60 hours

Course Objectives

- ✓ To know the relevance of industrial disputes mechanism.
- ✓ To learn the laws relating to Industrial Relations, Social Security and Working conditions.
- ✓ To understand the laws related to working conditions in different settings.

1. Industrial Relations: Definition and Main Aspects

10

- 1.1 Evolution of Industrial Relations
- 1.2 Concept, Importance, scope and Aspects of Industrial Relations
- 1.3 Factors affecting Industrial Relations
- 1.4 Approaches to Industrial Relations
- 1.5 Pre-requisite for successful Industrial Relations
- 1.6 Characteristics of Indian Industrial Relations System

2. Industrial Conflicts/ Dispute

10

- 2.1 Concept and Essentials of a Dispute
- 2.2 Classification of Industrial Dispute
- 2.3 Causes and Impact of Industrial Dispute/ Conflict
- 2.4 Why Industrial Peace?

3. Methods of settling Industrial Dispute

10

- 3.1 Settlement without state Intervention
- 3.2 Settlement under the Influence of the state
- 3.3 Adjudication or Compulsory Arbitration in India
- 3.4 Adjudication or Compulsory Arbitration v/s Collective Bargaining
- 3.5 Machinery for the Prevention and Settlement of Industrial Dispute in India

4. Collective Bargaining

10

- 4.1 Concept, Features and Importance of Collective Bargaining
- 4.2 Principles of Collective Bargaining
- 4.3 Forms of Collective Bargaining
- 4.4 Hurdles to Collective Bargaining in India
- 4.5 Pre-requisite of successful Collective Bargaining

5. Trade Unionism

12

- 5.1 Concept and Features of Trade Union
- 5.2 Functions of Trade Union in India
- 5.3 Types and Structure of Trade Union
- 5.4 Methods of Achieving the Objectives
- 5.5 Problems of Trade Union

5.6 Essentials for Success of Trade Union

6. Trade Union Act, 1926

08

6.1 Objects and Applicability of the Act

6.2 Rights and Privileges of Registered Trade Union

6.3 Duties and Liabilities of Registered Trade Union

REFERENCE BOOKS

1. Industrial Relations – Venkata Ratnam – Oxford University Press
2. Industrial Relations and Labour Laws by Monappa Nambudhiri ,Selvaraj –McGraw Hill
3. Industrial Relations Trade Union & Labour Legislations by PRN Sinha & Shekher – Pearson
4. Dynamics of Industrial Relations by C. B. Mamoria; Himalaya Publishing House
5. Essentials of HRM & IR by P Subba Rao – Himalaya
6. Labour Welfare Trade Union & Industrial Relations by Puneekar, Deodhar & Sankaran - Himalaya Publications

Course Outcome:

Co.No	CO	Cognitive Level
5.5C.1	Understand the relevance of industrial disputes mechanism	2
5.5C.2	Students will learn the laws relating to Industrial Relations, Social Security and Working conditions and also learn the enquiry procedural and industrial discipline	3
5.5C.3	Understand the laws related to working conditions in different settings.	2



North Maharashtra University, Jalgaon

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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2018-19

SEMESTER: V

Paper: M5.6 (C) Labour welfare and Administration

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

Required Lectures: 60 hours

Course Objectives

- ✓ To know the development and the judicial setup of Labor Laws.
- ✓ To learn the salient features of welfare and wage Legislations.
- ✓ To explain and prepare labour welfare facilities and ILO.

1. Introduction/ Basic Concept

10

- 1.1 Growth of Modern Industry & Impact of Industrialization
- 1.2 Concept at labor Welfare & Objectives at Labor Welfare
- 1.3 Need & Scope at Labour Welfare
- 1.4 Labour Welfare : Historical Development
- 1.5 Labour Welfare Practices in India
- 1.6 Agencies for Labour Welfare
- 1.7 Social Security Measures
- 1.8 Labours & Employer's views on Welfare

2. Labour Welfare

10

- 2.1 Merits & Demerits of Labour Welfare measures
- 2.2 Welfare inside & Outside the work place
- 2.3 Intra- Mural & Extra Mural Welfare activities
- 2.4 Employee Welfare Schemes- Statutory & Non-statutory
- 2.5 Theories, Principles & Approaches to Labour Welfare
- 2.6 Successful Implementation at Welfare Programmes
- 2.7 Components at Welfare Program

3. Participation, Empowerment & Quality Circles

10

- 3.1 Employee's Participation in Management-
 - 3.1.1. Meaning, Objectives, Essential Conditions
 - 3.1.2. Forms- Work Committees, Joint Management Council, Joint Council, Shop Council, Unit Council
- 3.2 Employee Empowerment
 - 3.2.1. Meaning, Element, Actions, Conditions, Process
 - 3.2.2. Characteristics of Empowered Organization, Consequences & Barriers
- 3.3 Quality Circles
 - 3.3.1. Meaning, History, Organizational Structure
 - 3.3.2 Decisions Techniques, Process, Concepts to make Effective, Benefits, Problems

4. Grievance & Discipline

10

- 4.1 Grievances
 - 4.1.1. Meaning, Characteristics, Need for, Causes of Grievances
 - 4.1.2. Pre-Requisites, Basic Elements, Errors in Interview, Grievances Procedure, Evaluation
- 4.2 Disciplinary Procedure
 - 4.2.1. Meaning, Aspects, Objectives of Disciplinary Procedures
 - 4.2.2. The Red Hot Stove Rule, Indiscipline Causes
 - 4.2.3. Approaches to Discipline, Industrial Employment (Standing Orders) Act 1946, Disciplinary Procedure.

