



**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**  
**(NAAC Reaccredited '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)



# North Maharashtra University, Jalgaon

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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:

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

5.4. The **Project work** (summer internship) shall commence after completion of IV<sup>th</sup> Semester (During vacation falling after the end of Second year) and the final Project report shall be submitted during VI<sup>th</sup> Semester. The marks and the credits shall be allotted in VI<sup>th</sup> 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:

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

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  $i^{\text{th}}$  course of a semester for which SGPA is to be calculated

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

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

That is,

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

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  $j^{\text{th}}$  course up to the semester

$p_j$  = grade point earned in the  $j^{\text{th}}$  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	$65 + \left\{ \frac{(CGPA - 4.5)}{0.02} \right\}$
3.50-4.49	B: Good	55-64	$55 + \left\{ \frac{(CGPA - 3.5)}{0.02} \right\}$
2.50-3.49	C: Average	50-54	$50 + \left\{ \frac{(CGPA - 2.5)}{0.02} \right\}$
1.50-2.49	D: Satisfactory	45-49	$45 + \left\{ \frac{(CGPA - 1.5)}{0.02} \right\}$
1.00-1.49	E: Pass	40-44	$40 + \left\{ \frac{(CGPA - 1.0)}{0.02} \right\}$
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 lectures hours are considered for teaching sessions and continuous assessment.
- 8.4. Self-study shall be 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 IV<sup>th</sup> 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 15<sup>th</sup> 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 along with 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](http://www.nmu.ac.in))



# North Maharashtra University, Jalgaon

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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)
<b>Semester-I</b>			
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		<b>Three Chances to be Given</b>
M1.7	Practical Based on Computer Fundamentals & Application	M1.7	Practicals on ICT practices
<b>Semester - II</b>			
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		<b>Three Chances to be Given</b>
M2.7	Practical based on Tally ERP	M2.7	Practical on Office Automation
<b>Semester - III</b>			
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		<b>Three Chances to be Given</b>
M3.7	Practical Based on Internet & Web Design	M3.7	Tally ERP
<b>Semester - IV</b>			
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		<b>Three Chances to be Given</b>
M4.7	Practical Based on Taxbase Software	M4.7	Practical on Taxation software
<b>Semester - V</b>			
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		<b>Three Chances to be Given</b>
M5.7	Field Work		<b>Three Chances to be Given</b>
<b>Semester - VI</b>			
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		<b>Three Chances to be Given</b>
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

<b>1. Introduction</b>	<b>12</b>
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	
<b>2. Development of Management thought</b>	<b>10</b>
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	
<b>3. Management Process and Skills</b>	<b>08</b>
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.	
<b>4. Managers and Environment</b>	<b>10</b>
4.1 Concept of environment, Nature, Impact	
4.2 Environmental factors: Economic, Political-legal, Technological, Socio- cultural, Competitive	
4.3 changing Indian business environment.	
<b>5. Mission and Objectives</b>	<b>10</b>
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.	
<b>6. Policy, Procedure, Methods and Rule</b>	<b>10</b>
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



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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

<b>1. Introduction to Communication Skills</b>	<b>10</b>
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	
<b>2. Communication at workplace</b>	<b>10</b>
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	
<b>3. Written Communication -I</b>	<b>10</b>
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.	
<b>4. Written Communication -II</b>	<b>10</b>
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	
<b>5. Organizational Communication</b>	<b>10</b>
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	
<b>6. Use of English Language</b>	<b>10</b>
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 Viswanathan- Himalaya Publishing house**
4. **Business Communication – Meenakshi Raman , Prakash Singh**
5. **Business Communication for Managers – An advanced approach – Penrose /Rasberry /Myers**



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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

- 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



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(NAAC Reaccredited 'A' Grade University)