4.2.4. Discharge & Dismissal, Role of HR Manager, Principle of Effective Discipline

5. Safety & Health

10

5.1 Industrial Accidents

5.1.1. Industrial Accident & Industrial Inquiry

5.1.2. Causes of Accidents, Accidents Costs

5.1.3. Accident measurements, Prevention

5.2 Safety

5.2.1. Safety Officers & Responsibility

5.2.2. Safety Programs, Basis of Safety Programs & Policies

5.2.3. Statutory Provisions for Safety in India

5.3 Industrial Health

5.3.1. Importance of Industrial Health

5.3.2. Occupational Hazardous, Diseases & Stress

5.3.3. Protection against Health Hazards, Statutory Provisions under the Factory Act 1948.

5.3.4. Industrial Hygiene Department, Industrial Health Program.

6. Social Security Measures

10

6.1 Concept of Social Security

6.2 Historical Development

6.3 Types of Social security: Social Insurance, Social Assurance, Public Services

6.4 ILO & Social Security

6.5 Indian Social Security System:

REFERENCE BOOKS

1) Labour Welfare, Trade Unionism & Industrial Relations; S.D.Punekar, S.B. Deodhar, Saraswati Sankaran ; Himalaya Publishing House

2) Taxmann's Human Resource Management (Text & Cases); Prof. (Dr.) Shikha Kapoor

3) Essentials of Human Resource management & Industrial Relations (Text, Cases & Games) , P. Subba Rao, Himalaya Publishing House.

Course Outcome:

Co.No	CO	Cognitive Level
5.6C.1	Understand the labor welfare facilities.	2
5.6C.2	Explain the Legislations also to integrate the knowledge of Labor Law in General HRD Practice.	3
5.6C.3	Understand the salient features of welfare and wage Legislations.	2



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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2018-19

SEMESTER: V

Paper: M5.7 (C) Labour Laws

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

Required Lectures: 60 hours

Course Objectives

- ✓ Today's competitive business environment owes its success to effective management of its human resource.
- ✓ The quality of the organization's employees, their attitude, behavior and satisfaction with their jobs, and their behavior towards ethics and values and a sense of fair treatment all impact the firm's productivity, level of customer service, reputation, and survival.
- ✓ The students of human resources management must aware of basic aspects of human resource management to understand the functioning of human resource management in an organizational setting.
- ✓ Therefore, this introductory course on Human Resource Management is designed for engineering students who wants

1. The Factories Act, 1948 10

- 1.1 Object and definitions
- 1.2 Health Provision
- 1.3 Safety Provisions
- 1.4 Welfare Provisions
- 1.5 Obligations of worker and occupier
- 1.6 Offences and penalties

2. The Payment of wages act, 1936 10

- 2.1 Meaning of wages, Definition, Type of wage
- 2.2 Features of Wage policy
- 2.3 Factors affecting wages
- 2.4 Time method of payment wages, fines, Claims of wage.
- 2.5 The Payment of wages (Amendment) Act, 2017(Compare old and New provisions)

3. Minimum Wages act, 1965 10

- 3.1 Manner of fixation of minimum wages, Obligation of employers
- 3.2 Advisory board, Central advisory board,
- 3.3 Authority claims, Offences and penalties,
- 3.4 Compliances under the act.

4. The Employees' State Insurance Act, 1948 10

- 4.1 Applicability of the act, Contributions.

- 4.2 Important definitions
- 4.3 Employees' State Insurance
- 4.4 Employees' State Insurance scheme
- 4.5 Administration ESI Corporation
- 4.5 Benefits
- 4.6 ESI Court
- 4.7 Exemption and compliances

5. The Equal Remuneration act, 1976

10

- 5.1 Objective and definition, Equal Pay for Equal Work
- 5.2 No discrimination to be made while recruiting Men and Women.
- 5.3 Exceptions
- 5.4 Advisory Committee, Claims and Complaints
- 5.5 Penalties
- 5.6 Duty of employer to Maintenance of Register
- 5.7 Power of Inspectors

6. The Maternity Benefit act, 1961

10

- 6.1 Objective, scope, application of the act
- 6.2 Right to payment of maternity benefits
- 6.3 Payment of maternity benefits in case of death of women
- 6.4 Payment of bonus
- 6.5 Leave for illness arising out of pregnancy, delivery, premature birth of child, or miscarriage
- 6.6 Nursing Breaks.
- 6.7 Study new provisions under, The Maternity Benefit (Amendment) act, 2017

REFERENCE BOOKS

1. Labour Industrial laws- Dr.V.G.Goswami, Central Law Agency.
2. Labour Laws- Taxmann, Taxmann.
3. Labour Law- S. D. Geet, NiraliPrakashan
4. Industrial Relations - T. N. Chhabra, R. K. Suri, DhanpatRai& co.
5. Labour Laws for managers- B. D. Singh, Excel.
6. www.labour.nic.in

Course Outcomes

Co.No	CO	Cognitive Level
5.7C.1	Develop ways in which human resources management might diagnose a business strategy and then facilitate the internal change necessary to accomplish the strategy	1
5.7C.2	To have an understanding of the basic concepts, functions and processes of human resource management	2
5.7C.3	Evaluate the developing role of human resources in the global arena	6



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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2019-20

SEMESTER: VI

Paper: M6.1 Services Management

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

Required Lectures: 60 hours

Course Objectives

- ✓ To help the students gain understanding of the functions and responsibilities of managers in service industry.
- ✓ To enable them to analyze and understand the environment of the service organization.
- ✓ To help the students to develop understanding of service designing, service blueprinting

1. Introduction to Services

10

- 1.1 concept of service,
- 1.2 Characteristics of service
- 1.3 Classification of Services
- 1.4 Differentiation between goods and services
- 1.5 Factors responsible for growth of services
- 1.6 7P's of service marketing mix
- 1.7 Service Scenario in India

2. Service Operations

14

- 2.1 The Service product
- 2.2 New Product Development
- 2.3 Product life cycle Stages
- 2.4 Customer Expectations of Service
 - 2.4.1 Service Expectations
 - 2.4.2 Types of Expectations
 - 2.4.3 Factors Influencing Customer Expectations of Service
- 2.5 Customer Perceptions of Service
 - 2.5.1 Customers Perceptions: Satisfaction Vs Service Quality
 - 2.5.2 Customer Satisfaction

3. Strategies for service

06

- 3.1 Pricing Strategies
 - 3.1.1 Pricing objectives
 - 3.1.2 Methods of pricing services: cost oriented, Competitor oriented , Marketing oriented services
 - 3.1.3 Value to customer
- 3.2 Strategies for Promotion for service sector
 - 3.2.1 Marketing communication and promotion
 - 3.2.2 Communication process
 - 3.2.3 Promotion Planning and strategy
 - 3.2.4 Communication mix

4. Service Distribution & Physical evidence	14
4.1 Managing Distribution	
4.1.1 Distribution	
4.1.2 Factors affecting choice of distribution	
4.1.3 Strategies for Distribution	
4.1.4 Online distribution	
4.2 Physical evidence	
4.2.1 Physical evidence	
4.2.2 Managing physical evidence	
4.2.3 Creating service environment	
5. Managing Service Process	08
5.1 Service Process	
5.2 Service Blueprinting	
5.3 Managing Demand & Supply	
5.4 Customers role in service delivery	
5.5 Service process matrix	
5.6 Mass production and delivery	
5.7 Service Profitability and service process	
5.8 Managing demand & supply: Need , Waiting line strategies	
6. Customer feedback & Service Recovery	08
6.1 Customer response	
6.2 Feedback & Service orientation	
6.3 Service failure & Recovery	
6.4 Aims of service recovery	
6.5 Customer switching Behavior	
6.6 Service Guarantees:	
6.6.1 Designing Service Guarantees,	
6.6.2 Disadvantages of Service Guarantees	
6.7 Service Quality- SERVQUAL, Models of service quality	

REFERENCE BOOKS

1. Services Marketing – 2e – Jauhari& Datta – Oxford university Press
2. SERVICES- Marketing, Operations and Management: Johari & Datta - Oxford University Press

Course Outcomes On completion of this course, the students will be able to

Co.No	CO	Cognitive Level
6.1 .1	Describe the concepts related to service business.	1
6.1 .2	Understand the environment of the service organization.	2
6.1 .3	Explain the service designing, service blueprinting	4



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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2019-20

SEMESTER: VI

Paper: M6.2Project Management

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

Required Lectures: 60 hours

Course Objectives:

- ✓ To make them understand the concepts of Project Management for planning to execution of projects.
- ✓ To make them understand the feasibility analysis in Project Management and network analysis tools for cost and time estimation.
- ✓ Make them capable to analyze, apply and appreciate contemporary project management tools and methodologies in Indian context.

1. Project: Concept and classification	10
1.1 Meaning, Objective, characteristics and levels	
1.2 Dimensions of project	
1.3 Project classification, project cycle	
1.4 Project form, aspects of project	
2. Search for a business idea and Project Identification	10
2.1Concept, meaning, sources of business idea	
2.2Preparing a business plan	
2.3Product planning and development process	
2.4 Concept and importance of project identification	
2.5 Project selection	
3. Project Management Functions	10
3.1 Meaning, What is System & Procedure	
3.2 Features of System	
3.3 Design of System, System & Procedure Plan	
3.4 Project Authority- Concept, Features	
3.5 Distinction between Authority, Scope of Authority	
3.6Project Manager's Authority	
4. Project Report	10
4.1 Meaning, Scope and significance of Project Report	
4.2 Contents of Project Report	
4.3Formulation of Project Report	
4.4Specimen of Project report	
5. Project Formulation	10
5.1 Concept and meaning	
5.2 Steps in Project Formulation	
5.3 Aspects and constraints of project	
5.4 Project Implementation and Evaluation	
5.5 Checklist for Feasibility report	
5.6 Guidelines for Project Formulation	
6. Project Audit, Closure and Project Management & the Future	10
6.1Project Audits	

- 6.2 Project Audit Process
- 6.3 Project Closure
- 6.4 Current & Future Trends in Project Management
- 6.5 Project Management Career Issues

REFERENCE BOOKS

1. The Dynamics of Entrepreneurial Development and Management by Vasant Desai- Himalaya Pub. House
2. Entrepreneurship "Madhurima Lal and Shikha Sahai" Excel books
3. Project Management- The Managerial Process by Clifford F Gray and Erik W. Larson McGraw Hill Co.
4. Project Management by V.C Sontakki – Himalaya Publishing House

Course Outcome: The successful completion of this course enables the students in

Co.No	CO	Cognitive Level
6.2.1	Understand project characteristics and various stages of a project.	2
6.2.2	Understand the conceptual clarity about project organization and feasibility analyses Market, Technical, Financial and Economic.	2
6.2.3	Analyze the learning and understand techniques for project planning, scheduling and Execution Control.	4



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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2019-20

SEMESTER: VI

Paper: M6.3 Indian Financial System

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

Required Lectures: 60 hours

Course Objectives:

- ✓ To give them outline about the participants in the financial markets.
- ✓ To aware the students about share and debt markets, and name their collective name.
- ✓ To make them capable to distinguish between fixed-interest and interest-bearing markets.
- ✓ To make them aware about the primary and secondary markets.