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

<b>1. Theoretical Framework</b>	<b>10</b>
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	
<b>2. Meaning and Fundamental of Double Entry Book Keeping System</b>	<b>10</b>
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	
<b>3. Accounting Process</b>	<b>10</b>
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	
<b>4. Cash Book</b>	<b>10</b>
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	
<b>5. Rectification of Errors</b>	<b>10</b>
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	
<b>6. Final Accounts for Sole Proprietors</b>	<b>10</b>
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



# North Maharashtra University, Jalgaon

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FACULTY OF COMMERCE & MANAGEMENT

First Year BMS – w.e.f.AY 2017-18

SEMESTER: I

**Paper: M1.5 Introduction to Marketing**

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

Required Lectures: 60 hours

<b>1. Basics of Marketing</b>	<b>12</b>
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	
<b>2. Marketing Plan</b>	<b>8</b>
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	
<b>3. Product Management</b>	<b>10</b>
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	
<b>4. Pricing Strategies</b>	<b>8</b>
4.1 Pricing objectives	
4.2 Methods and pricing policies	
4.3 Adopting the price	
4.4 Initiating and responding to price changes	
<b>5. Distribution Strategies</b>	<b>12</b>
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	
<b>6. Promotion Strategies</b>	<b>10</b>
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.



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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

**Objective:** To make students well familiar with computer concepts and Office automation tools.

- 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



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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

## 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](http://www.gmail.com), [www.hotmail.com](http://www.hotmail.com) or [www.ymail.com](http://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](http://www.yahoo.com) or other web-sites.
5. Create a Blog on ICT topic using [www.blogger.com](http://www.blogger.com).
6. Write the comment on other blogs.



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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

<b>1. Planning &amp; Decision making</b>	<b>12</b>
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	
<b>2. Organizing</b>	<b>10</b>
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	
<b>3. Authority and power</b>	<b>10</b>
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	
<b>4. Staffing</b>	<b>10</b>
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	
<b>5. Directing and Leadership</b>	<b>08</b>
5.1 Directing : Concept, Principles	
5.2 Direction and Supervision Techniques;	
5.3 Leadership- Concept, Charismatic, Trait	
5.4 Behavioral and Situational leadership theories	
<b>6. Controlling</b>	<b>12</b>
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*



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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

1.	<b>Introduction to business communication</b>	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.	<b>Crisis Communication strategies</b>	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.	<b>Business meetings and Negotiation</b>	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.	<b>Introduction to Business Writing</b>	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.	<b>Employment Communication</b>	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.	<b>Preparing and Delivering presentation</b>	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 /Raspberry /Myers



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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

- 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



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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

<b>1. Theoretical Framework of Financial Accounting</b>	<b>10</b>
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	
<b>2. Valuation of Goodwill</b>	<b>10</b>
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	
<b>3. Depreciation Accounting</b>	<b>10</b>
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	
<b>4. Bank Reconciliation Statement</b>	<b>10</b>
4.1 Meaning, Need & Importance	
4.2 Causes for Difference in Bank Balance	
4.3 Preparation of Bank Reconciliation Statement	
<b>5. Accounts of 'Not For Profit' Concern</b>	<b>10</b>
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	
<b>6. Investment Account</b>	<b>10</b>
6.1 Preparation of Investment Account for Fixed Income Bearing Securities	
6.2 Cum Interest , Purchase, Sale & Computation of profit on securities	
6.3 Ex 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



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**SEMESTER: II**

**Paper: M2.5 Organization Behavior**

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

Required Lectures: 60 hours

<b>1. Introduction to OB</b>	<b>10</b>
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	
<b>2. Individual Behaviour</b>	<b>10</b>
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	
<b>3. Group Behaviour</b>	<b>10</b>
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	
<b>4. Leadership and Power</b>	<b>10</b>
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	
<b>5. Team Work &amp; Group Decision Making</b>	<b>10</b>
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	
<b>6. Organizational Change</b>	<b>10</b>
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



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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