1. Financial System 10

- 1.1. Introduction
- 1.2. Formal & Informal Financial Sectors
- 1.3. The Indian Financial System
- 1.4. Component of Formal Financial System

2. Reforms In Financial System 10

- 2.1 Indian Financial System In Pre-Reform Period
- 2.2 Objectives of Financial System Reform; Financial Efficiency, Stability & Integration

3. Money Market 10

- 3.1 Function of Money Market
- 3.2 Benefit of an Efficient Money Market
- 3.3 Indian Money Market
- 3.4 Role of RBI in Money Market
- 3.5 Step to Develop Money Market in India
- 3.6 Call Money Market

4. Capital Market 10

- 4.1 Function of Capital Market
- 4.2 Primary Capital Market & Secondary Capital Market
- 4.3 Reforms in Capital Market; Primary & Secondary Capital Market

5. Debt Market 10

- 5.1 History Of Indian Debt Market
- 5.2 Link Between Money Market & Debt Market
- 5.3 Characteristics of Debt Market
- 5.4 Participants in The Debt Market
- 5.5 Types of Instrument Traded in Debt Market
- 5.6 Primary & Secondary Segment of Debt Market

6. Derivatives Market 10

- 6.1 Definition of Derivative Under Security Contract
- 6.2 History of Derivative Trading
- 6.3 Types of Financial Derivative
- 6.4 Distinctive Features Of Derivative Market
- 6.5 Forward & Future Contract in Derivative Market

REFERENCE BOOKS

1. Indian financial system: bharti pathak, pearson
2. Financial management Theory problem & cases: ravi m. kishor, taxmann pub.
3. Financial management: M.Y.Khan & P.K.Jain , Tata Mc Graw
4. Basic financial management: M.Y.Khan & P.K.Jain , Tata Mc Graw
5. Financial management Theory concept & problem: Dr.R.P.Rustagi, Taxmann

Outcomes

Co.No	CO	Cognitive Level
6.3.1	Understand about share and debt markets, and name their collective name.	2
6.3.2	Describe about the instruments of the money and bond markets.	2
6.3.3	Justify about the foreign exchange market and the organization of the financial markets.	5



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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2019-20

SEMESTER: VI

Paper: M6.4Auditing

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

Required Lectures: 60 hours

Course Objectives:

- ✓ Students will learn to describe how information technology affects internal control.
- ✓ Students will learn to Determine the appropriate audit report for a given audit situation.
- ✓ Students will learn the process of designing and performing tests of controls.
- ✓ Students will learn the five conditions required to issue the standard unqualified audit report.
- ✓ Students will learn to explain methods used to obtain an understanding of internal control.

1: Introduction to Auditing	10
1.1. Definition , Essential Characteristics of Auditing	
1.2. Objectives of Auditing	
1.3. Qualification and Qualities of An Auditors	
1.4. Advantages and Limitations of Audit	
1.5. Scope of Audit	
1.6. Classification of Audit	
2: Internal Control System	10
2.1 Definition of Internal Control	
2.2 Objectives & Advantages of Internal Control System	
2.3 Principles of Good Internal Control System	
2.4 Techniques for Evaluation of Internal Control System	
2.5 Internal Check: Definition, Objectives & Importance	
2.6 Essentials of Good Internal Check System	
3: Internal Audit	10
3.1 Definition, Scope, Role, Objectives, Significance	
3.2 Types of Internal Audit	
3.3 Procedure of Internal Audit	
3.4 Difference between Internal Audit & Statutory Audit	
3.5 Distinction between Internal Audit, Internal Check & Internal Control	
4: Vouching Verification & Valuation	10
4.1 Vouching: Definition & Objectives	
4.2 Points to Be Consider at the Time of Vouching	
4.3 Types of Vouchers	
4.4 Vouching of Cash Receipt Transaction & Cash Payments Transactions	
4.5 Verification & Valuation: Meaning & Objectives	
4.6 Distinction between Verification & Vouching	
4.7 Verification & Valuation of Assets & Liabilities	
5: Audit Report	10
5.1 Need & Importance of Audit Report	

- 5.2 Reporting Responsibilities of Auditor
- 5.3 Requisites of a Good Audit Report
- 5.4 Distinguish between Auditor's Report & Auditor Certificate
- 5.5 Particulars toBe Furnished In the Audit Report
- 5.6 Types of Audit Report

6: Audit of Special Entities

10

- 6.1 Audit of Educational Institutions
- 6.2 Audit of Charitable Trust
- 6.3 Audit of Cooperative Society
- 6.4 Audit of Hospital
- 6.5audit of Clubs
- 6.6 Audit of Hotels

REFERENCE BOOKS

1. Auditing Principles & Practice: Ravinder Kumar, Virender Sharma, PHI Learning Pvt. Ltd.
2. Principles & Practice Of Auditing: R.G.Saxena , Himaaya Publishing House
3. Auditing : K.C Shekhar And Lekshmy Shekhar- Vikas Publishing House
4. Practical Guide To Auditing: R.N Sengupta- New Central Book Agency Ltd.

Course Outcomes

Co.No	CO	Cognitive Level
6.4.1	Student will understand to discuss the need for an independent or external audit and describe briefly the development of the role of the assurance provider in modern business society;	2
6.4.2	Student will able describe the quality control procedures necessary to ensure that a competent assurance engagement is performed, and apply professional ethics including Code of Conduct to specific scenarios	2
6.4.3	Student will explain the internal audit process including the professional standards applicable to the internal audit profession.	6

Elective I - Financial Management



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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2019-20

SEMESTER: VI

Paper: M6.5 (A)Security Analysis

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

Required Lectures: 60 hours

Course Objectives:

- ✓ This course provides a broad overview of investment management, focusing on the application of finance theory to the issue faced by portfolio managers and investors in general
- ✓ To provide conceptual foundation for the purpose of undertaking Investment analysis for securities as well as portfolios.

1. Investment

10

- 1.1 Introduction
- 1.2 Financial Investment & Economic Investment
- 1.3 Investment And Speculation
- 1.4 Objectives Of Investment
- 1.5 Types Of Investor
- 1.6 Investment Avenues & Their Characteristics

2. Security Market Analysis

10

- 2.1 What Is Security Analysis
- 2.2 Origin Of Market
- 2.3 Factors Influencing The Market Behaviour
- 2.4 What Is Market Analysis
- 2.5 Investment And Time Value Of Money

3. Fundamental Analysis

10

- 3.1 Influence Of The Economy
- 3.2 Economy Vs. Industry And Company
- 3.3 Industry Analysis
- 3.4 Company Analysis
- 3.5 Guideline For Investment

4. Technical Analysis Of The Market

10

- 4.1 Importance Of Timing In Investment
- 4.2 Basic Tenet Of Technical Analysis
- 4.3 Tools Of Technical Analysis
- 4.4 Dow Theory
- 4.5 Tripod Of Technical Analysis
- 4.6 Principal Of Technical Analysis
- 4.7 Chart And Trends Lines; Head & Shoulder

5. Risk

10

- 5.1 Risk In Investment
- 5.2 Component Of Risk

5.3 Measurement Of Risk

6. Portfolio Analysis

6.1 Introduction

6.2 Portfolio Analysis

6.3 Component Of Portfolio Management

6.4 Traditional Portfolio Theories

6.5 Modern Portfolio Theories

REFERENCE BOOKS

Investment management : V.A.Avadhani, Himalaya Pub. House

Security analysis & portfolio management: K.Nagarajan, G.Jayabl, New age international pub.

Course Outcomes

Co.No	CO	Cognitive Level
6.5A.1	Understand about background in the field of investments.	2
6.5A.2	Designing and managing the bond as well as equity portfolios in the real word.	6
6.5A.3	Explain about valuing equity and debt instruments.	2



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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2019-20

SEMESTER: VI

Paper: M6.6 (A)International Financial Management

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

Required Lectures: 60 hours

Objectives

- ✓ To provide the students an overall view of the international financial system and how multinational corporations operate.
- ✓ Have the ability to analysis practical international financial affairs.
- ✓ Understanding of the fundamental principles and ways of Multinational Companies (MNCs).

1. **Introduction to IFM** 10
 - 1.1. Introduction to International Finance
 - 1.2. Features of International Finance
 - 1.3. Scope of International Finance
 - 1.4. International Business Activities
 - 1.5. Foreign Direct Investment in India
 - 1.6. Meaning and Scope of FDI
 - 1.7. Trends of FDI in India
2. **International Financial Institutions** 10
 - 2.1. World Bank – Introduction and History
 - 2.1.1.Objectives of World Bank
 - 2.1.2.Functions of World Bank
 - 2.2. International Monetary Fund – Introduction and History
 - 2.2.1.Objectives of IFM
 - 2.2.2.Functions of IFM
 - 2.2.3.IMF Financial Policies and Operations
 - 2.3. Asian Development Bank - Introduction and History
 - 2.3.1.Objectives of ADB
 - 2.3.2.Functions of ADB
3. **Foreign Exchange Markets** 10
 - 3.1. Functions of foreign exchange markets
 - 3.2. Foreign Exchange Rates
 - 3.3. Arbitrage
 - 3.4. Spot Market
 - 3.5. Cross Rate of Exchange
 - 3.6. Forward Market
 - 3.7. Interest arbitrage
4. **Foreign Currency** 10
 - 4.1. Foreign Currency Futures
 - 4.1.1.Types of Future Contracts
 - 4.1.2.Functions of Future Markets
 - 4.1.3.Pricing of Stock Future Index
 - 4.1.4.Mechanism of Future Trading
 - 4.2. Foreign Currency Options

- 4.2.1. Meaning of Currency Options
- 4.2.2. Trading of options
- 4.2.3. Mechanism of Trading Options
- 4.3. Options Vs. Futures

5. Foreign Exchange Exposure and Management 10

- 5.1. Management of Foreign Exchange
- 5.2. Exchange Risk
- 5.3. Types of Exposure
- 5.4. Tools and Techniques of Foreign Exchange
- 5.5. Risk Management

6. Theories of Foreign Exchange Rates 10

- 6.1. Purchasing Power Parity (PPP)
- 6.2. Absolute Purchasing Power Parity
- 6.3. Relative Purchasing Power Parity
- 6.4. International Fisher Effect (IFE)

REFERENCE BOOKS

- 1. International financial management : Vyuptakesh Sharan, PHI Learning
- 2. International financial management: V.A.Avadhani, Himalaya Publishing House
- 3. International financial management: Madhu Vij ,Excel books