<b>1: An overview of E- Commerce</b>	<b>10</b>
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).	
<b>2: Applications of Electronic Commerce</b>	<b>10</b>
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	
<b>3: Security in E-Commerce</b>	<b>10</b>
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.	
<b>4: Electronic Payment Systems</b>	<b>10</b>
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	
<b>5: E-commerce Infrastructure</b>	<b>10</b>
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	
<b>6: Basics of M-Commerce</b>	<b>10</b>
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



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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

## 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.



# North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

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

**Objectives:** To impart the required knowledge of Mathematics for managerial activities among students.

- |   |           |
|---|-----------|
| <b>1. Mathematical Logic</b>  | <b>08</b> |
| 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   |           |
| <b>2. Commercial Arithmetic</b>   | <b>10</b> |
| 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  |           |
| <b>3. Permutation and Combination</b>   | <b>08</b> |
| 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.   |           |
| <b>4. Sets</b>  | <b>10</b> |
| 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<br>(Simple numerical problems from commercial real life situations are expected) |           |
| <b>5. Determinants</b>  | <b>12</b> |
| 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.   |           |
| <b>6. Matrices</b>  | <b>12</b> |
| 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



# North Maharashtra University, Jalgaon

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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

<b>1. Introduction</b>	<b>10</b>
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	
<b>2. Business Ethics</b>	<b>10</b>
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	
<b>3. Values for Indian Managers</b>	<b>10</b>
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	
<b>4. Ethical decision making &amp; ethical dilemma</b>	<b>10</b>
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	
<b>5. Ethical issues in society</b>	<b>10</b>
5.1 Global warming, Industrial espionage	
5.2 Gender discrimination, job discrimination	
5.3 Whistle blowing, insider trading	
<b>6. Indian Ethos for management</b>	<b>10</b>
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.Sarang 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 Management-S. Balachandran, K.C.R. Raja and B.K. Nair-SPD Pvt. Ltd.
7. Ethics in Management and Indian Ethos-Biswanath Ghosh-Vikas Publishing House Pvt. Ltd.



# North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

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

<b>1. Introduction to Indian economy</b>	<b>10</b>
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	
<b>2. National Income</b>	<b>06</b>
2.1. Concepts of national income and output	
2.2. Methods of measuring national income	
2.3. Problems in estimation of national income	
<b>3. Agricultural productivity in India</b>	<b>12</b>
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	
<b>4. Industry</b>	<b>12</b>
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	
<b>5. Policies and their impact on Indian Economy</b>	<b>10</b>
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	
<b>6. Problems in Indian economy</b>	<b>10</b>
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



# North Maharashtra University, Jalgaon

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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

<b>1. Basics of Cost Accounting</b>	<b>10</b>
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	
<b>2. Materials</b>	<b>10</b>
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.	
<b>3. Labour</b>	<b>10</b>
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	
<b>4. Overhead</b>	<b>10</b>
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)	
<b>5. Marginal Costing</b>	<b>10</b>
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	
<b>6. Standard Costing</b>	<b>10</b>
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



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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

<b>1. Indian Contract Act 1872</b>	<b>10</b>
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	
<b>2. Sale of Goods Act, 1930</b>	<b>08</b>
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	
<b>3. Negotiable Instruments Act, 1881</b>	<b>07</b>
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.	
<b>4. Indian Trade Union Act, 1926</b>	<b>08</b>
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	
<b>5. Information Technology Act – 2000</b>	<b>08</b>
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	
<b>6. The Patent Act _ 2002</b>	<b>07</b>
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 RohiniAggrawal – 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



# North Maharashtra University, Jalgaon

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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

**Objective:** To aware the students with the concepts of customer relationship management and digital marketing

- |   |           |
|---|-----------|
| <b>1: Introduction to CRM</b>   | <b>10</b> |
| 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  |           |
| <b>2: Technology in CRM</b>   | <b>10</b> |
| 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                            |           |
| <b>3: Applications of Customer Relationship Management</b>                            | <b>10</b> |
| 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  |           |
| <b>4: New Marketing Environment - Digital Media</b>                                   | <b>10</b> |
| 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   |           |
| <b>5: Internet Enabled Retailing</b>  | <b>10</b> |
| 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. |           |
| <b>6: Integrating Online Communication into IMC Process - Online Advertising</b>      | <b>10</b> |
| 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.