Outcomes

Co.No	CO	Cognitive Level
6.6 A.1	Identify and evaluate foreign direct investment and international acquisition opportunities	2
6.6 A.2	Develop strategies to deal with other types of country risks associated with foreign operations	6
6.6 A.3	Anticipate well considered opinion on issues relating to international financial management.	6

Elective II - Marketing



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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2019-20

SEMESTER: VI

Paper: M6.5 (B) Sales and Distribution Management

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

Required Lectures: 60 hours

Course Objectives:

- ✓ The course is to provide a customer centric approach to the sales and distribution function. The customer centric approach
- ✓ To developing frameworks for decision making keeping the customers as the primary focus.
- ✓ To understand the sales process, sales forecasting and sales strategies

- | | |
|---|-----------|
| 1. Introduction to sales management | 10 |
| 1.1. Nature and Scope of Sales Management | |
| 1.2. Objectives of Sales management | |
| 1.3. Functions of Sales management | |
| 1.4. Prospecting for customers | |
| 1.5. Modes of sales presentation | |
| 1.6. Difference between marketing and Sales | |
| 2. Sales force involvement, evaluation and training | 10 |
| 2.1. Developing Sales Training Programs, | |
| 2.2. Executing and Evaluating sales training programs | |
| 2.3. Motivating Sales Personnel | |
| 2.4. Compensating sales personnel | |
| 2.5. Designing and Administering various Compensation Plans | |
| 2.6. Controlling Sales personnel | |
| 3. Sales force management | 10 |
| 3.1. Objective and Types of Quotas | |
| 3.2. Quota setting procedure | |
| 3.3. Administering the quota system | |
| 3.4. Designing Sales Territories | |
| 3.5. Allocating Sales efforts to sales territories | |
| 4. Marketing channels, structure and distribution | 12 |
| 4.1. Functions and Relationships of channels of Distribution | |
| 4.2. Channel Dynamics | |
| 4.3. Channel Planning and organizational Patterns in Marketing Channels | |
| 4.4. Channel Design Process | |
| 4.5. Channel Management Decisions | |
| 5. Channel intermediaries | 10 |
| 5.1. Channel Intermediaries- Role and Types | |
| 5.2. Wholesaling- Types of Wholesalers | |
| 5.3. Wholesaler marketing decisions | |

5.4. Retailing- Types of retailers

5.5. retailer marketing decisions

6. Market logistics

08

6.1. Logistics Objectives,

6.2. Market logistics decisions for Distribution Channels

6.3. Role of Information System in Distribution Channel Management

REFERENCE BOOKS

1. Panda & Sahadev – Sales and Distribution Management – Oxford University Press
2. Tanner, J; Honeycutt E D; Erffmeyer Robert C.; Sales management: Pearson Education, 2009
3. R.S.N. Pillai :Marketing management, S. Chand
4. Still, R R. & Cundiff; Sales Management, Englewood Cliff, New Jersey, Printice Hall Inc.,
5. Anderson, R. Professional Sales Management. Englewood Cliff, New Jersey, Prentice Hall Inc., 1992.
6. Buskirk, R H and Stanton, W J. Management of Sales Force. Homewood Illinois, Richard D Irwin, 1983.
7. Dalrymple, D J. Sales Management: Concepts and cases. New York, John Wiley, 1989.
8. Johnson, E M etc. Sales Management: Concepts Practices and cases. New York, McGraw Hill, 1986.
9. Stanton, William J etc. Management of Sales Force. Chicago, Irwin, 1988.

Course Outcomes:

Co.No	CO	Cognitive Level
6.5B.1	Understand the roles and responsibilities of the Sales Managers	2
6.5B.2	Formulate and enhance the sales force productivity and performance	6
6.5B.3	Produce an effective sales strategy for their organizations.	6



North Maharashtra University, Jalgaon

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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2019-20

SEMESTER: VI

Paper: M6.6 (B)Advertising & sales promotion

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

Required Lectures: 60 hours

Course Objectives:

- ✓ This course will help students learn the fundamentals of advertising & its strategies.
- ✓ The course will introduce students to concepts of Media Planning, Media planning and measuring effectiveness of different media.
- ✓ The concept will be extensively discussed with individual promotional elements such as public relations, sponsorship, direct marketing and personal selling with special emphasis on Advertising and Sales Promotion.

- 1. Overview of Advertising Management:** **10**
 - 1.1 Introduction, Meaning and Framework of Advertising; Defining Advertising
 - 1.2 Advertising to Persuade the Buyer; Importance of Advertising in Marketing
 - 1.3 Role of Advertising in Marketing Mix and Positioning
 - 1.4 Advertisers and Advertising Agencies
 - 1.5 Choosing an Advertising Agency
- 2. Advertising** **10**
 - 2.1 Audience selection
 - 2.2 Functions & Perspective Classification of advertising
 - 2.3 Creativity in advertisement: Concept of copy theme and appeal
 - 2.4 Copy writing, art direction and Production
 - 2.5 Advertising budget:- Meaning, Responsibility and process; Factors influencing advertising budget,
 - 2.6 methods of advertising budget.
- 3. Setting Advertising objectives:** **10**
 - 3.1 Introduction
 - 3.2 Marketing Objectives; Advertising Objectives, Sales-oriented/ Behavioural objectives, Communication-oriented objectives
 - 3.3 The DAGMAR Approach to Setting Objectives and Measuring, Advertising Effectiveness
 - 3.4 Kinds of Advertising Objectives
 - 3.5 The Advertising Communication System, The communication process
 - 3.6 The advertising exposure model
 - 3.7 The Need for Clear Understanding of Objectives.
- 4. Media** **10**
 - 4.1 Media Decision: Types, Media Mix,
 - 4.2 Media selection, Planning & Strategy & Factors to be considered.
 - 4.3 Print Media, Electronic Media, and Outdoor & Transit supplementary Media
 - Other Media: Shop signs and Window display, Point of Purchase material
 - 4.4 Sponsorship and Event marketing.
 - 4.5 Specialty advertising and Co-marketing program
 - 4.6 Advertising Agency: Types, Functions, Advantages, Client relationship
- 5. Introduction to Sales Promotion:** **10**

- 5.1 Introduction, Meaning and Importance of Sales Promotion
- 5.2 Strengths and Limitations of Sales Promotion
- 5.3 Difference between Sales Promotion and Advertising
- 5.4 Establishment of Sales promotion, Organizing Sales Promotion Campaigns

6. Sales Promotion Tools

10

- 6.1 Development & Evaluation of the Sales Promotion program
- 6.2 Consumer Promotion: Meaning, Schemes – Consumer premium, conditional consumer Premium, Limitation Direct premium, and Evaluation
- 6.3
- 6.4 Tools and Techniques of Dealer/Trade Promotions;
- 6.5 Sales force/ Business promotion- Meaning, Techniques

REFERENCE BOOKS

1. Advertising – Sales & Promotion Management – S.A. Chunawala – Himalaya Publishing House
2. Advertising Management (Concept & Cases) – Manandra Mohan – Tata McGraw Hill
3. Advertising – Murthy Bhojana – Excel Books
4. Advertising and sales Promotion by Kazami, Batra –Excel Books
5. Marketing management- Philip Kotler – Pearson/PHI
6. Marketing management – Sherlekar - Himalaya Publishing House
7. Advertizing – Principles and Practice – Wells, Burnett, Moriarty – Pearson
8. Sales Management : Decision, Strategy and Cases – Still, Cundiff & Govoni – Pearson
9. Advertising & Personal Selling – Rajput & Vasishth – Himalaya Publishing House
10. Advertising & Promotion (An IMC approach) – Shimp – Cengage Learning
11. Fundamental of Advertising- Theory and Practice. S.A.Chunawala, K.C.Seth -Himalaya Publishing

Course Outcomes:

Co.No	CO	Cognitive Level
6.6B.1	Identify managerial issues in advertising management such as how to set up advertising objectives and budgeting methods as well as how to design media planning;	2
6.6B.2	Analyze the creative strategies and message strategies used in different advertising campaigns and be able to apply the basic principles in designing advertising programs for a given brand or product;	4
6.6B.3	Design and demonstrate various sales promotion techniques (consumer and trade) and their advantages and disadvantages.	6

Elective III- HRM



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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2019-20

SEMESTER: VI

Paper: M6.5 (C) Changing trends in HRM

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

Required Lectures: 60 hours

Course Objectives

- ✓ Today's competitive business environment owes its success to effective management of its human resource.
- ✓ The quality of the organization's employees, their attitude, behavior and satisfaction with their jobs, and their behavior towards ethics and values and a sense of fair treatment all impact the firm's productivity, level of customer service, reputation, and survival.
- ✓ To understand the functioning of human resource management in an organizational setting.

1: Changing Perspective of HR

10

- 1.1 The changing role of HR
- 1.2 HR transformation from employee to entrepreneur
- 1.3 TQM in Human Resource
- 1.4 New competencies for HR professionals
- 1.5 HR in the Dynamic environment

2: Strategic Human Resource Management (SHRM)

10

- 2.1 Introduction
- 2.2 People as strategic Assets
- 2.3 Transition from HRM to SHRM
- 2.4 Traditional HR vs. SHRM
- 2.5 Role of SHRM
- 2.6 Barriers to SHRM

3: International Human Resource Management (IHRM)

10

- 3.1 Introduction
- 3.2 Difference between HRM & IHRM
- 3.3 Responsibility of IHR manager
- 3.4 HR & Internationalization of Business
- 3.5 Model of International HRM
- 3.6 Cross Culture & HR process

4: E-HRM

10

- 4.1 Introduction & E-HRM Goals
- 4.2 Types of E-HRM
- 4.3 Consequences of E-HRM for HR department – HR model
- 4.4 Concept of HRIS
- 4.5 Manpower planning module of HRIS
- 4.6 Application software for Human Resource Practices

5: Stress Management**10**

- 5.1 A historical Perspective
- 5.2 The nature of stress
- 5.3 Occupational stress
- 5.4 How to cope with stress
- 5.5 Leading a stress free life

6: New Concept in HR**10**

- 6.1 People capability maturity model- structure
- 6.2 Green HR
- 6.3 Human sigma Management-concept
- 6.4 Transformational HR outsourcing
- 6.5 Developing Global HR Strategies
- 6.6 Employee Empowerment- Concept & Stages

REFERENCE BOOKS

1. Advanced Human Resource management ; S.C.Gupta; Ane Books India
2. Taxmann's Human Resource Management ; Prof. Dr. Shikha Kapoor;
3. Stress Management ; P.K.Dutta; Himalaya Publication House;
4. Strategic Human Resource Management; Rajesh Vishwanathan

Course Outcomes

Co.No	CO	Cognitive Level
6.5C.1	Understand the basic concepts, functions and processes of human resource management	2
6.5C.2	Describe of the role, functions and functioning of human resource department of the organizations.	2
6.5C.3	Devise and formulate various hrm processes such as recruitment, selection, training, development, performance appraisals and reward systems.	4