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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

**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.



# North Maharashtra University, Jalgaon

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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

**Objectives:** To impart the required knowledge of statistics for managerial activities among students.

<b>1. Introduction to Statistics</b>	<b>08</b>
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	
<b>2. Classification and Tabulation</b>	<b>08</b>
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.	
<b>3. Measures of central tendency</b>	<b>12</b>
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)	
<b>4. Measures of Dispersion</b>	<b>12</b>
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.	
<b>5. Correlation</b>	<b>10</b>
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	
<b>6. Index Numbers</b>	<b>10</b>
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



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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

### Objectives:

The course aims to provide inputs to the students regarding basic concepts of HRM and its importance and functions.

- |   |           |
|---|-----------|
| <b>1. Introduction to Human Resource Management</b>                         | <b>10</b> |
| 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   |           |
| <b>2. Human Resource Planning</b>   | <b>10</b> |
| 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  |           |
| <b>3. Recruitment, Selection, Placement &amp; Induction</b>                 | <b>10</b> |
| 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                         |           |
| <b>4. Training and Executive development</b>                                | <b>10</b> |
| 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              |           |
| <b>5. Performance Appraisal</b>   | <b>10</b> |
| 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



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FACULTY OF COMMERCE & MANAGEMENT

Second Year BMS – w.e.f.AY 2018-19

SEMESTER: IV

Paper: M4.3 Banking and Insurance

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

Required Lectures: 60 hours

## Banking

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 of 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**
- 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 ]

10

#### 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. Delhi.
7. Harris, C.L. (1961), Money and Banking, Allyn and Bacon, London.
8. Laliwala, J.I. (1984), The Theory of Inflation, Vani Educational Book, New Delhi.
9. Datir R.K. (2011), Bhartatil Bank Vayvasay Aani Sahakar, Nirali Prakashan, Pune.
10. Rajesh R., Sivaganasithi ( 2009), Banking Theory – Law & Practice, The Mc Graw – Hill Companies, New Delhi.
11. Datir , Lomate, Ushir (2012), Bank Vayvasaychi Multatve, Nirali Prakashan, Pune.



# North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

Second Year BMS – w.e.f.AY 2018-19

SEMESTER: IV

Paper: M4.4 Taxation

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)

<b>1. Basic concepts:</b>	<b>06</b>
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	
<b>2. Residential Status</b>	<b>06</b>
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	
<b>3. Income from Salary:</b>	<b>14</b>
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)	
<b>4. Income from House Property:</b>	<b>12</b>
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	
<b>5. Income from Business and Profession:</b>	<b>12</b>
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)	
<b>6. Income from other sources:</b>	<b>10</b>
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



# North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

Second Year BMS – w.e.f.AY 2018-19

SEMESTER: IV

Paper: M4.5 Company Law

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

Required Lectures: 60 hours

<b>1. Company as a Business Enterprise:</b>	<b>08</b>
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	
<b>2. Private and Public Company:</b>	<b>08</b>
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	
<b>3. Incorporation of Company:</b>	<b>14</b>
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	
<b>4. Introduction of Securities:</b>	<b>08</b>
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	
<b>5. Introduction of Security Market:</b>	<b>08</b>
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	
<b>6. Membership of a Company:</b>	<b>14</b>
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 Aggrawal – 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



# North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

Second Year BMS – w.e.f.AY 2018-19

SEMESTER: IV

**Paper: M4.6 Research Methodology**

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

Required Lectures: 60 hours

<b>1. Commercial &amp; Business Research</b>	<b>08</b>
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	
<b>2. Research Methodology</b>	<b>12</b>
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	
<b>3. Sampling &amp; Data collection</b>	<b>10</b>
3.1 Sampling Terminology,	
3.2 Steps in Sampling Design, Criterion of selecting sampling procedure	
3.3 Sampling Methods: Probability Sampling & Non-probability Sampling	
<b>4. Data collection</b>	<b>10</b>
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	
<b>5. Testing of Hypothesis</b>	<b>08</b>
5.1 Hypothesis, Meaning & Importance	
5.2 Criterion of Good Hypothesis	
5.3 Procedure for Hypotheses Testing	
5.4 Flow Diagram for Hypotheses Testing	
<b>6. Interpretation &amp; Report Writing</b>	<b>12</b>
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.