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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2019-20

SEMESTER: VI

Paper: M6.6 (C) Performance Management

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

Required Lectures: 60 hours

Course Objective

- ✓ To study the art and science of compensation practice.
- ✓ To study the methods of measuring the compensation.
- ✓ To understand the compensation practice and its role in promoting a company's competitive advantage

1. Introduction to Performance Management	10
1.1 Meaning & Definition	
1.2 Objectives	
1.3 Importance of Performance Management	
1.4 Benefits of Performance Management	
1.5 Principles & Imperative of Performance Management	
2. Performance Planning	10
2.1 Meaning & Definition	
2.2 Performance Criteria- Definition, Characteristics & Principles	
2.3 Objectives of Performance Planning	
2.4 Process of Performance Planning	
2.5 Characteristics of Effective Performance Plan	
2.6 Barriers of Performance Planning	
3. Performance Management Implementation	10
3.1 Introduction	
3.2 Strategies for effective implementation of Performance Management	
3.3 Factors affecting effective use of Performance Management	
3.4 Operationalizing change through Performance Management	
3.5 Organization culture & Performance Management	
4 Performance Managing & Performance Management System	10
Performance Managing	
4.1 Meaning, Definition & Characteristics of Performance Managing	
4.2 Objectives & Importance of Performance Managing	
4.3 Process of Performance Managing	
Performance Management System	
4.4 Introduction & Objectives	
4.5 Function & Characteristics of Performance Management system	
4.6 Electronic Performance Management	
5. Ethics in Performance Management	10
5.1 Introduction – Concept of Ethics	
5.2 Ethics in Performance –Definitions	

- 5.3 Principles of Ethical Performance Management
- 5.4 Objectives of Ethical Performance Management & Its Significance
- 5.5 Developing code of ethics in Performance Management
- 5.6 Future implication of ethics in Performance Management

6. Performance Counseling

10

- 6.1 Introduction, Definition & Concept of Performance Counseling
- 6.2 Principles of Performance Counseling
- 6.3 Performance counseling for higher job
- 6.4 Performance Counseling skills
- 6.5 Performance counseling checklist for Managers
 - 6.5.1 Pre-Performance counseling preparation
 - 6.5.2 During Performance counseling
 - 6.5.3 After Performance counseling
- 6.6 Reason for Poor / Marginal Performance

REFERENCE BOOKS

1. Performance Management ; A.S. Kohli,T.Deb ; Oxford Higher Education
2. Performance Management – Kohli, Deb - Oxford University Press
3. Performance Management by Herman Aguinis.- Pearson
4. Performance Management-Chadha, Macmillan
5. Essentials of Human Resource Management By P. SubbaRao – Himalaya Publishing
6. Human Resource Management By Snell, Bohalender - Cengage Learning
7. Human Resource Management-Pande & Basak, Pearson
8. Human Resource Management- Gary Dessler & Biju Varkkey - Pearson Prentice Hall
9. Human Resource Management by S. S. Khanka – S. Chand & Sons
10. Human Resource Management by Sharon Pande & Swapnalekha Basak – Pearson

Course outcomes

Co.No	CO	Cognitive Level
6.6C.1	Define basic compensation concepts and the context of compensation practice	1
6.6C.2	Classify different ways to strengthen the pay-for-performance link.	2
6.6C.3	Compare payment and employee benefits issues for contingent workers.	4



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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2019-20

SEMESTER: VI

Paper: M6.7 Project Report

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

Required Lectures: 60 hours

9. GUIDELINES FOR SUMMER INTERNSHIP PROJECT

- 9.1. Each student shall have to undergo a Summer Internship for a period of not less than 8 weeks during vacation falling after the end of IVth Semester.
- 9.2. In the Sixthsemester examination student shall submit "Project Report" individually on the basis of Elective opted. The topic should be decided with consultation and guidance of internal guide of the Institute/college at the end of the Second year, so that the student can take up the training during the vacations. The Project shall be necessarily Research oriented, Innovative and Problem solving.
- 9.3. The institute / College shall submit the detailed list of candidate to the University with Project Titles, name of the organization, internal guide and functional elective on or before 31st January of the Third year.
- 9.4. Teacher shall not be entrusted/allowed to take more than 15 students for guidance and supervision of project report.
- 9.5. The student has to write a report based on the actual training undergone during the summer vacations at the specific selected business enterprise, get it certified by the concerned teacher that the Project report has been satisfactorily completed and shall submit one hard bound typed copy of the same to the Head / Director of the institute alongwith 1 CD of Project Report. In order to save the paper, both side printing is allowed.
- 9.6. It is responsibility of concerned Institute to check the authenticity of Project.
- 9.7. CD submitted by the student shall be forwarded to the University by the Institute before the deadline mentioned in University circular.
- 9.8. Project viva voce shall be conducted at the end of Semester VI.
- 9.9. Viva Voce for one student shall be of minimum 10 minutes. The Student should prepare PowerPoint presentation based on Project work to be presented at the time of Viva voce.
- 9.10. The project work will carry maximum 100 marks, of which internal teacher shall award out of maximum 40 marks on the basis of project work done by the student as an internal assessment. Viva voce of 60 marks will be conducted by the panel of the external examiners to be appointed by the University.
- 9.11. No students will be permitted to appear for Viva-voce and Semester VI examinations, unless and until (s) he submits the project report before the stipulated time.