# North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

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

## Objective:

- To study how to calculate the tax by using Taxbase software.

## 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.



# 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: M5.1 Management Information System

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

Required Lectures: 60 hours

**Objective:** To develop the knowledge about process of MIS and its application to the business for decision making process.

- |   |           |
|---|-----------|
| <b>1: Fundamentals of Management Information Systems</b>                                  | <b>10</b> |
| 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   |           |
| <b>2: Planning and development of MIS</b>   | <b>10</b> |
| 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                                  |           |
| <b>3: Support System</b>  | <b>10</b> |
| 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                 |           |
| <b>4: Expert System and Artificial Intelligence</b>                                       | <b>10</b> |
| 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   |           |
| <b>5: ERP</b>   | <b>10</b> |
| 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  |           |
| <b>6: Case study based on functional areas of MIS</b>                                     | <b>10</b> |
| 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



# 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: M5.2 Entrepreneurship Development

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

Required Lectures: 60 hours

<b>1. Introduction</b>	<b>10</b>
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	
<b>2. Entrepreneurial Behaviour</b>	<b>10</b>
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	
<b>3. Entrepreneurship Development Programme</b>	<b>10</b>
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	
<b>4. Entrepreneurial Competencies and Mobility</b>	<b>10</b>
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	
<b>5. Entrepreneurship Environment &amp; Problem</b>	<b>10</b>
5.1 Responsibilities of Entrepreneurs	
5.2 Challenges before Indian Entrepreneur	
5.3 Problems of Entrepreneurship	
<b>6. Rural Entrepreneurship</b>	<b>10</b>
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, Narendra Prakashan.
7. Business Environment & Entrepreneurship - Pratibha Joshi &A.G.Gosavi, Suvichar Prakashan.
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



# 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: M5.3 Cyber Law & Security**

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

Required Lectures: 60 hours

## Objective:

- To introduce the student with information security, security threats and control.
- To study and understand the basic concepts of cryptography, network security and cyber laws.

### 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 Act2000
- 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



# North Maharashtra University, Jalgaon

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FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2018-19

SEMESTER: V

**Paper: M5.4 Corporate Accounting**

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

Required Lectures: 60 hours

<b>1. Issue Of Shares &amp; Debentures</b>	<b>12</b>
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	
<b>2. Amalgamation</b>	<b>10</b>
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	
<b>3. Absorption</b>	<b>10</b>
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	
<b>4. External Reconstruction</b>	<b>10</b>
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	
<b>5. Internal Reconstruction</b>	<b>10</b>
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	
<b>6. Liquidation Of Company</b>	<b>08</b>
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

# 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

- |   |           |
|---|-----------|
| <b>1. Financial management</b>  | <b>10</b> |
| 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  |           |
| <b>2. Time value , valuation, Risk &amp; return</b>                                 | <b>10</b> |
| 2.1 time value  |           |
| 2.2 valuation of long term security   |           |
| 2.3 risk & return   |           |
| <b>3. concept &amp; measurement of cost of capital</b>                              | <b>10</b> |
| 3.1 importance & concept  |           |
| 3.2 measurement of specific cost  |           |
| 3.3 computation of overall cost of capital  |           |
| 3.4 practical problem   |           |
| <b>4. working capital management</b>  | <b>10</b> |
| 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                              |           |
| <b>5. capital structure theories &amp; value of firm</b>                            | <b>10</b> |
| 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 |           |
| <b>6. source of long term finance</b>   | <b>10</b> |
| 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 leaning



# 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 (A) Financial Services and Instruments

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

Required Lectures: 60 hours

- |  |           |
|--|-----------|
| <b>1. depositories &amp; custodian</b>   | <b>10</b> |
| 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)  |           |
| <b>2. Credit rating</b>  | <b>10</b> |
| 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.   |           |
| <b>3. Factoring &amp; forfaiting</b>   | <b>10</b> |
| 3.1 origin of factoring  |           |
| 3.2 types of factoring   |           |
| 3.3 factoring mechanism  |           |
| 3.4 origin of forfaiting   |           |
| 3.5 need & benefits of forfaiting  |           |
| <b>4. leasing &amp; hire purchases</b>   | <b>10</b> |
| 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  |           |
| <b>5. Merchant banking</b>   | <b>10</b> |
| 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



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

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

Required Lectures: 60 hours

- |  |           |
|--|-----------|
| <b>1. Stock Exchange</b>   | <b>10</b> |
| 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 |           |
| <b>2. Risk Management &amp; Trading Arrangement In Stock Exchange</b>                                      | <b>10</b> |
| 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   |           |
| <b>3. Stock Market Index</b>   | <b>10</b> |
| 3.1 Methodologies For Calculating The Index  |           |
| 3.2 Global Stock Market Indices  |           |
| 3.3 Major Indices In India   |           |
| <b>4. Bombay Stock Exchange (BSE)</b>  | <b>10</b> |
| 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  |           |
| <b>5. National Stock Exchange Of India (NSE) &amp; Over The Counter Exchange Of India (OTCEI)</b>          | <b>10</b> |
| 5.1 Membership Pattern Of NSE  |           |
| 5.2 Indices In NSE   |           |
| 5.3 National 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  |           |
| <b>6. Development Financial Institution</b>  | <b>10</b> |
| 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

## 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

- |   |           |
|---|-----------|
| <b>1. Introduction to Marketing Research:</b>   | <b>10</b> |
| 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.                               |           |
| <b>2. Aspects of Market Research and Planning the Research Process:</b>                     | <b>10</b> |
| 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.  |           |
| <b>3. Market Research Techniques Concept and Importance:</b>                                | <b>10</b> |
| 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  |           |
| <b>4. Marketing Research Decisions and Usage:</b>   | <b>10</b> |
| 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                                    |           |
| <b>5. Applications of Marketing Research:</b>   | <b>10</b> |
| 5.1 Consumer Market Research,   |           |

- 5.2 Businesses-To-Business Market Research,
- 5.3 Product 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,
- 6.6 International 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. Saravanel, Marketing Research& Consumer Behaviour, Vikas Publication.
9. Tapan K Panda, Marketing Management Text And Cases ,Himalaya Publications. 2<sup>nd</sup> Edition
10. Alan Bryman& Emma Bell ,Business Research Methods, 2e,Oxforduniversity Press ,2007



# 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

<b>1. Understanding consumer behavior</b>	<b>10</b>
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.	
<b>2. Social groups</b>	<b>10</b>
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	
<b>3. Need motivation &amp; emotion</b>	<b>10</b>
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	
<b>4. Consumer Research</b>	<b>10</b>
4.1. Characteristics of consumer Research	
4.2 Types of Consumer Research	
4.3 Qualitative Research methodology	
4.4 Quantitative Research Methodology	
<b>5. Understanding Consumer Decision making</b>	<b>10</b>
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)	
<b>6. Family buying influences</b>	<b>10</b>
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.



# 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: M5.7 (B) Services Marketing

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

Required Lectures: 60 hours

<b>1. Introduction to Services</b>	<b>06</b>
1.1. Service: Concept, Characteristics, Components, classification & Packages	
1.2. Service facility design & Layout, Product Vs Services	
1.3. Service marketing: Concept, features, importance	
<b>2. The seven P's of Service Marketing Mix</b>	<b>12</b>
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	
<b>3. Strategic Marketing Management for Services</b>	<b>08</b>
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	
<b>4. Services Recovery</b>	<b>06</b>
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	
<b>5. Delivering Quality Services &amp; Customer Satisfaction</b>	<b>08</b>
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.	
<b>6. Services Marketing Practices</b>	<b>16</b>
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 & Berry.
- 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

## Elective III- HRM



### 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 (C) Industrial Relation & Trade Union

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

Required Lectures: 60 hours

#### Objectives:

- Understanding “Industrial Relations” and prerequisites for successful Industrial Relations
- Studying the Industrial Conflicts and Grievance in Industry.
- Introduction to Trade Union

<b>1. Industrial Relations: Definition and Main Aspects</b>	<b>10</b>
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	
<b>2. Industrial Conflicts/ Dispute</b>	<b>10</b>
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?	
<b>3. Methods of settling Industrial Dispute</b>	<b>10</b>
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	
<b>4. Collective Bargaining</b>	<b>10</b>
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	
<b>5. Trade Unionism</b>	<b>12</b>
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. Matoria; 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



# 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

- 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.



# 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: M5.7 (C) Labour Laws**

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

Required Lectures: 60 hours

- |   |           |
|---|-----------|
| <b>1. The Factories Act, 1948</b>   | <b>10</b> |
| 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  |           |
| <b>2. The Payment of wages act, 1936</b>  | <b>10</b> |
| 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( <b>Compare old and New provisions</b> ) |           |
| <b>3. Minimum Wages act, 1965</b>   | <b>10</b> |
| 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.  |           |
| <b>4. The Employees' State Insurance Act, 1948</b>                                      | <b>10</b> |
| 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   |           |
| <b>5. The Equal Remuneration act, 1976</b>  | <b>10</b> |
| 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](http://www.labour.nic.in)



# North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

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

<b>1. Introduction to Services</b>	<b>10</b>
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	
<b>2. Service Operations</b>	<b>14</b>
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	
<b>3. Strategies for service</b>	<b>06</b>
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	
<b>4. Service Distribution &amp; Physical evidence</b>	<b>14</b>
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	
<b>5.</b>	<b>Managing Service Process</b>	<b>08</b>
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	
<b>6.</b>	<b>Customer feedback &amp; Service Recovery</b>	<b>08</b>
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



# North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2019-20

SEMESTER: VI

Paper: M6.2 Project Management

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

Required Lectures: 60 hours

<b>1. Project: Concept and classification</b>	<b>10</b>
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	
<b>2. Search for a business idea and Project Identification</b>	<b>10</b>
2.1 Concept, meaning, sources of business idea	
2.2 Preparing a business plan	
2.3 Product planning and development process	
2.4 Concept and importance of project identification	
2.5 Project selection	
<b>3. Project Management Functions</b>	<b>10</b>
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	
3.6 Project Manager's Authority	
<b>4. Project Report</b>	<b>10</b>
4.1 Meaning, Scope and significance of Project Report	
4.2 Contents of Project Report	
4.3 Formulation of Project Report	
4.4 Specimen of Project report	
<b>5. Project Formulation</b>	<b>10</b>
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	
<b>6. Project Audit, Closure and Project Management &amp; the Future</b>	<b>10</b>
6.1 Project 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



# North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

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

<b>1. Financial System</b>	<b>10</b>
1.1. Introduction	
1.2. Formal & Informal Financial Sectors	
1.3. The Indian Financial System	
1.4. Component of Formal Financial System	
<b>2. Reforms In Financial System</b>	<b>10</b>
2.1 Indian Financial System In Pre-Reform Period	
2.2 Objectives of Financial System Reform; Financial Efficiency, Stability & Integration	
<b>3. Money Market</b>	<b>10</b>
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	
<b>4. Capital Market</b>	<b>10</b>
4.1 Function of Capital Market	
4.2 Primary Capital Market & Secondary Capital Market	
4.3 Reforms in Capital Market; Primary & Secondary Capital Market	
<b>5. Debt Market</b>	<b>10</b>
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	
<b>6. Derivatives Market</b>	<b>10</b>
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



# North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

Third Year BMS – w.e.f.AY 2019-20

SEMESTER: VI

Paper: M6.4 Auditing

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

Required Lectures: 60 hours

<b>1: Introduction to Auditing</b>	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	
<b>2: Internal Control System</b>	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	
<b>3: Internal Audit</b>	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	
<b>4: Vouching Verification &amp; Valuation</b>	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	
<b>5: Audit Report</b>	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 to Be Furnished In the Audit Report	
5.6 Types of Audit Report	
<b>6: Audit of Special Entities</b>	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.

# Elective I - Financial Management



## North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

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

<b>1. Investment</b>	<b>10</b>
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	
<b>2. Security Market Analysis</b>	<b>10</b>
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	
<b>3. Fundamental Analysis</b>	<b>10</b>
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	
<b>4. Technical Analysis Of The Market</b>	<b>10</b>
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	
<b>5. Risk</b>	<b>10</b>
5.1 Risk In Investment	
5.2 Component Of Risk	
5.3 Measurement Of Risk	
<b>6. Portfolio Analysis</b>	
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.



# 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 (A) International Financial Management

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

Required Lectures: 60 hours

- |   |           |
|---|-----------|
| <b>1. Introduction to IFM</b>                               | <b>10</b> |
| 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                                 |           |
| <b>2. International Financial Institutions</b>              | <b>10</b> |
| 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                                     |           |
| <b>3. Foreign Exchange Markets</b>                          | <b>10</b> |
| 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                                     |           |
| <b>4. Foreign Currency</b>                                  | <b>10</b> |
| 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                                    |           |

<b>5. Foreign Exchange Exposure and Management</b>	<b>10</b>
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	
<b>6. Theories of Foreign Exchange Rates</b>	<b>10</b>
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

## Elective II - Marketing



### North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

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

#### Objective:

- To impart knowledge about the selling function and highlight the managerial issues involved in sales management.
- To bring out the changes in distribution function and understand current practices

<b>1. Introduction to sales management</b>	<b>10</b>
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	
<b>2. Sales force involvement, evaluation and training</b>	<b>10</b>
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	
<b>3. Sales force management</b>	<b>10</b>
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	
<b>4. Marketing channels, structure and distribution</b>	<b>12</b>
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	
<b>5. Channel intermediaries</b>	<b>10</b>
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 ED; 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 Illonois, 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.



# North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

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

- 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

6.3 Premium, Limitation Direct premium, and Evaluation

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

## Elective III- HRM



### North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

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

<b>1: Changing Perspective of HR</b>	<b>10</b>
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	
<b>2: Strategic Human Resource Management (SHRM)</b>	<b>10</b>
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	
<b>3: International Human Resource Management (IHRM)</b>	<b>10</b>
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	
<b>4: E-HRM</b>	<b>10</b>
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	
<b>5: Stress Management</b>	<b>10</b>
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	
<b>6: New Concept in HR</b>	<b>10</b>
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



# North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

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

<b>1. Introduction to Performance Management</b>	<b>10</b>
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	
<b>2. Performance Planning</b>	<b>10</b>
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	
<b>3. Performance Management Implementation</b>	<b>10</b>
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	
<b>4 Performance Managing &amp; Performance Management System</b>	<b>10</b>
<b>Performance Managing</b>	
4.1 Meaning, Definition & Characteristics of Performance Managing	
4.2 Objectives & Importance of Performance Managing	
4.3 Process of Performance Managing	
<b>Performance Management System</b>	
4.4 Introduction & Objectives	
4.5 Function & Characteristics of Performance Management system	
4.6 Electronic Performance Management	
<b>5. Ethics in Performance Management</b>	<b>10</b>
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	
<b>6. Performance Counseling</b>	<b>10</b>

- 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



# North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

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 IV<sup>th</sup> 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 31<sup>st</sup> 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.